

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



**Additional Information**

**1.3.2 Number of courses that include experiential learning through project  
work/field work/internship**

**(Session 2024-25)**

**Dr. Maneeta Kahlon**

**Principal**

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**Gujarkhan Campus, Model Town,**  
**Ludhiana.**

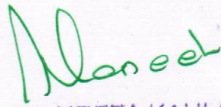
# SCHEME OF EXAMINATION

## SEMESTER-I

Paper 1	M.C.101	MANAGERIAL ECONOMICS	100 Marks
Paper 2	M.C.102	QUANTITATIVE METHODS FOR BUSINESS	100 Marks
Paper 3	M.C.103	MODERN ACCOUNTING THEORY & REPORTING PRACTICES	100 Marks
Paper 4	M.C.104	ORGANISATION THEORY AND BEHAVIOUR	100 Marks
Paper 5	M.C.105	MARKETING MANAGEMENT	100 Marks
Paper 6	M.C.106	MANAGEMENT INFORMATION SYSTEM	100 Marks
Paper 7	M.C.107	WORKSHOP ON IT APPLICATIONS IN COMMERCE (For Regular Students Only)	100 Marks
	M.C.107 A	IT APPLICATIONS IN COMMERCE ( For Centre for Distance and Online Education Students Only)	100 Marks
Total			<u>700 Marks</u>

## SEMESTER-II

Paper 1	M.C.201	BUSINESS ENVIRONMENT	100 Marks
Paper 2	M.C.202	RESEARCH METHODOLOGY IN COMMERCE	100 Marks
Paper 3	M.C.203	FINANCIAL MANAGEMENT AND POLICY	100 Marks
Paper 4	M.C.204	PRODUCTION AND MATERIALS MANAGEMENT	100 Marks
Paper 5	M.C.205	OPERATIONS RESEARCH	100 Marks
Paper 6	M.C.206	BUSINESS POLICY & STRATEGIC MANAGEMENT	100 Marks
Paper 7	M.C.207	SUMMER TRAINING REPORT AND VIVA VOCE (For Regular College Students)	100 Marks
	M.C.207 A	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT (For Centre for Distance and Online Education Students Only)	100 Marks
	M.C.207 B	OR FINANCIAL SERVICES (For Centre for Distance and Online Education Students Only)	100 Marks
Total			<u>700 Marks</u>

  
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4. Gary, Hamel and Prahalad, C. K.. Competing for the Future, HBS Press.
5. Ed. C.A. Montgomery, M.E. Porter, Strategy – Seeking and Securing Competitive Advantage, Harvard Business Review Publications.
6. Peter F. Drucker, Managing in a Time of Great Change, Truman Talley Books/Plume Penguin Group.
7. Kazmi, A, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi.
8. Wheelen, T.L. and Hunger, J.D, Strategic Management and Business Policy, Pearson Education, (LPE), New Delhi.

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SYLLABUS OF M.COM. (SEMESTER SYSTEM) EXAMINATIONS

**Paper 7: MC. 207- SUMMER TRAINING REPORT AND VIVA VOCE**

**(For Regular Students Only)**

After the Completion of Second Semester Examination the students will go on 6-8 Weeks summer training in various Industrial undertakings, banking and financial services institutions, and Retail Sector organizations, undertake a project there to study a particular problem and file three copies of summer training report within 15 days completion of the training. The student has to file a certificate of completion of training issued by training organization. A VIVA-VOCE Examination will be conducted by the External examiner appointed by the University on the problems undertaken in the summer training report. Principal of the College/Chairperson of the Department must appoint one internal supervisor for the guidance of the student regarding the Summer Training Project. The List of the internal supervisors so appointed must be communicated to the Controller of examination within 10 days from the date of appointment. The Internal supervisor will also be acting as Internal Examiner at the time of Conduct of VIVA-VOCE and sit with External Examiner.

**PAPER 7: MC. 207-A - ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT**

**(For Centre for Distance and Online Education Students Only)**

**Objective:** The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. In particular the paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

**UNIT-I**

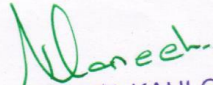
Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development, Definition of Entrepreneur, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through change. Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study - Roles, Responsibilities, Career opportunities. Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas – Closing the window: Sustaining Competitiveness - Maintaining competitive advantage.

  
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FOURTH SEMESTER					
BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50		3	
BBA 222	FINANCIAL MANAGEMENT	100		5	1
BBA 223	RESEARCH METHODOLOGY	100		6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100		6	
BBA 225	TAX LAWS - II	100		5	1
BBA 226	FUNDAMENTALS OF E-COMMERCE	100		6	
	TOTAL	550			
FIFTH SEMESTER					
BBA 301	PRINCIPLES OF INSURANCE AND RISK MANAGEMENT	100		6	
BBA 302	FINANCIAL MARKETS AND FINANCIAL SERVICES	100		6	
BBA 303	BUSINESS ENVIRONMENT	100		6	
BBA 304	ENTREPRENEURSHIP AND NEW VENTURE CREATION	100		6	
FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:					
MARKETING MANAGEMENT					
BBA 305	CONSUMER BEHAVIOUR	100		6	
BBA 306	SLAES AND LOGISTICS MANAGEMENT	100		6	
FINANCIAL MANAGEMENT					
BBA 307	FINANCIAL STATEMENT ANALYSIS	100		5	1
BBA 308	INVESTMENT MANAGEMENT	100		5	1
HUMAN RESOURCE MANAGEMENT					
BBA 309	ORGANIZATIONAL DEVELOPMENT	100		6	
BBA 310	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION	100		6	
	TOTAL	600			
SIXTH SEMESTER					
BBA 321	BUSINESS POLICY AND STRATEGY	100		6	
BBA 322	PRODUCTION AND OPERATIONS MANAGEMENT	100		6	
BBA 323	BUSINESS ETHICS AND CORPORATE GOVERNANCE	100		6	
BBA 324	PROJECT REPORT AND VIVA VOCE	50		3	
STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER					
MARKETING MANAGEMENT					
BBA 325	ADVERTISING AND BRAND MANAGEMENT	100		6	
BBA 326	RETAIL MANAGEMENT	100		6	

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8. O. C. Ferrell, John Fraedrich, Linda Ferrell, *Business Ethics: Ethical Decision Making & Cases, Cengage Learning*
9. Michael Blowfield, Alan Murray, *Corporate Responsibility – A Critical Introduction*, Oxford University Press, New Delhi.

#### **BBA 324: PROJECT REPORT AND VIVA VOCE**

The projects have to be submitted during 6<sup>th</sup> Semester. Projects have to be submitted in duplicate. For conducting research, a structured and scientific approach should be followed by students. Apart from introduction chapter, research project should have chapters related to review of literature (in brief), research methodology, data analysis and interpretation and summary and conclusion.

Viva Voce is to be conducted by an external examiner.

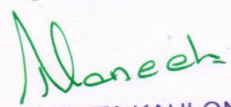
#### **BBA 325: ADVERTISING AND BRAND MANAGEMENT**

**Objectives:** The objective of this course is to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

#### **UNIT I**

**Advertising & Advertising Management:** Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

**Advertising Planning:** Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

  
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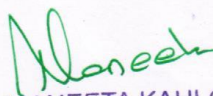
### Bachelor of Computer Applications Semester – V

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-501	Computer Networks	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-502	Discrete Mathematical Structure	6	1	-	7	10	65	75	3 Hrs	3
BCA-16-503	Java Programming	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-504	Web Application Development using PHP	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-505	Lab based on BCA-16-503	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-506	Lab based on BCA-16-504	-	-	6	6	-	50	50	4 Hrs	2
		24	1	12	37	40	360	400		16

### Bachelor of Computer Applications Semester – VI

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-601	E-Commerce	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-602	Application Development using VB.Net	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-603	Computer Graphics and Multimedia Applications	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-604	Lab based on BCA-16-603	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-605	Major Project and Seminar	-	-	12	12	10	115	125		5
	Total	18	-	18	36	40	360	400		16

\* This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./B.C.A.1<sup>st</sup> year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.

  
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Outline of the Syllabi and Courses for Post Graduate Diploma in Computer Applications for Examination (Semester System).

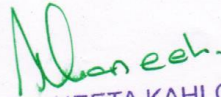
FIRST YEAR (SEMESTER –I)

Paper Code	Paper Name	Lecture	Tutorial	Practicals/Weeks	Exam. Marks	Int.Ass. Marks	Total Marks	Exam Hours
PGD-1101	Computer Fundamentals	5	1	0	60	15	75	3
PGD-1102	Computer Programming using C	5	1	0	60	15	75	3
PGD-1103	DataBase Management System	5	1	0	60	15	75	3
PGD-1104	Data Communications and Networks	5	1	0	60	15	75	3
PGD-PR-1105	Lab1 (Based on PGD-1101 & PGD-1102)	0	0	9	60	15	75	3
PGD-PR-1106	Lab2 (Based on PGD-1103)	0	0	9	60	15	75	3
TOTAL PERIODS =42					TOTAL MARKS = 450			

FIRST YEAR (SEMESTER –II)

Paper Code	Paper Name	Lecture	Tutorial	Practicals/weeks	Exam. Marks	Int.Ass. Marks	Total Marks	Exam Hours
PGD-2101	Object Oriented Concepts Using JAVA	5	1	0	60	15	75	3
PGD-2102	Web Technologies	5	1	0	60	15	75	3
PGD-2103	Software Engineering	5	1	0	60	15	75	3
PGD-2104	Computer Based Accounting	5	1	0	60	15	75	3
PGD-PR-2105	Lab3 (Practical based on PGD-2101)	0	0	9	60	15	75	3
PGD-PR-2106	Lab4 (Practical based on PGD-2102)	0	0	9	60	15	75	3
PGD-2107	Project Work : Project will involve Development of Business Application / Web Site	0	0	6	0	–	100	–
TOTAL PERIODS =48					TOTAL MARKS = 550			

Note: Pass Marks 40% marks in Theory, Internal Assessment, and Practical separately.  
50% marks for Project Work.  
50% marks in Aggregate to qualify the examinations.

  
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**Paper Title: Lab3 (Based on PGD- 2101)**

**Paper Code: PGD-PR-2105**

**Time: 3 Hrs.**  
**Max. Marks : 75**  
**External : 60**  
**Internal : 15**

This laboratory course will be based on PGD -2101.

**Note:** Paper will be set at the time of examination. Due weightage may be given to the practical note-book and Assignments in evaluation.

**Paper Title: Lab4 (Based on PGD- 2102)**

**Paper Code: PGD-PR-2106**

**Time: 3 Hrs.**  
**Max. Marks : 75**  
**External : 60**  
**Internal : 15**

This laboratory course will be based on PGD- 2102

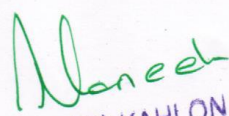
**Note:** Paper will be set at the time of examination. Due weightage may be given to the practical note-book and Assignments in evaluation.

**Paper Title: Project Work.**

**Paper Code: PGD-2107**

**Max. Marks: 100**

Major Project on any database application using any database development tool is to be developed/ Development of a Web Site using Database connectivity

  
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**PANJAB UNIVERSITY, CHANDIGARH**

**Outlines of tests syllabi and courses of reading for Post-graduate Diploma in  
Mass Communication (Semester System) for the examination 2021-22**

**SEMESTER I**


**NOTE:** There will be four theory papers each carrying 100 marks in each semester.  
One practical assignment of 50 marks is compulsory in each semester.

PGDMC	101	Introduction of Mass Communication
PGDMC	102	Print Media
PGDMC	103	Electronic Media
PGDMC	104	Advertising and Public Relations
PGDMC	105	Practical Assignments

**SEMESTER II**

PGDMC	106	Introduction of Mass Communication
PGDMC	107	Print Media
PGDMC	108	Electronic Media
PGDMC	109	Advertising and Public Relations
PGDMC	110	Practical Assignments

**NOTE:** The assignments are required to be submitted in the portfolio 20 days before the commencement of the theory exams as mentioned in the Academic Calendar. No assignment will be accepted thereafter and the candidates' defaulter in this regard will not be issue the roll numbers for the theory papers.


  
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**Additional Reading**

- 1 Brierley Sean, (2002), *The Advertising Handbook*, Routledge
- 2 Caywood, Clark L., (2004), *The Handbook strategic Public Relations and Integrated Communications*. Tata McGraw hill, New York
- 3 John Philip Jones, (2002), *The ultimate secrets of Advertising*. Sage Publication Inc.
- 4 Newsom D, Turk, JV and Kurckeberg D., (2000), *This is PR: The Realities of Public Relations*, Wadsworth, Singapore
- 5 Zettl, Herbert, (2003), *Television Production handbook*. Wadsworth, CA.

**PGDMC-105****Practical Assignment****Total marks**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1	News Stories – Covering major events in your areas	4	8
2	Interviews of prominent persons	2	8
3	Identify Classified, & Classified Display ads, Display ads; Product ad; Institutional ad; Transit ad, Outdoor ad, Direct Mail ad, POP ad	1	8
4	Review of any radio programme (current affairs/news bulletin/ interview based programme/feature/talk shows/ song-based programme etc.)	2	6
5	Feature Writing	2	10
8	Article Writing	2	10
<b>TOTAL</b>			<b>50</b>

  
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**PGMC- 110: PRACTICAL ASSIGNMENTS**

S. NO.	ASSIGNMENTS	NOS.	MARKS
1.	Photo caption Writing	1	2
2.	Press Release	2	6
3.	Script writing for radio news of five minutes	1	8
4.	Script writing for TV news of five minutes	1	8
5.	Write a story board of a half minute TV commercial	1	6
6.	Analysis of an advertisng campaign	1	8
7.	Brochure	1	4
8.	Dummy of two pages of a newspaper	1	8
	<b>TOTAL</b>		<b>50</b>

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Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Semester-I & Semester-II examinations in the vocational subject of **OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**

**SCHEME OF STUDIES**

Paper	Name of the Paper	Period/week			Examination				Total Marks
		Th.	Pr.	Total	Marks (Th)	Hrs	Marks (Pr)	Hrs	
Semester-I									
A	Typography & Computer Application	2	4	6	40	3	60	3	100
Semester-II									
B	Shorthand	2	4	6	40	3	60	3	100
Semester-III									
A	Office Management	6	-	6	60	3	-	-	60
Semester-IV									
B	Computer Application and Shorthand	2	4	6	40	3	60	3	100
Practical Training : 4 weeks (in summer vacations) Training Report and viva-voce-40									
Semester-V									
A	Organizational Behavioural & Personality Development	6	-	6	60	3	-	-	60
Semester-VI									
B	Computer Application and Shorthand	2	4	6	40	3	60	3	100
Project & Viva-Voce on Organizational Behaviour & Personality Development in the form of presentation									
40									

*Maneeh*  
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