

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PROGRAMME PROJECT REPORT

ON

BACHELOR OF BUSINESS ADMINISTRATION

*(Four Year Undergraduate Programme to be offered from 2023-24
Academic Sessions onwards as per NEP 2020)*



Submitted to
UNIVERSITY GRANTS COMMISSION
NEW DELHI

Submitted by
K. K. HANDIQUI STATE OPEN UNIVERSITY
GUWAHATI, ASSAM

March 2023


Registrar
Krishna Kanta Handiqui
State Open University
Guwahati

CONTENTS

- 1. OVERVIEW**
- 2. PROGRAMME'S MISSION AND OBJECTIVES**
- 3. RELEVANCE OF THE PROGRAMME WITH KKHSOU'S MISSION AND GOAL**
- 4. NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS**
- 5. APPROPRIATENESS OF THE PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE**
- 6. INSTRUCTIONAL DESIGN**
 - 6.1 Curriculum Design**
 - 6.2 Programme Structure and Design of the Programme**
 - 6.3 Credit Hours**
 - 6.4 Faculty and Support Staff requirement**
 - 6.5 Instructional Design Mechanism**
 - 6.6 Identification of Media, Print, Audio or Video, Online, Computer Aid**
 - 6.7 Learner Support services**
- 7. PROCEDURE FOR ADMISSION, CURRICULUM TRANSACTION AND EVALUATION**
 - 7.1 Procedure for Admission**
 - 7.2 Curriculum Transaction**
 - 7.3 Evaluation**
 - 7.3.1 Formative Assessment**
 - 7.3.2 Summative Assessment**
 - 7.3.3 Assessment of seminar/presentation/project and dissertation**
- 8. REQUIREMENTS OF LABORATORY SUPPORT AND LIBRARY RESOURCES**
 - 8.1 Laboratory support**
 - 8.2 Library Resources**
- 9. COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS**
 - 9.1 Programme Development Cost**
 - 9.2 Programme Delivery Cost**
 - 9.3 Programme Maintenance Cost**

10. QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

10.1 Quality Assurance Mechanism

10.2 Expected Programme Outcomes

- Annexure 1:** Structure of the BBA Programme
- Annexure 2 A:** Detailed Course wise Syllabus of BBA Programme (DSC/Major Courses)
- Annexure 2 B:** Detailed Course wise Syllabus of BBA Programme (DSM/Minor Courses)
- Annexure 2 C:** Detailed Syllabus of Skill Enhancement Course (SEC) (Research Methodology in Management)
- Annexure 3:** Course wise dedicated Faculty and Course Coordinators
- Annexure 4:** Project Guidelines for the BBA Programme
- Annexure 5:** Common Courses (AECs, VACs, SECs) and Detailed Syllabi

Four Year Undergraduate (FYUG) Programme in Business Administration
(To be offered from the academic session 2023-24 onwards as per NEP 2020)

1. OVERVIEW

The Four Year Undergraduate (UG) Programme of Business Administration which is proposed to be offered by the Discipline of Management under the ManiramDewan School of Management of Krishna KantaHandiqui State Open University (KKHSOU) from the 2023-24 academic sessions onwardshas been prepared in accordance with the requirements of the NEP 2020. The Programme has been prepared as per the *Curriculum and Credit Framework for the Four Year UG Programmes* of the UGC (December, 2022) as well as subsequent official notification, dynamic documents and the Model Framework of the Department of Higher Education, Government of Assam, dated January 25, 2023 regarding the implementation of the NEP 2023 in the State of Assam.

The 35th Meeting of the Academic Council of the University held on 18-01-2023 resolved that the Programme Project Reports (PPR) of the proposed programmes of the University would accommodate the features of NEP 2020 and UGC ODL Regulations 2020. Accordingly, the University has adopted the UGC Curriculum and Credit Framework for the UG Programmes with provisions of lateral entry and exit; and multidisciplinary/interdisciplinary focus). Also, the assessment and evaluation has also been revised to letter grades with Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). The University has also registered in the Academic Bank of Credit (ABC) for seamless transfer of credits allowing desired flexibility to the learners as mandated by the NEP 2020.

The BBA Programme on offer, thus, incorporate discipline specific core (DSC) courses along with ranges of elective courses (DSE), which are expected to enable the learners for wider

exposure and opportunities; e.g. intending learners of BBA programme can opt for any course from social sciences as minor just as those from social sciences can opt for courses in Business Administration. Besides, bundles of courses are also being provided as Ability Enhancement Courses (AEC); Skill Enhancement courses (SEC); and Value Added Courses (VAC) to fulfil requirements of the NEP 2020.

The Four Year UG Programme Framework of the University incorporates elements of the Indian knowledge system, including Indian languages, culture, values, and traditions. The second semester includes a 3 credit course on yoga while the third semester incorporates a 4 credit course on Life Skills. This course is being offered by ManiramDewan School of Management in close association with the faculty of other Schools. Similarly, courses on environmental studies, digital literacy, organic farming etc. are also offered in the baskets of VAC and SEC.

Notably, the academic disciplines of the University are organised as 'Schools'; hence, it is expected that this would facilitate smooth conduct of the Programmes with a multidisciplinary and/or interdisciplinary focus. To this effect, necessary arrangements have been made for attaching faculty members from related disciplines to impart the courses.

The Centre for Internal Quality Assurance (CIQA) of the University has organised a number of meetings and workshops regarding the implementation of NEP 2020 in the context of ODL. With all the inputs, the Committee on Courses (CCS) and the ManiramDewan School of Management, involving outside academicians of repute has designed the BBA Programme and the detail syllabi. The updated and revised syllabus was placed in the 6th meeting of the Schools of Studies and after getting due recommendation from it subsequently the syllabus was approved in the Academic Council of the University. This Programme Project Report (PPR) on Four Year UG BBA Programme on Business Administration under the Discipline of Management of the ManiramDewan School of Management of KKHSOU provides the details of the proposed Programme as per the provisions of the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

2. PROGRAMME'S MISSION AND OBJECTIVES:

ManiramDewan School of Management of KKHSOU contemplates to mobilize experts in the domain of management, strategically to maximize their academic and professional credentials for development of its programmes to contribute towards the mission of the university to provide accesses to quality education with latest educational inputs and technology. The Bachelor of Business Administration (BBA) programme of ManiramDewan School of Management of KKHSOU is designed to enable the learners to imbibe the relevant knowledge and skills of management and entrepreneurship. The quality of Curriculum and Syllabus of this programme has been so designed to accommodate the recent developments in the field of management education in general and the concerned courses in particular. BBA Programme endeavours to provide education and training in the field of management using the latest educational inputs and technology. To achieve the overall mission statement KKHSOU, the following specific objectives have been framed:

- i. To educate the disadvantaged groups of people, housewives and other adults and help in up-gradation of knowledge and skills;
- ii. To educate and train individuals from different walks of life, who are desirous to study Management.
- iii. To provide intensive theoretical and practical knowledge of Management.
- iv. To develop the essential management skills required to meet and participate in an increasingly domestic as well as global business environment
- v. To help the learners understand the emerging concepts in different functional areas of management like marketing, personnel, finance and production.
- vi. To provide access to a broad base of knowledge in core managerial domains.
- vii. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life case studies
- viii. To facilitate the working people who wish to develop their professional skills in management
- ix. To help the learners with development of relevant knowledge and skills to start their own enterprises.

3. RELEVANCE OF THE PROGRAMME WITH KKHSOU'S MISSION AND GOAL:

The BBA Programme offered by KKHSOU has been prepared in view of the mission and goals of KKHSOU. KKHSOU with its BBA programme offered through ODL mode would be in a position to extend the benefits to learners across the State of Assam to enable them to earn the relevant knowledge and skills of management. This programme follows the following mission and goals of KKHSOU:

- i. To maintain equitable, inclusive, quality education and lifelong learning opportunities for higher education.
- ii. To ensure this quality education is accessible, inclusive and responsive to the needs of diverse groups of learners with special focus on learners from disadvantaged population groups, particularly youth with special needs and with various forms of disabilities.
- iii. To ensure that social, regional and gender gaps are eliminated and gender equality and girls' and women's empowerment are promoted throughout the education system;
- iv. To foster quality education with a strong focus on reforms relating to curricula, learning materials, pedagogical process, learning assessment, teacher quality and performance and institutional leadership and management with a view to enabling the learners to attain the specified learning outcomes (knowledge, skills, attitude and values) that are required to lead a productive life, participate in the country's development process, and respond to the emerging global challenges.
- v. Ensuring integration of information and communication technologies (ICTs) in the BBA programme, especially for improving access to education, enhancing the quality of teaching-learning process, and strengthening educational planning and management.
- vi. To contribute to the economic growth of the country.

The University's mission is embodied in its motto 'education beyond barriers', which aims at 'reaching the unreached'. The stated mission of the University, thus, entails at least three aspects viz. providing academic programmes which can attract wide variety of learners, providing academic programmes which are contextual and relevant, and providing academic programmes which can address local needs. Evidently, the northeast region of India in general and Assam in particular suffer from under development in many fronts. Besides, the

geo-physical constraints, the region is also characterised by lack of investment and industrialisation, consequently relatively low income per capita. Understanding of management, thus, emerges as an important necessity in the specific context of the region and the State. Further, the Programme is designed in a readily accessible manner, with a light to heavy and introductory to advanced level arrangement of courses facilitating participation of wide sections of aspiring learners for 'reaching the unreached' and to promote life-long learning. It is, therefore, expected that the proposed Programme will be relevant with respect to the University's mission and goals

4. NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS

KKHSOU specially strives to cater to the needs of the learners from far-flung areas cutting across of age, gender and backwardness so that they can have access to quality education. The BBA programme is specially designed and developed for the learners of Assam to make them acquainted with different management philosophies such as understanding of behavioral science, marketing, human resource management and information systems. To achieve the mission of KKHSOU, the BBA Programme has emphasized on the following prospective target groups of learners:

- a) All the stakeholders of the society like-development agents, government officials, policy makers, industrialists, farmers, grass -roots workers, who are interested in ensuring a better standard of living for the peoples of the society.
- b) Women learners, who want to get empowered with management education, acquire professional skills and start any entrepreneurial venture.
- c) Working people who wish to develop their professional skills in management and entrepreneurship.
- d) People engaged in different avenues and wish to develop their professional skills.
- e) People hailing from far-flung remote areas and living in other disadvantageous conditions.
- f) Learners who are deprived of higher education in conventional system for varieties of reasons.
- g) Working professionals in the lower or mid-level management, who are not able to complete their Bachelors, and maybe experiencing a stalled career stage, as a result.

- h) Denied and deprived sections of people who need education of Business Administration for uplifting their economic conditions.

5. APPROPRIATENESS OF PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE

The BBA syllabus has been designed as per NEP 2020 guidelines. This curriculum design has both Major (Discipline Specific Core) and Minor (Discipline Specific Elective) programmes. The structure of BBA programme is designed to promote holistic and multidisciplinary education. This four-year degree programme is designed with exit options at the end of 2nd semester, 4th semester and 6th semester. The BBA programme of KKHSOU has been designed to enable the learners imbibe the concepts and practices of management through open and distance learning mode. The learners of BBA Programme are provided with the Instructional Materials commonly known as Self Learning Materials (SLM) which in itself is self-sufficient for learning the various concepts of Management. The Self Learning Materials (SLMs) are developed with the supervision and help of the experts in the field of management. The BBA programme has been offered after substantial revision in compliance with the requirements of UGC and Madhava Menon Committee. The Open University system is more learner-oriented and the learner is an active participant in the pedagogical (teaching and learning) process. Most of the instructions are imparted through distance education methodology as per the requirement. KKHSOU follows a multimedia approach for instruction, which is outlined in the next section on Instructional Design.

The proposed BBA Programme is designed keeping in view the specific requirements of the ODL mode. The Programme consists of courses which are mostly theoretical in nature; therefore, is suitable for ODL mode. In addition to the SLMs, the University hosts series of video lectures in its official YouTube channel on specific topics related to various courses of the Programme, which the learners can use as learning materials. The counselling sessions, both online as well as offline specifically aim at clarifying the doubts of the learners. Certain add-on resources, like CDs, community radio programmes, dedicated sessions in SwayamPrabha channel etc. are also expected to facilitate learning in ODL mode. The use of technology further

facilitates delivery of the Programme in ODL mode. University's own LMS *e-bidya*, which contains variety of learning resources viz. e-SLMs, tutorial videos, reading materials, further references, MCQs and other OERs, make the Programme suitable for offering it in ODL mode. The assignments, counseling sessions conducted at the study centers, preparing project report and submission of the project report, multimedia services and various learner support services make the BBA programme appropriate and compatible to be conducted in Open and Distance Learning.

6. INSTRUCTIONAL DESIGN

6.1 Curriculum Design: The revised BBA Programme has been so designed that it meets the standards of NEP 2020 and the UGC ODL Regulations 2020. With the help of experts in the subject from other reputed universities in the region, the contents of the syllabus are updated. While preparing the syllabi, NEP-2020 Documents, UGC Distance and Online Education Regulations 2020, UGC LOCF Curricular Framework, Academic Integrity Regulation 2018, UGC-definitions-of-Degrees-July-2014, syllabi of other Universities and recommendations of Madhava Menon Committee have been consulted.

6.2 Programme Structure: The 4-year BBAProgramme has been designed according to **NEP 2020** with multiple exit options. A learner can earn a Certificate in Business Administration after successfully completing two semesters. Following successful completion of four semesters, a learner may opt for a Diploma in business Administration. After successfully completing six semesters, a learner can receive a UG degree in Business Administration. A detailed outline of the BBA Programme structure can be found in **Annexure 1**. The detailed course wise syllabus of the BBA programme (DSC, DSM and SEC courses) is given in **Annexure 2A, Annexure 2B and Annexure 2C**.

6.3 Duration of the Programme

After successful completion of eight semesters, a learner can opt for UG Degree Honours/Research in Business Administration. The minimum duration of the

programme is one year for a certificate programme and maximum duration is eight years for the UG programme with Honours. In case, a learner is not able to qualify a course in the first attempt, he/she will have to qualify in the particular course within the next four attempts, subject to maximum duration of the study.

6.4 Credit Hours: As per UGC ODL Regulations 2020, the University follows the system of assigning 30 hours of study per credit of a course. Thus, following this norm, a 4 credit course constitutes a total of 120 hours of study. Out of the total credit hours, a minimum of 10 percent, i.e., minimum 12 hours of counselling per course are offered to learners at their respective study centres or through centralized online counselling.

6.5 Faculty and Support Staff Requirement: The Discipline of Management of Maniram Dewan School of Management of KKHSOU currently has three full time faculty members (one Professor, and two Assistant Professors). Some of the Core Courses of the BBA programme like Business Statistics, Business Economics, Financial Accounting etc. require faculty assistance from other disciplines and Schools of the University. As the BBA Programme has components of Ability Enhancement Courses, Value Added Courses and Skill Enhancement Courses, it requires interdisciplinary and multidisciplinary effort. Therefore, support of faculties from different Schools of the University has to be mobilized for design and delivery of the BBA Programme. A list of faculty members and course coordinators against each core course of the BBA programme is presented in Table 1. The University has trained and competent staff for SLM production and delivery, organising the examination processes, record keeping, administrative support and services etc.

Table 1 Course Wise Distribution of Faculty Members for BBA programme

Semester	Title of the Course	School	Discipline	Faculty/Course Coordinator
Semester 1	Principles of Management and OB (4)	MDSM	MGT	Smritishikha Choudhury

Semester 2	Marketing Management (4)	MDSM	MGT	Smritishikha Choudhury
Semester 3	Fundamentals of Financial Management(4)	MDSM	COM	DipankarMalakar
	HRM (4)	MDSM	MGT	Chayanika Senapati
Semester 4	Entrepreneurship and Small Business Management (4)	MDSM	COM	Chayanika Senapati
	Production and Operations Management (4)	MDSM	MGT	Smritishikha Choudhury
	Business Statistics (4)	HBST	Maths	HarekrishnaDeka
Semester 5	E-Commerce (4)	MDSM	COM	Chayanika Senapati
	Financial Accounting	MDSM	COM	DevajitGoswami
	Consumer Behaviour (4)	MDSM	MGT	Smritishikha Choudhury
	HRD (4)	MDSM	MGT	Chayanika Senapati
Semester 6	Business and Labour Laws (4)	MDSM	MGT	Chayanika Senapati
	Industrial Relations (4)	MDSM	MGT	Chayanika Senapati
	Indian Financial System(4)	MDSM	COM	Gobinda Deka
	Advertising and Promotion Strategy	MDSM	MGT	Smritishikha Choudhury
Semester 7	Sales and Retailing Management (4)	MDSM	MGT/ COM	DevajeetGoswami
	Organisational Development (4)	MDSM	MGT	Chayanika Senapati
	Cost and Management Accounting (4)	MDSM	COM	DipankarMalakar
Semester 7 (SEC)	Research Methodology in Management	MDSM	MGT	Smritishikha Choudhury
Semester 8	Business Environment (4)	MDSM	MGT	Chayanika Senapati
	Business Economics (4)	SKBSS	ECO	Prof Joydeep Baruah

6.6 Instructional Delivery Mechanisms: The Self Learning Materials have been prepared keeping in mind the requirements of instructional design. Particular attention has been given so that the basic three domains of knowledge, viz., the behavioral domain, cognitive domain, and constructive domain can be addressed. In general, the university offers printed SLMs and the

same in audio-visual formats. Apart from that, plans are being made to deliver the BBA Programme through LMS. The LMS would consist of four quadrants: video lectures, downloadable/printable reading material, self-assessment tests through tests and quizzes, and an online discussion forum for clarifying questions. As majority of the learners are from rural areas and disadvantaged groups, attempts are made to make the SLMs easy to read and easy to understand with the following major components:

- a) *Learning Objectives* (major objectives of the Unit are stated)
- b) *Introduction* (linkage with previous Unit as may be applicable and general introduction of the content is provided)
- c) *Check Your Progress* (generally after every section CYP is provided to learners to gauge their understanding)
- d) *Answers to Check Your Progress* (CYP answers are provided at the end of the Unit)
- e) *Activity/Activities* (activities for enhancing learners' critical outlook is included in SLM)
- f) *Let us Know* (Depending on the necessity some important information related to the content is provided in a box)
- g) *Let us Sum Up* (pin pointed summary of the Unit is given)
- h) *Further Reading* (this section has been incorporated for those learners who are interested in advance knowledge of the content)
- i) *Model Questions* (Different types of questions have been provided in the unit).

6.7 Identification of Media–print, Audio or Video, Online, Computer Aided: All learners will be provided with print as well as e-SLMs, which are quite comprehensive in terms of the coverage of the contents of the syllabi. The faculty of the discipline have also prepared Unit wise video lectures and presentations for the courses of the Programme. These are hosted in the University's own YouTube channel <https://www.youtube.com/@kkhsou>. These audio-video contents together with the e-SLMs are sourced to the University's LMS e-bidya (<https://www.lmskkhsou.in/web/>) in such a way so that the learners can access these digital contents at ease according to their Programme and course requirements.

The prospective learners of the Programme will also be introduced with the initiatives like e-GyanKosh (<https://egyankosh.ac.in/>) and free DTH channel for education SwayamPrabha (<https://www.swayamprabha.gov.in/index.php/>) wherein the University also partners in providing digital contents. Many of the University's digital contents are also available and/or archived in channel no. 20 under SwayamPrabha since April 2021, which can be accessed through the e-GyanKosh portal.

Further, in pursuance of the UGC's notification and guidelines the University has also adopted a policy of allowing the learners to undertake MOOCs from the Swayam platform as identified and duly approved by the University for credit transfers in various semesters as and when required.

In addition, certain topics are also covered through community radio programmes of the University broadcast through the 90.0 FM *Jnan Taranga* Community Service Station of the University. Most of the audio-video programmes are accessible online through the University's website and its official YouTube channel.

6.8 Learner Support Services: The student support services available in the University would be extended to the learners of the BBA Programme. All these support services would help the learners to imbibe the required knowledge and skills; to seek avenues in employment; to go for higher studies; and to know about the subject in an in depth manner. Learner support services include the following among others.

- a) **KKHSOU City Campus:** The KKHSOU City Campus at Guwahati organises training for coordinators, counsellors, and other functionaries. The City centre provides a venue for learners and academic counsellors to interact on a particular subject matter. Responsibility for Admission, distribution of SLMs and Examination also lies with City Campus. Online counselling for all learners of all semesters of all programmes are centrally organised from city campus.
- b) **Regional Centres:** The Regional centre of KKHSOU at Jorhat in upper Assam provides training for coordinators, counsellors, and other functionaries. The centre provides a venue for learners and academic counsellors to interact about a particular subject matter. Responsibility for Admission, distribution of SLMs and Examination in select districts of upper Assam also lies with Regional Centres. Establishment of some other regional centres is in the pipeline.
- c) **Study Centres:** Study centres are the backbone of an open and distance learning institution. On behalf of the university, the study centres cater to the various requirements of learners, viz. Admissions-related information, delivering Self Learning Materials, conducting counselling sessions, distributing assignments and evaluating them, conducting term-end exams, etc. The study centers throughout the state handle these affairs on behalf of the University.

- d) **Pre-admission Counselling:** There are at present 234 study centres providing these support services to the learners. In cooperation with study centres, the university provides pre-enrolment counselling for all the programs through online and offline modes. It provides basic knowledge of the programs, counselling sessions, etc.
- e) **SiksharthaMitra:** A few employees of the University have been engaged as SiksharthaMitra in order to provide better technical support and assistance to the candidates during online admission process.
- f) **Learners' Charter:** The University has brought out a Learners' Charter, which can be accessed at http://www.kkhsou.in/web_new/lcharter.php, pronouncing the basic rights and responsibilities of its learners and those of the University to the learners. In the Induction Programmes at the Study Centres, the learners are sensitized about this Charter.
- g) **Handbook/SOP:**The University has brought out a *Learners' Handbook* with all necessary information and guidelines (<https://tinyurl.com/y4w592f3>) and *Handbook for the Study Centres* (<https://tinyurl.com/5sz342ud>) in addition to a *Standard Operating System (SOP) of Examination* (<https://tinyurl.com/y4w592f3>) which can be used by the learners for deriving required information and also for assistance in myriad situations.
- h) **Audio CDs for Visually Impaired Learners:** The visually impaired learners are provided with free audio SLMs in CDs to overcome their difficulties of learning. The University has installed Braille printers for this category of special learners in the University SLM branch.
- i) **Face-to-face/Online Ticketing/Complaint System:** Learners' queries are attended in the face-to-face mode and digital mode as well in a continuous way, through telephone, SMS and emails. There is a dedicated online portal (<https://www.kkhsou.in/complain/in/index.php/>) through which the queries received automatically move to concerned department for solving the same. Once the problem is solved, the learner is informed by SMS and email.
- j) **Face to face and Walk-in Counselling:** FYUG programme provides face-to-face counselling at the study centres. The University also provides face-to-face counselling/walk-in-counselling to learners at the specially maintained city learner support centres located at the city campus on Sundays or weekdays.
- k) **ICT Support:** ICT support is a major component of any ODL system of education. Some of the ICT-based support systems provided by the university, which can be availed by the learners of FYUG Sociology Programme are listed below:

- **Website:** The University has developed a full-fledged official website www.kkhsou.in for learners and the general public. The website has a dedicated Learners' Corner (http://kkhsou.in/web_new/learner_corner.php) that contains exhaustive information and links to useful resources which is accessible to the vast learner population. Furthermore, the Website links to social-networking sites like Facebook where learners, faculty members, and stakeholders can interact. Additionally, the site offers a tailored search by district or program. And most of the audio-visual programmes are accessible online through YouTube videos (web link: <https://www.youtube.com/user/kkhsou>)
- **University's Own LMS e-Bidya:** As part of its ongoing attempts to enhance student learning, the University has developed a Learning Management System (LMS) portal called *e-Bidya* using open source MOODLE which can be accessed via <https://www.lmskkhsou.in/web/>. The site allows learners to access e-resources 24 X 7, regardless of where they are in relation to the particular programme they are enrolled in. It contains all four quadrants including video lectures and tutorials and the reading materials. Learners can also interact with experts through the discussion forum. Learners can experience the benefits of online learning through their mobile devices as well. The proposed Programme will also be made available in *e-Bidya* with all resources for all learners enrolling in the Programme.
- **E-Mentoring:** The University introduces an innovative e-mentoring system where a group of learners enrolled in a Programme is placed under the mentorship of a faculty of the University from the concerned discipline. This facilitates a bonding between the mentor and the mentees helping the learners to continue their studies with self-confidence, self-esteem, morale, and a feeling of identity. The main objective of this initiative is to help learners minimise personal difficulties and identify the obstacles they face in matters related to academic as well as non-academic. During this process, they are also guided to develop appropriate learning strategies for overcoming these difficulties and problems. The e-mentoring system, utilises the Telegram App and/or WhatsApp, and helps learners derive all the benefits of open and distance learning at their finger tips instantly.
- **Community Radio Service:** The University introduced the first Community Radio station in the North Eastern part of the country *Jnan Taranga* (90.0 MHz). The Community Radio, being a platform for the community for taking up community issues, is also a platform for broadcasting educational programmes. This includes debates, discussions, talk shows and phone in Q & A sessions with the learners. Recently, the programmes of *Jnan Taranga* are made available over

internet radio, which can now be heard by all learners through internet (<https://tinyurl.com/y4w592f3>).

- **Digital Library:** The digital library (<http://dlkkhsou.inflibnet.ac.in/>) of the University hosts a large number of resources which include documents, SLMs, e-books, conference/seminar proceedings, faculty publications, theses and dissertations etc. Links are also provided to other open access resources which can be easily accessed by the learners.
- **Online Counselling:** The University's faculty conducts online counselling sessions through different online platforms like Zoom, Google Meet, and Cisco WebEx etc. Sessions are also conducted through Facebook Live on examination related issues especially during the time of pandemic. Most of the online counselling sessions are recorded and archived as additional digital learning resources for the use of the learners.
- **KKHSOU Mobile App:** The University has developed a mobile application *KKHSOU* (<https://tinyurl.com/35y7brrj>) that allows students to access the university website 24x7. The main purpose of this application is to provide the relevant information to all learners in an easily accessible manner. Using this application, learners can view the course information, fees structures based on their requirements. At the same time they can directly call any study centre of KKHSOU. Learner can download assignments, old question papers and other important forms.
- **SMS Alert Facility:** The University has implemented an SMS alert system for learners for sending notification of university news, events, and similar other learner-related information.
- **E-mail Support:** Learners can also write emails to any officials/faculty members of the University at info@kkhsou.in. Concerns raised through email are addressed by the concerned officials or faculty members. Apart from that, the email and phone numbers of all faculty members are available on the website and Information Brochure. Any learners can write directly to them as well for any kind of support and assistance.
- **KKHSOU in Social Media:** KKHSOU has incorporated social media like Facebook pages (<https://www.facebook.com/groups/272636986264210/>), WhatsApp group, Twitter Account (<https://twitter.com/KKHSOU1?s=09>) to its official website that enables interaction with the learners on a real time basis. The Facebook page also allows moderated discussions within as well as among the learners' community.

7. PROCEDURE FOR ADMISSIONS, CURRICULUM TRANSACTION AND EVALUATIONS:

7.1 Procedure for Admission:

i) Minimum Qualification: For the BBA Programme, learners need to have a 10+2 pass or equivalent qualification from a Council/University recognized by UGC, or a Polytechnic diploma in any field.

ii) Online Admission: Admission to the proposed Programme will be conducted entirely in online mode through the University's Online Admission Portal (<https://tinyurl.com/2p8ht9da>). The learners have to register first in the portal providing their email and mobile number. After successful registration, the login credentials are provided to their registered email and mobile numbers. Learners can login to the admission portal using the credentials provided to them and then fillup the online application form and upload all required supporting documents and photograph. They can choose their subjects and preferred study centres. Upon completing all the requirements of application process they can make online payments of the requisite fee via net banking, credit/debit card, UPI or by using the QR code. Once the fee is paid, they can get their enrolment receipt with their enrolment number and get a print out of the application form for future reference. On completion of the admission process the learners receive a welcome email with all relevant information and links to various digital resources for instant access.

iii) Refusal/Cancellation of Admission: At the time of admission the candidate must submit a declaration that he/she is not pursuing more than two degree programmes under KKHSOU/any other recognised University or Institution simultaneously. If any false declaration is detected at any stage, his/her admission/mark sheets/ certificates may be cancelled by the University.

iv) Continuous Admission:

By paying the necessary fees, a learner can obtain admission to the next semester once a particular semester is completed. Admission to the subsequent semester is not determined by the results of the previous semester. One may take admission in the next semester even without appearing in the previous semester examination. The admission period should be continuous from the date of completion of the previous semester's exams until 60 days after the start date. Incomplete exams, including back papers, will be allowed to

be taken up when announcements of examination results are made. Learners are advised to regularly visit the University's website (www.kkhsou.in) and maintain regular contact with their allotted study centres.

V) Lateral Admission

The University, following the NEP 2020's mandate and the UGC's guidelines, adopts the policy of later admission to all its UG and PG programmes. Accordingly, provisions for lateral entry into the 3rd, 5th and 7th semesters are made for those learners who had chosen to exit in the 2nd, 4th, 6th semesters earlier due to various reasons. For this the University adopts a credit transfer policy to facilitate the process of lateral admission to all the UG and PG programmes.

vi) Dual Degree

The University has implemented and also promotes the system of dual degree as per the UGC's notification and guidelines dated April 2022. Learners are encouraged and allowed to register in academic programmes simultaneously including UG and PG programme in order to enhance their choices and opportunities. The aspiring learners of the proposed Programme will also be encouraged to take the advantage of this provision at the time of their admission

vii) Fee Waiver for Differently Able Persons (DIVYANGJAN):

The fee waiver will be applicable for differently able learners in all semesters of the programme where he/she has enrolled. Such learners must submit 'Form no. IV' issued by the Social Welfare Department or Disability and a copy of the Certificate issued by the Department of Empowerment of Persons with Disabilities, Ministry of Social Justice and Empowerment, Govt. of India. The forms/certificates of differently able learners which are verified by the Social Welfare Department, Govt. of Assam will be allowed the fee waiver for the eligible learners of this BBA Programme also.

viii) Fee Waiver for Jail Inmates

The University also offers free education to jail inmates in all the programmes. At present, the University offers free of cost education to jail inmates in 16 district jails of

the state. The University is in the process of including more numbers of Central/District Jails in the coming Academic Session.

ix) Economically Weaker Section (EWS): The learners applying for admissions in EWS category shall submit EWS documents as per the latest Govt. of Assam guidelines.

x) Fee Structure: The fee structure of the BBA Programme would have a break-up across semesters of the programmes. The fee structure of the proposed Four Year UG Programme will also be no exception. Fee structure of the Programme has been devised as all-inclusive for the benefit of the learners and consists of admission fee, course fee, exam fee, exam centre fee and fee for mark-sheets. Currently the fee charged for one semester of the BBA Programme is Rs. 4500.

7.2 Curriculum Transaction:

i) Activity Planner:

There will be an activity planner, which guides the overall academic activities in the BBA programme. This will be released prior to the university's admission schedule. The CIQA office as per UGC guidelines and the office of the Academic Dean would upload the Academic Plan and month wise Academic Calendar. This will enable learners to plan their studies and activities accordingly.

ii) Self-learning Materials (SLMs):

The transaction of the curriculum is primarily carried out through the Self Learning Materials (SLM). The SLMs are conceived, designed and prepared in such a way that the learners can easily follow them. The SLMs are prepared with the help of well-known subject experts and they provide all relevant and up-to-date information in the subject in a clear, concise and coherent manner, which are sufficient for self learning. Both print and e-SLMs are made available to all the learners. In the proposed Programme too, SLMs – both print and digital – will form the primary mode of curriculum transaction.

iii)Multimedia Materials:

Apart from printed SLM, the university provides audio-visual learning materials related to course content.

iv)Induction and Counselling Sessions:

Induction sessions are conducted by university officials and faculty together at the beginning of each academic session both centrally as well as at the study centres. Counselling sessions are conducted by the Study Centres with qualified and experienced academic counsellors. Normally, all counselling sessions are scheduled on Sundays. A face-to-face interaction between the learners and the counsellor takes place during the counselling session. This enables learners to clear their doubts with regard to the various courses provided to them. Apart from that, from time to time, online counselling sessions are provided by the faculties of the University for different Programmes. Online counselling sessions will be provided by the faculties of the University for the BBA Programme.

7.3 Assessment and Evaluation:

The assessment and evaluation of the learners' performance in all academic programmes of the University are carried out with the objectives of maintaining sanctity, quality and transparency. The assessment and evaluation of the learners' performance and achievement are conducted with reference to the defined learning Outcomes of the programmes as a whole, and also those of the courses under a specific programme. While setting the question papers, assignments and evaluation of answer scripts this aspect is always considered thoughtfully.

The assessment and evaluation system of the University consists of two components i.e. Formative and Summative Assessments as per the UGC regulation of 2020. The 33rd Academic Council of the University decided that Formative Assessment is to be given a weight of 30 percent while the Summative Assessment is to be assigned the remaining 70 percent of the weight. Further, 35th Academic Council has adopted the SGPA and CGPA system of evaluation as per the UGC's Curriculum and Credit Framework for UG Programme, 2022.

As per the UGC’s Curriculum and Credit Framework for UG Programme, 2022, the “Letter Grades” will be provided to the learner after due assessment and evaluation as given under:

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

The Semester Grade Point Average (SGPA) will be computed from the grades as a measure of the learner’s performance in a given semester. The SGPA will be based on the grades of the current term, while the Cumulative GPA (CGPA) will be based on the grades in all courses taken after joining the programme of study. Here SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a learner in all the courses taken by a learner and the sum of the number of credits of all the courses undergone by a learner, while the Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a learner over all the semesters of a programme. As recommended by the UGC, the SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts. Based on the above mentioned Letter grades, grade points and SGPA and CCPA, the transcript for each semester and a consolidated transcript indicating the performance in all semesters will be provided to the learners.

Notwithstanding, the details of the Formative and Summative assessment followed by the University, which will also be followed in case of the proposed Programme, are described under:

7.3.1 Formative Assessment

Formative assessment of the learners is conducted in a continuous and comprehensive manner. There are provisions for self-evaluation based on the Self Learning Materials. The University has decided to adopt a mechanism for continuous evaluation of the Learners through a judicious mix of various flexible methods.

Considering the practical limitations of the learners and the other operational difficulties, the University has adopted the formative assessment consisting of the followings:

- MCQ/Written test/Quiz/Viva etc. = 10 marks
- Home Assignment (submitted at study centre) = 10 Marks
- Participation in extension activities (environment related/workshop etc.) and/or Additional Home Assignment in lieu of this = 3 marks.
- Timely submission of assignment etc. as mentioned above = 2 marks (e.g. submission on time = 2 marks; submission after due time = 1 mark; Non-submission =0 mark)
- Attendance/Participation in the various Personal Contact Programmes like induction, orientation or other such programmes = 5 marks

The learners are communicated about the details through the University website, official notifications, study centres, mentoring groups and social media. The concerned study centres conduct MCQ based test (online/offline) for the learners. However, if required, they may alternatively arrange for written test/ Viva/Quiz etc. and assess the learners for maximum 10 marks. Depending on situations, additional assignments of 10 marks are also given in lieu of the MCQs.

Assignments for total 13 marks are administered course-wise comprising three assignments viz. 2 for 5 marks and 1 for 3 marks by the concerned discipline. Out of the three assignments, one is closed-ended assignment directly from the course or SLM (5marks), one is open-ended assignment i.e. analytical/opinion/view etc. to be answered by the learner based on the course (5 marks), the third one relates to environmental or community works and/or activities (3 marks) concerning the issues/topics covered.

Learners are required to submit the hand written hard copies of these assignments to their respective study centres. The study centres will get them evaluated by academic counsellors and offer comments and suggestions for further improvements.

The study centres also arranges Personal Contact Programmes (Online or Offline) and the learners are expected to attend the same, as per UGC Guidelines. Based on their level of participation and engagement they are given marks. Marks obtained by the learners after the wholesome Formative Assessment as described above are uploaded by the coordinators of the study centres in the Home Assignment portal specifically created by the examination branch.

7.3.2 *Summative Assessment*

The Summative Assessment is conducted in pen and paper mode in designated study centres. The University follows a SOP in conducting these examinations. Besides, examination monitoring is an essential feature in conducting the examinations of the University. The University appoints Supervisory Officers (SO), Examination Monitoring Officers (EMO) and Examination Squads on a regular basis for smooth conduct and maintaining the standards of the examinations. Question papers are set and moderated, and answer scripts are evaluated by both internal and external faculty members. Results are declared after a process of due scrutiny and thorough diligence check. The learners have the options of re-scrutiny and re-evaluation of their answer scripts (within a stipulated time) in case they are not satisfied with the result.

7.3.3 *Assessment of seminar/presentation/project and dissertation*

A learner has to make seminar/presentation and prepare a project/dissertation on a particular topic under the guidance of a professionally qualified supervisor/guide in Semester VII and VIII of proposed Programme. They should devise instruments for the collection and interpretation of data and the preparation of research report. The length of the report may be between 60-70 pages. A detailed guideline is available on the website. The link is http://kkhsou.in/web_new/guidelines-download.php.

8. REQUIREMENTS OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:

8.1 Laboratory Support

The BBA programme is not a laboratory based programme; therefore, laboratory support is not required. The University and its recognized study Centres are equipped with computer labs for its learners.

8.2 Library Resources

Library services are offered to the learners of the University by providing access to the library facilities in its recognized study centres and also through the central library of the University's City Campus. The reference books are suggested by the faculty of the respective disciplines and schools and also by the SLM writers. The Central Library of the University has quite a good stock of relevant reference books and textbooks relating to the various Programmes including the proposed one. It has about 20000 print books, 36 print journals on various disciplines and 8 Newspapers. The books available at the Central Library are quite helpful not only for the learners, but also for the faculty members, SLM contributors and the content editors as well. Apart from the print resources, a good number of electronic resources comprising e-journals, online databases, gateway portal to e-journals are made accessible to the learners. The learners are given the access to all these library resources after their successful enrolment into a programme. The library web page is integrated to the University's main website.

The library is fully computerised with an ILS (Integrated Library System) and also equipped with RFID (Radio-Frequency Identification Technology). All the learners of the University including the learners of the proposed Programme can access the webpage of the University library at their own time and convenience (<http://library.kkhsou.in/>). Moreover, the learners can take advantage of the facilities of the Digital Library (<http://dlkkhsou.inflibnet.ac.in/>). The digital library provides an online platform for collecting, preserving and disseminating the teaching, learning and intellectual output of the University to the global community including its learners. Further, the Library of the

university maintains a web catalogue (<http://opac.kkhsou.ac.in/>) to facilitate the learners to browse library collection online.

The University also has an OER Policy (<https://tinyurl.com/2yukrp5r>). The University has signed Content Partner Agreement with National Digital Library of India to share its digital resources. The main objective of NDLI is to integrate several national and international digital libraries in one single web-portal. The learners' community of University can avail the services through a single-window (<https://ndl.iitkgp.ac.in/>).

In addition, the learners can also use, the OAJSE – i.e. Open Access Journal Search Engine (www.oajse.com) to browse and search 4,775 Open Access Journals from the rest of the World excluding India, 532 journals from India, and 32 Indian Open Access Indian Repositories.

9 COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

The office of the Finance Officer of KKHSOU keeps all the records of finances regarding print of SLMs, honorarium paid to the members of the Committee on Courses, honorarium paid to Content Writers, Content Editors, Language Editors, Translators, Proof Readers and also the expenditure related with organizing counsellors' workshops, meeting of the co-ordinators of the study centres etc. Moreover, the finance office also maintains records of purchase of computers, online space, books, journals etc. The accounts are maintained as per the laid down procedures of government. Regarding the cost of programme development, programme delivery, and programme maintenance, the finance office conducted an exercise based on historical costing method to arrive at indicative figures of cost. The findings are presented below in respect of the BBA Programme.

9.1 Programme Development Cost:

A)SLM Development Cost for Under Graduate programme: Rs. 6,250/- per Unit. A course normally has 14 Units. In the Three Year UG Programme on Business Administration there will be 36 Courses. The cost of the discipline specific courses will

be explicitly attributed to this programme. The rest can be apportioned depending on the learners' enrolment and number of units to be printed.

b) *Printing Cost per Unit of SLM*: Rs. 69. (However, this also depends on the print number as scale related advantage of cost is normally availed).

9.2 Programme Delivery Cost:

The SLMs prepared have to be delivered to the learners and various study centres located across the State including the ones in the far flung areas. On an average, the University delivers about 2.2 KGs of study materials per student. The cost of delivery of 1 KG of such material is Rs.60/-. Accordingly, depending upon the number of candidates; the cost for the proposed Programme will be provisioned by the University. The office of the Finance Officer has calculated the delivery cost of SLM at Rs. 132/- per student. Moreover, there will also be expenditures on account of providing LMS based services to the learners which can be apportioned to per learner. This, however, require a detail exercise once enrolment to the proposed programme is completed.

9.3 Programme Maintenance Cost:

The University will keep financial provision for organizing stake holders' meetings, counselling workshops etc. as per the Academic Plan and Academic Calendar approved by the Academic Council of the University. The workshops conducted by the University will not only benefit the learners of the PUG Programme on Business Administration, but will also benefit the learners of other programmes. The University will also bear the cost of organizing the meetings of Committee on Courses, School of Studies, and Academic Council etc. and also for supply of additional study materials if required for improving the quality of the programme. Moreover, the University will keep on investing in developing the IT infrastructure so that the learners can benefit from the ICT enabled programme. The cost calculated by the office of Finance Officer as regards maintenance of Arts programmes- is Rs. 650.00.

The figures as indicated above will be applicable for the BBA Programme of the University. The University will keep adequate financial provision for development,

delivery, and maintenance of the programme as presented in the Programme Project Report.

10. QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES:

10.1 Quality Assurance Mechanism: With regard to quality assurance of all the Programmes of the University including the BBA Programme, the University is involved in the following activities:

- i. The programme design and structure is decided upon after a series of discussions and deliberations with a team of a few carefully chosen subject experts, who are mostly eminent scholars and professionals from the reputed institutions of higher education. Formed with due approval from the University authority, this Committee on Courses is helped by the in-house discipline and School faculties while preparing the framework of the programme. For implementation of NEP 2020, the University has networked with IGNOU, State Open Universities in India and other Universities in Assam by organizing workshops and participating in various meetings and seminars. Inputs from these discussions were used as quality benchmarks in designing the academic programmes.
- ii. The university has a SLM Policy which is followed in development of SLM. SLM Audit is a regular feature of the University which is conducted by CIQA. The course material writers and content editors are mostly in academics from reputed higher educational institutions. SLMs are distributed through a well laid down mechanism to all the learners by a mix of modes. Moreover, eSLM has been made available. Like the SLM Policy, the University has adopted University wide approaches for development of policies, Strategic Action Plan and their implementation.
- iii. In order to keep the BBA Programme updated, the programme would be revised and necessary changes would be incorporated for the benefit of the learners, based on the inputs received from the mechanism as mentioned above. Learners' and stakeholders' feedback is regularly collected and based on that, remedial measures and improvement mechanisms are worked out. (http://kkhsou.in/web_new/learner_feedback_all.php)
- iv. Besides, CIQA takes care of the following among others to enhance the quality of the various facets of the University:

- a) Counselors' workshops
- b) Stakeholders' meetings
- c) Feedback responses from the learners from various programmes
- d) SLM Audit.

10.2 Expected Programme Outcomes:

The outcomes of the programme are manifold:

1. It will enable the learners to acquire knowledge enabling them to articulate well the conditions around them.
2. The programme will also help the learners to seek employment and career prospect avenues in the development sector, entrepreneurial venture, self-employment and/or other upcoming sectors like banking, insurance and other service sectors.
3. Enhancing career prospect avenues in corporate, non-corporate and development sectors
4. Encouraging the learners for higher studies and research in the field of management.
5. Preparing the learners for competitive examinations etc.
6. Producing community leaders for developments of the masses.
7. Ensuring lifelong learning opportunities for management graduates in specific; and common graduates in general.

Annexure-I

Note: In the BBA Programme, in addition to the Discipline Specific Core courses, there will be courses on Skill Development, Values Addition, Ability Enhancement, and Cyber Security etc. with an interdisciplinary and multidisciplinary approach. The University will offer those courses in a basket in a common platform from which the BBA learners would be able to opt and complete the BBA programme as per the revised structure as mandated by NEP 2020. Moreover, learners of UG Programmes from other disciplines of KKHSOU except the Discipline of

Commerce can opt for courses offered by the Discipline of Management of KKHSOU as Minor in Business Administration. The learners can earn credits as per the guidelines of UGC regarding Academic Bank of Credit. In this Annexure, the syllabus of the core courses with the learning objectives and learning outcomes have been presented. While preparing the design of the BBA Programme, following aspects have been looked into.

- i. Primarily considered the UGC Credit Framework of 4YUG Programmes as the basis and see the compatibility of earlier UGC Framework for 3YUG Programmes.
- ii. Primarily focus on courses(Core and Minor)and basket of courses
- iii. The framework consistency and compatibility with National Higher Education Qualifications Framework (NHEQF) as well as National Skills Qualifications Framework (NSQF) in terms of “outcomes” and “expected competencies”
- iv. Tried to accommodate other UGC guidelines released from time to time
- v. Followed the UGC ODL Regulation 2020 for credit allotment.
- vi. Dynamic documents being issued by the Government of Assam for NEP implementation
- vii. Main Points of UGC Credit Framework (Dec 2022)
 - a) One Semester should comprise 90 working days
 - b) One Semester should have minimum 20 credits
 - c) One credit is equivalent to 15 hours of learning/30 hours of practical (ODL 30 hours of study)
 - d) Learning includes – Lectures, Tutorials, Practical/Lab Session, Seminar, Internship, Project/Dissertation, Field Work, Studio Work, Community Engagements
- viii. Types of Courses and Credit Requirements
 - a) Major (DSC) Course: Discipline Specific Main/Cores Course – each course 4 credit – in aggregate 50% of the total credit
 - b) Minor (DSE) Course: Beyond Core Course any other discipline specific course – each course 4 credit – if in aggregate 50% of the major credit then second major
 - c) Multidisciplinary Course (GE)– 3 credits per course
 - d) AEC (including languages), SEC (hard and soft skill) – each course 3 credit
 - e) VAC courses(understanding India, environmental education, digital education, yoga/health) – each course 2 credit – common to all
 - f) Summer Internship/ Apprenticeship/ Community outreach activities– 2 credits

g) Projects/Dissertations – 12 credits

h) The following Table has been used as a framework for ascertaining credit..

Sl. No	Type of Course	3YUG	4YUG
1	Major(Discipline Specific Core)	60	80
2	Minor (Discipline Specific Elective)	24	32
3	Interdisciplinary Courses	9	9
4	AEC	13	13
5	SEC	10	10
6	VAC (common to all)	6	6
7	Field Work/Internship/Project	4	12
Total		123	171

Structure of BBA programme

Semester	DSC (60/80)	Minor (24/32)	IDC (9)	AEC (13)	VAC (6)	SEC (10)	Field Work/Project/Internship (4/12)	Total Credit
I	DSC 1 Principles of Management and OB (4)	DSE 1 Principles of Management and OB (4)	IDC 1 (3)	Gen Eng (3)	EVS (3)	Office Management /Information Technology/ Introduction to Geoinformatics/Organic Farming/Poultry Farming (3)		20
II	DSC 2 Marketing Management (4)	DSE 2 Marketing Management (4)	IDC 2(3)	MIL (4)	Introduction to Yoga (3)	Tea Cultivation and Management /Tourism and Travel Management		20

						/Creative Writing and Translation/ Advertisement and Mass Media (3)		
Exit 1	UG Certificate Programme							40
III	DSC 3 Fundamentals of Financial Management (4)	DSE 3 HRM(4)	IDC 3 (3)	Life Skills for All (4)		Cyber Security (4)		23
	DSC 4 HRM (4)							
IV	DSC 5 Entrepreneurship and Small Business Management (4)	DSE 4 Production & Operations Management (4)		Studies of Assamese Culture /Spoken English (4)				20
	DSC 6 Production & Operations Management (4)							
	DSC 7 Business Statistics (4)							
Exit 2	UG Diploma Programme							83
V	DSC 8 E-Commerce (4)	DSE 5 Financial Accounting (4)						20
	DSC 9 Financial Accounting							

	(4)							
	DSC 10 Consumer Behaviour (4)							
	DSC 11 HRD (4)							
VI	DSC 12 Business &LabourLa ws(4)	DSE 6 Business &Labour Laws(4)						20
	DSC 13 Industrial Relations (4)							
	DSC 14 Indian Financial System (4)							
	DSC 15 Advertising & Promotion Strategy(4)							
Exit 3	UG Degree Programme							123
VII	DSC 16 Sales & Retailing Management (4)	DSE 7 Sales & Retailing Manage ment (4)				Research Methodolog y in Management (4)	Semin ar/Pre sentati on/Int ernshi p/Co mmun ity engag ement /Valu e Adde d Activi ty (4)	24
	DSC 17 Organization Developmen t (4)							
	DSC 18 Cost & Management Accounting (4)							
VIII	DSC 19 Business Environment	DSE 8 Business Environ					Projec t/Diss	24

	(4)	ment (4)					ertatio n (12)	
	DSC 20 Business Economics (4)							
Exit 4	UG Degree Honours/Research Programme							171

*Research Methodology in Management is a Skill Enhancement Course (SEC)

Annexure 2: Detailed Course wise Syllabus of BBA Programme

(Annexure 2A for Major/DSC)

1st SEMESTER

PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Total Marks: 30+70=100

Course Objectives

The objectives of the Course are to help the learner's in

- i. understanding the concepts of management and its evolution
- ii. outlining the functions of management
- iii. explaining the concepts of organizational behavior
- iv. understanding the contemporary issues in management

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of management and describe its functions
- ii. explain principles and functions of management implemented in any Organisation
- iii. apply the knowledge of managerial functions in their day to day and professional lives
- iv. identify and explain the managerial skills used in business
- v. analyse the concept of delegation of authority, coordination, and control.

UNIT 1: Introduction to Management: Concepts of Management, Meaning of Management, Nature and Characteristics of Management, Scope of Management; Levels of Management; Administration and Management; Management as Science and Arts;

UNIT2: Development of Management Thought: Development of Management Thought, Classical Approach: Frederick Winslow Taylor and Scientific Management, Henry Fayol and Administrative Management, Comparison Between Taylor and Fayol; Neo-Classical Theory, Hawthorne Experiments, Behavioural Science Approach; Modern Approach, Contribution of P.F. Drucker, Quantitative or Management Science Approach, Systems Approach, Contingency Approach

UNIT 3: Functions of Management: Planning, Organizing, Staffing, Controlling, Coordination; Managerial Skills; Indian Management Style and Tradition

UNIT 4: Planning: Nature and Characteristics of Planning, Types of Plans, Steps in Planning Process, Importance of Planning, concept of strategic planning,

UNIT 5: Organizing: Concept of organization, organizational structure-formal and informal organization, departmentation, span of control, Types of Organization

- UNIT 6: Staffing:** Definition, manpower management, job design, selection process, performance appraisal
- UNIT 7: Controlling:** control process, types, and barriers to control making, control techniques, budget and non-budgetary control
- UNIT 8: Motivation:** Motivation at Work; Theories on Motivation: Theory of Human Motivation, McGregors Theory X and Theory Y, Herzberg's Two Factor Theory of work Motivation; Delegation; Meaning of Authority and Power
- UNIT 9: Decision Making:** Decision Making and Management; characteristics of decision making Types of Decisions; Steps in Decision Making;
- UNIT 10: Leadership:** Meaning of Leadership; Theories Of Leadership; Styles Leadership
- UNIT 11: Organizational Behaviour:** Concept of Human Behaviour: Nature of People, Value of Person (Ethical Treatment); Nature of Organization Behaviour; Concept of Self Theory; Concept of Ability: Intellectual Abilities, Physical Abilities;
- UNIT 12: Personality:** Meaning and Determinants of Personality: Meaning of Personality, Determinants of Personality; Theories of Personality: The Big Five Personality Traits; Emotions and Moods: The Basic Set of Emotions; Perception: Factors Affecting Perception; Concept of Interpersonal Behavior: Essential Interpersonal Competencies for Managers; Transactional Analysis; Ego States and Different Strokes; Job Design: Job Characteristic Model
- UNIT 13: Group Behavior and Team Development:** Concept of Group and Group Dynamics; Types of Groups: Formal Group, Informal Group; Concept of Group Behavior: Group Norms, Group Cohesion, Inter-Group Behavior; Group Decision-Making; Team: Types of Team; Team Building and Managing Effective Team
- UNIT 14: Contemporary issues in Management:** Meaning of conflict management, positive vs. Negative conflict, types of conflict, managing conflict, stress management, sources of stress, stress management strategies

MARKETING MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learner's in

- i. understanding the core concepts of marketing management
- ii. outlining the aspects of marketing segmentation and targeting
- iii. classify promotional tools
- iv. understanding the global issues in marketing

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of marketing
- ii. explain factors influencing consumer behavior
- iii. apply the knowledge of marketing in their day to day and professional lives
- iv. identify and explain the tools used for market segmentation
- v. analyse the concept of marketing mix
- vi. analyse the promotional tools

UNIT 1. Introduction to Marketing Management

Meaning of Market; Meaning and Definition of Marketing; Importance of Marketing; Basic Concepts Underlying Marketing: Evolution of basic marketing concepts; Nature of Marketing; Scope of Marketing; Marketing Mix; Composition and Function of Marketing Environment: Micro-Environment [Task Environment], Macro-Environment

UNIT 2. Consumer Behaviour

Definition, factors influencing consumer behaviour, buying process

UNIT 3. Market Segmentation

Concept of Market Segmentation: Definitions of Market Segmentation, Importance of Market Segmentation, Requirements or Criteria for Market Segmentation; Bases for Market Segmentation: Segmentation of Consumer Markets, Segmentation of Organisational Markets; Market Targeting: Evaluating Market Segments and Target Market Selection; Market Positioning: Definitions, Positioning Strategies

UNIT 4. Concept of Product

Concept of Product: Essential Features or Attributes of a Product; Classification of Products; Product Planning and Development: Stages in new product Development Process, Product Diversification; Product Standardisation; Product Simplification; Meaning of Product Life Cycle Concept: Definition of Product Life Cycle Concept, Stages of Product Life Cycle Concept, Factors Affecting Product Life Cycle; Basic Concepts of Branding; Packaging; Labelling

UNIT 5. Branding

Definition, brand name, characteristics of branding, brand image, brand identity, brand personality, concept of brand equity

UNIT 6. Pricing

Pricing; Importance of Pricing in Marketing; Factors affecting Price of a Product / Service; Pricing Strategy;

UNIT 7. Managing Marketing Channel: Concept Of Marketing Channel; Types Of Channel And Their Importance: Characteristics, Importance; Channel Strategies : Designing and managing Marketing Channel : Main steps involved in developing the Channel Design, Channel Member Selection; Managing Wholesaling and Retailing;

UNIT 8. Logistics and Supply Chain Management

Physical distribution, marketing logistics and supply chain management.

UNIT 9. Promotion

Meaning and its importance, types, promotion mix, sales promotion, push versus pull, factors affecting promotional mix and strategies, advertising.

UNIT 10. Selling functions in Management

Personal Selling-nature, importance and process, direct marketing, e-commerce and e-business, concept of ECRM

UNIT 11. Service Marketing

Basic Concepts of Service Marketing, Service Marketing mix, Growth of services, difference between goods and service marketing, characteristics of service marketing

UNIT 12. International Marketing: Meaning and Scope of International Marketing, Difference between Domestic and International Marketing, Concept of Indian Export and Import Policy

UNIT 13. International Marketing Promotion: 4P's of international marketing, product, pricing in international marketing, international distribution and international promotion mix.

Unit 14: Case Studies in Marketing

3rd SEMESTER

FUNDAMENTALS OF FINANCIAL MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of financial management
- ii. outlining the aspects of financial planning in short term and long term in terms of cash flow, fund flow and risk
- iii. explaining the concepts of capital budgeting, capital structure and working capital
- iv. understanding the financial system

Course Outcomes

After completion of the course, the learners will be able to:

- i. define financial statements
- ii. describe financial policies
- iii. analyse financial statements
- iv. prioritise capital investment options
- v. work out the cost of capital
- vi. assess the risk and cost of holding inventory

UNIT 1: Introduction to Financial Management: Meaning of Financial Management; Finance Function; Significance of Financial Management; Relationship of Financial Management with other Areas of Management; Objectives of Financial Management; Role of the Financial Manager

UNIT 2: Sources of Business Finance: Meaning and Significance of Business Finance, Financial Requirements of Business, Sources of Business Finance, Methods of

- Raising Long-Term Fund, Methods of Raising Short-Term Fund and International Financial Instruments
- UNIT 3: Financial Planning:** Steps in Financial Planning; Financial Plan; Financial Policies; Some Aspects of Short-term Financial Policy; Forecasting or Estimating Financial Requirements; Taxation and Financial Planning
- UNIT 4: Capitalisation:** Meaning of Capitalisation, Capital and Capitalisation, Theories of Capitalisation, Fair Capitalisation, Over Capitalisation, Under Capitalisation, Over Capitalisation Vs Under Capitalisation and Water Capital
- UNIT 5: Capital Structure:** Meaning and Importance of Capital Structure, Patterns of capital structure, Kinds of capital structure, Importance of Capital Structure Decision, Elements of a well planned capital structure, Optimum Capital Structure, Features of an Optimal Capital Structure and Limitations in designing optimal capital structure, Determinants of Capital Structure and Theories of Capital Structure, Factors to be considered while determining capital structure Approaches to Determine Appropriate Capital Structure
- UNIT 6: Cost of Capital:** Concept and Definition of Cost of Capital; Significance of Cost of Capital; Classification of Cost of Capital; Determination of Specific Cost; Weighted Average Cost of Capital
- UNIT 7: Leverage:** Meaning of leverage; Financial Leverage; Measure of Financial Leverage; Degree of Financial Leverage; Impact of Financial Leverage on Investor's Rate of Return; Operating Leverage; Degrees of Operating Leverage; Combined effect of Financial and Operating Leverage
- UNIT 8: Capital Budgeting Decisions:** Meaning of Capital Budgeting; Types of Investments Decisions; Investment Criteria; Capital Rationing
- UNIT 9: Working Capital Management:** Concept of Working Capital; Need for Working Capital; Types of Working Capital; Determinants of Working Capital; Working Capital Management; Principles of Working Capital Policy
- UNIT 10: Dividend Decision:** Meaning of Dividend, Dividend Policy, Factors Influencing Dividend Policy, Forms of Dividend, Bonus Shares, Objectives, Advantages and Disadvantages of Issue of Bonus Shares and Provisions of Indian Companies Act, 2013 relating to dividend

- UNIT 11: Financial Statements and Cash Flow and Funds Flow Analysis:** Financial Statement; Profit And Loss Account; Statement of Cash Flow; Funds flow Statement; Uses Of Statement Of Changes in Financial Position
- UNIT 12: Ratio Analysis:** Ratio Analysis; Significance Of Ratio Analysis; Types of Ratios; Limitations of Ratio Analysis; Time series analysis
- UNIT 13: Receivable Management:** Concept of Receivables; Factors influencing the Size of Receivables; Goals of Receivables Management; Dimensions of Receivables Management; Credit Policy; Credit Terms; Collection Policies; Control of Accounts Receivables
- UNIT 14: Inventory Management:** Meaning of Inventory and its components; Need to Hold Inventory; Risks and Costs of Holding Inventory; Inventory Management; Inventory Management Techniques; Selective Inventory Control
- UNIT 15: Lease and Hire Purchase Finance:** Meaning of Lease; Types of Lease; Advantages of Leasing; Lease Rental Calculation; Meaning of Hire Purchase; Difference Between Lease Financing and Hire Purchase, Degrees of Operating Leverage, Combined effect of Financial and Operating Leverage

HUMAN RESOURCE MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of HRM
- ii. outlining the functions of HRM
- iii. understanding the contemporary issues in international HRM

Course Outcomes

After completion of the course, the learners will be able to:

- i. distinguish between Personnel Management and HRM
- ii. apply the knowledge of HRM in solving HR cases
- iii. outline the parameters of HR planning
- iv. distinguish between recruitment and selection
- v. describe the methods of performance appraisal

- UNIT 1: Introduction to Human Resource Management:** Concept of human resource management, Role of human factor in management process, Major activities under

human resource management, Structure of human resource department, Human resource development

- UNIT 2: Personnel Management and Policies:** Meaning of personnel Management, Characteristics of Personnel management, Functions of Personnel Management, Difference between Human resource management and Personnel management, Meaning of Personnel Policy, Objectives of personnel policy, Types of Personnel policies
- UNIT 3: Human Resource Planning:** Nature and importance of Human Resource Planning, Definition of human resource planning, Factors affecting human resource planning, Planning process, Requisite for successful human resource planning.
- UNIT 4: Recruitment and Selection:** Meaning of Recruitment, Factors influencing recruitment, Sources of recruitment, Recruitment Process, Meaning of Selection, Importance of Selection, Difference between Selection and Recruitment and Selection Procedure
- UNIT 5: Training and Development:** Meaning of training, Training objectives, Importance of training and development, Career Development and Methods of training
- UNIT 6: Performance Appraisal:** Meaning and concept, Benefits of Appraisal, Conflict and confrontation, Process of performance appraisal, Methods of performance appraisal
- UNIT 7: Wages and Salary Administration and Compensation Management:** Concept of Wages and Compensation, Wage determination process, Concept of Compensation Management, Types of Compensation and Executive Remuneration Compensation Plan
- UNIT 8: Job Analysis:** Concepts of Job Design, Job Analysis, Job Evaluation, Job Enrichment and Performance Appraisal.
- UNIT 9: Industrial Relations:** Concept and Meaning of industrial Relation (IR), Importance of IR, Objectives of IR, Approaches to IR, Measures to improve IR,
- UNIT 10: Industrial Disputes:** Concept of Industrial Disputes, Nature of Industrial Disputes, Causes of Industrial Disputes, Settlements of Disputes
- UNIT 11: International HRM and e-HRM:** Meaning of Domestic H.R.M. & International H.R.M, differences affects on H.R.M, A Global H.R. System, concept of e-HRM and e-HR Activities

UNIT 12: Strategic HRM: Meaning of Strategic HRM, Nature of Strategic HRM, Strategic Management Process, Types of HRM Strategy and their Features, HR Functions with Strategic Management Process, Importance of Strategic Management

UNIT 13: Future Challenges in Human Resource Management: The Job and Challenges, the New Professional Approach, Challenges in Human Resource Management, Major Challenges in Human Resource Management

UNIT 15: Case Studies in HRM: Meaning of case study, Case No:1 - Selection process of Hindustan Liver Ltd, Case No:2 - Performance Appraisal Policies, Case No:3 - Employee Benefit, Case No:4 - Job Analysis, Case No:5 - Salary Inequalities

4th SEMESTER

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of entrepreneurship and EDPs
- ii. outlining the aspects associated with managing small business enterprises
- iii. understanding the reasons of industrial sickness and how it could be prevented

Course Outcomes

After completion of the course, the learners will be able to:

- i. generate ideas for starting an enterprise
- ii. develop plans for starting an enterprise
- iii. outline the benefits of EDPs
- iv. chart out actions for socially responsible business
- v. outline ownership structure
- vi. apply the knowledge in solving problems faced by small business organizations

UNIT 1: Introduction to Entrepreneurship: Meaning and characteristic of an entrepreneur, Emergence of an entrepreneurial class, Theories of entrepreneurship, Role of Entrepreneurs in Economic Growth

UNIT 2: Entrepreneurial Development Programme: EDP- meaning and importance, Course content and curriculum of EDP, Role of EDP in context of N.E. region, Institutions providing EDP in India

- UNIT 3: Promotion of a Venture:** Meaning of Promotion of a venture, Sources of Business ideas, Steps in identification of business opportunities, External environmental analysis, Establishment of a new business unit- legal requirements, Venture capital, sources of venture capital, Documentation for obtaining venture capital.
- UNIT 4: Social Responsibilities of Business:** Meaning and scope of social responsibility in business, Social responsibilities - Indian Business Houses, Forces influencing the working of the business, Relationship between the Government and Business houses.
- UNIT 5: Size of a Business Unit:** Standards to measure the size of a business unit, Factors determining the size of a business unit, Optimum size of a firm, Principles of location of business unit, Factors influencing location of business unit, Plant location in the North East Region- the present and future status.
- UNIT 6. Business Combination**
Meaning of Business Combinations, Causes of Combinations, Types of Combinations, Forms of Combinations, New Forms of Business Organisations and Forms of Company Collaboration.
- UNIT 7: Small Enterprise:** Definition of Small Enterprise, Characteristics of Small Enterprise, Relationship between small and large scale units, objectives and scope of small enterprise, Role of small enterprises in economic development, Problems of small scale units.
- UNIT 8: Ownership Structure:** Concept of proprietorship, concept of partnership, Concept of Company, Concept of Co-operatives, Selection of an appropriate form of ownership structure, Ownership pattern in Small Scale Industries in India, Growth strategies in small business.
- UNIT 9: Industrial Sickness:** Meaning of Industrial Sickness; Warning Signals of Industrial Sickness; Causes of Industrial Sickness : External causes of Industrial Sickness, Internal causes of Industrial Sickness, Factors responsible for sickness of small business; Consequences of Industrial Sickness; Corrective Measures
- UNIT 10: Tax Benefits to Small Scale Industries:** Need for tax benefits; Tax Exemption; Rehabilitation Allowance; Investment Allowance; Tax Concession to small scale industries in rural areas; Tax concession to small scale industries in backward areas; MODVAT and Small Scale industries
- UNIT 11: Financing of an Enterprise:** Meaning of Financial Planning; Needs for Financial Planning; Sources of Finance; Sources of short term finance; Capital Structure : Theories of Capital Structure, Factors determining Capital Structure; Term loan : Features of Term Loan, Significance of Term Loan, Limitations of Term Loan;

Capitalisation : Over-Capitalisation, Under-Capitalisation; Venture Capital : Significance of Venture capital, Function of venture capitalists, Essential Features of Venture Capital, Advantages of Venture Capital, Venture Capital Instruments, Banks and Venture Capital; Export Finance : Importance of Export Finance, Exim Bank Finance, Forfeiting

UNIT 12: Franchising: Definition of Franchising; Classification of Franchising; Features of Franchising; Types of Franchising; Advantages of Franchising : To Franchisee, To Franchisor; Disadvantages of Franchising : To franchisee, To Franchisor; Franchising Agreement; Franchising in India; Laws regarding Franchising

UNIT 13: Industrial Finance to Entrepreneurs: Concept of Commercial bank; Concept of other development financial institution : IDBI, IRBL, LIC, STCIS, SIDC's, SIDBI, EXIM BANK, NABARD, NEDFI, IFCI, UTI

UNIT 14: Small Enterprises in International Business and Electronic Commerce & Small Units: Export promotion and trends of small enterprises; Concept of major constraints; Concept of export potentials of small-scale units; Suggestions to improve exports; Meaning of e-commerce; Concept of evolution and growth; Benefits of e-commerce; Suitability of e-commerce for small units; Prospective areas for e-commerce; Challenges faced by e-commerce

UNIT 15: Case Studies on Entrepreneurship and Small business

PRODUCTION & OPERATIONS MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of production and operations management
- ii. outlining the aspects of process design, plant location, plant layout
- iii. explaining the concepts of purchasing and inventory management
- iv. understanding the issues in management of quality

Course Outcomes

After completion of the course, the learners will be able to:

- i. outline functions of a Production and Operations Manager
- ii. classify process design options
- iii. identify factors influencing plant location
- iv. classify process design options
- v. utilize the techniques of inventory management in solving inventory management problems
- vi. identify the contribution of quality gurus

- UNIT 1: Introduction to Production Management:** Basic Concepts, Definition of Production and Operations Management, Functions of Production and Operations Manager, Decision Making in Production and Operations, Basic production management concepts, Basic Manufacturing Process, Major factors affecting process design decisions.
- UNIT 2: Process Design:**Types of process design, cellular manufacturing, Inter relationship among product design, process design and Inventory Policy, Automations in Production and operations.
- UNIT 3: Plant Location and layout:** Concept of Location, Plant Location, Plant location methodology, Plant Layout
- UNIT 4: Job Design:** Job Design, Work Study, Method Study, Work Measurement, Work Sampling
- UNIT 5: Product Design:** Types of New Products, The Process of New Product Development, Design for Manufacturability, Designing for Quality, Rapid Prototyping, Designing and Developing new Services.
- UNIT 6: Inventory Management:**Concept of Inventory, Types of Inventory, Disadvantages of high and low level of Inventories, Reasons for maintaining Inventory
- UNIT 7: Techniques of Inventory Management:** Economic Order Quantity (Model 1, Model 2 and Model 3), ABC Analysis
- UNIT 8: Maintenance Management:** Objectives and types of maintenance, maintenance Policy, Need for replacement, Replacement problems, Determination of maintenance crew size, Reliability, Information system for maintenance management
- UNIT 9: Capacity Planning:** Concept of Capacity Planning, Types of Capacity, Measures of Capacity, Capacity Planning Strategies, Flexibility in Capacity in a facility, Increasing the capacity of a plant, Estimating Capacity of a Facility and Capacity Planning

- UNIT 10: Production Planning and Control:** Meaning and definition of Production Planning and Control, Elements of Production Planning and Control-Routing, Scheduling, Dispatching, Follow Up or Expediting; Techniques of Control, Advantages of Production Planning and Control
- UNIT 11: Introduction to Purchasing:** Overview of Purchasing Function, Activities Under Purchasing Function, The Transition of Purchase to Supply Management, Types of Calls For Bids, Locating Tenders, Selection of Bidders, Bidding Process, Technical Evaluation, Commercial Evaluation, Negotiating, Selection and Award, Post-Award Administration
- UNIT 12: Material Requirement Planning:** Product Structure, Bill of Material, concept of Material Requirements Planning (MRP), Using the MRP System, Manufacturing Resources Planning (MRP-II), Meaning and Definition of Production Planning, Control and Elements of Production Planning and Control and Techniques of Control.
- UNIT 13: Quality Management:** Quality Management Evolution, definitions of Quality, Benefits of Quality Management, Dimensions of Quality, Determinants of Quality, Causes of Quality Failure, Quality Control, Inspection, Quality Assurance, Quality in Services, Quality Costs and Control Surplus and Waste Disposal
- UNIT 14: Supply Chain Management :** Objectives and types of Maintenance, Maintenance Policy , Need for replacement, Criteria for Replacement, Replacement problems, Reliability, Determination of Maintenance crew size and Information system for Maintenance Management
- UNIT 15: Total Quality Management:** Concept and essentials Of TQM Culture, Top Management Leadership In TQM, Human Resource Development, Process Management In TQM System, Benefits Due To TQM, TQM “Gurus” And Their Contributions, Components Of TQM , concept and meaning of Six Sigma Quality and JIT Philosophy and its Benefits

BUSINESS STATISTICS

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the measures of central tendency and dispersion
- ii. outlining the aspects of correlation and regression
- iii. explaining the concepts of probability and various distribution
- iv. understanding the concepts of time series data

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of Statistics.
- ii. make use of Mean, Media and Mode
- iii. identify measures of central tendency.
- iv. identify patterns in data in terms of correlation, regression etc.
- v. estimate trends based on time series data

UNIT 1: Introduction to Statistics: Meaning and importance of Statistics; Frequency Distribution; Tabulation of Data; Methods of presenting statistical information.

UNIT 2: Measures of Central Tendency : Meaning of Measures of Central Tendency; Different Types of Measures of Central Tendency.

UNIT 3: Measures of Dispersion: Meaning of Dispersion; Different Measures of Dispersion; Meaning, Types and Measures of Skewness.

UNIT 4: Skewness, moments and kurtosis: Measures of Skewness: Karl Pearson's Co-efficient of Skewness, Bowley's Co-efficient of Skewness; Moments: Moments About Mean, Moments About Arbitrary Point A, Relation Between Central and Raw Moments; Karl Pearson's Beta and gamma coefficient: Coefficient of Skewness Based on Moments; Kurtosis: Measures of Kurtosis.

UNIT 5: Correlation: Meaning of Correlation; Scatter Diagram and Correlation; Type of Correlation; Correlation Coefficient.

UNIT 6: Regression: Meaning of Regression; Line of Regression and Regression Equation; Correlation and Regression Analysis: A Comparison.

UNIT7: Probability: Random experiment; Definition of Probability; Elementary Theorems on Probability.

UNIT 8: Conditional Probability: Conditional probability; Multiplication theorem on probability; Total probability; Baye's theorem.

UNIT 9: Random variables and its probability distribution I : Random Variable: Definition or Random Variable, Discrete Random Variable, Continuous Random Variable; Probability Distribution: Probability Mass Function, Probability Density Function;

UNIT 10: Random variables and its probability distribution II: Mathematical Expectation and Variance: Mathematical Expectation, Properties of Mathematical Expectation, Variance of Random Variable, Properties of Variances, Illustrated Examples; Moments : Raw Moments, Central Moments.

UNIT 11: Discrete Probability Distribution: Moment Generating Function: Definition, Generation of Moments, Properties of Moment Generating Function, Illustrated Examples; Binomial Distribution: Derivation of Binomial Distribution, Definition, Moments of Binomial Distribution, Moment Generating Function of Binomial Distribution, Fitting of Binomial Distribution, Properties of Binomial Distribution, Illustrated Examples; Poisson Process: Poisson Distribution as a limiting case of Binomial Distribution, Moments of Poisson Distribution, Moment Generating Function, Fitting of Poisson Distribution, Properties of Poisson Distribution, Application of Poisson Distribution.

UNIT 12: Index Numbers: Concept and Uses of Index Numbers; Types of Simple Index Numbers; Properties of Relatives; Construction of Simple Index Numbers; Construction of Weighted Index Numbers; Test of Adequacy of Index Number.

UNIT 13: Time series : Definition of Time Series, Importance of Time Series Analysis, Components of a Time Series, Methods of Measuring Secular Trend, Estimation of the Trend by the Method of Moving Average.

UNIT 14: Basic Concepts in Sampling: Definition of Population, Parameter and Sampling; Random and non- random sampling; Sampling with and without replacement; Errors in Sampling.

5th SEMESTER

E- Commerce

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of e-commerce, e business and electronic data exchange
- ii. outlining the aspects of online business and payment
- iii. explaining the application of IT in various sectors of economy
- iv. understanding the IT enabled emerging trends in business

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of e commerce and e business
- ii. identify types of Business Data Transfer System
- iii. define the concept of e commerce and e business
- iv. identify the tools of e business communication
- v. list the payment options in online business

UNIT 1: Information Technology in Business: Information Revolution; Applications of IT in Business; Impact of IT on Business Environment.

UNIT 2: Introduction to E- Commerce: Meaning, Nature, Concept, Advantages, Scope and Reasons for transacting on- line; Categories of e- commerce.

UNIT 3: Electronic Data Interchange: Introduction; Importance and Types of Business Data Transfer System; Electronic Data Interchange: Definition, Types; User Group of EDI; Importance of EDI; EDI in India.

UNIT 4: E- Business: Introduction; Internet Book Shops; Grocery Supplies; Software Supplies and Support; Electronic Newspaper; Internet Banking; Virtual Auctions; Online Share Dealing; Gambling on the Net; E- Diversity; Web Booking System.

UNIT 5: E- business Communication: Introduction; Importance of e- technology in e- business communication; e- business conferencing: Audio Conferencing, Document Conferencing; Tele Conferencing; Computer based Conferencing.

UNIT6: Online Business Planning: Nature and Dynamics of Internet; Pure online Vs Brick and Click Business; Assessing Requirement for an online business Designing; Developing and Deploying the System.

UNIT7: Technology for Online Business: Internet; IT Infrastructure; Middle ware; Contents: Text and Integrating E- Business Applications.

UNIT8: Online Banking: Concept and Meaning: ATM; NEFT; ECS; RTGS; IMPS; National Automated Clearing House; Debit Card; Credit Card.

UNIT9: Payment through Internet: Online Payment Mechanism; Electronic Payment System; Payment Gateways; Visitors to Website; Plastic Money.

UNIT10: Application of E- Commerce in Manufacturing and Wholesale: Problems faced by traditional Manufacturer and Wholesaler; Role of E- commerce in Manufacturing and Wholesale; Benefits of Application of E- commerce in Manufacturing and

Wholesale; Issues in Application of E- commerce in Manufacturing and Wholesale.

UNIT11: Application of E- Commerce in Retail and Services Sectors: Problems faced by traditional Retail and Services Sector; Role of E- commerce in Retail and Services Sector; Benefits of Application of E- commerce in Retail and Services Sector; Issues in Application of E- commerce in Retail and Services Sector.

UNIT 12: Virtual Existence: Concept; Advantages and Disadvantages and Working of Virtual Organizations; Work force; Work Zone; Work Space and Staff- less Organizations.

UNIT13: Security in E- Commerce: Digital Signature; Network Security; Data Encryption with Secret Key; Data Encryption Public Key.

UNIT14: Information Technology Act, 2000: Scope; Definitions under the Act; Applicability of the Act; The Cyber Appellate Tribunal.

UNIT15: Information System Audit: Basic Idea of Information Audit; Difference with traditional Concepts of Audit; Conduct and Applications of Information System Audit in Internet Environment.

FINANCIAL ACCOUNTING

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of accounting and its features
- ii. outlining the aspects of accounting mechanics
- iii. explaining the aspects of financial statements analysis

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of accounting
- ii. distinguish between accountancy and accounting
- iii. apply principles of Double Entry
- iv. distinguish between hire purchase system and installment purchase system
- v. distinguish between bank statement and bank reconciliation statement
- vi. calculate various ratios

UNIT 1: Fundamentals of Accounting: Concept of Accounting, Difference between Accountancy and Accounting, Accounting as Science and Art, Features of Accounting; Scope and Functions of Accounting;

- UNIT 2: Accounting Mechanics- I:** The Double-Entry System : Practical application of the Principle of Double Entry, Meaning of Account, Meaning of Debit and Credit, Classification of Accounts; Golden rules of Accounting; An Introduction to the Books of Accounts; Journal : Format of Journal, Process of Journalizing.
- UNIT 3: Accounting Mechanics –II:**Concept of Ledger: Meaning of Ledger, Need for Ledger and Subdivision of Ledger, Format of a Ledger Account, Distinction between Journal and Ledger; Ledger Posting: Meaning of Posting and basic Points regarding posting, Procedure for Balancing of an Account; Trial Balance : Meaning and features of Trail balance, Preparation of a Trial Balance; Methods of preparation of Trial Balance; The Suspense Account; Nature of Ledger Account Balances
- UNIT 4: Sectional and Self Balancing Ledger Systems I:** Meaning of Sectional Ledger Balancing System; Features of Sectional Ledger Balancing System; Advantages of Sectional Ledger Balancing System; Defects of Sectional Ledger Balancing System; Procedure of Sectional Ledger Balancing System: Preparation of Total Debtors' Account, Preparation of Total Creditors' Account;
- UNIT 5: Sectional and Self Balancing Ledger Systems II:**Meaning and Features of Self-Balancing Ledger System; Advantages of Self- Balancing Ledger System; Procedure of Self- Balancing Ledger System : Entries to be passed under Self- Balancing Ledger System, Posting from the Sales Book when Ledgers are on Self-Balancing Ledger System, Self- Balancing of Debtors' Ledger, Self- Balancing of Creditors' Ledger, Self- Balancing of General Ledger
- UNIT 6: Bank Reconciliation Statement:** Pass book and statement of decerent; Concept of Bank Reconciliation statement; Importance of Bank Reconciliation statement; Distinctions between Bank statement and Bank Reconciliation Statement; Preparation of Bank Reconciliation Statement; Causes of differences
- UNIT 7: Hire-Purchase System:** Meaning and Features of Hire Purchase System; Advantages and Disadvantages of Hire Purchase System; Rights and Obligations of Hire Purchaser and Seller; Accounting for Hire Purchaser System;
- UNIT 8: Installment Purchase System:** Meaning and Features of Installment Purchase System; Differences between Hire Purchase and Installment Purchase Systems; Accounting for Installment Purchase System
- UNIT 9: Presentation of Final Accounts I:** Preparation of Final Accounts, Trading Account, Meaning of trading account and gross profit, Contents of Trading Account, Journal entries relating to preparation of Trading Account, Specimen form of Trading Account, Profit and Loss account

UNIT 10: Presentation of Final Accounts II:Preparation of profit and loss account, Balancing of profit and loss account, Distinction between Trading and Profit and Loss A/c, Format of Profit and Loss Accounts, Provisions & Reserves, Provision for Bad and Doubtful Debts, Usual Adjustment Entries, Closing entries for Preparation of Profit and Loss Account, Balance Sheet, Steps for Preparation of Balance Sheet, Classification of Assets, Classification of Liabilities, Items appearing in the Balance Sheet, Format of Balance Sheet.

UNIT 11: Depreciation: Concept of Depreciation, Depreciation Accounting, Depreciation- as a source of fund, Causes of Depreciation, Characteristics of Depreciation, Choice of Methods for Computing Depreciation, Methods of recording depreciation, Methods of providing depreciation.

UNIT 12: Partnership: Meaning of Partnership, Accounting for Partnership firm, Admission of a new Partner, Retirement or Death of a Partner, Computation of retiring /deceased partners share in the firm, Mode of payment of retiring / deceases partners share, Dissolution of firm, Dissolution of Partnership and Dissolution of firms, Settlements of accounts, Accounting entries for dissolution, Insolvency of Partner/Partners.

UNIT 13: Financial Statement Analysis: Financial Statement, Balance Sheet, Components of Balance Sheet, Assets, Profit and Loss Account, Concept of Profit, Statement of Cash Flow, Sources and Uses of Cash, Change in Current Assets, Change in current Liabilities, Funds flow Statement, Sources and Uses of Working Capital, Forms of funds flow statement, Uses of Statement of Changes in financial position.

UNIT 14: Ratio Analysis: Ratio Analysis— Its meaning and types, Liquidity ratios, Leverage Ratio, Activity Ratio/ Turnover Ratio, Profitability Ratio, Limitations Of Ratio Analysis, Time Series Analysis.

CONSUMER BEHAVIOUR

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of personality and consumer behaviour
- ii. outlining the aspects of consumer perception, attitudes and learning
- iii. understanding the implications of social class and group influences on consumer buying behaviour

Course Outcomes

After completion of the course, the learners will be able to:

- i. list various factors which influence consumer buying behaviour

- ii. list various factors which influence organizational buying behavior
- iii. distinguish between emotional motives and rational motives
- iv. identify learning theories
- v. interpret life cycle stages

- UNIT 1: Introduction to Consumer Behavior:** Defining consumer behavior, Buyers and users, Importance of Consumer Behaviour, Consumer Behaviour as an interdisciplinary science; Application of Consumer Behaviour in Strategic Marketing; Application of Consumer Behaviour in Marketing; Social Responsibility in Marketing; Consumer Research
- UNIT 2: Market Segmentation:** Importance and use, Bases of segmentation, Effective targeting and segmentation strategies
- UNIT 3: Market Positioning:** An Introduction, Positioning Strategy, Positioning Approaches, Positioning Errors
- UNIT 4: Consumer Motivation:** Needs, goals and their interdependence, rational vs emotional motives, Dynamic nature of motivation
- UNIT 5: Personality and Consumer behaviour:** Nature of personality, Freudian, Neo-Freudian and trait theories. Role of personality in understanding consumer diversity, Product personality and brand personification, Self-image, Vanity and consumer behavior
- UNIT 6: Consumer perception:** Absolute and differential threshold, subliminal perception, Perceptual selection, organization and interpretation, Product and service positioning, Perceived price, quality and risk.
- UNIT 7: Consumer Attitudes:** Concept of Attitude; Elements of Consumer attitude; Formation of Attitudes; Consumer Buying Process; Functions of Attitude; Structural Models of Attitude; Attitude Change
- UNIT 8: Consumer learning:** Motivation, cues, response and reinforcement, Behavioral learning and cognitive learning theories, Recognition and recall, Attitudinal and behavioral measures of brand loyalty.
- UNIT 9: Cultural Influences on Consumer Behaviour:** Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications
- UNIT 10: Social Class and Group Influences on Consumer Behaviour:** Introduction, nature of Social Class, Social Class Categories, Money and Other Status Symbols, Source of Group Influences, Types of Reference Groups, Nature of Reference

Groups, reference Group Influences, Applications of Reference Group Influences, Conformity to Group Norms and Behaviour, Family Life Cycle Stages, nature of Family Purchases and Decision-making, Husband-wife Influences, Parent-child Influences, Consumer Socialization of Children, word-of-Mouth Communications within Groups, opinion Leadership

- UNIT 11: Attitude formation and change:** Meaning of attitude and its formation, Cognitive dissonance theory and attribution theory, Communication process and design of persuasive communication.
- UNIT 12: Diffusion of Innovation:** Introduction, Types of Innovation, Diffusion Process, Factors Affecting the Diffusion of Innovation, Adoption Process, Time Factor in Diffusion Process, Culture, Communication and Diffusion
- UNIT 13: Influence of reference groups:** Friendship, Work, Celebrity and family, Impact of social class, culture, subculture and cross-cultural factors on consumer behavior.
- UNIT 14: Consumer decision-making process:** The process of opinion leadership and motivation behind opinion leadership, Diffusion and adoption process of innovations, Profile of consumer innovators, Levels of Consumer decision making, Consumer gifting behavior.
- UNIT 15: Organizational Buying Behaviour:** Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, organizational Buyer Decision Process, Organizational Buying Roles

HUMAN RESOURCE DEVELOPMENT

Total Marks: 30+70=100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of Human Resource development
- ii. outlining the aspects of HRD system, individual, career development
- iii. explaining the concepts of HRD consultants and quality of work life
- iv. understanding the contemporary issues in understanding HRD

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the core concepts of HRD
- ii. describe HRD system
- iii. outline the benefits of career development
- iv. identify essentials of management development programmes
- v. describe contemporary issues in understanding HRD

- UNIT 1: Introduction to Human Resource Development (HRD):** Purpose of HRD, Meaning of HRD, Characteristics of HRD, Objectives and benefits of HRD, Difference between HRD and HRM and HRD methods
- UNIT 2: Planning and Organizing the HRD system:** HRD Planning, HRD Philosophy, HRD Sub-systems, HRD Objectives, HRD Policies, HRD Action plan and Strategy, Organising the HRD System and forms of HRD Organisation
- UNIT 3: Individual development:** Evolution of Individual Development, Role in Individual Development, Responsibilities in Individual Development, Understanding Employees' Learning, Learning organization, Improving Individual Development through Learning
- UNIT 4: Career Development:** Meaning and definition of career development, Career planning process, Stages of career development and Career development programmes
- UNIT 5: Management Development:** Meaning of Management development, Importance of management Development, Steps in Management Development, Process and Methods of Management Development
- UNIT 6: Introduction to Organizational Development:** Definition of Organizational Development (OD), Objectives of OD, Characteristics of OD, Historical Background, Second- Generation OD, Values, Assumptions, and Beliefs in OD, Implications of OD Values and Assumptions.
- UNIT 7: Role of OD Practitioner:** OD Practitioner, Role of OD Professional in Organisations, Competencies Required for an OD Professional and scope of the Role of an OD Professional
- UNIT 8: Group Behaviour and Team Development:** Meaning of Group and Group behaviour, Types of Groups, Stages in group development, Group cohesiveness, Meaning of Team, Types of Team and Difference between group and team
- UNIT 9: Training and Development:** Introduction to Training and Development, Meaning of training, Training objectives, Importance of training and development and methods of training
- UNIT 10: Performance Appraisal:** Meaning of Performance Appraisal, Benefits of appraisal, Conflict and confrontation, Process of performance appraisal, Methods of

performance appraisal, Traditional Methods of Performance Appraisal and Modern Methods of Performance Appraisals

UNIT 11: Quality of Work Life: Meaning of quality of work life, Objectives of QWL, Interventions of QWL, Techniques of improving QWL

UNIT 12: Benefits and Services: Concept of Benefits and Services, Meaning of Vacations and Holidays, about Sick Leave, Pension Plans, Social Security, Labour Welfare, VRS and Golden Handshake and Merits & Demerits of VRS and Golden Handshake

UNIT 13: Human Resource Research: Meaning of HR Research, Characteristics of HR Research, Objectives of HR Research and Importance and Methods of HR Research

UNIT 14: Employees working time Management: Weekly working hours, daily working hours, Holidays, Provision relating to working time for children, women, Provision relating to leave, Inspector, powers of inspector

UNIT 15: Managing Global Human Resource: HR and Internationalization of Business, Differences and similarities of HR practices in the Global scenario, Implementation of the Global HR System, Improve productivity, through Human Resource Information System (HRIS)

6th SEMESTER

BUSINESS AND LABOUR LAWS

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. acquainting with the important provisions of business laws
- ii. acquainting with the important provisions of labour laws

Course Outcomes

After completion of the course, the learners will be able to:

- i. make use of legal provisions in planning business ventures
- ii. make use of legal provisions of Indian Contracts Act
- iii. make use of legal provisions of Sales of Goods Act
- iv. make use of legal provisions of Consumer Protection Act
- v. make use of legal provisions in managing business organizations

- UNIT 1: Indian Contract Act, 1872:** Essential conditions of a Valid Contract under Indian Contract Act, Offer and Acceptance; Consideration, Capacities of Parties to Contract, Performance of Contract, Discharge of Contract, Breach of Contract and Its Remedies, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency
- UNIT 2: Sales of Goods Act, 1930:** Essential of Contract of Sales, Difference between Sale and Agreement to Sell, Condition and Warranty, Passing of Property in Goods, Transfer of Title by non- owners, Performance of Contract of Sale, Rights of Unpaid seller, Breach of Contract of Sale, Auction Sale
- UNIT 3: Formation of a Company:** Formation of a Company, Stages of formation of Company, Documents Required for Incorporation, Types of Company, Meaning of Meetings and Kinds of Company, Meaning of Minute, Recording and Signing of Minutes, Role of Chairman, Postal Ballot, Resolution and its Different Kinds
- UNIT 4: The Indian Partnership Act, 1932:** Basic Concept of Partnership, Advantages and Disadvantages of Partnership firm, Kinds and Deeds of Partnership, Kinds, Rights and Duties of Partners, Minor as a Partner and Partner's Express and Implied Authority, Registration and Dissolution of Partnership Firm
- UNIT 5: Consumer Protection Act, 1986:** Definitions under the Act, Redressal Agencies under the Act, Powers of Redressal Agencies, Procedure of Filing a Complaint, Consumer Protection Councils, Penalties under the Act
- UNIT 6: The Indian Factories Act, 1948:** Definitions under the Act, Statutory agencies and their powers for enforcement of the Act, Health, Safety and Welfare Provisions, Provisions regarding Hazardous Work, Employment of young person, Penalties and Provisions
- UNIT 7. The Industrial Dispute Act (Part A):** Objectives of the Act, Important Definitions, Illegal Strikes and Lock-outs and Unfair Labour Practices
- UNIT 8. The Industrial Dispute Act (Part B):** History of the law of Industrial Disputes, Authorities under the Act and their Duties, Reference of Disputes, Procedure and Powers of Authorities, Award and Settlement
- UNIT 9: The Trade Unions Act, 1926:** Objectives of the Trade Unions Act; Important definitions; Registration of Trade Union; Rights and Liabilities of registered Trade Union; Penalties
- UNIT 10: Minimum Wages Act, 1948:** Definition of few important terms under the Minimum Wages Act. 1948 and Object and scope of the Act, Definitions under the Act,

Fixation and Revision of Wages, Safeguards in payment of Minimum Wages and Enforcement of the Act

UNIT 11: Workmen's Compensation Act, 1923: Object and scope of the Workmen's Compensation Act, 1923; Important definitions; Disablement; Employer's liability for compensation; Employer's liability when contractor is engaged; Commissioner; Compensation

UNIT 12: The Arbitration and Conciliation Act: Meaning of Arbitration and its Types; Arbitration Agreement and easements of a valid arbitration agreement; Arbitration and his appointment; Powers and Duties of Arbitrator; Conciliation its meaning and Proceedings; Role of Conciliator; Kinds of Conciliation; Drafting of Agreement; Suggestions for improving the conciliation machinery

UNIT 13: Employees' Provident Funds and Miscellaneous Provisions Act, 1952: Scope and Applicability of the Act; Various schemes provided under the Act; Central Board and its constitution, functions and powers; State Board and their constitution; Duties and Powers of Inspectors appointed under the Employee's Provident Funds and Misc Provisions Act, 1952; Constitution and working procedure of the Act

UNIT 14: The Payment of Gratuity Act, 1972: Objects and Scope of the Payment of Gratuity Act; Provisions of the payment of Gratuity Act; Procedure of determination and payment of gratuity under the Payment of Gratuity Act; Dispute regarding the amount of gratuity; Appointment and Power of Inspector under the Payment of Gratuity Act; Controlling Authority and its Power

UNIT 15: The Payment of Wages Act, 1936: Definition of wages, few important terms under the Payment of Wages Act, 1936 and its objects and application; Responsibility for payment of wages; Time of Payment of Wages; Deduction and its various kinds; Deductions claims for wrongful deductions

INDUSTRIAL RELATIONS

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of industrial relations and its theoretical framework
- ii. outlining the aspects of workers' participation in management and collective bargaining

Course Outcomes

After completion of the course, the learners will be able to:

- i. describe the measures for prevention of industrial disputes
- ii. describe the measures redressal of industrial disputes
- iii. list the rights of registered trade unions
- iv. interpret responsibilities of trade unions
- v. identify key legal provisions related with compensation and payment of wages

- UNIT 1: Industrial Relations: An Introduction:** Meaning and definition of Industrial Relations, Evolution of Industrial Relations, Approaches to Industrial Relation, Trade unionism, Tripartite and Bipartite bodies and Industrial disputes.
- UNIT 2: Theoretical framework of Industrial Relations:**Environmental Theory: Dunlop's System Theory (1980); Implant Theory: Flanders; HYMAN; Gandhian Approach to IR: The Trusteeship Theory of Mahatma Gandhi
- UNIT 3: Industrial Workers:** Background, education, skills and adjustments, absenteeism, influence of trade unions
- UNIT 4: Trade Unions:** Growth of Trade Union in India, Legal Framework of Trade Unions In India, Distinctive Feature of Indian Labour and Employment Laws , Trade Union Recognition, Problems of Trade Unions, Employee Association: Membership and Financial Status and Trade Union Act
- UNIT 5: Industrial Dispute and Employee Grievance:** Nature and scope of Industrial Dispute, causes and consequences of Industrial Dispute, Prevention and settlement of Industrial dispute in India, Nature of Grievance, Causes of Grievance, the grievance redressal procedure.
- UNIT 6: Organizational discipline:** Meaning and Objectives of Discipline; Principles for Maintenance of Discipline; Types of Discipline; Essentials of a Good Disciplinary System; Disciplinary Action- Punishment for Disciplinary Action and Procedure for Disciplinary Action.
- UNIT 7. Machinery for prevention and settlement of Industrial Dispute:** Statutory Measures for Dispute Settlement and Non-Statutory Measures for Dispute Settlement
- UNIT 8: Collective Bargaining:** Meaning and Concept of Collective Bargaining, Objectives of Collective Bargaining, Features of Collective Bargaining, Strategies and Approaches to Collective Bargaining, Collective Bargaining Process, Impact of Collective Bargaining and Workers' Participation In Management
- UNIT 9: Labour Welfare and Social Security:** Introduction to Labour Welfare, Evolution of Social Security Measures and Health and Safety Programmes

- UNIT 10: Workers Participation in Management:** Concept of Workers Participation in Management (WPM), Features and Objectives of Workers Participation in Management, Forms of Workers Participation in Management (WPM), Merits and demerits of Workers Participation in Management, Workers Participation in Management in India and Making Workers Participation in Management Effective
- UNIT 11: Laws related to Employee Relations:** Evolution of Labour Laws in India, Labour legislation in the pre-independence period; Labour legislations in the post-independence period; Constitutional provisions with regard to labour laws; Laws relevant to employee relations; Laws relevant to organisational conflicts and Laws relevant to employee wages and compensation
- UNIT 12: Industrial Health:** Meaning of Industrial Health and Safety; Importance of Industrial Health and Safety; Occupational Hazards and Diseases; Protection Against Hazards and Statutory Provisions Concerning Health in India
- UNIT 13: Concept of Wages:** Meaning and concept of wages, Objectives of wage and salary administration, Theory of Wages, Methods of Wage Payment and Wage differentials
- UNIT 14: Technology and Industrial Relations:** Technological Change-Concept and Importance, IT and IT Enabled Service Sectors in India and Industries in IT Sector in India
- UNIT 15: India and ILO:** Objectives and structure of ILO, Impact of the ILO, ratification of ILO standards, ILO recommendation

INDIAN FINANCIAL SYSTEMS

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of financial system in general and Indian financial system in particular
- ii. understanding the concepts of financial market and money market
- iii. classifying financial institutions

Course Outcomes

After completion of the course, the learners will be able to:

- i. describe the concept of financial system
- ii. identify types of financial markets
- iii. distinguish between money market and capital market
- iv. able to list the investor protection measures

- v. able to identify the capital market instruments

UNIT 1: The Financial System: Meaning and Components of Financial System, Functions of Financial System, Services Provided by the Financial System, Macro economic framework analysis for exploring the role of the financial system, relationship between the financial system and economic development

UNIT 2: Indian Financial System: Structure of Indian Financial System- Organised vs.Unorganised Sector of Indian Financial System. Components of Financial System-Financial market, financial instruments, financial institutions and financial services.

UNIT 3: Financial Market: Financial Markets-An Introduction, Advantages and disadvantages of the financial markets, Classification of Financial Markets, Functions of Financial Markets and Structure of Financial Markets

UNIT 4: Money Market in India: Meaning and features of Money Market, Functions of Money Market, Structure of Indian Money Market, Money Market Instruments/Constituents, Defects of Indian Money Market and Reforms in Indian Money Market

UNIT 5: Capital Market in India: Meaning and Structure of Indian Capital Market: Industrial Securities Market, Government Securities Market, Long term Loan Market;Capital Market instruments and Capital Market Intermediaries

UNIT 6: Primary Markets in India: Meaning of Primary Market, Functions of Primary Market, Issue Mechanism in Primary Market, Role of SEBI in Primary Market and Factors leading the growth of Primary Market Investment

UNIT 7: Secondary Markets in India Meaning of Secondary Market, Functions of Secondary Market, Relationship Between Primary market and Secondary Market, Differences between primary market and secondary market, Stock Exchanges of India, Bombay Stock Exchange (BSE), Over the Counter Exchange of India (OTCEI), National Stock Exchange (NSE) and Rules of SEBI regarding Stock exchange

- UNIT 8: Financial Institutions:** Financial Institutions: An Introduction; Assistance of Financial Institutions; Types of financial institutions; Merchants Banks; Money Market Institutions; Insurance Companies, Importance or need of Insurance Organisations and Foreign Institutional Investors (FIIs)
- UNIT 9: Mutual Fund:** Meaning and Definition of Mutual Funds; Objectives of Mutual Funds; Features of Mutual Fund Investment; Importance of mutual funds; Types of mutual funds; Constituents of mutual funds; Systematic Investment plan (SIP); SEBI (Mutual Funds) Regulation, 1996; Growth of Mutual Funds in India and Challenges faced by the mutual funds in India
- UNIT 10: Derivative Markets:** Meaning of Derivatives; Types of Derivatives; Traders in Derivatives Market; Foreign Exchange Market: Meaning and Scope; Dealers in Foreign Exchange Market and Exchange Rate
- UNIT 11: Foreign Exchange Market:** Meaning of Foreign exchange market; Evolution of foreign exchange market in India; Components of foreign exchange market; Importance of Foreign exchange market; Functions of Foreign exchange market; Structure of Foreign exchange Market in India and Measures initiated to develop foreign exchange market in India
- UNIT 12: Credit Rating:** Meaning of credit Rating; Types of Rating; Benefits of Credit Rating; Benefits of Credit Rating to the Company; Disadvantages of Credit Rating; Users of Credit Rating; Credit Rating Methodology: Business Risk Analysis, Financial Risk Analysis, Management Evolution, Fundamental Analysis; Steps involved in Credit Rating; Credit Rating in India: Credit Rating Information Services of India Limited (CRISIL), Investment Information and Credit Rating Agency of India Limited (ICRA), Credit Analysis and Research Ltd. (CARE), Fitch India Limited, ONICRA Credit Rating Agency of India Limited (ONICRA), Brickwork Ratings India Pvt. Limited (BWR), SME Rating Agency of India Limited (SMERA); SEBI Code of Conduct; SEBI Regulations of Credit Rating Agencies.

UNIT 13: Depository Services: Meaning of Depository; Benefits of Depository; Depository Participant; International Securities Identification Number; Depository Process; Depositories in India.

UNIT 14: Regulation of Financial Markets in India: Concept of Regulation of Financial Market; Objective of Financial Market Regulation; Regulators of Indian Financial Market; Reserve Bank Of India; Securities and Exchange Board of India; Insurance Regulatory and Development Authority; Pension Fund Regulatory and Development Authority.

ADVERTISING AND PROMOTION STRATEGY

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of integrated marketing communication and role of advertising
- ii. outlining the aspects associated with management of promotools
- iii. understanding the ethical implications of advertising

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of integrated marketing communication
- ii. apply the knowledge of IMC in running a business
- iii. make use of promotoolsin business
- iv. make use of IMC in analyzing management cases
- v. make use of advertising concepts in analyzing management cases

UNIT 1: Advertising- basic concepts: Concepts of advertising, objectives and scope of advertising, social and ethical implications of advertising, types of advertising,

UNIT 2: IMC and advertising: Importance of business communication, advertising as a communication process; communication models; AIDA model and its purpose; Advertising as an element of marketing mix

UNIT 3: Marketing Promotion Mix: Defining Promotion, Promotion Mix, Advertising, Objectives and Functions of Advertising, Functions of Advertising, Factors

Affecting Promotional Mix and Strategies, Types of Advertising, Advertising Media, Print Media, Broadcast media, Transit Media, Advantages and Limitations of Advertising, Sales Promotion;Publicity

UNIT4 : Developing effective Promotion: Identifying the target audience, determining the promotional objectives, designing the promotion and selecting the channel, push vs. pull strategy, establishing the promotional budget and implementing promotional strategy

UNIT5 : Managing advertising I : Developing and managing advertising program, Setting advertising objectives, DAGMAR, Deciding on advertising budget

UNIT 6: Managing advertising II :Developing the advertising message, role of music and humor in advertising, factors considered while developing the advertising copy, creativity in advertising

UNIT 7: Media Strategies: Media planning and objectives, deciding on media, different types of media and their advantages and disadvantages, choosing among major media types, media schedule decisions, space and time buying

UNIT 8: Evaluating advertising effectiveness: Deciding on reach, frequency and impact; Copy testing, Advertising recognition and recall tests, Issues in assessing impact of advertising, Measuring the performance of an advertising agency

UNIT 9: Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns

UNIT 10: Personal Selling: Defining Personal Selling, Scope and Significance, Aims and Objectives of Personal Selling, AIDAS Principles, Personal Selling Process, Customer Delight

UNIT 11: Promotion Mix and Elements: Promotion mix-its Objectives and Importance, kinds of promotion-Advertising, Direct marketing, Interactive/Internet marketing, Personal Selling, Sales Promotion, Publicity/Public Relations

UNIT 12: Promotion Tools: Factors considered in deciding promotional tolls, budgeting consideration for promotion

UNIT 13: Direct Marketing: Introduction, Meaning and Importance of Direct Marketing, Strengths and Limitations of Direct Marketing, Products Suitable for Direct Marketing, The Indispensable Elements of Direct Marketing, The list, The offer, The message, Media for Direct Marketing, Regulations and Ethics in Direct Marketing

UNIT 14: Ethics in Advertising: Introduction, Perceived Role of Advertising; The Advertising Standards Council of India (ASCI); Forms of Ethical Violations; Misleading advertising; Advertising to children, Product endorsements, Stereotyping, Cultural, religious and racial sensitivity in advertising, Obscenity in advertising

UNIT 15: Case studies on Advertising

7th SEMESTER

SALES AND RETAILING MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of sales management and its evolution
- ii. outlining the functions of wholesalers and retailers
- iii. understanding the emerging trends in sales management

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of personal selling and sales management
- ii. describe the requirements of effective sales training
- iii. apply the knowledge of sales in making decisions related with sales force.
- iv. apply the knowledge of sales in making decisions related with sales territory
- v. apply the knowledge of sales and distribution in analyzing management cases

UNIT 1: Introduction to Sales Management: Concept and Importance of Sales Management, Defining Sales Management, Objectives of sales management, Types of selling, Role of Sales Management, Relationship between Marketing and Sales Management

UNIT 2: Sales Organisation: Concept of Sales Organisation, Setting up a Sales Organisation, Basic Types of Sales, Organisational Structures, Centralised and Decentralised Sales Organisations, Constructing a sound sales organisation

- UNIT 3: Designing the Sales Force:** Sales force management, Objectives of sales force, Designing a sales force, Sales planning and Policies, Sales force Structure and Size, Performance rating of sales force.
- UNIT 4: Recruitment and Training:** Sources of recruitment of sales personnel, Selection process, Sales training programme, Evaluation of sales personnel,
- UNIT 5: Compensation Management:** Meaning of Compensation, Features of compensation plan for salesmen, Developing a compensation plan, Methods of Compensation, Fringe benefits and Non monetary benefits.
- UNIT 6: Sales Training Programme:** Meaning of Training, Conceptualisation of Sales Training, Objectives of Sales Training Programme, Contents of Sales Training Programme, Importance of training and development, Methods of training
- UNIT 7: Personal Selling:** Objectives of personal selling, Qualitative Objectives, Quantitative Objectives, Personal Selling Process, Challenges in Personal Selling
- UNIT 8: Sales Forecasting:** Definition of Sales Forecasting, Importance and objectives of sales forecasting, Factors affecting Sales forecasting, Process of sales forecasting, Methods of Sales forecasting
- UNIT 9: Sales Planning and Budgeting:** Sales Planning Process, Sales Budget, Purpose of Sales Budget, Types of Sales Budget, Advantages of Sales budget, Procedures for sales budgets, Success of Budget Programme
- UNIT 10: Retailing:** Defining Retailing, Functions of Retailing, Characteristics of Retailing, Classification of Retail firm, Retail Industry in India- different forms, Retail Merchandising, Strategy and Benefits in Retail Merchandising, Visual Merchandising, Vertical Marketing System
- UNIT 11: Classification of Retail units:** Introduction to Retail Space Management, Optimum Space Use, Steps to be Considered for Using Floor Space, Merchandise Planning in Store Designing, Steps in Designing Store Layout; Store Design, Storefront Design, Interior Design, Lighting Design, Sounds and Smells, Vertical Marketing system (VMS), Types of VMS, Scope of VMS, Importance and Drawback of VMS
- UNIT 12: Wholesaling:** Concept and Importance of Wholesaling, Types of Wholesalers, Functions of Wholesalers, Latest Trends in Wholesaling
- UNIT 13: New Trends in Sales Management-** Introduction, Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers
- UNIT 14: Case Study**

ORGANIZATIONAL DEVELOPMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of organization design, culture and change
- ii. outlining the aspects regarding values and ethics in organizations
- iii. explaining the concepts of organizational development and related interventions

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concepts of organization design
- ii. examine the concepts of organization culture
- iii. interpret the concepts of organization change
- iv. state the objectives of organization development
- v. apply the knowledge of organization development in analyzing the management cases

UNIT 1: Organization Design: Meaning and Importance of Organising, Meaning of Organisation and its characteristics, Principles of Organisation, Types of Organisational Structure, Span of Control and types of Departmentation

UNIT 2: Organizational Culture: Concept of Organizational Culture, Characteristics of Organizational Culture, Functions of Organizational Culture, Factors Influencing Organizational Culture, Types of Organizational Culture, Reasons for changes in Work Culture and Managing across culture

UNIT 3: Organizational Change: Introduction on Organisational Change, Forces of change – External and Internal, Strategies for change, Types of organizational change, Theories of Planned Change, Action Research as a Process, Resistance to Change, Methods to overcome or minimise the resistance to change and Change Agents

UNIT 4: Values and Ethics in OD: Professional Values, Value Conflict and Dilemma, OD Values and Changing Themes over Time, Ethics in OD, Ethical Dilemmas in Practicing OD, Factors that Influence Ethical Judgement

UNIT 5: Models and Process of Management of Organizational Change: Planned Change, Models and Theories of Planned Change, Systems Theory, Socio technical Systems Theory and Open Systems Planning, Participation and Empowerment, Teams and Teamwork, Parallel Learning Structure, Normative Re-educative Strategy of Change, Applied Behavioural Science, Action Research and Phases of the Mode.

- UNIT 6: Managing Resistance to change:** Concept of Resistance to Change, Types of Resistance to Change, Reasons of Resistance to Change, Individual resistance to change, Organisational resistance to change, Social resistance to change, Managing resistance to change, Methods for dealing with Resistance to change, Overcoming resistance to change and group as a means of overcoming resistance to change
- UNIT 7: Organizational Development: An Introduction:** Definition of Organizational Development (OD), Objectives of OD, Characteristics of OD, Historical Background, Second-Generation OD, Values, Assumptions, and Beliefs in OD and Implications of OD Values and Assumptions
- UNIT 8: Process of Organizational Development:** Process of OD, Diagnosis process, Six-Box Model, third wave consulting, phases of OD programs, models of managing change.
- UNIT 9: Organizational Development Model:** Transtheoretical Model (TTM), Process of Change, Burke-Litwin Model of Organizational Change, ADKAR Model, McKinsey 7s Model and Ronald Lippitt, Jeanne Watson and Bruce Westley Change Model
- UNIT 10: OD Interventions:** An overview of OD Interventions, Team Interventions, Inter-group Development Intervention, Third party peace-making Intervention, Comprehensive Intervention and Structural Interventions
- UNIT 11: Process of OD Interventions:** Role Playing, Sensitivity Training, Team Building Interventions, Transactional Analysis, Process Consultation Interventions, Third-Party Interventions, Role Analysis Technique, Job Evaluation and Job Redesign
- UNIT 12: Team and Teambuilding:** Meaning of Team, Importance of Team, Characteristics of a Team, Types of Team, Importance of Team Building and Managing effective team
- UNIT 13: Training Experience:** Sensitivity or T group training, Behavioural Modelling, Career Planning Intervention, Coaching and Mentoring.
- UNIT 14: Issues in Consultant Client Relations:** Organisational Consultants and the client system, Entry and Contracting, Consultant Client Relationship, Implications for Consumer Behaviour, Dependency issue and Terminating the Relationship and Ethical Standards in O.D.
- UNIT 15: The future of OD:** Fundamental Strengths of OD, OD's Future, Leadership and Values, OD Training, Interdisciplinary Nature of OD, Diffusion of Techniques, Integrative Practice, Mergers, Acquisitions and Alliances, Evolution of O.D. in India, Experiences of Indian Organizations with Various O.D. Interventions, HRD and HRD Audit as an OD Intervention, Role focused interventions, Person focused

interventions, 360 Degree Feedback Based Interventions, Achievement Motivation labs.

COST AND MANAGEMENT ACCOUNTING

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of Cost accounting
- ii. outlining the aspects of classification of costs, material cost control, labour cost control.
- iii. explaining the concepts of overheads, cash flow, budgetary control

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concepts of cost accounting.
- ii. define the concepts of management accounting
- iii. conduct ABC analysis.
- iv. able to prepare cost sheets.
- v. able to apply the knowledge of different types of cost and overheads

UNIT 1: Cost Accounting: Meaning of Cost Accounting; Objectives of Cost Accounting; Cost accounting, financial accounting and management accounting; Advantages of Cost Accounting; Limitations of Cost Accounting

UNIT 2: Classification of Cost: Cost concept; Techniques of costing; Classification of Cost

UNIT 3: Materials Cost Control: Meaning of Materials; Material Costing; Functions of Material Costing; Fixation of Stock Level; The ABC Analysis; Inventory System; Method of Pricing of Materials Issues

UNIT 4: Labour Cost Control: Meaning of Labour Cost; Types of Labour Cost; Control of Labour Cost; Idle Time; Abnormal Idle Time; Accounting Treatment of normal idle time and abnormal idle time; Method of Remuneration

UNIT 5: Overheads: Meaning and definition of Overhead Cost; Importance of Overhead Cost; Classification of Overheads; Procedure or Steps in Overhead

UNIT 6: Absorption of Overhead: Meaning of Overhead Absorption; Overhead Rates; Methods of Absorption Overhead; Under absorption and over absorption of Overheads; Administration, Selling and Distribution Overheads

UNIT 7: Job and Contract Costing: Meaning and Definition of Job Costing; Concept of Contract Costing.

UNIT 8: Cost Sheet:Elements of Cost; Materials Cost; Labour Cost; Expenses;

UNIT 9: Process Costing: Process Costing- Basic Concepts; Meaning; Characteristics; Difference between Job Costing and Process Costing; Advantages and Disadvantages of Process Costing; Process Loss

UNIT 10: Standard Costing and Variance Analysis:Meaning and concept of Standard Cost and Standard Costing; Meaning and concept of Standard Cost and Standard Costing; Cost Variance; Sales Variances

UNIT 11: Marginal Costing and Break Even Analysis: Meaning and Definition of Marginal Costing; Absorption Costing; Differential Costing; Cost Volume profit Analysis

UNIT 12: Budgetary Control: Basic Concepts of Budget; Budgetary Control; Types Of Budget

UNIT 13: Cash Flow Statement: Cash Flow Statement; Sources and Application of Cash; Cash from Operations; External Sources and Application of Cash

UNIT 14: Reconciliation of Cost: Reconciliation of Cost and Financial Account; Importance of Reconciliation; Method of Reconciliation

8th SEMESTER

BUSINESS ENVIRONMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the social responsibilities of business
- ii. outlining the aspects of industrial sickness
- iii. explaining the environmental forces affecting business
- iv. understanding the contemporary issues related with globalization

Course Outcomes

After completion of the course, the learners will be able to:

- i. describe the concept of business environment.
- ii. examine the influence of environment on business
- iii. identifying the reasons of industrial sickness
- iv. outline the procedure of trademark registration
- v. apply the knowledge of business environment in analyzing management cases

- UNIT 1: Introduction to Business Environment:** Meaning and concept of Business, characteristics of Business, components and types of industry and commerce, meaning of business environment, micro and macro environment, importance of business environment
- UNIT 2: Business and Society:** Concept of social environment of business, meaning of social responsibility of business and corporate governance, benefits of good corporate governance.
- UNIT 3: Industrial Policies:** Meaning of developed economy, mixed economy and economic reforms, evolution of Industrial Policy in India, industrial policy revolution up to 1991, new industrial policy 1991 and its evolution, Privatization and disinvestment, and IRDA
- UNIT 4: Natural and Technological Environment:** Natural Environment, Emerging Trends in Natural environment, Technological Environment, Innovation, Technology and Competitive Advantage, IT and Business Environment.
- UNIT 5: Small Enterprise and Village Industries:** Definition and characteristics of small enterprises, relationship between small and large enterprises, objectives and scope of small enterprises, role of small enterprise in economic development and problems of small scale units
- UNIT 6: Industrial Sickness:** Meaning of Industrial Sickness, warning signals of Industrial sickness, external and internal causes of industrial sickness, consequences of industrial sickness, and corrective measures
- UNIT 7: Labour Environment:** Concept of Labour market, labour legislations, labour welfare, definition of industrial relation; trade union ;workers participation in management; quality circles , VRS and Golden handshakes
- UNIT 8: Financial Environment:** Introduction to money market and capital market with special reference to India, organized and unorganized money market
- UNIT 9: Globalization of Business:** Concept and evolution (GATT, WTO and Uruguay Round Agreement), meaning and features of international business, importance of international business
- UNIT 10: Multinational Corporations:** Definition and meaning, MNCs and International trade, Merits and demerits of MNCs, MNCs in India
- UNIT 11: Patents and trademarks:** Definition of Patent and trademarks, falsifying and falsely representing trademarks as registered, registration of trade marks as associated trademarks.

UNIT 12: Economic Planning: Planning in India, planning commission, formulation of plan, twelfth plan

UNIT 13: Economic development: Industrial development, salient features of industrial planning and development, role of public and private sectors, import and export

UNIT 14: Cases related to Business Environment

BUSINESS ECONOMICS

Total Marks: 30+70=100

Course Objectives

The objectives of the Course are to help the learners in

- i. in understanding the concepts of business economics
- ii. outlining the aspects of demand, supply, production and various costs
- iii. explaining the concepts of competition
- iv. understanding the contemporary issues in economic environment

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the core concepts of demand
- ii. define the core concepts of supply
- iii. define the core concepts of production
- iv. define the core concepts of cost
- v. describe profit theory
- vi. describe the distribution theory

UNIT 1: Introduction to Business Economics: Introduction to Business Economics, Economic Principle, Economic Practices of Management, Role and Responsibilities of Business Economist

UNIT 2: Demand: Concept of Demand: Types, Determinants, Demand Function, Demand Elasticity, Demand Forecasting

UNIT 3: Supply: Concept and law of supply, factors affecting supply

UNIT 4: Production: Concept of production: Factors, Functions, Linear homogenous production function, Optimum input combinations, Laws of variable proportion, Returns to scale, Economies and diseconomies of scale

UNIT 5: Cost: Cost concepts: Opportunity cost or alternative cost, Explicit cost and implicit cost, Money costs and real cost, Accounting cost and Economic cost, Sunk costs, Marginal cost and incremental cost, Short run cost: Total cost, Average cost, Marginal

- cost, Long run cost curve of firm: Long run average cost curve, Long run marginal cost curve, Managerial uses of cost function
- UNIT 6 :** Objectives of a Firm: Introduction, Profit Maximisation Model, Theory of a Firm – Cyert and March’s Behaviour Theory, Marris’ Growth Maximisation Model, Baumal’s Static and Dynamic Models, Williamson’s Managerial Discretionary Theory
- UNIT 7. Market Structure: Perfect Competition:** Concept of Market and Revenue Curves: Classification of Market Structure, Concepts of Total Revenue (TR), Average Revenue (AR), Marginal Revenue (MR), Perfect Competition: Short run Analysis
- UNIT 8: Market structure: Imperfect competition:** Monopoly Competition: Definition and Classification, Demand and Marginal Revenue Curves, Equilibrium of the Monopolist: Short-run and Long-run, Price Discrimination: Degree and Possibility, Equilibrium of a Firm: Short-run and Long-run, Group Equilibrium, Concept of Excess Capacity, Some Other Important Concepts of Pricing
- UNIT 9: Consumer Behaviour:** Introduction, The indifference curve technique, consumer equilibrium through indifference curve approach
- UNIT 10: Distribution Theory:** Marginal productivity theory of distribution, rent: modern theory of rent.
- UNIT 11: Wages:** Concept of wages; wage determination
- UNIT 12: Profit Theory:** Meaning of profit, Profit theories, Basic information, Nature of profit, Measurement of profit, Profit policies
- UNIT 13: Economic environment:** Nature and Significance of Economic & Non-Economic Environment in India, Macro Economic Environment: Government Budget, Industrial Policy, Monetary Policy, Role of Banking and other Non- Banking Financial Institutions and their Impact on Business, Planning in India- Achievements and Failures.
- UNIT 14: Monetary and Fiscal Policies:** Monetary policy, problems in monetary policy, fiscal policy, economic stabilization , instruments of fiscal policy, problems in fiscal policy.

Annexure-2B

Detailed Syllabus of BBA Programme MINOR

1st SEMESTER

PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Total Marks: 30+70=100

Course Objectives

The objectives of the Course are to help the learner's in

- i. understanding the concepts of management and its evolution
- ii. outlining the functions of management
- iii. explaining the concepts of organizational behavior
- iv. understanding the contemporary issues in management

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of management and describe its functions
- ii. explain principles and functions of management implemented in any Organisation
- iii. apply the knowledge of managerial functions in their day to day and professional lives
- iv. identify and explain the managerial skills used in business
- v. analyse the concept of delegation of authority, coordination, and control.

UNIT 1: Introduction to Management: Concepts of Management, Meaning of Management, Nature and Characteristics of Management, Scope of Management; Levels of Management; Administration and Management; Management as Science and Arts;

UNIT2: Development of Management Thought: Development of Management Thought, Classical Approach: Frederick Winslow Taylor and Scientific Management, Henry Fayol and Administrative Management, Comparison Between Taylor and Fayol; Neo-Classical Theory, Hawthorne Experiments, Behavioural Science Approach; Modern Approach, Contribution of P.F. Drucker, Quantitative or Management Science Approach, Systems Approach, Contingency Approach

UNIT 3: Functions of Management: Planning, Organizing, Staffing, Controlling, Coordination; Managerial Skills; Indian Management Style and Tradition

UNIT 4: Planning: Nature and Characteristics of Planning, Types of Plans, Steps in Planning Process, Importance of Planning, concept of strategic planning,

UNIT 5: Organizing: Concept of organization, organizational structure-formal and informal organization, departmentation, span of control, Types of Organization

- UNIT 6: Staffing:** Definition, manpower management, job design, selection process, performance appraisal
- UNIT 7: Controlling:** control process, types, and barriers to control making, control techniques, budget and non-budgetary control
- UNIT 8: Motivation:** Motivation at Work; Theories on Motivation: Theory of Human Motivation, McGregors Theory X and Theory Y, Herzberg's Two Factor Theory of work Motivation; Delegation; Meaning of Authority and Power
- UNIT 9: Decision Making:** Decision Making and Management; characteristics of decision making Types of Decisions; Steps in Decision Making;
- UNIT 10: Leadership:** Meaning of Leadership; Theories Of Leadership; Styles Leadership
- UNIT 11: Organizational Behaviour:** Concept of Human Behaviour: Nature of People, Value of Person (Ethical Treatment); Nature of Organization Behaviour; Concept of Self Theory; Concept of Ability: Intellectual Abilities, Physical Abilities;
- UNIT 12: Personality:** Meaning and Determinants of Personality: Meaning of Personality, Determinants of Personality; Theories of Personality: The Big Five Personality Traits; Emotions and Moods: The Basic Set of Emotions; Perception: Factors Affecting Perception; Concept of Interpersonal Behavior: Essential Interpersonal Competencies for Managers; Transactional Analysis; Ego States and Different Strokes; Job Design: Job Characteristic Model
- UNIT 13: Group Behavior and Team Development:** Concept of Group and Group Dynamics; Types of Groups: Formal Group, Informal Group; Concept of Group Behavior: Group Norms, Group Cohesion, Inter-Group Behavior; Group Decision-Making; Team: Types of Team; Team Building and Managing Effective Team
- UNIT 14: Contemporary issues in Management:** Meaning of conflict management, positive vs. Negative conflict, types of conflict, managing conflict, stress management, sources of stress, stress management strategies

2nd SEMESTER

MARKETING MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learner's in

- i. understanding the core concepts of marketing management
- ii. outlining the aspects of marketing segmentation and targeting
- iii. classify promotional tools
- iv. understanding the global issues in marketing

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of marketing
- ii. explain factors influencing consumer behavior
- iii. apply the knowledge of marketing in their day to day and professional lives
- iv. identify and explain the tools used for market segmentation
- v. analyse the concept of marketing mix
- vi. analyse the promotools

UNIT 1. Introduction to Marketing Management

Meaning of Market; Meaning and Definition of Marketing; Importance of Marketing; Basic Concepts Underlying Marketing: Evolution of basic marketing concepts; Nature of Marketing; Scope of Marketing; Marketing Mix; Composition and Function of Marketing Environment: Micro-Environment [Task Environment], Macro-Environment

UNIT 2. Consumer Behaviour

Definition, factors influencing consumer behaviour, buying process

UNIT 3. Market Segmentation

Concept of Market Segmentation: Definitions of Market Segmentation, Importance of Market Segmentation, Requirements or Criteria for Market Segmentation; Bases for Market Segmentation: Segmentation of Consumer Markets, Segmentation of Organisational Markets; Market Targeting: Evaluating Market Segments and Target Market Selection; Market Positioning: Definitions, Positioning Strategies

UNIT 4. Concept of Product

Concept of Product: Essential Features or Attributes of a Product; Classification of Products; Product Planning and Development: Stages in new product Development Process, Product Diversification; Product Standardisation; Product Simplification; Meaning of Product Life Cycle Concept: Definition of Product Life Cycle Concept, Stages of Product Life Cycle Concept, Factors Affecting Product Life Cycle; Basic Concepts of Branding; Packaging; Labelling

UNIT 5. Branding

Definition, brand name, characteristics of branding, brand image, brand identity, brand personality, concept of brand equity

UNIT 6. Pricing

Pricing; Importance of Pricing in Marketing; Factors affecting Price of a Product / Service; Pricing Strategy;

UNIT 7. Managing Marketing Channel: Concept Of Marketing Channel; Types Of Channel And Their Importance: Characteristics, Importance; Channel Strategies : Designing and managing Marketing Channel : Main steps involved in developing the Channel Design, Channel Member Selection; Managing Wholesaling and Retailing;

UNIT 8. Logistics and Supply Chain Management

Physical distribution, marketing logistics and supply chain management.

UNIT 9. Promotion

Meaning and its importance, types, promotion mix, sales promotion, push versus pull, factors affecting promotional mix and strategies, advertising.

UNIT 10. Selling functions in Management

Personal Selling-nature, importance and process, direct marketing, , e-commerce and e-business, concept of ECRM

UNIT 11. Service Marketing

Basic Concepts of Service Marketing, Service Marketing mix, Growth of services, difference between goods and service marketing, characteristics of service marketing

UNIT 12. International Marketing: Meaning and Scope of International Marketing, Difference between Domestic and International Marketing, Concept of Indian Export and Import Policy

UNIT 13. International Marketing Promotion: 4P's of international marketing, product, pricing in international marketing, international distribution and international promotion mix.

Unit 14: Case Studies in Marketing

HUMAN RESOURCE MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of HRM
- ii. outlining the functions of HRM
- iii. understanding the contemporary issues in international HRM

Course Outcomes

After completion of the course, the learners will be able to:

- i. distinguish between Personnel Management and HRM
- ii. apply the knowledge of HRM in solving HR cases
- iii. outline the parameters of HR planning
- iv. distinguish between recruitment and selection
- v. describe the methods of performance appraisal

UNIT 1: Introduction to Human Resource Management: Concept of human resource management, Role of human factor in management process, Major activities under human resource management, Structure of human resource department, Human resource development

UNIT 2: Personnel Management and Policies: Meaning of personnel Management, Characteristics of Personnel management, Functions of Personnel Management, Difference between Human resource management and Personnel management, Meaning of Personnel Policy, Objectives of personnel policy, Types of Personnel policies

UNIT 3: Human Resource Planning: Nature and importance of Human Resource Planning, Definition of human resource planning, Factors affecting human resource planning, Planning process, Requisite for successful human resource planning.

UNIT 4: Recruitment and Selection: Meaning of Recruitment, Factors influencing recruitment, Sources of recruitment, Recruitment Process, Meaning of Selection, Importance of Selection, Difference between Selection and Recruitment and Selection Procedure

UNIT 5: Training and Development: Meaning of training, Training objectives, Importance of training and development, Career Development and Methods of training

- UNIT 6: Performance Appraisal:** Meaning and concept, Benefits of Appraisal, Conflict and confrontation, Process of performance appraisal, Methods of performance appraisal
- UNIT 7: Wages and Salary Administration and Compensation Management:** Concept of Wages and Compensation, Wage determination process, Concept of Compensation Management, Types of Compensation and Executive Remuneration Compensation Plan
- UNIT 8: Job Analysis :** Concepts of Job Design, Job Analysis, Job Evaluation, Job Enrichment and Performance Appraisal.
- UNIT 9: Industrial Relations:** Concept and Meaning of industrial Relation (IR), Importance of IR, Objectives of IR, Approaches to IR, Measures to improve IR,
- UNIT 10: Industrial Disputes:** Concept of Industrial Disputes, Nature of Industrial Disputes, Causes of Industrial Disputes, Settlements of Disputes
- UNIT 11: International HRM and e-HRM:** Meaning of Domestic H.R.M. & International H.R.M, differences affects on H.R.M, A Global H.R. System, concept of e-HRM and e-HR Activities
- UNIT 12: Strategic HRM:** Meaning of Strategic HRM, Nature of Strategic HRM, Strategic Management Process, Types of HRM Strategy and their Features, HR Functions with Strategic Management Process, Importance of Strategic Management
- UNIT 13: Future Challenges in Human Resource Management:** The Job and Challenges, the New Professional Approach, Challenges in Human Resource Management, Major Challenges in Human Resource Management
- UNIT 15: Case Studies in HRM:** Meaning of case study, Case No:1 - Selection process of Hindustan Liver Ltd, Case No:2 - Performance Appraisal Policies, Case No:3 - Employee Benefit, Case No:4 - Job Analysis, Case No:5 - Salary Inequalities

4TH SEMESTER

PRODUCTION & OPERATIONS MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of production and operations management
- ii. outlining the aspects of process design, plant location, plant layout
- iii. explaining the concepts of purchasing and inventory management

- iv. understanding the issues in management of quality

Course Outcomes

After completion of the course, the learners will be able to:

- i. outline functions of a Production and Operations Manager
- ii. classify process design options
- iii. identify factors influencing plant location
- iv. classify process design options
- v. utilize the techniques of inventory management in solving inventory management problems
- vi. identify the contribution of quality gurus

UNIT 1: Introduction to Production Management: Basic Concepts, Definition of Production and Operations Management, Functions of Production and Operations Manager, Decision Making in Production and Operations, Basic production management concepts, Basic Manufacturing Process, Major factors affecting process design decisions.

UNIT 2: Process Design:Types of process design, cellular manufacturing, Inter relationship among product design, process design and Inventory Policy, Automations in Production and operations.

UNIT 3: Plant Location and layout: Concept of Location, Plant Location, Plant location methodology, Plant Layout

UNIT 4: Job Design: Job Design, Work Study, Method Study, Work Measurement, Work Sampling

UNIT 5: Product Design: Types of New Products, The Process of New Product Development, Design for Manufacturability, Designing for Quality, Rapid Prototyping, Designing and Developing new Services.

UNIT 6: Inventory Management:Concept of Inventory, Types of Inventory, Disadvantages of high and low level of Inventories, Reasons for maintaining Inventory

UNIT 7: Techniques of Inventory Management: Economic Order Quantity (Model 1, Model 2 and Model 3), ABC Analysis

- UNIT 8: Maintenance Management:** Objectives and types of maintenance, maintenance Policy, Need for replacement, Replacement problems, Determination of maintenance crew size, Reliability, Information system for maintenance management
- UNIT 9: Capacity Planning:** Concept of Capacity Planning, Types of Capacity, Measures of Capacity, Capacity Planning Strategies, Flexibility in Capacity in a facility, Increasing the capacity of a plant, Estimating Capacity of a Facility and Capacity Planning
- UNIT 10: Production Planning and Control:** Meaning and definition of Production Planning and Control, Elements of Production Planning and Control-Routing, Scheduling, Dispatching, Follow Up or Expediting; Techniques of Control, Advantages of Production Planning and Control
- UNIT 11: Introduction to Purchasing:** Overview of Purchasing Function, Activities Under Purchasing Function, The Transition of Purchase To Supply Management, Types of Calls For Bids, Locating Tenders, Selection of Bidders, Bidding Process, Technical Evaluation, Commercial Evaluation, Negotiating, Selection and Award, Post-Award Administration
- UNIT 12: Material Requirement Planning:** Product Structure, Bill of Material, concept of Material Requirements Planning (MRP), Using the MRP System, Manufacturing Resources Planning (MRP-II), Meaning and Definition of Production Planning, Control and Elements of Production Planning and Control and Techniques of Control.
- UNIT 13: Quality Management:** Quality Management Evolution, definitions of Quality, Benefits of Quality Management, Dimensions of Quality, Determinants of Quality, Causes of Quality Failure, Quality Control, Inspection, Quality Assurance, Quality in Services, Quality Costs and Control Surplus and Waste Disposal
- UNIT 14: Supply Chain Management :** Objectives and types of Maintenance, Maintenance Policy , Need for replacement, Criteria for Replacement, Replacement problems, Reliability, Determination of Maintenance crew size and Information system for Maintenance Management

UNIT 15: Total Quality Management: Concept and essentials Of TQM Culture, Top Management Leadership In TQM, Human Resource Development, Process Management In TQM System, Benefits Due To TQM, TQM “Gurus” And Their Contributions, Components Of TQM , concept and meaning of Six Sigma Quality and JIT Philosophy and its Benefits

5th SEMESTER

FINANCIAL ACCOUNTING

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of accounting and its features
- ii. outlining the aspects of accounting mechanics
- iii. explaining the aspects of financial statements analysis

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of accounting
- ii. distinguish between accountancy and accounting
- iii. apply principles of Double Entry
- iv. distinguish between hire purchase system and installment purchase system
- v. distinguish between bank statement and bank reconciliation statement
- vi. calculate various ratios

UNIT 1: Fundamentals of Accounting: Concept of Accounting, Difference between Accountancy and Accounting, Accounting as Science and Art, Features of Accounting; Scope and Functions of Accounting;

UNIT 2: Accounting Mechanics- I: The Double-Entry System : Practical application of the Principle of Double Entry, Meaning of Account, Meaning of Debit and Credit, Classification of Accounts; Golden rules of Accounting; An Introduction to the Books of Accounts; Journal : Format of Journal, Process of Journalizing.

UNIT 3: Accounting Mechanics –II:Concept of Ledger: Meaning of Ledger, Need for Ledger and Subdivision of Ledger, Format of a Ledger Account, Distinction between Journal and Ledger; Ledger Posting: Meaning of Posting and basic Points regarding posting,

Procedure for Balancing of an Account; Trial Balance : Meaning and features of Trial balance, Preparation of a Trial Balance; Methods of preparation of Trial Balance; The Suspense Account; Nature of Ledger Account Balances

UNIT 4: Sectional and Self Balancing Ledger Systems I: Meaning of Sectional Ledger Balancing System; Features of Sectional Ledger Balancing System; Advantages of Sectional Ledger Balancing System; Defects of Sectional Ledger Balancing System; Procedure of Sectional Ledger Balancing System: Preparation of Total Debtors' Account, Preparation of Total Creditors' Account;

UNIT 5: Sectional and Self Balancing Ledger Systems II: Meaning and Features of Self-Balancing Ledger System; Advantages of Self- Balancing Ledger System; Procedure of Self- Balancing Ledger System : Entries to be passed under Self- Balancing Ledger System, Posting from the Sales Book when Ledgers are on Self-Balancing Ledger System, Self- Balancing of Debtors' Ledger, Self- Balancing of Creditors' Ledger, Self- Balancing of General Ledger

UNIT 6: Bank Reconciliation Statement: Pass book and statement of decerent; Concept of Bank Reconciliation statement; Importance of Bank Reconciliation statement; Distinctions between Bank statement and Bank Reconciliation Statement; Preparation of Bank Reconciliation Statement; Causes of differences

UNIT 7: Hire-Purchase System: Meaning and Features of Hire Purchase System; Advantages and Disadvantages of Hire Purchase System; Rights and Obligations of Hire Purchaser and Seller; Accounting for Hire Purchaser System;

UNIT 8: Installment Purchase System: Meaning and Features of Installment Purchase System; Differences between Hire Purchase and Installment Purchase Systems; Accounting for Installment Purchase System

UNIT 9: Presentation of Final Accounts I: Preparation of Final Accounts, Trading Account, Meaning of trading account and gross profit, Contents of Trading Account, Journal entries relating to preparation of Trading Account, Specimen form of Trading Account, Profit and Loss account

UNIT 10: Presentation of Final Accounts II:Preparation of profit and loss account, Balancing of profit and loss account, Distinction between Trading and Profit and Loss A/c, Format of Profit and Loss Accounts, Provisions & Reserves, Provision for Bad and Doubtful Debts, Usual Adjustment Entries, Closing entries for Preparation of Profit and Loss Account, Balance Sheet, Steps for Preparation of Balance Sheet, Classification of Assets, Classification of Liabilities, Items appearing in the Balance Sheet, Format of Balance Sheet.

UNIT 11: Depreciation: Concept of Depreciation, Depreciation Accounting, Depreciation- as a source of fund, Causes of Depreciation, Characteristics of Depreciation, Choice of Methods for Computing Depreciation, Methods of recording depreciation, Methods of providing depreciation.

UNIT 12: Partnership: Meaning of Partnership, Accounting for Partnership firm, Admission of a new Partner, Retirement or Death of a Partner, Computation of retiring /deceased partners share in the firm, Mode of payment of retiring / deceases partners share, Dissolution of firm, Dissolution of Partnership and Dissolution of firms, Settlements of accounts, Accounting entries for dissolution, Insolvency of Partner/Partners.

UNIT 13: Financial Statement Analysis: Financial Statement, Balance Sheet, Components of Balance Sheet, Assets, Profit and Loss Account, Concept of Profit, Statement of Cash Flow, Sources and Uses of Cash, Change in Current Assets, Change in current Liabilities, Funds flow Statement, Sources and Uses of Working Capital, Forms of funds flow statement, Uses of Statement of Changes in financial position.

UNIT 14: Ratio Analysis: Ratio Analysis— Its meaning and types, Liquidity ratios, Leverage Ratio, Activity Ratio/ Turnover Ratio, Profitability Ratio, Limitations Of Ratio Analysis, Time Series Analysis.

6th SEMESTER

BUSINESS AND LABOUR LAWS

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. acquainting with the important provisions of business laws
- ii. acquainting with the important provisions of labour laws

Course Outcomes

After completion of the course, the learners will be able to:

- i. make use of legal provisions in planning business ventures
- ii. make use of legal provisions of Indian Contracts Act
- iii. make use of legal provisions of Sales of Goods Act
- iv. make use of legal provisions of Consumer Protection Act
- v. make use of legal provisions in managing business organizations

- UNIT 1: Indian Contract Act, 1872:** Essential conditions of a Valid Contract under Indian Contract Act, Offer and Acceptance; Consideration, Capacities of Parties to Contract, Performance of Contract, Discharge of Contract, Breach of Contract and Its Remedies, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency
- UNIT 2: Sales of Goods Act, 1930:** Essential of Contract of Sales, Difference between Sale and Agreement to Sell, Condition and Warranty, Passing of Property in Goods, Transfer of Title by non- owners, Performance of Contract of Sale, Rights of Unpaid seller, Breach of Contract of Sale, Auction Sale
- UNIT 3: Formation of a Company:** Formation of a Company, Stages of formation of Company, Documents Required for Incorporation, Types of Company, Meaning of Meetings and Kinds of Company, Meaning of Minute, Recording and Signing of Minutes, Role of Chairman, Postal Ballot, Resolution and its Different Kinds
- UNIT 4: The Indian Partnership Act, 1932:** Basic Concept of Partnership, Advantages and Disadvantages of Partnership firm, Kinds and Deeds of Partnership, Kinds, Rights and Duties of Partners, Minor as a Partner and Partner's Express and Implied Authority, Registration and Dissolution of Partnership Firm
- UNIT 5: Consumer Protection Act, 1986:** Definitions under the Act, Redressal Agencies under the Act, Powers of Redressal Agencies, Procedure of Filing a Complaint, Consumer Protection Councils, Penalties under the Act
- UNIT 6: The Indian Factories Act, 1948:** Definitions under the Act, Statutory agencies and their powers for enforcement of the Act, Health, Safety and Welfare Provisions, Provisions regarding Hazardous Work, Employment of young person, Penalties and Provisions
- UNIT 7. The Industrial Dispute Act (Part A):** Objectives of the Act, Important Definitions, Illegal Strikes and Lock-outs and Unfair Labour Practices
- UNIT 8. The Industrial Dispute Act (Part B):** History of the law of Industrial Disputes, Authorities under the Act and their Duties, Reference of Disputes, Procedure and Powers of Authorities, Award and Settlement
- UNIT 9: The Trade Unions Act, 1926:** Objectives of the Trade Unions Act; Important definitions; Registration of Trade Union; Rights and Liabilities of registered Trade Union; Penalties
- UNIT 10: Minimum Wages Act, 1948:** Definition of few important terms under the Minimum Wages Act. 1948 and Object and scope of the Act, Definitions under the Act,

Fixation and Revision of Wages, Safeguards in payment of Minimum Wages and Enforcement of the Act

UNIT 11: Workmen's Compensation Act, 1923: Object and scope of the Workmen's Compensation Act, 1923; Important definitions; Disablement; Employer's liability for compensation; Employer's liability when contractor is engaged; Commissioner; Compensation

UNIT 12: The Arbitration and Conciliation Act: Meaning of Arbitration and its Types; Arbitration Agreement and easements of a valid arbitration agreement; Arbitration and his appointment; Powers and Duties of Arbitrator; Conciliation its meaning and Proceedings; Role of Conciliator; Kinds of Conciliation; Drafting of Agreement; Suggestions for improving the conciliation machinery

UNIT 13: Employees' Provident Funds and Miscellaneous Provisions Act, 1952: Scope and Applicability of the Act; Various schemes provided under the Act; Central Board and its constitution, functions and powers; State Board and their constitution; Duties and Powers of Inspectors appointed under the Employee's Provident Funds and Misc Provisions Act, 1952; Constitution and working procedure of the Act

UNIT 14: The Payment of Gratuity Act, 1972: Objects and Scope of the Payment of Gratuity Act; Provisions of the payment of Gratuity Act; Procedure of determination and payment of gratuity under the Payment of Gratuity Act; Dispute regarding the amount of gratuity; Appointment and Power of Inspector under the Payment of Gratuity Act; Controlling Authority and its Power

UNIT 15: The Payment of Wages Act, 1936: Definition of wages, few important terms under the Payment of Wages Act, 1936 and its objects and application; Responsibility for payment of wages; Time of Payment of Wages; Deduction and its various kinds; Deductions claims for wrongful deductions

7th SEMESTER

SALES AND RETAILING MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concepts of sales management and its evolution
- ii. outlining the functions of wholesalers and retailers
- iii. understanding the emerging trends in sales management

Course Outcomes

After completion of the course, the learners will be able to:

- i. define the concept of personal selling and sales management
- ii. describe the requirements of effective sales training
- iii. apply the knowledge of sales in making decisions related with sales force.
- iv. apply the knowledge of sales in making decisions related with sales territory
- v. apply the knowledge of sales and distribution in analyzing management cases

UNIT 1: Introduction to Sales Management: Concept and Importance of Sales Management, Defining Sales Management, Objectives of sales management, Types of selling, Role of Sales Management, Relationship between Marketing and Sales Management

UNIT 2: Sales Organisation: Concept of Sales Organisation, Setting up a Sales Organisation, Basic Types of Sales, Organisational Structures, Centralised and Decentralised Sales Organisations, Constructing a sound sales organisation

UNIT 3: Designing the Sales Force: Sales force management, Objectives of sales force, Designing a sales force, Sales planning and Policies, Sales force Structure and Size, Performance rating of sales force.

UNIT 4: Recruitment and Training: Sources of recruitment of sales personnel, Selection process, Sales training programme, Evaluation of sales personnel,

UNIT 5: Compensation Management: Meaning of Compensation, Features of compensation plan for salesmen, Developing a compensation plan, Methods of Compensation, Fringe benefits and Non monetary benefits.

UNIT 6: Sales Training Programme: Meaning of Training, Conceptualisation of Sales Training, Objectives of Sales Training Programme, Contents of Sales Training Programme, Importance of training and development, Methods of training

UNIT 7: Personal Selling: Objectives of personal selling, Qualitative Objectives, Quantitative Objectives, Personal Selling Process, Challenges in Personal Selling

UNIT 8: Sales Forecasting: Definition of Sales Forecasting, Importance and objectives of sales forecasting, Factors affecting Sales forecasting, Process of sales forecasting, Methods of Sales forecasting

UNIT 9: Sales Planning and Budgeting: Sales Planning Process, Sales Budget, Purpose of Sales Budget, Types of Sales Budget, Advantages of Sales budget, Procedures for sales budgets, Success of Budget Programme

UNIT 10: Retailing: Defining Retailing, Functions of Retailing, Characteristics of Retailing, Classification of Retail firm, Retail Industry in India- different forms, Retail

Merchandising, Strategy and Benefits in Retail Merchandising, Visual Merchandising, Vertical Marketing System

UNIT 11: Classification of Retail units: Introduction to Retail Space Management, Optimum Space Use, Steps to be Considered for Using Floor Space, Merchandise Planning in Store Designing, Steps in Designing Store Layout; Store Design, Storefront Design, Interior Design, Lighting Design, Sounds and Smells, Vertical Marketing system (VMS), Types of VMS, Scope of VMS, Importance and Drawback of VMS

UNIT 12: Wholesaling: Concept and Importance of Wholesaling, Types of Wholesalers, Functions of Wholesalers, Latest Trends in Wholesaling

UNIT 13: New Trends in Sales Management- Introduction, Sales Management Information System, Relationship Marketing, Role of E-commerce in Selling, International Sales Management, Challenges Faced by International Sales Managers

UNIT 14: Case Study

8th SEMESTER

BUSINESS ENVIRONMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the social responsibilities of business
- ii. outlining the aspects of industrial sickness
- iii. explaining the environmental forces affecting business
- iv. understanding the contemporary issues related with globalization

Course Outcomes

After completion of the course, the learners will be able to:

- i. describe the concept of business environment.
- ii. examine the influence of environment on business
- iii. identify the reasons of industrial sickness
- iv. outline the procedure of trademark registration
- v. apply the knowledge of business environment in analyzing management cases

UNIT 1: Introduction to Business Environment: Meaning and concept of Business, characteristics of Business, components and types of industry and commerce,

meaning of business environment, micro and macro environment, importance of business environment

- UNIT 2: Business and Society:** Concept of social environment of business, meaning of social responsibility of business and corporate governance, benefits of good corporate governance.
- UNIT 3: Industrial Policies:** Meaning of developed economy, mixed economy and economic reforms, evolution of Industrial Policy in India, industrial policy revolution up to 1991, new industrial policy 1991 and its evolution, Privatization and disinvestment, and IRDA
- UNIT 4: Natural and Technological Environment:** Natural Environment, Emerging Trends in Natural environment, Technological Environment, Innovation, Technology and Competitive Advantage, IT and Business Environment.
- UNIT 5: Small Enterprise and Village Industries:** Definition and characteristics of small enterprises, relationship between small and large enterprises, objectives and scope of small enterprises, role of small enterprise in economic development and problems of small scale units
- UNIT 6: Industrial Sickness:** Meaning of Industrial Sickness, warning signals of Industrial sickness, external and internal causes of industrial sickness, consequences of industrial sickness, and corrective measures
- UNIT 7: Labour Environment:** Concept of Labour market, labour legislations, labour welfare, definition of industrial relation; trade union ;workers participation in management; quality circles , VRS and Golden handshakes
- UNIT 8: Financial Environment:** Introduction to money market and capital market with special reference to India, organized and unorganized money market
- UNIT 9: Globalization of Business:** Concept and evolution (GATT, WTO and Uruguay Round Agreement), meaning and features of international business, importance of international business
- UNIT 10: Multinational Corporations:** Definition and meaning, MNCs and International trade, Merits and demerits of MNCs, MNCs in India
- UNIT 11: Patents and trademarks:** Definition of Patent and trade marks, falsifying and falsely representing trademarks as registered, registration of trade marks as associated trade marks.
- UNIT 12: Economic Planning:** Planning in India, planning commission, formulation of plan, twelfth plan

UNIT 13: Economic development: Industrial development, salient features of industrial planning and development, role of public and private sectors, import and export

UNIT 14: Cases related to Business Environment

Annexure-2 C

Detailed Syllabus of Skill Enhancement Course (SEC)

Research Methodology in Management

7th SEMESTER

RESEARCH METHODOLOGY IN MANAGEMENT

Total Marks: 30+70 = 100

Course Objectives

The objectives of the Course are to help the learners in

- i. understanding the concept and process of business research in management.
- ii. know the use of tools and techniques for exploratory, conclusive and causal research.
- iii. understand the concept of literature review, research problem and formulation of research hypotheses, measurement and scaling and sampling.
- iv. use statistical techniques for analysis of research data.

Course Outcomes

Upon successful completion of the course, the learners will be able to:

- i. relate the concept and process of business research in business environment.
- ii. familiar to the use of tools and techniques for exploratory, conclusive and causal research.
- v. apply concept of literature review, research problem and formulation of research hypotheses, measurement and scaling and sampling.
- iii. interpret the result of statistical techniques for analysis of research data

UNIT 1: Introduction to Research

Meaning and Concept of Research in Business, Types of Research: Exploratory and Conclusive Research, The Process of Research, Research Applications in Business Sciences, Features of a Good Research Study

UNIT 2: Research Design

Meaning of Research Design, Nature and Classification of Research Designs, Exploratory Research, Descriptive Research Designs, Experimental Designs and Errors affecting Research Design

UNIT 3: Literature Review

Defining Secondary Data, Definition and Purpose of literature Review, Types of Literature Review, Process of Literature Review and examples of Literature Review

UNIT 4: Research Problem

Defining the Research Problem, Management Decision Problem and Marketing Research Problem, Problem Identification Process, Components of the Research Problem,

UNIT 5: Formulation of Research Hypothesis

Formulating the Research Hypothesis and contents of a Research Proposal and Types of Research Proposal

UNIT 6: Primary and Secondary Data

Classification of Data: Types and Sources, Secondary Data – Uses, Advantages and Disadvantages, Primary Data Collection - Observation Method, Focus Group Discussion and Personal Interview Method

UNIT 7: Measurement and Scaling

Types of Measurement Scales, Classification of Scales, Comparative Vs Non Comparative Scales, Measurement Error: Scale Evaluation, Criteria for a Good Measurement.

UNIT 8: Sampling

Sampling Error and Non Sampling Error, Sampling Design Process, Non-Probabilistic and Probabilistic Sampling Technique, Non- Probabilistic Sampling Technique, Probabilistic Sampling Technique and determination of Sample Size

UNIT 9: Questionnaire Design

Questionnaire method, open and closed ended questions; Types of Questionnaires and Questionnaire Design Process; Factors to be considered while framing and administering questionnaires .

UNIT 10: Data Processing and Analysis

Processing of Data, Editing of Data, Types of editing of Data, Coding of Data and Tabulation of Data

UNIT 11: Univariate and Bivariate Analysis of Data

Descriptive vs Inferential Analysis, Descriptive Analysis of Univariate data, Descriptive Analysis of Bivariate data and analysis of Nominal scale data with multiple category responses

UNIT 12: Testing of Hypotheses

Concepts in Testing of Hypothesis, Steps in testing of hypothesis, Different tests of hypotheses; and Applications of Hypothesis Testing

UNIT 13: Research Report Writing

Meaning and Significance of Report Writing, Types of research reports, Structure of the research report, Report writing: Formulation rules for writing the report, Guidelines for presenting tabular data and guidelines for visual Representations

UNIT 14: Ethics in Research

Meaning of Research Ethics, Clients Ethical code, Researchers Ethical code, Ethical Codes related to respondents and Responsibility of ethics in research

References:

- i.** Malhotra, N.K. and Dash, S. (2011). Marketing research: An Applied Orientation (6th edition), New Delhi: Pearson Education.
- ii.** Shields, Patricia; Rangarjan, Nandhini (2013). A Playbook for Research Methods: Integrating Conceptual Frameworks and Project Management. Stillwater, Oklahoma: New Forums Press. ISBN 1- 58107-247-3.
- iii.** Kakati R. P. and Choudhury S. (2013), Measuring Customer-Based Brand Equity Through Brand Building Blocks for Durables, The IUP Journal of Brand Management, Vol. X, No. 2, pp.24-42 4.
- iv.** Kothari, C.R. and Garg, G.(2014), 'Research Methodology - Methods and Techniques', New Age International Publishers 5. Malhotra. N.K.(2011), Marketing Research – An Applied Orientation, Pearson Education

Annexure 3

Coursewise Faculty allotment of BBA Programme

Semester	Title of the Course	School	Discipline	Faculty/Course Coordinator
Semester 1	Principles of Management and OB (4)	MDSM	MGT	Smritishikha Choudhury
Semester 2	Marketing Management (4)	MDSM	MGT	Smritishikha Choudhury
Semester 3	Fundamentals of Financial Management(4)	MDSM	COM	DipankarMalakar
	HRM (4)	MDSM	MGT	Chayanika Senapati
Semester 4	Entrepreneurship and Small Business Management (4)	MDSM	COM	Chayanika Senapati
	Production and Operations Management (4)	MDSM	MGT	Smritishikha Choudhury
	Business Statistics (4)	HBST	Maths	HarekrishnaDeka
Semester 5	E-Commerce (4)	MDSM	COM	Chayanika Senapati
	Financial Accounting	MDSM	COM	DevajitGoswami
	Consumer Behaviour (4)	MDSM	MGT	Smritishikha Choudhury
	HRD (4)	MDSM	MGT	Chayanika Senapati
Semester 6	Business and Labour Laws (4)	MDSM	MGT	Chayanika Senapati
	Industrial Relations (4)	MDSM	MGT	Chayanika Senapati
	Indian Financial System(4)	MDSM	COM	GobindaDeka
	Advertising and Promotion Strategy	MDSM	MGT	Smritishikha Choudhury
Semester 7	Sales and Retailing Management (4)	MDSM	MGT/ COM	DevajeetGoswami
	Organisational Development (4)	MDSM	MGT	Chayanika Senapati
	Cost and Management Accounting (4)	MDSM	COM	DipankarMalakar

Semester 7 (SEC)	Research Methodology in Management	MDSM	MGT	Smritishikha Choudhury
Semester 8	Business Environment (4)	MDSM	MGT	Chayanika Senapati
	Business Economics (4)	SKBSS	ECO	Prof JoydeepBaruah

Annexure 4

Fieldwork/Internship/Project Guidelines

A. PROJECT FORMULATION:

This component of Fieldwork/Internship/ Project may be taken with the following perspectives

- The component should be done in an application area of B.B.A programme.
- Comprehensive case study (covering single organization/multifunctional area problem, formulation analysis and recommendations) also may be conducted.
- Inter-organisational study aimed at inter-organisational comparison also may be conducted.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- It may be based on primary or secondary data.

B. PROPOSAL/SYNOPSIS/PLAN OF ACTION:

Learners will have to submit when the detailed guidelines will be made just before commencement.

C. TYPE OF THE FIELDWORK/INTERNSHIP/PROJECT:

The learners are expected to work on a real-life project preferably in some industry or any issues related to general management and marketing management. Learners are encouraged to work in the areas closely associated with their programme of study. The learner can formulate a project problem with the help of her/his Guide and submit the project proposal for approval to the Coordinator of the respective study centres. Approval of the project proposal is mandatory. If approved, the learner can commence working on it, and complete it.

D. INTERNSHIP

- i. The learner if not employed elsewhere, may choose an organization for internship projects. The University will help the learner in conceptualizing the proposal in consultation with the organizational guide.

- ii. The learner will have to submit the Internship Report with an endorsement certificate from the organization.
- iii. The learner will be required to submit a weekly diary of the activities conducted during the Internship period.

E. STEPS INVOLVED IN THE PROJECT WORK:

The project work should be done by the learner only. The role of the guide should be about guidance wherever any problem encounters during the preparation of project. The following are the major steps involved in the preparation of project, which may help you to determine the milestones and regulate the scheduling of the project:

- Select a guide in consultation with the coordinator (be in touch with the guide during the work).
- Select a topic.
- Prepare the project proposal in consultation with the project guide.
- Submit the project proposal (two copies, one to be returned to the candidate after approval) along with the necessary documents to the Coordinator of the study centre.
- Receipt of the project approval from the Coordinator of the study centre.
- Carry out the project-work.
- Prepare the project report.
- Submit the project report to the Coordinator of the study centre within 4 months from the last date of last examination of 3rd Semester.
- Appear for the viva-voce as per the schedule declared by the University.

F. RESUBMISSION OF THE PROJECT PROPOSAL IN CASE OF NON-APPROVAL:

- i. In case of non-approval, the suggestions for reformulating the project will be communicated to the learner by the Centre Coordinator. The revised project synopsis along with a new proforma, should be re-submitted along with a copy of the earlier synopsis and non-approval project proposal proforma to the Centre Coordinator.
- ii. If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.
- iii. In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.
- iv. It is necessary that the learners finalize their project proposal well ahead of time.

- v. It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
- vi. In order to complete the project in due time, a learner should devote at least 120 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis if the project is based on fieldwork.
- vii. If the learner chooses an academic area concerning evolution of any new conceptual / theoretical framework, a synopsis needs to be submitted with adequate review of literature, and formulation of research objectives, research questions and hypotheses as may be applicable.

G. PROJECT PROPOSAL FORMULATION:

The project proposal should be prepared in consultation with the guide. The project proposal should clearly state the project objectives. The project proposal should contain complete details in the following form:

- Proforma for Approval of Project Proposal duly filled and signed by both the learner and the Project Guide with date.
- Synopsis of the project proposal (4-6 pages) covering the following aspects:
 - (i) Title of the Project
 - (ii) Introduction and Objectives of the Project
 - (iii) Methodology
 - (iv) Project Planning and Scheduling
 - (v) Reference.
- Violation of the project guidelines will lead to the rejection of the project at any stage.

H. PROJECT REPORT SUBMISSION:

After completion of the work two copies of the report need to be submitted to the Centre Coordinator and a copy of the report should be kept by the candidate. The candidate should carry the copy of the report at the time of viva voce examination and get it verified and signed by the examiner. Out of the two copies submitted to the respective Study Centre

Coordinator, one copy is to be marked as 'University Copy' and the second copy is to be marked as 'Study Centre Copy'.

I. ASSESSMENT GUIDELINES FOR PROJECT EVALUATION:

Each component of the project work and the viva voce carries its own weightage, so the learner needs to concentrate on all the sections given in the project report formulation.

J. PROJECT EVALUATION:

The Project Report is evaluated for 200 marks. Viva-voce is compulsory and forms part of evaluation. A learner in order to be declared successful in the project must secure 40% marks in each component (i) Project Evaluation and (ii) Viva-voce. The learners must compulsorily clear both the components of the project. If a learner submitted the project report as per the schedule and fails to attend viva, her/his Project will remain incomplete and should contact the Coordinator of the study centre. The candidate may use power point for viva-voce in consultation with the project guide.

K. ARRANGEMENT OF CONTENTS:

The sequence in which the project report should be arranged and bound should be as follows:

1. Cover Page
2. Inside cover page
3. Certificate of Originality by the Project Guide
4. Acknowledgement
5. Abstract
6. Table of Contents
7. List of Tables
8. List of Figures
9. Chapters
10. References

11. PAGE DIMENSION AND BINDING SPECIFICATIONS: The project report should be prepared in A4 size, and should be in spiral binding. Abstract –Abstract should be a one

- page synopsis of the project work, typed in doubleline spacing (about 300 words with maximum 6 key words). Font Style Times New Roman and Font Size 12.
12. Table of Contents–The table of contents should list all headings and sub- headings. The title page and Certificate will not find a place among the items listed in the Table of Contents. 1.5 line spacing should be adopted for typing the matter under this head.
 13. List of Tables–The list should use exactly the same captions as they appear above the tables in the body of the report. 1.5 line spacing should be adopted for typing the matter under this head.
 14. List of Figures –The list should use exactly the same captions as they appear below the figures in the body of the text. 1.5 line spacing should be adopted for typing the matter under this head.
 15. Chapters- The chapters may broadly be divided into the following parts with minimum total number of pages ranging from 50 to 700-
 - (i) Introductory chapter
 - (ii) Objectives and importance (significance) for the Study,
 - (iii) Research Methodology opted for the Study (stating nature, sources, collection of data; research tools and techniques to be used; sampling procedure)
 - (iv) Limitations and Scope of the Study
 - (v) Data Analysis and Interpretation
 - (vi) Conclusion
 - (vii) References
 16. List of References- The listing of references should be typed 4 spaces below the heading “REFERENCES” in alphabetical order, in single spacing and left-justified. Typing Instructions- The impression on the typed copies should be black in colour. 1.5 line spacing should be used for typing the general text. The general text shall be typed in the Font style: ‘Times New Roman’ and Font size: 12. Use A4 (210 mm X 297 mm) for all copies submitted. Use only one side of the paper for all printed/typed matter.
 17. Page Numbering- Every page in the project report, except the project report title page, must be numbered. The page numbering, starting from acknowledgement and till the beginning of the Introductory chapter should be printed in small Roman numbers, i.e, i, ii,

iii, iv..... The page number of the first page of each chapter should not be printed. All page numbers from the second page of each chapter should be printed using numerical, i.e. 2,3,4,5... All printed page numbers should be located at the bottom centre of the page. Chapter Numbering- Use only Roman numerical. Chapter numbering should be centered on the top of the page using large bold print. < size 15> TEXT-COLOR -Black SECTION HEADINGS -Times New Roman 12 pts., bold print and all capitals. SUBSECTION HEADINGS -Times New Roman 12 pts., bold print and leading. capitals. ie. Only first letter in each word should be in capital. JUSTIFICATION The text should be fully justified MARGINS The margins for the regular text are as follows:

LEFT = 1.50"

RIGHT = 1.00"

TOP = 1.00"

BOTTOM = 1.00

L. ELIGIBILITY CRITERIA OF A PROJECT GUIDE

- i. A Faculty of the Maniram Dewan School of Management, KKHSOU headquarter.
- ii. Any university teachers in the area of Commerce, Management and Economics with minimum five years of teaching experience (Preferably PhD /M.Phil).
- iii. Any college teachers in the area of Commerce, Management and Economics affiliated to any Indian University recognized by UGC and having minimum five years of teaching experience. (Preferably PhD /M.Phil).
- iv. Faculties in the departments of Commerce, Business Management or Economics in colleges/institutions which are recognized Study centres of KKHSOU and having minimum five years of teaching experience.

Annexure V

Common Basket of Interdisciplinary Courses (IDC), Ability Enhancement Courses (AECs), Value Added Courses (VACs) and Skill Enhancement Courses (SECs)

Along with Detailed Syllabus

List of Courses Semester-wise

Semester	Course Type	Course Name
I	IDC (any one course needs to be selected from the basket)	101 Functional Assamese* <i>(open to all except those with Assamese as major or minor)</i>
		102 Reading and Writing Skills*
		103 Media Studies*
		104 Distance Education <i>(open to all except those with Education and Sociology as major or minor)</i>
		105 Constitution of India <i>(open to all except those with Political Science as major or minor)</i>
		106 Economy of the North East India <i>(open to all except those with Economics as major or minor)</i>
		107 Understanding Indian Society <i>(open to all except those with Sociology as major or minor)</i>
		108 Introduction to Indian History <i>(open to all except those with History as major or minor)</i>
	AEC	101 General English*
	VAC	101 Environmental Studies and Disaster Management*
	SEC (any one Course only)	101 Office Management*
		102 Organic Farming*
		103 Introduction to Geo-informatics*
II	IDC (any one course needs to be selected from the basket)	201 Select Assamese Literary Texts*
		202 General Principles of Writing*
		203 Environmental Education <i>(open to all except those with Education as major or minor)</i>
		204 Issues in Development Communication*
		205 Perspectives on Indian Economy <i>(open to all except those with Economics as major or minor)</i>
		206 Introduction to Ethics <i>(open to all except those with Philosophy as major or minor)</i>
		207 Understanding Social Problems <i>(open to all except those with Sociology as major or minor)</i>
		208 Introduction to History of Assam <i>(open to all except those with History as major or minor)</i>
	AEC (any one Course only)	201 MIL Assamese*
		202 Alternative English*
		203 MIL Bengali*
		204 MIL Hindi*
		205 MIL Bodo*
VAC	201 Introduction to Yoga*	

	SEC (any one Course only)	201 Tea Cultivation and Management* 202 Electricity and Electrical Wiring*	
III	IDC (any one Course needs to be selected from the basket)	301 English for Professional Studies* 302 Economics of Education* <i>(open to all except those with Education as major or minor)</i>	
		303 Business Communication and Media Management* 304 Understanding North East India <i>(open to all except those with Sociology s as major or minor)</i>	
		305 Rural Development in India <i>(open to all except those with Economics as major or minor)</i>	
		306 Essentials of Indian Philosophy <i>(open to all except those with Philosophy as major or minor)</i>	
		AEC	301 Life Skills*
		SEC	301 Cyber Security*
	IV	AEC (any one Course only)	401 Studies of Assamese Culture* <i>(open to all except those with Assamese as major or minor)</i> 402 Spoken English* 403 English for Media Studies*
VII	SEC	701 Research Methodology	

*Note: All Courses marked by * are open to all irrespective of Choices of Major and Minor Subjects*

Detailed Syllabi of Interdisciplinary Courses (IDCs)

IDC 101 Functional Assamese

Course Objective:

After going through this course, a learner will be able to:

- Achieve a clear view of the Assamese Grammar.
- Familiar with the writing style of Assamese language.

Course Outcomes:

- Develop the ability to write in the Assamese language.
- Make use of Assamese grammar and style of writing.

Syllabus

- অধ্যায় ১ :** **অসমীয়া ভাষাৰ ব্যাকৰণৰ কেইটামান বিশেষ দিশ —১**
আখৰ, ধ্বনি আৰু বৰ্ণ/আখৰ, বৰ্ণ আৰু ধ্বনিৰ সম্পৰ্ক, অসমীয়া ধ্বনি, উপধ্বনি আৰু তাৰ শ্ৰেণীবিভাজন, বিশিষ্ট ধ্বনি বা বৰ্ণ: বিশিষ্ট স্বৰধ্বনি, বিশিষ্ট ব্যঞ্জনধ্বনি
- অধ্যায় ২ :** **অসমীয়া ভাষাৰ ব্যাকৰণৰ কেইটামান বিশেষ দিশ —২**
চন্দ্রবিন্দুৰ ব্যৱহাৰ, গত্ববিধি আৰু ষত্ববিধি, যতিচিহ্ন
- অধ্যায় ৩:** **অসমীয়া ভাষাৰ বিভক্তি আৰু প্ৰত্যয়**
বিভক্তি আৰু প্ৰত্যয়, অসমীয়া ভাষাৰ বিভক্তিৰ শ্ৰেণী বিভাগ: শব্দ বিভক্তি বা কাৰক বিভক্তি, পুৰুষবাচক সন্থকবাচক বিভক্তি, ক্ৰিয়া বিভক্তি. অসমীয়া ভাষাৰ প্ৰত্যয়ৰ শ্ৰেণী বিভাগ: কৃৎ প্ৰত্যয় আৰু তদ্ধিৎ প্ৰত্যয়, নিৰ্দিষ্টতা বাচক প্ৰত্যয়
- অধ্যায় ৪ :** **অসমীয়া ভাষাৰ বাক্যৰীতি**
বাক্যৰীতিৰ সংজ্ঞা, বাক্যৰ শ্ৰেণী বিভাজন, উদ্দেশ্য আৰু বিধেয়, বাক্য, উক্তি, বাক্যত পদৰ ক্ৰম
- অধ্যায় ৫:** **অসমীয়া ভাষাৰ পদ**
পদ, পদৰ শ্ৰেণী বিভাজন: সব্যয় আৰু অব্যয়, বিশেষ্য, বিশেষণ, সৰ্বনাম, ক্ৰিয়া
- অধ্যায় ৬:** **অসমীয়া ভাষাৰ সন্ধি, সমাস, বচন আৰু লিংগ**
সন্ধি, সমাস, বচন, লিংগ
- অধ্যায় ৭:** **জতুৱা ঠাঁচ আৰু খণ্ডবাক্য**
জতুৱা ঠাঁচ আৰু খণ্ডবাক্যৰ সংজ্ঞা, অসমীয়া জতুৱা ঠাঁচ আৰু খণ্ডবাক্যৰ প্ৰয়োগ আৰু অৰ্থ
- অধ্যায় ৮ :** **শব্দৰ ভুল প্ৰয়োগ, সমোচ্ছাৰিত শব্দ, সমার্থক শব্দ, বিপৰীত শব্দ, বাক-সংহতি**
শব্দৰ ভুল প্ৰয়োগ, সমোচ্ছাৰিত শব্দ, সমার্থক শব্দ, বিপৰীত শব্দ, বাক-সংহতি
- অধ্যায় ৯ :** **সাম্প্ৰতিক দৈনন্দিন জীৱনত ব্যৱহৃত অসমীয়া ভাষা**

দৈনন্দিন জীৱনত ব্যৱহৃত অসমীয়া ভাষা – শব্দৰ ভুল প্ৰয়োগ, এফ এম তথা ভিন ভিন দৃশ্য-শ্ৰাব্য মাধ্যমৰ অসমীয়া ভাষা, নিৰ্দিষ্টতা বাচক প্ৰত্যয়, কাৰক আদিৰ পৰিহাৰ

অধ্যায় ১০ :

প্ৰবন্ধ লিখন, সমীক্ষালিখন আৰু পৰিভাষাৰ প্ৰাথমিক ধাৰণা

প্ৰবন্ধৰ সংজ্ঞা, অৰ্থ আৰু ইতিহাস, লিখন পদ্ধতি – গুৰুত্ব দিবলগীয়া কিছু দিশ, সমীক্ষাৰ সংজ্ঞা, অৰ্থ আৰু ইতিহাস, লিখন পদ্ধতি, বিভিন্ন প্ৰকাৰৰ সমীক্ষা, পৰিভাষাৰ সাধাৰণ পৰিচয়

অধ্যায় ১১ :

চিঠি, আবেদন পত্ৰ, কাৰ্যালয়ৰ টোকা প্ৰস্তুত আৰু সভাৰ কাৰ্যক্ৰমণিকা লিখন

চিঠিৰ বিভাগ আৰু লিখন পদ্ধতি, আবেদন পত্ৰৰ ভাগসমূহ, লিখন পদ্ধতি, কাৰ্যালয়ৰ টোকা প্ৰস্তুতিৰ পদ্ধতি, সভাৰ কাৰ্যক্ৰমণিকা লিখন

Reading List

Bora Satyanath (1998). *Bohol Byakoron*. Guwahati.

Deka, Dharma Singha (2018). *Rachana Bichitra*. Guwahati: Asom Book Depot.

Goswami, Upendranath (1997). *Axamiya Bhasar Byakoron*. Guwahati: Moni-Manik Prakash

Goswami, Golokchandra (1996). *Axamiya Bornopokash*. Guwahati: Bina Library

Anker.S(1998). *Real Writing*. Boston: Bedford Books

Misra.P.S.(2009). *An Introduction to Stylistics: Theory and Practice*. New Delhi: Orient Black Swan

Puri, Manohar (2006). *Art of Editing*. New Delhi: Pragun Publications.

IDC 102 Reading and Writing Skills

Learning Objectives

The objectives of the course are to:

- develop reading and writing skills
- provide an idea on the methods and techniques of good reading skills
- provide a detailed study on various aspects and types of writing skills
- enhance the learner's communication skills
- equip the learner with a sound knowledge and good practice of these skills in their practical life

Learning Outcomes

After going through the course, the learner will be able to:

- enhance reading and writing skills
- discuss the methods and techniques of good reading skills
- study the various aspects and types of writing skills in a detailed manner
- enhance the learner's communication skills as it would help in real life contexts and situations
- develop knowledge of different literary forms and their stylistic variations

UNIT 1: SOME CONCEPTS IN READING

Introduction, the Skills of Reading, Reading a Text, The Reading Process, Key Words

UNIT 2: READING A STORY

Introduction, Pre-reading Activities, While Reading a Story, Post-reading Activities

UNIT 3: READING A POEM

Introduction, Pre-reading Activities, Reading the Poem, Post-reading Activities

UNIT 4: READING A PROSE TEXT

Introduction, Pre-reading Activities, While Reading a Prose Text, Post-reading Activities

UNIT 5: READING A PLAY

Introduction, Pre-reading Activities, Reading the Play, Post-reading Activities

UNIT 6: SOME CONCEPTS IN READING I

Introduction, Features of Good Writing: Cohesion

UNIT 7: SOME CONCEPTS IN WRITING II

Introduction, Coherence, Punctuation

UNIT 8: PRÉCIS WRITING

Introduction, Techniques of Faster Reading, Writing a Good Précis, Language Work, Worked out Examples

UNIT 9: REPORT WRITING

Introduction, Language and Style of Reporting, Headlines, Writing a Report

UNIT 10: WRITING FORMAL LETTERS AND FIR WRITING

Introduction, the Structure of a Letter, A Format of FIR

UNIT 11: COMMUNICATION SKILLS

Introduction, What is Communication? Listening Skill, Speaking Skill, Soft Skill, Face-to-Face Oral Communication, Oral Communication and Soft skills, Non-verbal Communication, Telephone

Communication, Formal & Informal Telephone Communication, Non- verbal Communication, Cutting in a Long-winded Speech, Analysing Soft Skills, Assertiveness, Social Graces

Reading List

Bishop, Wendy. (1992). *Working Words: The Process of Creative Writing*. California: Mayfield Publishing Company

Burroway, Janet. (1992). *Writing Fiction: A Guide to Narrative Craft*. New York: Harper Collins

Drabble, Margaret. Ed. (2008). *The Oxford Companion to English Literature*. Sixth Edition.

Hudspn, William Henry. (1995). *An Introduction to the Study of Literature*. New Delhi: Kalyani Publishers.

Kirszner, Laurie and Stephen Mandall. (2004). *Literature: Reading, Reacting, Writing*. Fifth Edition. Canada: Thomas Wadsworth

Scholes, Robert and Nancy R. Combey et al. (eds.) (1997). *Elements of Literature*. Fourth Edition. New York: Oxford University Press.

IDC 103 Media Studies

Course Objectives

- To provide an overview of the different types of mass media
- To acquaint learners with the functional process of the media industry
- To provide ground for analyzing the usefulness of different media forms in the society

Course Outcomes

On completion of this course, the learners will be able to

- describe the various forms of media and their functionality
- critically analyze the media forms and their role in society
- examine how the media industry and media content shape our views

Syllabus

UNIT 1: THE MASS MEDIA

Media of Mass Communication, Characteristics of different mass media, Audience, Reach and Access, Role of media, Creating public opinion, Agenda-setting role

UNIT 2: DEVELOPMENT OF MASS MEDIA

Early Communication systems in India, Role of media in India, Freedom struggle and the role of media, Pre-independence era of mass media, Development of Mass Media in the Post Independence Era – Press, Television, Radio, Films, Advertising, Public Relations

UNIT 3: TRADITIONAL FOLK MEDIA

Traditional Folk Media, Advantages of Traditional Folk Media, Folk Media Reflects Social Changes, Traditional Folk Media as Development Media

UNIT 4: PRINT MEDIA

Print media – an introduction, Types of Print Media, Relevance and importance of Print Media — Problems and prospects, History of newspaper - World scenario, Indian scenario, Newspaper categories and formats

UNIT 5: AUDIO MEDIA - RADIO

What is audio media?, Audio media vs print media vs audio-visual media, Radio Contents, Classification of programmes, Various radio programmes, Assamese programmes on radio, The elementary knowledge of radio productions

UNIT 6: VISUAL MEDIA: PHOTOGRAPHY

Concept of Photography, Photography – Basic Idea, Beginning of Photography, Still photography, Technical concepts of Photography, Types of Camera, Types, Parts of a still camera, Movie Camera, Shots and Camera Movements- Shot, Camera Movement

UNIT 7: PHOTOJOURNALISM

Concept of photojournalism, Basics of photojournalism, Photo feature or Photo essay, qualities of a photojournalist, ethics of photography, writing and editing captions

UNIT 8: AUDIO-VISUAL MEDIA: FILM

Film as a mass medium - Characteristics of film, Audience, Impact of film on audience, Film as an industry, Art and Commercial movie, Concept of film appreciation, Film in India- Regional film, Assamese film, A few important film makers of India, Central Board of Film Certification, Concept of documentaries

UNIT 9: AUDIO VISUAL MEDIA: TELEVISION

Introduction to Television, Brief History of Television in India, *Doordarshan*

UNIT 10: TELEVISION PROGRAMMES AND PRODUCTION

Television programmes – new items, current affairs programme, Television production, Writing for television

UNIT 11: INTRODUCTION TO NEW MEDIA

Concept of new media- Definition, Difference between conventional media and new media, Characteristics of new media, Most common vehicles of new media

UNIT 12: REPORTING FOR MEDIA

Concept of Reporting, The News Reporter- Qualities, Responsibilities, Basic facts about reporting

UNIT 13: MEDIA CONVERGENCE

Convergence – an introduction, Relevance of convergence in the present circumstances, Impact of convergence on conventional forms of media

UNIT 14: WRITING FOR RADIO PROGRAMME (PRACTICAL BASED)

Prepare a detailed report for the preparation of a radio programme in the programme format of your choice, based on a minor research, as instructed in the unit.

UNIT 15: FILM REVIEW (PRACTICAL BASED UNIT)

Film review is a great way of analyzing a film by way of expressing your opinion of a movie. In this unit, learners will be required to submit a report on film reviews of any two films of their own choice. One film should be any English language film and the other should be either a mainstream Hindi film or any regional language

Reading List

- Aggarwal, Vir Bala, V.S Gupta (2002) Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing Company
- Narula, Uma. (2006) Communication Models. New Delhi: Atlantic Publishers & Distributors.
- Desai, Amit (2003) Journalism and Mass Communication. New Delhi : Reference Press
- Hodgkinson, Paul (2011), Media, Culture and Society, Sage Publications, New Delhi

IDC 104 Distance Education

Course Objectives

- To orient the learners with the nature and need of Distance Education in the present day Indian society.
- To provide the exposure to the learners to different kinds of Information and Communication Technologies (ICT) and apprise them with their use in teaching-learning process.
- To help the learners understand various modes of student support service (SSS) and develop their skills to manage such services for various kinds of programmes through Distance Education.

Course Outcomes

After going through this course, the graduates will be able to:

- acquire knowledge and understanding on the current field of education, particularly distance education
- develop the basic understanding on the emerging issues of open and distance education
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- apply the acquired specialized technical or theoretical knowledge, cognitive and practical skills in the practical field of life
- employ the right approach to generate solutions to problems related to various approaches of modern higher education.
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses

Syllabus

UNIT 1: DISTANCE EDUCATION

Growth of distance education, distance education in India

UNIT 2: LEARNER-SUPPORT SERVICE

Role of study centre, counselling classes, self-learning materials, different audio-visual aids and other electronic devices

UNIT 3: SELF LEARNING MATERIAL

Need of Self Study Materials in distance education, designing and preparing self-learning material, Planning and development of Study materials, modification and up-gradation of Study Materials.

UNIT 4: STUDY SKILLS

Study skills in distance education, strategies for developing study skills

UNIT 5: CURRICULUM

Concept, curriculum development process-major approaches

UNIT 6: CURRICULUM AND EVALUATION

Need for curriculum evaluation, aspects of curriculum evaluation

UNIT 7: ROLE OF DISTANCE EDUCATION

Distance education for rural development, Distance education for women empowerment

UNIT 8: QUALITY ASSURANCE IN DISTANCE EDUCATION

Quality enhancement, monitoring, feedback and evaluation

UNIT 9: ASSESSMENT IN DISTANCE EDUCATION

An overview on assessment, purposes of assessment, assessment in open and distance learning

UNIT 10: INTERVENTION STRATEGIES

Information and communication technologies and their application in distance education.

UNIT 11: NEW INTERVENTIONS IN OPEN AND DISTANCE LEARNING

MOOCs and Open Educational Resources and its application for opening knowledge movement in India

Reading List

- Aggarwal, D.D. Future of Distance Education, Sarup & Sons, New Delhi, 2007
Bansal, Aarti: Distance Education in 21st Century, Sublime Publications, Jaipur, 2004
Rao, V.K.: Distance Education, APH Publishing Corporation, New Delhi, 2007
Siddiqui, Mujibul Hasan: Distance Education, Theory and Research, A.P.H. Publishing Corporation, Ansari Road, New Delhi, 2007
Shardindu: Open and Dual Mode University System in India, Vani Prakasan, New Delhi, 2008

IDC 105 Constitution of India

Course Objectives

The course aims to providing learner

- An understanding of the background and process of making of the Constitution of India
- An awareness about the core values of principles underlying the Constitution of India
- An account of basic constitutional provisions and framework of governments' operation in service of the people of the country
- A sense of duties and responsibilities of as a citizen of the country

Course Outcomes

After completing the course, a learner will be able to

- Understand and appreciate the background, context and process of making of the Indian Constitution
- Appreciate and imbibe the core values and principles of the Constitution of India
- Act as a responsible citizen of the country performing her/his duties and responsibilities

Syllabus

UNIT 1: HISTORICAL BACKGROUND OF THE INDIAN CONSTITUTION

Constitutional Developments during the British Period: 1773 to 1947

UNIT 2: MAKING OF THE INDIAN CONSTITUTION

Formation of the Constituent Assembly, Drafting Committee, Adoption of the Constitution of India

UNIT 3: PHILOSOPHY AND IDEALS OF THE INDIAN CONSTITUTION

Philosophy and Ideals of the Indian Constitution: The Preamble of the Constitution of India; Sources of the Indian Constitution

UNIT 4: FEATURES OF THE INDIAN CONSTITUTION

Salient Features of the Indian Constitution

UNIT 5: FUNDAMENTAL RIGHTS AND FUNDAMENTAL DUTIES

Meaning, Historical Background, Nature, Importance, Categories of Fundamental Rights, Limitations of Fundamental Rights; Fundamental Duties: Background, Types and Significance of Fundamental Duties

UNIT 6: DIRECTIVE PRINCIPLES OF STATE POLICY

Meaning, Nature and Classification of Directive Principles of State Policy; Difference between Fundamental Rights and Directive Principles of State Policy

UNIT 7: RELATIONS BETWEEN FUNDAMENTAL RIGHTS AND DIRECTIVE PRINCIPLES

Relationship between Fundamental Rights and Directive Principles of State Policy

UNIT 8: GOVERNMENT AT THE UNION AND STATE LEVELS

Government at the Union level: The President of India, The Vice-President of India, The Union Council of Ministers, The Prime Minister; Government at the State level: The Governor, The State Council of Ministers and the Chief Minister

UNIT 9: THE PARLIAMENT OF INDIA AND THE STATE LEGISLATURE

Composition of the Parliament of India: The President, The Rajya Sabha, The Lok Sabha; Powers and Functions of the Parliament; Relation between the two Houses of the Parliament; Legislative

Procedure: Procedure for a Money Bill; The State Legislature: The Legislative Assembly or Vidhan Sabha, The Legislative Council or Vidhan Parishad

UNIT 10: JUDICIARY IN INDIA

Supreme Court and High Courts; The Supreme Court; The High Court: Subordinate Courts; Judicial Review, Judicial Activism and Independence of the Judiciary in India: Judicial Review, Judicial Activism, Independence of the Judiciary in India

UNIT 11: NATURE OF INDIAN FEDERALISM

Nature of Indian federalism: Federal features, Unitary or non-federal features; Centre-State Relations- Division of powers between the Union and State governments: Legislative Relations, Administrative Relations, Financial Relations; An estimate of Indian federalism

Reading List

- Basu, D. D. (2009). Introduction to the Constitution of India. New Delhi: Prentice Hall of India.
- Brass, Paul R. (1997). The Politics of India Since Independence. New Delhi: Cambridge University Press.
- Chander, Prakash (2000). Indian Government and Politics. New Delhi: Cosmos Bookhive Pvt. Ltd.
- Dev, B.J and Lahiri, D.K. (1985). Assam Muslims- Politics and Cohesion. Delhi: Mittal Publication.
- Ghai, K. K. (2007). Indian Government and Politics. New Delhi: Kalyani Publishers.
- Kapur, Anup Chand & Misra, K. K. (2006). Select Constitutions. New Delhi: S. Chand and Company.
- Kothari, Rajni. (2009). Politics in India. New Delhi: Orient BlackSwan Private Limited.
- Palanithurai, G. (2000). Grass-root Democracy in Indian Society. New Delhi: Concept Publishing Company.
- Pylee, M. V. (2006). Constitutional Government in India. New Delhi: S. Chand and Company.
- Singh Sisodia, Yatindra (2005). Functioning of Panchayati Raj System. Jaipur: Rawat Publication.
- Jayal, Niraja Gopal; Mehta Pratap, Bhanu (eds) (2010). Oxford Companion to Politics in India. New Delhi. Oxford University Press.

IDC 106 Economy of the North East India

Course Objectives

- To provide knowledge on different aspects of the Indian economy
- Help to analyse the service sector growth and recent important issues in the Indian economy

Course Outcomes

- This course will enable the learners to explain various important aspects of the Indian economy
- This course will also help the learners to analyse the different factors relating to the recent service sector growth and other important issues in the Indian economy

Syllabus

UNIT 1 : INDIAN ECONOMY: ITS BASIC CHARACTERISTICS, DEVELOPMENT AND GROWTH

Indian Economy in the pre-independence period, Characteristics of India as a developing economy; Emerging Issues of development in the Indian economy National Income: Trends, size and Composition

UNIT 2 : POPULATION AND HUMAN RESOURCES

Size, and growth of Population; Characteristics of the population: sex ratio, age composition, density, rural-urban ratio and occupational distribution. Indicators of Human Development: Life Expectancy, Infant Mortality and Literacy

UNIT 3: INFRASTRUCTURE IN THE INDIAN ECONOMY

Infrastructural Facilities in India: Energy, Power, Transport and Communication, Urban Infrastructure in India, Industrial Corridor and Smart Cities

UNIT 4: INDIAN AGRICULTURE & GREEN REVOLUTION

Role of agriculture in Indian economy; Nature of India's agriculture; Trends in Agricultural Production and Productivity; Factors Influencing Productivity; The new agricultural strategy and the Green Revolution; Impact of Green Revolution

UNIT 5: AGRICULTURAL FINANCE, RURAL CREDIT AND AGRICULTURAL MARKETING

Need for agricultural finance; Sources; Role of Rural co-operatives; commercial banks and Regional rural banks; Role of NABARD. Agricultural marketing: Concept and basic requirements; Limitations of agricultural marketing; Role of the Government in promoting agricultural marketing

UNIT 6: FOOD SECURITY AND PUBLIC DISTRIBUTION SYSTEM IN INDIA

Concept of Food Security; Salient Features of Food Security Act 2013, Public Distribution Systems and Its Impact on Poverty; Problems of the PDS and Suggestive Measures

UNIT 7: INDIAN INDUSTRY – DEVELOPMENTAL EXPERIENCE

Strategy of Industrial Development in India; Industrial Development since Independence; Problems of Industrialisation in India; Industrial Policy Resolution, 1956; New Industrial Policy, 1991; Recent Policy Reform Measures in Initiated in the Industrial Sector

UNIT 8: THE ROLE OF THE TERTIARY SECTOR IN THE INDIAN ECONOMY

Changing role of the Tertiary Sector in the Indian Economy; The Recent Growth of the IT and other service sectors; Major Issues in faced by the Service Sector and Suggestive Policy Measures

UNIT 9: UNORGANISED SECTOR, LABOUR PROBLEMS AND LABOUR POLICY

Unorganised Sector and India's Informal Economy; Size and Features; Major Issues; Suggestive Measures; Present Status of Agricultural Labours in India; Major Recommendations of the National

Commission on Rural Labour; Features of Industrial Labour; Trade Union Movement in India; Settlement of Industrial Disputes; Social Security Measures introduced for the welfare of the labours; Problems in the Labour Market and Suggestive Measures.

UNIT 10: PLANNING FOR DEVELOPMENT

Economic Planning in India; Overall Objectives of Economic Planning; Overall Achievements and Failures of Economic Planning; The Current Five Year Plan: Objectives and Targets Major Objectives, Targets and Achievements of the Last Five Year Plan; Critical Assessment.

UNIT 11: ECONOMIC REFORMS AND GLOBALISATION

Economic Crisis prior to 1991 Economic Reforms; New Economic Policy of 1991; Indian Economy since Economic Reforms

Reading List

- Agarwal, A.N. (2015): *Indian Economy: Problems of Development and Planning*, Ed., New Age International.
- Datt and Mahajan (2015): *Indian Economy*, 71st Ed., S. Chand & Co. Ltd.
- Dhingra, I. C. (2014): *Indian Economy: Environment and Policy*, Sultan Chand & Sons
- Kapila, U (2015): *Indian Economy: Performance and Policies*, 15th Edition, Academic Foundation.
- Misra and Puri (2016): *Indian Economy: Its Development Experience*, 31st Ed., Himalaya Publishing House.

IDC 107 Understanding Indian Society

Learning Objectives

This course intends to:

- enable the learners to understand about different types of Indian Society
- enable the learners to know about the major social institutions like Family, Marriage, Kinship, Caste, and Tribe of India
- enable the learners to know about the status of Women in India

Learning Outcomes

After going through this course, learners will be able to:

- Understand about different types of Indian Society
- know about the major social institutions like Family, Marriage, Kinship, Caste, and Tribe of India
- know about the status of Women in India

Syllabus

UNIT 1: INDIAN SOCIETY: UNITY IN DIVERSITY

Meaning and Definition of Society and Culture; Indian Society and Culture; Unity and Diversity: Meaning and Concept; Forms of Diversity in India: Geo-physical diversity, Racial diversity, Linguistic diversity, Religious diversity.

UNIT 2: TYPES OF INDIAN SOCIETY

Urban Society; Classification of Cities; Problems of Urban Society; Rural Society in India, Types of Indian Villages, Local Self-governance in the Rural Areas, Criticisms of local self-governance system; Tribal Society in India; Approaches towards tribal society, Significance of 5th and 6th schedule of the Indian Constitution

UNIT 3: MARRIAGES AND FAMILY IN INDIA

Family and marriage, Concepts, Types, Criteria of family formation; Some important dimensions of family: Household, Patriarchy, Gender division of labour

UNIT 4: KINSHIP SYSTEM

Meaning; Definition; Types; degree of Kinship Rules; Taboos; Kinship structure and pattern in the different geographical zones across India

UNIT 5: CASTE IN INDIA

Caste –Meaning and Characteristics; Jati and Varna; difference between Caste and Class; Jajmani system; Dominant Caste; Caste through the Ages; Administrative Interpretation of Caste: Scheduled Castes and their problems; Abolition of Untouchability

UNIT 6: CHANGING NATURE OF CASTE

Casteism – Meaning and causes; Relationship between Caste and Politics; Caste and Voting behaviour; Political Elite, Caste Mobilisation

UNIT 7: TRIBES IN INDIA

Tribe: Definition and Meaning; Characteristics; T.B. Naik's Characterisation of Tribe; Anthropological Convention; Constitution of India and Scheduled Tribes; Common Characteristics; Classification and Distribution of Tribes; British Policy towards the Tribes; Policy during the Post-Independence Period

UNIT 8: WOMEN IN INDIAN SOCIETY

Women in Ancient India: Vedic and Post – Vedic Periods; Buddhist period; Medieval Period; Reform Movements and Struggle for Independence; Gender Relation in different period; Women Empowerment.

UNIT 9: ECONOMY OF INDIAN SOCIETY

Economy and types of Economies; Traditional Economic system and its characteristics; Command Economic system and its characteristics; Market Economic system and its characteristics, Mixed Economic system and its characteristics; Indian Economy before Independence; Indian Economy Post Independence Period; New Economic Policies: Liberalization, Globalization, Privatization

UNIT 10: POLITICS IN INDIA

Evolution of Indian Political Structure; Indian Structure Post Independence; Society; Decentralisation of power; Political Elite; Political Parties; Emergence of Electoral System

UNIT 11: RURAL LIFE IN INDIA

Evolution of Indian Villages; Characteristics of Indian villages; Agrarian Societies: Agrarian Class Structure; Land Reforms and Changes: Land Reforms in post-independence period, Current Scenario of Land Reforms in India

Reading List

Beteille, A., 1969, (ed.): *Social Inequality: Selected Readings*. Harmondsworth: Penguin Books.
Srinivas, M.N., 1962, *Caste in Modern India and other essay*. Bombay: Asia Publishing House.
Dumont, L., 1991, "Hierarchy Status and Power: The Caste System and its implications" in Dipankar Gupta (ed.), *Social Stratification*. Delhi: Oxford University Press..
Berreman, G. D., 1991, "The Brahmanical View of Caste" in Dipankar Gupta (ed.), *Social Stratification*. Delhi: Oxford University Press.

IDC 108 Introduction to Indian History

Course Objectives

- This course is an introductory course intending to introduce Indian history to the learners
- To give a brief idea about the different sources of Indian history
- To discuss important political events of Indian history throughout the ages

Course Outcomes

After completing this course

- Learners are expected to have a fair knowledge about the history of India
- Learners will be able to understand different sources of Indian history
- Learners will be able to analyse major political events of India from different historical perspectives

Syllabus

UNIT 1: INTRODUCTION TO HISTORY

What is History, Scope and Meaning of History, Relationship of History with other Social Sciences

UNIT 2: SOURCES OF ANCIENT INDIAN HISTORY

Literary Sources, Archaeological Sources, Foreign Sources

UNIT 3: EARLY INDIAN CIVILIZATIONS

Harappan Civilization, Vedic Civilization

UNIT 4: POLITICAL DEVELOPMENTS IN MEDIEVAL INDIA

The Delhi Sultanate, Advent of the Mughals and Second Afghan Empire

UNIT 5: SOCIETY, ECONOMY, RELIGION AND CULTURE IN MEDIEVAL INDIA

Social Condition, Economy, Bhakti Movement and Sufi Movement; Art, Architecture and Literature of the Sultanate Period, Social Condition in the Mughal Period, Economy in Mughal India, Religious Conditions during Mughal Rule, Cultural Activities under the Mughals

UNIT 6: ADVENT AND ESTABLISHMENT OF BRITISH RULE IN INDIA (UP TO 1857)

Foundation, Expansion and Consolidation of the British Empire, Constitutional and Administrative Changes, British Economic Policy, revolt of 1857

UNIT 7: SOCIO-RELIGIOUS MOVEMENTS

Causes of the Socio-Religious Movements, Socio-Religious Movements under Colonial rule, Movement for emancipation of Women

UNIT 8: EMERGENCE OF NATIONALISM AND FOUNDATION OF INC

Emergence of Organised Nationalism, Different Political Associations, Foundation of Indian National Congress, Uprising of different peasant and tribal Movements

UNIT 9: INDIAN NATIONAL MOVEMENT UP TO 1916

Partition of Bengal and Swadeshi Movement, Revolutionary National Movements

UNIT 10: INDIAN NATIONAL MOVEMENT FROM 1916 TO 1939

Rise of Gandhi and his Ideology, Non-Cooperation Movement, Khilafat Movement Civil Disobedience Movement and Government of India Act 1935

UNIT 11: INDIAN NATIONAL MOVEMENT FROM 1939 TO 1947

August Offer and Quit India Movement, Subhas Chandra Bose and Indian National Army

UNIT 12: PARTITION AND TRANSFER OF POWER

Post-War Development-Change in British Attitudes, Communal Policies and Partition

Reading List

Chandra, Satish. (1990). Medieval India, NCERT, New Delhi

Chandra, Sathish(2007) A History of Medieval India, Orient Black Swan, New Delhi

Chattopadhyaya, Brajadulal (2012). The Making of Early Medieval India, Second edition, Oxford Press, New Delhi

Jha, D.N. (1977), AncientIndia-An Introductory Outline, Peoples' Publishing House, New Delhi-110055

Kosambi, D.D. (2001): The cultural and Civilization of Ancient India in Historical Outline, Vikas Publishing House

IDC 201 Select Assamese Literary Texts

Course Objectives

After going through this course, a learner will be able to:

- Identify the accent of different literary genera of Assamese literary texts.
- Discuss the writing style of diverse Assamese literary texts.

Course Outcomes

After going through this course, a learner will be able to:

- Evaluate the history and trends of distinct Assamese literary genera.
- Formulate the trends of Assamese poetry, drama, novel, and prose since inscriptions.

Syllabus

অধ্যায় ১: অসমীয়া লোক কবিতা

অসমীয়া লোকগীত/লোক কবিতাৰ সাধাৰণ পৰিচয়, শ্ৰেণীবিভাজন. *প্ৰাণগোপাল*, *পাতিলামায়াৰেখেলা*: কামৰূপী লোকগীতৰ সাধাৰণ পৰিচয়, গীতটিৰ সাধাৰণ আলোচনা

অধ্যায় ২: শংকৰদেৱ: নন্দোৎসৱ

শংকৰদেৱ: *নন্দোৎসৱ* – মূলপাঠ : কবিপৰিচয়, কবিতাটিৰ মূলভাব, কবিতাটিৰ সাধাৰণ আলোচনা, শব্দার্থ

অধ্যায় ৩: ছাহমিলান : অধমেলইলোঁ, অধমেলঙ, আল্লাৰনাম

ছাহমিলান : অধমেলইলোঁ, অধমেলঙ, আল্লাৰনাম (জিকিৰ) – মূলপাঠ : কবিপৰিচয়, জিকিৰৰসাধাৰণপৰিচয়, কবিতাটি (জিকিৰ)ৰমূলভাব, কবিতাটি (জিকিৰ)ৰসাধাৰণআলোচনা, শব্দার্থ

অধ্যায় ৪ : অম্বিকাগিৰীৰায়চৌধুৰী : গঢ়াকৰিমোকঝাড়ুদাৰ

অম্বিকাগিৰী ৰায়চৌধুৰী: গঢ়া কৰি মোক ঝাড়ুদাৰ – মূলপাঠ: কবিপৰিচয়, কবিতাটিৰ মূলভাব, কবিতাটিৰ সাধাৰণ আলোচনা

অধ্যায় ৫: হেমবৰুৱা : মমতাৰচিঠি

হেমবৰুৱা: মমতাৰচিঠি – মূলপাঠ: কবিপৰিচয়, কবিতাটিৰ সাধাৰণ আলোচনা

অধ্যায় ৬: লক্ষ্মীনাথবেজবৰুৱা : ভদৰী

লক্ষ্মীনাথ বেজবৰুৱা: ভদৰী – মূলপাঠ : জীৱন আৰু কৃতি, গল্পটিৰ সাধাৰণ আলোচনা

অধ্যায় ৭: যোগেশ দাস : পৃথিৱীৰ অসুখ

যোগেশ দাসৰ জীৱন আৰু কৃতি: যোগেশ দাসৰ গল্পৰ মূলসুৰ, পৃথিৱীৰ অসুখ: গল্পটোৰ বিষয়বস্তু আৰু সাধাৰণ আলোচনা, চুটিগল্প হিচাপে পৃথিৱীৰ অসুখ

অধ্যায় ৮ : বাণীকান্ত কাকতি : সাহিত্যত কৰুণ ৰস

বাণীকান্ত কাকতিৰ জীৱন আৰু কৃতি: সাহিত্য সমালোচক হিচাপে বাণীকান্ত কাকতি, কাকতিৰ প্ৰবন্ধশৈলীৰ বৈশিষ্ট্য, সাহিত্যত কৰুণ ৰস: প্ৰবন্ধটোৰ বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৯ : ৰজনীকান্ত বৰদলৈ : নিৰ্মলভকত — ১

ৰজনীকান্ত বৰদলৈৰ জীৱন আৰু কৃতি, নিৰ্মল ভকত উপন্যাসখনৰ সাধাৰণ আলোচনা

অধ্যায় ১০: বজনীকান্ত বৰদলৈ : নিমলভকত — ২
উপন্যাসখনৰ চৰিত্ৰ চিত্ৰণ, উপন্যাসখনৰ বৈশিষ্ট্যসমূহ

অধ্যায় ১১: শংকৰদেৱ – কালিদমন

অংকীয়ানাট: 'অংকীয়ানাট' শব্দ দুটাৰ তাৎপৰ্য আৰু ইয়াৰ উৎপত্তি, অংকীয়া নাট ৰচনাৰ কলা-কৌশল, অংকীয়া নাটৰ বৈশিষ্ট্য, নাট্যকাৰ শংকৰদেৱ, কালিদমন: নাটৰ মূল আৰু বিষয়বস্তু, সাধাৰণ আলোচনা, ৰসবিচাৰ

Reading List

- Bora, Mahendra (1976). *Ramanyasbaad*. Pathshala: Bani Prakash
Baruah, Prahlad Kumar (2005). *Asomia Chutigalpa Adhyayan*. Guwahati: Banalata.
Bharali, Sailen (2003). *Upanyas: Bichar Aru Bislekhn*. Guwahati: Chandra Prakash.
Deva Goswami, Keshavananda (1979). *Ankmala*. Guwahati: Banalata
Gogoi, Lila (1968). *Asomia Luka-Sahityar Ruprekha*. Golaghat: Nabin Pustak Bhandar.
Goswami, Trailukyanath (2006). *Adhunik Galpa Sahitya*. Guwahati: Bani Prakash Pvt Ltd.
Hazarika, Atulchandra (1988). *Manchalekha*. Guwahati: Lawyers Book Stall.
Kataki, Prafulla (1995). *Swarajuttor Axamiya Upanyas Samiksha*. Guwahati: Bina Library.
Pujari, Archana (Edited). (2000). *Axamiya Kobitar Bichar Bishlekhn*. Panbazar, Guwahati: Jyoti Prakashan
Sharma, Hemanta Kumar (1998). *Axamiya Lokagiti Sanchayan*. Panbazar, Guwahati: Bina Library
Sharma, Satyendranath (2009). *Axamiya Natya Sahitya*. Guwahati: Saumar Prakash
Thakur, Nagen (Edited) (2012). *Axo Bosoror Axamiya Upanyas*. Guwahati: Jyoti Prakashan.

IDC 202 General Principles of Writing

Learning Objectives

The objectives of the course are to:

- provide an idea of certain general principles of writing
- highlight some of the important aspects of English Grammar
- take up the important skills of editing, copy editing and proof reading
- enable the learner to develop adequate writing skills in English

Learning Outcomes

After going through the course, the learner will be able to:

- gain a systematic idea of the various aspects and principles of writing
- take into account some of the important aspects of English Grammar
- practice the important skills of editing, copy editing and proof reading
- take up writing as a career option after completion of the course

Syllabus

UNIT 1: THE WRITER AS AN ARTIST

Introduction, Art and Aestheticism, Narration and Narrative, Narrative and Plot, The Author and the Writing, Point of View and Voice

UNIT 2: WORDS

Introduction, Words and Word Classes

UNIT 3: NARRATION AND VOICE

Introduction, Direct and Indirect Narration, Assertive Sentences, Imperative Sentences, Interrogative Sentences, Exclamatory Sentences, The Category of Voice in English, Assertive Sentence Forms, Interrogative Sentence Forms, Imperative Sentence Forms, Miscellaneous Sentence Forms

UNIT 4: TIME, TENSE AND ASPECTS

Introduction, Time and Tense, Tense and Aspect, The Present Tense, Simple Present Tense, Present Continuous Tense, Present Perfect Tense, Present Perfect Continuous Tense, The Past Tense, Simple Past Tense, Past Continuous Tense, Past Perfect Tense, Past Perfect Continuous Tense, The Future Tense, Simple Future Tense, Future Continuous Tense, Future Perfect Tense, Future Perfect Continuous Tense

UNIT 5: PHRASES AND IDIOMS

Introduction, Samples of Phrases and Idioms

UNIT 6: AMPLIFICATION OF AN IDEA

Introduction, Process Analysis of Amplification, Amplifications Worked Out

UNIT 7: REVIEW WRITING

Introduction, Techniques of Book Review, Techniques of Film Review, Techniques of Play Review, Techniques of Musical Review

UNIT 8: WRITING FOR COLUMN, SCIENCE AND PRESS RELEASE

Introduction, Column Writing, Science Write- up, Press Release

UNIT 9: EDITORIAL WRITING

Introduction, Introduction to the Editorial Page, Writing the Editorial, Writing the Feature, Writing the Article, Writing the Middle, Letters to the Editor

UNIT 10: COMPREHENSION OF AN UNSEEN PASSAGE

Comprehension, Intelligent Reading, Tackling Unseen Passages, Answering Unseen Passages, Examples with Answers

UNIT 11: SHORT COMPOSITION [NOTICE, CLASSIFIED, ADS. ETC.]

Introduction, Notice Writing, Format of a Notice, Worked Out Examples, Advertisements, Classified Advertisements, Worked Out Examples, Commercial Advertisements, Worked Out Examples

Reading List

Anker, S. (1998). *Real Writing*, Boston: Bedford Books.

Bell, Madison Smartt (1997). *Narrative Design: Working with Imagination, Craft and Form*, New York: WW. Norton.

Brande, Dorothea. (1981). *Becoming a Writer*, New York: Penguin.

Earnshaw, Steve (ed.) (2007). *The Handbook of Creative and Media Writing*, Edinburg University Press.

Geddes and Gresset. (2003). *Spelling Grammar and Usage*, Webster Reference Library.

Kirszner & Mandell. (2004) *Literature: Reading, Reacting, Writing*. Fifth Edition. Thomson Wadsworth: Massachusetts.

Seely, John (1998), *Oxford Guide to Effective Writing and Speaking*, Oxford: Oxford University Press

IDC 203 Environmental Education

Course Objectives

- To make the learners aware of environmental problems and to familiarize the students with the concept and importance of environmental education.
- To make the learners aware of the various mechanisms of environmental protection and promotion.

Learning Outcome

After going through this course, the graduates will be able to:

- acquire knowledge and understanding on the subject like Environmental education
- develop the basic understanding on the emerging issues of environmental education as a subject as a whole.
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses
- formulate coherent arguments about ethical and moral issues, including environmental and sustainable development issues, from multiple perspectives.

Syllabus

UNIT 1: ENVIRONMENTAL EDUCATION

Meaning, nature, importance, scope, goals and objectives of Environmental Education

UNIT 2: METHODS OF ENVIRONMENTAL EDUCATION

Observation, Fieldtrips, Project method, co-curricular activities, dramatization, discussion, problem-solving method

UNIT 3: ENVIRONMENTAL MOVEMENTS IN INDIA

Appiko Movement, the Silent Valley Movement, Chipko Movement, the Chilika Bachao Andolan, Narmada Bachao Andolan

UNIT 4: MEDIA OF ENVIRONMENTAL EDUCATION

Concept of Instructional media, magazine, seminar, workshop, exhibitions, models, audio-visual aids

UNIT 5: PROGRAMME OF ENVIRONMENTAL EDUCATION

Programme for primary level, Secondary level and higher level

UNIT 6: ENVIRONMENTAL DEGRADATION

Concept of Environmental degradation, types, causes and prevention of environmental degradation

UNIT 7: ENVIRONMENTAL POLLUTION

Meaning of Environmental Pollution, types of Environmental Pollution- air, water, land or soil, solid-waste, noise, and radio-active pollution

UNIT 8: CONSERVATION AND PROTECTION OF ENVIRONMENT

Meaning of conservation and protection of Environment, need and importance of conservation and protection of environment, role of individual and society towards conservation and protection of Environment

UNIT 9: ENVIRONMENT AND LEGAL PROVISIONS

Legal and Constitutional Provisions for Conservation and Protection of Environment

UNIT 10: SUSTAINABLE DEVELOPMENT

Concept of Sustainable development, characteristics and education for sustainable development

UNIT 11: ENVIRONMENTAL EDUCATION

Its problems and prospects with special reference to Assam

Reading List

R. C. Sarma: Environmental Education, Surya Publication, Meerat, 1997.

R.A Sharma: Environmental Education, Metro Politary Book Co. Pvt,Ltd, New Delhi.

Mahapatra D: Environmental Education.

IDC 204 Issues in Development Communication

Course Objectives

- To familiarize learners with the concepts of development communication
- To provide knowledge on process of development communication and its importance
- To provide understanding on the need and importance of development communication
- To provide knowledge about the global issues related to development communication

Course Outcomes

- On completion of this course, the learners will be able to-
- explain the concepts and importance of development communication
- describe the need of international communication
- identify the issues related with the concept and its implications

Syllabus

UNIT 1: DEVELOPMENT

Meaning of Development, Concept of Development, Alternative Approaches to Development, Indices to Development, Dominant Paradigm of Development - Approaches to Dominant Paradigm of Development, Critique of Dominant Paradigm of Development, Modernisation and Dependency Approach, Core Areas of Development, Development as Economic Growth

UNIT 2: INTRODUCTION TO DEVELOPMENT COMMUNICATION

Concepts of development and development communication, Introduction to the theories of development communication, Information as a measure of Development, Edutainment and Infotainment – media development

UNIT 3: THEORIES OF DEVELOPMENT COMMUNICATION

Theories of Development, Theory of Modernization, Diffusion of Innovation theory, Theory of Dependency, Meaning and importance of Paradigms, Types of Paradigm- Dominant Paradigm, Criticisms of Dominant Paradigm, Alternate Paradigm

UNIT 4: DIFFERENT STRATEGIES IN DEVELOPMENT COMMUNICATION

Positive Communication Strategies, IECM Strategies, Development Communication Strategies, Communication Strategy Framework, Mass Media and Extension Approach for Development Communication, Planned Development Communication, Public Dialogue Strategy, Negative Communication Strategies, Social Marketing

UNIT 5: DEVELOPMENT COMMUNICATION IN INDIA

Relevance of Development Communication in India, Democratic Decentralization, Narrowcasting, Panchyati Raj (PR) Institutions, A Brief background of the PR system, Key Objectives

UNIT 6: DISSEMINATING INNOVATION

Diffusion of Innovation, Important stages in the diffusion of innovations, Media used for diffusion, Development Support Communication, Participatory Development Communication, Communication Information Media and Education (CIME), Government's efforts in the Indian Context, Role of media in the process of development and nation building

UNIT 7: RURAL AND AGRICULTURE COMMUNICATION

Rural development, Agricultural Communication, Media campaigns for development, diffusion of innovation, extension studies

UNIT 8: DEVELOPMENT REPORTING

Importance of Development Reporting, Present Trends in Development Reporting, Early Indian Experiments in Development Communication

UNIT 9: MEDIA AND DEVELOPMENT

Media and National Integration, Media in Development, Pillar of Democracy, Media in Crisis Situations, Public Service Broadcasting (PSB), Media as a Leader of the Society, Gandhian Model of Development

UNIT 10: USE OF TRADITIONAL AND FOLK MEDIA FOR DEVELOPMENT COMMUNICATION

Traditional folk media, Advantages of Traditional Folk Media, Folk Media reflects social changes, Traditional Folk Media as Development Media: case studies, role of government and third sector agencies.

Reading List

- Gupta, V.S. (2000), Communication and Development, Concept Publishing Company, New Delhi
- Kumar, Keval J. (2007), Mass Communication in India, Jaico Publishing House, Mumbai
- Mody, Bella (1991), Designing Messages for Development Communication, Sage Publications, New Delhi
- Menon, Mridula (2004), Development Communication and Media Debate, Kanishka Publishers, Distributors, New Delhi
- Murthy, D V R (2006), Development Journalism, Kanishka Publishers, Distributors, New Delhi
- Narula, Uma (2006), Communication Models, Atlantic Publishers & Distributors, New Delhi
- Pushkar, Niranjana (2009), Development Communication, Authorspress, New Delhi
- Prasad, Kiran (2009), Communication for Development (Volume I & II), B.R. Publishing Corporation, New Delhi

IDC 205 Perspectives on Indian Economy

Course Objectives

- To provide knowledge on different aspects of the Indian economy
- Help to analyse the service sector growth and recent important issues in the Indian economy

Course Outcomes

- This course will enable the learners to explain various important aspects of the Indian economy
- This course will also help the learners to analyse the different factors relating to the recent service sector growth and other important issues in the Indian economy

Syllabus

UNIT 1 : INDIAN ECONOMY: ITS BASIC CHARACTERISTICS, DEVELOPMENT AND GROWTH

Indian Economy in the pre-independence period, Characteristics of India as a developing economy; Emerging Issues of development in the Indian economy National Income: Trends, size and Composition

UNIT 2 : POPULATION AND HUMAN RESOURCES

Size, and growth of Population; Characteristics of the population: sex ratio, age composition, density, rural-urban ratio and occupational distribution. Indicators of Human Development: Life Expectancy, Infant Mortality and Literacy

UNIT 3: INFRASTRUCTURE IN THE INDIAN ECONOMY

Infrastructural Facilities in India: Energy, Power, Transport and Communication, Urban Infrastructure in India, Industrial Corridor and Smart Cities

UNIT 4: INDIAN AGRICULTURE & GREEN REVOLUTION

Role of agriculture in Indian economy; Nature of India's agriculture; Trends in Agricultural Production and Productivity; Factors Influencing Productivity; The new agricultural strategy and the Green Revolution; Impact of Green Revolution

UNIT 5: AGRICULTURAL FINANCE, RURAL CREDIT AND AGRICULTURAL MARKETING

Need for agricultural finance; Sources; Role of Rural co-operatives; commercial banks and Regional rural banks; Role of NABARD. Agricultural marketing: Concept and basic requirements; Limitations of agricultural marketing; Role of the Government in promoting agricultural marketing

UNIT 6: FOOD SECURITY AND PUBLIC DISTRIBUTION SYSTEM IN INDIA

Concept of Food Security; Salient Features of Food Security Act 2013, Public Distribution Systems and Its Impact on Poverty; Problems of the PDS and Suggestive Measures

UNIT 7: INDIAN INDUSTRY – DEVELOPMENTAL EXPERIENCE

Strategy of Industrial Development in India; Industrial Development since Independence; Problems of Industrialisation in India; Industrial Policy Resolution, 1956; New Industrial Policy, 1991; Recent Policy Reform Measures in Initiated in the Industrial Sector

UNIT 8: THE ROLE OF THE TERTIARY SECTOR IN THE INDIAN ECONOMY

Changing role of the Tertiary Sector in the Indian Economy; The Recent Growth of the IT and other service sectors; Major Issues in faced by the Service Sector and Suggestive Policy Measures

UNIT 9: UNORGANISED SECTOR, LABOUR PROBLEMS AND LABOUR POLICY

Unorganised Sector and India's Informal Economy; Size and Features; Major Issues; Suggestive Measures; Present Status of Agricultural Labours in India; Major Recommendations of the National

Commission on Rural Labour; Features of Industrial Labour; Trade Union Movement in India; Settlement of Industrial Disputes; Social Security Measures introduced for the welfare of the labours; Problems in the Labour Market and Suggestive Measures.

UNIT 10: PLANNING FOR DEVELOPMENT

Economic Planning in India; Overall Objectives of Economic Planning; Overall Achievements and Failures of Economic Planning; The Current Five Year Plan: Objectives and Targets Major Objectives, Targets and Achievements of the Last Five Year Plan; Critical Assessment.

UNIT 11: ECONOMIC REFORMS AND GLOBALISATION

Economic Crisis prior to 1991 Economic Reforms; New Economic Policy of 1991; Indian Economy since Economic Reforms

Reading List

- Agarwal, A.N. (2015): *Indian Economy: Problems of Development and Planning*, Ed., New Age International.
- Datt and Mahajan (2015): *Indian Economy*, 71st Ed., S. Chand & Co. Ltd.
- Dhingra, I. C. (2014): *Indian Economy: Environment and Policy*, Sultan Chand & Sons
- Kapila, U (2015): *Indian Economy: Performance and Policies*, 15th Edition, Academic Foundation.
- Misra and Puri (2016): *Indian Economy: Its Development Experience*, 31st Ed., Himalaya Publishing House.

IDC 206 Introduction to Ethics

Course Objectives

- To help the learners to know the important issues in moral sense
- To help the learners to explore the basic education of human life through the different issues of ethics
- To help the learners to determine the issues of what is good or right and bad or wrong

Course Outcomes

- Will know the meaning of ethics and moral philosophy
- Will know the different theories of ethics and will know the difference between normative ethics, meta-ethics and applied ethics
- Will help people to lead a better and ethical life, which will finally create some ethical human resource for the society.

Syllabus

UNIT 1: NATURE AND SCOPE OF ETHICS

Definition of Ethics, Nature of Ethics, Scope of Ethics

UNIT 2: THE CONCEPT OF MORALITY

Definition of Morality, The Nature of Morality, Different Moral Concepts, Moral theory

UNIT 3: FACT AND VALUE

What is fact, What is value, Classification of values, Distinction between fact and value

UNIT 4: MORAL CONCEPTS

Good, Right, Duty, Virtue, Good, Right, Duty, Virtue

UNIT 5: THEORIES OF MORAL STANDARD: HEDONISM

Hedonism in Moral Philosophy, Classification of Hedonistic Theories, Psychological Hedonism, Critical Comments on Psychological Hedonism, Ethical Hedonism, Critical Comments on Ethical Hedonism, Egoistic Ethical Hedonism, Gross Egoistic Ethical Hedonism, Refined Egoistic Ethical Hedonism, Criticism, Altruistic or Universalistic Gross Hedonism: Bentham, Criticism, Altruistic or Universalistic Refined Hedonism : J. S. Mill, Criticism

UNIT 6: UTILITARIANISM: BENTHAM AND MILL UTILITARIANISM

Historical Background of Utilitarianism, Bentham and his Philosophy, Universalistic Hedonism, Bentham's View of Utilitarianism, Principle of Utility is the Basis of Legal and Social reforms, Criticism, Mill's Life and Works, Mill and Hedonism, Mill's Utilitarianism, Bentham and Mill

UNIT 7: FREEDOM AND DETERMINISM

Determinism: Its Meaning, Arguments in Support of Determinism, What is Freedom or Free Will, Arguments In Support of Free Will, Brief Note On Predestination, Fatalism and Scientific Determinism, The Case Of Freedom and Determinism

UNIT 8: TELEOLOGICAL ETHICS AND DEONTOLOGICAL ETHICS

Normative Ethics and its difference from other three types of ethics, Types of Normative Ethics, Differences between Deontological and Teleological ethics, Critical Evaluation

UNIT 9: PURUSARTHA

Artha, Kama, Dharma, Moksa, Four Basic Sciences

UNIT 10: THEORIES OF PUNISHMENT NOTION OF CRIME AND PUNISHMENT

Theories of Punishment, Deterrent Theory, Reformatory Theory, Retributive Theory, Capital Punishment

UNIT 11: META-ETHICS: ITS NATURE AND DISTINCTION FROM NORMATIVE ETHICS

What is Meta-ethics, Ethical Naturalism, Ethical Non-Cognitivism, Ethical Non-Naturalism (Intuitionism) , What is Normative ethics? Teleological Ethics, De-ontological Ethics, Virtue Ethics, Difference between Meta-Ethics and Normative Ethics

Reading list

S.P. Sharma: *Nature and Scope of Ethics*

Ravi, I: *Foundations of Indian Ethics*

J.N. Sinha: *A Manual of Ethics*

J.N. Mohanty: *Classical Indian Philosophy*

I.C. Sharma: *Ethical Philosophies of India*

J.N. Mohanty: *Explorations in Philosophy*

P. Benn: *Ethics: Fundamentals of Philosophy*

IDC 207 Understanding Social Problems

Learning Objectives

This course intends to:

- enable the learners to understand about different types of Social Problems and the various problems existing in our society
- enable the learners to know about the meaning and significance of social welfare along
- enable the learners to know the various social welfare measures undertaken by the government as well as nongovernmental organisations for the benefit of the society

Learning Outcomes

- After going through this course, the learners will be able to:
- Understand about different types of Social Problems and the various problems existing in our society
- Know about the meaning and significance of social welfare along
- Know the various social welfare measures undertaken by the government as well as nongovernmental organisations for the benefit of the society

Syllabus

UNIT 1: SOCIAL PROBLEM

Meaning and nature, characteristics, causes, types and approaches

UNIT 2: CRIME

Meaning and Concept, characteristics and type Crime

UNIT 3: POPULATION EXPLOSION AND ILLITERACY

Meaning; Trends and Patterns of Population Explosion, Causes of Overpopulation, Effects of Overpopulation in India, India's population policy, Meaning of Illiteracy, types of illiteracy, Causes of illiteracy, consequences of illiteracy, Illiteracy in Assam

UNIT 4: POVERTY AND UNEMPLOYMENT

Meaning, causes and measures to control poverty; meaning types and consequences of unemployment

UNIT 5: YOUTH UNREST

Meaning, types and causes of Youth Unrest

UNIT 6: SOCIAL PROBLEMS RELATING TO WOMEN

Prostitution, dowry, violence against women

UNIT 7: SUPERSTITIONS

Meaning, Causes and Effect of superstition

UNIT 8: CHILD LABOUR AND CHILD ABUSE

Meaning, types and causes of child labour child abuse

UNIT 9: PROBLEMS OF THE BACKWARD CLASSES

Socio-economic Problems of the SCs, STs and OBCs, Policies and measures to solve the Problems

UNIT 10: TERRORISM

Concept, Origin, Development, causes and consequences of terrorism

UNIT 11: SOCIAL PROBLEMS AND SOCIAL WELFARE

Meaning, importance, nature and scope

Reading List

Beteille, Andre, 1992, Backward classes in Contemporary India, New Delhi

Berremen, G. D. 1979, Caste and other inequalities: Essays in inequality, Meerut: Folkore Institute.

Dube, Leela. 1997. Woman and Kinship. Comparative perspective on Gender in South and Southeast Asia. New Delhi: Sage Publications.

Gadgil, Madhav and Guha, Ramchandra. 1996. Ecology and Equity: The Use and abuse of nature in Contemporary India. New Delhi. OU

IDC 208 Introduction to History of Assam

Course Objectives

The main objective of this course is to

- Introduce the learners with the historical processes of Assam
- Provide an understanding of the state formation in Assam in the ancient and medieval time
- Give an idea about the cultural and architectural development of the region under different political regime
- Situate Assam in the freedom struggle of India

Course Outcomes

After completing the course

- Learners will be introduced to the historical events and processes of Assam
- Learners will be able understand the state formation process of Assam
- Learners will acquire the knowledge of cultural and architectural progress of the specific period
- Learners will able to analyse the role of Assam in the freedom struggle of India

Syllabus

UNIT 1: SOURCES OF ANCIENT ASSAM

Literary Sources, Archaeological Sources, Foreign Sources

UNIT 2: LEGENDARY PERIOD

Naraka and his successors, Different stories of Naraka

UNIT 3: RULING DYNASTIES OF ANCIENT ASSAM

Varmanas, Salastambhas, Palas

UNIT 4: SOCIETY, ECONOMY, RELIGION AND ADMINISTRATION OF ANCIENT ASSAM

Social Condition, Economic Condition, Religious Condition, Administrative System of Ancient Assam

UNIT 5: SOURCES OF HISTORY OF MEDIEVAL ASSAM

Literary Sources, Archaeological Sources, Foreign Sources

UNIT 6: THE AHOMS

Origin of the Ahoms, Advent of the Ahoms, Events from 1228 A.D. to 1826 A.D.

UNIT 7: THE KOCHES

Origin of the Koches, VisvaSimha, Naranarayan, Partition of the Koch Kingdom

UNIT 8: SOCIETY, ECONOMY, RELIGION AND ADMINISTRATION OF MEDIEVAL ASSAM UNDER THE AHOMS

Social condition, Economic condition, Religious beliefs, Neo-Vaishnavite Movement, the Ahom system of Administration-the Paik System

UNIT 9: ESTABLISHMENT OF THE BRITISH RULE AND ANTI-BRITISH MOVEMENTS

Anglo-Burmese Wars, Treaty of Yandaboo and British Conquest of Assam, British Administrative Set Up, Revolt of 1857

UNIT 10: SOCIO-ECONOMIC TRANSFORMATION OF ASSAM DURING COLONIAL PERIOD

Changes in the Economic Structure, Agrarian Revolts, Social transformation of Assam towards modern age

UNIT 11: EMERGENCE OF POLITICAL CONSCIOUSNESS

Rise of Assamese Nationalism, Establishment of different organisations

UNIT 12: PARTICIPATION OF ASSAM IN THE NATIONAL MOVEMENT

Partition of Bengal and its Impact, the Non Co-operation Movement in Assam, Civil Disobedience Movement and Assam, Quit India Movement in Assam, Grouping Controversy and Independence

Reading List

Barpujari, H.K.(2003): The Comprehensive History of Assam, Vol. I, Vol. II, Vol.III, Vol. IV& Vol. V, 2nd ed., Publication Board Assam, Guwahati

Baruah, S.L.,(2004): A Comprehensive History of Assam, 3rd ed., Munshiram Manoharlal, Delhi

Bhuyan, A.C., (1999): Political History Assam, Publication Board Assam, Vol. I, II, III, 2nd ed., Guwahati

Dutt, K.N (1993): Landmarks in the Freedom Struggle in Assam, Lawyers' Book Stall

Gait, E.,(2004): A History of Assam, Eastern Book House, Revised, Guwahati

Saikia Rajen (2000): Social and Economic History of Assam 1853-1921, Munshiram Manoharlal, Delhi

IDC 301 English for Professional Studies

Learning Objectives

The objectives of the course are to:

- provide a general introduction to some important grammatical concepts
- take up various aspects of English Grammar such as Vocabulary and Punctuation
- highlight some of the common errors made in English Grammar and its correct use
- provide a detailed study on the areas of writing and communication skills in professional context
- To engage the learner in developing skills of office management and correspondence, business communication and presentation of curriculum vitae

Learning Outcomes

- After going through the course, the learner will be able to:
- revise some of the important grammatical concepts
- develop a good idea on various aspects of English Grammar such as Vocabulary and Punctuation
- gain a broad idea on the areas of writing and communication skills
- develop skills of office management and correspondence, business communication and presentation of curriculum vitae
- groom himself or herself with sound communication and professional skills

Syllabus

UNIT 1: SOME CONCEPTS OF GRAMMAR I

English Grammar: An Introduction, Nouns- Kinds of Nouns, Forms of Nouns, Functions, The Noun Phrase, Agreement, Determiners – Articles, Demonstratives, Possessives, Quantifiers, Wh-determiner, Pre-determiners, Verb Forms

UNIT 2: SOME CONCEPTS OF GRAMMAR II

Adjectives, Adverbs, Prepositions

UNIT 3: VOCABULARY

Synonyms and Antonyms, One word Expression, Words Used as Different Word Classes, Phrasal Verbs, Distinction between Similar Words Often Confused

UNIT 4: PUNCTUATION, SYNTHESIS AND TRANSFORMATION OF SENTENCES

Introduction, Punctuation, Synthesis of Sentences, Transformation of sentences

UNIT 5: COMMON ERRORS AND PHRASES AND IDIOMS

Introduction, Common Errors, Phrases and Idioms

UNIT 6: NOTE MAKING

Note making and note taking, Skimming and Scanning, Format of note making, Samples

UNIT 7: COMMUNICATION

Defining Communication, Significance and Process of Communication, Communication Network, Communication Media or Methods, Barriers To Communication, Effective Communication.

UNIT 8: INTRODUCTION TO OFFICE MANAGEMENT

Meaning of Office, Introduction to Office Management, Functions of Office, Relationship of Office with Other Departments, Office Accommodation, Layout and Environment, Office Furniture and Stationery, Office Correspondence and Filing System

UNIT 9: CORRESPONDENCES

Letter Writing, How to Write a Letter, Format of an Official/Business Letter

UNIT 10: PRESENTATION

Writing Executive Summaries, Making a Formal Presentation

UNIT 11: WRITING CURRICULUM VITAE/RESUME

Difference between CV and Resume, Tips for writing CV/Resume, Essentials for writing CV/Resume, Facing Interviews based on CV/Resume, Telephonic Interviews based on CV/Resume

Reading List

- Aggarwala, N.K. (2001). Essentials of English Grammar and Composition, New Delhi: Goyal Brothers.
- Brown, M. Henry. (1977). The Contemporary College Writer. New York: D Van Nostrand Company.
- Chal, Harold Hoontz (1986). Essentials of Management. McGraw Hill Book Company: New York.
- Chopra, R.K. Office Management. Himalaya Publishing House.
- De Sarkar, P.K. (2007). Higher English Grammar and Composition, Kolkata; Book Syndicate Limited.
- Dowerah, Sawpon. A Students' Grammar of English. Guwahati: Students' Stores.
- Lewis, Roger. (1979). How to Write Essays. Heinemann & National Exnt. College, London.
- Sherlekar, S.A. (1984). Principles of Management. Bombay: Himalaya Publishing House

IDC 302 Economics of Education

Course Objectives

To make the learners aware about:

- The meaning, importance and scope of economics of education
- Educational expenditure as productive consumption and returning investment through the function of human capital and planned manpower development.
- The concept and relationship between input and output of education
- The financial resource management.

Learning Outcomes

After going through this course, the graduates will be able to:

- acquire knowledge and understanding on the subject like economics of education
- develop the basic understanding on the emerging issues of economics of education
- know the basic knowledge regarding the various core courses of Education as a subject as a whole.
- gather the procedural knowledge which are required for performing multidisciplinary and skill based programmes in the 21st century
- Produce efficient and effective leaders in the field of teaching, educational administration and educational finances
- acquire the cognitive and technical skills for performing and accomplishing complex tasks relating to the subject on education and other interdisciplinary courses
- Produce quality educational practitioners having sound knowledge of various dimensions of economics of education and economic policies

Syllabus

UNIT 1: ECONOMICS OF EDUCATION

Concept, scope and significance

UNIT 2: EDUCATION AND ECONOMIC DEVELOPMENT

Concept, relationship between education and economic development

UNIT 3: ECONOMICS OF EDUCATION POLICY

Nature of economic policy, education as a Public Good

UNIT 4: EDUCATION AS A PUBLIC GOOD

Meaning of public good, difference between public goods and private goods, education as public good, education as mixed good, education as merit good

UNIT 5: HUMAN CAPITAL FORMATION

Concept, Human capital Approaches to education

UNIT 6: EDUCATION AND MANPOWER PLANNING

Education and manpower planning, manpower planning and economic growth, problems of manpower planning in India

UNIT 7: FINANCING IN HIGHER EDUCATION AND TECHNICAL EDUCATION

Pattern of financing, need of financing, financial policy for higher and technical education in India

UNIT 8: LIVELIHOOD, LABOUR MARKET AND LABOUR MOBILITY

Sectoral growth, unemployment and underemployment, labour mobility in northeast India

UNIT 9: EDUCATION AND BRAIN DRAIN

Concept, factors for brain drain, out-migration of the skilled personnel

UNIT 10: ACCESS AND EQUITY IN EDUCATION

Meaning of equity, improving access in education and reservation policy in education in India

UNIT 11: SELF-FINANCING AND FUND MOBILIZATION IN THE EDUCATIONAL INSTITUTIONS

Fund mobilization in the educational institution

Reading List

Hunter, W.W.: Economic History of India, Vols.2, Cosmo Publication, 2008

Habison & Myers: Education, Manpower and Economic Growth

Peer, M: Higher Education and Employment, Rawat Publications, 2007-08

Rao, P: Economics of Primary Education, Rawat Publication, 1998.

Rajaiah, B: Economics of Education

Singh, R.P.: Educational Finance and the Planning Challenge, Eastern Book House, 2008

Shukla, P.D.: New Education Policy in India.

Psachopoulos, Y: Economics of Education

IDC 303 Business Communication and Media Management

Course Objectives

- To provide understanding of the field of business communication and business journalism
- To acquaint learners with the concept of media management and its role in the society
- To equip learners with necessary skills required to work in the field of business communication

Course Outcomes

On completion of this course, the learners will be able to

- recognize the various contexts in which business communication takes place
- determine the need of business communication and business journalism
- analyse the issues related with the media management
- equip themselves with skills required for a business journalist

Syllabus

UNIT 1: BUSINESS COMMUNICATION

Concept of Business Journalism, Success through proper communication, History of business communication, Need for business journalism, Essential Characteristics of Business Communication, The Benefits of Effective Communication, Present Scenario, Five rules of good writing or communication, Five Ps of marketing mix, Target audience, Specific Characteristics of a Target Audience, Consumerist culture

UNIT 2: MEDIA FOR BUSINESS

Concept, Importance of media in business, Types of media, Selection of Appropriate Communication Media, Incorrect choice of Medium, Setting Up business goals, Communication Structure In a Business Organisation, Communication in corporate world, Effective business or economic writing, Importance of writing skills in business communication, Purpose of writing, The Principles of effective writing, Economic newspapers, The Economic Times, The Business standard, Public Relations and Marketing, Ethics in communication, Audience Analysis.

UNIT 3: BUSINESS PRESENTATION-I

Report Writing, Process of Writing a Report, Determining the purpose of the report, Determining the factors, Gathering the information needed, Interpreting the findings, Organizing the report information, Writing the report, Project Report Writing, Criteria of a Good Project, Advantages of a Good Project, Disadvantages of Project Method, Format of a Project Report

UNIT 4: BUSINESS PRESENTATION II

Writing Executive Summaries, Making Business Presentations

UNIT 5: INTRODUCTION TO MANAGEMENT

Concept Of Management, Characteristic of Management, Scope of Management, Evolution Of Management Thought, Management Vs Administration, Levels Of Management, Functions Of Management, Planning, Organizing, Staffing, Controlling, Coordination, Management Styles in Indian context

UNIT 6: MEDIA MANEGEMENT

Media as an industry and profession, Importance of media management, Ownership patterns of mass media in India

UNIT 7: MEDIA ORGANISATIONS

Structure of a media organisation, an account of different national and international media and communication organisations

UNIT 8: ORGANISATIONAL STRUCTURE OF A PRINT MEDIA ORGANIZATION

Organizational structure of print media establishments, Editorial Department, Business Department, Production Department, Reference Section, Role and coordination among the different departments, Printing, Packaging, Transportation and Distribution

UNIT 9: ORGANISATIONAL STRUCTURE OF AN ELECTRONIC MEDIA ORGANIZATION

Electronic media organization, News and programme sections, News section in a radio station, News section in a TV station, Programme section in TV and radio, Electronic News Gathering (ENG), Electronic Field Production (EFP), Personnel involved in production and news, Viewership/Listenership, Content creation and role of advertising, Genre or types of programmes, Types of programmes in radio, Types of programmes in TV

UNIT 10: LEADERSHIP AND WORK MOTIVATION

Importance of leadership in a media organisation, job performance, impact of technology on the performance of the employees, division of labour

Reading List

Chaturvedi, P.D, Mukesh Chaturvedi (2006), Business Communication, Dorling Kindersley (India) Pvt Ltd, New Delhi

Chaturvedi, B.K (2009), Media Management, Global Vision Publishing House, New Delhi

Kumar, Dr. Rakesh (2010), Media Management, Surendra Publications, New Delhi

Lesikar, Raymond, V. , Marie E. Flayley (2005), Basic Business Communication, Tata McGraw-Hill Publishing Company Limited, New Delhi

Narula, Uma (2006), Business Communication Practices, Atlantic Publishers & Distributors, New Delhi

Riel, Cees B.M. van, Charles J. Fombrun (2007), Essentials of corporate Communication, Routledge, UK

Soori, Sanjeev (2010), Business Journalism, Axis Publications, New Delhi

Taylor, Shirley (2005), Communication for Business, Dorling Kindersley (India) Pvt Ltd, New Delhi

Yadav, K.P (2006), Media Management, Adhyayan Publishers & Distributors, New Delhi

IDC 304 Understanding North East India

Learning Objectives

This course intends to:

- enable the learners to know about the north-eastern region of India.
- enable the learners to understand the features and concerns that are common to all the eight states of this region

Learning Outcomes

After going through this unit, the learner will be able to:

- Know about the north-eastern region of India.
- Understand the features and concerns that are common to all the eight states of this region

Syllabus

UNIT 1: THE CONCEPT OF NORTHEAST INDIA

Northeast India in the Ancient, Colonial and Post period

UNIT 2: LOCATION AND ECOLOGY OF NORTHEAST INDIA AND ASSAM IN PARTICULAR

Location; Boundaries; Ecology of Northeast India; Flora, Fauna, Rare species and Ecological Hotspots

UNIT 3: STATE FORMATION DURING POST-INDEPENDENCE PERIOD

Creation of different states and Autonomous Councils

UNIT 4: DEMOGRAPHIC COMPOSITION OF NORTHEAST INDIA

Racial; Linguistic; Caste; Religious; Tribal groups of Assam

UNIT 5: SOCIAL INSTITUTIONS AMONG THE MAJOR TRIBAL GROUPS OF THE NORTH EASTERN STATES

Family, Marriage and Kinship; Religion, Economy and Polity among the major tribal groups of the north eastern states

UNIT 6: IMMIGRATION TO NORTHEAST INDIA AND ASSAM IN PARTICULAR

Immigrant groups, Occupation; Consequences of Immigration; Insider versus Outsider feuds

UNIT 7: ETHNIC IDENTITY IN NORTHEAST INDIA

Ethnicity: Meaning and Characteristics; Intercommunity relations and its changing nature; Ethnic Conflict

UNIT 8: INSURGENCY IN NORTHEAST INDIA

Origin and Development of insurgency in the region; Major insurgent groups

UNIT 9: LAND RELATION IN NORTHEAST INDIA

Land holding patterns, agrarian structure

UNIT 10: ECONOMIC PROBLEMS IN NORTH EAST INDIA

Unemployment, Infrastructure, Industrialization

UNIT 11: DEVELOPMENT IN NORTHEAST INDIA

North Eastern Council (NEC), The Ministry of Development of North Eastern Region (MDoNER), Look East Policy

Reading List

- Baruah, Sanjib, 2005, *Durable Disorder: Understanding the Politics of North East India*, New Delhi: Oxford University Press.
- Bordoloi, B. N., 1990, *Constraints of Tribal Development in North-East India*, Guwahati: Tribal Research Institute.
- Fernandes, Walter and Gita Bharali, 2011, *Uprooted for whose benefits-Development induced displacement in Assam-1947-2000*, Guwahati: North Eastern Social Research Centre.
- Fernandes, Walter and Sanjay Barbora, 2008, *Tribal Land Alienation in the Northeast; An Introduction: An Introduction in Walter Fernandes and Sanjay Barbora (ed) Land, people and politics: Contest Over Tribal Land in Northeast India*, Guwahati and Denmark: North Eastern Social Research Centre and International Workgroup for Indigenous Affairs, pp 1-15.
- Goswami, Atul; August, 1984; *Tribal Development with special Reference to North-East India in Social Scientist* ; vol12, no8; pp 55-60.
- Hussain, Monirul, 2008, *Interrogating Development: State, Displacement and Popular Resistance in North East India*, New Delhi: Sage Publication.
- Karna, M. N. 1990, *The Agrarian Scene in Seminar*, vol 366, pp 30-37.
- Karna, M.N., 1999, *Ethnic identity and Socio-economic Processes in North-east India* in Kailash S. Aggarwal edited *Dynamics of Identity and Intergroup relations in North-east India*, IIAS-Shimla, pp29-38.

IDC 305 Rural Development in India

Course Objectives

- Acquaint learners with the concept, nature and characteristics of rural society.
- Make the familiar with the causes of Rural Backwardness, Rural Problems, and prospectus of rural life.
- Conceptualise them with nature of the rural consumer, rural finance and rural credit.

Course Outcomes

- Analyse the concept, indicators and strategies of Rural Development.
- Inculcate the knowledge of Rural society and culture
- Evaluate problems of rural society and draw reasonable conclusion thereof.
- Develop understanding of various credit, loan and saving approaches for rural society.

Syllabus

UNIT 1: BASIC CONCEPTS OF RURAL DEVELOPMENT

Concept of Rural Development; Why Rural Development?, Some Dilemmas in Development – Rural Vs Urban Development, Agriculture Vs Industrial Development, Capital Vs Labour Dogma, Autonomous Vs Induced Development

UNIT 2: RURAL ECONOMY OF INDIA

Size and Structure of the Indian Rural Economy; Importance and Role of the Rural Sector in India; Economic, social and Demographic Characteristics of the Indian Rural Economy; Causes of Rural Backwardness (Indian Context)

UNIT 3: APPROACHES TO RURAL DEVELOPMENT

Community Development Programmes; Gandhian Approach to Rural Development; Balancing Rural and Urban Development

UNIT 4: COTTAGE INDUSTRIES IN INDIA

Role of Cottage Industries in Indian Economy; Various Cottage Industries of India; Government Policies for Cottage Industries

UNIT 5: RURAL INDEBTEDNESS IN INDIA

Meaning; Nature; Consequences of Rural Indebtedness; Programmes for Removal of Rural Indebtedness

UNIT 6: RURAL UNEMPLOYMENT IN INDIA

Characteristics; Incidence of Rural Unemployment in India; Employment Generation Measures

UNIT 7: POVERTY IN RURAL INDIA

Characteristics; Incidence of Rural Poverty in India; Poverty Eradication Measures

UNIT 8: ROLE OF TECHNOLOGY IN RURAL DEVELOPMENT

Importance of Rural Technology in Agriculture and Allied Sectors; Issues with Use of Technologies

UNIT 9: ROLE OF COMMERCIAL BANKS IN RURAL FINANCE IN INDIA

Progress of Commercial Banks; Priority Sector Lending; The Lead Bank Scheme; Analysis of Major Schemes of the Government of India undertaken since 1990 in different sectors – Agriculture, Animal Husbandry, Fishery, Cottage Industries; Difficulties faced in Implementation of these Schemes

UNIT 10: REGIONAL RURAL BANKS

Objectives and Functions of RRBs; Evaluation of Progress and Activities of RRBs; Critical Assessment of Functions of RRBs

UNIT 11: NABARD

Objectives and Functions of NABARD; Evaluation of Progress and Activities of NABARD; Critical Assessment of Functions of NABARD

Reading List

Arora ,R.C., K.(1979): Integrated Rural Development, S. Chand & Co.

Datt and Mahajan (2015): Indian Economy, 71st Ed., S. Chand & Co. Ltd.

Reddy, K. V.(2007):Rural Development in India (Poverty and development):Himalaya Publishing House.

Singh, K.(2010):Rural Development: Principles, Policies and Management, Sage Publications India Pvt. Ltd.

Sisodia, Y. S.(2007): Rural Development: Macro-Micro Realities, Rawat Publications.

Sundaram, I.S.: Rural Development. Himalaya Publishing House

IDC 306 Essentials of Indian Philosophy

Course Objectives

- To help the learners to know the Indian context of education in spiritual, religious and moral sense
- To help the learners to explore the basic education of human life through the systems of Indian philosophy

Course Outcomes

- To know that Indian philosophy shows us different paths to realize the highest truth in life under different schools
- Will know that Indian philosophy is essentially spiritual in nature
- Will know the different āstika and nāstika schools of Indian Philosophy

Syllabus

UNIT 1: THE NATURE AND SCOPE OF INDIAN PHILOSOPHY

Nature of Indian Philosophy, Scope of Indian Philosophy

UNIT 2: CARVAKA – EPISTEMOLOGY

Accidentalism and naturalism, The denial of inference, The denial of the validity of the Vedas

UNIT 3: BUDDHISM – FOUR NOBLE TRUTHS

A Brief Sketch of Buddhism, Concept of Four Noble Truths, There is Suffering, There is a Cause of Suffering, Dependent Origination, The Cessation of Suffering, Concept of Nirvana, The Path of Cessation of Suffering

UNIT 4: JAINISM – SYADVADA

A brief account of Jainism: Jaina Epistemology, Jaina Metaphysics, Syadvada or The Sapta-bhangi-naya, Criticism of Syadvada, Let us sum up

Unit 5: Nyaya – Concept of Prama

Definition of prama, Nyaya: Sources of knowledge, Anuman, Inference, Upamana, Testimony

UNIT 6: VAISESIKA – DRAVYA, GUNA, SAMANYA

Vaisesika Epistemology, Valid Knowledge, Invalid Knowledge, Kinds of Categories: What they are? Substance, Quality, Generality, Non-existence

UNIT 7: SAMKHYA – PURUSA & PRAKRTI

Nature and Characteristics of Prakrti, Proofs for the existence of Prakrti, Prakrti and the Gunas, Different products of Prakrti, Teleological Evolution, Criticism of the evolution theory, Nature and Characteristics of Purusa, Proofs for the existence of Purusa, Plurality of Purusa

UNIT 8: YOGA – THE CONCEPT OF CITTA-VRITTI

Brief Description on Yoga philosophy, Concept of Citta-Vritti, Astāṅga Yoga

UNIT 9: MIMAMSA – INTRINSIC VALIDITY OF KNOWLEDGE

Nature of Valid knowledge, Mimamsaka theory of Svatahpramanyavada, Nyaya theory of Paratahpramanyavada, Paratahpramanyavada and Svatahpramanyavada: A Comparison

UNIT 10: SAMKARA – BRAHMAN AND MAYA

AvdaitaVedānta, The Concept of Brahman, Nature of Brahman, Svarupalaksana of Brahman Tatastha Laksana of Brahman, NetiNeti Concept of Brahman, Meaning of Māyā, Māyā is a fact of experience, The two functions of Māyā, Nature of Māyā

UNIT 11: RAMANUJA – GOD

Ramanuja's Concept of God, Significance of God, God is qualified (visista), God is Trisatvatmaka, God has internal distinction (SvagataBheda), Aprthakasidhi, God is the cause of the world, Ramanuja's concept of God (Thesim), Forms of God, Archa, Vibhava, VyuhaSusksamaAntaryami

Reading list

- S. Dasgupta: A History of Indian Philosophy
- J. N. Sinha: Indian Philosophy
- Radhakrishnan: Indian Philosophy
- C.D. Sarma: A Critical Survey Of Indian Philosophy
- S.Chatterjee: An Introduction to Indian Philosophy

Detailed Syllabi of Ability Enhancement Courses (AECs)

AEC 101 General English

Learning Objectives

The objectives of the course are to:

- introduce the learner to various poetical works written by some of the major English poets
- introduce a play written by the English dramatist William Shakespeare
- encourage the learner towards learning important techniques of comprehension and intelligent reading

Learning Outcomes

After going through the course, the learner will be able to:

- study the various poetical works written by some of the major English poets
- grasp the textual content and message contained in them
- appreciate the play Macbeth written by William Shakespeare
- discuss some important concepts of comprehension and intelligent reading

Syllabus

UNIT 1: WILLIAM BLAKE: "HOLY THURSDAY"

William Blake: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 2: WILLIAM COWPER: "THE SOLITUDE OF ALEXANDER SELKIRK"

William Cowper: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 3: WILLIAM WORDSWORTH: "SIMON LEE"

William Wordsworth: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 4: ALFRED TENNYSON: "TEARS IDLE TEARS"

Alfred Tennyson: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 5: W.B. YEATS: "AN IRISH AIRMAN FORESEES HIS DEATH"

W. B. Yeats: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 6: D.H. LAWRENCE: "THE SNAKE"

D.H. Lawrence: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 7: KEKI N. DARUWALLA: "WOLF"

Keki N. Daruwalla: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 8: CHINUA ACHEBE: "AS ONE LISTENS TO THE RAIN"

Chinua Achebe: Life and Works, Text of the Poem, Explanation of the Poem, Style and Language

UNIT 9: WILLIAM SHAKESPEARE: MACBETH I

William Shakespeare: Life and Works, Background of the Play

UNIT 10: WILLIAM SHAKESPEARE: MACBETH II

Explanation of the Text, Major Characters, Major Themes, Style and Language

UNIT 11: COMPREHENSION AND INTELLIGENT READING

Comprehension and Intelligent Reading, Reading and Grasping Skills

Reading List

- Aggarwala, N.K. (2001). *Essentials of English Grammar and Composition*. New Delhi: Goyal Brothers.
- Albert, Edward. (2000). *History of English Literature*. Fifth Edition. Oxford : Oxford University Press.
- Birch, Dinah. (2009). *The Oxford Companion to English Literature*. Seventh Edition. Oxford : Oxford University Press.
- De Sarkar, P. K. (2007). *Higher English Grammar and Composition*. Kolkata: Book Syndicate Limited.
- Dowerah, Sawpon. *A Students' Grammar of English*. Guwahati: Students' Store
- Eastwood, John. (1994). *Oxford Guide to English Grammar*. Oxford University Press.
- Eckersley & Ekersley. (1960) (ed). *A Comprehensive English Guide*. Harlow: Pearson Education Limited.
- Palmer, R. F. (1988). *The English Verb*. Longman Linguistics Library

AEC 201 MIL Assamese

Course Objectives

After going through this course, a learner will be able to:

- Familiar with the writing style of diverse Assamese literary texts
- Discover the underlying spirit of the writing of selected Assamese literary texts
- Develop basic ideas of Assamese grammar

Course Outcomes

After going through this course, a learner will be able to:

- Outline the trends of Assamese poetry, drama, novel, and prose
- Improve the writing style of Assamese

Syllabus

অধ্যায় ১: মাধৱদেৱ - তেজৰে কমলাপতি (বৰগীত)

কবি পৰিচয়, 'তেজৰে কমলাপতি' কবিতাটিৰ পাঠ: শব্দাৰ্থ, বৰগীতৰ সাধাৰণ পৰিচয়, 'তেজৰে কমলাপতি' কবিতাটিৰ আলোচনা: বিষয় বস্তুৰ আভাস, কাব্যিক সৌন্দৰ্য

অধ্যায় ২: চন্দ্ৰকুমাৰ আগৰৱালা: বন কুঁৱৰী

ৰমন্যাসবাদ আৰু ৰমন্যাসবাদী কবিতাৰ বৈশিষ্ট্য, অসমীয়া ৰোমাণ্টিক কবিতাৰ সাধাৰণ আলোচনা, কবিপৰিচয়, 'বনকুঁৱৰী' কবিতাটিৰ পাঠ, 'বনকুঁৱৰী' কবিতাটিৰ আলোচনা: বিষয়বস্তু আৰু মূলভাব, ৰমন্যাসিক চিন্তাৰ প্ৰতিফলন

অধ্যায় ৩: নৱকান্ত বৰুৱা: ইয়াত নদী আছিল

আধুনিক কবিতাৰ পটভূমি, আধুনিক অসমীয়া কবিতা, নৱকান্ত বৰুৱাৰ কাব্য-চিন্তা, 'ইয়াত নদী আছিল' কবিতাটিৰ পাঠ, ইয়াত নদী আছিল: বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৪: নিৰ্মলপ্ৰভা বৰদলৈ: মৰ্মান্তিক

নিৰ্মলপ্ৰভা বৰদলৈৰ কাব্য-চিন্তা, 'মৰ্মান্তিক' কবিতাটিৰ মূলপাঠ, মৰ্মান্তিক: বিষয়বস্তু, সাধাৰণ আলোচনা

অধ্যায় ৫: গুৰু-শিষ্যৰ মণি-কাঞ্চন সংযোগ

গুৰু-শিষ্যৰ মণি-কাঞ্চন সংযোগ: চৰিত পুথিৰ উদ্ভৱ আৰু বিকাশ, পাঠটিৰ উৎস, মূলপাঠৰ আভাস, বিষয়বস্তুৰ পৰিচয়, মাধৱদেৱৰ ব্যক্তিত্ব, মাধৱদেৱৰ গুৰুভক্তি, গদ্যৰীতি, কঠিন শব্দৰ টোকা

অধ্যায় ৬: বাণীকান্ত কাকতি: নামঘোষা

সাহিত্য সমালোচক বাণীকান্ত কাকতি, নামঘোষাৰ পৰিচয়, পুণ্যশ্লোক শংকৰ-স্মৃতি, মাধৱদেৱৰ আত্মলিপিমা, নামঘোষাৰ ৰসবিচাৰ

অধ্যায় ৭: লক্ষ্মীনাথ বেজবৰুৱা: কন্যা

লক্ষ্মীনাথ বেজবৰুৱা: কন্যা - লক্ষ্মীনাথ বেজবৰুৱাৰ জীৱন আৰু কৃতি, গল্পটোৰ সাধাৰণ আলোচনা

অধ্যায় ৮: ভবেন্দ্ৰনাথ শইকীয়া: চোৰাসাপ

ভবেন্দ্ৰনাথ শইকীয়া: চোৰাসাপ - ভবেন্দ্ৰনাথ শইকীয়াৰ জীৱন আৰু কৃতি, গল্পটিৰ সাধাৰণ আলোচনা

অধ্যায় ৯: ৰজনীকান্ত বৰদলৈ: মনোমতী

ঔপন্যাসিক ৰজনীকান্ত বৰদলৈ আৰু তেওঁৰ উপন্যাসৰ প্ৰধান বৈশিষ্ট্যসমূহ, মনোমতী উপন্যাসৰ কাহিনীভাগ, ঐতিহাসিক উপন্যাস হিচাপে মনোমতী, মনোমতী উপন্যাসৰ চৰিত্ৰ চিত্ৰণ, মনোমতী উপন্যাসৰ সামাজিক চিত্ৰ

অধ্যায় ১০: জ্যোতিপ্ৰসাদ আগৰৱালা: শোণিত কুঁৱৰী

জ্যোতিপ্ৰসাদ আগৰৱালাৰ পৰিচয়, জ্যোতিপ্ৰসাদ আগৰৱালাৰ নাট্যপ্ৰতিভা, জ্যোতিপ্ৰসাদ আগৰৱালাৰ নাটকৰ বৈশিষ্ট্য, শোণিত কুঁৱৰী নাটকৰ কাহিনী, শোণিত কুঁৱৰী নাটকৰ চৰিত্ৰ, শোণিত কুঁৱৰী নাটকৰ সংলাপ

অধ্যায় ১১: অসমীয়া ব্যাকৰণ

কৃৎপ্ৰত্যয়, তদ্ধিতপ্ৰত্যয়, বিভক্তি: নাম বিভক্তি বা কাৰক বিভক্তি, ক্ৰিয়া বিভক্তি, বিভক্তি আৰু প্ৰত্যয়ৰ পাৰ্থক্য, উপসৰ্গ.সমাস : দ্বন্দ্বসমাস, দ্বিগুসমাস, বহুব্ৰীহিসমাস, কৰ্মধাৰয়সমাস, তৎপুৰুষসমাস, অব্যয়ী ভাবসমাস, লিঙ্গ

Reading List

- Ahmed, Kamaluddin (2005). Adhunik Asomia Kobita. Guwahati: Banalata
Barua, Birinchi Kumar (1997). Asomia Katha Sahitya. Nalbari: Universal Emporium.
Baruah, Prahlad Kumar (2005). Asomia Chutigalpar Adhyayan. Guwahati: Banalata.
Bharali, Sailen (1993). Upanyash bischar aru bisleshan. Guwahati: Chandra Prakashan.
Bharali, Sailen (2009). Banikanta Kakatirpora Bhaben Barualoi. Guwahati: Chandra Prakashan.
Bora, Mahendra (1985). Sahitya Upakramanika Golaghat: Bharati Book Stall
Deka, Dharmasingha (2007) Rachana Bichitra. Guwahati.
Dutt, Uday (1995).Chutigalpa. Guwahati: Student's Stores.
Gogoi, Leela (Ed.) (2002). Adhunik Asomia Sahityar Porichoy. Guwahati: Banalata.
Goswami, Tralokyanath (2006). Adhunik Galpa Sahitya. Guwahati: Vani Prakash Limited.
Goswami, Upendranath (2007). Asomia Bhasar Byakaran. Guwahati: Mani-Manik Prakash
Hazarika, Karbi Deka (2008). Assamese poets and poems. Dibrugarh: Banalata.
Mahanta, Baapchandra (Ed.) (2000). Borgeet. Guwahati: Student's Stores.
Majumdar, Bimal (2011). Sahityar Tattwa aaru Prayog. Guwahati: Jyoti Prakashan.
Neog, Maheswar (2000). Asomia Sahityar Ruprekha. Guwahati: Chandra Prakash.
Neog, Maheswar (Ed.) (2004). Snatakar Kathabandha. Guwahati: Guwahati University.
PhukanPatgiri, Dipti (1999) Adhunik Asomia Byakaran. Guwahati: Book Hive.
Rajbangshi, Paramananda (Ed.) (1995). Asomia Natak: Para. Guwahati: Chandra Prakashan.
Sharma, Dalai Harinath (1992). Asomia Gadya Sahityar Gatipath. Nalbari: Padmapriya Library.
Sharma, Satyendra Nath (1997). Asomia Upanyasar Bhumika. Guwahati: Soumar Prakash.
Sharma, Satyendra Nath (2009). Asomia Sahityar Samikshatmak Itibritta. Guwahati: Soumar Prakash
Sharma, Satyendranath (2005). Asomia Natya Sahitya. Guwahati: Soumar Prakash.
Talukdar, Nanda (2006). Kobi aaru Kabita. Guwahati: Banalata.
Thakur, Nagen (Ed.) (2000). Esha Basarar Asomia Upanyash. Guwahati: Jyoti Prakashan.

AEC 202 Alternative English

Learning Objectives

The objectives of the course are to:

- encourage the learners towards exploring various literary texts prescribed in the course
- stir an interest in the learners towards developing an analytical bent of mind in exploring these literary texts
- provide the scope of grasping various thematic concerns, contexts, issues and aspects reflected in the prescribed literary texts

Learning Outcomes

After going through the course, the learner will be able to:

- study the various literary texts prescribed in a detailed manner
- develop an analytical bent of mind in exploring these literary texts
- grasp various thematic concerns, contexts, issues and aspects reflected in the prescribed literary texts
- appreciate the ideas, reflections, literary representations and the core message contained in these texts

Syllabus

UNIT 1: E.P. GEE: "THE RHINO OF KAZIRANGA"

E. P. Gee: Life and Works, Explanation of the Essay, Style and Language

UNIT 2: THE KING JAMES BIBLE: "THE STORY OF CREATION"

The Story of Creation, Major Themes, Style and Language

UNIT 3: SALMAN RUSHDIE: "IMAGINARY HOMELANDS"

Salman Rushdie: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 4: BERTRAND RUSSELL: "PROLOGUE" TO AUTOBIOGRAPHY

Bertrand Russell: Life and Works, Text of the Prologue, Explanation of the Prologue, Major Themes, Style and Language

UNIT 5: MATTHEW ARNOLD: "LITERATURE AND SCIENCE"

Matthew Arnold: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 6: RICHARD KEARNEY: "ON STORIES"

Richard Kearney: Life and Works, Explanation of the Text, Major Themes, Style and Language

UNIT 7: MARTIN LUTHER KING: "I HAVE A DREAM"

Martin Luther: Life and Works, Context of the Speech, Explanation of the Speech, Style and Language

UNIT 8: LORD CHESTERFIELD: LETTER TO HIS SON

Lord Chesterfield: Life and Works, Text of the Letter, Explanation of the Text, Major Themes, Style and Language

UNIT 9: R.L. STEVENSON: EXTRACTS FROM TRAVEL WITH A DONKEY

R. L. Stevenson: Life and Works, Explanation of the Extract, Major Themes, Style and Language

UNIT 10: DEREK WALCOTT: "THE ANTILLES: FRAGMENTS OF EPIC MEMORY"

Derek Walcott: Life and Works, Explanation of the Speech, Major Themes, Style and Language

UNIT 11: ANTOINE DE SAINT EXUPERY: THE LITTLE PRINCE

Antoine de Saint Exupery: Life and Works, The Title of the Novella, The Context of the Novella, Explanation of the Novella

Reading List

- Alfred, Julius Ayer. (1972). Russell. London: Fontana
- Allen, Walter. (1958). *The English Novel: A Short Critical History*. Penguin Books.
- Birch, Dinah. (2009). *The Oxford Companion to English Literature, Seventh Edition*. Oxford: Oxford University Press.
- Bloom, Harold. (2003). *Bloom's Modern Critical Views: Derek Walcott*. Chelsea House Publishers.
- Edward, Bough. (2006). *Derek Walcott*. Cambridge University Press
- Humberstone, Barbara. Et al. (2015). *Routledge International Handbook of Outdoor Studies*, London: Routledge.
- Hudson, W.H. *Introduction to Study of Literature*. Macmillan
- Kearney, Richard. (2002). *On Stories*. London: Routledge.
- Page, Norman. *The Language of Literature. Casebook Series*
- Chatterjee, Partha. (1993). *The Nation and its Fragments: Colonial and Postcolonial Histories*. New Jersey: Princeton University Press

Syllabi of Semester 2 : AEC 2 (MIL-Bengali)

For Four Year Undergraduate Programme

Name of the Course: Select Bengali Literary Texts, Grammar and Composition
নির্বাচিত বাংলা সাহিত্য, ব্যাকরণ ও রচনা

Course Objective:

After going through this course, a learner will be able to:

- Outline the history and trends of Bengali Literature from the beginning.
- Summarize a basic understanding of Bengali Grammar and Composition.

Course Outcomes:

- Develop knowledge of the history and recent trends of Bengali Literature.
- Explore the underlying spirit of Bengali Literature.
- Identify the heritage and basic spirit of the different aspects of Bengali Grammar and Composition.

Detailed Syllabus

অধ্যায় ১ :	কবিতা — ১ নবদ্বীপ — বৃন্দাবন দাস : কবি-পরিচয়, সারসংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ; রূপাই — জসিমউদ্দীন : কবি-পরিচয়, সারসংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ
অধ্যায় ২ :	কবিতা — ২ পুরাতন ভৃত্য — রবীন্দ্রনাথ ঠাকুর : কবিতার সার-সংক্ষেপ, কবিতার বিশ্লেষণ, শব্দার্থ
অধ্যায় ৩ :	উপন্যাস - কপালকুণ্ডলা — ১ ঔপন্যাসিক বঙ্কিমচন্দ্র : বঙ্কিমচন্দ্রের জীবনকথা, উপন্যাস-পরিচয়; কাহিনিসার
অধ্যায় ৪ :	উপন্যাস - কপালকুণ্ডলা — ২ চরিত্র-বিচার : নবকুমার, কপালকুণ্ডলা, মতিবিবি বা লুৎফউল্লিসা, কাপালিক; অলৌকিকতা
অধ্যায় ৫ :	বনফুল — জাগ্রত দেবতা বনফুলের জীবন ও সাহিত্য; জাগ্রত দেবতা : গল্পের সার সংক্ষেপ, গল্প-বিশ্লেষণ
অধ্যায় ৬ :	সাজাহান — ১ নাট্যকারের পরিচিতি ও ইতিহাসের কাহিনি; ঐতিহাসিক নাটক হিসাবে 'সাজাহান'; 'সাজাহান' নাটকের নায়ক বিচার ও নামকরণ; 'সাজাহান'নাটকের সংগীত ও সংলাপ
অধ্যায় ৭ :	সাজাহান — ২ সাজাহান নাটকের চরিত্র-বিচার : মুখ্য চরিত্র, গৌণ চরিত্র

- অধ্যায় ৮ : **জীবনস্মৃতি — ১**
 গ্রন্থকার ও গ্রন্থ পরিচয়; *জীবনস্মৃতি* : সাধারণ আলোচনা; ঘর ও বাহির — মূল পাঠ : পাঠ বিশ্লেষণ; ভৃত্যরাজক তন্ত্র — মূলপাঠ : পাঠ বিশ্লেষণ; নানা বিদ্যার আয়োজন — মূলপাঠ : পাঠ বিশ্লেষণ
- অধ্যায় ৯ : **জীবনস্মৃতি — ২**
 ভানুসিংহের কবিতা — মূলপাঠ : পাঠ বিশ্লেষণ; স্বাদেশিকতা — মূল পাঠ : পাঠ বিশ্লেষণ; মৃত্যুশোক — মূল পাঠ : পাঠ বিশ্লেষণ
- অধ্যায় ১০ : **বাংলা ব্যাকরণ**
 শব্দ, পদ, বাক্য : পদ পরিবর্তন; বাগধারা বা বিশিষ্টার্থক বাক্যাংশ; বাংলা বানান : বানান রীতি, অশুদ্ধ বানান ও তার সংশোধিত রূপ; শব্দভাণ্ডার : শ্রেণিবিভাগ, মৌলিক শব্দ, আগমুক শব্দ; সমার্থক ও বিপরীতার্থক শব্দ : সমার্থক শব্দ, বিপরীতার্থক শব্দ
- অধ্যায় ১১ : **সংবাদ, অনুচ্ছেদ ও সারাংশ রচনা**
 রচনার নানা প্রকারভেদ; সংবাদ রচনা; অনুচ্ছেদ রচনা

Reference Books for this Course

- আনন্দ পাবলিশার্স প্রকাশনা; *বাংলা কী লিখবেন কেন লিখবেন।*
 ঘোষ, অজিতকুমার; *বাংলা নাটকের ইতিহাস।*
 ঘোষ, অজিতকুমার (সম্পাঃ); *দ্বিজেন্দ্র রচনাবলী, ২য় খণ্ড।*
 চক্রবর্তী, অজিত কুমার; *কাব্যপরিক্রমা।*
 চট্টপাধ্যায়, সুনীতিকুমার; *ভাষা-প্রকাশ বাংলা ব্যাকরণ।*
 দাস, শিশির কুমার; *আত্মজীবনী : জীবনী ও রবীন্দ্রনাথ।*
 দাস, শ্রীশচন্দ্র ; *সাহিত্য-সন্দর্শন।*
 দে, অধীব; *আধুনিক বাংলা প্রবন্ধ সাহিত্যের ধারা, ২য় খণ্ড।*
 পশ্চিমবঙ্গ বাংলা আকাদেমি; *আকাদেমি বানান অভিধান।*
 পশ্চিমবঙ্গ বাংলা আকাদেমি প্রকাশনা; *আকাদেমি বিদ্যার্থী বাংলা অভিধান।*
 পশ্চিমবঙ্গ বাংলা আকাদেমি প্রকাশনা; *প্রসঙ্গ : বাংলা ভাষা।*
 পশ্চিমবঙ্গ সংসদ; *সংসদ বানান অভিধান।*
 পাল, প্রশান্তকুমার; *রবীন্দ্রজীবনী, ১-৯ খণ্ড।*
 ভট্টাচার্য, আশুতোষ; *বাংলা নাট্যসাহিত্যের ইতিহাস (দ্বিতীয় খণ্ড)।*
 ভট্টাচার্য, সুভাষ ; *বাঙালির ভাষা।*
 মুখোপাধ্যায়, অরুণকুমার; *রবীন্দ্র পরিক্রমা।*
 মুখোপাধ্যায়, অশোক; *সংসদ সমার্থ শব্দকোষ।*
 মুখোপাধ্যায়, দুর্গাশঙ্কর; *দ্বিজেন্দ্রলাল রায় : জীবন ও সাহিত্য।*
 মুখোপাধ্যায়, প্রভাতকুমার; *রবীন্দ্র-জীবনী, ১-৪ খণ্ড।*
 রায়, রথীন্দ্রনাথ; *দ্বিজেন্দ্রলাল : কবি ও নাট্যকার।*
 সিংহ, মীনাক্ষী; *রবীন্দ্র প্রবন্ধের রূপরেখা।*
 সরকার, পবিত্র; *বাংলা বানান সংস্কার : সমস্যা ও সম্ভাবনা*
 সরকার, পবিত্র; *ভাষা-জিজ্ঞাসা ১, ২ ও ৩।*
 সেন, সুকুমার; *ভাষার ইতিবৃত্ত।*
 সেন, সুকুমার ; *বাঙ্গালা সাহিত্যের ইতিহাস, ৪র্থ খণ্ড।*

Syllabi of

Semester 2 : AEC 2 (MIL-Bodo)

For Four Year Undergraduate Programme

Name of the Course: Select Bodo Literary Texts, Grammar and Composition
(नायखां बिलाइ)

Course Objective:

After going through this course, a learner will be able to:

- Outline the history and trends of Bodo Literature from the beginning.
- Summarize a basic understanding of Bodo Grammar and Composition.

Course Outcomes:

- Develop knowledge of the history and recent trends of Bodo Literature.
- Explore the underlying spirit of Bodo Literature.
- Identify the heritage and basic spirit of the different aspects of Bodo Grammar and Composition.

Detailed Syllabus

- खोन्दो 1 :** मोनाबिलि - इसान चन्द्र मोसाहारि
खन्थाइगिरिनि सिनायथि; फरा; खन्थाइनि गुबै बाश्रा; मोनाबिलि खन्थाइनि र 'मान्टिक सानस्रि;
खन्थाइनि सायाव बिजिरनाय
- खोन्दो 2 :** अखां गंसे नांगौ - ब्रजेन्द्र कुमार ब्रह्म
खन्थाइगिरिनि सिनायथि झ; फरा; खन्थाइनि गुबै बाश्रा; गोदान खन्थाइनि सोमोन्दै सुंद
फोरमायथिनाय; अखां गंसे नांगौ खन्थाइनि सायाव सावरायनाय
- खोन्दो 3 :** थुनलायाव रहस्य सानथौ : कमल कुमार ब्रह्म
लिरगिरिनि सुंद सिनायथि - कमल कुमार ब्रह्म; फरानि गुबै बाश्रा; फरानि सायाव
बिजिरनाय : थुनलायाव रहस्य सानथौ
- खोन्दो 4 :** सुबुं माहारियाव खाना फोथायनाय - ब्रजेन्द्र कुमार ब्रह्म
लिरगिरिनि सिनायथि - ब्रजेन्द्र कुमार ब्रह्म; फरानि गुबै बाश्रा; फरानि सायाव बिजिरनाय : सुबुं
माहारियाव खाना फोथायनाय
- खोन्दो 5 :** मोदै आरो गोलोमदै - नीलकमल ब्रह्म
लिरगिरिनि सिनायथि; सुंद सलनि सल; सलनि सायाव बिजिरनाय; आखु बिजिरनाय
- खोन्दो 6 :** फर्बज 'रानि बिहामजो - जनिल कुमार ब्रह्म
लिरगिरिनि सिनायथि; सुंद सलनि सल; आखु बिजिरनाय; समाजारि सावगारि

- खोन्दो 7 :** मैहुर - धरणीधर औवारी
सलमागिरिनि सिनायथि; फरानि गुबै बाश्रा; सलमानि सायाव बिजिरनाय; आखु बिजिरनाय;
मैहुर सलमायाव समाजारि सावगारि
- खोन्दो 8:** राजा निलाम्बर - दारेन्द्रनाथ बसुमतारि
लिरगिरिनि सिनायथि; जारिमिनारि थुनफावथाय महरै राजा निलाम्बर; थुनफावथायनि सायाव
बिजिरनाय; आखु एरनाय
- खोन्दो 9 :** हरबादि खोमसि- कमल कुमार ब्रह्म
थुनफावथाय लिरगिरिनि सिनायथि; थुनफावथायनि सायाव बिजिरनाय; समाजारि फावथाय
महरै हरबादि खोमसि; आखु एरनाय; फावथायारि आदब
- खोन्दो 10 :** बायदि मैया रनसाय आरो बाश्रा फाव, बाश्रा खोन्दो
रनसाय आरो रायथाइनि फारागथि; रनसाय : बिजाब बाख्रि, आसामनि दैबाना, भारतनि हाबा
गैजारोडिनि जेंना, फरायसा आरो राजखान्थि; बाश्रा फाव, बाश्रा खोन्दो, सुंथाबै लिरनाय आरो
बेखेवनानै लिरनाय
- खोन्दो 11 :** रावखान्थि
बर' रावनि गारां आरो खौरां रिसारथि : थायजा, सानराय, महर

Reference Books for this Course

- औवारी, धरणीधर; मैहुर।
चैनारि, स्वर्ण प्रभा; बर' फावथायनि बिजिरनाय।
नारजारी, इन्द्रमालती; लाइसिनि बिखायाव इन्द्रमालती।
नारजारी, इन्द्रमालती; मायनाव बरायनाय।
नारजारी, इन्द्रमालती; बर' हारिसु आरो थुनलाइ बिजिरनाय।
फोसावगिरि बि. ए. सि. सिलेबास कमिटि; खन्थाइ माला।
बर', अनिल; सेरजा सिफुं।
बर', थुनलाइनि महर; धरणीधर औवारी।
बर', मधुराम; जारिमिननि नोजोराव बर' थुनलाइ।
बर', मधुराम; गोजौ रावखान्थि।
बर', मधुराम; सुजु बिजाब।
बड' टेक्स बुक प्रडाकसन कमिटि : रायथाइ बिहुं
बड' आयदा फोरोंगिरि गौथुम; फोरोंलाइ Vol- VI।
बसुमतारि, बिजितगिरि; नोजोर आरो सानसि।
बसुमतारी, सुनिल फुकन (सुजुनाय); रायथाइ बिहुं।
ब्रह्म, अनिल कुमार; थुनलाइ आरो थुनलाइ बिजिरनाय।

ब्रह्म, कमल कुमार; कमल कुमार ब्रह्मनि जिव आरो सानसि ।
ब्रह्म, कमल कुमार; गोनं रावखान्थि ।
ब्रह्म, कमल कुमार; हरबादि खोमसि ।
ब्रह्म, नीलकमल; हाग्रा गुदुनि मै ।
ब्रह्म, रुपनाथ आरो ब्रह्म, मदाराम (1992). खन्थाइ-मेथाय (1992); झारबारि : नौनोगोर पाब्लिकेसन ।
ब्रह्म, ब्रजेन्द्र कुमार; थुनलाइ आरो सानसि ।
ब्रह्म, ब्रजेन्द्र कुमार; थुनलाइ आरो थुनलाइ
ब्रह्म, ब्रजेन्द्र कुमार; रायथाइ माला ।
मोसाहारि, इसान; सनानि माला ।
मोसाहारि, गुनेश्वर; थुनलाइ बिजिरनाय ।
मसाहारि, तुलन; बर' फावथाय थुनलाइ ।
लाहारी, मन'रन्जन; बर' थुनलाइनि जारिमिन ।
हाजवारि, मंगलसिं (1996). जथाइबिदां; कक्राझार : बड' पाब्लिकेसन्स बर्ड, बड' साहित्य सभा ।
हायार सेकेण्डारि थाखोफोरनि थाखाय; सुजुनाय बिजाब ।
33 थि बिसान बर' थुनलाइ आफादनि खुगा लाइसि; डि बड' ।

Syllabi of Semester 2 : AEC 2 (MIL-Hindi)

For Four Year Undergraduate Programme

Name of the Course: **Gadya-Padya Abang Hindi Byakaran**
(गद्य, पद्य एवं हिन्दी व्याकरण)

Course Objective:

After going through this course, a learner will be able to:

- Outline the history and trends of Hindi Literature from the beginning.
- Summarize a basic understanding of Hindi grammar.

Course Outcomes:

- Develop knowledge of the history and recent trends of Hindi literature.
- Explore the underlying spirit of Hindi Literature.
- Identify the heritage and basic spirit of the different aspects of Hindi grammar.

Detailed Syllabus

- इकाई 1 : भक्ति काव्य
सूरदास : जीवन दर्शन एवं साहित्य, भ्रमर गीत, पाठ का सारांश ; तुलसीदास : जीवन दर्शन एवं साहित्य, केवटप्रसंग, पाठ का सारांश
- इकाई 2 : सूर्यकान्त त्रिपाठी 'निराला' : 'तोड़ती पत्थर'
सूर्यकान्त त्रिपाठी 'निराला' : जीवन दर्शन एवं साहित्य, 'तोड़ती पत्थर' का पाठ, पाठ का सारांश
- इकाई 3 : रामधारी सिंह 'दिनकर' : किसको नमन करूँ मैं
रामधारी सिंह 'दिनकर' : जीवन दर्शन एवं साहित्य, 'किसको नमन करूँ मैं' का पाठ, पाठ का सारांश
- इकाई 5 : मुक्तिबोध : 'अंधेरे में'
मुक्तिबोध : जीवन दर्शन एवं साहित्य, 'अंधेरे में' पाठ, पाठ का सारांश
- इकाई 4 : भगवती चरण वर्मा : चित्रलेखा
भगवती चरण वर्मा : व्यक्तित्व एवं कृतित्व, भगवती चरण वर्मा की औपन्यासिक विशिष्टाएँ ; चित्रलेखा : कथावस्तु तथा जीवन दर्शन, चरित्र चित्रण, कथोपकथन, वातावरण, भाषाशैली, भावात्मक शैली एवं लक्ष्य
- इकाई 5 : प्रेमचन्द : ठाकुर का कुआँ
प्रेमचन्द : जीवन दर्शन एवं साहित्य, ठाकुर का कुआँ – कहानी, प्रतिपाद्य विषय की समीक्षा

- इकाई 6 :** आचार्य रामचन्द्र शुक्ल : मित्रता
आचार्य रामचन्द्र शुक्ल ; मित्रता : कथ्य एवं उद्देश्य ; मित्रता : महत्वपूर्ण प्रसंग
- इकाई 7 :** आचार्य शिवपूजन सहाय : साहित्य
आचार्य शिवपूजन सहाय : का जीवन एवं साहित्य ; साहित्य : कथ्य एवं उद्देश्य ; साहित्य : महत्वपूर्ण प्रसंग
- इकाई 8 :** डॉ. बिरिचि कुमार बरूआ : कौआ
डॉ. बिरिचि कुमार बरूआ : जीवन एवं साहित्य ; कौआ : कथ्य एवं उद्देश्य ; कौआ : महत्वपूर्ण प्रसंग
- इकाई 9 :** डॉ. राम कुमार वर्मा : कौमुदी महोत्सव
एकांकी की परिभाषा ; एकांकी के तत्व ; डॉ. राम कुमार वर्मा: जीवन एवं साहित्य; कौमुदी महोत्सव : कथावस्तु : चरित्र चित्रण, संलाप, वातावरण, उद्देश्य, भाषा शैली, रंगमंच निर्देश
- इकाई 10 :** जगदीश चन्द्र माथुर : बन्दी
जगदीश चन्द्र माथुर : व्यक्तित्व एवं कृतित्व ; बन्दी : एकांकी की कथावस्तु एवं विश्लेषण : चरित्र चित्रण, संवाद, वातावरण, भाषा शैली, उद्देश्य, रंगमंच निर्देश
- इकाई 11 :** हिन्दी व्याकरण
कारक और विभक्ति, लिंग, वाक्य विचार, लोकोक्ति और मुहावरा

Reference Books for this Course

- अमृत राय : प्रेमचन्द : कलम का सिपाही
अली सरदार जाफरी : कबीर वाणी
अशोक चक्रधर : मुक्तिबोध की काव्य प्रक्रिया
आचार्य रामचन्द्र शुक्ल : हिन्दी साहित्य का इतिहास
आचार्य हजारी प्रसाद द्विवेदी : हिन्दी साहित्य उद्भव एवं विकास
आचार्य हजारी प्रसाद द्विवेदी : हिन्दी साहित्य की भूमिका
डॉ कपिलदेव द्विवेदी : भाषाविज्ञान एवं भाषाशास्त्र
कुमार कृष्ण : कहानी के नये प्रतिमान
डॉ. केदारनाथ सिंह : आधुनिक हिन्दी कविता में बिम्ब विधान
गणपतिगुप्त : हिंदी साहित्य का इतिहास
डॉ. नगेन्द्र (सं) : हिन्दी साहित्य का इतिहास
नलिन विलोचन शर्मा : हिन्दी उपन्यास : तथा प्रेमचन्द
प्रसाद, वासुदेव नन्दन ; आधुनिक हिन्दी व्याकरण और रचना ; पटना : भारती भवन ।
डॉ वासुदेवनन्दन प्रसाद : सरल हिन्दी व्याकरण और रचना

AEC 301 Life Skills

Course Objectives

The objectives of the course are to:

- Enhance the ability of developing self-knowledge and self-awareness by overcoming all fears and insecurities
- Increase emotional competency and emotional intelligence at the place of study/work
- Provide the opportunity for realizing self-potential through practical examples
- Develop interpersonal skills and adopt good leadership behaviour for self-empowerment and the empowerment of others

Course Outcomes

After successfully completing the course, learners will be able to

- Gain Self-competency and Confidence
- Gain Emotional Competency
- Gain Intellectual Competency
- Gain an Edge through Professional Competency
- Aim for a High Sense of Social Competency
- Imbibe the attributes of an Integral Human Being

Syllabus

UNIT 1: LISTENING AND SPEAKING

Techniques of Effective Listening and speaking, Listening and Comprehension, Probing Questions, Barriers to Listening, Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

UNIT 2: READING, WRITING AND DIFFERENT MODES OF WRITING

Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating and Interpreting the Text; Avoiding Ambiguity, Vagueness, Unwanted Generalizations, and Oversimplification of Issues; Being structured and sequenced; Using Different Modes of Writing like E-mails, Proposal, Recording the Proceedings of Meetings

UNIT 3: DIGITAL LITERACY AND SOCIAL MEDIA, DIGITAL ETHICS AND CYBER SECURITY

Basic Computer Skills on MS Office Suite, MS Excel, MS Word, MS PowerPoint; Basic Virtual Platforms like Zoom, Google Meet, Cisco Webex, MS Teams; Cyber Security and Threats, Vulnerabilities of Cyber Attacks; Digital Ethics, Digital Etiquette and Digital Life Skills

UNIT 4: NONVERBAL COMMUNICATION

Meaning of Nonverbal Communication; Advantages of Using Nonverbal Communication, Modes of Nonverbal Communication like Eye Contact and Facial Expression, Hand Gestures; Do's and Don'ts in NVC

UNIT 5: GROUP DISCUSSION SKILLS AND INTERVIEW SKILLS

Meaning and Methods of Group Discussion; Procedure of Group Discussion; Group Discussion — Common Errors; Meaning and types of interviews; Dress code, background research; Do's and Don'ts; Situation, task, action, and response (STAR concept) for facing an interview; Interview procedure; Important questions generally asked at a job interview; common errors that candidates generally make at an interview

UNIT 6: EXPLORING CAREER OPPORTUNITIES, RÉSUMÉ SKILLS

Knowing yourself — Personal characteristics; Knowledge about the world of work, requirements of jobs, including self-employment; Sources of career information; Preparing for a career based on potential and availability of opportunities; Introduction of résumé and its importance; Difference between a CV, résumé and biodata; Essential components of a good résumé; Common errors while preparing a résumé

UNIT 7: COGNITIVE AND NON-COGNITIVE SKILLS, PRESENTATION SKILLS, AND LISTENING AS A TEAM SKILL

Cognitive Skills: Meaning and Types of Cognitive Skills, Strategies to Develop Cognitive Skills like Critical Thinking Skills, Problem-solving skill; Non-cognitive Skills: Meaning and Types of Non-cognitive Skills; Strategies to Develop Non-cognitive Skills like Empathy, Creativity, Teamwork; Types of Presentations; Knowing the Purpose; Knowing the Audience; Opening and Closing a Presentation; Using Presentation Tools; Handling Questions; Ways to Improve Presentation Skills over Time

UNIT 8: TRUST AND COLLABORATION, BRAINSTORMING, SOCIAL AND CULTURAL ETIQUETTES, INTERNAL COMMUNICATION

Importance of Trust in Creating a Collaborative Team; Spirit of Teamwork; Understanding Fear of Being Judged and Strategies to Overcome Fear; Advantages of Effective Listening; Listening as a Team Member and Team Leader; Brainstorming as a Technique to Promote Idea Generation; Need for Etiquette; Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork; Use of Various Channels for Transmitting Information to Team Members

UNIT 9: LEADERSHIP SKILLS, INNOVATIVE LEADERSHIP AND DESIGN THINKING

Understanding Leadership and its Importance; Traits and Models of Leadership; Key characteristics of an effective leader; Leadership styles; Basic Leadership Skills like Motivation, Teamwork, Negotiation, Networking; Concept of emotional and social intelligence; Design thinking and its key elements; Learning through Biographies - Drawing insights on how leaders sail through difficult situations

UNIT 10: MANAGERIAL SKILLS

Basic managerial skills like planning for effective management, organizing teams, recruiting and retaining talent, delegation of tasks, coordinating, managing conflict; Self-management skills like understanding self-concept, developing self-awareness, self-examination, self-reflection and introspection, self-regulation, managing personal finance; Aspects of budgeting like setting personal goals, estimating likely expenses and managing saving, investment and spending

UNIT 11: ENTREPRENEURIAL SKILLS, ETHICS AND INTEGRITY

Basics of entrepreneurship- meaning of Entrepreneurship, classification and types of entrepreneurships, traits and competencies of entrepreneur; creating business plan - problem identification and idea generation, idea validation, pitch making; ethics and conduct - importance of ethics, personal and professional moral codes of conduct, creating a harmonious life

UNIT 12: LOVE AND COMPASSION, TRUTH, NON-VIOLENCE

Forms of love; love, compassion, empathy, sympathy and non-violence, narratives and anecdotes from history and literature including local folklore on gains and losses in practising love; Truth- truth as value, truth as fact- narratives and anecdotes from history and literature including local folklore on gains and losses in practicing truth; Non-violence – Ahimsa, individuals and organizations that are known for their commitment to non-violence; Narratives and anecdotes about non-violence from history and literature, including local folklore on gains and losses in practicing non-violence

UNIT 13: PEACE, SERVICE, RENUNCIATION

Peace- its need, relation with harmony, and balance; Narratives and anecdotes about peace from history and literature, including local folklore on gains and losses in practicing peace; Service and its forms; Narratives and anecdotes dealing with instances of service from history and literature, including local folklore on gains and losses in practicing service; Renunciation and sacrifice; self-restrain and ways of overcoming greed; narratives and anecdotes from history and literature, including local folklore on gains and losses in practicing renunciation and sacrifice

UNIT 14: CONSTITUTIONAL VALUES, JUSTICE AND HUMAN RIGHTS, RIGHTEOUSNESS

Righteousness, dharma and propriety; Fundamental Values like Justice, Liberty, Equality, Fraternity, Human Dignity; Fundamental Rights and Fundamental Duties as stated in Indian Constitution

Reading List

- Sen, Madhuchanda. 2010. *An Introduction to Critical Thinking*. Delhi: Pearson.
- Silvia, P. J. 2007. *How to Read a Lot*. Washington DC: American Psychological Association
- EH McCrath, 1999; *Basic Managerial Skills for All*; Prentice Hall of India
- Ashokan, M. S. 2015. *Karmayogi: A Biography of E. Sreedharan*. London, UK: Penguin
- Chandra, P. 2017. *Financial Management: Theory & Practice*. 9th edition. New York: McGraw Hill Education
- Leading with Cultural Intelligence: The New Secret to Success*, New York: American Management Association
- McCormack, M.H. 1986. *What They Don't Teach You at Harvard Business School: Notes from A Street-Smart Executive*. New York: Bantham
- Sinek, S. 2009. *Start With Why: How Great Leaders Inspire Everyone to Take Action*. London: Penguin
- Basham, A.L. 1954. First edition. *The Wonder That Was India*. London: Picador Press.
- Ghosh, Shantikumar. 2004. *Universal Values*. Kolkata: The Ramakrishna Mission.
- Ghosh, Sri Aurobindo. 1998. *The Foundations of Indian Culture*. Pondicherry: Sri Aurobindo Ashram.
- Joshi, Kireet. 1997 *Education for Character Development*, Delhi: Dharma Hinduja Centre of India Studies

AEC 401 Studies of Assamese Culture

Course Objectives

The course aims at enabling a learner to:

- Discover the underlying spirit of Assamese culture and milieu
- Explain the different aspect of Assamese culture

Course Outcomes

After going through this course, a learner will be able to:

- Identify the rich cultural heritage of Assam.
- Formulate the difference between heritage and contemporary trends.

Syllabus

অধ্যায় ১: ঐতিহাসিক প্ৰেক্ষাপটত অসম

প্ৰাগ্‌জ্যোতিষপুৰ, কামৰূপ, অসম নামৰ উৎপত্তি, অসমৰ ভৌগোলিক অৱস্থিতি, জাতি – জাতিৰ ধাৰণা, অসমীয়া জাতি, অসমীয়া জাতি গঠন প্ৰক্ৰিয়া

অধ্যায় ২: সংস্কৃতি – চমুপৰিচয়

সংস্কৃতি – সাধাৰণ পৰিচয়, সংস্কৃতিৰ সংজ্ঞা, সংস্কৃতিৰ স্বৰূপ, সংস্কৃতিৰ উপাদান, সংস্কৃতিৰ বৈশিষ্ট্য, সংস্কৃতিৰ বিভিন্ন ভাগ : অভিজাত সংস্কৃতি বা মাৰ্গীয় সংস্কৃতি, লোক সংস্কৃতি বা জনকৃষ্টি, জনজাতীয় সংস্কৃতি

অধ্যায় ৩: অসমৰ সংস্কৃতি – বৈচিত্ৰ্যৰ মাজত ঐক্য

অসমৰ সংস্কৃতি – সমন্বয় আৰু সমাহৰণৰ বিভিন্ন বিষয়: ভাষা, সাহিত্য, ধৰ্ম, উৎসৱ-অনুষ্ঠান, সামাজিক লোকাচাৰ, নৃত্য-গীত, খাদ্য, সাজ-পাৰ

অধ্যায় ৪: অসমীয়া সংস্কৃতিত বিভিন্ন জাতীয়-জনগোষ্ঠীয় উপাদান আৰু অৱদান

অসমীয়া সংস্কৃতিত বিভিন্ন জনজাতীয় উপাদান, টাই (আহোম) উপাদান, মুছলমানসকলৰ অৱদান

অধ্যায় ৫: অসমৰ ধৰ্মীয় পৰম্পৰা

শৈৱধৰ্ম: অসমৰ শৈৱধৰ্ম, অসমৰ শৈৱ মঠ-মন্দিৰ, অসমৰ শৈৱ সাহিত্য; শাক্তধৰ্ম: অসমৰ শাক্তধৰ্ম, অসমৰ শক্তিপীঠ আৰু মঠ-মন্দিৰ, অসমৰ শাক্ত সাহিত্য; বৈষ্ণৱধৰ্ম: অসমৰ বৈষ্ণৱ আৰু নৱ-বৈষ্ণৱ ধৰ্ম, অসমৰ বৈষ্ণৱ সাহিত্যৰ চমু আভাস

অধ্যায় ৬: সত্ৰীয়া সংস্কৃতি

সত্ৰীয়া সংস্কৃতি: সত্ৰৰ সংজ্ঞা, উৎপত্তি, সত্ৰৰ বিভিন্ন বিভাগ আৰু বিস্তৃতি, সত্ৰৰ বিষয়ববীয়া তথা প্ৰশাসন, সত্ৰৰ নিত্যকৰ্ম – সত্ৰীয়া নাম-প্ৰসংগ, সত্ৰৰ নৈমিত্তিক কাৰ্য তথা সত্ৰৰ উৎসৱ-অনুষ্ঠান, সত্ৰৰ কেতবোৰ পালনীয় আচাৰ-ৰীতি, সত্ৰীয়া গীত, নৃত্য, বাদ্য আৰু ভাওনা

অধ্যায় ৭: নামঘৰ – চমুপৰিচয়

নামঘৰ: চমুপৰিচয়, নামঘৰৰ কাৰ্যপ্ৰণালী – ধৰ্মীয়-চৰ্চা তথা শিল্প-চৰ্চাৰ কেন্দ্ৰ, নামঘৰৰ সামাজিক কতৃৰ্হ

অধ্যায় ৮: সত্ৰীয়া পৰিৱেশ্যকলা

সত্ৰীয়া পৰিৱেশ্য কলা; সত্ৰীয়া সংগীত: বৰগীত, কীৰ্তন, নামঘোষা আৰু আনুষংগিক ধাৰা; সত্ৰীয়া নৃত্য আৰু বাদ্য; অংকীয়া নাট আৰু ভাওনা

অধ্যায় ৯: লোক সংস্কৃতিৰ চমু আভাস

লোক সংস্কৃতি – সাধাৰণ পৰিচয়; অসমৰ লোক সংস্কৃতি: বাচিক সংস্কৃতি, ভৌতিক সংস্কৃতি, সামাজিক লোক প্ৰথা বা লোকাচাৰ, লোক পৰিৱেশ্য কলা

অধ্যায় ১০: মৌখিক সাহিত্য

মৌখিক সাহিত্য; অসমীয়া মৌখিক সাহিত্য

অধ্যায় ১১: সামাজিক লোকাচাৰ

সামাজিক লোকাচাৰ: লোক বিশ্বাস আৰু লোক ধৰ্ম, লোক উৎসৱ-অনুষ্ঠান, অৱসৰ-বিনোদন আৰু খেল-ধেমালি, লোক গুৰুত্ব আৰু লোক চিকিৎসা

অধ্যায় ১২: ভৌতিক সংস্কৃতি

ভৌতিক সংস্কৃতি: লোক শিল্প, লোক কলা, লোক স্থপতিবিদ্যা, লোক আভৰণ, লোক বন্ধনপ্ৰণালী

অধ্যায় ১৩: লোক পৰিৱেশ্য কলা

লোক পৰিৱেশ্য কলা; অসমৰ লোক পৰিৱেশ্য কলা: লোক সংগীত, লোক নাট্য

অধ্যায় ১৪: অসমৰ কেইটিমান নিৰ্বাচিত লোক পৰিৱেশ্য কলা

অসমৰ কেইটিমান নিৰ্বাচিত লোক পৰিৱেশ্য কলা: ওজাপালি, কুশানগান, ঢুলীয়াভাওনা, খুলীয়াভাওনা

Reading List

Asom Sahitya Sabha (1962), Asomor Janajati. Jorhat.

Baruah, Birinchi Kumar (1985). Asomor Loka Sanskriti. Guwahati: Bina Library

Bhattacharjya, Pramod Chandra (1999). Asomor Janajati. Guwahati Lawyer's Book Stall.

Gogoi, Lila (1994). Asomor Sanskriti. Dibrugarh: Banalata.

Goswami, Narayan Chandra (2005). Satra Sanskrit Swarnarekha. Guwahati: Lawyer's Book Stall.

Hakacham, Upen Rabha (2000). Asomor Janajatiya Sanskriti. Guwahati: Bani Mandir.

Narjee, Bhaben (1966). Bodo-Kacharir Samaj aaru Sanskriti, Guwahati: Lawyer's Book Stall.

Neog, Hariprasad and Gogoi, Lila (Compl. And Ed.) (1989). Asomia Sanskriti.: Dibrugarh: Banalata.

Padun, Nahendra (1993). Asomia Sanskritiloi Janajatiya Borongani. Guwahati: Lawyer's Book Stall.

AEC 402 Spoken English

Learning Objectives

The objectives of the course are to:

- acquaint the learners with the basic elements that make up English speech
- provide a general study on some of the key areas of English functional grammar
- enable the learner to develop a proper idea on the use of various grammatical forms
- develop in learners the necessary skills and techniques of oral communication, day-to-day conversations, interview etc. in English
- encourage the development of public speaking skills and speech skills on special occasions
- highlight the importance of Spoken English

Learning Outcomes

- After going through the course, the learner will be able to:
- discuss the importance of English in the 21st century global context
- develop a proper idea on the use of various grammatical forms
- develop the necessary skills and techniques of oral communication, day-to-day conversations, interview etc. in English
- appreciate the importance of Spoken English in the present context

Syllabus

UNIT 1: IMPORTANCE OF SPOKEN ENGLISH

Knowing the importance of English in the Global Context, Skills of Better Communication

UNIT 2: ISSUES ON ORAL COMMUNICATION I

Skills Involved in Oral Communication, Listening and Speaking Skills, Reading and Writing Skills, The Process of Speech, Non-verbal Communication

UNIT 3: ISSUES ON ORAL COMMUNICATION II

Conversation as a speech event, Turn-Taking, The Language of Conversation, Phrasal Verbs

UNIT 4: GRAMMAR IN CONTEXT I

Grammaticality and Appropriateness, Eliciting Information, Question Patterns in Context, Some Verb Forms in Context

UNIT 5: GRAMMAR IN CONTEXT II

Modals in Conversation, Uses of Will and Would, Uses of May, Might and Must, Uses of Other Modals, Uses of Shall, Should and Shouldn't, Miscellaneous Uses of Modals

UNIT 6: INFORMAL AND FORMAL SPEECH

Features of Informal speech, Ellipsis, Discourse Markers in Informal Speech, Discourse Markers of Formal Speech

UNIT 7: SOUNDS OF ENGLISH I

Units of Speech Sounds, The Vowel Sounds, The Consonant Sounds, Minimal Pairs, Vowel Contrasts, Consonant Contrasts

UNIT 8: SOUNDS OF ENGLISH II

Word Stress, Placement of Word Stress, Stress in Compound Words, Grammatical Function of Stress, Sentence Stress and Intonation

UNIT 9: COMMUNICATION SKILLS

What is Communication? Types of Communication, Written Communication, Spoken Communication, Non-Verbal Communication, Essentials of Written Communication, Essentials of Oral Communication

UNIT 10: TELEPHONE SKILLS

Understanding Telephone Communication, Handling Calls, Making Requests, Request to Do Things, Giving Instructions

UNIT 11: INTERVIEW SKILLS

The Art of Interviewing, Examples of Interviews—Job Interviews, Media Interviews

UNIT 12: PUBLIC SPEAKING

The art of Public Speaking, Techniques of Persuasive Speech, Techniques of Informative Speech

UNIT 13: SPEECHES FOR SPECIAL OCCASIONS

Public Speaking on Special Occasions—Address of Welcome, Introducing the Speaker, Vote of Thanks, Group Discussion

UNIT 14: DIALOGUES IN CONTEXTS

Importance of Dialogues in Social Interactions, Some Dialogues of Contexts—At the Post Office, At the Doctor's, Buying a Shirt, At the Market, In the Library, At the Railway Station, At the Tea Stall, An Interview, At the Book Seller's, At the Garage, Hiring a Taxi, At the Restaurant, At the Bank, At the Hotel

Reading List

- Carmen, Robert. (ed.) Spoken English: Flourish Your Language. Abhishek Publication: Chandigarh.
- Eastwood, J. (1994). Oxford Guide to English Grammar. Oxford University Press.
- Karal, Rajeevan et al. (2016). English for Successful Communication. Oxford University Press.
- Koneru, Aruna. (2013). Professional Speaking Skills. Oxford University Press
- Sasikumar, V. and Dhamija, P.V. (1993). Spoken English: A Self- Learning Guide to Conversation Practice. Tata McGraw-Hill Publishing Company Limited.
- Seely J. (2004). Oxford Guide to Effective Writing and Speaking. Oxford University Press.
- Sethi, J. et al. (2004). A Practical Course in English Pronunciation. Prentice Hall of India.
- Sethi, J and P.D. Dhamija. (1999). A Course in Phonetics and Spoken English. Prentice Hall.

AEC 403 English for Media Studies

Course Objectives

- To familiarise the learners with the process of writing for the media
- To identify the specific use of English in the field of media
- To equip learners with basic writing skills required for media

Course Outcomes

- On completion of this course, the learners will be able to-
- Familiarize oneself with the process of writing for different forms of media
- Make proper utilization of the English language in media
- Acquire the basic writing skills in English for various media forms

Syllabus

Unit 1: INTERVIEWING AND NOTE TAKING

Definition of Interview, preparing for interview, conducting the interview, text of interview, language for audio-visual interview, note taking

Unit 2: EDITORIAL WRITING

Defining Editorial, Introduction to the editorial page, writing the editorial, rules for Editorial writing, writing the Feature, writing the Article, writing the middle, Letters to the Editor

Unit 3: ART OF COLUMN WRITING

Types of columns, distinguishing characteristics of an op-ed, steps to be followed while writing a column

Unit 4: ELEMENTS OF GOOD WRITING

Characteristics- precision, clarity in writing, use of simple sentences, grammar and punctuation, avoiding clichés, pacing, use of transitions

Unit 5: PREPARING COPY

Copy editing- use of quotes, paraphrases, attribution, writing the lead, grammatical mistakes- confusion in the use of 'who' and 'whom', possessive pronouns, use of active voice, copy reading symbols

Unit 6: MASTERING THE LANGUAGE OF EDITING

Importance on vocabulary, sentence construction, participles, pronouns, verbs, nouns, foreign words, prepositions, paragraphs, selection of right words

Unit 7: REVIEW WRITING

Book review- fiction, adverse criticism, non-fiction, the collection, poetry, drama, Steps to be followed while doing a book review, drama review, Film review

Unit 8: NEWS WRITING

Language and style of Indian Media, Language and style for print and cyber media, Language and style for Radio, Language and style for Television

Unit 9: HEADLINE WRITING

Meaning of headline, Types of headline, Functions of a headline, Factors to be kept in mind while writing headlines, Headline writing skills- use of verbs, use of Articles and Voices, Use of Decks, The Five Ws, use of short synonyms, Abbreviations, Punctuation, Line Balance, Guidelines for headline writing

Unit 10: WRITING FOR ADVERTISING COPY

Introduction, Key concepts in advertising, Copywriting, Radio copy, Television copy

Unit 11: WRITING AND REWRITING FOR PUBLIC RELATIONS

Preparing news releases- Announcement releases, Backgrounders, Position Papers, Tip Sheets, Rewriting news releases, Writing newsletter stories

Unit 12: GRAMMAR AND USAGE

Sequence of tenses, Voice, Narration, Punctuation, Vocabulary

Unit 13: COMMON ERRORS IN THE USE OF ENGLISH LANGUAGE

Errors of concord, Errors of construction, Errors of order, Errors in prepositions, Errors in conjunctions

UNIT 14: REPORTING PUBLIC SPEECH

Reporting public speeches- background information, covering the speech, using a prepared text, writing the speech story for print

Unit 15: STYLE AND THE STYLEBOOK

Need of a stylebook, -consistency, preference and tradition, Guidelines of different stylebooks, Mechanical rules

Reading List

Chaturvedi, S.N. (2007), Dynamics of Journalism and Art of Editing, Cyber Tech Publications, New Delhi

Hough, George A. (2006), News Writing, Kanishka Publishers, Distributors, New Delhi

Kamath, M.V (2005), The Journalist's Handbook, Vikas Publishing House Pvt Ltd, New Delhi

Lorenz, Alfred Lawrence, John Vivian (2006), News : Reporting and Writing, Dorling Kindersley, New Delhi

Parthasarathy, Rangaswami (2006), Basic Journalism, Macmillan India Ltd., New Delhi

Singh, Chandrakant P. (1999), Before the Headlines, Macmillan India Limited, New Delhi

Sissons, Helen (2006), Practical Journalism : How to Write News, Sage Publications, UK

Singh, Bhanu Pratap (2011), Art of Editing, Anmol Publications Pvt Ltd, New Delhi

Wrinn, Mary J.J. (2008), Elements of Journalism, Cosmo Publications, New Delhi

Detailed Syllabi of Skill Enhancement Courses (SECs)

SEC 101 Office Management

Course Objectives

The objectives of the Course are to help the learner's in

- Understanding the concepts of office management and office administration
- Understanding of Office Automation, space management, workplace environment
- Acquiring the knowledge of official terms used in workplace
- Understanding the key concepts of office communication
- Understanding the significance of mailing section, Arrangements with post offices, inward Mail routine and Dealing with correspondence
- Informing with various types of stationeries, drafts, noting, equipment and knowledge in the use of appliances

Course Outcomes

Upon successful completion of the course, the learners will be able to:

- Familiar with office management and office administration
- Acquire skills needed by an administrative assistant to function in such office environment.
- Use human relations skills, interpersonal interactions, as well as verbal and written communications.
- Develop skills in arrangement of papers for filing, methods of filing and indexing

Syllabus

UNIT 1: INTRODUCTION TO OFFICE MANAGEMENT

Meaning and importance of office, Nature and functions of Office, Relationship of office with other departments, Functions-basic and auxiliary, Position and role of an office manager

UNIT 2: OFFICE ADMINISTRATION

Administrative office management, objectives of administrative office management, functions of administrative office manager, scientific office management

UNIT 3: OFFICE LAYOUT

Office Layout and Working Condition, Location of office, Office building, Office layout-nature, principles, types, Open and private offices,

UNIT 4: OFFICE ENVIRONMENT

Lighting, ventilation, safety from physical hazards, sanitary requirements, cleanliness, security and Temperature and interior decoration

UNIT 5: OFFICE SERVICES

Centralization versus decentralization of office services, departmention of office, departments of a modern office

UNIT 6: WORKFLOW IN OFFICE

Workflow in Office, Concept of work-flow and flow charts, Difficulties in work flow.

UNIT 7: OFFICE ORGANIZATION

Office Organization Principles, Types - line, line and staff and services Organization, Office charts and manuals.

UNIT 8: OFFICE COMMUNICATION

Basic Principles, Internal Communication and External communication, Handling Inward and Outward communication; Mail Organization of the mailing section, Arrangements with post offices, Inward Mail routine, Dealing with correspondence, Outward mail routine, Mechanizing mail service.

UNIT 9: FILING AND INDEXING

Concept and Meaning of Filing, Objectives and Importance of Filing, Classification and Arrangement of Papers for Filing, Methods of Filing, Centralized and Decentralized Filing System, Indexing

UNIT 10: OFFICE STATIONARY

Concept and meaning of office stationery, Types of office stationery, Control of office stationary and supplies, Standardization of Office supplies, Purchasing Office Stationeries and Supplies, storage and Office Manager and Stationary control

UNIT 11: OFFICE AUTOMATION

Uses and abuses of Labour saving appliances and various types of commonly used appliances

Reading List

- Balachandran, V. and Chandrasekaran, V. (2009), Office Management, Tata McGraw Hill Education Private Limited
- Balachandran (2009); Office Management; Tata McGraw-Hill Education, India
- Bhatia, Dr. R. C. (2005); Principles of Office Management; Lotus Press; India
- Bhatnagar, S. K. (2011); Office Management; Frank Brothers; India
- Chakravarti, B. K. (2006); Concept of Front Office Management, APH Publishing; India
- Chopra, R. K. and Chopra, Ankita (2009), Office Management, Published by Himalaya Publishing House
- Dix, Colin and Baird, Chris (2006); Front Office Operations, Pearson Education India
- Dubey, N. B. (2009); Office Management: Developing Skills for Smooth Functioning, Global India Publications; India.
- S.S. Khanka (2007), 'Human Resource Management: Text and Cases', 1st Edition, S. Chand and Company Ltd, New Delhi

SEC 102 Organic Farming

Course Objectives

The main objectives of the course are to:

- create awareness about organic production system
- familiarize with organic crop management practices, organic standards and certification
- promote self-employment and income generation

Course outcomes

- Develop critical understanding of various aspect of organic production
- Apply their knowledge and skills by establishing their own organic farm
- Comprehend the importance of eco-friendly fertilizers and pesticides

Syllabus

UNIT 1: PRINCIPLES OF ORGANIC FARMING

The Science of Modern Farming, Development of Organic Farming: Definitions of Organic Farming Concept of Organic Farming: Organic Concept, Holistic Concept, Living Soil Concept, Healthy Plant Concept; Principles of Organic Farming: The Principle of Health, The Principle of Ecology, The Principle of Fairness, The Principle of Care; Role of International Organisations

UNIT 2: ORGANIC NORMS

Certification and Inspection in Organic Farming, National Norms: Certified organic farmer, Basic requirements in an organic farm, Certification, group certification, Organic Certification agencies in North East India, International norms: International Organic Standards: The IFOA and Its Norms: IFOAM Basic Standards (IBS) and IFOAM Accreditation Criteria, The European Union (EU) Council's Regulation on Organic Production; Japanese Organic Standards; United States of America Organic Standards; Comparison of EU, JAS and USDA Organic Standards; Private Certification in Some Countries

UNIT 3: FARM SOIL MANAGEMENT

Farm Design, Components of an Organic Farm, Planning and Layout of the Farm; Farm Components in Different Agro Eco-Systems; Field Crops in Organic Farms, Trees in Organic Farms: Border Trees, Agro forestry, Farm Forestry, Benefits of Trees in organic Farm; Farm Biodiversity, Field Bunds; Farm Structures: Cattle Shed, Storehouse, Farm Office; Land Preparation: Implements Used for Land Preparation, Factors Influencing Land Preparation, Summer Ploughing, Wetland Preparation; Types of Tillage: Conventional Tillage, Minimum Tillage, Zero Tillage, Conservation Tillage; Organic mulching, green cropping, cover cropping, biochar and its application, Buffer Zone

UNIT 4: SEEDS, PLANTING AND FARM IMPLEMENTS

Seeds: Structure and germination, Seed dormancy: causes and method of breaking dormancy, Seeds sowing/ Planting of some important crops, Different Farm implements: Ploughing, sowing, inter-cultivation and other

UNIT 5: WATER MANAGEMENT AND CONTAMINATION CONTROL

Quality and standard of irrigation water, Schedule of irrigation, Preparation of land for irrigation, Methods of irrigation, Critical Stages in Crop Development: Cereals and Millets, Legumes and Oil Seed, Vegetables and Fruit Crop, Contamination: Soil, water and air, Control of contamination: National Guidelines, Protecting Farm Ponds and Wells, Decontaminating Farm Wells, Contamination Control for Pesticide Spill, Human Relation

UNIT 6: CROP ROTATION AND CROPPING SYSTEM

Principles of Crop Rotation, Effect of crop rotation; Selection of crops for rotation Advantages and disadvantages of Crop Rotation, relay cropping

UNIT 7: COMPOSTING AND MANURING

Organic Resources Available for Manuring and Composting; Compost and Composting; Stages of Composting: Mesophilic Stage, Thermophilic Stage, Curing; Principles of Composting Types of Composting: Aerobic Decomposition, Anaerobic Decomposition, Methods of Composting, Vermicomposting; Factors Affecting Composting: C/N Ratio of the Bedding Materials, Blending and Shredding, Moisture, Temperature, Oxygen or Aeration, pH

UNIT 8: BIO FERTILIZERS, BIO PESTICIDES AND BIOCONTROL AGENTS

Types of bio fertilizers, biopesticides; Methods of Bio fertilizer application: Seed, root ad Soil; Biocontrol agents: Uses and application

UNIT 9: MARKETING OF ORGANIC PRODUCE

Markets - Concepts and Classification: Definition of Market, Classification of Markets, Channel of Distribution and Role of Middlemen, Understanding the Marketing Process, Marketing of Agricultural Products ; Marketing of Organic Produce: Current Status of World Organic Market, Organic Market in India Limitation of Organic Market in India

UNIT 10: GOVERNMENT SCHEMES AND OTHER FINANCIAL RESOURCES

National Programme for Organic Production; Schemes of Ministry of Agriculture (MoA) Govt. of India; Scheme on Organic Farming under National Horticulture Mission; Supports for Organic Farming under Technology Mission for Integrated Development of Horticulture in the North Eastern States; Scheme on Capacity Building for Organic Products; Other Financial Resources

Practical

Unit 1: Visit to organic farm and bio fertilizer production unit

Unit 2: Seed Treatment of important crops

Unit 3: Sowing and Planting of important crops

Unit 4: Preparation and application of Compost

Unit 5: Preparation of Plant protection inputs like organic pesticides, neem cake.

Unit 6: Preparation of vermicompost and Vermiwash

SEC 103 Introduction to Geo-informatics [Credits: 2 Theory+1 Practical]

Course Objectives

- To provide the basic concepts and significance of Geoinformatics
- To give an idea to understand maps used in Geographic Information System (GIS)
- To familiarize with the GIS and its applications
- To get an idea of various GIS data types
- To describe the applications of geoinformatics in different areas

Course Outcomes

At the end of the course, a learner will be able to

- Understand the relationship between people, climate, landforms, river system, vegetation and much more
- Develop the computer and management skills as a part of geospatial technology using GIS tools

UNIT 1: UNDERSTANDING MAPS

Definition of a map; Properties of maps; Types of maps; Present day significance of maps; Map Projection Systems; Map Projections for Hemispheres and the World; Map Projections for Continents and Regions; Concept of Datum; Universal Transverse Mercator projection; International Terrestrial Reference Frame in GIS

UNIT 2: INTRODUCTION TO GIS

Basic Concepts of Geographic Information System; Components of a GIS; Spatial Data Creation; Data Types: Spatial Data, Non-Spatial Data, Raster Data, Vector Data, TIN; Data Editing and Analysis; Topological Relationships; Advantages of GIS; Social and Institutional Context of GIS; Contemporary Development of GIS; Web GIS

UNIT 3: INTRODUCTION TO GNSS

Introduction to GPS; GPS Applications: Asset Mapping, Navigation Services, Location Based Services; Introduction and Surveying

UNIT 4: BASICS OF REMOTE SENSING

Introduction to Remote Sensing; Types of Remote Sensing; Indian Remote Sensing Programmes

UNIT 5: OPEN DATA SOURCES AND SOFTWARE FOR GEOINFORMATICS

Open-Source Data: Bhuvan, USGS, Google Earth, Gram Manchitra; Open source Digital Elevation Model; Open Source Software: QGIS.

UNIT 6: APPLICATIONS OF GEOINFORMATICS

Application of Geoinformatics in Natural Resource Management, Watershed Management, Disaster Management, Rural Development, Urban Planning, Monitoring and Evaluation of Projects.

Reading List

- George Joseph, (2005), Fundamentals of Remote Sensing (2nd ed.), University Press, pp.1-474
DeMers M. N., 2000: Fundamentals of Geographic Information Systems, John Wiley & Sons
Lillesand, T.M., Kiefer, W.R. and Chipman, W.J, (2004), Remote Sensing and Image Interpretation, (5th ed.), Wiley India Publication, pp.1-763
Clarke K. C., 2001: Getting Started with Geographic Information Systems, Prentice Hall
French, G. T. 1996: Understanding the GPS: An Introduction to the Global Positioning System, Geo Research Inc.
Burrough. P.A. & McDonnell. R. (1998), Principles of Geographic Information Systems, OUP

SEC 201 Tea Cultivation and Management

Course Objectives

- impart both theoretical and practical knowledge in the functional areas of tea plantation and management
- encourage the small tea cultivation among the unemployed youth
- help those who have already engaged themselves in Tea Plantation sector

Course outcomes

After completing the course a learner will be able to

- apply their knowledge and skills by establishing their own tea plantation
- get employability in various sectors like tea gardens, Tea Processing Units, Tea brokering houses, Tea Research Institute
- Integrate knowledge of tea cultivation and management in a scientific way

Syllabus

UNIT 1: INTRODUCTION TO TEA AND ITS CULTIVATION

Beginning of tea cultivation in India, the tea plant and its cultivation, tea growing areas in India, small scale tea cultivation in Assam, tea cultivation in non traditional areas and other N.E. states, tea industry and its role in national economy, developmental agencies

UNIT 2: SOIL AND CLIMATIC REQUIREMENTS

Soil requirements-physical, chemical and biological properties, land features slope, altitude and aspects, climatic requirements- rainfall, temperature, R.H., day length and wind velocity, selection of sites for tea, soil and water conservation.

UNIT 3: PLANTING MATERIALS OF TEA AND PROPAGATION

Planting materials-clone, clonal seed, differences between clone and clonal seeds, choice of planting materials, production of planting materials-clonal nucleus plot, tea seed barie; Seed propagation, vegetative propagation, tea nursery, nursery techniques for V.P. nursery techniques for seed propagation, nursery management

UNIT 4: LAND PREPARATION AND PLANTING

Land preparation-land preparation in virgin, uprooted and marginal lands; Planting-age and size of plant, stacking, spacing, pit digging, planting time, after care, infilling, planting in undulating hilly areas-catchment planning

UNIT 5: YOUNG TEA MANAGEMENT

Objectives of training, frame formation-operations, methods of bringing up for plain areas of N.E. India and hilly areas, cultural practices adopted in young tea management

UNIT6: PRUNING OF TEA

Pruning - Objectives of pruning, skiffing, different types of pruning and skiffing, method of pruning, pruning cycle

UNIT7: PLUCKING OF TEA

Objectives of Plucking, plucking-tipping, maintenance foliage, plucking systems, standard of plucking, plucking round, creep, breaking back, banjhi shoot, plucking baskets/ bag care and handling of green leaf

UNIT 8: PLANT PROTECTION

Weeds in Tea plantation, weeds control methods-manual or mechanical, chemical control, Weed Control in Nursery, young tea areas and immature tea; Tea pests- leaf and shoot pests, stem and branch pests, other pests. Sprayers, and application of pesticides, - sprayers, target sites for

application, integrated pest management; tea diseases-casual agencies and classification, common tea diseases, description of common tea diseases and their management, seedling diseases, primary and secondary diseases

UNIT9: PHYSIOLOGICAL DISORDERS AND COLD WEATHER OPERATIONS

Adverse climatic and soil conditions, external agencies, cold weather management

UNIT10: COST DEVELOPMENT OF TEA PLANTATION AND RECORD KEEPING IN TEA GARDEN

Cost development of Tea Plantation – requirement of labour, cost of labour and inputs, income, Record keeping-definition, good record keeping systems, branches of record keeping, books and accounts, information to be maintained in tea garden

Practical

Unit 1: Land Preparation for Planting of Tea

Unit 2: Planting of Tea

Unit 3: Methods of Frame Formation in Tea

Unit 4: Fertilizer Application in Young and Mature Tea.

Unit 5: Pruning and Skiffing of Mature tea

Unit 6: Tipping and Plucking of Tea

Reading list

C.R., Harler. (2022) "teaproduction". Encyclopedia Britannica.

<https://www.britannica.com/plant/tea-plant>. Accessed 20 July 2022.

Panda,H. (2016). The Complete book on Cultivation and Manufacture of Tea. Asia Pacific Business Press Inc

Barua, D.N. (2008). Science and Practice in Tea Culture. Tea Research Association, Kolkata.

Ghosh Haira,N. (2001). Tea Cultivation-Comprehensive Treatise, International Book Distributing Co., Lucknow

Willinson, K.C. and Clifford, M.N. (1992). 'Tea' Cultivation to Consumption, Springer Dordrecht
The Tea Plant. http://teaworld.kkhsou.in/lessons_details.php?lesson=The-Tea-Plant&urltitlepage=4c59b38ba721a5ad8713

Climate and Soil for Tea

Cultivation.http://teaworld.kkhsou.in/lessons_details.php?lesson=Climate-and-Soil-for-Tea-Cultivation&urltitlepage=387bc6c0428d2cd31be8

Propagation of Tea and Nursery Management

http://teaworld.kkhsou.in/lessons_details.php?lesson=Propagation-of-Tea-and-

SEC 202 Electricity and Electrical Wiring [2 Theory+1 Practical]

Course Objectives

- To provide the basic concepts of various forms of energy and their sources
- To familiarize with the basic principle of electrical current flow, different terms, their relations and different laws, measurement of current, voltage, power and energy
- To give an idea about magnet, magnetic materials, properties and electromagnetic induction
- To learn wires, cable, house wiring, materials required for house wiring and earthing
- To familiarize with diode, transistor, devices using diode and transistor
- To learn about electrical safety precaution and shock treatment
- To understand the Indian Electricity Rule

Course Outcomes

- After the completion of this course, the learner will be able to-
- describe the fundamental concept of electricity
- define various terms and applications of laws of electric circuits
- select appropriate tools and measuring instruments to carry out electrical works
- identify house wiring components according to their size and specification
- explain the earthing, necessity of earthing and how earthing is done
- perform the tests on newly installed house wiring
- explain about the functioning of semiconductor and devices using semiconductor
- follow the safety precautions, electrical shock treatment and Indian Electricity Rule

Syllabus

UNIT 1: FUNDAMENTALS OF ELECTRICITY

Forms of Energy: Types, their units, advantages of Electrical Energy; Sources of Electricity: conventional and non conventional; Atomic structure; Static and dynamic electricity; Basic terms used in electricity and their definitions: electric potential, potential difference, electrical power, energy and problems; Ohm's Law; Resistance and Specific Resistance: Definition, Effect of temperature on resistance; Conductor and Insulator: Types, properties and applications.

UNIT 2: FUNDAMENTALS OF ELECTRICAL CIRCUIT

Familiarization of common components: Interconnection of passive components; Resistance in series and parallel; Advantages and disadvantages of series and parallel circuit; Voltage and current divider rule; Kirchhoff's Laws.

UNIT 3: INTRODUCTION TO MAGNETISM

Magnet and types of magnet; Permeability and type of magnetic materials on the basis of permeability; Magnetic property of materials; Magnetic effect of electric current; Electromagnetic induction and Faraday's Laws of Electromagnetic Induction; Familiarization with some common devices

UNIT 4: FUNDAMENTALS OF ALTERNATING CURRENT

Direct current (DC) and alternating current (AC): comparison between AC and DC; Electro Motive Force equation: Cycle frequency, time period, amplitude, phase, rms value, average value; Ac Circuit: Inductance, Inductive reactance, capacitance, capacitive reactance, impedance; Power factor and power

UNIT 5: ELECTRICAL MEASUREMENT INSTRUMENT

Multimeter: Analog Multi-meter, Digital Multi-meter; Tong Tester; Measuring Instrument: Permanent Magnet Moving Coil, Moving Iron, Induction type instrument; Measurement Meters: Watt-meter, Energy-meter, Power factor meter; Voltmeter and Ammeter: Extension of range of voltmeter, loading effect of voltmeter, calibration of voltmeter, Extension of range of ammeter, voltage drop effect of

ammeter, calibration of ammeter; Current Transformer and Potential Transformer; Earth resistance meter.

UNIT 6: WIRES AND ACCESSORIES

Types of wires and cables: Characteristics, Current carrying capacity; Types of joints and termination; Safety consideration and regulations

UNIT 7: ELECTRICAL HOUSE WIRING

Method of house wiring; Types of surface wiring and concealed wiring; Wiring accessories and their specifications; Wiring diagram; Types of connections of lamps including staircase connection; Testing of house wiring.

UNIT 8: EARTHING

Importance of earthing; Ground connection and size of GI wire for ground connection; Various types of earthing; Measurement of earth resistance

UNIT 9: SAFETY REQUIREMENT

Hazards of electricity: Fire hazard and electric shock; Safety precautions and electrical safety sign; Shock treatment; Firefighting equipment for fire involving electrical equipment; Indian Electricity Rules and Indian Electricity Act

UNIT 10: SEMICONDUCTOR DEVICES

Semiconductor: Type of semiconductor, Examples; PN junction diode: formation of PN junction diode, forward bias and reverse bias characteristics, application; zener diode; Transistor: Type of transistor, configuration, Working of transistor, operation mode; Field effect transistor; power transistor; LDR.

UNIT 11: INTRODUCTION TO ELECTRICIAN TRADE

Electrician trade: Scope of electrician trade, Employment opportunity; Responsibilities of electrician and wiremen; Training of electrician.

Reading List

- Kothari D. P. and I. J. Nagrath, Basic Electrical Engineering, 3rd edn, McGraw Hill Education (India) Private Limited, New Delhi.
- Gupta J. B., Electrical and Electronics Engineering Materials, 3rd edn, S. K. Kataria & Sons, New Delhi.
- Meheta V. K., Rohit Meheta, Basic Electrical Engineering, 5th edn, S. Chand & company Ltd, New Delhi.
- Meheta V. K., Rohit Meheta, Principle of Electrical Engineering, 2nd edn, S. Chand & company Ltd, New Delhi.
- Thereja B. L., A. K. Thereja, A Text Book of Electrical Technology Volume- I, 23rd edn, S. Chand & company Ltd, New Delhi.
- Mittle V. N., Basic Electrical Engineering, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Anwani M. L., Basic Practicals in Electrical Engineering, Dhanpat rai &Co, New Delhi
- Singh Tarlok., Fundamentals of Electrical Engineering, S. K. Kataria & Sons, New Delhi.
- Dr Das Basudev, D. Haloi, Dr Mitali Chakravorty, Yasmin Zaman, Basics of Electrical Engineering, Book Land Publication, Guwahati.

SEC 301 Cyber Security

Course Objectives

- Learn the foundations of Cyber security and threat landscape
- To equip students with the technical knowledge and skills needed to protect and defend against cyber threats
- To develop skills in students that can help them plan, implement, and monitor cyber security mechanisms to ensure the protection of information technology assets
- To expose students to governance, regulatory, legal, economic, environmental, social and ethical contexts of cyber security
- To expose students to responsible use of online social media networks
- To systematically educate the necessity to understand the impact of cyber crimes and threats with solutions in a global and societal context
- To select suitable ethical principles and commit to professional responsibilities and human values and contribute value and wealth for the benefit of the society

Course Outcomes

- On completion of this course, the learners will be able to
- Understand the cyber security threat landscape
- Develop a deeper understanding and familiarity with various types of cyber attacks, cyber crimes, vulnerabilities and remedies thereto
- Analyse and evaluate existing legal framework and laws on cyber security
- Analyse and evaluate the digital payment system security and remedial measures against digital payment frauds
- Analyse and evaluate the importance of personal data its privacy and security.
- Analyse and evaluate the security aspects of social media platforms and ethical aspects associated with use of social media.
- Analyse and evaluate the cyber security risks.
- Based on the Risk assessment, plan suitable security controls , audit and compliance.
- Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training.
- Increase awareness about cyber-attack vectors and safety against cyber-frauds.
- Take measures for self-cyber-protection as well as societal cyber-protection.

Syllabus

UNIT 1: INTRODUCTION TO CYBER SPACE

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology

UNIT 2: INTRODUCTION TO INTERNET AND CYBER SECURITY

Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security

UNIT 3: CYBER CRIME 1

Classification of cyber-crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children

UNIT 4: CYBER CRIME 2

Financial frauds, Social engineering attacks, malware and ransomware attacks, zero day and zero click attacks

UNIT 5: CYBER LAW

Cybercriminals modus-operandi , Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organisations dealing with Cyber crime and Cyber security in India, Case studies

UNIT 6: INTRODUCTION TO SOCIAL MEDIA

Introduction to Social networks, Types of Social media, Social media platforms

UNIT 7: HANDLING SOCIAL MEDIA

Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social networks.

UNIT 8: SECURITY ISSUES IN SOCIAL MEDIA

Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.

UNIT 9: INTRODUCTION TO E-COMMERCE

Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices

UNIT 10: INTRODUCTION TO DIGITAL PAYMENTS

Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhaar enabled payments

UNIT 11: SECURITY ASPECTS IN DIGITAL PAYMENTS

Digital payments related common frauds and preventive measures; RBI guidelines on digital payments and customer protection in unauthorised banking transactions; Relevant provisions of Payment Settlement Act, 2007

UNIT 12: DIGITAL DEVICES SECURITY 1

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software.

UNIT 13: DIGITAL DEVICES SECURITY 2

Device security policy, Cyber Security best practices, Significance of host firewall and Anti-virus, Management of host firewall and Antivirus

UNIT 14: WI-FI SECURITY

Introduction to Wi-Fi, Types of Wireless security: Wired Equivalent Privacy (WEP), Wi-Fi Protected Access (WPA), Wi-Fi Protected Access 2 (WPA 2), Wi-Fi Protected Access 3 (WPA 3); Threats and risks to Wi-Fi Security, Ways to protect Wi-Fi network, Types of Wi-Fi network security devices, Configuration of basic security policy and permissions

Reading List

- Cyber Crime Impact in the New Millennium, by R. C Mishra ,Auther Press. Edition 2010.
- Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
- Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13th November, 2001)
- Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
- Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
- Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
- Fundamentals of Network Security by E. Maiwald, McGraw Hill.

Detailed Syllabi of Value Added Courses (VACs)

VAC 101 Environmental Studies and Disaster Management

Course Objectives

- Help the undergraduate students to obtain in-depth knowledge on natural processes and resources that sustain life and govern economy.
- Understand the consequences of human activities on the environment, global economy, and quality of human life.
- Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.

Course Outcomes

- Interpret the impacts of human activities on the environment.
- Comprehend the importance of natural resources and its conservation
- Recognize the disasters and Hazards and enable the new generation to face the new challenges.
- Encourage engaging in hazard and disaster related learning in order to develop measures for mitigation.

Syllabus

UNIT 1: CONCEPT OF ENVIRONMENTAL STUDIES

Definition of Environmental Studies and its Scope Environmental Studies and its Multi-Disciplinary, Nature; Rules and Regulations of Environmental Studies and Public Awareness

UNIT 2: NATURAL RESOURCES

Natural Resources; Types of Natural Resources; Forest Resources; Water Resources; Mineral Resources; Food Resources; Energy Resources; Land Resources; Conservation of Natural Resources; Sustainable Development

UNIT 3: ECOSYSTEM

Ecosystem; Food Chain; Food Web; Energy Flow; Ecological Pyramid; Main Ecosystems

UNIT 4: BIODIVERSITY AND ITS CONSERVATION

Definition of Biodiversity; Values of Biodiversity; Biodiversity at Global, National and Local Levels; Hotspots of Biodiversity; Endangered and Endemic Species; Threats to Biodiversity Conservation of Biodiversity

UNIT 5: ENVIRONMENTAL POLLUTION

Environmental Pollution-Definition; Air Pollution; Water Pollution; Soil Pollution; Noise Pollution; Thermal Pollution; Role of Individual in Prevention of Pollution

UNIT 6: CONCEPT OF DISASTER

Defining Disasters; Types of Disasters; Difference Between Hazard: Disaster, Risk and Vulnerability; Causes, Effects and Mitigation Measures of Some Natural Disasters; Man-made Disasters

UNIT 7: DISASTER MANAGEMENT

Disaster Management; Safety Measures Immediately before a Disaster; Emergency Aid; Methods or Steps Taken for Disaster Management; NGO and Participation of Civil Society; Regional Disaster Management and Planning

Activities:

- Visit to an area to document environmental assets; river/forest/flora/fauna, etc.
- Visit to a local polluted site – Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river

Reading List

- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P.H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- Groom, Martha J. Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
- McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
- McNeil, John R. 2000. *Something New Under the Sun: An Environmental*

VAC 201 Introduction to Yoga

Course Objectives

One Course on Foundation of Yoga of four credit aims to promote positive health, prevention of stress related health problems and rehabilitation in a proper way. It aims to approach cure common ailments and imparting skills in them to introduce Yoga for health is for general public.

Course Outcomes

This Yoga course is designed for total personality development of students in Colleges and Universities. It will invoke scientific attitude and team spirit to channelize their energies in to creative and constructive endeavours. The syllabus of this course will fulfil these objectives containing one theory paper of hundred marks.

Syllabus

UNIT 1: INTRODUCTION TO YOGA

Definition, principles, goals and benefits of yoga

UNIT 2: A NOTE ON PATANJAL YOGA SUTRA

Description, classification,

UNIT 3: A NOTE ON GHERANDA SAMHITA

Brief Introduction, Important Asanas

UNIT 4: A NOTE ON HATHA YOGA PRADIPIKA

Brief Introduction, Important Pranayamas

UNIT 5: INTRODUCTION TO AYURVEDA

Meaning, Origin, Benefits

UNIT 6: PRINCIPALS OF AYURVEDA

Aim, objective, Laws of Healing

UNIT 7: SWASTHA VRITTA

Symptoms, Significance, Daily routine for health

UNIT 8: INTRODUCTION TO ALTERNATIVE SYSTEM OF MEDICINES

Definition, Types, Methods, Benefits

UNIT 9: PRINCIPLES OF DIET IN YOGA AND AYURVEDA

Classification of food, rules, Foods to be taken

UNIT 10: INTRODUCTION TO INDIAN PHILOSOPHY

Classification of Schools, Development, Characteristics

UNIT 11: YOGA IN ANCIENT SANSKRIT TEXT

Tradition of Yoga in Ancient Indian Literature

UNIT 12: YOGA PRACTICE FOR NON-COMMUNICABLE DISEASES

The Key Facts of non-communicable diseases

UNIT 13: RELEVANCE OF YOGA THERAPY WITH MODERN MEDICAL SCIENCE

Principles of Yoga therapy, Components, Relevance

UNIT 14 YOGA THERAPY FOR COMMON DISORDERS

Yoga therapy for Various Common disorders

UNIT 15 YOGA THERAPY FOR MENTAL ILLNESS

Yoga therapy for Various Mental disorders

Readings

Mukta Biswas: Samkhya Yoga Epistemology, D K Print world Pvt. Ltd, New Delhi

S RadhaKrishnan: Indian Philosophy, Vol. II, Oxford University Press, New Delhi

S N Dasgupta: Yoga as Philosophy and religion, Motilal Banarashidas, Delhi