

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
THIRD YEAR B.COM. (SEM- VI)
Business Administration
Major (Core Compulsory)
(Syllabus effective from Academic year 2025-26)

| Subject Title | Business Administration | |
|-----------------------|---|----------------|
| Course Outcome | <p>1. The students will be able to have basic concept of Material Management and characteristics of purchasing system. The aim of this course is to equip students with the knowledge and skills to efficiently plan, procure, store and distribute material within an organization.</p> <p>2. The students will be able to understand concept of Production Management, Plant Layout, Plant Location and Total Quality management (TQM). The students will recognize the objectives, functions, applications of Production management, Inventory control techniques, Solve routing and scheduling problems, Summarize various aggregate production planning techniques.</p> <p>3. The most important outcome is the introduction of Travel and Tourism among the learners and to get the knowledge and understanding of the overall phenomena of Travel and Tourism, by defining, understanding meaning, concept and historical developments and introducing various types and forms of Tourism. Tourism management will help them in selecting their area of interest for further studies and job perspective. The students may also get a spark of pursuing of some creative career.</p> | |
| UNIT NO | CONTENT | WEITAGE |
| Unit 1 | <p>Indian Tourism Management System</p> <p>(1) Introduction to Tourism in India Definition and concepts of tourism Evolution of tourism in India: Ancient to Modern Era Types of tourism: Domestic, Inbound, Outbound, Eco-tourism, Medical tourism, Spiritual tourism, Adventure tourism Significance and impacts of tourism (economic, social, environmental)</p> <p>(2) Indian Tourism Industry Structure and components: Accommodation, Transportation, Attractions, Intermediaries, Support Services Major tourism circuits in India: Ramayan Circuit, Krishna Circuit, Char Dham Circuit, Buddhist Circuit, Desert Circuit, North-East Circuit, Backwaters of Kerala. Challenges and opportunities for Tourism in India.</p> <p>(3) Tourism Planning and Development Tourism planning process in India Promotion of tourism products: fairs, festivals, cultural events.</p> <p>(4) Tourism Policies and Legislation in India National Tourism Policy 2002 and proposed new tourism policy</p> | 25% |

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| Unit 2 | Material Management | 30% |
| | 1. Concept Importance and Scope of Material's Management | |
| | 2. Sound purchasing and purchasing Policies | |
| | 3. Material Handling - Meaning, Definition, Types Role of AI in Material Handling | |
| | 4. Inventory Control: Meaning and Importance | |
| Unit 3 | Production Management | 35% |
| | (1) Meaning and. Scope of production Management and Meaning of productivity. | |
| | (2) Plant Location | |
| | (3) Production planning and control | |
| | (4) Plant Layout - Meaning, Definition Importance of good Layout, Techniques, factors relevant for choice of layout | |
| | (5) TQM- Meaning, characteristics Importance and methods (Kaizen, Kairyo, Just in time, six sigma, Quality circle, Pareto Analysis, Bench marking.) | |
| Unit 4 | Case Study | 10% |

REFERENCES:

1. Materials Management- N. K. Nair
2. Hand-book of Business Administration- Edited by Maynard
3. Production Management- H. N. Broom
4. Factory management- K. G. Lockyer
5. Factory management and Business Organisation- A. S. Deshpande
6. Industrial Organisation and Management- Lawrence L. A Bethel, Franklin and Others
7. Business Administration and Factory Management- B. K. Acharya
8. Factory Organisation and Management- S. P. Roy
9. Organisational Behaviour by L. M. Prasad
10. Organisational Behaviour by Stephen Robbins
11. Organisational Behaviour- K. Ashvath Thapa
12. Organisational Behaviour- V. S. P. Rao
13. Plant Layout and Material handling- G. K. Agarwal
14. Plant Layout and Material handling- S. C. Sharma by Khanna Publishers
15. Introduction to Materials management by Stephen Chapman, J. R. Tony Arnold
Ann K Galewood Lloyd M. Cline
16. Introduction to Material handling by Siddhartha Ray
17. Material handling- Principles and Practices by Theodore H. Allegri
18. Bhatia, A.K. – Tourism Development: Principles and Practices
19. Sterling Publishers Pvt. Ltd.
A comprehensive guide to Indian tourism, policies, and planning.
20. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies
International perspective, good foundational knowledge for students.
21. Seth, P.N. – Successful Tourism: Fundamentals of Tourism
Focuses on Indian context and historical growth.
22. Gupta, S.K. – Tourism and Heritage Management
Covers cultural and heritage tourism in India.
23. Negi, Jagmohan – Tourism and Travel Concepts and Principles
Useful for basics and planning aspects.
24. Ministry of Tourism, Government of India – Annual Reports & Tourism Statistics
25. Cooper, Fletcher, Gilbert & Wanhill – Tourism: Principles and Practice

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| ૧ | ભારતીય પ્રવાસન સંચાલન પ્રણાલી (1) ભારતમાં પ્રવાસનનો પરિચય પ્રવાસનની વ્યાખ્યા અને ખ્યાલો ભારતમાં પ્રવાસનનો વિકાસ: પ્રાચીનથી આધુનિક યુગ પ્રવાસનના પ્રકારો: ઘરેલું, ઇનબાઉન્ડ, આઉટબાઉન્ડ, ઇકો-ટુરિઝમ, મેડિકલ ટુરિઝમ, આધ્યાત્મિક પ્રવાસન, સાહસિક પ્રવાસન પ્રવાસનનું મહત્વ અને અસરો (આર્થિક, સામાજિક, પર્યાવરણીય) (2) ભારતીય પ્રવાસન ઉદ્યોગ માળખું અને ઘટકો: રહેઠાણ, પરિવહન, આકર્ષણો, મધ્યસ્થી, સહાય સેવાઓ ભારતમાં મુખ્ય પ્રવાસન સર્કિટ: રામાયણ સર્કિટ, કૃષ્ણ સર્કિટ, ચાર ધામ સર્કિટ, બૌદ્ધ સર્કિટ, રણ સર્કિટ, ઉત્તર-પૂર્વ સર્કિટ, કેરળના બેકવોટર્સ ભારતમાં પ્રવાસન માટે પડકારો અને તકો (3) પ્રવાસન આયોજન અને વિકાસ ભારતમાં પ્રવાસન આયોજન પ્રક્રિયા પ્રવાસનનો પ્રચારઉત્પાદન: મેળા, તહેવારો, સાંસ્કૃતિક કાર્યક્રમો (4) ભારતમાં પ્રવાસન નીતિઓ અને કાયદો રાષ્ટ્રીય પ્રવાસન નીતિ 2002 અને પ્રસ્તાવિત નવી પ્રવાસન નીતિ | ૨૫% |
| ૨ | માલસામગ્રી સંચાલન ૧. માલસામગ્રી સંચાલનનો ખ્યાલ મહત્વ અને કાર્યક્ષેત્ર ૨. સંગીન ખરીદી અને ખરીદનીતિઓ ૩. માલસામગ્રીનું સંચાલન - અર્થ, વ્યાખ્યા, પ્રકારો, માલ સામગ્રી સંચાલનમાં AI ની ભૂમિકા ૪. માલસામગ્રી અંકુશ: અર્થ અને મહત્વ | ૩૦% |
| ૩ | ઉત્પાદન સંચાલન ૧. ઉત્પાદન સંચાલનનો અર્થ અને કાર્યક્ષેત્ર અને ઉત્પાદકતાનો અર્થ ૨. ઉદ્યોગસ્થાન પસંદગી ૩. ઉત્પાદન આયોજન અને અંકુશ ૪. પ્લાન્ટ લેઆઉટ - અર્થ, વ્યાખ્યા, સારા લેઆઉટનું મહત્વ, તકનીકો, લેઆઉટની પસંદગી માટે સંબંધિત પરિબલો ૫. TQM - અર્થ, લાક્ષણિકતાઓ મહત્વ અને પદ્ધતિઓ (કૈઝેન, કૈર્યો, જસ્ટ ઇન ટાઇમ, સિક્સ સિગ્મા, ગુણવત્તા વર્તુળ, પેરેટો વિશ્લેષણ, બેન્ચ માર્કિંગ) | ૩૫% |
| ૪ | કેસ સ્ટડી | ૧૦% |

(Subject Code: 250800060602001)
VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
THIRD YEAR B.COM. (SEM- VI)
Advanced Accounting and Auditing paper – VII
Major (Core Compulsory)
(Syllabus effective from Academic year 2025-26)

| Course Content | Unit | Contents | Weightage |
|----------------|----------|--|------------|
| | 1 | <u>Company Auditors :</u> 1.1 Introduction Appointment of Auditor Removal and Remuneration of an Auditor Status of Auditor Rights of an Auditor Duties of Auditor Duties under the companies Act or Duties according to judicial decisions. 1.2 Divisible Profit Introduction What is Profit Importance of correct computation of profit What is divisible profit Difference between profit and divisible profit Guiding principles in computing divisible profit Dividend Debatable points regarding Divisible profit Provisions of companies Act regarding Depreciation 1.3 Auditor not render certain services- Liabilities of an Auditor Introduction The liabilities of an Auditor of a sole trading or a partnership concern Liabilities of an Auditor under the company Act. Liabilities for negligence. Liabilities for misfeasance Criminal Liabilities The liability of an auditor to third parties. Liabilities of different Auditor. | 45% |
| | 2 | <u>Investigation</u> Introduction Definition of Investigation | 20% |
| | | Characteristics of Investigation Difference between Investigation and Audit Where fraud is suspected Where running business is proposed | |
| | 3 | <u>Preparation of Audit Programming</u> Audit Programme Preparation of Audit Programs. Preparation of Audit Program for Educational Institution Preparation of Audit Program for Private companies Auditors Report | 20% |
| | 4 | <u>Recent Trends in Auditing</u> Nature and Significance of Tax Audit Meaning and Overview of IT enabled Auditing | 15% |

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| ૧ | <p>કંપની ઓડિટર</p> <p>૧.૧ પરિચય</p> <p>નિમાણક</p> <p>ઓડિટરને દૂર કરવા અને રાજીનામું આપવું</p> <p>ઓડિટરનો દરજ્જો</p> <p>ઓડિટર્સની સત્તાઓ અને ફરજો</p> <p>કંપની ધારા મુજબ ઓડિટરની ફરજો અને જુડીસીઅલ નિર્ણયો મુજબ ફરજો</p> <p>૧.૨ વહેંચણીપાત્ર નફો</p> <p>પરિચય</p> <p>નફો એટલે શું?</p> <p>સાચા નફાની ગણતરીનું મહત્વ</p> <p>વહેંચણીપાત્ર નફો</p> <p>નફો અને વહેંચણીપાત્ર નફો વચ્ચેનો તફાવત</p> <p>વહેંચણીપાત્ર નફાની ગણતરીના માર્ગદર્શક નિયમો</p> <p>વહેંચણીપાત્ર નફાના વિવાદાસ્પદ મુદ્દાઓ</p> <p>ઘસારા અંગેની કંપની ધારાની જોગવાઈઓ</p> <p>૧.૩ ઓડિટરની નિષેધાત્મક સેવાઓ ઓડિટરની જવાબદારીઓ</p> | ૪૫% |
| ૨ | અન્વેષણ | ૨૦% |
| ૩ | ઓડિટ કાર્યક્રમ તૈયાર કરવો | ૨૦% |
| ૪ | <p>ઓડિટના તાજેતરના વલણો</p> <p>કરવેરા ઓડિટ, IT ઈનએબલ ઓડિટ</p> | ૧૫% |

VNSGU નો 2025-26 થી અમલમાં આવેલ અભ્યાસક્રમ

T.Y.B.Com. (સેમેસ્ટર 6)

એડવાન્સ એકાઉન્ટીંગ એન્ડ ઓડીટીંગ – 8

| યુનિટ | | ગુણભાર |
|-------|---|--------|
| ૧ | <u>દેશી નામાપદ્ધતિ</u> પરિચય, દેશી નામાપદ્ધતિના લક્ષણો, દેશી નામાપદ્ધતિના હિસાબી ચોપડાઓ, દેશી નામાપદ્ધતિના પારિભાષિક શબ્દો, રોજમેળ, બેઠોમેળ, પેટાનોંધ અથવા પેટાવહીઓ, ખાતાવહી, ઉતારો, હવાલા અને હવાલામેળ, નફો અને ખોટ નક્કી કરવાની પદ્ધતિઓ, સરવૈયું | ૨૫% |
| ૨ | <u>નફા આયોજન અને અંકુશ માટે અંદાજપત્રો</u> અંદાજપત્ર અને અંદાજપત્ર દ્વારા અંકુશ નો અર્થ અંદાજપત્રના પ્રકારો રોકડ અંદાજપત્ર સ્થિર અને પરિવર્તનશીલ અંદાજપત્ર હેતુઓ અંદાજપત્રના ફાયદાઓ અને મર્યાદાઓ જવાબદારીલક્ષી હિસાબી પદ્ધતિ | ૪૫% |
| ૩ | <u>નિર્ણય ઘડતર નાં હિસાબો</u> તફાવત પડતર નો ખ્યાલ , પડતર નફા જથ્થા વિશ્લેષણ , સમતુટ વિશ્લેષણ અને (યાવીરૂપ પરિબળો સિવાય) | ૨૦% |
| ૪ | <u>મૂડીની પડતર (ફક્ત થિયરી)</u> મૂડીની પડતરનો અર્થ અને મહત્વ વિશિષ્ટ, કુલ પડતર (ભારિત સરેરાશ મૂડીની પડતર) સીમાંત મૂડીની પડતર | ૧૦% |

UDHNA COLLEGE
TYBCOM SEM-6
ADVANCED ACCOUNTING & AUDITING PAPER-8
SYLLABUS

| Unit | Contents | Weightage |
|------|---|-----------|
| 1 | Deshi Nama System (Only Theory) Introduction, Characteristics of Deshi Nama System, Books of Accounts under Deshi Nama System, Terms of Deshi Nama System, Rojmel, Bethomel, Petanondh or Peta Vahis, Khatavani, Utaro, Havala and Havalamel, Methods of determining Profit and Loss, Sarvaiyun | 25% |
| 2 | Budgeting for profit planning and control: Meaning of Budget and budgetary control Types of Budgets Cash Budget Fixed and flexible budgeting Objectives Merits and Limitations of Budgeting Responsibility accounting | 45% |
| 3 | Accounting for Decision Making The concept of differential cost Cost- Volume-Profit Analysis Break-Even-point analysis and its application (Except key factor) | 20% |
| 4 | Cost of Capital (Only Theory) Meaning and Significance of Cost of Capital Specific, overall (weighted average cost of capital) Marginal cost of capital | 10% |

STAT SYLLABUS

Statistics Paper-7: Statistical Analytical Methods

(Major/Minor) (4 credit)

T.Y. [B.COM](#) SEM-VI

As per NEP 2020

To be implemented from the Academic year 2025-26

□

Unit-1: (40%)

Nonparametric tests:

Introduction

Comparison of parametric and non-parametric tests

Sign test for single sample and paired samples

Wilcoxon signed-rank test for one sample and paired samples

Mann-Whitney test

Median test.

Meaning

Unit-II: (20%)

Demography:

Uses and

Methods of collecting demographic statistics

Defects of demographic statistics

Mortality and Fertility:

Infant mortality

Neonatal mortality

Maternal mortality

Death rates

Standardized death rates

Unit-III: 20%)

Fertility and Reproduction:

Crude Birth Rate (CBR)

General Fertility Rate (GFR)

Age specific fertility rate

Total Fertility Rate (TFR)

Gross Reproduction Rate (GRR)

Net Reproduction Rate (NRR)

Unit-IV: (20%)

National Income:

Concept of National Income

Uses and

Methods of its estimation

Lorenz curve and Pareto's law of Income distributions

Derivations and Applications.

[Subject Code-2508000606040002]

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

બેચલર ઓફ કોમર્સ, SEM-6 Minor

વિષય : ભારતીય અર્થતંત્ર - સાંપ્રત વલણો

(શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી NEP-2020 પ્રમાણે અમલમાં આવનાર અભ્યાસ ક્રમ)

કેડીટ -૪

એકમ-૧

૨૫%

- I. જાહેર ક્ષેત્રો -વિકાસ માટેના કારણો- વિકાસમાં ફાળો- જાહેર ક્ષેત્રની સમસ્યાઓ અને પડકારો - વિનિવેશિકરણ-અર્થ-ઉદ્દેશો-અસરો
- II. MSME (MICRO, SMALL AND MEDIUM ENTERPRISES) ની વ્યાખ્યા - મહત્વ- વિકાસ- MSMEની સમસ્યાઓ અને સમસ્યાઓનો ઉકેલ.
- III. ઔદ્યોગિક પ્રદૂષણ : અસરો- સંસ્કારે લીધેલા પગલાઓ- મૂલ્યાંકન.

એકમ-૨

૨૫%

- I. ભારતીય અર્થતંત્રમાં સેવા ક્ષેત્રનું મહત્વ - વિકાસ - કુલ ઘરેલું પેદાશમાં ફાળો - વિકાસ માટેના કારણો (૧૯૯૧ પછી) - સેવાક્ષેત્ર અને આંતરરાજ્ય-આંતરરાષ્ટ્રીય તુલના-રોજગારી-કુલ ઘરેલું પેદાશ-પ્રત્યક્ષ વિદેશી મૂડીરોકાણ-નિકાસ - વિગતો મેળવવાની મુશ્કેલીઓ અને પડકારો

એકમ -૩

૨૫%

- I. ભારતનું કરમાળખું: લાક્ષણિકતા- નવી કરવ્યવસ્થા(GST)ના - હેતુઓ- ફાયદા અને મર્યાદાઓ
- II. કાળુ નાણું: અર્થ-કારણો,અસરો અને ઉપાયો
- III. નાણાનું વિમુદ્રીકરણ: અર્થ-કારણો -અસરો અને લાભ-લાભ.

એકમ:- ૪

૨૫%

- I. આંતરરાષ્ટ્રિય વેપાર: આયાત નિકાસ નીતિના હેતુઓ-પ્રવર્તમાન વિદેશ વેપાર નીતિ
- II. ભારત અને વિશ્વ વેપાર સંગઠન : હેતુઓ-બાહ્યઘરીઓ, લાભ અને ગેરલાભ-સૂચનો.
- III. તાજેતરના વલણો:-
 ૧. રોજગારીના વલણો-બેરોજગારીના કારણો અને બેરોજગારી દુર કરવાના ઉપાયો તેમજ ઉપાયોમાં સરકારના કાર્યક્રમો (માત્ર ઉલ્લેખ)
 ૨. ગરીબી-કારણો-બહુઆયામી ગરીબી નિર્દેશક (MDPI) (UNDPના અહેવાલમાં) ખ્યાલ અને ગણતરી-ગરીબી નિવારણનો વ્યૂહ (ઉપાયોનો માત્ર ઉલ્લેખ)છેલ્લો વૈશ્વિક ગરીબી અહેવાલ (વિશ્વ બેંક અહેવાલ)

[Subject Code-2508000606040002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY
BACHELOR OF COMMERCE, SEM-6 Minor
SUBJECT: INDIAN ECONOMY-RECENT TRENDS.
AS OF NEP-2020 TO BE EFFECTIVE FROM ACADEMIC YEAR 2025-26.
CREDIT-4

UNIT -1

25%

- I. Public Sector: reasons for growth of public sector - Contribution in Development-problems of PSE and challenges - Disinvestment-meaning-objectives and effects.
- II. MSME (MICRO, SMALL AND MEDIUM ENTERPRISES) - definition-importance, progress-problems of MSME and remedies.
- III. Industrial Pollution: Industrial Pollution Effects - Steps taken by Government-Evaluation

UNIT-2

25%

- I. Service Sector : Importance of Service Sector in Indian Economy , Growth, Contribution in GDP, Reasons for growth (after 1991) Service sector and Interstate, International Comparison, Employment , GDP, FDI, Exports, Difficulties in obtaining information and challenges.

UNIT-3

25%

- I. Indian Tax Structure: Features- new tax structure GST - Objectives, Benefits and Limitations.
- II. Black Money : Meaning, Reasons, Effects and Measures.
- III. Demonetisation: Meaning, Reasons, Effects and Benefits and Disbenefits.

UNIT-4

25%

- I. International Trade: Objectives of Export Import Policy, Existing Foreign Trade policy.
- II. India and WTO : Objectives, Commitments, Advantages and Disadvantages, Suggestions.
- III. Recent Trends:
 - a) Employment trends - Causes of unemployment and measures to remove unemployment. only mention of Government Schemes in measures to remove unemployment.
 - b) Poverty Reasons - Multidimensional poverty index (MDPI-as in UNDP report) Concept and calculation, Strategy of poverty. (Mentions of remedies only) latest global poverty report (World Bank Report)

Proposed Syllabus for Business Regulatory Framework - Minor [Semester 6]

W.E.F. Academic year (2025-2026)

Course: B.Com. (Semester 6)

Subject: BUSINESS REGULATORY FRAMEWORK

Detailed syllabus

| Unit | CONTENTS OF THE COURSE | Weightage |
|------|---|-----------|
| I | <p>Company Act (2013)</p> <ul style="list-style-type: none"> ⇒ Definition, Characteristics, Classification of Companies ⇒ Lifting up of corporate veil ⇒ Kinds of companies, privileges of a private company ⇒ Exceptions of a private company ⇒ Conversion of Private company to public company, public company to private company ⇒ Differences between private company and public company, Private company and one person company ⇒ Formation of company, Promoter, legal status of promoter, functions and duties of promoter, liabilities, remuneration of promoters, ⇒ Memorandum of Association and its alteration, doctrine of ultra-vires with its effects ⇒ Article of Association and its alteration, doctrine of constructive notice, doctrine of indoor management with exceptions ⇒ Difference between Memorandum of association and Article of association | 40% |
| II | <p>Company Act (2013)</p> <ul style="list-style-type: none"> ⇒ Prospectus, legal rules relating to issue of prospectus, its contents, types of prospectuses, Liabilities for misstatement in prospectus, Book Building and its process. ⇒ Directors, legal position of directors, appointment and removal of directors Qualification and disqualification of director, duties of director, remuneration of director, ⇒ Winding up, modes of winding up, legal provisions applicable to compulsory winding up, duties and powers of liquidator and dissolution of company under compulsory winding up. | 30% |
| III | <p>Limited Liability Partnership</p> <ul style="list-style-type: none"> ⇒ Definition and meaning of Limited Liability partnership, Characteristics, Comparison of LLP with partnership and Company ⇒ Incorporation of LLP in India, qualification of partners, minimum number of partners in LLP, Incorporation and registration of LLP, provisions relating to name, liability under LLP, maintenance of books, winding up, conversion to LLP. | 15% |
| IV | <p>Negotiable Instrument Act (1881)</p> <ul style="list-style-type: none"> ⇒ Definition, characteristics ⇒ Promissory Note, characteristics, parties ⇒ Bills of exchange, characteristics, parties ⇒ Cheque, characteristics, parties ⇒ Differences between them ⇒ Classification of negotiable instrument including bearer instruments, order | 15% |



| | | |
|--|---|------|
| | instruments, inland and foreign instruments, time instruments, ambiguous instrument and inchoate instrument ⇒ Presumptions of a Negotiable instrument. ⇒ Holder and a holder in due course ⇒ Special privileges of a holder in due course ⇒ Noting and protest | |
| | | 100% |

VEER NARMAD SOUTH GUJARAT UNIVERSITY

NEP – 2020 GUIDED



SYLLABUS FOR ABILITY ENHANCEMENT COURSE
(AEC)

ENGLISH PROFICIENCY AND LIFE SKILLS- V

FOR B.A/ B.COM. /B.SC./B.SC. COMP. SC. (REGULAR)
SEMESTER VI

FOR THE ACADEMIC YEARS 2025-26 TO 2027-28


Dr. G .K.Nanda

B.A./ B.COM. /B.SC. /B.Sc. Comp.Sc. SEM 6 : TEXT : *Aspirations :English for Careers(OB)*

| | | | | | | | |
|-------------------------------|---|------|------|------|------|------|--|
| Course Code | | | | | | | |
| Course Title | ENGLISH PROFICIENCY AND LIFE SKILLS - V | | | | | | |
| Credit | 2 | | | | | | |
| Teaching per Week | 2 hours | | | | | | |
| Minimum weeks per Semester | 15 (including class work, examination, preparation, holidays etc.) | | | | | | |
| Effective From | June 2025 | | | | | | |
| Purpose of Course | To prepare the young graduates for the job market today by boosting their linguistic competency and professional skills . | | | | | | |
| Course Objectives | To equip the students with the necessary language skills for effective communication and success in the global professional environment, enabling them to navigate international business, access information, and advance their career. | | | | | | |
| Course Outcomes | <p>After completing the course the students will be able to :</p> <p>CO1: enhance communication skills.</p> <p>CO2: go for career advancement through job opportunities and higher earning potential.</p> <p>CO3: achieve professional development through professional networking and improved professional image.</p> | | | | | | |
| Mapping between COs with PSOs | | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | |
| | CO1 | | | | | | |
| | CO2 | | | | | | |
| | CO3 | | | | | | |
| Pre-requisite | Acquaintance with basic grammar and language skills | | | | | | |



| | |
|-----------------|--|
| Course Content | <p>TEXTBOOK: <i>Aspirations :English for Careers(OB)</i></p> <p>Unit 1 Exploring Careers</p> <ul style="list-style-type: none"> • Creative Writing • Translation • Journalism • English for Academia and other careers • English in the Tourism Industry • English for Science & technology <p>Unit 2 A. Basic preparation for Jobs</p> <ul style="list-style-type: none"> • Writing job application/Cover letter • Writing Resumes • Group Discussions • Personal Interviews <p>B. English for the Corporate Field</p> <ul style="list-style-type: none"> • English for sales & customer services • Telephonic sales & customer services • Digital Sales & customer services • Presentation Skills |
| Reference Books | <ol style="list-style-type: none"> 1. Anderson, Linda. <i>Creative Writing: A Workbook with Readings</i>. Taylor and Francis ,2014 2. Bell, Julia, ed. <i>The Creative Writing Coursebook</i>.Macmillan,2001. 3. Cole, John G. ‘7 Careers for Translation Students’. Keystone Bachelor studies.27 Sep.2019. 4. Basturkmen , Helen .<i>Ideas and Options in English for specific purposes</i>. Routledge ,2005. 5. Hutchinson, T. and A . Francisco. <i>English for Specific Purposes: A Learning -centered Approach</i>. CUP 6. Kaul, Asha. Business Communication. Prentice Hall of India ,2002. 7. Hindle ,T.M. <i>Making Presentations</i>. Dorling Kindersley(DK),2013 8. Skills You Need. Presentation Skills .2021 https://www.skillsyouneed.com/presentation-skill.html |

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|----------------------|---|
| Teaching Methodology | Class work, Discussion, Self-Study, Assignment, Homework, Activity , Self- Assessment etc. |
| Evaluation Method | This course has 02 credits during the semester. The internal evaluation will be out of 25 marks, based on Unit Testmarks, class and home assignments and attendance marks; while the external evaluation will be out of 25 marks at the university examination. |

Distribution of Marks for the University Examination as per NEP SOP

| | |
|---|-----------------|
| Q 1. MCQs from Unit 1 only (10/10) | 10 Marks |
| Q 2. A Group Discussion or Interview from Unit 2 A (1/ 2) | 05 Marks |
| B. Resume Writing from Unit 2 A (1/2) | 05 Marks |
| C. Letter / Telephonic Conversation from Unit 2 A | 05 Marks |

OR

Presentation through Powerpoint slides on a given topic
(at least 5 slides required) from Unit 2 B

Total 25 Marks

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