Table UG01: Pool of Minor Courses (Integrated)

In addition to Pool available for UG Programme

S. No	Subject	Course Type		Nomenclature of Course	Page No.
1.	Computer Sciences –Integrated MCA	MIC-1	Sem 1	Front Desk Management	1
		MIC-2	Sem 2	Animation and Graphic Design	4
2.	Media Studies	MIC-1	Sem 1	Photo Journalism	8
		MIC-2	Sem 2	Basics of Camera	11
3.	Commerce Integrated	MIC-1	Sem 1	Business Law	13
		MIC-2	Sem 2	Quantitative analysis for Business	15
4.	Management Integrated	MIC-1	Sem 1	Financial Accounting	18
		MIC-2	Sem 2	Corporate Accounting	20
5.	Computer Sciences BCA	MIC-1	Sem 1	Front Desk Management	22

Table UG02: Pool of Multidisciplinary Courses (Integrated)

In addition to Pool available for UG Programme

S.No	Subject	Course Type		Nomenclature of Course	Page No.
1.	Computer Sciences MCA	MDC-1	Sem 1	Digital Electronics	25
2.	Computer Sciences BCA	MDC-1	Sem 1	Mathematic 1	27
3.	Commerce Integrated	MDC-1	Sem 1	Basic to Commerce	29
		MDC-2	Sem 2	Banking and Financial Awareness	32
3.	Media Studies	MDC-1	Sem 1	Media: Concept, Functions & types	35
4.	M.B.A. (Integrated)	MDC-1	Sem 1	Business Organization	37

Table UG03: Pool of Skill Enhancement Courses (Integrated) (SEC)

Semester-1

Course Code	Nomenclature of Course	Run by Department	Page No.
SEC-1	Technique of Photoshop	Media Studies	39
SEC-1	Computer Fundamentals & Applications-I	Commerce/ Management	41
Semester-2			
SEC-2	Computer Fundamentals & Applications-II	Commerce/ Management	44
SEC-2	Numerical Ability & Enhancement Skill	BCA	47
SEC-2	Designing with Illustrator	Media Studies	49
SEC-1	Problem Solving and Python Programming	MCA	51

Pool of Value Added Coursed (Integrated) VAC

S.No	Subject	Course Type		Nomenclature of Course	Page No.
1.	Commerce Integrated	VAC-1	Sem 1	Business Communication Skill	53
		VAC-2	Sem 2	Environmental Study	56
2.	Media Studies	VAC-1	Sem 1	"Panchatantra" Indian Art Story Telling	58
		VAC-2	Sem 2	Social Media Litercy	60
3.	M.B.A. (Integrated)	VAC-2	Sem 2	Management Lessons Through Ancient Wisdom	61

Course code				
Category	MIC/Vocational Courses (VOC)			
Course title	Front Desk Management			
Scheme and Credits	L	T	P	Credits
	2	0	2	3
Theory Internal	15			
Theory External	35			
Practical Internal	5			
Practical External	20			
Total	75			
Duration of Exam	3 HRS			

***Note**: The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each unit and the marks of each question from Question no.2 to 9 will be of 20% of total marks of Question paper . The students have to attempt five questions in total, the first being compulsory and selecting one from each unit.*

Course Outcomes:

1. Develop, format, setup and print Word documents.

2. Learn advance features of Word Processing and use tables, comments and mail merge.

3. Create & format worksheets.

4. Create worksheets and handle databases using advanced features such as filters, pivot tables and cell locking**.**

UNIT-I

Word Processing Basics: Creating, Formatting and Editing a Word Document: Word Wrap, Spelling and Grammar

Check, Formatting Text and Paragraph, Paragraph Indents, Inserting and Formatting a Picture/ Clip Art in a Word

document, Smart Art, Wrap Text around Images, Adding Effect to Images, Inserting Symbols and Equations, Document,

Bullet and Numbered List, Find and Replace, Page Setup.

UNIT-II

Advance Features of Word Processing: Formatting Tables, Align Cell Text, Merge Cell, Text Directions, Adding a Chart

and Chart Styles, using and Making Templates, Mail- Merge, Add to Dictionary, Treasures, Character Map, Headers and

Footers, Page Numbering, Page Borders, Creating Columns, Creating and Dropping Comments, Watermark

UNIT-III

Excel Basics: About Ribbon Menus, Creating & Editing Worksheet, Use of Various Data Types, Text Orientation,

Formatting Spreadsheet: Cell Alignment and Border, Freeze Panes, Conditional Formatting, Using Formulas and

Functions, VLookup, Cell Referencing, Page Setup, Page Options, Customizing Margins, Headers and Footers, Print

Options, Print Formulas.

Unit – IV

Excel Advance Features: Transferring Data to and From Non Worksheet Files, Database Handling, Adding, Formatting

and Customising Chart, Change Chart Type, Sorting Data, Use of Filters, Data Analysis with Goal Seek and Scenario

Manager, Creating Scenario, Creating Pivot Tables, Using Slicers, Pivot Chart, Creating a Drop Down List, Locking

Cells, Using Multiple Workbooks.

Text Books:

1. Kevin Wilson, Essential Office 2016, pdfdrive.com

2. Microsoft Office- Complete Reference, BPB Publication.

3. Russell A. Stultz, Learn Microsoft Office, BPB Publication.

Reference Books:

1. Steven M. Freund, Mary Z. Last, Philip J. Pratt, Susan L. Sebok, Misty E. Vermaat, Jennifer T. Campbell, Mark

Frydenberg, Discovering Computers & Microsoft Office 365- A Fundamental Combined Approach, Cengage

Learning.

2. Courter, G Marquis, Microsoft Office 2000: Professional Edition, BPB.

3. Koers, D, Microsoft Office XP Fast and Easy, PHI.

4. Nelson, S L and Kelly J, Office XP: The Complete Reference, Tata McGraw-Hill

Course code				
Category	VOC			
Course title	**ANIMATION AND GRAPHICS DESIGN**			
Scheme and Credits	L	T	P	Credits
	2		1	3
TI	15			
TE	35			
PI	15			
PE	35			
Duration of Exam	3 HRS			

Course outcomes

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

1.Have a knowledge of graphics applications and components and devices required to support the applications;

2.Develop algorithms for scan converting geometrical primitives such as lines, circles, ellipses, and curves along with algorithms for filling polygons, required for designing real-world applications;

3 Design algorithms for carrying out manipulations in pictures using geometric transformations, viewing transformations , and clipping operations;

4 Model 3-dimensional objects and apply viewing, visible –surface determination, and shading techniques to the models for achieving realism. The student will also learn to design and develop animation sequences.

Unit – I

Introduction to Computer Graphics and its Components: Overview of Computer Graphics, its functions &

elements; Introduction to GUI, Computer Vision, Augmented Reality and other Applications of Graphics;

Popular Graphics Software; Components and Working of Interactive Graphics; Raster Scan and Random Scan

systems and Display Processors; Look-up table; Loading the Frame Buffer; Coordinate Systems.

Graphics Devices: Display Technologies: Resolution, Aspect Ratio, Refresh CRT, Color CRT, Flat Panel Displays; Interactive Input Devices for Graphics, Image and Video Input Devices.

Unit – II

Scan Conversion: Drawing Geometry; Output Primitives; Lines and Pixel Graphics; AntiAliasing; Scan Converting Lines: DDA line drawing algorithms, Bresenham's line Algorithm; Scan Converting Circles: Polynomial method for circle drawing, circle drawing using polar coordinates, Bresenham's circle drawing;

Algorithms for Generation of ellipse; Line Styles; Generation of Bar Charts, Pie-Charts.

Curve Representation: Parametric Curves, Parametric Representation of a Circle, Parametric representation of cubic curves, drawing Bezier curves.

Unit – III

Two-Dimensional Transformations: Coordinate and Geometric Transformations; Translation, Rotation, Scaling; Matrix representations and Homogeneous coordinates, Composite transformations, General Pivot Point rotation, General Fixed Point Scaling, Shearing; Reflection ; Reflection about an arbitrary line.

2-D Viewing: Viewing pipeline; Window, Viewport, Window-to-Viewport transformation; Zooming, Panning;

Pointing and Positioning techniques; Rubber band technique; Dragging.

Unit – IV

3-D Graphics & Modeling: Visualization techniques for Realism; 3D Object Representation; Solid Model Representation Schemes; Euclidean Geometry methods: Regularized Boolean Set Operations, Primitive Instancing, Boundary Representations, Curved lines and surfaces, Sweep Representations, Spatial-Partitioning Representations - Octree representation, Constructive Solid Geometry; Procedural Methods: Fractals, Shape Grammars, Particle systems, Physically Based modeling, Visualization techniques; 3D transformations.

Introduction to Animation: Designing of Animation Sequences; Key-Frame Systems; Animation Techniques:

Tweening, Morphing.

Text Books:

1. Donald Hearn, M. Pauline Baker, Computer Graphics, Pearson Education.

2. J. D. Foley, A. Van Dam, S. K. Feiner and J. F. Hughes, Computer Graphics - Principles and Practice,

Pearson Education.

Reference Books:

1. Newmann & Sproull, Principles of Interactive Computer Graphics, McGraw Hill.

2. Rogers, David F., Procedural Elements of Computer Graphics, McGraw Hill.

3. Zhigang Xiang, Roy Plastock, Computer Graphics, Tata McGraw Hill.

4. Malay K. Pakhira, Computer Graphics, Multimedia and Animation, PHI

LAB: List of Experiments

List of Experiments:

1. Study of Fundamental Graphics Functions.

2. Implementation of Line drawing algorithms: DDA Algorithm, Bresenham's Algorithm

3. Implementation of Circle drawing algorithms: Bresenham's Algorithm, Mid-Point

Algorithm.

4. Programs on 2D and 3D transformations

5. Write a program to implement Cohen Sutherland line clipping algorithm

6. Write a program to draw Bezier curve.

7. Using Flash/Maya perform different operations (rotation, scaling move etc..) on objects

8. Create a Bouncing Ball using Key frame animation and Path animation.9 Write a program for making Bezier curve.

10 Write a program to study various in build functions for 2D drawing in MAYA

software.

11 Write a program to show animation of a ball moving in a helical path.

12. Write a program to show animation of solar system.

MA Integrated (JMC)

Minor Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department to gain a broader understanding beyond the major discipline)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MIC-01	Photo Journalism	242/JMC/MI-101	2		4	2		2	4	15	35	15	35	100

MA Integrated (JMC)
SEMESTER - 1

Name of Subject: **Photo Journalism**		Maximum Theory marks: 50 (15+35)
Subject Code: MIC-01	Course ID: 242/JMC/MI-101	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: To provide students with comprehensive knowledge and practical skills in photojournalism, enabling them to effectively communicate stories through photographic media.

Note: The Practical will be conducted on the basis of theory.

Course Outcomes:

1. Students will understand the history, evolution, and significance of photojournalism in media.
2. They will learn the technical aspects of photography, including camera functions, exposure, lighting, composition, and framing.
3. Students will develop practical photography skills, including photojournalism techniques, digital photography, photo editing, and creating photo essays.
4. They will explore advanced photojournalism topics, such as covering news events, investigative photojournalism, multimedia storytelling, and career opportunities.

COURSE CONTENTS:

Unit 1: Introduction to Photo journalism
1.1 History and Evolution of Photo journalism 1.2 Role and Importance of Photo journalism in Media 1.3 Notable Photo journalists and Iconic Photographs 1.4 Ethical Issues and Legal Considerations in Photo journalism
Unit 2: Technical Aspects of Photography
2.1 Basics of Camera and Lens: Types and Functions 2.2 Understanding Exposure: Aperture, Shutter Speed, and ISO 2.3 Lighting Techniques: Natural and Artificial Light 2.4 Composition and Framing in Photography
Unit 3: Photography Skills (Practical)
3.1 Photo journalism Techniques: Capturing Action and Emotion 3.2 Digital Photography: Equipment and Software 3.3 Photo Editing and Post-Processing Techniques 3.4 Creating Photo Essays and Visual Stories
Unit 4: Advanced Photo journalism
4.1 Covering News Events and Features 4.2 Investigative Photo journalism 4.3 Multimedia Storytelling: Integrating Photos with Audio and Video 4.4 Career Opportunities and Challenges in Photo journalism

Suggested Readings:

1. "Practical Photography" by O. P. Sharma

2. "Basic Photography" by Michael Langford

3. "Handbook of Photography" by James A. Folts, Ronald P. Lovell

4. "Photography" by Lee Frost

MAJMC
SEMESTER - 2

Name of Subject: **Basics of Camera**	Maximum Theory marks: 50 (15+35)
Subject Code: MIC-02	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Course objectives: Operate a digital video camera. Ability to apply camera techniques in several situations. Create treatments and storyboards to shoot basic video sequences. Identify story elements as they script, produce, light, direct, and edit a short documentary movie. Apply concepts of photographic composition and creative expression to pictures. An understanding of the software editing process Planning ahead and creating an idea

Course Outcomes:

1. Students will understand the basic components and functioning of various types of cameras.
2. They will be able to operate a camera effectively, utilizing appropriate shooting techniques and camera angles.
3. Students will recognize the importance of lighting in photography and be able to apply different lighting techniques and equipment.
4. They will gain knowledge of advanced techniques, including video formats, composition, storyboarding, and post-production basics.

COURSE CONTENTS:

Unit 1: Introduction to Camera	
1.1 Basics of Camera 1.2 Components of Camera 1.3 Functioning of Camera 1.4 Different Types of Cameras	
Unit 2: Basics of Camera	
2.1 Camera Control and Shooting Techniques 2.2 Camera Angles, Shots, and Movements 2.3 Importance of Lighting 2.4 Lighting Techniques and Equipment	
Unit 3: Advance Techniques and Application	
3.1 Understanding Video Formats and Resolutions 3.2 Basics of Composition and Framing 3.3 Storyboarding and Planning a Shoot 3.4 Post-Production Basics: Editing and Software Overview	

Suggested Readings:

1. Understanding Exposure: How to Shoot Great Photographs with Any Camera by Bryan Peterson

2. Digital Photography: A Basic Manual by Henry Horenstein

3. The Complete Guide to Digital Photography by Michael Freeman

4. Adobe Premiere Pro Classroom in a Book (2024 release)" by the Adobe Creative Team

Name of Subject: **BUSINESS LAW**	Maximum Theory Marks: 100 (70+ 30)
Course Code: **241MCVOC3**	Time Allowed: 3 Hrs
Credits 4	MIC/Vocational Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcome:-After completing the course students will be able to:

CO1: Understand concepts of Indian Contract Act, Sale of Goods Act, Partnership Act, Competition Act, and Consumer Protection Act.

CO2: Apply knowledge of Sale of Goods Act to resolve real-world sales contract issues.

CO3: Analyze partnership rights, duties, and financial disclosures under Partnership and LLP Acts.

CO4: Evaluate implications of Competition and Consumer Protection Acts on business practices.

COURSE CONTENTS:

Unit 1:	10 Lectures
Indian Contract Act, 1872, Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach, revocation and termination of contract, Agency and bailment contracts, Contract of Indemnity, Contract of Guarantee and Pledge.	
Unit 2:	10 Lectures
Sale of Goods Act, 1930 ,Nature of sale, conditions and warranties, Performance of contract of sale and right of unpaid seller	
Unit 3:	10 Lectures
Indian Partnership Act, 1932 and Limited Liability Partnership Act, 2008 General nature of Partnership, Rights and duties of Partners, Reconstitution of Firm and Registration and dissolution. Formation and incorporation of LLP, Partners and their relations, financial disclosures, conversion into LLP, Foreign LLP, Winding up and dissolution.	

Unit 4:	10 Lectures
Competition Act, 2002: Objectives and basic concepts, Consumer, goods, service, Prohibition of anticompetitive agreements, Prohibition of Abuse of Dominant Position; Consumer Protection Act, 2019: Important definitions, Consumer Disputes Redressal Commission, Measures to Prevent Unfair Trade Practices, Offences and Penalties.	

SUGGESTED READINGS:

1. Bose, D. C. (2008). Business Law. New Delhi: PHI Limited.
2. Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.
3. Kuchhal, M. C., &Kuchhal, V. (2018). Business Laws. New Delhi: Vikas Publishing.
4. Singh, A. (2009). Business Law. Delhi: Eastern Book Company.

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment **(IA) (1+2+3)**	30 (30%)
	End-Term Examination (**EE**)	70 (70%)
	Total Marks (IA+EE)	**100**

Mapping Matrix of Course: 241MCVOC3

CO-PO & CO-PSO Matrix for the Course241MCVOC3: BUSINESS LAW

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	3	3	1	1	0	2	3
CO2	3	1	1	2	2	0	0	1	3
CO3	2	1	3	2	1	1	1	1	2
CO4	2	2	2	3	2	0	0	2	3
Average	2.5	1.75	2.25	2.5	1.5	0.5	0.25	1.5	2.75

Name of Subject: Quantitative analysis for Business	Maximum Theory Marks: 100 (70+ 30)
Course Code:242MCVOC3	Time Allowed:
Credits 4	MIC/Vocational Courses (VOC)

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Demonstrate an understanding of the fundamentals of linear programming and operations research.

CO2: Apply network analysis techniques to determine critical paths and project timelines.

CO3: Analyze decision-making scenarios using payoff tables and decision trees to identify optimal solutions.

CO4: Evaluate various game theory strategies to determine the best course of action in competitive scenarios.

COURSE CONTENTS:

Unit 1:**Introduction to Operations Research & Linear Programming** Operations Research: An Introduction, Characteristics, Nature, Scope and Role of Operations Research and Quantitative Techniques, Scientific approach in decision-making, Techniques of OR, Limitationsof these Techniques. Linear Programming: Formulation of L.P. Problems, Graphical Solution and Simplex Method, Big-M method and Two-phase method; Duality	10 Lectures
Unit 2: **Network Analysis** Construction of the Network diagram, Critical Path- float and slack analysis (Total float, free float, independent float), PERT, Project Time, Crashing	10 Lectures
Unit 3:**Decision Theory** Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected opportunity Loss, Expected Value of Perfect Information and Expected profit for Perfect Information, Decision Tree.	10 Lectures

Unit 4: **Introduction to Game Theory** Pay off Matrix- Two person Zero-Sum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of m x n game and solution of 2x2, 2 x s, and r x 2 cases by Graphical and Algebraic methods.	10 Lectures

SUGGESTED READINGS:

1. Mathur, Khandelwal, Gupta, Gupta, Operational Research, Ajmera Book Company, Jaipur
2. Agarwal, N.P., and Agarwal, Sonia, Quantitative Techniques For Management, Ramesh Book Depot, Jaipur
3. Agarwal, N.P.,Operation Research, Ramesh Book Depot, Jaipur
4. Vohra, N. D., Quantitative Techniques In Management, Tata McGraw Hill, New Delhi
5. Taha, Hamady A ,Operational Research An Introduction, Prentice Hall of India, New Delhi

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment **(IA) (1+2+3)**	30 (30%)
	End-Term Examination (**EE**)	70 (70%)
	Total Marks (IA+EE)	**100**

Mapping Matrix of Course: 242MCVOC3

CO-PO & CO-PSO Matrix for the Course 242MCVOC3 Quantitative analysis for Business:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	1	2	1	2	1	3	1
CO2	3	3	1	2	2	2	1	3	3
CO3	3	3	2	3	2	1	2	3	2
CO4	2	3	2	3	2	1	2	2	3
Average	2.75	2.75	1.5	2.5	1.75	1.5	1.5	2.75	2.25

Name of Subject:**FINANCIAL ACCOUNTING**	Maximum Theory Marks: 100 (70+ 30)
Course Code:**241MIDSC2**	Time Allowed: 3 Hrs
Credits 4	Discipline Specific Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: -After completing the course students will be able to:

CO1: Understand accounting concepts, principles and conventions;
CO2: Analyze the effect of business transactions on an organization's accounting records;
CO3: Evaluate the information contained in financial statements and create reports to communicate to business stakeholders;
CO4: Apply accounting information to solve a variety of business problems.

COURSE CONTENTS:

Unit 1: Accounting – Meaning, nature, functions and types of accounting, accounting concepts and conventions, Journal, Ledger	10 Lectures
Unit 2: Subsidiary Books, Trial Balance, Rectification	10 Lectures
Unit 3: Bank Reconciliation Statement, Preparation of Final Accounts with adjustments	10 Lectures
Unit 4: Depreciation Accounting: Concepts and methods (Straight Line and Written down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts	10 Lectures

SUGGESTED READINGS:

1. Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Vikas Publishing House, 2020.
2. Monga,J.R., An Introduction to Financial Accounting, Mayoor Paper books,2020.

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1 : Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam **(MTE)**	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment **(IA) (1+2+3)**	30 (30%)
	End-Term Examination (**EE**)	70 (70%)
	Total Marks (IA+EE)	**100**

Mapping Matrix of Course: 241MIDSC2

Table 1: CO-PO & CO-PSO Matrix for the Course 241MIDSC2: FINANCIAL ACCOUNTING

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	1	2	2	2	2
CO2	2	3	2	2	2	2	2	2	1	3
CO3	2	3	1	2	3	2	3	3	2	2
CO4	3	3	2	2	1	1	3	3	1	3
Average	2.25	2.75	2	2	2	1.5	2.75	2.5	1.5	2.5

Name of Subject: **CORPORATE ACCOUNTING**	Maximum Theory Marks: 100 (70+ 30)
Course Code:**242MIDSC2**	Time Allowed: 3 Hrs
Credits 4	Discipline Specific Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:
CO1: Understand the basic concepts about company, shares and debentures;
CO2: Learn how to record issue and redemption of shares and debentures;
CO3: Apply valuation methods to determine the value of goodwill and shares, demonstrating the ability to analyze and assess their significance and applications in business valuation.
CO4: Analyze and interpret statutory provisions outlined in Schedule VI of the Companies Act regarding the preparation of a company's final accounts.

COURSE CONTENTS:

Unit 1:Accounting for share capital transaction: Issue of share, forfeiture and surrender of shares, redemption of preference shares, buy-back of shares	10 Lectures
Unit 2:Debentures: Issue of debentures, methods of redemption of debentures; underwriting of shares and debentures;	10 Lectures
Unit 3:Valuation of goodwill: Meaning, uses and methods, Valuation of Shares: Meaning, uses and methods	10 Lectures
Unit 4:Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act; acquisition of business and profit prior to incorporation Merger and Acquisition: Accounting Procedure and Valuation	10 Lectures

SUGGESTED READINGS:

1. Sehgal, Ashok & Sehgal, Deepak, Advanced Acconting Vol. II, Taxmann, New Delhi
2. Mukherjee & Hanif, Corporate Acconting, Tata McGraw Hill, New Delhi
3. Arulanandam & Raman, Corporate Accounting, Himalaya Publishing House, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari, S.N., Advanced Accounting, Vikas Publications

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment **(IA) (1+2+3)**	30 (30%)
	End-Term Examination (**EE**)	70 (70%)
	Total Marks (IA+EE)	**100**

Mapping Matrix of Course : 242MIDSC2

Table 1: CO-PO & CO-PSO Matrix for the Course 242MIDSC2: CORPORATE ACCOUNTING

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	2	1	2	2	2	3	2	1
CO2	2	3	2	3	3	1	2	2	3	2
CO3	2	3	2	2	3	2	2	2	3	2
CO4	2	3	2	3	3	1	2	3	3	2
Average	2.25	3	2	2.25	2.75	1.5	2	2.5	2.75	1.75

Course code	MIC-1			
Category	Minor Course (MIC)			
Course title	Front Desk Management			
Course ID	240/BCA/MI101			
Scheme and Credits	L	T	P	Credits
	1	0	2	2
Theory Internal	05			
Theory External	20			
Practical Internal	05			
Practical External	20			
Total	50			
Duration of Exam	3 HRS			

Note: The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each attempt FIVE questions in all, selecting one question from every unit apart from the Question Number 1.

Course Outcomes:

1. Develop, format, setup and print Word documents.
2. Learn advance features of Word Processing and use tables, comments and mail merge.
3. Create & format worksheets.
4. Create worksheets and handle databases using advanced features such as filters, pivot tables and cell locking.

UNIT-I

Word Processing Basics: Creating, Formatting and Editing a Word Document: Word Wrap, Spelling and Grammar Check, Formatting Text and Paragraph, Paragraph Indents, Inserting and Formatting a Picture/ Clip Art in a Word document, Smart Art, Wrap Text around Images, Adding Effect to Images, Inserting Symbols and Equations, Document, Bullet and Numbered List, Find and Replace, Page Setup.

UNIT-II

Advance Features of Word Processing: Formatting Tables, Align Cell Text, Merge Cell, Text Directions, Adding a Chart and Chart Styles, using and Making Templates, Mail- Merge, Add to Dictionary, Treasures, Character Map, Headers and Footers, Page Numbering, Page Borders, Creating Columns, Creating and Dropping Comments, Watermark

UNIT-III

Excel Basics: About Ribbon Menus, Creating & Editing Worksheet, Use of Various Data Types, Text Orientation, Formatting Spreadsheet: Cell Alignment and Border, Freeze Panes, Conditional Formatting, Using Formulas and Functions, VLookup, Cell Referencing, Page Setup, Page Options, Customizing Margins, Headers and Footers, Print Options, Print Formulas.

Unit – IV

Excel Advance Features: Transferring Data to and From Non Worksheet Files, Database Handling, Adding, Formatting and Customising Chart, Change Chart Type, Sorting Data, Use of Filters, Data Analysis with Goal Seek and Scenario Manager, Creating Scenario, Creating Pivot Tables, Using Slicers, Pivot Chart, Creating a Drop Down List, Locking Cells, Using Multiple Workbooks.

Textbooks & Reference Books:

1. Kevin Wilson, Essential Office 2016, pdfdrive.com
2. Microsoft Office- Complete Reference, BPB Publication.
3. Russell A. Stultz, Learn Microsoft Office, BPB Publication.
4. Steven M. Freund, Mary Z. Last, Philip J. Pratt, Susan L. Sebok, Misty E. Vermaat, Jennifer T. Campbell, Mark Frydenberg, Discovering Computers & Microsoft Office 365- A Fundamental Combined Approach, Cengage Learning.
5. Courter, G Marquis, Microsoft Office 2000: Professional Edition, BPB.
6. Koers, D, Microsoft Office XP Fast and Easy, PHI.
7. Nelson, S L and Kelly J, Office XP: The Complete Reference, Tata McGraw-Hill

Front Desk Management Lab

List of Experiments

MS Word:

- Adding text, editing text, finding and replacing text
- Formatting text: font styles, sizes, colors, bold, italic, underline
- Working with styles: creating, modifying, applying styles
- Text indentation: first line, hanging, left and right
- Page layout: setting margins, changing page size, orientation
- Printing a document: adjusting print settings, previewing before print
- Inserting page numbers, headers, footers
- Inserting date and time and Inserting pictures, objects, shapes
- Creating bulleted and numbered lists
- Working with tables: creating, formatting, editing tables
- Working with paragraphs and columns: alignment, spacing

- Reviewing documents: track changes, adding comments, spell check, grammar check
- Mail merge: creating from letters

MS Excel:

- Entering data into cells
- Formatting data: applying borders, currency formats, number formats, fonts
- Creating custom lists
- Using auto fill for data series
- Finding and replacing data
- Editing text: cut, copy, paste, paste special
- Working with formulae: basic arithmetic, using functions
- Applying conditional formatting to highlight data
- Sorting and filtering data: auto filter, advanced filter
- Working with charts: creating 2D charts
- Page layout and printing options: adjusting print area, page setup

Course code				
Category	Multidisciplinary Courses (MDC)			
Course title	Digital Electronics			
Scheme and Credits	L	T	P	Credits
	2	1	-	3
Theory Internal	15			
Theory External	35			
Practical Internal	5			
Practical External	20			
Total	75			
Duration of Exam	3 HRS			

Note: The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each unit and the marks of each question from Question no.2 to 9 will be of 20% of total marks of Question paper . The students have to attempt five questions in total, the first being compulsory and selecting one from each unit.

COURSE OUTCOMES:

At the end of this course, students will demonstrate the ability to

CO1: Outline the general concepts and terminology related to logic gates, logic families, combinational and sequential circuits.

CO2: Discuss the basic analog/digital components and their interconnections in logic families and circuits.

CO3: Apply different methods/techniques to design various digital circuits.

CO4: Analyse day to day problems and industrial problems for their solutions using digital circuits. CO5: Contrast different types of digital circuits and their designing methods.

CO6: Design digital circuit for various practical problems.

UNIT I FUNDAMENTALS OF DIGITAL SYSTEMS AND LOGIC FAMILIES

Digital signals, digital circuits, AND, OR, NOT, NAND, NOR and Exclusive-OR operations, Boolean algebra, examples of IC gates, number systems - binary, signed binary, octal hexadecimal number, binary arithmetic, one's and two's complements arithmetic, codes, error detecting and correcting codes.

UNIT II COMBINATIONALDIGITAL CIRCUITS

Standard representation for logic functions, K-map representation, and simplification of logic functions using K-map, minimization of logical functions. Don't care conditions, Multiplexer, De- Multiplexer, Decoders, Adders, Subtractors, BCD arithmetic, carry look-ahead adder, serial adder, ALU, elementary ALU design, popular MSI chips, digital comparator, parity checker/generator, code converters, priority encoders, decoders/drivers for display devices, Q-M method of function realization.

UNIT III SEQUENTIAL CIRCUITS AND SYSTEMS

A 1-bit memory, the circuit properties of the Bistable latch, the clocked SR flip-flop, J-K flip-flop, T flip-flop and D flip-flop, applications of flip-flops, shift registers, applications of shift registers, serial-to-parallel converter, parallel-to-serial converter, ring counter, sequence generator, ripple (Asynchronous) counters, synchronous counters, counters design using flip-flops, special counter IC's, asynchronous sequential counters, applications of counters**.**

UNIT IV A/D AND D/A CONVERTERS

Digital to Analog converters: weighted resistor/converter, R-2-R Ladder D/A converter, specifications for D/A converters, examples of D/A converter ICs, sample and hold circuit, Analog to digital converters: quantization and encoding, parallel comparator A/D converter, successive approximation A/D converter, counting A/D converter, dual slope A/D converter.

TEXT AND REFERENCE BOOKS:

R. P. Jain, "Modern Digital Electronics", McGraw Hill Education, 2009.

M. M. Mano, "Digital logic and Computer Design", Pearson Education India,2016.

A. Kumar, "Fundamentals of Digital Circuits", Prentice Hall India, 2016.

Nasib Singh Gill and J B Dixit, "Digital Design and Computer Organization", University Science Press, New Delhi

Course code	BCA -103			
Category	MDC			
Course title	**Mathematics -1**			
Scheme and Credits	L	T	P	Credits
	2	1		3
TI	25			
TE	50			
TOTAL	75			
Duration of Exam				

NOTE: "The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each unit and the marks of each question from Question no.2 to 9 will be of 20% of total marks of Question paper . The students have to attempt five questions in total, the first being compulsory and selecting one from each unit."

UNIT I

SETS: Sets, Subsets, Equal Sets Universal Sets, Finite and Infinite Sets, Operation on Sets, Union, Intersection and Complements of Sets, Cartesian Product, Cardinality of Set, Simple Applications. DETERMINANTS: Definition, Minors, Cofactors, Properties of Determinants, Applications of determinants in finding area of triangle, Solving a system of linear equations. MATRICES: Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication and Multiplication of Matrices, Adjoint, Inverse, solving system of linear equation Cramer's Rule.

UNIT II

RELATIONS AND FUNCTIONS: Properties of Relations, Equivalence Relation, Partial Order Relation Function: Domain and Range, Onto, Into and One to One Functions, Composite and Inverse Functions. LIMITS & CONTINUITY: Limit at a Point, Properties of Limit, Computation of Limits of Various Types of Functions, Continuity of a function at a Point, Continuity Over an Interval, Sum, product and quotient of continuous functions, Intermediate Value Theorem, Type of Discontinuities.

UNIT III

DIFFERENTIATION: Derivative of a function, Derivatives of Sum, Differences, Product & Quotient of functions, Derivatives of polynomial, trigonometric, exponential, logarithmic, inverse trigonometric and implicit functions, Logarithmic Differentiation, Chain Rule and differentiation by substitution.

UNIT IV

INTEGRATION: Indefinite Integrals, Methods of Integration by Substitution, By Parts, Partial Fractions, Integration of Algebraic and Transcendental Functions, Reduction Formulae for simple and Trigonometric Functions, Definite Integral as Limit of Sum, Fundamental Theorem of Integral Calculus, Evaluation of definite integrals by substitution, using properties of definite integral

Name of Subject: Basics to Commerce	Maximum Theory Marks: 75 (50+ 20)
Course Code:241MCMDC4	Time Allowed: 2hours
Credits 3	Multidisciplinary Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Understand about Commerce and different components of Commerce.

CO2: Apply E-Commerce in practical life.

CO3: Analyse the concepts of various economic activities

CO4: Evaluate various contemporary business opportunities.

COURSE CONTENTS:

Unit I: Foundation of Commerce –Economic and Non Economic Activities and their classifications; Business:- Meaning, Characteristics; Profession : Meaning, Characteristics; Employment: Meaning, Characteristics; Industry, Types of Industry, Commerce, Components of Commerce, Trade, Auxiliaries of Trade.	10 Lectures
Unit 2: Business Organisation-Sole Proprietorship, Hindu Undivided Family(HUF) Business, Partnership, Meaning of Small-Scale Industry, Role of Small Business in Economic Development ,Problems of Small Business in India, Contemporary Business Opportunities:- Network Marketing, Franchising, BPOs.	10 Lectures
Unit 3: Introduction to E-Commerce- Meaning, Scope, benefits, limitations. Electronic market, traditional retailing and e-retailing, e-services, security in e-commerce, ethics in e- commerce, cyber crimes.	10 Lectures

Unit 4: E-Commerce Business Models and Applications: B2B model, B2C model, C2C model, C2B model, G2B model and G2C model. Application of E-commerce in manufacturing, wholesale, retail and service sector.	10 Lectures

SUGGESTED READINGS:

1. "Good to Great" by Jim Collins, Publisher- Random House Business Books

2. "The Lean Startup" by Eric Ries, Publisher - Portfolio Penguin

3. "E-Commerce An Indian Perspective" by S.J. P.T. Joseph. Publisher- PHI Learning Pvt.Ltd., 2019

4. Fundamentals of E-Commerce by Dr. Subhabrata De, Publisher - Arambagh Book House, 2023

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment **(IA) (1+2+3)**	25 (30%)
	End-Term Examination (**EE**)	50 (70%)
Total Marks (IA+EE)		**75**

Mapping Matrix of Course:241MCMDC4

Table 1: CO-PO & CO-PSO Matrix for the Course241MCMDC4: : BASICS OF COMMERCE

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	1	2.5	3	3	3	2.5	3	3	2.5
CO2	2	2.5	1.5	1	1.5	2	1.5	2.5	1.5
CO3	3	3	2.5	3	1	1.5	1.5	3	2
CO4	3	2	1	3	1.5	2	1	3	1.5
Average	2.25	2.5	2	2.5	1.75	2	1.75	2.9	1.9

Name of Subject: Banking and financial awareness	Maximum Theory Marks: 75 (50+ 20)
Course Code:242MCMDC4	Time Allowed: 2hours
Credits 3	Multidisciplinary Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Remember bank instruments and their types

CO2: Understand the Banking law and its impact on banks and customers. Understand the functions of banks and different types of banks

CO3: Apply the concept of E-Banking and its applications

CO4: Analyze the operations of the Reserve Bank of India and its impact on the economy.

COURSE CONTENTS:

Unit 1: Banking definition, meaning, Need, Scope and Present Structure of Banking in India. CommercialBanking-Role and its function. Critical evaluation of the banking industry in India	10 Lectures
Unit 2: Structure, Objectives, and Functions. RBI's credit control techniques. BankingOmbudsman: Definition,role and functions.	10 Lectures
Unit 3: Various types of bank accounts, their features, and opening procedures. Application of KYC normsin the banking sector. Definition and features of cheques, crossing, bouncing, and endorsement types.Types of loans and advances.	10 Lectures
Unit 4: Digitalization in banking: E-banking, Mobile banking, Internet banking, RTGS, NEFT, Debit cards, Credit cards, Digital payments, ATM, Electronic fund transfer. Impact of computerization on bankingoperations.	10 Lectures

SUGGESTED READINGS:

1. Chabra, T.N , Elements of Banking Law, Dhanpat Rai and sons
2. Bhole, L.M., "Financial Institutions and Markets", 2009, Tata McGraw Hill.
3. S.Natarajan and Dr.R.Parameswaran (2013), „Indian Banking", S. Chand Publications, New Delhi
4. Khan, M.Y., "Indian financial System: Theory and Practices", 2004, Tata McGraw Hill.
5. Indian Institute of Banking and Finance, 'Principles and Practices of Banking, Mcmillan Education

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment **(IA) (1+2+3)**	25 (30%)
	End-Term Examination (**EE**)	50 (70%)
Total Marks (IA+EE)		**75**

Mapping Matrix of Course: 242MCMDC4

Table 1: CO-PO & CO-PSO Matrix for the Course242MCMDC4: BANKING AND FINANCIAL AWARENESS

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	1	3	1	2	1	3	2
CO2	3	1.5	1	3	1.5	1	2	2.5	2.5
CO3	3	3	2	3	1	1	1.5	3	1
CO4	3	3	1.5	3	1	2	2	3	2
Average	3	2.4	1.4	3	1.1	1.5	1.6	2.9	1.9

MA Integrated (JMC)

Multidisciplinary Course from the department for pool of the Courses in the University

(These courses are to be offered to students of different discipline/Subject)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-01	Media: Concept, Functions &Types	242/JMC/MD-101	2	1					3	25	50			75

MA Integrated (JMC)
SEMESTER -1

Name of Subject: **Media: Concept, Functions &Types**		Maximum Theory marks: 75 (25+50)
Subject Code: MDC-01	Course ID: 242/JMC/MD-101	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit all questions carry equal marks. The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: This course provides a comprehensive understanding of the concept of media, its functions, and its various types. It explores the role of media in society, delving into its impact on communication and culture, while also analyzing the unique characteristics of different forms of media. Additionally, the course equips students with the knowledge needed to critically assess media content and its influence, fostering a deeper awareness of media's pervasive role in shaping

Course Outcomes:

1. Understand the fundamental concepts of media and its role in society.
2. Identify and differentiate between various types of media and their functions.
3. Analyze the impact of media on communication, culture, and society.

COURSE CONTENTS:

Unit 1: Introduction to Media
1.1 Definition and Concept of Media 1.2 Evolution of Media 1.3 Media as a Social Institution 1.4 Media and Society
Unit 2: Functions of Media
2.1 Informative Function 2.2 Educational Function 2.3 Entertainment Function 2.4 Persuasive Function
Unit 3: Types of Media
3.1 Print Media 3.2 Broadcast Media 3.3 Digital and Social Media 3.4 Emerging Media Forms

Suggested Readings:

1. Introduction to Mass Communication: Media Literacy and Culture by Stanley J. Baran
2. The Media of Mass Communication by John Vivian
3. Mass Media and National Development by Wilbur Schramm

Syllabus

Name of Subject: **BUSINESS ORGANISATION**	Maximum Theory Marks: 100 (70+ 30)
Course Code:**241MIDSC1**	Time Allowed: 3 Hrs
Credits 4	Discipline Specific Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able to:

CO1: Explain the relationship between various components of the business system and how they interact within the broader business environment.

CO2: Apply critical thinking skills to evaluate various forms of business organization and select the most appropriate one for a given entrepreneurial venture.

CO3: Apply operations management techniques to optimize business processes and improve productivity, as well as financial management strategies to manage resources effectively.

CO4: Evaluate the effectiveness of marketing strategies and tactics in achieving business objectives, analyzing their impact on sales, brand reputation, and customer loyalty.

COURSE CONTENTS:

Unit 1: Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives	10 Lectures
Unit 2: Entrepreneurship – concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization	10 Lectures
Unit 3: Functional aspects of business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and backing, financial management and securities markets, risk management and insurance	10 Lectures
Unit 4: Functional aspects of business (c) Marketing – marketing and consumer behaviour, product planning and development, pricing decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce	10 Lectures

Suggested Readings:

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organisational and Management, TMH, New Delhi

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1 : Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam **(MTE)**	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**)/ Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment **(IA) (1+2+3)**	30 (30%)
	End-Term Examination (**EE**)	70 (70%)
	Total Marks (IA+EE)	**100**

Mapping Matrix of Course:241MIDSC1

Table 1: CO-PO & CO-PSO Matrix for the Course 241MIDSC1: Business Organisation

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	2	3	1	1	1	3	2	1
CO2	3	3	2	3	3	2	1	2	3	1
CO3	2	2	1	2	1	1	2	2	3	2
CO4	3	3	2	3	1	1	2	3	3	2
Average	2.75	2.75	1.75	2.75	1.5	1.25	1.5	2.5	2.75	1.5

MA Integrated (JMC)

Skill Enhancement Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and is designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work.)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
SEC-01	Techniques of Photoshop	242/JMC/SE-101	2		2	2		1	2	15	35	5	20	75

MA Integrated (JMC)
SEMESTER - 1

Name of Subject: **Techniques of Photoshop**		Maximum Theory marks: 50 (15+35)
Subject Code: SEC-01	Course ID: 242/JMC/SE-101	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Note: The Practical will be conducted on the basis of theory.

Objective: To equip students with the skills and knowledge necessary to effectively use Adobe Photoshop for photo editing, graphic design, and visual storytelling.

Course Outcomes:

1. Develop a foundational understanding of Adobe Photoshop tools and techniques.
2. Apply advanced photo editing skills to enhance and manipulate images.
3. Create professional-quality graphics and visual content for various media platforms.

COURSE CONTENTS:

Unit 1: Introduction to Photoshop
1.1 Overview of Photoshop Interface and Tools 1.2 Understanding Layers and Layer Management 1.3 Basic Image Editing Techniques (Crop, Resize, Rotate) 1.4 Using Selections and Masking
Unit 2: Enhancing and Retouching Photos
2.1 Adjusting Color, Brightness, and Contrast 2.2 Working with Filters and Effects 2.3 Photo Retouching Techniques (Healing Brush, Clone Stamp) 2.4 Using Adjustment Layers and Blending Modes
Unit 3: Advanced Photoshop Techniques
3.1 Creating and Using Custom Brushes 3.2 Advanced Compositing Techniques 3.3 Working with Text and Typography 3.4 Creating and Applying Gradients and Patterns

Suggested Readings:

1. "Adobe Photoshop Classroom in a Book" by Andrew Faulkner and Conrad Chavez
2. "Digital Painting Techniques: Practical Techniques of Digital Art Masters" by 3dtotal Publishing
3. "The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques" by Glyn Dewis.

Name of Subject: COMPUTER FUNDAMENTALS AND APPLICATIONS-I	Maximum Theory Marks: 75 (50+ 25)
Course Code:241MCSEC6	Time Allowed: 2hours
Credits 3	Skill Enhancement Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Understand the evolution and components of digital computers in business contexts.

CO2: Apply Binary and hexadecimal number systems in solving business-related computational problems.

CO3: Analyze the role of input/output devices and memory systems in computer applications for various sectors.

CO4: Evaluate the Significance Of Computer Applications In Diverse Fields Such As Publishing, Data Analysis, Education, Banking, And Healthcare.

COURSE CONTENTS:

Unit 1:Introduction – Digital and Analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications	10 Lectures
Unit 2: Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system	10 Lectures
Unit 3:Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup	10 Lectures

Unit 4: Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field	10 Lectures

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet

2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi

3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi

4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment **(IA) (1+2+3)**	25 (30%)
	End-Term Examination (**EE**)	50 (70%)
	Total Marks (IA+EE)	**75**

Mapping Matrix of Course:

CO-PO & CO-PSO Matrix for the Course241MCSEC6:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	2	1	2	1	1	1	2	2
CO2	3	3	1	2	1	1	1	3	2
CO3	3	3	1	2	1	1	1	3	2
CO4	2	3	3	3	1	1	1	2	3
Average	2.5	2.75	1.5	2.25	1	1	1	2.5	2.25

Name of Subject: Computer Fundamentals & Applications-II	Maximum Theory Marks: 75 (50+ 25)
Course Code:242MCSEC6	Time Allowed: 2hours
Credits 3	Skill Enhancement Course

Instructions for Paper Setter: **Instructions for Paper Setter**: The question paper shall be divided into two sections. **Section 'A'** shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Understand the role of software concepts in managing computer resources and supporting business operations.

CO2: Apply MS-Word, MS-Excel, and Power-Point features to create, edit, and present business-related documents and presentations.

CO3: Analyze the types of computer networks and their implications for communication and data exchange in business environments.

CO4: Evaluate the impact of internet technologies and multimedia applications on business operations and the broader socio-economic landscape.

COURSE CONTENTS:

Unit 1:Unit-I Software concepts: Types of Software and their role, Different System Software types- Operating systems, Translators, System Utilities; Concept of Application Packages; Types of an Operating system- Multi-user O.S., Multi-taskingO.S., Multi-Processing O.S; Time – sharing O.S., Multi-Programming O.S. Operating System as a resource Manager, concept of GUI and CUI. System Languages	10 Lectures
Unit 2: Unit-II MS- Word: Fundamentals of MS-Word, Features of MS-Word, Menus, Formatting and Standard Toolbars, Ruler, Scroll Bar, Creating, Editing, Saving, export and import files, inserting and copying the files, Working with frames, Paragraph formatting, Columns, Pictures, Tables, Macros and Mail Merge.	10 Lectures

MS-Excel: Applications of a Spreadsheet; Advantages of an Spreadsheet; Features of Excel; Rows, Columns, Cell, Menus, Creating worksheet, Formatting, Printing, establishing worksheet links, Table creating and printing graphs, Macros, Using Built-in-functions	
Unit 3:Presentation with Power- Point: Features of Power-point, Creating presentation the easy way, Working with different views, working with graphics in Power Point, Sound effects and Animations effects. Computer Networks: Introduction to Computer Network, Types of Network; Local Area Network, Wide Area Network, Types of Public and Private Network, Network Topology;	10 Lectures
Unit 4: Internet and its Application, History of Internet, Benefits of Internet, ISP, Internet Accounts, Internet Addressing, Information Technology Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – E-mail – How to create E-mail – Internet Vs Intranet – Webpage – URL: Impact of IT on Business environment; Applications of IT. Multimedia: Concept of Multimedia, Multimedia Components, Multimedia Applications.	10 Lectures

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	10

2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	5
	Internal Assessment **(IA) (1+2+3)**	25 (30%)
	End-Term Examination (**EE**)	50 (70%)
	Total Marks (IA+EE)	**75**

Mapping Matrix of Course:

CO-PO & CO-PSO Matrix for the Course242MCSEC6:

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**
CO1	3	3	2	1	1	1	1	3	2
CO2	2	2	1	2	1	3	2	2	2
CO3	1	1	1	3	1	3	1	1	1
CO4	2	1	2	3	1	2	1	2	2
Average	2	1.75	1.5	2.25	1	2.25	1.25	2	1.75

Course code				
Category	SEC			
Course title	**Numerical Ability and Enhancement Skills**			
Scheme and Credits	L	T	P	Credits
	2		1	3
Class work	15			
Exam	35			
PI	5			
PE	20			
Duration of Exam				

NOTE: "The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each unit and the marks of each question from Question no.2 to 9 will be of 20% of total marks of Question paper . The students have to attempt five questions in total, the first being compulsory and selecting one from each unit."

Unit I:

Probability theory 23 23 Probability, conditional probability and independence; Random variables and their distributions (discrete and continuous), bivariate and multivariate distributions; Laws of large numbers, central **limit theorem (statement and use only).**

Unit II:

Stochastic process Definition and examples of stochastic processes, weak and strong stationarity; Markov chains with finite and countable state spaces – classification of states,

Unit III:

Processes Markov processes, Poisson processes, birth and death processes, branching processes, queuing processes.

Unit IV:

Selected applications Analysis of algorithms, performance evaluation and modeling of computer systems.

References

1. W. Feller, An Introduction to Probability Theory and its Applications (Volume I and II), 3E, Wiley, 1973.

2. P. G. Hoel, S. C. Port and C. J. Stone, Introduction to Probability Theory, University Book Stall/Houghton Mifflin, New Delhi/New York, 1998/1971.

3. K. L. Chung, Elementary Probability Theory and Stochastic Processes, SpringerVerlag, 1974.

4. S. M. Ross, Stochastic Processes, John Wiley, New York, 1983.

5. H. M. Taylor, First Course in Stochastic Processes, 2nd ed. Academic Press, Boston, 1975.

MAJMC
SEMESTER - 2

Name of Subject: **Designing with Illustrator**	Maximum Theory marks: 50 (15+35)
Subject Code: SEC-02	Maximum Practical marks: 25 (05+20)

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: The course aims to equip students with the skills and knowledge required to use Adobe Illustrator for graphic design. It focuses on understanding the principles of vector graphics and their applications in various design projects. Students will develop proficiency in creating and editing illustrations, logos, and other visual elements, enabling them to produce professional-quality graphics. The course also emphasizes the application of design principles to create visually appealing and effective graphics, preparing students for various roles in the design industry.

Course Outcomes:

1. Master the tools and functionalities of Adobe Illustrator.
2. Create professional-quality vector graphics and illustrations.
3. Apply design principles to produce visually appealing and effective graphics.

COURSE CONTENTS:

Unit 1: Introduction to Adobe Illustrator	
1.1 Overview of the Illustrator Interface 1.2 Understanding Vector Graphics 1.3 Basic Tools and Functions 1.4 Creating and Saving Documents	
Unit 2: Drawing and Illustrating	
2.1 Using Shapes and Lines 2.2 Pen Tool and Bezier Curves 2.3 Creating Complex Illustrations 2.4 Working with Brushes and Patterns	
Unit 3: Advanced Techniques	
3.1 Using Layers and Groups 3.2 Applying Gradients and Transparency 3.3 Typography in Illustrator 3.4 Creating and Editing Symbols	

Suggested Assignments

Designing Logos and Branding Materials
Creating Infographics and Charts
Preparing Artwork for Print and Web
Building a Portfolio of Illustrator Projects

Suggested Readings:

1. Digital Painting for Beginners by Carlyn Beccia
2. Adobe Illustrator Classroom in a Book by Brian Wood
3. Illustrator CC Digital Classroom by Jennifer Smith and AGI Creative Team

Course code	SEC-1			
Category	Skill Enhancement Course			
Course title	**Problem solving and python programming**			
Course ID	242/MCA/SE101			
Scheme and Credits	L	T	P	Credits
	2	0	2	3
Theory Internal	15 marks			
Theory External	35 marks			
Practical Internal	5 marks			
Practical External	20 marks			
Total	75 marks			
Duration of Exam	3 hrs			

COURSE OBJECTIVES: The aim of the course is to understand the core principles of the Python Language. This course will make student to design effective GUI applications.

UNIT – I

Introduction to Python: Python Interpreter, Python as calculator, Python shell, Indentation, identifier and keywords, literals, strings, Operators: Arithmetic, Relational, Logical, comparison, Bitwise, Assignment, Identity operator and Membership operator; Input output statement; Control statements: Branching, looping, Conditional statement, Exit function

UNIT – II

String manipulations: Subscript operator, indexing, slicing a string, other functions on strings, string module. Strings and number system: Format functions, converting strings to numbers & Vice Versa. List, Tuples, Sets, Dictionaries: Basic list operators, replacing, inserting, removing an element, searching, Sorting lists, dictionary literals, adding & removing keys, accessing & replacing values, traversing dictionaries

UNIT – III

Array in Python, Design with Functions: hiding redundancy, complexity, arguments & return values; Formal/Actual arguments, named arguments, program structure and design, Recursive functions, scope & Global statements, Importing modules, Math modules & Random modules.

UNIT – IV

Exception Handling: Exceptions, except clause, try and finally clause, user defined exceptions. File Handling: Manipulating files & directories, OS & SYS modules, Reading, Writing text & numbers from/to file. Graphics: Turtle module, drawing colors, shapes, digital images, image file formats.

Text Books:

[1] Python Programming using problem solving approach by Reema Thareja, Oxford University Press. [2] Learning Python by Mark Lutz

Reference Books:

[1] Introduction to Computation and Programming Using Python with application to understanding data by Guttag John V, PHI

[2] Introduction to Computer Science using Python by Charles Diorbach, Wiley.

[3] Programming Python by Mark Lutz

List of Practical

1) Write a program to demonstrate different number data types in Python.

2) Write a program to perform different Arithmetic Operations on numbers in Python.

3) Write a program to create, concatenate and print a string and accessing sub-string from a given string.

4) Write a program to create, append, and remove lists in python.

5) Write a program to demonstrate working with tuples in python.

6) Write a program to demonstrate working with dictionaries in python.

7) Write a python program to find largest of three numbers.

8) Write a Python program to construct the stars(*) pattern, using a nested for loop

9) Write a Python script that prints prime numbers less than 20.

10) Write a python program to find factorial of a number using Recursion.

Name of Subject: Business Communication Skills	Maximum Theory Marks: 50 (35+ 15)
Course Code:241MCVAC7	Time Allowed: 1.5 hours
Credits 2	Value Added Courses (VAC)

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying one marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. **Section 'B' shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.** The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Identify the barriers to effective communication and strategies to overcome them.

CO2: Apply the seven Cs of effective communication in drafting business emails.

CO3: Analyze the effectiveness of various report structures in business communication.

CO4: Evaluate the impact of persuasive speaking techniques on audience engagement and decision making.

COURSE CONTENTS:

Unit 1Introduction: Basics of Communication, Seven Cs of Effective Communication, Barriers To Communication, Ethical Context Of Communication	10 Lectures
Unit 2: Business Communication at Workplace: Writing Skills; Letter Writing – Component, Layout and Process, E-Mail Communication, Bad News Messages, Persuasive Written Communication, Memos, Notice, Agenda and Minutes of Meeting	10 Lectures
Unit 3: Report Writing: Types of Business Reports, Structure of Reports, Short Reports, Long Reports, Abstracts and Summaries, Proposals	10 Lectures
Unit 4: Communication Skills: Reading skills, Listening Skills, Note Making, Persuasive Speaking, Body Language, Gestures	10 Lectures

SUGGESTED READINGS:

1. Murty,C.V.S.,Rai,UrmilaandS.M.Rai,BusinessCommunication,Himalaya Publishing House, Mumbai.
2. Koneru,Arun,ProfessionalCommunication,TataMcGrawHill,NewDelhi.
3. Monipally,M.M.,BusinessCommunicationStrategies,TataMcGrawHill,NewDelhi

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

S. No.	**Course Assessment Components**	**Marks/Weightage (%)**
1	Assessment 1: Class Participation**(CP)** And Individual Assessment	05
2	Assessment 2: Mid-Term Exam (MTE)	05
3	Assessment 3: Case Analysis / Presentation **(CAP)/** Group Project (**GP**) / Role Play / Live Projects/ Simulation / Worksheet Assessment	05
	Internal Assessment **(IA) (1+2+3)**	15(30%)
	End-Term Examination (**EE**)	35 (70%)
	Total Marks (IA+EE)	**50**

Mapping Matrix of Course: 241MCVAC7

CO-PO & CO-PSO Matrix for the Course 241MCVAC7 Business Communication Skills :

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	2	1	3	2	1	3	2	1
CO2	2	1	1	2	2	2	3	1	2
CO3	3	3	1	3	2	2	2	3	3
CO4	2	2	1	3	3	2	3	2	3
Average	2.25	2	1	2.75	2.25	1.75	2.75	2	2.25

Course code				
Category	VAC			
Course title	**Environmental Studies**			
Scheme and Credits	L	T	P	Credits
	2			2
TI	15			
TE	35			
Total	50			
Duration of Exam				

NOTE: "The examiner will set nine questions in total. Question one will have seven parts from all units and the marks of first question will be of 20% of total marks of Question Paper and the remaining eight questions to be set by taking two questions from each unit and the marks of each question from Question no.2 to 9 will be of 20% of total marks of Question paper . The students have to attempt five questions in total, the first being compulsory and selecting one from each unit."

Unit I:

Introduction to Environmental Studies and Natural Resources Definition, scope and importance: Need for public awareness, forest resources: use and overexploitation, deforestation, case studies. Timber extraction, mining, dams and their ground water, floods, drought, conflicts over water, dams: benefits and problems, mineral resources: use effects on forests and tribal people, water resources: use and over-utilization of surface and exploitation, environmental effects of extracting and using mineral resources, case studies : food resources, world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies: energy resources: growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies: 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 II:

Ecosystems and Biodiversity 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 pyramid: introduction, types, characteristic features, structure and function of the (a) forest ecosystem (b) grassland ecosystem (c) desert ecosystem (d) aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries), introduction to biodiversity: definition: genetic, species and ecosystem diversity, bio-geographical classification of India, value of biodiversity: consumptive use,

productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, hotspots 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.

Unit III:

Environmental Pollution Definition: causes, effects and control measures of: (a) air pollution (b) water pollution (c) soil pollution (d) marine pollution (e) noise pollution (f) thermal pollution (g) nuclear hazards, 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.

Unit IV:

Social Issues and the environment From unsustainable to sustainable development, urban problems 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 12 12 and holocaust, case studies: wasteland reclamation, consumerism and waste products, environment protection act, air (prevention and control of pollution) act, water (prevention and control of pollution) act, wildlife protection act, forest conservation act, issues involved in enforcement of environmental legislation, public awareness. Human Population and the Environment: Population growth, variation among nations, population explosion, family welfare programme, 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.

References

1. Gilbert M Masters, “Introduction to Environmental Engineering and Science”, Prentice Hall, 3E, 2007.

2. Miller T.G. jr., “Environmental Science”, Cengage Learning (Thompson), 11E, 2006.

3. Townsend C., Harper J and Michael Begon, “Essentials of Ecology”, Wiley-Blackwell, 3E, 2008.

MA Integrated (JMC)

Value Added Course from the department for pool of the Courses in the University

(All the departments will offer value added course for the students of same or different departments.

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
VAC-01	"Panchatantra" Indian Art of Story Telling	242/JMC/VA-101	2			2			2	15	35			50

MA Integrated (JMC)
SEMESTER - 1

Name of Subject: **"*Panchatantra*" Indian Art of Storytelling**		Maximum Theory marks: 50 (15+35)
Subject Code: VAC-01	Course ID: 242/JMC/VA-101	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective: Panchatantra Fables are narrated in a fun-filled manner, which will definitely ignite curiosity among the students. They will learn about human action and reaction in different situations through narratives. Such stories will help them in learning how to handle real-life situations.

Course Outcomes:

1. Students will able to recall the story and can relate to it in specific ways and problems of everyday life. Also, it provides a strong moral message to them.
2. Raising Curiosity and Furthering Brain Development. These stories are the best guide to inculcate moral values in students. These are rich in Indian culture and values and are relevant to all communities across the world.

COURSE CONTENTS:

Unit 1: Art of Storytelling
1.1 Storytelling: content, characterization and character build-up 1.2 Elements of Storytelling: Narrative, interactive, imaginative and attentive 1.3 Language of Story Telling 1.4 Sequence and Connectivity
Unit 2: Storytelling and Moral education
2.1 Abstract concepts and least messages complexity 2.2 Storytelling and behaviour changes 2.3 Visual presentation through words 2.4 Screening of "Panchatantra" stories

Suggested Readings:

1. Panchatantram, Ed. Bal Shastri, Chaukhamba Surbharati Prakashan

2. The Anatomy of Story: 22 Steps to Becoming a Master Storyteller

by John Truby

3. Creating Character Arcs: The Masterful Author's Guide to Uniting Story Structure, Plot, and Character Development by K.M. Weiland

4. कहानी कहने की कला- The Art of Story Telling by Pankaj Chaturvedi

MAJMC
SEMESTER - 2

Name of Subject: **Social Media Literacy**	Maximum Theory marks: 50 (15+35)
Subject Code: VAC-02	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit all questions carry equal marks.** The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objective:
The objective of the Social Media Literacy course is to equip students with a comprehensive understanding of the dynamics of social media, including its impact on society, communication practices, and personal identity. The course aims to develop critical thinking skills, digital literacy, and the ability to navigate social media platforms responsibly and effectively.

Course Outcomes:
1. Students will be able to critically analyze social media content, identify biases, and understand the implications of digital communication.
2. Students will learn to effectively use social media tools and platforms to communicate ideas and messages to diverse audiences.

COURSE CONTENTS:

Unit 1: Introduction to Social Media	
1.1 Evolution of Social Media 1.2 Types of Social Media Platforms 1.3 Role of Social Media in Modern Society 1.4 Social Media Trends and Innovations	
Unit 2:Digital Literacy and Ethics	
2.1 Understanding Digital Literacy 2.2 Online Etiquette and Responsible Usage 2.3 Privacy, Security, and Cybersecurity 2.4 Ethical Considerations in Social Media	

Suggested Readings:

1. Media Literacy Paperback by W. James Potter
2. "Cyberethics: Morality and Law in Cyberspace" by Richard Spinello
3. Social Media Simplified: Principles for Building Social Media that Works" by Karan Sondhi Media Literacy by Art Silverblatt
4. मीडियालिटरेसी–दूसरीपरम्पराby Dr. Pradeep Kumar
5. Social Media: How to Engage, Share, and Connect" by Regina Luttrell

Management Lessons Through Ancient Wisdom

24MGVAC1

Credits: 2
Internal Marks: 50 (TI)
Course Id- 242/MBAI/VA101
Type of Course: Value Added Course

Course Objectives:

The objective of this course is to introduce ideas of holistic personality development to live a balanced life, along with training the students on various life skills. These skills will help the students in making a smooth transition from their college life to the 'real world'.

Course Outcomes:

On the completion of this course the student will be able to:

CO1: Identify and understand some of the commonly felt problems that individuals, organizations and the society faces.

CO2: Apply the usefulness of life skills in resolving identified problems through the application of effective decision making and leadership skills.
CO3: Analyze human behavior vis a vis ethical standards, values and ideals at individual and group level.
CO4: Evaluate how alternative views and paradigms of management could be developed by equipping oneself with life skills.

DETAILED SYLLABUS:

UNIT-I

Life Skills - Playing the Game: Patience, Strategic Planning, Socialization, Mental Prowess, Empathy, Literacy, Hand-Eye Coordination, Observation.

Personality Development: Manage stress, Resolve conflict, improve time management, listen actively, make better decisions, developing emotional intelligence, developing reading habit, Developing and Expressing empathy.

UNIT-II

Key to relationships: Open communication: Listening and feeling heard, Importance of listening and being heard, Working through disagreements, Mutual intimacy, Trust.

Ceiling on desire: curbing excessive talk, curbing excessive desires and expenditure, control on consumption of food, and check on waste of energy.

UNIT-III

Managing Negativity, Stress and Time: Art of overcoming Grudges, Skills to Clear the Clutter, Dropping Negative Thoughts about oneself and Others, Improving Toleration, Avoid Toxic Relationships.

Leadership: Relationship building, Agility and adaptability, Innovation and creativity, Employee motivation, Decision-making, Conflict management, Negotiation, Critical Thinking.

UNIT-IV

The power of One: A Better You, Family Ties, get along better with family members, explore work options, prepare for a career, sharpen skills useful in business, Take the Lead.

Community Service Project: A Visit to a NGO with an aim to serve the community.

SUGGESTED READINGS:

1. Geus, A. (1997), "The Life Span of a Company: Chapter 1 in The Living Company", Nicholas Brealey Publishing, London, pp. 7 – 19.
2. Beer, S. (1994). "May the Whole Earth be Happy: Loka Samastat Sukhino Bhavantu", Interfaces, 24 (4), 83 – 93.
3. Mahadevan, B. (2013). "Spirituality in Management: Sparks from the Anvil", IIMB Management Review, 25 (2)
4. Reconciling the "world outside" with the "world within" The conceptualization of God – Universe – Living Beings.
5. Houston, D.J. and Cartwright K.E. (2007), "Spirituality and Public Service". Public Administration Review, Jan. – Feb., 2007, 88 – 102.
6. Payne, S.G. (2010). "Leadership and spirituality: Business in the USA", The International Journal of Leadership in Public Services, 6 (2), 68 – 72.
7. Poole, E. (2007). "Organizational Spirituality – A literature review", Journal of Business Ethics, 84, pp. 577 – 588.
8. Bhattathiri, M.P. "Bhagavad Gita and Management"
9. Mahadevan, B. (2009). "Shrimad Bhagavad Gita – Ideas for Modern Management", One day Seminar on "Towards a New Paradigm of Business management: Alternative Perspectives from Ancient Indian Wisdom", IIM Bangalore, December 12, 2009.
10. Mahadevan, B., (2013). "Inspirational Leadership: Perspectives from Gītā", Chapter 13 in Sanskrit and Development of World Thought, Kutumba Sastry V. (Ed.), D K Print World, New Delhi, pp 199 - 210.
11. Mehrotra, R. (2010). "Work Builds, Charity Destroys", Chapter 8 in Ennoble, English course book, Second Year Pre-University, The Karnataka Text Book Society, pp. 63 – 70.
12. Michaelson, C. (2009). "Teaching Meaningful Work: Philosophical Discussions on the Ethics of Career Choice", Journal of Business Ethics Education, 6, pp. 43 – 68.

Mapping Matrix of Course : 24MGVAC1

Table 1: CO-PO & CO-PSO Matrix for the Course: Management Lessons Through Ancient Wisdom

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	2	3	2	3	2	2	2	2
CO2	3	3	3	2	3	2	3	2	2	2
CO3	2	3	3	3	2	2	3	2	3	3
CO4	2	3	3	2	2	2	3	2	3	2
Average	2.5	2.75	2.75	2.5	2.25	2.25	2.75	2	2.5	2.25