

**GURU NANAK KHALSA COLLEGE FOR WOMEN
GUJARKHAN CAMPUS, MODEL TOWN, LUDHIANA**



SUPPORTING DOCUMENT

2022-23

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

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1.3 Curriculum Enrichment 2022-23

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Our college emphasizes integrating various important issues like gender, environment and sustainability, human values, and professional ethics across different courses and activities. This approach helps in providing a holistic education to students, ensuring they understand the significance of these topics in their respective fields.

The integration of environmental issues and sustainability in the Environmental Studies course at the graduation level creates awareness and knowledge about these crucial matters among students pursuing higher education. The incorporation of human values within the curricula of disciplines like Political Science, Commerce and Management, English, Sociology, Psychology, Hindi, and Punjabi showcases a commitment to nurturing ethical and empathetic perspectives in students across diverse subjects.

Moreover, the inclusion of professional ethics within subjects such as English, Commerce and Management, Journalism and Mass Communication, as well as Computer Science and Applications, is crucial in preparing students to navigate the ethical challenges within their specific fields. The integration of these crosscutting issues into co-curricular and extracurricular activities further enhances students' understanding and engagement with these important topics beyond the confines of the classroom.

Adhering to UGC directions and implementing these measures demonstrates the institution's commitment to providing a well-rounded education that encompasses essential values and awareness about contemporary issues across different academic disciplines and activities.

N.S.S: The NSS (National Service Scheme) unit of our college is actively involved in a wide range of activities that reflect a commitment to environmental protection, sustainable development, human values, and social issues. NSS plays a crucial role in fostering a sense of social responsibility among students. Here's a breakdown of the mentioned activities:

1. Cleanliness Drive:

- Objective: Actively participating in initiatives to maintain cleanliness in the local environment.

2. Clean India Programme:

- Objective: Active involvement in the nationwide Clean India initiative, contributing to overall sanitation and cleanliness.

3. Awareness Lecture on Eco-Friendly Diwali:

- Objective: Promoting environmentally friendly practices during Diwali, emphasizing the importance of celebrating festivals in an eco-friendly manner.

4. The Fight For Garbage-Free Cities Under Indian Swachhta League:

- Objective: Engaging in efforts to promote waste management and cleanliness for garbage-free cities, contributing to a cleaner environment.

5. Poshan Maah (National Nutrition Month) Celebrations:

- Objective: Raising awareness about nutrition and promoting healthy habits during the National Nutrition Month.
6. **Organized Fitness Run to Celebrate the 115th Birth Anniversary of Shaheed Bhagat Singh:**
 - Objective: Promoting fitness and commemorating the birth anniversary of the national hero Bhagat Singh.
 7. **October as Cyber Security Awareness Month:**
 - Objective: Observing October as Cyber Security Awareness Month to educate individuals about online safety, contributing to enhanced cybersecurity awareness.
 8. **Celebrated International Youth Day under Swachhata Pakhwada:**
 - Objective: Celebrating International Youth Day with a focus on cleanliness and hygiene as part of the Swachhata Pakhwada initiative.
 9. **Har Ghar Tiranaga Campaign:**
 - Objective: Promotion of patriotism and national unity through the Har Ghar Tiranaga Campaign.
 10. **Observed Parakram Divas:**
 - Objective: Commemorating and celebrating Parakram Divas, recognizing the courage and sacrifice of individuals.
 11. **GNKCW Celebrated 'HAR GHAR DHYAN':**
 - Objective: Focusing on the practice of meditation, promoting mental well-being and mindfulness in every home.
 12. **International Women's Day Celebrated at GNKCW:**
 - Objective: Celebrating the achievements and contributions of women, promoting gender equality and women's empowerment.
 13. **Observed Martyrs Day:**
 - Objective: Paying homage to and remembering the sacrifices of martyrs in the service of the nation.
 14. **World Red Cross Day:**
 - Objective: Observing World Red Cross Day, highlighting the humanitarian work of the Red Cross and promoting the principles of humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.
 15. **Observed World No Tobacco Day:**
 - Objective: Raising awareness about the harmful effects of tobacco, promoting a tobacco-free lifestyle, and contributing to public health initiatives.

NCC: The NCC (National Cadet Corps) unit of our college is actively integrating activities related to professional ethics, gender values, human values, and sustainability into the curriculum. This demonstrates a holistic approach to education that goes beyond traditional academic subjects. Here's a summary of the mentioned activities

1. **One-Day NCC Alumni Registration Camp:**
 - Objective: Organizing an event to register and connect with NCC alumni, fostering a sense of community and continuity within the NCC program.
2. **Online Meeting with NCC Cadets (2nd & 3rd year) for CATC-85:**
 - Objective: Discussing and preparing NCC cadets for the upcoming NCC Camp (Combined Annual Training Camp - CATC-85), ensuring effective communication and coordination.
3. **Rank Ceremony on the 166th Birth Anniversary:**
 - Objective: Recognizing and awarding ranks to NCC cadets on the occasion of the 166th birth anniversary.

4. 23rd Kargil Vijay Diwas Celebration at GNKCW:

- Objective: Commemorating the Kargil Vijay Diwas, honoring the sacrifices of Indian armed forces during the Kargil War.

5. Participation in NCC Camp (CATC-85):

- Objective: 14 NCC cadets participating in the Combined Annual Training Camp (CATC-85), gaining valuable training and experiences.

6. Support for Har Ghar Tiranaga Campaign:

- Objective: Actively participating in the Har Ghar Tiranaga campaign, promoting patriotism and national unity.

7. Cleanliness Drive by NCC Cadets:

- Objective: Organizing and participating in a cleanliness drive, contributing to local environmental sustainability.

8. National Rock Climbing Training Camp Participation:

- Objective: NCC cadet(s) participating in the National Rock Climbing Training Camp, enhancing physical fitness and adventure skills.

9. Pledge Ceremony at GNKCW:

- Objective: Organizing a pledge ceremony to emphasize commitment to certain values or principles.

10. Awareness Rally on 'Eco-Friendly Diwali':

- Objective: Conducting a rally to raise awareness about celebrating Diwali in an environmentally friendly manner.

11. Rashtriya Ekta Diwas Celebration at GNKCW:

- Objective: Observing National Unity Day to promote unity and integrity among the NCC cadets.

12. Constitution Day Celebration:

- Objective: Celebrating Constitution Day to instill awareness and respect for the Constitution of India.

13. NCC Day Celebration:

- Objective: Marking the NCC Day, commemorating the foundation day of the National Cadet Corps.

14. Armed Forces Flag Day Celebration:

- Objective: Participating in the observance of Armed Forces Flag Day, contributing to the welfare of armed forces personnel.

15. Swarnim Vijay Diwas Celebration:

- Objective: Celebrating Swarnim Vijay Diwas to commemorate India's victory in the 1971 Indo-Pak war.

16. To Celebrate Indian Army Day:

- Objective: Recognizing and celebrating Indian Army Day to honor the bravery and sacrifices of the Indian Army personnel.

17. To Celebrate Republic Day:

- Objective: Participating in the celebration of Republic Day, commemorating the adoption of the Constitution of India.

18. To Pay Homage to Martyrs of Pulwama Attack:

- Objective: Observing a moment of silence or organizing an event to pay homage to the martyrs of the Pulwama attack, acknowledging their sacrifices.

19. Awareness Workshop on G-20:

- Objective: Conducting an awareness workshop on G-20 to inform and educate participants about the G-20 (Group of Twenty) and its significance in global governance and cooperation.

These additional activities showcase a diverse range of engagements, including honoring national events, paying tribute to the armed forces and martyrs, and participating in educational workshops on global issues. The NCC unit's involvement in such activities reflects a commitment to fostering a sense of patriotism, awareness of global affairs, and a dedication to social responsibility.

EBSB: Our college is actively participating in and organizing a diverse range of activities under the theme of 'Ek Bharat Shreshtha Bharat' (One India, Great India). Each of these events contributes to fostering a sense of unity, cultural richness, and social responsibility. Here's a brief overview of the activities you mentioned:

1. Celebrated Basant Panchami

Celebrating festivals like Basant Panchami contributes to cultural vibrancy and fosters a sense of unity among the college community.

2. Observed National Martyrs' Day:

Recognizing and observing National Martyrs' Day is a solemn way to honor and remember those who sacrificed their lives for the nation.

3. GNKCW Celebrated 'HAR GHAR DHYAN':

Participating in activities like 'Har Ghar Dhyan' indicates a commitment to mental well-being and mindfulness within the college community.

4. International Women's Day Celebrated at GNKCW:

Celebrating International Women's Day is a crucial step in promoting gender equality and recognizing the achievements and contributions of women.

5. Observed Martyrs Day:

This observance further emphasizes the importance of remembering and honoring the sacrifices made by individuals for the country.

6. Har Ghar Tiranaga Campaign:

The 'Har Ghar Tiranaga' Campaign likely involves encouraging households to display the national flag, fostering a sense of patriotism at the grassroots level.

7. Poshan Maah - National Nutrition Month Celebrations at GNKCW:

Participating in National Nutrition Month showcases a commitment to promoting health and well-being among the college community.

8. GNKCW Organizes Fitness Run to Celebrate the 115th Birth Anniversary of Shaheed Bhagat Singh:

A Fitness Run is a great way to promote physical health and commemorate the birth anniversary of a national hero like Shaheed Bhagat Singh.

9. Celebrate the Spirit of 'Ek Bharat Shreshtha Bharat':

All these activities collectively contribute to the overarching theme of 'Ek Bharat Shreshtha Bharat' by fostering unity, cultural exchange, and a sense of national pride.

These initiatives not only provide a holistic educational experience but also contribute to the overall development of students and the college community.

UBA: Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India. The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth.

1. Tree Plantation Drive

- Objective: The tree plantation drive is to promote environmental sustainability and address various ecological, social, and economic challenges.

2. Self-Employment Generation by Block Printing & Fabric Painting

- Objective: The self-employment generation initiative focused on block printing and fabric painting aiming to empower individuals through skill development and entrepreneurship.

3. Celebrated Nutrition Month

- Objective: It Increase public awareness about the importance of nutrition in maintaining good health and preventing nutrition-related diseases.

4. Interaction with the members of PRIs and Gram Sabah to give information regarding Rural Development Schemes

- Objective: Increase awareness among members of PRIs and Gram Sabha about various rural development schemes initiated by the government at the national, state, and local levels and effective implementation of these schemes.

5. Importance of millets in their diet

- Objective: Increase awareness among individuals about the nutritional value and health benefits of millets, emphasizing their role as a valuable addition to a balanced diet. Encourage people to diversify their dietary choices by incorporating millets into their regular meals.

6. Distribution of millets seeds to students

- Objective: Increase awareness among students about the nutritional benefits of millets, emphasizing their role in providing essential nutrients like fiber, vitamins, and minerals. Encourage students to adopt and maintain healthy eating habits by incorporating millets into their diets.

7. Importance of millets to combat malnutrition in children

- Objective: Combat malnutrition in children by promoting millets also highlights millets as a source of quality protein, contributing to the overall growth and development of children.

8. Awareness about Cyber Crime & its Security

- Objective: Intensification public understanding of various types of cyber threats. Encourage individuals to practice good cyber hygiene by regularly updating software, using strong and unique passwords, and employing secure online practices.

Different social activities like World Hunger Day, International Thalassaemia Day, Drug-abuse awareness activities, World AIDS Day, National Voluntary Blood Donation Day & International Day of Non-Violence , International Youth Day, World Environment Health day, World Toilet day, International soil day, gender equality and International day of the girl child day, National Book Lover Day, Librarian Day Celebrations etc have been initiated by the different clubs and cells of the college such as Red Ribbon Club, Youth Services club, Eco Club, Women's Development Cell, House of Readers, Legal Literacy Cell, Equal Opportunity Cell and Media Club.

NSS

REPORT JUNE 2022 TO DECEMBER 2022

<https://www.gnwdh.com/wp-content/uploads/2023/08/NSS-REPORT-Odd-Semester-2022-2023.pdf>

REPORT JANUARY 2023 TO MAY 2023

<https://www.gnwdh.com/wp-content/uploads/2023/09/NSS-Report-2022-2023-Even-Semester.pdf>

NCC

REPORT JUNE 2022 TO DECEMBER 2022

<https://www.gnwdh.com/wp-content/uploads/2023/08/NCC-Report-2022-2023-Odd-Semester.pdf>

REPORT JANUARY 2023 TO MAY 2023

<https://www.gnwdh.com/wp-content/uploads/2023/11/NCC-Report-2022-2023-Even-Semester.pdf>

Equal Opportunity Cell

QUARTER 1

<https://www.gnwdh.com/wp-content/uploads/2023/08/Equal-Opportunity-Cell-report-Half-Yearly-I.pdf>

QUARTER 2

<https://www.gnwdh.com/wp-content/uploads/2023/08/Equal-Opportunity-Cell-2022-23.pdf>

EBSB

REPORT JUNE 2022 TO DECEMBER 2022

https://www.gnwdh.com/wp-content/uploads/2023/08/Ek-Bharat-Shreshtha-Bharat-Report_2022_2023_Odd-Semester.pdf

REPORT JANUARY 2023 TO MAY 2023

<https://www.gnwdh.com/wp-content/uploads/2023/11/EBSB-Report-2022-23-even-semester.pdf>

UBA

https://www.gnwdh.com/wp-content/uploads/2023/08/GNKCW_Report_Unnat-Bharat-Abhiyan_compressed.pdf

YOUTH CLUB & RED RIBBON CLUB

REPORT JUNE 2022 TO DECEMBER 2022

https://www.gnwdh.com/wp-content/uploads/2023/08/Youth_RRC_Report_Aug_Dec_22.pdf

REPORT JANUARY 2023 TO MAY 2023

https://www.gnwdh.com/wp-content/uploads/2023/11/Youth_RRC_Report_Jan_May_2023.pdf

UBA

ANNUAL REPORT 2022-23

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https://www.gnwldh.com/wp-content/uploads/2023/08/Ek-Bharat-Shreshtha-Bharat-Report_2022_2023_Odd-Semester.pdf

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1.3.1 Criteria 2021-22

1.3.1- Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum (2021-22)		
Courses that focus on Professional Ethics, Human values, Gender, Environment and Sustainability into the curriculum		
Subject	Course	Topics
Political Science	POLITICAL THEORY: AN INTRODUCTION	Liberty
		Equality
		Justice
		Democracy
		Rights
		Citizenship & Minority Rights
	Indian Government and politics	Fundamental Rights and Directive principles
Indian Constitution & Institutional Functioning		
		B.A- 2nd Sem, B.A 3rd Sem Political science <i>[Syllabus Attached]</i>
Public Administrations	PERSONNEL ADMINISTRATION (WITH SPECIAL REFERENCE TO INDIA)	In-depth understanding of various aspects of public personnel administration particularly recruitment, training and promotion. Contemporary issues like grievance redressal machinery, corruption, morale etc. concerning administration of human resources in government
	LOCAL GOVERNMENT	Concept, significance and evolution of local government in India. It would also acquaint them with the pattern and working of divisional and district administration. The key areas covered are the types, structure, functions, finances and personnel of rural and urban local governments. It would also include the concept of state control over

		local bodies, provincialisation and rural-urban relationship	
	ADMINISTRATIVE THEORY	The basic concepts and principles of public administration.	
Sociology	Introduction to Sociology	Introduction to Sociology, social structure, social institutions Structure of Indian Society Social Change in Indian Society Social Problems in India Social Problems in Contemporary India	
Commerce	Introduction of Trade, Managers, Accounting policies, Relevant issues related to Indian Economy, Issues of Indian Commerce with respect to globalization. HUMAN RESOURCE MANAGEMENT	Organizations of management, communication skills, Psychology to managers, issues of Indian commerce, the adoption of Business Ethics by organizations not only discourages corporate wrong-doing, but also contributes substantially in the achievement of corporate excellence, Different aspects of managing human resource in the organization. B.COM- 1st Sem--Principles and practices of Management, B.COM- 2nd Sem--Human Resource Management, Financial management, M.Com- 1st Sem : Organization Theory and Behaviors, Market Management, M.Com-2 Sem : Business Environment, M.Com- 4th Sem: Business Ethics and Corporate Governance [<i>Syllabus Attached</i>]	
Business Management	Introduction to Managers, Entrepreneurs, Professionals	Broad understanding of basic concepts and techniques related to the study of human behavior in work-environment and to manage behavioral aspects of organization. personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.	
English/hindi/Punjabi	General English/ English Communication Skills	Basic Language skills : Grammar and Usage Composition on Paragraph writing Letter writing (The formal and one Informal) Report-Writing	

		Essay writing
Fashion Designing ADD ON COURSE	Certificate Course	Fundamentals of Clothing, Fabric Study and Design Concept, Basic Construction Techniques and Sketching
	Diploma Course	Textile and Costume Appreciation, Pattern Making and Advance Construction Techniques,
	ADVANCED DIPLOMA	Fashion Designing and Merchandising, Apparel Industry and Entrepreneurship Development,
Bachelor of Computer Applications	Software Project Management	Project Management Framework, Software Tools for Project Management, Issues in Project Staff Acquisition and Team formation and Development, Model based software architectures, Workflows of the process, Checkpoints of the process, Integration Management: Project selection, project management plans, project execution, project monitoring and controlling, integrated change control; Scope Management: project scope statement, Work breakdown structures, Scope verification and scope control, Process instrumentation and seven core metrics.
HISTORY	HISTORY OF INDIA UPTO 1200 A.D.	The Rise of Southern Kingdoms: Administration under Pallavas; Rashtrakutas; Chalukyas, The Gupta Empire: The rise of Guptas and social, economic, cultural and scientific Developments under Guptas. Harappan Civilization: Extent, town planning; social economic and religious life. Life in Vedic Age: Political and Economic; social and religious.
	WORLD HISTORY 1500-1870 A.D.	Politico-Religious Changes: Renaissance; Reformation; Rise of absolute states in France and Prussia

PSYCHOLOGY	CLINICAL PSYCHOLOGY	Stress: Concept of Stress; Types of Stressors; Etiology of Stress; Coping Strategies: Problem Focussed and Emotion Focussed, Effects of Stress.
Home Science	FOOD, NUTRITION AND CHILD DEVELOPMENT	Balance diet for human growth and development
	FAMILY RESOURCE MANAGEMENT, HYGIENE & HEALTH	Home Scientist as an Entrepreneur. Agencies promoting Entrepreneurship- Commercial Banks, District Industries, Co-operative Societies. Interior Decoration
	CLOTHING & TEXTILE	Recording of body measurements & care to be taken while taking body measurements. Preparation of fabric for construction- shrinking and straightening. Tools of Drafting, Steps involved in drafting from measurement to garment construction, points to be kept in mind while making a draft. Terms used in construction i.e. Seam Allowance, Ease, Selvedge, Dart, Grain line, Stay stitching.
Physical Education		Massage, Physical activities/training and their effects on aging, body composition, and obesity. Athletic Meet, Olympic Games, Asian Games & Common Wealth Games, Basics of all games, Meaning, definitions, characteristics, dimensions and traits of personality. B.A-3rd Sem: Physical Education [Syllabus Attached]
Journalism and Mass Communication		Definition, nature and concept of communication; Basic models of mass communication : S-R model; Schramm's Model; Model based on Lasswell formula; Mathematical Model. Early Press History in India (1782-1947); Role of nationalist newspapers in freedom struggle; Laws to curb press freedom before Indian independence; Role of press in Post Independence era (1947-1975); Role of Press during Emergency (1975-1977); Press in modern India

		(1978-present) Brief overview of media industry in India with emphasis on growth of Press , Radio , TV and News Media
ADD ON COURSE Communicative Functional English	CERTIFICATE COURSE	Speech Skills ,Writing Communication Skills and Study Skills
	DIPLOMA COURSE	Radio journalism +Broadcast Presentation, T.V Journalism
	ADVANCE DIPLOMA	Print journalism : Print journalism I+ Print journalism –II, Office communication for the Business : Office communication for the Business-I+ Office communication for Business-II
Courses that focus on Gender Sensitivity		
Sociology	Gender Sensitization	Westernization
		Modernization
		Social Structure,Social Change,Power and Prestige,Family, Marriage,Under-privileged Sections—Women
English		M.A-English-4th Sem,M.A-English-2nd Sem [Syllabus Attached]
Psychology	CLINICAL PSYCHOLOGY, GENERAL PSYCHOLOGY, : EXPERIMENTAL PSYCHOLOGY	Emotions : Definition and Concept of Emotions, Types of Emotions, Theories of Emotions, Introduction to Emotion Intelligence, Method of Psychology, Motivation, Causes of Psychopathology: Biological, Psychological and Sociocultural Causes.
		B.A 5th Sem Psychology[Syllabus Attached]
HISTORY	WORLD HISTORY 1500-1870 A.D.	Politico-Religious Changes: Renaissance; Reformation; Rise of absolute states in France and Prussia
	HISTORY OF INDIA UPTO 1200 A.D.	Harappan Civilization, Life in Vedic Age (Political and Economic; social and religious.), Jainism and Buddhism, The Mauryan Empire

	HISTORY OF INDIA, 1750-1964 A.D.	Socio-Religious Reform Movements: Brahmo Samaj; Arya Samaj; Ramakrishna Mission; Aligarh Movement, Depressed Classes Movement: Contribution of Jyotiba Phule; Dr.B.R. Ambedkar and Mahatma Gandhi.	
		M.A History 2nd Sem <i>[Syllabus Attached]</i>	
Courses that focus on Environment and Sustainability			
Environmental Studies	Environmental Studies	Understanding Environment	
		Drug Abuse	
		Road Safety Education	
		Violence against Women/Children	
		Bcom-6 Sem: Social and Buisness Ethics <i>[Syllabus Attached]</i>	

B.A. PSYCHOLOGY
SEMESTER -I

Objectives :

- (I) The course introduces to the students the general concepts and historical viewpoints in general psychology. The students would also get an understanding of the principles and theories in different areas like personality, motivation, intelligence, etc. The course also apprises them of the concept of growth and development and also introduces them to the elementary statistics.
- (II) Pedagogy of the Course Work :
80% Lectures (including expert lectures).
20% assignments, discussion and seminars and tests.

Paper : GENERAL PSYCHOLOGY-I

Max. Marks	: 80
Theory	: 70 marks
Internal Assessment	: 10 marks
Time	: 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

There shall be 9 questions in all. The first question shall be short answer type containing 12 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 7 short answer type questions i.e. 2 marks of each. It shall carry 14 marks and shall be compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit - 4 in all. Each question will carry 14 marks.

Unit I

Nature of Psychology, Goals and Branches of Psychology, Historical Evolution of Psychology, Development of Psychology in India.

Unit II

Emotions : Definition and Concept of Emotions, Types of Emotions, Theories of Emotions (James-Lange, Cannon-Bard, Schacter-Ringer Theory.), Introduction to Emotion Intelligence.

Unit III

Method of Psychology (Experimental Method, Observation Method, Sampling Techniques, Survey Method)

Unit IV

Motivation: Definition, Nature, Concept. Types of Motives (Physiological, Psychological, Social): Theories of Motivation: Humanistic (Maslow), Need Theories (McClelland and Murray).

Note: The use of non-programmable calculators and statistical tables is allowed in the examination.

PSYCHOLOGY PRACTICALS

Max. Marks : 20

Time : 3 Hrs.

Four practicals have to be performed out of six :

1. Level of Aspiration.
2. Facial Expressions in Emotions
3. Public Opinion Survey.
4. Measurement of Motivation
5. Zeigarnik Effect
6. Familiarization of any five apparatuses

Suggested Readings:

1. Baron, R.A. (2003). Psychology, New Delhi : Pearson Education.
2. Ciccarelli, D. (2008). Introduction to Psychology, Delhi: Pearson.
3. Das, J.P. (1998). The Working Mind: An Introduction to Psychology. New Delhi: Sage.
4. Feldman, R.S. (2014). Understanding Psychology. New Delhi : Tata McGraw Hill.
5. Garrett, H.E. (1966). Statistics in Psychology and Education, New Delhi : Vakils, Feffer and Simons.
6. Kerlinger, F. N. (1964). Foundations of Behavioural Research. New York: Rinehart and Winston.
7. Morgan, C.T., King, R.A., J.R. Weisz and Schopler, J. (1987). Introduction to Psychology, Singapore: McGraw, Hill.
8. Singh, A.K. (1986). Tests, measurements and research methods in behavioural sciences. Tata McGraw-Hill.

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B.A PSYCHOLOGY
SEMESTER -II

Objectives :

- (I) The course introduces to the students the general concepts and historical viewpoints in general psychology. The students would also get an understanding of the principles and theories in different areas like personality, motivation, intelligence, etc. The course also appries them of the concept of growth and development and also introduces them to the elementary statistics.
- (II) Pedagogy of the Course Work :
80% Lectures (including expert lectures).
20% assignments, discussion and seminars and tests.

Paper : GENERAL PSYCHOLOGY-II

Max. Marks	: 80
Theory	: 70 marks
Internal Assessment	: 10 marks
Time	: 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

There shall be 9 questions in all. The first question shall be short answer type containing 12 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 7 short answer type questions i.e. 2 marks of each. It shall carry 14 marks and shall be **Compulsory** question. Rest of the paper shall contain 4 Units. Each Unit shall have **two** questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit - 4 in all. Each question will carry 14 marks.

Unit I

Personality – Concept, Trait Theories (Eysenck, Costa and MCrae), Psychoanalytic Theory (Freud),

Humanistic Theory (Rogers). Measurement of Personality, (Self Report Measures, Projective Techniques and Behavioural Assessment)

Unit II

Statistics: Graphical Representation of Data: Measures of Central Tendency and Variability.

Correlation - Meaning of Correlation, Rank Order and Product Moment-Correlation and Interpretation.

Unit III

Development: Concept, Heredity and Environmental Influences. Theories of Development : Erickson, Psychosocial Theory, Piaget's theory of Cognitive Development.

Unit IV

Intelligence : Concept, Theories of Intelligence: Spearman, Thurstone, Cattell, Guilford. Measurement of Intelligence (Verbal and Non Verbal Test and Individual and Group Tests).

Note : The use of non-programmable calculators and statistical tables is allowed in the examination.

PSYCHOLOGY PRACTICALS

Max Marks : 20
Time : 3 Hrs.

Four practicals have to be performed out of the following :

1. Verbal Test of Intelligence
2. Non Verbal Test of Intelligence
3. Performance Test of Intelligence.
4. McCosta & Crae NEO Big Five Personality Inventory.
5. Interest Inventory.
6. Familiarization of any five apparatuses

Suggested Readings:

1. Baron, R.A. (2002). Psychology, New Delhi : Pearson Education.
 2. Ciccarelli, D. (2008). Introduction to Psychology, Delhi: Pearson.
 3. Das, J.P. (1998). The Working Mind: An Introduction to Psychology. New Delhi: Sage.
 4. Feldman, R.S. (1996). Understanding Psychology, New Delhi : Tata McGraw Hill.
 5. Garrett, H.E. (1966): Statistics in Psychology and Education, New Delhi Vakils, Feffer and Simons.
 6. Guilford, J.P., and Fruchter, B. (1981). Fundamental Statistics in Psychology and Education Singapore: McGraw Hill.
 7. Jain, S. (2000). Introduction to Psychology. New Delhi: Kalyani.
 8. Kerlinger, F. N. (1964). Foundations of Behavioural Research. New York: Holy, Tinvsty snf Eindyon.
 9. Morgan, C.T., King, R.A., Weisz, J.R. and Schopler, J. (1987). Introduction to Psychology, Singapore: McGraw, Hill.
 10. Singh, A.K. (1986). Tests, measurements and research methods in behavioural sciences. Tata McGraw-Hill.
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PSYCHOLOGY
B.A. (GENERAL) SECOND YEAR EXAMINATION, 2019-2020
B.A. SEMESTER-III

Objectives:

- (I) The course introduces to the students the general concepts and historical viewpoints in experimental psychology. The students would also get an understanding of the Nervous System, Psychophysics, Learning. This course will also give an insight into psychophysics, statistics and cognitive aspects of Psychology.
- (II) Pedagogy of the Course Work :
80% Lectures (including expert lectures).
20% assignments, discussion and seminars and tests.

Paper: **EXPERIMENTAL PSYCHOLOGY**

Max. Marks	: 80
Theory	: 70 marks
Internal Assessment	: 10 marks
Time	: 3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

There shall be 9 questions in all. The first question shall be short answer type containing 12 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 7 short answer type questions i.e. 2 marks of each. It shall carry 14 marks and shall be Compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit 4 in all. Each question will carry 14 marks.

Unit I

The Nervous System: Structure and functioning of the neuron; division of nervous system - Central Nervous System and Peripheral Nervous System; Structure and functioning of the brain.

Unit II

Sensation

Concept and types; Vision-The Visual Stimulus, Structure and Functioning of the Eye, Theories of Colour Vision; Audition: The Auditory Stimulus, Structure and Functioning of the Ear, Theories of Hearing.

Unit III

Psychophysics
Thresholds; Psychophysical Methods of Limits, Constant stimuli and Average Error.

Unit IV

Learning
Concept, Classical Conditioning, Operant Conditioning, Observational Learning.

PHYSICAL EDUCATION B.A. 3rd sem

B.A. (GENERAL) THIRD SEMESTER EXAMINATION, 2017

Max. Marks	: 65
Theory	: 60 marks
Internal Assessment	: 05 marks
Time	: 3 Hrs.

INSTRUCTIONS FOR THE PAPER-SETTER AND STUDENTS :

- (i) There shall be nine questions in all, spread over five units.
- (ii) First question/unit is compulsory. It will contain six short answer type questions, spread over the whole syllabus to be answered in brief. It will carry 12 marks.
- (iii) Rest of the paper shall contain four units for descriptive questions. Each unit shall have two questions and the students shall be given internal choice i.e. the students shall attempt one question from each unit.
- (iv) All questions/units will carry equal marks.
- (v) Private candidates and the students of the University School of Open Learning (USOL) will not be allowed to take this subject.

UNIT-I

12 Marks

Entire syllabus given in the Units II to V will be covered to set six short answer type questions in first question/unit of the question paper which is compulsory.

UNIT-II

12 Marks

Psychological Basis of Physical Education :

- Meaning of Psychology and Sports Psychology.
- Psychological factors effecting physical performance.
- **Meaning of Learning.**
- **Laws of Learning.**
- Learning curve, its types, characteristics and implications in Physical Education and Sports.
- Psychological characteristics and problems of an adolescent.
- The role of Physical Education and Sports in solving the problems of an adolescent.

UNIT-III

12 Marks

Motivation:

- Meaning, definitions, types and methods of motivation.
- Importance of motivation in Physical Education and Sports.

Transfer of Training:

- Meaning, definitions, types and factors affecting transfer of training.

UNIT-IV

12 Marks

Personality:

- Meaning, definitions, characteristics, dimensions and traits of personality.
- Factors affecting development of personality (Heredity and Environment).
- Role of physical activities in Personality Development.

Sports and Socialization:

- Meaning and definitions of socialization, socialization through sports.

UNIT-V

12 Marks

Politics, Economy, Media and Sports Performance :

- Role of politics and economy in the promotion of games and sports.
- Role of media in promotion of sports.
- Causes of deterioration and suggestions for the improvement of Sports Performance.

Softball:

- History of the game.
- Basic fundamentals.
- Equipment and specifications.
- Marking/layout of field.
- Rules and regulations (number of players, number of officials required and general rules of play).
- Major tournaments of the game.

References :

1. Blair Jones & Simpson : "*Educational Psychology*", The MacMillan Co., New York, 1962.
2. Brown, R. : "*Social Psychology*", Free Press, New York, 1965.
3. Bucher, Charles A. : "*Foundations of Physical Education*", St. Louis, 1979, The C.V. Mosby Company.
4. Conger, J.J.: "*Adolescence and Youth : Psychological Development in a Changing World*," 22nd Edition, 1977, Harper and Row, New York.

BA
POLITICAL SCIENCE
SEMESTER - II

POLITICAL THEORY-II

Max. Marks	: 100
Theory	: 90 marks
Internal Assessment	: 10 marks
Time	: 3 hours

Objectives : The aim of this paper is to deepen and expand the knowledge of the student in Political Science. It introduces higher level concepts and themes in political theory. It will provide students with the tools to engage with some key political issues of our times.

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

- (a) There shall be 9 questions in all.
- (b) In Question No. One, 15 short answer type questions be asked spreading over whole syllabus to be answered in 10-20 words each. The students shall have to attempt 9 short answer type questions i.e. 2 marks of each. It shall carry 18 marks and shall be a compulsory question..
- (c) Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice. The candidates shall attempt one question from each Unit i.e. 4 in all of 18 marks each.
- (d) For private and reappear candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (d) in the question paper.

Unit-I

1. *Power, Authority, Legitimacy* : Meaning and Characteristics.
2. *Political Culture* : Meaning, Characteristics and Types.
3. *Political Socialisation* : Meaning, Characteristics and Agencies.

Unit-II

1. *Rights & Duties* : Meaning, Types and Co-relation between the two.
2. *Universal Declaration of Human Rights*: Meaning of Human Rights, Nature and Characteristics.

Unit-III

1. **Liberty** Meaning, Types & its Safeguards.
2. **Equality** Meaning, Types and Relationship between Liberty and Equality.
3. **Justice** Meaning and its various Dimensions.

Unit-IV

1. **Social Change** : Meaning, Characteristics and Factors.
2. **Democracy** : Meaning, types, necessary conditions for the success of Democracy.
3. **Theories of Democracy** Elite and Marxian.

Books Recommended :

1. J.C. Johri : *Principles of Modern Political Science*, Sterling Publishers, New Delhi, 2009.
2. A.C. Kapoor : *Principles of Political Science*, S. Chand & Company, New Delhi, 2009.
3. O.P. Gauba : *An Introduction to Political Theory*, MacMillan India Ltd., New Delhi, 2009.
4. Andrew Heywood : *Political Theory : An Introduction*, Third Edition, Palgrave MacMillan, 2004.
5. Robert A. Dahl & Bruce S. Finebric Kner : *Modern Political Analysis*, Sixth Edition Pearson, Education, 2003.
6. Frank Bealey, Richard Chapman and Michael Sheehan : *Elements in Political Science*, Edinburgh University Press, Edinburgh, 1999.
7. Andrew Heywood : *Political Theory : An Introduction*, MacMillan Press, London, 1999.
8. Aron I. Skoble & Fiber R. Maclian (eds.) : *Political Philosophy, Essential Selections*, Pearson Education, 1999.
9. Andrew Heywood : *Politics*, Macmillan, London, 1997.
10. M.P. Jain : *Political Theory*, Authors Guild Publication, Delhi (Punjabi & Hindi) 1990.
11. S.P. Verma : *Modern Political Theory*, General Publishing House, New Delhi, 1983.

BBA 3rd sem

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BBA 3rd sem

BBA 306: SALES AND DISTRIBUTION MANAGEMENT

Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

UNIT-I

Introduction to Sales Management & Importance of Sales Force: Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota.

UNIT-II

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, selection & motivation of intermediaries. Market Logistics and supply chain management - Transport system, inventory and warehousing. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing. International Sales and Distribution management.

Suggested Readings:

1. Sales Management. Text and cases, Krishna K. Havaldar, V M Cavale, McGraw Hill.
2. Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev. Oxford University Press.
3. Sales and Distribution Management. Text and cases. With SAP Applications. An Indian Perspective. Dr. S L Gupta. Excel Books.
4. Sales Management. Joseph F. Hair, Rolph E. Anderson, Rajiv Mehta, Barry J. Babin, Cengage Learning.
5. Salesmanship and Publicity. Rustom S Davar, Sohrab R Davar, Nusli R Davar. Vikas Publishing House Pvt Ltd.

Note: Latest edition of text book must be used.

BA PSYCHOLOGY
 B.A. / B.Sc. (GENERAL) THIRD YEAR (SEMESTER SYSTEM) EXAMINATION, 2019-2020
 SEMESTER - V

Objectives :

- (I) The course will enable the students to get an introductory knowledge about Clinical Psychology with emphasis on the dynamics of some of the behavioural disorders and therapies. Students will also have some knowledge about stress and coping; and will get acquainted with elementary inferential statistics.
- (II) Pedagogy of the Course Work :
 80 % Lectures (including expert lectures).
 20% assignments, discussion and seminars and tests.

PAPER: CLINICAL PSYCHOLOGY

Theory	:	70 marks
Internal Assessment	:	10 marks
Time	:	3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

The syllabus has been divided into four units.

- (a) There shall be 9 questions in all. The first question shall be short answer type containing 12 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 7 short answer type questions i.e. 2 marks of each. It shall carry 14 marks and shall be Compulsory question. Rest of the paper shall contain 4 units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit - 4 in all. Each question will carry 14 marks.
- (b) The practical will be of 20 marks.

- UNIT-I** : Nature and Criteria of abnormality, *Viewpoints Regarding Abnormality*: Historical, Psychodynamic, Behavioural, Cognitive, Humanistic and Interpersonal;
- UNIT-II** : *Causes of Abnormal Behaviour*: Biological, Psychological and Sociocultural Causes.
- UNIT-III** : *Stress: Concept of Stress; Types of Stressors; Etiology of Stress; Coping Strategies: Problem Focussed and Emotion Focussed, Effects of Stress.*
- UNIT-IV** : *Significance of Statistics* : Mean, Standard Deviation, Correlation. Significance of Difference Between Means (Correlated and Uncorrelated).

Note : The use of non-programmable calculators and statistical tables is allowed in the examination.

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**BA PSYCHOLOGY
SEMESTER - VI**

Objectives :

- (I) This course will enable the students to get an introductory knowledge about Clinical psychology with emphasis on the dynamics of some of the behavioural disorders and therapies. Students will also have some knowledge about stress and coping; and will get acquainted with elementary inferential statistics.
- (II) Pedagogy of the Course Work :
- 80 % Lectures (including expert lectures).
20% assignments, discussion and seminars and tests.

PAPER: BEHAVIOURAL DISORDERS

Theory	:	70 marks
Internal Assessment	:	10 marks
Time	:	3 Hours

INSTRUCTIONS FOR THE PAPER-SETTER AND THE CANDIDATES :

The syllabus has been divided into four units.

- (a) There shall be 9 questions in all. The first question shall be short answer type containing 12 short questions spread over the whole syllabus and each to be answered in about 25 to 30 words. The candidate is required to attempt any 7 short answer type questions i.e. 2 marks of each. It shall carry 14 marks and shall be Compulsory question. Rest of the paper shall contain 4 Units. Each Unit shall have two questions and the candidates shall be given internal choice i.e. the candidates shall attempt one question from each Unit - 4 in all. Each question will carry 14 marks.
- (b) The practical will be of 20 marks.

UNIT-I : Anxiety Based Disorders viz. Phobia; OCD; Panic; Generalized Anxiety Disorder.
Conversion Disorders, Dissociative Disorders : Types, Symptoms and Etiology.

UNIT-II : *Mood Disorders* : Types, Symptoms and Etiology.

UNIT-III : *Schizophrenia Types* : Symptoms and Etiology.

UNIT-IV : *Psychotherapies* : Psychodynamic Therapy, Behaviour Therapy, Cognitive- Behaviour Therapy, Humanistic Therapy.

PSYCHOLOGY PRACTICALS

Max. Marks : 20

Time : 3 Hours.

Four practicals have to be performed out of the following :

1. Clinical Interview: ✓
2. TAT: ✓
3. Depression Inventory (Beck): ✓
4. State Trait Anxiety Inventory: ✓
5. Self Efficacy: ✓
6. Aggression Scale

(d) Preparation of external financial reports for combined entities and joint ventures (e) Definitions of subsidiaries, investments in associates and joint ventures (f) Exclusions from consolidations (g) Preparation of consolidated balance sheets and income statements (h) Equity accounting (i) Proportionate consolidation and joint ventures.

Reference Books:

1. Elliott, B. & Elliott, J. (2008), Financial Accounting and Reporting. 12th ed. Harlow: Pearson/Prentice Hall.
2. Chartered Institute of Management Accountants. CIMA Dictionary of Finance and Accounting. London: Bloomsbury.
3. S. Agarwal, Manual of Accounting Standards, Snow White.
4. T.P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxman.
5. Bhabatosh Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press.
6. Lev Baruch, Financial Statement Analysis - A New Approach, Prentice Hall.
7. Bernstein & Wild, Financial Accounting Theory - Issues and Controversies, McGraw Hill.
8. K.S. Most, Accounting Theory, Holt, Rinehart & Winston.

M Com 1st Sem

PAPER 4: MC. 104 - ORGANISATION THEORY AND BEHAVIOUR

Objective: The objective of the course is to develop a theoretical understanding among students about the structure and behavior of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

UNIT-I

Organizational Theories and Behaviour: Classical, Neo - classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational Behaviour Concepts, determinants, models, challenges and opportunities of OB. Transaction cost and organizational behaviours. Contributing disciplines to the OB. Individual Behaviour: Foundations of individual behaviour, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behaviour patterns, Perceptual process.

UNIT-II

Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making, Nominal group technique and Delphi technique, models of communication, communication effectiveness in organizations. Feedback, TA, Johari Window. Motivation: Need hierarchy, Maslow's Need Hierarchy, Two factor theory, Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, and equity) expectancy model. Behaviour modification, Motivation and organizational Effectiveness.

UNIT-III

Leadership, Power and Conflict: Concept and theories, Behavioral approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels and conflict resolution strategies. Transactional Analysis (TA) - Work Stress.

UNIT- IV

Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress. Case Studies: Some cases of real business world are required to be discussed.

Reference Books:

1. Stephen Robbins, Organisational Behaviour, Pearson Education.
2. Fred Luthans, Organizational Behavior, McGraw Hill.
3. Wagner, Organizational Behaviour, Thomson Learning.
4. S.S. Khanka, Organisational Behaviour, S.Chand & Co., New Delhi .
5. Dr. S. Shajahan & Linu Shajahan, Organisational Behaviour, New Age International Publishers, New Delhi.
6. Hellriegel, D & J.W. Slocam, Organizational Behavior, Thomson Learning.
7. McSchane, Organization Behavior, TMH.
8. New Storm Davis Organisation Behavior, THM, New Delhi.
9. Slocum, Fundamentals of Organizational Behavior, Thompson Press (Indian Edition).

PAPER 5: MC. 105 - MARKETING MANAGEMENT

Objective: The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

UNIT-I

Introduction to Marketing Management; Marketing - Meaning and approaches, Role of Marketing in Organizations, 4Ps & beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing information system.

UNIT-III

Leadership, Power and Conflict: Concept and theories, Behavioral approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels and conflict resolution strategies. Transactional Analysis (TA) - Work Stress.

UNIT- IV

Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress. Case Studies: Some cases of real business world are required to be discussed.

Reference Books:

1. Stephen Robbins, Organisational Behaviour, Pearson Education.
2. Fred Luthans, Organizational Behavior, McGraw Hill.
3. Wagner, Organizational Behaviour, Thomson Learning.
4. S.S. Khanka, Organisational Behaviour, S.Chand & Co., New Delhi .
5. Dr. S. Shajahan & Linu Shajahan, Organisational Behaviour, New Age International Publishers, New Delhi.
6. Hellriegel, D & J.W. Slocam, Organizational Behavior, Thomson Learning.
7. McSchane, Organization Behavior, TMH.
8. New Storm Davis Organisation Behavior, THM, New Delhi.
9. Slocum, Fundamentals of Organizational Behavior, Thompson Press (Indian Edition).

M Com 1st Sem

PAPER 5: MC. 105 - MARKETING MANAGEMENT

Objective: The objective of the course is to familiarize the students with the basic concepts and principles of marketing, and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

UNIT-I

Introduction to Marketing Management; Marketing - Meaning and approaches, Role of Marketing in Organizations, 4Ps & beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing information system.

UNIT –II

Analyzing Market Opportunities ; Analyzing the Marketing Environment- Economic, Demographic, Social, Cultural, Technical, Political & Legal Buying Behaviour- Consumer, Business & Industrial Measuring and Forecasting Market Demand.

UNIT –III

Product management: Product - Meaning and Classifications, New Product Development. Managing Product Life Cycles, Brand Strategies and Management. Managing Service - Idea, Institution, Person, Place and Event.

UNIT-IV

Pricing, Distribution and Promotion Pricing- Influencing factors, Approaches, Strategies and Programmes. Channels of Distribution and Logistics. Promotion Strategies - Advertising, Sales Promotion & Public Relations.

Reference Books:

1. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005).
2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi.
3. Stone, Marilyn A. & John, Desmond: Fundamentals of Marketing, Routledge, UK.
4. Kumar and Minakshi, Marketing Management, Vikas Publ. House, New Delhi.
5. Kurtz : Principles of Marketing, Cengage Learning India Pvt. Ltd., New Delhi.
6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi.
7. Markin, Ram: Marketing Strategy and Management, John Willey & Sons.
8. Kelly, E.J.& Lazer, William: Managerial Marketing – Perspectives, Richard D. Irwin Inc, Illinois.

PAPER 6: MC. 106 - MANAGEMENT INFORMATION SYSTEM

Objective: The objective of the paper is to offer a comprehensive overview of Management information systems (MIS). It will explore technical, strategic and tactical issues related to MIS. Basic concepts in analyzing and designing information systems will be presented.

UNIT-I

MIS Definition - Characteristics - Evolution of MIS: Concepts; framework for understanding and designing MIS in an organization; MIS and other related disciplines: MIS and Management Accounting,

B Com 6th Sem

BCM604: SOCIAL AND BUSINESS ETHICS

Objectives: The course aims to educate that how the adoption of Business Ethics by organizations not only discourages corporate wrong-doing, but also contributes substantially in the achievement of corporate excellence.

Unit-I

Business Ethics, Definition, Nature, Purpose, Ethical Issues in Management, Causes of Unethical Behaviour, **Ethical Abuse-Values, Morals and Business Ethics-Levels of Business Ethics**, Myths of Business Ethics, **Relationship between Value, Morals and Ethics.**, Conflict of Interest.

Ethics at Workplace: Individual in Organisation, Gender Issues, Harassment, Discrimination.

Ethics in Accounting & Finance.

Unit -II

Whistle Blower Policies-Meaning, Importance and Issues.

Corporate Social Responsibility under Company Act 2013.

Ethical issues in Environment -Protection of Natural Environment, Prevention of Pollution, Depletion and Conservation of Natural resources.

Marketing and Consumer Protection- Importance, Problems and Issues.

Suggested Readings:

1. Chakraborty , S.K. : ,Foundations of management Work - Contributions from Indian Thought: Himalaya Publishing House Delhi
2. Griffiths , B. : The marriage of East and West , colling London
3. Gandhi , M.K. : The Study of My Experience with Truth, Navjivan Publishing House, Ahmedabad
4. Velasquez , M.G. : Business Ethics 5. Sekhar , R.C. : Ethical Choices in Business.

M Com SEMESTER-II
PAPER 1: MC. 201 - BUSINESS ENVIRONMENT

Objective: The objective of the course is to acquaint students with the concepts of macro – economics and the macro environment in which a business organization operates. The course would also make the student capable of analyzing and understanding the macro economic policies of the government implemented from time to time and assess their impact on business.

UNIT-I

Business Environment: Cultural, social, political, technological, economic and legal environment - scanning - techniques of environmental forecasting - SWOT – Internal environment - their impact on policy formulation.

UNIT-II

Economic reforms in India - Liberalization - privatization and globalization – Competitive Strength of Indian industry - Impact of liberalization policy on different sectors – Foreign Investments policy in India. Multi-national corporations - Their participation in India – Their strategies, competitive strengths policies and performance.

UNIT-III

Industrial Policies: A brief review of industrial policies since independence, Industrial policy of 1991 and recent developments, Policy on foreign direct investment in Indian industry. Fiscal Policy: Public revenues, public expenditure, public debt, development activities financed by public expenditure, an evaluation of recent fiscal policy of Government of India – Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, recent trends - Role of Finance Commission. Integration of World's economies and its impact on Indian Business.

UNIT-IV

Money and Capital market: Features and components of Indian Financial system, objectives, features and structure of Money market and capital market, recent developments - Stock Exchanges, Investor Protection and Role of SEBI. Legal Framework: Consumer Protection Act, 1986, Right to Information and Right to Service Acts and its implications for business.

Reference Books:

1. Wheelen, Concepts of Strategic Management and Business Policy, Pearson Education, New Delhi.
2. William Gluck & L R Jauch, Business Policy & Strategic Management, McGraw-Hill., New Delhi.
3. Kazhmi Azhar , Business Policy, TMH.

PAPER 3: MC. 403 – BUSINESS ETHICS AND CORPORATE GOVERNANCE**UNIT-I**

Business Ethics: Introduction to Business Ethics, Ethics, Morals & Values, Concepts of Utilitarianism and Universalism – Theory of rights, theory of Justice – Virtue ethics – ethics of care – Law and Ethics. The Nature of Ethics in Management Business Standards and Values, Value Orientation of the Firm. Typical Problems in Business Ethics: Environmental Pollution & Society, Marketing Ethics (in Products, Pricing, Promotion and Place) and Consumer protection – Ethics in Human Resources management (Recruitment and promotion policies, Working Conditions, Down Sizing Workforce), Ethical issues at the top management, Ethics in financial markets and investor protection – Ethical responsibility towards competitors and business partners.

UNIT-II

Complexity of Ethical Issues: Conflicts in decision making from ethical and economic point of view, Ethical Dilemma, Solving ethical dilemma Managerial integrity and decision making. Ethical Leadership: Personal Integrity and self development – wisdom based leadership. Corporate Governance: History of Corporate form and models, Corporate Objectives and goals, Ownership pattern – Issues in managing public limited firms – Agency problems. Nature & Evolution of Corporate Governance: Global and National Perspectives – Global Corporate Governance models, Anglo American and Relationship model (Germany, Japan and France) Claims of Various Stakeholders, Why governance – Changes in eighties Cadbury Report, Hampel Report and OECD Committee Recommendations – SOX Act.

UNIT-III

Internal Corporate Governance Mechanism: Board of Directors— Functional Committees of Board; Code of conduct, whistle blowers. External Corporate Governance Mechanism: Regulators, Gate keepers, Institutional Investors, Corporate raiders, Corporate Governance Ratings Corporate Governance in India: corporate form in India 50s to 90s – developments in Corporate Governance in India in nineties and 2000s – CII, Kumaramangalam, Narayanamoorthy, Naresh Chandra, JJ Irani Committee reports – Legal and Regulatory Changes – introduction and modification of Clause 49, Corporate governance in practice in India .

UNIT-IV**Cases:**

1. A Dent in Wal Mart's Public Image - The PR Strategy.
2. China Aviation Oil's Collapse: Singapore INC's challenges.
3. Child labor in Coca Industry.
4. Obesity Concerns: Burger Kings Product Revenges.
5. Bhopal Gas Tragedy

Source

- (a) Case Studies for Managers, Vol. II, IBSPCD
- (b) BECG Main Reference Book

Reference Books:

1. Velasquez, M. G., Business Ethics: Concepts and Cases, Prentice Hall of India.
2. Monks, R. / Minow, N. Corporate Governance, Blackwell.
3. Banks, Eric., Corporate Governance, John Wiley.
4. Fernando, A C., Corporate Governance, Pearson Education.
5. N. Gopalsamy : Corporate Governance : The New Paradigm, Wheeler Pub., New Delhi.
6. Surendar Kumar : Corporate Governance : A Question of Ethics, Galgotia Pub., New Delhi.
7. N. Balasubramanian : Corporate Boards and Governance, Sterling Pub., New Delhi.
8. Harvard Business Review : Harvard Business Review on Corporate Governance, Boston Harvard Business School.

BCM 505: ENTREPRENEURSHIP AND SMALL BUSINESS

Objectives:-The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

UNIT- I

Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics, Entrepreneurial mindset.. Distinction between manager and entrepreneur. Distinction between entrepreneur and intrapreneur. Innovation- meaning , features, and need. Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship.

Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship; Socio- economic Environment.

Business Planning. Entrepreneurial Development Programmes-- their Relevance and Achievement, Role of Government in Organizing EDPs.

UNIT- II

MSMEs –Definition, Registration process and its procedure, Benefits of registration. MSMEs--- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need.

Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

Logistics management—meaning, features, and its role in business enterprises

Role of MSMEs in the National Economy; Role of ecommerce and mcommerce in promoting small business. Small Business and Modern Technology. Tax

Considerations/tax benefits to MSMEs; MSME'S Exemptions.

Project works

- Understanding the life of celebrated and unsung entrepreneurs
- Study the role of government, women, and dalits as entrepreneur
- Study the role of social marketing, social entrepreneurship, and social audit
- Study the role of different forms of business ownership
- Study the online business models and role of ecommerce and mcommerce
- Study of Indian model of businesses
- Study the shades of business in urban and rural areas
- Study various aspects of organizations like Tata, Reliance, Maruti, Hindustan Motors, Wipro, Haldiram, Flipkart, Amul, AmaravatiTalluka, Lizzatpapad, Google, Apple etc.
- Study Gandhi's Trusteeship model through Corporate Social Responsibility/Corporate

B Com 6 sem

BCM 602: FINANCIAL MANAGEMENT

Objective: The objective of the paper is to familiarize the students with Principles and Practices of Financial Management.

UNIT- I

Financial Management: Meaning, Scope and Objectives of Financial Management, Time Value of Money- Compounding Techniques and Discounting Techniques. Capital Budgeting, Evaluation of Projects (excluding Risk and Uncertainty, Implications of Normal, Initial and Terminal Depreciation and Balancing Charge). Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital.

UNIT- II

Sources of Corporate Finance, SEBI Guidelines for Raising Corporate Finance. Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure. Working Capital Management and Its Estimation (Excluding Cash, Receivable and Inventory Management). Dividend Policy- Relevance and Irrelevance Theories.

Reference books:

1. J C Van Horne, "Financial Management and Policy", 12th Edition, New Delhi, Prentice Hall of India
2. J C Van Horne, J W Wachowicz, Jr. "Fundamentals of Financial Management" 13th Edition, Prentice Hall of India
3. Prasanna Chandra, "Financial Management" Tata McGrawHill.
4. Khan and Jain, "Financial Management- Text and Problems" 2nd Edition, Tata McGraw Hill
5. R A Brealey and S C Myers, "Principles of Corporate Finance", Tata McGraw Hill, 7th Edition
6. I M Pandey, "Financial Management", Vikas Publishing House, 9th Edition

B. Com 1st Sem.

BCM 107: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: The objective of the paper is to help the students in understanding the process of business management and its functions.

UNIT I

Management: Nature, Definitions, Scope, Levels, Process and Significance of Management. Development of Management Thoughts: Classical, Neo-Classical Systems, Contingency and Contemporary Approaches to Management (Drucker, Porter, Prahalad, Senge and Tom Peters)

Planning: Concept, Process, Nature, Steps in Planning, Significance and Types. Decision Making: Concept and Process, Types of Decisions, Management By Objectives (MBO).

Organization: Concept, Nature, Process, Significance, Types, Organisational Structure, Committees, Span of Control. Authority and Responsibility. Delegation, Decentralization and Departmentation.

UNIT II

Direction: Concept, Features, Importance and Limitations of Direction. Elements of Direction- Supervision, Motivation, Leadership and Communication

Coordination: Concept, Features, Importance and Limitations of Coordination. Internal and External Coordination

Control: Concept, Features, Importance and Limitations of Control. Control Process. Essentials of a Good Control System. Techniques of Control. Relationship between Planning and Control

Reference books:

1. Peter F. Drucker, 'The Practice of Management'
2. Wehrich and Koontz, 'Essentials of Management'
3. Stoner and Freeman, 'Management'
4. David R Hampton, 'Modern Management'
5. Stephen P Robbins, David A DeCenzo, 'Fundamentals of Management, Essential Concepts and Applications'

B. Com 2nd Sem

BCM 207: HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

UNIT - I

Human Resource Management: Introduction, Meaning and Definitions, Nature, Functions, Importance and Limitations of HRM. Contemporary Challenges in HRM.

Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits.

Job Analysis and Job Design: Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design- Meaning, Objectives and Techniques of Job Design.

Recruitment and Selection: Meaning and Definitions, Importance and Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in Recruitment. Selection: Meaning and Definition, Selection Process and Methods.

UNIT - II

Training and Development: Concepts, Importance, Identification of Training Needs. Types of Training: On the Job and Off the Job Methods of Training. Designing and Evaluation of Training Programmes. Meaning of Development, Difference between Training and Development.

Performance Appraisal: Concept, Objectives, Methods of Performance Appraisal; How to Make it Effective.

Internal Mobility and Transfers: Promotions, Demotions and Other Forms of Separations, Definitions, Purpose, and Basis of Promotions. Transfer: Definitions, Purpose, Types and Transfer Policy.

Reference books:

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. Ian Beardwell and Len Holden, Human Resource Management, Macmillan.
4. Wendell French, The Personnel Management Process, Houghton Mifflin Co., Boston...
5. M S Saiyadain, Human Resource Management, Tata McGraw

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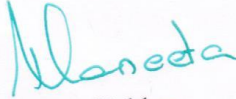
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