

Sr. No.	Programme	Name of Course	Course ID	Type of Course	Credits (Theory)	Credits (Practical)	Total Credits	Theory Ext Marks	Theory Int Marks	Total Theory Marks	Practical Ext Marks	Practical Int Marks	Total Practical Marks	Total marks
1	B.A./B.Sc. (Mathematics) Single Major	Programming in C	240/MAT/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	100
2	B A SANSKRIT Singal Major	संस्कृत भाषा में पत्रकारिता	240/SKT/VO401	Vocational Course	4	0	4	70	30	100	0	0	0	100
3	B.A. (Multidisciplinary) Physical Education	Athletics Care and First Aid	240/PE/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	100
4	Bachelor of Science in Home Science	Surface Ornamentation	240/HS/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	100
5	B.A. Psychology	Western Psychology	240/PSY/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	
6	B.A. Major in History	Historical Tourism	240/HIS/VO401	Vocational Course	4	0	4	70	30	100				
7	B.A. Major in Geography	Map Reading and its Interpretation	240/GEO/VO401	Vocational Course	3	1	4	50	25	75	20	5	25	
8	B.A. Sociology	Rural Society in India	240/SOCM/VO401	Vocational Course	3	1	4	70	30	100				
9	B.Sc. Computer (Multidisciplinary)	Web Designing	240/CS/VO401	Vocational Course	3	1	4	50	25	75	20	5	25	100
10	MCA (Integrated)	Digital Marketing	242/MCA/VO401	Vocational Course	3	1	4	50	25	75	20	5	25	100
11	MBA INTEGRATED NEP	Business Environment	242/MBAI/VO401	Vocational Course	4	-	4	70	30	100	-	-	-	100
12	Bachelor of Arts in Culinary Arts	Marketing for Culinary Industry	240/BACA/VO401	Vocational Course	1	3	4	20	5	25	50	25	75	100
13	Bachelor Of Business Administration In Hospitality Management	Customer Experience in Digital Age	240/BBAHM/VO401	Vocational Course	1	3	4	20	5	25	50	25	75	100
14	BTTM	MARKETING MANAGEMENT	240/BTM/VO401	Vocational Course	4	-	4	70	30	100	-	-	-	100

15	Bachelor of Science in Hospitality & Hotel Administration	Work based learning report	240/HHA/VO401	Vocational Course		4	4				70	30	100	100
16	M.Com Integrated	Personal Tax Planning	242/COMI/VO401	Vocational Course	4	0	4	70	30	100	0	0	0	100
17	B.Com	Industrial & Employee Relations	240/COM/VO401	Vocational Course	4	0	4	70	30	70	0	0	0	100
18	B.Sc. Botany	Nursery and Gardening	240/BOT/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	100
19	MAJMC Integrated	Emerging Trends in Mobile Journalism	242/JMC/VO401	Vocational Course	2	2	4	35	15	50	35	15	50	100

Session: 2025-26			
Part A – Introduction			
Subject	Mathematics		
Semester	IV		
Name of the Course	Programming in C		
Course Code	MIC-4/ VOC-1		
Course ID			
Course Type: (CC/MIC/MDC/VOC/AEC/VA C/SEC)	MIC/VOC		
Course Learning Outcomes(CLOs)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of C programming language and attain the knowledge about flowcharts, data types, operators and expression. 2. Gain knowledge about decision control structure, loops functions and preprocessor. 3. Have knowledge of arrays, strings, structures, pointers and files in C. 4. Gain skill to write programs and execute them. 		
	Theory	Practical	Total
Credits	2	2	4
Contact Hours	2	4	6
Internal Assessment Marks	15	15	30
End Term Assessment Marks	35	35	70
Examination Time	2 Hours	2 Hours	100

Part B - Course Content

Instructions for Paper- Setter Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking Course Learning Outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will contain 5 parts covering the entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question.

Unit	Topic	Contact Hours
I	Programmer's model of a computer, Algorithms, Flow charts, Data types, Operators and expressions, Input / outputs functions.	8
II	Decisions control structure: Decision statements, Logical and conditional statements, Implementation of Loops, Switch statement & Case control structures.	7
III	Functions, Preprocessors and Arrays. Strings: Character Data Type, Standard String handling Functions, Arithmetic operations on Characters.	8
IV	Structures: Definition, using Structures, use of Structures in Arrays and Arrays in Structures. Pointers: Pointers Data type, Pointers and Arrays, Pointers and Functions.	7

Practical

The practical component of the course has two parts

(A) Problem Solving- Questions related to the following problems will be solved and their record will be maintained in the Practical Notebook:

1. Problem to draw flowchart for the real life problem and mathematical problems.
2. Problem to find square root of number, square of a number, area of circle, area of triangle, compound interest etc.
3. Problem to find greatest of three number, range of a number, root of quadratic equation, leap year etc.
4. Problem to calculate gross salary, prepare electricity bill etc.
5. Problem to display list of numbers, table of a number, reverse of a number, first n primes etc.
6. Problems to find factorial of a number, to generate fibonacci terms etc.
7. Problems to multiply matrices, to find transpose of matrix, to find sum of matrices, to find trace of matrix etc.
8. Problems to illustrate use of strcat function, use of strncat function using pointers,

60

use of strcpy function, strcmp and strcmp function etc.

(B) The following practical/program will be done using C and their record will be maintained in the practical note book:

1. Program to draw flowchart for the real life problem and mathematical problems.
2. Program to find square root of number, square of a number, area of circle, area of triangle, compound interest etc.
3. Program to find greatest of three number, range of a number, root of quadratic equation, leap year etc.
4. Program to calculate gross salary, prepare electricity bill etc.
5. Program to display list of numbers, table of a number, reverse of a number, first n primes etc.
6. Program to find factorial of a number, to generate fibonacci terms etc.
7. Program to multiply matrices, to find transpose of matrix, to find sum of matrices, to find trace of matrix etc.
8. Program to illustrate use of strcat function, use of strcpy function using pointers, use of strcpy function, strcmp and strcmp function etc.

Suggested Evaluation Methods

Internal Assessment:

> Theory 15

- Class Participation: 4
- Seminar/presentation/assignment/quiz/class test etc.: 4
- Mid-Term Exam: 7

> Practicum 15

- Seminar/Demonstration/Viva-voice/Lab records etc.: 15

End Term Examination:

> Theory 35

- Written Examination

> Practicum 35

- Lab record, viva-voice, write up and execution of the program

Part C-Learning Resources

Recommended Books:

1. V. Rajaraman(1994), *Programming in C*. Prentice Hall of India.
2. B.S. Gottfried (1998), *Theory and Problems of Programming with C*, Tata McGraw-Hill Publishing Co. Ltd.
3. M.K. Jain, S.R.K. Lyengar & R.K. Jain(1996), *Numerical Method, Problems and Solutions*. New Age International (P) Ltd.
4. M.K. Jain, S.R.K. Lyengar & R.K. Jain(1999), *Numerical Method for Scientific and Engineering Computation*, New Age International (P) Ltd.
5. Rajaraman (1993), *Computer Oriented Numerical Methods*. Prentice Hall of India Pvt. Ltd.
6. E. Balagurusamy(2012), *Programming in ANSI C*. Tata McGraw-Hill Publishing Co. Ltd.
7. B. Ram (2009), *Numerical Methods*, Pearson Publication.

8. R.S. Gupta (2010), *Elements of Numerical Analysis*, Macmillan's India.
9. B. W. Kernighan & D. M. Ritchie (1988), *The C programming language*. prentice-Hall.

Vocation Course**Semester 4**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
VOC-1	संस्कृत भाषा में पत्रकारिता	240/SKT/VO401	3	1		3	1		4	30	70			100

अधिगम उपलब्ध :-

1. विद्यार्थियों को संस्कृत पत्रकारिता का इतिहास, वर्तमान और भविष्य का ज्ञान प्राप्त होगा।
2. संस्कृत पत्र पत्रिकाओं सोशल मीडिया का ज्ञान प्राप्त होगा।
3. वर्तमान में प्रकाशित होने वाले संस्कृत पत्र- पत्रिकाओं तथा यूट्यूब चैनलों का ज्ञान प्राप्त होगा।

अधिगम उद्देश्य :-

1. संस्कृत पत्रकारिता का इतिहास वर्तमान और भविष्य ज्ञान प्राप्त कराने हेतु ।
2. संस्कृत पत्र -पत्रिकाओं, सोशल मीडिया का ज्ञान कराने हेतु।
3. वर्तमान में प्रकाशित होने वाले संस्कृत पत्र पत्रिकाओं तथा यूट्यूब चैनल का ज्ञान कराने हेतु।

पाठ्यक्रम :

इकाई 1 -संस्कृत पत्रकारिता का इतिहास,वर्तमान और भविष्य

इकाई 2-संस्कृत पत्रकारिता का उदय , स्वतंत्रता प्राप्ति से पूर्व एवं पश्चात् संस्कृत पत्रकारिता ।

इकाई 3-संस्कृत पत्र-पत्रिकाओं , सोशल मीडिया , विभिन्न संचार माध्यमों का उद्देश्य ।

इकाई 4-वर्तमान में प्रकाशित होने वाले संस्कृत पत्र-पत्रिकाओं तथा यू ट्यूब चैनलों का विवरण।

दिशा - निर्देश:* सभी इकाइयों में से 8 वस्तुनिष्ठ प्रश्न अनिवार्य । 8*2=16

- इकाई 1 में से 3 में से दो 2 लिखें। 14

*इकाई 2 से 3 में से 2 लिखें। 14

* इकाई 3 से 3 में से 2 में से दो लिखें । 14

* इकाई 4 से 3 में से 2 प्रश्न लिखे। 12

सन्दर्भ पुस्तकें-

1-संस्कृत पत्रकारिता इतिहास एवं अधुनातन स्वरूप-डॉ बलदेवानन्द सागर

2-संस्कृत पत्रकारिता का इतिहास-डॉ रामगोपाल मिश्र

BA 4th Sem Athletic Care and First Aid

Vocational 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 focused on practical work, preparing students for a particular skilled
profession)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
VOC-1	Athletic Care and First-Aid		2		4	2		2	4	15	35	15	35	100

Learning Objectives:

- Understand the roles and responsibilities of sports professionals in injury prevention and care.
- Learn basic first aid techniques and CPR relevant to athletic environments.
- Recognize and manage common sports injuries and medical conditions.
- Apply preventive strategies like taping, bracing, and warm-ups.
- Develop emergency action plans for sports settings.

For Paper Setter: Set eight questions in all. Question one is small answer type questions from all units. Each question of Seven marks.

For Students: Attempt any Five questions. Question One is compulsory. All questions carry equal marks.

Unit – 1 Foundations of Athletic Care:

- 1.1 Concept of Athletic Care: Meaning, Definition and Importance
- 1.2 Basics of health screening and pre-participation evaluation
- 1.3 Prevention strategies of Athletic Care: conditioning, warm-up, cool-down, equipment fitting
- 1.4 Role of coaches / first responder in Athletic care and Developing an Emergency Action Plan (EAP)

Unit - 2: Common Sports Injuries and Preventive Measures:

- 2.1 Types of Sports Injuries
- 2.2 Principles of Preventive Measures
- 2.3 Acute and chronic injuries to ankle, knee, shoulder, wrist, spine & head
- 2.4 Heat stroke, dehydration, hypothermia, choking and fainting

Unit - 3: First Aid and Injury Management:

- 3.1 Concept and Principles of first aid: assessment, triage, and safety
- 3.2 Recognition and immediate care of soft tissue injuries, hard tissue injuries, joint injuries, concussion and shock
- 3.3 Basic wound care, infection prevention and safe transport of injured athlete
- 3.4 Cardio Pulmonary Resuscitation (CPR)

42

Unit - 4: Taping, Bandaging & Rehabilitation:

- 4.1 Principles of taping strapping and bandaging
- 4.2 Techniques for ankle, wrist, thumb, and knee taping
- 4.3 Basics of injury rehabilitation P.R.I.C.E.R.
- 4.4 Proprioceptive Neuromuscular Facilitation (PNF) and Passive Assistive Active Resistive (PAAR) exercises for rehabilitation.

Practical Work:

- First Aid Kit: Preparation of First Aid Kit.
- Vital Sign Monitoring: Heart Rate, Respiratory Rate, BP & Temperature
- Demonstration of CPR, PAAR
- Taping, Bandaging and transportation of injured athlete

Suggestive Readings:

1. Arnheim, D.D., Prentice, W.E. (2021), Principles of Athletic Training: A Guide to Evidence-Based Clinical Practice (17th ed.). New York: McGraw-Hill Education.
2. Almquist, J.L. (2016), Foundations of Athletic Training: Prevention, Assessment, and Management (5th ed.). Philadelphia: Wolters Kluwer Health.
3. Casa, D.J. (2014), Preventing Sudden Death in Sport and Physical Activity. Champaign, IL: Human Kinetics.
4. Flegel, M.J. (2011), Sports First Aid and Injury Prevention (5th ed.). Champaign, IL: Human Kinetics.
5. Perrin, D.H. (2012), Athletic Taping and Bracing (3rd ed.). Champaign, IL: Human Kinetics.
6. Kansal, D.K. (2013), Textbook of Athletic Care and Rehabilitation. New Delhi: Sports & Spiritual Science Publications.
7. Puri, K. & Goyal, R. (2015), First Aid and Sports Injuries Management. New Delhi: Khel Sahitya Kendra.
8. Sharma, V.M. (2011), Athletic Care and First Aid, New Delhi: Sports Publication.
9. American Red Cross (2017), First Aid/CPR/AED Participant's Manual. Washington, D.C.: American National Red Cross.

4v

Clothing Selection and Personal appearance, 5th edition, Prentice and Hall, 2000

6. Skull john., Key terms in Art Craft and Design, elbrook Press, Australia, 1988.
7. Prakash K., "Textile Design –Traditional & Floral", TienWah Press Ltd., Singapore.
8. Clarke S., "Textile Design", Laurence King Publishing Ltd., London.
9. Betta E. and Drudi K., "Fabric Textures & Patterns", The Pepin Press, Singapore.
10. Sumathi, G.J. Elements of Fashion and Apparel Design. New Age International Publishers. 2002.
11. Gioello and Berke, 1979 Figure types and size Fairchild publications, New york.
12. Margolis, Adole P. 1971 Design your own Dress patterns, Doubleday and Co. Inc. New york.
13. Armstrong, H.J. 1987, Pattern making for fashion Designs.

VOCATIONAL COURSE

240/HS/VO401
240/HS/VO401

Semester	IV		
Name of the Course VOC-1	Surface Ornamentation		
Course ID	240/HS/VO401		
Course Learning Outcomes (CLO):			
After completion of the course, the students will be able to:			
<ul style="list-style-type: none"> • Describe the various methods of fabric surface ornamentation. • Apply surface ornamentation techniques such as embroidery, dyeing and printing, fabric manipulation and embellishments in garment design projects • Understand the concepts relating to motif development for surface ornamentation • Learn traditional painting techniques and creative application of dyeing and printing. 			
Credits	Theory	Practical	Total
	2	2	4
Contact Hours	2	4	6
Max. Marks:100 Internal Assessment Marks: 30 (15 TI + 15PI) End Term Exam Marks: 70 (35TE + 35 PE)	Time: 2hrs (Theory), 4hrs (Practical)		
Part B- Contents of the course			

B
Hyome

Instructions for Paper-Setter:

Nine questions will be set in all. Question No.1 comprising of objective/short answer type questions from the entire syllabus, will be compulsory. The remaining eight questions will be set taking two questions from each unit. The candidates will be required to attempt Q.No.1 & four others selecting one question from each unit. All questions carry equal marks.

UNIT I	CONTACT HOURS
Surface Ornamentation and Motif Development: <ol style="list-style-type: none">1. Surface ornamentation -Definition and significance in apparel design.2. Structure development for apparel: Weaves, knits, Lace3. Methods of applied surface ornamentation –embroidery, dyeing, printing, fabric manipulation, embellishments4. Textile motifs - Classification, motif development, Design repeat and Evaluation	7
UNIT II Surface Design through embroidery: <ol style="list-style-type: none">1. Tracing materials and Methods2. Tools and Materials – Fabrics, Needles, Threads, Scissors, Other materials3. Hand Embroidery Stitches – Flat and Loop4. Traditional embroidery: Metal thread embroidery with decorative material – Aari, Mukaish, Gota-Patti, Zardozi work, Appliquework, Phool Patti ka Kaam, Ralli	7
UNIT III Surface Design through Colouration: <ol style="list-style-type: none">1. Traditional and Crossover Fabric Hand painting – Patta-Chitra, Madhubani, Mandala, Warli, Rogan art, Gond2. Design development through traditional and innovative dyeing (Tie and dye, Batik) and printing (block printing, stencil printing and screen-printing techniques with synthetic dyes and natural dyes and other colour mediums	8
UNIT IV Surface Design through Fabric manipulation and embellishments: <ol style="list-style-type: none">1. Creative Fabric manipulation – Bows, Pleats, Gathers, Ruffles, 3D textures, Shirring, Ruching, Quilting.	8

S. D. Home

<p>2. Creative embellishments – Trims, buttons, Quilting, Lace, Fraying, waste fabric, Bead & Sequin Work, mirror work, Ribbon Work and Crochet.</p>	
<p style="text-align: center;">Practical (30 Hours)</p> <ol style="list-style-type: none"> 1. Motif enlargement and reduction. 2. Development of samples (at least 5 designs) using hand embroidery stitches in separate file learnt in the theory component. 3. Development of samples using the hand painting, dyeing (tie and dye, Batik) and printing (Block printing, stencil and Screen printing) techniques learnt in the theory component. 4. Product development (any apparel or household article) using one or more surface ornamentation techniques with value addition. 5. Workshop on any technique of surface ornamentation. 6. Visit to boutique to explore the surface ornamentation techniques. 	
<p>Part C-Learning Resources</p> <ul style="list-style-type: none"> ● Kimberly Irwin, (2015), Surface Design for Fabric, Fairchild Books ● Josephine Steed, Frances Stevenson, (2020), Sourcing Ideas for Textile Design: Researching Colour, Surface, Structure, Texture and Pattern (Basics Textile Design), Bloomsbury Visual Arts ● Juracek, A. Judy, (2000), Soft Surface, Themes & Hudson Ltd. ● Naik, Shailaja D., (2006), Surface Designing of Textile Fabric, New Age International (P) Ltd., Publishers ● Singer Margo, (2007), Textile Surface Decoration- Silk & Velvet, A & B Black Ltd <p>SUGGESTED READINGS</p> <ul style="list-style-type: none"> ● Campbell, J. & Bakewell, A., (2006), The Complete Guide to Embroidery Stitches, Reader's Digest Association. ● Colette Wolff, (1996), The Art of Manipulating Fabric, Interweave ● Milne D'Arcy Jean, (2006), Fabric Left Overs, Octopus Publishing Group Ltd. ● Singer, R., (2013), Fabric Manipulation, David & Charles Publishers 	

*S. Po
Home*

VOC1 Western Psychology

Maximum Marks: 100

Theory Examination: 35

Theory Internal Assessment: 15

Practical Examination: 35

Practical Internal Assessment: 15

Course Outcomes:

- Students will gain knowledge of various basic concepts and scope of Western Psychology.
- Students will gain knowledge of emerging branches of Western Psychology.
- Students will understand the difference between Western and Eastern Psychology
- Students will be able to analyze human behavior through major theories of Western Psychology

Note:

- a) Candidates would be required to attempt four questions in all.
- b) Question No. 1 would be compulsory. It shall be based on the entire syllabus and would contain 5 short answer type questions of one mark each.
- c) There would be two questions (10 marks each) from each of the three units. Candidates would attempt one Question from each unit.

Unit 1

Nature, Goals and Scope of Western Psychology, Development and emerging branches of Western Psychology, Difference between Western and Eastern Psychology

Unit 2

Learning: Thorndike's trial and error learning, Tolman's latent learning and Kohler's Insight Learning theory

Memory: Atkinson and Shiffrin's Multistore Model, Craik and Lockhart's Level of Processing Theory, Baddeley and Hitch's Working Memory Model

Unit 3

Personality: Freud's Psychoanalytical theory, Maslow's Need Hierarchy theory, Big five factors theory

Intelligence: Cattell's theory of Fluid and Crystallized intelligence, Guilford's structure of Intellect theory, Sternberg's Triarchic theory of Intelligence

Practical:

Perform any three practicals based on above units.

Do at least one of the following:

- Movie/Documentary screening
- Survey
- Report writing using computer (Search engine, PPT, assessment etc)

References

- Baron, R.A. (1995). **Psychology: The essential science**. New York: Allyn & Bacon.
- Eysenck, M.W. (2009) **Fundamentals of Psychology**. New York: Psychology Press.
- Lefton, L.A. (1985). **Psychology**. Boston: Allyn & Baron.
- Nevid, J.S.(2009). **Psychology: Concepts and Applications**, 3 Edn. Belmontca, USA: Wadsworth Cengage Learning.
- Passer, M.W. & Smith, R.E. (2007) **Psychology: The Science of Mind and Behaviour**, 3rd Edn. New York: McGraw-Hill.
- Smith, EE, Nolen-Hoeksema, S., Fredrickson,B., Loftus, G.R. (2006) **Alkinson'sHilgard Introduction to Psychology**. Singapur, Thompson Wordsworth. Wade, C. (2005) **Psychology**, 8th Edn. New York: Prentice Hall.
- Weiten, W. (2008) **Psychology. Themes and Variations**, 7th Edn. Belmont, CA, USA: Thomson Cengage Learning.
- Zimbardo, P.G., & Weber, A.L (1997). **Psychology**. New York: Harper Collins College Publishers

Semester-4:

VOC-1: Historical Tourism

240/ HIS/ VO 401

Credit :4

Maximum Marks: 100

Theory Exam: 70

Internal Assessment: 30

Time: 2Hours

Instructions for Paper-Setter:

1. Nine questions shall be set in all, two questions from each Unit I-IV and Question No 1, that is, Compulsory Question, by taking COs into consideration. Each question shall carry 14 marks.
2. The Compulsory Question shall consist of *seven* short answer type questions of 2 marks each which shall be spread over the whole syllabus.
3. The candidate shall be required to attempt *five* questions in all selecting one each question from Unit I-IV and the Compulsory Question.

Course Outcomes (COs):

After completing this course, the student will be able to:

1. Get an Overview of Art & Architecture in India; know how to conduct Field Work and Visit to Historical Sites/Museums and Different Approaches of its Study and Conducting Research.
- 2 Familiar with the major Archeological Sites; Rock Cut Architecture; *Gandhara* and Mathura Schools of Art and Classical and Folk Traditions of Painting and Dance in India.
- 3 Understand the Built Heritage in India, i.e., Buddhist-Stupa Architecture; Forms of Hindu Temple Architecture and Forms of Indo-Persian Architecture.
- 4 Acquaint with the Colonial Architecture; Modern Architecture and Present-day Structures; Modalities of conducting Historical Tourism and Preservation and Conservation of Monuments in India.

Unit – I

Defining Heritage:

Art &Architecture in India: An Overview

Field Work: Visit to Historical Sites & Museums – Different Approaches of its Study



Unit II

Archeological Sites in India: Rakhigarhi, Nalanda, Bhimbetka

Rock Cut Architecture in India: Caves: Ajanta, Ellora, Elephanta, Mahabalipuram

Gandhara and Mathura Schools of Art

Unit III

Buddhist Architecture – *Stupa*

Hindu Temple Architecture: North and South India – *Nagara* and *Dravida*

Indo-Persian Architecture: Forts, Palaces, Mosques and Haveli

Unit IV

Colonial Architecture

Contemporary Architecture

Preservation and Conservation of Monuments in India

Recommended Books/e-resources/LMS:

Agrawal, O.P., *Essentials of Conservation and Museology*, Sundeep Prakashan, New Delhi, 2007.

Agarwal, V.S., *Indian Art*, Prithvi Prakashan, Varanasi, 1972.

Basham, A.L., *The Wonder that was India*, Rupa, Delhi, 1994.

Beach, M.C., *The New Cambridge History of India: Mughal and Rajput Painting*, Cambridge University Press, 1992.

Bhowmik, S.K., *Heritage Management: Care, Understanding & Appreciation of Cultural Heritage*, Jaipur, 2004.

Brown, Percy, *Indian Architecture*, D.B. Taraporevala Sons & Co, Bombay, 1940.

Choudhary, R.D., *Museums of India and Their Maladies*, Agam Kala Prakashan, New, 1998.

Guha, Thakurta, Tapati, *Monuments, Objects, Histories: Institution of Art in Colonial Post Colonial India*, New York, 2004.

Harle, James, *The Art & Architecture of the Indian Subcontinent*, Penguin, Harmondsworth, 1988.

Howard, Peter, *Heritage: Management, Interpretation, Identity*, London, 2003

Huntington, Susan, *The Art of Ancient India: Hindu, Buddhist and Jain*, Weatherhill, 1985

Kumar, Sunil, *The Present in Delhi's Past*, Gyan Publishing House, Delhi, 2002.

Mathur, Saloni, *India by Design: Colonial History and Cultural Display*, University of California, 2007.

Mitter, Partha, *Indian Art: Oxford History of Art Series*, Oxford University Press, 2001.

Nair, S.M. *Big-Deterioration of Museum Materials*, 2011.

Neumayer, Erwin, *Lines of Stone: The Pre-Historic Rock-Art of India*, South Asia Books, Printworld and National Museum Institute, 1993 (Introduction).

Roychowdhury, Madhuparna. *Displaying India's Heritage: Archaeology and the Museum Movement in Colonial India*, Orient Blackswan, Delhi, 2015.



Gurugram University Gurugram, Haryana (India)**Vocation 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 focused on practical work, preparing students for a particular skilled profession)

(As per NEP 2020 w.e.f session 2024-25) -Semester-4

MAP READING AND ITS INTERPRETATION (Theory and Practical Paper)

Paper Code: VOC -1- Course Id: 240/GEO/ VOC401

Credit: 04 (1+0+6) L+T+P Hrs/Week	Total Marks	100 Marks
Time: 1.30 Hours (Theory) Time: 4 Hours (Practical)	End Semester Exam: Internal Assessment (Attendance)*	20 Marks 05 Marks
Note: Theory Exam: as the instructions mentioned under Practical Exam: as the instructions mentioned under Practical Exam Time: 4 Hours	Practical Exam Internal Assessment (Practical)**	50 Marks 25 Marks

Learning/Course Objectives: Understanding about basic technique of Map reading and its interpretation technique . To create awareness about method of map reading and its importance. Acquaintance with nature and significance of map reading and its interpretation technique to imbibe information.

Learning/Course Outcomes: CO1: To gain knowledge of how different methods helps in map reading .CO-2: To create a better understanding and draw conclusions based on map interpretations .CO-3: To recognize the ways in which appropriate method affects several facets of information in map reading and its interpretation .CO-4: To become acquainted with map reading issues from a geographical perspective. CO-5: Students will be able to understand the map reading concept and its interpretation concepts which are important for long-term development and growth.

UNIT-I

Fundamentals of Cartography: introduction to cartography, Basics of Map: sources, types, scale; Elementary Geodesy: Coordinate systems and transformations. Spheroids and Geoids. Geocentric datum and map projections.

UNIT-II

Map Reading: Elements of map reading, Interpretation of Topographical sheets, Conventional Signs, Major Relief features and profiles, Enlargement and Reduction of maps by Square method.

(05 Exercise)

UNIT-III

Interpretation of Weather map: Element of Weather and various atmospheric symbols (Pressure, Winds, Condition of Sky, Sea Condition, Temperature, Clouds, Precipitation), weather instruments and its use.

(05 Exercise)

UNIT-IV

Aerial Photographs: Types and elements, Interpretation (Pocket and mirror stereoscope), Map Setting: Compass, Forward Bearing, Backward Bearing, Own Position, Object Position, and Preparation of rout chart with the help of prismatic compass.

(05 Exercise)

Note:

Theory Exam

(i) The Question one of paper is compulsory. Question one of paper will contain Multiple Choice Questions (MCQ)/Objective type/Terms of seven marks (seven MCQ/ Objective type/Terms of one mark each). (iii) The question paper will have four units. Two questions will contain from each unit of the syllabus. Candidates are required to attempt one question from each unit. These questions will be of four marks each. *Internal Assessment of 05 marks will be 05 marks of attendance* (Theory Part)

Practical Exam

(ii) The question paper Practical part out of unit two, three and four will comprise Exercise Part. (3 Question x 10 Marks= 30 Marks). Each unit of comprising exercise part of question paper will comprise one question from each unit of the syllabus. Candidates (s) are required to attempt three question / exercise from the units. These questions will be of 15 marks each. Candidates will be required to attempt exercise neatly and cleanly on the provided geography sheet. (a) Record file will be of Maximum 10 Marks.(b)Exercise will be of maximum 30 Marks.(c) Viva Voce will be of Maximum 10 Marks. ** Internal Assessment of 25 marks will be based on attendance 05 marks + Practical Assignments/ Practical File/Practical Sessional 20 marks (Practical Part)

Recommended Readings:

- Khan, A.A. (1996). Text Book of Practical Geography, Concept, New Delhi.
- Lawrence, G.P.(1968). Cartographic Methods, Methuen, London.
- Mishra R.P. and Ramesh A. (1999). Fundamentals of Cartography, Concept Publishing Company, New Delhi.
- Monkhouse, F.J. and Wilkinson, H.R. (1994). Maps and Diagrams, Methuen, London.
- Robinson, A.H. et.al. (1995) Elements of Cartography, John Wiley & Sons, .
- Singh, R.L., (1979). Elements of Practical Geography, Kalyani Publisher, New Delhi.
- Singh, Gopal (1991), Map Work and Practical Geography, SBD Publishers, Distributors, 4075, Nai Sarak, Delhi
- Sarkar, A.K (1997): Practical Geography-A Systematic Approach, Orient Longman, Calcutta.
- Steers, J.B. (1992) Map Projections; University of London Press, London.
- Black James A and D.J. Champion (1976): Methods and Issues in Social Research, New York, John Wiley and Sons, Inc.
- Goode and Hatt, Research Methodology in Social Sciences, Oxford University Press, New Delhi.
- Gomez B and John Paul Jones. 2010. Research Methods in Geography-A Critical Introduction. Wiley Blackwell Publications, Singapore.
- Prasad, H (1992) Research Methods and Techniques in Geography, Rawat Publishers, Jaipur.
- Kundu A. (2005) Measurement of Urban Processes: A Study of Regionalization, Popular Prakashan, Mumbai.
- Mishra, H.N. and Singh V.P.(1998) Research Methodology: Social, Spatial and Policy Dimensions, Rawat Publishers, Jaipur.



Semester-4
Course code-VOC -1
Course Title- Rural Society in India

-2)-

Credit-4
Maximum Marks –100
Theory – 70
Internal Assessment – 30
Time – 3 hours

The question paper will consist of four Units containing eight questions with internal choice from each unit i.e. two questions from each unit. The candidate will be required to answer five questions in all. Four questions will have to be attempted from four units and the fifth question which is compulsory shall be of short answer type question covering the entire syllabus. All the questions shall carry equal marks i.e. 14 each from the I to IV units and 5" compulsory question shall be divided into seven short answer questions of 2 marks each i.e. $7 \times 2 = 14$ thus making it the total weight age to 70 marks.

- The students would learn about rural sociology
- The students would learn about rural social structure
- The students would learn about rural economic structure
- The students would learn about rural political structure

UNIT – I

Introduction to Rural Sociology: Origin of Rural Sociology, Nature, Subject Matter and Importance of the Study of Rural Sociology

UNIT – II

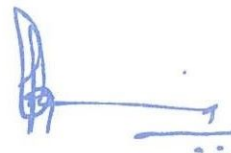
Rural Social Structure: Caste and Class in Rural Set Up, Inter Caste Relations and Jajmani System, Rural Family and Changing pattern

UNIT – III

Rural Economy: Land Tenure, Land Reforms, Green Revolution and Its Impact, Bonded and Migrant Labourers, Trends of Change in Rural Society

UNIT – IV

Rural Political Structure: Traditional Caste Panchayats, Panchayat before and after 73rd Amendment, New Panchayati Raj and Empowerment of Women



References :

Beteille, A. (1974), Studies in Agrarian Social Structure, Delhi: Oxford University Press.

Desai, A.R. (1969), Rural Sociology in India, Bombay : Popular Prakashan.

Dube, S.C.(1955), Indian Village, London : Routledge and Kegan Paul.

Doshi, S.L. and P.C.Jain (1999), Rural Sociology, Jaipur : Rawat Publication.

Jodhka, S.S. (1995), Debt, Dependence and Agrarian Change, Jaipur : Rawat Publication.

Sharma, K.L. (1997), Rural Society in India, Jaipur : Rawat Publication.

A handwritten signature in blue ink, consisting of a stylized initial 'S' followed by a horizontal line and a small flourish at the end.

WEB DESIGNING

Course code	VOC-1			
Category	Vocation Course			
Course title	Web Designing			
Scheme and Credits	L	T	P	Credits
	3	0	2	4
Theory Internal	25			
Theory External	50			
Practical Internal	05			
Practical External	20			
Total	100			
Duration of Exam	3 Hrs.			

Mark

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 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 OBJECTIVES: The aim of the course is to provide knowledge of web as a tool in presenting information. Each and every product in e-world now needs a website, this course will make student knowing about the concept of web design in general.

UNIT – I

Introduction to Internet and World Wide Web (WWW); Evolution and History of World Wide Web, Web Pages and Contents, Web Clients, Web Servers, Web Browsers; Hypertext Transfer Protocol, URLs; Searching and WebCasting Techniques, Search Engines and Search Tools.

UNIT – II

Web Publishing: Hosting website; Internet Service Provider; Planning and designing website; Web Content Authoring, Web Graphics Design, Web Programming, Steps for Developing website, Choosing the Contents, Home Page, Domain Names, Creating a Website and Introduction to Mark up Languages (HTML and DHTML).

UNIT – III

Web Development: HTML Document Features, Fundamentals HTML Elements, Creating Links; Headers; Text styles; Text Structuring; Text colour and Background; Formatting text; Page layouts, Images; Ordered and Unordered lists; Inserting Graphics; Table Creation and Layouts; Frame Creation and Layouts; Working with Forms and Menus; 8 Working with Radio Buttons; Check Boxes; Text Boxes.

UNIT – IV

Introduction to CSS (Cascading Style Sheets): Features, Core Syntax, Types, Style Sheets and HTML, Style Rule Cascading and Inheritance, Text Properties, CSS Box Model, Normal Flow Box Layout, Positioning and other useful Style Properties; Features of CSS3.

Text Books:

1. Raj Kamal, Internet and Web Technologies, Tata McGraw-Hill.
2. Ramesh Bangia, Multimedia and Web Technology, Firewall Media.

Reference Books:

1. Thomas A. Powell, Web Design: The Complete Reference, Tata McGraw-Hill
2. Wendy Willard, HTML Beginners Guide, Tata McGraw-Hill.
3. Deitel and Goldberg, Internet and World Wide Web, How to Program, PHI.

Neelvi

List of experiments

1. Create a Basic HTML Page
2. Use Text Formatting and Headers
3. Create an HTML Page with Links and Images
4. Create an Ordered and Unordered List
5. Design a Simple Web Page Layout with Tables
6. Create a Basic HTML Form
7. Add Checkboxes and Radio Buttons in a Form
8. Apply Inline and Internal CSS to a Webpage
9. Create a Webpage Using CSS Box Model

Course code				
Category	Vocational Course (VOC)			
Course title	Digital Marketing			
Scheme and Credits	L	T	P	Credits
	3	-	2	4
Theory Internal	25			
Theory External	50			
Practical Internal	05			
Practical External	20			
Total	100			
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:

CO1: Understand the concept of digital marketing and its real-world iterations.

CO2: Articulate innovative insights of digital marketing enabling a competitive edge.

CO3: Understand how to create and run digital media-based campaigns.

CO4: Identify and utilise various tools such as social media etc.

Unit-I

Introduction to Digital Marketing Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Drivers of the new marketing environment; Digital marketing strategy; P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models.

Unit-II

Internet Marketing and Digital Marketing Mix – Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC; Search Engine Advertising: - Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation Display marketing: - Types of Display Ads - Buying Models - Programmable Digital Marketing - Analytical Tools - YouTube marketing.

Unit-III

Social Media Marketing – Role of Influencer Marketing, Tools & Plan– Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy Facebook Marketing: - Business through Facebook Marketing, Creating Advertising Campaigns,

Puayang

Adverts, Facebook Marketing Tools LinkedIn Marketing: - Introduction and Importance of LinkedIn Marketing, Framing LinkedIn Strategy, Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting Twitter Marketing: - Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns Instagram and Snapchat: - Digital Marketing Strategies through Instagram and Snapchat Mobile Marketing: - Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics Introduction to social media metrics

Unit-IV

Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising– - Introduction and need for SEO, how to use internet & search engines; search engine and its working pattern, On-page and off-page optimization, SEO Tactics - Introduction to SEM Web Analytics: - Google Analytics & Google AdWords; data collection for web analytics, multichannel attribution, Universal analytics, Tracking code Trends in digital advertising.

REFERNCE BOOKS

1. Dave Chaffey & Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice Publisher: Pearson Education, 7th Edition (2019)
2. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Publisher: Kogan Page, 5th Edition (2020)
3. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan Marketing 5.0: Technology for Humanity Publisher: Wiley, 1st Edition (2021)

Digital Marketing Lab

List of Experiments

1. Digital Marketing Implementation in Business Scenario.
2. Create the Digital Marketing Webpage.
3. Conducting the Search Engine Optimization and Search Engine Marketing.
4. Using Google Analytics to analyze website performance.
5. Creating Promotional banner through Canva.
6. Facebook Promotion using banners.
7. Creating YouTube Channel for Marketing.
8. Twitter Marketing.
9. Instagram Marketing.
10. Email Marketing Additional 11 Digital Marketing Final Analysis and Report.



242/MBAI/VO401

Name of Subject: Business Environment	Maximum Theory Marks: 100 (70+ 30)
Course Code:	Time Allowed: 3 Hrs
Credits: 4	Minor Course/ Vocational Course

Course Description: This course introduces students to the fundamental concepts of the business environment, encompassing economic, social, political, and technological factors influencing organizations. It covers market dynamics, regulatory frameworks, globalization, and corporate social responsibility. Through case studies and practical exercises, students will analyze real-world business scenarios and their impact on strategic decision-making. Emphasis is placed on developing analytical skills and environmental scanning techniques. By the end of the course, students will be equipped to navigate complex business environments with strategic insight and adaptability.

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

CO1 Understand relationship between environment and business, applying the environmental analysis techniques in practice

CO2 Understand economic social cultural and technological environment

CO3 Know state policies economic legislations and economic reforms laid by the government

CO4 Apply the knowledge to analyze the current situations and take prudent decisions

UNIT-I

Concept of business environment – its significance and nature, interaction matrix of different environment factors, process of environmental scanning, environmental scanning of important industries of India.

UNIT-II

Economic environment – the philosophy, strategy and planning in India, monetary policy and their impact on Indian business; economic reforms in India – liberalization, privatization and globalization; competitive strength of Indian industry, industrial policy, foreign trade policy and their impact on Indian business, political environment, relation between business and government of India, constitutional provisions related to business, concept of state intervention in business, ideology of different political parties, bureaucracy and Indian business.

UNIT-III

Technological environment – policy for research and development in India, appropriate technology, debate of technology vs. labour, MNC as a source of transfer of technology and its implication, institutional infrastructure for exports in India, India's export-import policy, global business environment, significance of foreign investment in India, opportunities and threats in WTO and the new international trading regime, tariff and non tariff barriers in global trade.

UNIT-IV

Socio-cultural environment in India – salient features of Indian culture, values and their

implication for Indian business, middle class in India and its implications on industrial growth in India, consumerism as emerging force, social responsibility of business, business ethics and Indian business, impact of mass media on Indian business; changing role of rural sector in India – rural income and rural demand of consumer durable; environmental laws, costs and business behaviour; consumer laws, cost and business behaviour.

References

1. Adhikari, A., *Economic Environment of Business*, Sultan Chand and Sons
2. Adhikary, M., *Business Economics*, Excel Books.
3. Aswathappa, K., *Essentials of Business Environment*, Himalaya Publishing House.
4. Baron, D.P., *Business and Its Environment*, Prentice Hall.
5. Cherulinum, F., *Business Environment*, Himalaya Publishing House.
6. Puri, V.K. and Misra, S.K., *Indian Economy*, Himalaya Publishing House.

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

Table 1: CO-PO & CO-PSO Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	1	3	1	1	1	1	1	3	1	1
CO2	3	3	1	1	1	1	2	1	2	3
CO3	3	2	2	2	1	1	1	1	2	3
CO4	2	2	2	2	1	1	1	1	2	1
Average	2.25	2.5	1.5	1.5	1	1	1.25	1.5	1.75	2

Semester IV**Marketing for Culinary Industry (Course Code: 240/BACA/MI404)**

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
2	-	2	4	15	35	15	35	100

Course Description:

Marketing is an integral component of the success of any product or service offerings. In today's hyper-connected and hyper-competitive ecosystem, the culinary industry's success cannot be imagined without effective marketing. Culinary marketing is constantly evolving but some marketing themes are unique to the world of culinary. The course is a basic introduction to the principles of marketing. It is designed to empower the students with culinary marketing skills and at the same time enable the student to discover the challenges that one would encounter daily across different formats of marketing concepts.

Course Objectives:

The objective of this course is to

- C01 To Identify the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- C02 To Explain the importance of marketing within local and global economic systems
- C03 To Analyse the importance of marketing within hospitality organizations and the necessary relationships between marketing and other functions of business.
- C04 To Differentiate between effective and ineffective marketing strategies with regards to the needs & expectations of different market segments in hospitality.

Units (Theory):**Unit I: Introduction to Marketing**

- Marketing of Goods vs. Marketing of Services
- Traditional Marketing Mix
- Hospitality Marketing Mix
- Managing Customer Relationships and Capturing Customer Value

Unit II: Marketing Process

- Market Environment
- Market Segmentation
- Market Targeting
- Market Positioning

Unit III: Marketing Channels

- Channel Strategies
- Retailing and retailer marketing decisions
- Wholesaler types and trends in wholesaling
- Supporting franchisee relationships via marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Formats
- Sales Promotions
- Introduction to Public Relations tools and techniques

- Event Marketing

Units (Practical):

Unit I: Introduction to Marketing

- Immersion - Goods and Services Marketing
- Customer Relationships
- Capturing Customer Value

Unit II: Marketing Process

- Environment & Segregation Immersion
- Targeting & Positioning

Unit III: Marketing Channels

- Strategies Simulation
- Retail Marketing
- Wholesaler Marketing
- Franchise Marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Sales Promotion
- Public Relations
- Event Marketing

Suggested Readings:

- Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Prentice Hall. (2017). Principles of Marketing, 17th edition. New Jersey, USA.
- Robert D. Reid and David C. Bojanic. (2012). Hospitality Marketing Management

Marketing for Culinary Industry											
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03
CO1	2	3	3	2	2	2	1	-	2	-	2
CO2	1	3	-	-	1	2	2	-	3	-	3
CO3	2	3	3	1	2	3	1	-	3	-	2
CO4	3	3	3	2	-	3	1	-	3	-	2

Semester IV**Customer Experience in a Digital Age (Course Code - 240/ BBAHM /VO404)**

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
1	-	3	4	5	20	25	50	100

Course Description:

This course explores the evolving landscape of customer experience (CX) in the context of the digital era. Students will gain insights into how technology, data analytics, and digital platforms are reshaping customer interactions and expectations along the marketing funnel from acquisition to retention. Through real-world case studies, hands-on projects, and interactive discussions, students will learn how to craft personalized, seamless, and engaging experiences that drive customer loyalty and business growth. Emphasis will also be placed on ethical considerations, emerging trends, and the integration of human-centric design in digital CX strategies.

Course Objectives:

The objective of this course is to:

- CO1 Understand and explain the role of the customer experience (CX) as a key differentiator in the digital economy.
- CO2 Examine the role of the customer experience in the digital marketing funnel from acquisition to retention.
- CO3 Evaluate the effectiveness of various digital touchpoints in shaping a positive customer experience
- CO4 Analyse the ethical aspects of utilising technology and data to drive the customer experience

Units (Theory):**Unit I: Customer Acquisition**

- Digital Marketing Funnel
- Targetted Keyword Planning using Google Ads
- Search Engine Marketing
- Video Marketing
- Paid Social Media Marketing

Unit II: Customer Retention: Customer Experience 3.0 and Implications for Customer Service

- What is Customer Experience 3.0
- Difference between Good Service and a Great Customer Experience
- Leveraging technology for a great customer experience
- Intersection of people, process and technology for a great customer experience

Unit III: Designing the end-to-end customer experience

- Do It Right The First Time (DIRFT) Model
- Establishing accurate metrics and delivering DIRFT with flexibility
- Multi-channel access
- Key Customer Service Functions shaping the customer experience

Unit IV: Implementation of successful CX models

- Transparency of technology tools
- Augmented Marketing

- Revenue Impact of a great customer experience
- Ethical Considerations in CX design in the digital age

Units (Practical):

Unit I: Customer Acquisition

- Digital Marketing Funnel frameworks
- Search Engine Marketing and Keyword Targeting through Google Ads and Keyword Planner platforms
- Paid Social Media Marketing and Video Marketing

Unit II: Customer Retention: Customer Experience 3.0 and Implications for Customer Service

- Customer Experience 3.0 Ecosystem
- Determining difference between Good Service and a Great Customer Experience in
- Leveraging intersection of people, process and technology for a great customer experience.

Unit III: Designing the end-to-end customer experience

- Establishing accurate metrics and delivering DIRFT with flexibility in organisation-customer engagement
- Multi-channel access for customers shaping consumer experience
- Key Customer Service Functions shaping the customer experience

Unit IV: Implementation of successful CX models

- Augmented Marketing’s Impact on CX experience
- Understanding revenue Impact of a great customer experience
- Ethical Considerations Transparency of technology tools in CX design in the digital age

Suggested Readings:

- Customer Experience 3.0, John A. Goodman and Peter North, Harper Collins Leadership. 2024
- Ian Dodson, (2016) The Art of Digital Marketing, 1st Edition, Wiley

Customer Experience in a Digital Age												
CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
CO1	2	3	3	3	1	3	1	2	2	3	1	3
CO2	2	3	3	3	2	2	1	2	2	2	1	3
CO3	2	3	3	3	2	3	1	2	2	2	1	2
CO4	2	3	3	3	3	3	1	3	2	2	3	3

Vocation Course (VOC) 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 focused on practical work, preparing students for a particular skilled profession.)

Semester-4

Course ID	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TE	TI	PI	PE	Total
	Marketing Management		3	1	-	3	1		4	70	30	-	-	100

Syllabus

Name of Subject: Marketing Management	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks:100
Course ID:	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Minor (MIC)/ Vocational Course (VOC)	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

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

- CO 1: To understand marketing management concepts and the unique characteristics of products, services, and markets in tourism.
- CO 2: To analyze the marketing process specific to hospitality and tourism, including consumer behavior and decisionmaking.
- CO 3: To apply knowledge of distribution channels, product pricing strategies, service strategies, and marketing intermediaries within the tourism and hospitality industry context.
- CO 4: To evaluate the impact of integrated marketing communication on sales and growth within tourism and hospitality businesses.

COURSE CONTENTS:

Unit 1:
Introduction to Marketing: Needs, Wants and Demands; Products, Services and Markets; Marketing Concept: The Production Concept, The Product Concept, The Selling Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business.
Unit 2:
Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Micro Environment, Characteristics, Factors Affecting Consumer Behavior, Buying Decision Behavior, The Buyer Decision Process.
Unit 3:
Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, what is Product, Product Classification, Product Life Cycle, and Approaches to tourism service pricing.
Unit 4:

Public Relations, Sales Promotions, and Integrated Marketing Communication: The Marketing Communications Mix, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar.
- Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: McGraw Hill.
- Service Marketing - Wood ruffe Helen Publisher Macmillan.
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi.
- Hospitality & Travel Marketing, Alastair M. Morrison.
- Strategic Hotel and Motel Marketing – Hart & Troy.
- Marketing for Hospitality Industry – Robert.
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi.
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Marketing Management

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	3	1	2	3	2	3
CO2	3	2	1	2	1	2	3	2	3
CO3	3	3	2	3	2	2	3	3	2
CO4	2	2	3	3	2	2	2	3	3
Average	2.75	2.50	1.75	2.75	1.50	2.00	2.75	2.50	2.75

The student will be marked on the following criteria:

- Attendance - 50 Marks
- Connect with the Mentor - 20 Marks
- Overall Internship Performance - 20 Marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

240/HHA/VO401

Semester 4
Work Based Learning Report
Course ID – HVOC402

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	4	4	-	-	30	70	__ Hours

Type of Course:

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
	√					

Introduction to the Course:

Supervised work experience can greatly enhance a student's ability to secure premium graduate positions in the industry and increase their earnings and promotion prospects. The module enables students to focus on their learning in the workplace and be more self-aware of their key competencies to promote effective self-development while enhancing practical knowledge in operational roles.

Course Outcome: After completing the course learners will be able to:

CO1: Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

Name of Subject: Personal Tax Planning	Maximum Theory Marks: 100 (70+ 30)
Course Code:244MCVOC5	Time Allowed: 3 Hrs
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: Identify the relevance of residential status in computing taxable income.

CO2: Apply tax planning strategies to salary income including bonuses and perquisites.

CO3: Analyze tax planning implications for different types of house property.

CO4: Evaluate the tax planning strategies for long-term and short-term capital gains.

COURSE CONTENTS:

Unit 1: Concept of Tax Planning (i) Meaning of tax planning, tax avoidance, tax evasion and tax management; Objectives of tax planning; Case studies relating to tax planning, tax avoidance, tax evasion and tax management. (ii) Tax Planning with reference to residential status: Relevance of residential status in computing taxable income; Determination of residential status of an individual, HUF, company, other persons; Relationship between residential status and incidence of tax; Case studies relating to residential status. (iii) Provisions relating to concept of agricultural income; Tax treatment and tax planning of agricultural income.	10 Lectures
Unit 2: Tax Planning with Reference to Salary Income (i) Tax planning in respect of salary income: Bonus; Fees; Commission and allowances; Valuation of perquisites; Allowances; Retirement benefits like gratuity, leave encashment, pension tax relief under Section 89 (1) (arrears of salary). (ii) Case studies based on designing pay package.	10 Lectures

<p>Unit 3: Tax Planning in relation to Income from House Property and Business Income (i) Tax Planning in respect of self-occupied house property, let-out house property, partly let out and partly self-occupied house property; and property used for business or profession of the assessee.</p> <p>(ii) Set-off and carry forward of house property losses.</p> <p>(iii) Tax planning related to Section 80C.</p> <p>(iv) Tax Planning related to business income covering only Presumptive schemes of computing business income (Section 44AD, 44ADA, 44AE).</p>	10 Lectures
<p>Unit 4: Tax Planning in relation to Capital gains and other sources (i) Tax planning with reference to long-term and short-term capital assets and choice of price-inflation indexation; Capital gains on equity and non-equity financial instruments.</p> <p>(ii) Tax planning in relation to gifts received from relatives and non-relatives.</p>	10 Lectures

SUGGESTED READINGS:

1. Ahuja, G. and Gupta, R., Corporate Tax Planning and Management. Bharat Law House, Delhi, 2017.
2. Singhania, Vinod K. and Singhania, K., Direct Taxes Law & Practice -With special reference to Tax Planning. Taxmann Publications Pvt. Ltd., New Delhi, 2017.
3. Jain, R.K., Ayakar Vidhan avamLikhankan, Rajeev Bansal Publications, 2017.
4. Mehrotra, H.C. and Goyal, S.P., Ayakar Vidhan avamLikhankan (Income Tax Law and Accounts), Sahitya Bhawan, Agra, 2016.
5. Mehrotra, H.C. and Goyal, S.P., Direct Tax including Tax Planning & Management. Sahitya Bhawan, Agra, 2017.

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: 245MCVOC5

CO-PO & CO-PSO Matrix for the Course 245MCVOC5 Personal Tax Planning:

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

Course Type: - Vocational Course (VOC)
Offered by Department of Commerce
Semester: - 4

Name of Subject: INDUSTRIAL & EMPLOYEE RELATIONS	Maximum Marks: 100 (TI + TE + PI + PE = 30 + 70 + - + -)
Course ID: 240/COM/VO404	Time Allowed: 3 Hrs.
Credits: 4 (L-T-P = 3-1--)	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 of 14 marks each (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 from section B by selecting one question from each unit. All questions will carry equal marks.

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

CO1: Understand and differentiate between Industrial and Employee Relations, explore their development, and analyze various approaches and techniques to improve Quality of Work Life.

CO2: Understand the significance of labour laws in shaping Industrial Relations, and analyze key labour laws including the Industrial Dispute Act 1947, the Industrial Employment (Standing Orders) Act 1946, and the Factory Act 1948.

CO3: Assess the causes and indicators of good and poor Industrial Relations in India, and understand emerging trends and recent legislative changes impacting Industrial Relations.

CO4: Comprehend the role, formation, and functions of trade unions, understand the Trade Union Act 1926, and explore various forms and levels of workers' participation in management.

Course Contents:

<p>Unit I: Industrial & Employee Relations and QWL: Industrial Relation & Employee Relations: Concept and development of Industrial Relations. Meaning of Employee Relations and its difference with Industrial Relations. Nature and Scope of Industrial Relations as an inter-disciplinary subject. Tripartite Scheme of Industrial Relations. Approaches to Industrial Relations-Sociological Approach-Psychological Approach-Marxian Approach-Trusteeship Approach.</p> <p>Quality of Work Life (QWL) : Introduction , Meaning , Definitions, Features , Objectives , Dimensions , Advantages , Disadvantages , Principles , Models, Issues , Techniques/Strategies for improving QWL.</p>
<p>Unit II: Industrial Relations in India: Meaning of Good and Poor Industrial Relations, Causes for poor Industrial Relations. Indicators of Poor Industrial Relations a. Absenteeism. b. Labour Turn Over c. Industrial Indiscipline d. Grievances [with special reference to women employees] e. Strikes f. Lock outs. Emerging Trends in Industrial Relations in India a. Migration b. The Code on Social Security, 2020 c. Occupational Safety, Health and Working Conditions Code 2020.</p>
<p>Unit III: Trade Unions & Workers Participation in Management: Trade Unions: Definitions, Formation, Characteristics and Functions of Trade Unions. Problems faced by Trade Unions and Future of Trade Unions. Trade Union Act 1926. Workers Participation in Management: Concept, Forms a. Collective Bargaining b. Works Committees c. Joint Management Councils d. Board Level. Importance and Levels.</p>

Unit IV: Labour Laws and Industrial Relations :
 Meaning & Importance of Labour Laws in Industrial Relations. Industrial Dispute Act 1947,
 Factories Act 1948.

Suggested Readings:

1. Davar R S (1998) Personnel Management and Industrial Relations in India, Himalaya Publishing House, Mumbai.
2. Mamoria C B (1998): Industrial Relations in India, Himalaya Publishing House, Mumbai.
3. Venkata Ratnam, C.S. (2006) Industrial Relations, Oxford University Press, New Delhi.
4. Dwivedi, R. S. (2009) Human Relations and Organizational Behaviour A Global Perspective, Macmillan Publishers India Ltd., 5th Ed.
5. Kapoor, N.D. (2020) Elements of Industrial Law, Sultan Chand, New Delhi
6. Garg, Ajay (2020) Labour Laws one should know, Nabhi Publication, New Delhi.
7. Gupta, C. B. (2020) Human Resource Management, Sultan Chand & Sons.

Mapping Matrix: CO-PO and CO-PSO Mapping for the Course- Industrial and Employee Relations

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

Session 2025-26			
Part A			
Subject	Botany		
Semester	4 th		
Name of the Course	Nursery and Gardening		
Course Code/ID			
Course Type: (CC/MCC/MDC/CC - M/DSEC/VOC/DSE/PC/AEC/VAC)	VOC-1		
Level of the course(As per Annexure-I)			
Pre-requisite for the course(if any)			
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to-</p> <ol style="list-style-type: none"> 1. Students will be able to understand preparation of nursery. 2. Students will be able to learn How rooting is promoted in the stem cuttings. 3. Students are able to gain knowledge about seed collection and seed storage. 4. Students are able to gain insight on Landscaping. 		
Credits	Theory	Practical	Total
	2	1	4
Contact Hours	2	4	6
Theory			
Max. Marks: 50 Internal Assessment Marks:15 End Term Exam Marks: 35	Time:2Hours		
Practical			
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35	Time:2Hours		
Part B- Contents of the Course			
Instructions for Paper-Setter			
<p>Nine questions will be set in all. All questions will carry equal marks. Question No.1 will be short answer type covering the entire syllabus and will be compulsory. The remaining eight questions will be set unit wise selecting two questions from each unit. The candidate will be required to attempt question No. 1 and four more questions selecting one question from each unit.</p>			
Unit	Topic	Contact Hours	
I	Nursery: definition, objectives and scope and building up of infrastructure for nursery, planning and seasonal activities - Planting - direct seeding and transplants	10	
II	Seed: Structure and types - Seed dormancy; causes and	11	

	<p>methods of breaking dormancy. Seed storage: Seed banks, factors affecting seed viability, genetic erosion .Seed production technology - seed testing and certification.</p>	
III	<p>Vegetative propagation: air-layering, cutting, selection of cutting, collecting season, treatment of cutting, rooting medium and planting of cuttings, Hardening of plants, green house, mist chamber, shed root, shade house and glass house.</p>	12
IV	<p>Gardening: definition, objectives and scope - different types of gardening - landscape and home gardening ,parks and its components , plant materials and design ,computer applications in landscaping. Gardening operations: soil laying, manuring, watering, management of pests and diseases and harvesting. Sowing/raising of seeds and seedlings, Transplanting of seedlings. Study of cultivation of different vegetables: cabbage, brinjal, lady's finger, onion, garlic, tomatoes, and carrots - Storage and marketing procedures.</p>	12
V*	<ol style="list-style-type: none"> 1. To study the methods for Breaking seed dormancy 2. To test the Seed viability 3. Preparation of stem cutting and air layering 4. To perform soil layering and manuring 5. To prepare compost used in gardening 6. To study various Diseases and pests of plants 	30

Recommended Books/e-resources/LMS:

1. Agrawal, P.K. (1993). Hand Book of Seed Technology. New Delhi, Delhi: Dept. of Agriculture and Cooperation, National Seed Corporation Ltd.
2. Bose T.K., Mukherjee, D. (1972). Gardening in India. New Delhi, Delhi: Oxford & IBH Publishing Co.
3. Jules, J. (1979). Horticultural Science, 3rd edition. San Francisco, California: W.H. Freeman and Co.
4. Kumar, N. (1997). Introduction to Horticulture. Nagercoil, Tamil Nadu: Rajalakshmi Publications.

242/JMC/VO401

**MA Integrated (JMC)
SEMESTER - 4**

Name of Course: Emerging Trends in Mobile Journalism	Maximum Theory marks: 50 (15+35)
Subject Code: MIC(VOC)-01	Course ID: 242/JMC/VO-401
	Maximum Practical marks: 50 (15+35)

Instructions for paper setter: This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 7 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

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

Objective: The objective of this course is to explore the evolving landscape of mobile journalism, equipping students with the skills and knowledge necessary to effectively produce journalistic content using mobile devices.

Course Outcomes:

1. Understand the principles and practices of mobile journalism.
2. Develop proficiency in using mobile devices for reporting, editing, and publishing news stories.
3. Analyze the impact of mobile journalism on traditional media practices and audience engagement.
4. Apply mobile journalism techniques to produce multimedia content in various journalistic contexts.

COURSE CONTENTS:

Unit 1: Introduction to Mobile Journalism
1.1 Evolution and Definition of Mobile Journalism 1.2 Mobile Journalism vs. Traditional Journalism 1.3 Tools and Technologies for Mobile Journalism 1.4 Ethics and Legal Considerations in Mobile Reporting
Unit 2: Mobile Reporting Techniques
2.1 Basics of Mobile Reporting: Shooting and Editing 2.2 Writing for Mobile Audiences 2.3 Multimedia Storytelling on Mobile Platforms 2.4 Case Studies of Successful Mobile Journalism Projects
Unit 3: Mobile Journalism and Audience Engagement
3.1 Social Media Integration in Mobile Journalism 3.2 Mobile Apps for Journalistic Content Creation 3.3 Challenges and Opportunities in Mobile Audience Engagement 3.4 Analytics and Metrics in Mobile Journalism
Unit 4: Future Trends in Mobile Journalism
4.1 Augmented Reality (AR) and Virtual Reality (VR) in Mobile Reporting 4.2 Artificial Intelligence (AI) and Automation in Mobile Journalism 4.3 Innovations in Mobile Journalism Platforms 4.4 Predictions and Prospects for Mobile Journalism

Deepika

HR

Suggested Readings:

1. Mobile and Social Media Journalism: A Practical Guide" by Anthony Adornato
2. The Mojo Handbook: Theory to Praxis by Ivo Burum
3. Multimedia Journalism: A Practical Guide by Andy Bull
4. Social Media for Journalists: Principles and Practice by Megan Knight and Clare Cook
5. Artificial Intelligence: A Guide for Thinking Humans by Melanie Mitchell
6. The Mobile Story: Narrative Practices with Locative Technologies Ed.by Jason Farman

Deepika

dlw