



**Government of Maharashtra's
Ismail Yusuf College of Arts, Science and Commerce,
Jogeshwari (East), Mumbai 400 060.**

Department of Commerce, BAF, BMS, M.Com

• 1.3.1 List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Department	Professional ethics	Gender	Human Values	Environment and Sustainability
B.Com. Accounting & Finance	Research Methodology in Accounting & Finance - SYBAF	Woman Empowerment & Gender Equality – FYBAF Foundation Course I	Foundation Course – II FYBAF Understanding Stress and Conflict, Human Rights	Foundation Course – II – FYBAF Ecology
	Corporate Social Responsibility – SYBAF Business Law II FYBAF Business Environment			
	Green National Economy - SYBAF Research Methodology in Accounting & Finance			
	Corporate Governance - FYBAF Business Environment			
	Personnel Correspondence Letters – FYBAF Business Communication I&II			
BMS	Personnel Correspondence Letters – FYBMS Business Communication I&II	Advertising (SYBMS III)		
	Ethics and governance (SYBMS SEM IV)	Foundation Course 1(FYBMS SEM I)	Foundation Course – II Understanding Stress and Conflict, Human Rights	Foundation Course – II – Ecology
	Business Law (FYBMS SEM I)	Business Planning & Entrepreneurial Management(SYBMS III)	Foundation of Human Skills (FYBMS SEM I)	Environmental Studies(SYBMS SEM III)
	Principles of Management (FYBMS SEM II)		Business Law (FYBMS SEM I)	
	Principles of Marketing (FYBMS SEM II)			
	Business Research Methods (SYBMS SEM IV)			
	Corporate Public Communication (TYBMS SEM V) Ethical Behavior in Accounts (TYBMS SEM V)			
	Integrated Marketing Communication(SYBMS IV)			
	Sales and Distribution Management(TYBMS SEM V)			
	Customer Relationship Management(TYBMS SEM V)			
Strategic Financial Management - Corporate Governance(TYBMS SEM VI)				



B.Com	Financial Accounting (Ethical Behavior in Accounts) TYBCOM Sem V			
	Business Communication, Commerce-I, Commerce-II, Marketing Research(Professional Standards in Marketing Research), T.Y.B Com Sem V	Foundation Course-I, Foundation Course-II, Foundation Course-III, Foundation Course-IV	Foundation Course-I, Foundation Course-II, Foundation Course-III, Foundation Course-IV, MHRM	Environmental Studies I & II, Foundation Course-I, Foundation Course-II, Foundation Course-III, Foundation Course-IV
M.Com	Business Ethics and CSR (M.Com. Part – I Semester - I) Business Ethics, Corporate Governance Retail Management (M.Com. Part – II Sem III) Research Methodology for Business (M.Com. Part – I Semester - I)		Code of Ethics(M.com Sem I), Organizational Behaviour (M.com Sem III), Human Resource Management(M.com Sem III)	Corporate Social Responsibility (CSR), Triple Bottom Line(TBL) (M.com Sem I), Advanced Auditing(M.com Sem III), Strategic Management (M.com Sem I),



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Co-ordinator/HOD

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**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

**Elective Courses (EC)-
Discipline Related Elective (DRE) Courses**

1.Commerce I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45



Sr. No.	Modules / Units
1	Business
	<p>Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p>New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>
2	Business Environment
	<p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p>Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>
3	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>



**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

2. Business Communication I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	10
2	Obstacles to Communication in Business World	10
3	Business Correspondence	12
4	Language and Writing Skills	13
Total		45

Note:

*One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)*



Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence



Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,

Personnel Correspondence:

Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation

[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]



Sr. No.	Modules / Units
4	Language and Writing Skills
	<p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management



**Revised Syllabus of Courses of B.Com. Programme at Semester I
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Ability Enhancement Courses (AEC)

5.Environmental Studies I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environment and Ecosystem	13
2	Natural Resources and Sustainable Development	13
3	Populations and Emerging Issues of Development	13
4	Urbanisation and Environment	13
5	Reading of Thematic Maps and Map Filling	08
Total		60



Sr. No.	Modules / Units
1	Environment and Ecosystem
	Environment: Meaning, definition, scope and its components; concept of an ecosystem : definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.
2	Natural Resources and Sustainable Development
	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	Populations and Emerging Issues of Development
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environment- Environment and Human Health – Human Development Index – The World Happiness Index
4	Urbanisation and Environment
	Concept of Urbanisation– Problems of migration and urban environment-changing landuse, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands – Emerging Smart Cities and safe cities in India - Sustainable Cities
5	Reading of Thematic Maps and Map Filling
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint



**Revised Syllabus of Courses of B.Com. Programme at Semester I
with Effect from the Academic Year 2016-2017**

Skill Enhancement Courses (SEC)

6. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45



Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response



**Revised Syllabus of Courses of B.Com. Programme at Semester II
with Effect from the Academic Year 2016-2017**

Ability Enhancement Courses (AEC)

1. Business Communication II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	10
2	Group Communication	15
3	Business Correspondence	10
4	Language and Writing Skills	10
Total		45

Note:

*One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)*



Sr. No.	Modules / Units
1	Presentation Skills
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
2	Group Communication
	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
3	Business Correspondence
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
4	Language and Writing Skills
	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner

Tutorial Activities:

Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature Like – Sun Tzu :The Art of War, Eliyahu M. Goldratt : The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, ChetanBhagat One Night At A Call Center, ChetanBhagat My Three Mistakes , ArindamChoudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Aban Kalam: Wings of Fire]

[N.B.: The above list is only indicative and not prescriptive.]



**Revised Syllabus of Courses of B.Com. Programme at Semester II
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Ability Enhancement Courses (AEC)

4.Environmental Studies II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Solid Waste Management for Sustainable Society	
2	Agriculture and Industrial Development	
3	Tourism and Environment	
4	Environmental Movements and Management	
5	Map Filling	
Total		60



Sr. No.	Modules / Units
1	Solid Waste Management for Sustainable Society
	Classification of solid wastes – Types and Sources of Solid Waste ; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai
2	Agriculture and Industrial Development
	Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain, - Sustainable Industrial practices – Green Business and Green Consumerism, Corporate Social Responsibility
3	Tourism and Environment
	Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism : Positive and Negative Impacts on Economy, Culture and environment- Ecotourism
4	Environmental Movements and Management
	Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit.EIA - Environment Protection Acts – Concept and components of Geospatial Technology- Applications of GST in Environmental Management.
5	Map Filling
	Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment. Concept and Calculation of Environmental Performance Index (EPI)



**Revised Syllabus of Courses of B.Com. Programme at Semester II
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Skill Enhancement Courses (SEC)

6. Foundation Course - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45



Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



**Revised Syllabus of Courses of B.Com. Programme at Semester III
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

3. Commerce –III

(Management: Functions and Challenges)

Course Objectives:

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

Sr. No.	Modules	No. of Lectures
1	Introduction To Management	11
2	Planning & Decision Making	10
3	Organising	12
4	Directing And Controlling	12
Total		45



Sr. No.	Modules
1	Introduction To Management (11)
	<ul style="list-style-type: none"> • Management- Concept, Nature, Functions, Managerial Skills & Competencies • Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution Classical Organisation Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach – Elton Mayo’s Hawthorne experiments • Modern Management Approach- Peter Drucker’s Dimensions of Management, Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.
2	Planning & Decision Making (10)
	<ul style="list-style-type: none"> • Planning - Steps, Importance, Components, Coordination – Importance • M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components • Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.
3	Organising (12)
	<ul style="list-style-type: none"> • Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Formal v/s Informal Organisation. • Departmentation -Meaning -Bases, Span of Management- Factors Influencing Span of Management, Tall and Flat Organisation. • Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation
4	Directing And Controlling (12)
	<ul style="list-style-type: none"> • Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication • Leadership- Concept, Functions, Styles, Qualities of a good leader. • Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.



SEMESTER – III REFERENCE BOOKS:

REFERENCES

1. Management Today Principles & Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
2. Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
3. Management : Global Prospective – Heinz Wehrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems -Alexis Leon , Mathews Leon
Vijay Nicole, Imprints Pvt Ltd.
5. Management – Task , Resp, Practices – PetaDruche “willian Heinemann LTD.



**Revised Syllabus of Courses of B.Com. Programme at Semester III
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**Elective Courses (EC)-
1B Discipline Related Elective (DRE) Courses**

4. Business Economics III

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Macroeconomics	10
2	Basic concepts of Keynesian Economics	10
3	Post Keynesian developments in Macro economics	10
4	Money, prices and Inflation	15
Total		45



Sr. No.	Modules / Units
1	INTRODUCTION
	<ul style="list-style-type: none"> • Macroeconomics: Meaning, Scope and Importance. • Circular flow of aggregate income and expenditure and its Importance- closed and open economy models • The Measurement of National Product: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts -National Income and Economic Welfare. • Trade Cycles: Features and Phases • Classical Macro economics : Say's law of Markets - Features, Implications and Criticism
2	BASIC CONCEPTS OF KEYNESIAN ECONOMICS
	<ul style="list-style-type: none"> • The Principle of Effective Demand: Aggregate Demand and Aggregate Supply • Consumption Function: Properties, Assumptions and Implications • Investment function and Marginal Efficiency of capital • Investment Multiplier effect on Income and Output: Assumptions, Working, Leakages, Criticism and Importance - paradox of thrift • Relevance of Keynesian theory tools to the developing countries <p>Liquidity Preference Theory of Interest</p>
3	POST KEYNESIAN DEVELOPMENTS IN MACRO ECONOMICS
	<ul style="list-style-type: none"> • The IS-LM model of integration of commodity and money markets • Inflation and unemployment : Philips curve • Stagflation : meaning, causes, and consequences • Supply side economics
4	MONEY, PRICES AND INFLATION
	<ul style="list-style-type: none"> • Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money • Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money • Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach • Inflation : Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy - policy measures to curb inflation- monetary policy and inflation targeting



**Revised Syllabus of Courses of B.Com. Programme at Semester III
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**2 Ability Enhancement Courses (AEC)
2A * Skill Enhancement Courses (SEC) Group A**

5. Advertising - I

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. It aims to orient learners towards the practical aspects and techniques of advertising.
3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	12
2	Advertising Agency	11
3	Economic & Social Aspects of Advertising	11
4	Brand Building and Spécial Purpose Advertising	11
Total		45



Sr. No.	Modules
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC • Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions.
2	Advertising Agency
	<ul style="list-style-type: none"> • Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria • Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation • Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation, Modeling, Dubbing.
3	Economic & Social Aspects of Advertising
	<ul style="list-style-type: none"> • Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price. • Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. • Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India)
4	Brand Building and Special Purpose Advertising
	<ul style="list-style-type: none"> • Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. • Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising. • Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements



**Revised Syllabus of Courses of B.Com. Programme at Semester III
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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

5. Foundation Course- Contemporary Issues- III

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Human Rights Provisions, Violations and Redressal	12
2	Dealing With Environmental Concerns	11
3	Science and Technology I	11
4	Soft Skills for Effective Interpersonal Communication	11
Total		45



Sr. No.	Modules / Units
1	Human Rights Violations and Redressal
	<p>A. Scheduled Castes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>B. Scheduled tribes- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>C. Women- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>D. Children- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (2 Lectures)</p> <p>E. People with Disabilities, Minorities, and the Elderly population- Constitutional and legal rights, Forms of violations, Redressal mechanisms. (4 Lectures)</p>
2	Dealing With Environmental Concerns
	<p>A. Concept of Disaster and general effects of Disasters on human life- physical, psychological, economic and social effects. (3 Lectures)</p> <p>B. Some locally relevant case studies of environmental disasters. (2 Lectures)</p> <p>C. Dealing with Disasters - Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. (3 Lectures)</p> <p>D. Human Rights issues in addressing disasters- issues related to compensation, equitable and fair distribution of relief and humanitarian approach to resettlement and rehabilitation. (3 Lectures)</p>
3	Science and Technology – I
	<p>A. Development of Science- the ancient cultures, the Classical era, the Middle Ages, the Renaissance, the Age of Reason and Enlightenment. (3 Lectures)</p> <p>B. Nature of science- its principles and characteristics; Science as empirical, practical, theoretical, validated knowledge. (2 Lectures)</p> <p>C. Science and Superstition- the role of science in exploding myths, blind beliefs and prejudices; Science and scientific temper- scientific temper as a fundamental duty of the Indian citizen. (3 Lectures)</p> <p>D. Science in everyday life- technology, its meaning and role in development; Interrelation and distinction between science and technology. (3 Lectures)</p>
4	Soft Skills for Effective Interpersonal Communication
	<p>Part A (4 Lectures)</p> <p>I) Effective Listening - Importance and Features.</p> <p>II) Verbal and Non-Verbal Communication; Public-Speaking and Presentation Skills.</p> <p>III) Barriers to Effective Communication; Importance of Self-Awareness and Body Language.</p> <p>Part B (4 Lectures)</p> <p>I) Formal and Informal Communication - Purpose and Types.</p> <p>II) Writing Formal Applications, Statement of Purpose (SOP) and Resume.</p> <p>III) Preparing for Group Discussions, Interviews and Presentations.</p> <p>Part C (3 Lectures)</p> <p>I) Leadership Skills and Self-Improvement - Characteristics of Effective Leadership.</p> <p>II) Styles of Leadership and Team-Building.</p>



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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Business Law - I

Course Objective:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.

Sr. No.	Modules	No. of Lectures
1	Indian Contract Act – 1872 Part -I	12
2	Indian Contract Act – 1872 Part -II	12
3	Special Contracts	12
4	The Sale Of Goods Act - 1930	12
5	The Negotiable Instruments (Ammended) Act 2015	12
Total		60



Sr. No.	Modules
1	Indian Contract Act – 1872 Part –I
	<ul style="list-style-type: none"> • Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. • Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5) • Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons. • Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’(Ss. 25) Unlawful Consideration (S 23)
2	Indian Contract Act – 1872 Part –II
	<ul style="list-style-type: none"> • Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake. • Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act. • Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E-Contract& Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37) • Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)
3	Special Contracts
	<ul style="list-style-type: none"> • Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. • Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee • Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177) • Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights& Duties of Principal and Agent.



4	The Sale Of Goods Act - 1930
	<ul style="list-style-type: none"> • Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8), • Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor –Exceptions. • Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61),Auction sale – Concept, Legal Provisions. (S. 64)
5	The Negotiable Instruments (Ammended) Act 2015
	<ul style="list-style-type: none"> • Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments. • Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142) • Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)



**Revised Syllabus of Courses of B.Com. Programme at Semester IV
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**2 Ability Enhancement Courses (AEC)
2B * Skill Enhancement Courses (SEC) Group B**

6. Foundation Course- Contemporary Issues- IV

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Significant, Contemporary Rights of Citizens	12
2	Approaches to understanding Ecology	11
3	Science and Technology –II	11
4	Introduction to Competitive Exams	11
Total		45



Sr. No.	Modules / Units
1	Significant, Contemporary Rights of Citizens
	<p>A. Rights of Consumers-Violations of consumer rights and important provisions of the Consumer Protection Act, 2016; Other important laws to protect consumers; Consumer courts and consumer movements. (3 Lectures)</p> <p>B. Right to Information- Genesis and relation with transparency and accountability; important provisions of the Right to Information Act, 2005; some success stories. (3 Lectures)</p> <p>C. Protection of Citizens'/Public Interest-Public Interest Litigation, need and procedure to file a PIL; some landmark cases. (3 Lectures)</p> <p>D. Citizens' Charters, Public Service Guarantee Acts. (3 Lectures)</p>
2	Approaches to understanding Ecology
	<p>A. Understanding approaches to ecology- Anthropocentrism, Biocentrism and Eco centrism, Ecofeminism and Deep Ecology. (3 Lectures)</p> <p>B. Environmental Principles-1: the sustainability principle; the polluter pays principle; the precautionary principle. (4 Lectures)</p> <p>C. Environmental Principles-2: the equity principle; human rights principles; the participation principle. (4 Lectures)</p>
3	Science and Technology –II
	<p>Part A:Some Significant Modern Technologies, Features and Applications (7 Lectures)</p> <p>i. Laser Technology- Light Amplification by Stimulated Emission of Radiation; use of laser in remote sensing, GIS/GPS mapping, medical use.</p> <p>ii. Satellite Technology- various uses in satellite navigation systems, GPS, and imprecise climate and weather analyses.</p> <p>iii. Information and Communication Technology- convergence of various technologies like satellite, computer and digital in the information revolution of today's society.</p> <p>iv. Biotechnology and Genetic engineering- applied biology and uses in medicine, pharmaceuticals and agriculture; genetically modified plant, animal and human life.</p> <p>v. Nanotechnology- definition: the study, control and application of phenomena and materials at length scales below 100 nm; uses in medicine, military intelligence and consumer products.</p> <p>Part B:Issues of Control, Access and Misuse of Technology. (4 Lectures)</p>



Sr. No.	Modules / Units
4	Introduction to Competitive Exams
	<p>Part A. Basic information on Competitive Examinations- the pattern, eligibility criteria and local centres:</p> <ul style="list-style-type: none"> i. Examinations conducted for entry into professional courses - Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT). ii. Examinations conducted for entry into jobs by Union Public Service Commission, Staff Selection Commission (SSC), State Public Service Commissions, Banking and Insurance sectors, and the National and State Eligibility Tests (NET / SET) for entry into teaching profession. <p>Part B. Soft skills required for competitive examinations- (7 Lectures)</p> <ul style="list-style-type: none"> i. Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking ii. Motivation: Concept, Theories and Types of Motivation iii. Goal-Setting: Types of Goals, SMART Goals, Stephen Covey's concept of human endowment iv. Time Management: Effective Strategies for Time Management v. Writing Skills: Paragraph Writing, Report Writing, Filing an application under the RTI Act, Consumer Grievance Letter.



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Core Courses (CC)

5. Business Law II

Sr. No.	Modules	No. of Lectures
1	Indian Companies Act – 2013 Par T –I	12
2	Indian Companies Act – 2013, Par T –II	12
3	Indian Partnership Act – 1932	12
4	Consumer Protection Act, 1986 & Competition Act 2002	12
5	Intellectual Property Rights	12
Total		60



Sr. No.	Modules
1	Indian Companies Act – 2013 Par T –I
	<ul style="list-style-type: none"> • Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil. • Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company, • Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management. • Prospectus – Concept, Kinds, Contents, Private Placement
2	Indian Companies Act – 2013, Par T –II
	<ul style="list-style-type: none"> • Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members. • Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors. • Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.
3	Indian Partnership Act – 1932
	<ul style="list-style-type: none"> • Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF). • Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution. • Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation. • Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.
4	Consumer Protection Act, 1986 & Competition Act 2002
	<ul style="list-style-type: none"> • Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services. • Consumer Protection Councils & Redressal Agencies – District, State & National. • Competition Act 2002 – Concept, Salient Features, Objectives & Advantages. • Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,



Sr. No.	Modules
5	INTELLECTUAL PROPERTY RIGHTS 12
	<ul style="list-style-type: none"> • Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India. • IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115) • IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52) • IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.



**Revised Syllabus of Courses of B.Com. Programme at Semester V
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Elective Courses (EC)

1 A. Discipline Specific Elective (DSE) Courses

Group A: Advanced Accountancy

1. Financial Accounting and Auditing VII -

Financial Accounting

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Preparation of Final Accounts of Companies	15
2	Internal Reconstruction	15
3	Buy Back of Shares	10
4	Investment Accounting (w.r.t. Accounting Standard- 13)	12
5	Ethical Behaviour and Implications for Accountants	08
Total		60



Sr. No.	Modules / Units
1	Preparation of Final Accounts of Companies
	<p>Relevant provisions of Companies Act related to preparation of Final Account (excluding cash flow statement)</p> <p>Preparation of financial statements as per Companies Act. (excluding cash flow statement)</p> <p>AS 1 in relation to final accounts of companies (disclosure of accounting policies)</p> <p>Adjustment for –</p> <ol style="list-style-type: none"> 1. Closing Stock 2. Depreciation 3. Outstanding expenses and income 4. Prepaid expenses and Pre received income 5. Proposed Dividend and Unclaimed Dividend 6. Provision for Tax and Advance Tax 7. Bill of exchange (Endorsement, Honour, Dishonour) 8. Capital Expenditure included in Revenue expenditure and vice versa eg- purchase of furniture included in purchases 9. Unrecorded Sales and Purchases 10. Good sold on sale or return basis 11. Managerial remuneration on Net Profit before tax 12. Transfer to Reserves 13. Bad debt and Provision for bad debts 14. Calls in Arrears 15. Loss by fire (Partly and fully insured goods) 16. Goods distributed as free samples. 17. Any other adjustments as per the prevailing accounting standard.
2	Internal Reconstruction
	<p>Need for reconstruction and company law provisions</p> <p>Distinction between internal and external reconstructions.</p> <p>Methods including alteration of share capital, variation of shareholder rights, sub division, consolidation, surrender and reissue / cancellation, reduction of share capital with relevant legal provisions and accounting treatment for same.</p>
3	Buy Back of Shares
	<p>Company Law / Legal provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions)</p> <p>Compliance of conditions including sources, maximum limits and debt equity ratio. Cancellation of Shares Bought back(Excluding Buy Back of minority shareholding)</p>

Sr. No.	Modules / Units
4	Investment Accounting (w.r.t. Accounting Standard- 13)
	<p>For shares (variable income bearing securities)</p> <p>For debentures/Preference. shares (fixed income bearing securities)</p> <p>Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage).</p> <p>Columnar format for investment account.</p>
5	Ethical Behaviour and Implications for Accountants
	<p>Introduction, Meaning of ethical behavior</p> <p>Financial Reports – What is the link between law, corporate governance, corporate social responsibility and ethics?</p> <p>What does the accounting profession mean by the ethical behavior?</p> <p>Implications of ethical values for the principles versus rule based approaches to accounting standards</p> <p>The principal based approach and ethics</p> <p>The accounting standard setting process and ethics</p> <p>The IFAC Code of Ethics for Professional Accountants</p> <p>Ethics in the accounting work environment – A research report</p> <p>Implications of unethical behavior for financial reports</p> <p>Company Codes of Ethics</p> <p>The increasing role of whistle – Blowing</p> <p>Why should student learn ethics?</p>



**Revised Syllabus of Courses of B.Com. Programme at Semester V
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Elective Courses (EC)

2. Ability Enhancement Courses (AEC)

4. Marketing Research Paper - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing Research	12
2	Planning Research	11
3	Data Collection	11
4	Data Processing, Analysis, Reporting	11
Total		45



Sr. No.	Modules / Units
1	Introduction to Marketing Research
	a. Marketing Research- Definition, features, functions, significance of Marketing Research in marketing decision making, limitations of Marketing Research b. Steps in Marketing Research, Ethics in Marketing Research, Career options in Marketing Research, Qualities of a good Marketing Research professional c. Marketing Information System- Definition, components, essentials of a good MIS, Concept of Decision Support System- Components , importance Data Mining- concept, importance
2	Planning Research
	a. Research Design- concept, importance, types Hypothesis- concept, types, importance b. Questionnaire- concept, types of questions, steps in the preparation of questionnaire, essentials of a good questionnaire c. Sampling- concept, terms in sampling, techniques of sampling, essentials of good sampling
3	Data Collection
	a. Primary data-concept, merits, demerits, methods b. Secondary data- concept, merits, demerits, sources c. Qualitative and Quantitative research- concept, features, Qualitative v/s Quantitative research Integrating technology in data collection, methods- (online surveys, hand held devices, text messages, social networking), importance
4	Data Processing, Analysis, Reporting
	a. Stages in Data processing Editing- meaning, objectives, types Coding- meaning, guidelines Classification- meaning, methods Tabulation- meaning, methods b. Data Analysis & Interpretation Data Analysis- meaning, steps, use of statistical tools (SPSS, SAS, MS EXCEL, MINITAB) Data Interpretation- meaning, importance, stages c. Report Writing- concept, types, contents, essentials, use of visual aids in research report



**Revised Syllabus of Courses of B.Com. Programme at Semester VI
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Elective Courses (EC)

1 B. Discipline Related Elective (DRE) Courses

1. Commerce-VI

Human Resource Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Human Resource Management	12
02	Human Resource Development	11
03	Human Relations	11
04	Trends In Human Resource Management	11
Total		45



Sr. No.	Modules / Units
1	Human Resource Management
	<ul style="list-style-type: none"> Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques Recruitment- Concept, Sources of Recruitment Selection - Concept , process , Techniques of E,selection,
2	Human Resource Development
	<ul style="list-style-type: none"> Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games) Evaluating training effectiveness- Concept, Methods Performance Appraisal- Concept, Benefits, Limitations, Methods Potential Appraisal-Concept, Importance Career Planning- Concept, Importance Succession Planning- Concept, Need Mentoring- Concept, Importance Counseling- Concept, Techniques.
3	Human Relations
	<ul style="list-style-type: none"> Human Relations- Concept, Significance Leadership –Concept, Transactional & Transformational Leadership Motivation- Concept, Theories of Motivation,(Maslow’s Need Hierarchy Theory, Vroom’s Expectancy Theory, McGregor’s Theory X and Theory Y, Pink’s Theory of Motivation) Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ Employee Grievance- Causes, Procedure for Grievance redressal Employee welfare measures and Healthy & Safety Measures.
4	Trends In Human Resource Management
	<ul style="list-style-type: none"> HR in changing environment: Competencies- concept, classification Learning organizations- Concept, Creating an innovative organization, Innovation culture- Concept, Need, Managerial role. Trends in Human Resource Management,: Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place, Domestic and International HR Practices, Millennial (Gen Y)Competency Mapping



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Ability Enhancement Courses (AEC)

1. Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60



Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E- communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>



Sr. No.	Modules / Units
4	Language and Writing Skills
	<p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management



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Skill Enhancement Courses (SEC)

2. Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45



Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



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Core Courses (CC)

**5.Commerce-
Business Environment - I**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business and its Environment	15
2	Business and Society	15
3	Contemporary Issues	15
4	International Environment	15
Total		60



Sr. No.	Modules / Units
1	Business and its Environment
	a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis
2	Business and Society
	a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986
3	Contemporary Issues
	a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit
4	International Environment
	a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries



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Ability Enhancement Courses (AEC)

1. Business Communication - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60



Sr. No.	Modules / Units
1	Presentation Skills
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
2	Group Communication
	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
3	Business Correspondence
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
4	Language and Writing Skills
	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner



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Skill Enhancement Courses (SEC)

2. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45



Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



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Core Courses (CC)

**5. Business Law -
Business Regulatory Framework - I**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Law of Contract 1872	15
2	Sale of Goods Act 1930	15
3	Negotiable Instrument Act 1881	15
4	Consumer Protection Act 1986	15
Total		60



Sr. No.	Modules / Units
1	Law of Contract 1872
	(a) Nature of Contract (b) Classification of Contracts (c) Offer and Acceptance (d) Capacity of Parties to Contract (e) Free Consents (f) Consideration (g) Legality of Object (h) Agreement Declared Void (i) Performance of Contract (j) Discharge of Contract (k) Remedies for Breach of Contract (l) Indemnity (m) Guarantee (n) Bailment and Pledge (o) Agency
2	Sale of Goods Act 1930
	(a) Formation of Contract of Sale (b) Goods and their Classifications (c) Price, Conditions and Warranties (d) Transfer of Properties in Goods (e) Performance of Contract of Sales (f) Unpaid Seller and his Rights (g) Sale by Auction (h) Hire Purchase Agreement
3	Negotiable Instrument Act 1881
	(a) Definition of Negotiable Instruments (b) Features of Negotiable Instruments (c) Promissory Note (d) Bill of Exchange and Cheque (e) Holder and Holder in due Course (f) Crossing of a Cheque (g) Types of Crossing (h) Dishonour and Discharge of Negotiable Instruments
4	Consumer Protection Act 1986
	(a) Salient Features (b) Definition of Consumers (c) Deficiency in Service (d) Defects in Goods



**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
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2B. Skill Enhancement Courses (SEC)

**Foundation Course in Management
(Introduction to Management) - IV**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Basic Management Concepts	05
2	Planning	10
3	Organising	10
4	Staffing	10
5	Directing and Controlling	10
Total		45



Sr. No.	Modules / Units
1	Introduction to Basic Management Concepts
	Introduction to Management, Definition of Management Nature of Management Objectives of Management Administration vs Management Levels of Management Principles of Management
2	Planning
	Definition and Importance of Planning Process of Planning Limitations of Planning Features of Sound Planning Features and process of decision making
3	Organising
	Definition, nature and significance Process of organisation Principles of organisation Formal and Informal organisation - features, advantages and disadvantages Centralisation and decentralisation – factors, merits and demerits Departmentation and Delegation
4	Staffing
	Meaning, Importance of Staffing Recruitment and its sources Selection procedure Distinction between Recruitment and Selection Employment tests and types of Interview
5	Directing and Controlling
	Meaning and Importance of directing Principles of Directing Leadership traits and Styles Motivation – Importance and Factors Co-ordination – Meaning, features and Importance Meaning and steps in controlling Essentials of a good control system



**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
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3. Core Courses (CC)

Research Methodology in Accounting and Finance

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Design in Accounting and Finance	15
3	Data Collection and Processing	15
4	Interpretation and Report Writing	15
Total		60



Sr. No.	Modules / Units
1	Introduction to Research
	Introduction and meaning of research, Objectives of research, Features and Importance of research in Accounting and Finance, Objectives and Types of research - Basic, Applied, Descriptive, Analytical and Empirical Research. Formulation of research problem : Meaning and Selection Review of Literature
2	Research Design in Accounting and Finance
	Meaning of Introduction, Need, and Good research design. Hypothesis: Formulation, Sources, Importance and Types Different Research designs
3	Data Collection and Processing
	Data Collection: Introduction and meaning, types of data Primary data: Observation, Experimentation, Interview, Schedules, Survey, Questionnaires, Limitations of Primary data Secondary data: Sources and Limitations Factors affecting the choice of method of data collection. Sampling: Significance, Methods, Factors determining sample size Data Presentation: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. Use of computer and internet in data collection and processing
4	Interpretation and Report Writing
	Meaning and techniques of interpretation, Research Report Writing: Importance, Essentials, Structure/ layout, Types



**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester V
with effect from the Academic Year 2018-2019**

1. Elective Courses (EC)

2. Management- II (Management Applications)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Marketing Management	15
02	Production Management	15
03	Human Resource Management	15
04	Financial Management	15
	Total	60



Sr. No.	Modules / Units
1	Marketing Management
	Meaning and Definition of Marketing – 4 Ps of Marketing, Importance Product Management – Meaning & Definition – Product Development Strategies, Product life cycle, Branding- Meaning, Factors influencing branding Price Management – Meaning and Definition – Factors affecting pricing decisions, Pricing Strategies Place (Distribution) Management – Meaning and Definition – Factors Governing Distribution Decisions – Types of Distribution Channels Promotion Management – Meaning – Promotion Strategies, Integrated marketing communication Case studies based on the above topics
2	Production Management
	Meaning and Definition of Production Management – Scope of Production Management, Steps in Production Planning and Control Meaning of Productivity - Measurement of Productivity – Measure to increase Productivity – Productivity Movement in India Meaning and Definition of Quality Management – TQM – Quality Circles – ISO 9000/14000 Inventory Management – Meaning and Methods Case studies based on the above topics
3	Human Resource Management
	Human Resource Management – Meaning, Nature, Functions of Human Resource Management Human Resource Planning- Meaning, Process of Human Resource Planning Human Resource Development- Methods of Developing Human Resource Performance Appraisal – Meaning and Definition – Traditional and Modern Methods of Appraisal Employee retention Leadership- Traits, Styles Motivation- Factors of Motivation, Theories of Motivation- Maslow’s Theory, Douglas MacGregor’s Theory X and Theory Y Case studies based on the above topics
4	Financial Management
	Meaning and Definition of Financial Management – Functions of Financial Management Capital Budgeting- Introduction, Importance and Process Capital Structure- Meaning, Factors affecting Capital Structure Capital Market – Meaning and Constituents – Functions Fundamental Analysis – Technical Analysis - Venture Capital – DEMAT Account Futures and Options Case studies based on the above topics



**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester VI
with effect from the Academic Year 2018-2019**

1. Elective Courses (EC)

2. Economics Paper – III (Indian Economy)

Modules at a Glance

Sr. No.	Modules	No. of Lectures
01	Introduction Agricultural Sector	15
02	Industrial Sector	15
03	Service Sector and External Sector	15
04	Money and Banking	15
	Total	60



Sr. No.	Modules / Units
1	Introduction Agricultural Sector
	Introduction Demographic features- Poverty, Income inequality and Unemployment Urbanization and its effects Agricultural Sector Institutional Structure- Land reforms in India Technological changes in agriculture Agricultural pricing and agricultural finance Agricultural marketing National agricultural policy
2	Industrial Sector
	Growth and pattern of industrialization Industrial Policy of 1991. Public sector enterprises and disinvestment policy Small scale sector- problems and prospects
3	Service Sector and External Sector
	Service Sector Nature and scope of service industry Recent trends in Banking industry, Insurance Industry, Healthcare Industry and Tourism Industry External Sector Structure and directions of Foreign trade India's Balance of payments since 1991 FDI, foreign capital and transnational companies in India. Role and impact of SAARC, ASEAN and WTO
4	Money and Banking
	Money market and its features Monetary policy of RBI Progress of commercial banking in India Development of capital markets SEBI and its functions



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Elective Courses (EC)

Business Law

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Contract Act, 1872 & Sale of Goods Act, 1930	15
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986	15
3	Company Law	15
4	Intellectual Property Rights(IPR)	15
Total		60



Sr. No.	Modules / Units
1	Contract Act, 1872 & Sale of Goods Act, 1930
	<ul style="list-style-type: none"> • Contract Act,1872: Essential elements of Contract; Agreement and Contract – Capacity to Contract, free consent, consideration, lawful objects/ consideration, Breach of contract. Remedies for breach of Contract. • Sale of Goods Act,1930: Scope of Act, Sale and Agreement to sell, essential of a valid Sale Contract – Conditions and warranties – Implied Condition and warranties, Rights of an unpaid seller.
2	Negotiable Instrument Act, 1981 & Consumer Protection Act, 1986
	<ul style="list-style-type: none"> • Negotiable Instrument Act,1981: Introduction of Negotiable Instruments – Characteristics of negotiable instruments, Promissory note, Bills of exchange, Cheque, Dishonour of Cheque. • Consumer Protection Act, 1986: Objects of Consumer Protection- Introduction of Consumers, who is consumer? Meaning of the words “Goods and services” – Meaning of the words “Defects and Deficiencies of goods and services” Consumer disputes and Complaints.
3	Company Law
	<ul style="list-style-type: none"> • Company Law: What is company? – Incorporation of company – MOA, AOA, Prospectus, Meetings, Meaning of transfer and transmission of shares.
4	Intellectual Property Rights(IPR)
	<ul style="list-style-type: none"> • Intellectual Property Rights (IPR) <ul style="list-style-type: none"> ▪ IPR definition/ objectives ▪ Patent definition. What is patentable? What is not patentable? Invention And its Attributes, Inventors and Applications ▪ Trademarks, definition, types of trademarks, infringement and passing off. ▪ Copy right definition and subject in which copy right exists, Originality, Meaning and Content, Authors and Owners, Rights and Restrictions. ▪ Geographical indications (only short notes)



**Revised Syllabus of Courses of Bachelor of Management Studies
(BMS) Programme at Semester I
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Ability Enhancement Courses (AEC)

1.

Business Communication- I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	15
2	Obstacles to Communication in Business World	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60



Sr. No.	Modules / Units
1	Theory of Communication
	<p>Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees (A brief introduction to these objectives to be given)</p> <p>Methods and Modes of Communication: Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette</p> <p>Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax] Computers and E-communication Video and Satellite Conferencing</p>
2	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication: Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p> <p>Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices: Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste, Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour</p>
3	Business Correspondence
	<p>Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,</p> <p>Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]</p>



Sr. No.	Modules / Units
4	Language and Writing Skills
	<p>Commercial Terms used in Business Communication</p> <p>Paragraph Writing: Developing an idea, using appropriate linking devices, etc Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]</p> <p>Activities</p> <ul style="list-style-type: none"> ▪ Listening Comprehension ▪ Remedial Teaching ▪ Speaking Skills: Presenting a News Item, Dialogue and Speeches ▪ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ▪ Reading Comprehension: Analysis of texts from the fields of Commerce and Management



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Skill Enhancement Courses (SEC)

2.

Foundation Course -I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45



Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



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Core Courses (CC)

6. Foundation of Human Skills

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Understanding of Human Nature	15
2	Introduction to Group Behaviour	15
3	Organizational Culture and Motivation at workplace	15
4	Organisational Change, Creativity and Development and Work Stress	15
Total		60



Sr. No.	Modules / Units
1	Understanding of Human Nature
	<ul style="list-style-type: none"> • Individual Behaviour: Concept of a man, individual differences, factors affecting individual differences, Influence of environment • Personality and attitude: Determinants of personality, Personality traits theory, Big five model, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation, self – esteem, risk taking, self-monitoring and type A and B personalities, Concept of understanding self through JOHARI WINDOWS, Nature and components of attitude, Functions of attitude, Ways of changing attitude, Reading emotions • Thinking, learning and perceptions: Thinking skills, thinking styles and thinking hat, Managerial skills and development, Learning characteristics, theories of learning (classical conditioning, operant conditioning and social learning approaches), Intelligence, type (IQ, EQ, SQ, at work place), Perception features and factor influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice attributional).
2	Introduction to Group Behaviour
	<ul style="list-style-type: none"> • Introduction to Group Behaviour <ul style="list-style-type: none"> ▪ Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) ▪ Team effectiveness: nature, types of teams, ways of forming an effective team. ▪ Setting goals. • Organizational processes and system. <ul style="list-style-type: none"> ▪ Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. ▪ Organizational conflicts and resolution: Conflict features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes.
3	Organizational Culture and Motivation at workplace
	<ul style="list-style-type: none"> • Organizational Culture: <ul style="list-style-type: none"> ▪ Characteristics of organizational culture. ▪ Types, functions and barriers of organizational culture ▪ Ways of creating and maintaining effective organization culture • Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up. <ul style="list-style-type: none"> ▪ A.Maslow Need Heirachy ▪ F.Hertzberg Dual Factor ▪ Mc.Gregor theory X and theory Y. Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace.



4	Organisational Change, Creativity and Development and Work Stress
	<ul style="list-style-type: none">• Organisational change and creativity: Concepts of organisational change, Factors leading/influencing organisational change, Kurt Lewins model of organisational change and development, Creativity and qualities of a creative person, Ways of enhancing creativity for effective decision making, Creative problem solving.• Organisational Development and work stress: Need for organisational development, OD Techniques, Stress, types of stress, Causes and consequences of job stress, Ways for coping up with job stress



**Revised Syllabus of Courses of Bachelor of Management Studies
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Elective Courses(EC)

1.

Principles of Marketing

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	15
2	Marketing Environment, Research and Consumer Behaviour	15
3	Marketing Mix	15
4	Segmentation, Targeting and Positioning and Trends In Marketing	15
Total		60



Sr. No.	Modules / Units
1	Introduction to Marketing
	<ul style="list-style-type: none"> • Introduction to Marketing: Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.
2	Marketing Environment, Research and Consumer Behaviour
	<ul style="list-style-type: none"> • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research • MIS: Meaning, features and Importance • Consumer Behaviour: Meaning, feature, importance, factors affecting Consumer Behaviour
3	Marketing Mix
	<ul style="list-style-type: none"> • Marketing mix: Meaning –elements of Marketing Mix. • Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product. • Branding –Packing and packaging – role and importance • Pricing – objectives- factors influencing pricing policy and Pricing strategy. • Physical distribution – meaning – factor affecting channel selection-types of marketing channels • Promotion – meaning and significance of promotion. Promotion tools (brief)
4	Segmentation, Targeting and Positioning and Trends In Marketing
	<ul style="list-style-type: none"> • Segmentation – meaning , importance , basis • Targeting – meaning , types • Positioning – meaning – strategies • New trends in marketing – E-marketing , Internet marketing and marketing using Social network • Social marketing/ Relationship marketing



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Ability Enhancement Courses (AEC)

4.

Business Communication - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	15
2	Group Communication	15
3	Business Correspondence	15
4	Language and Writing Skills	15
Total		60



Sr. No.	Modules / Units
1	Presentation Skills
	<p>Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation</p>
2	Group Communication
	<p>Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR</p>
3	Business Correspondence
	<p>Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]</p>
4	Language and Writing Skills
	<p>Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner</p>

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Skill Enhancement Courses (SEC)

5. Foundation Course – II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45



Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization;Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights;Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation;Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



**Revised Syllabus of Courses of Bachelor of Management Studies (BMS)
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**Elective Courses (EC)
Group B. Marketing Electives**

1. Advertising

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	15
2	Strategy and Planning Process in Advertising	15
3	Creativity in Advertising	15
4	Budget, Evaluation, Current trends and careers in Advertising	15
Total		60

Objectives

SN	Objectives
1	To understand and examine the growing importance of advertising
2	To understand the construction of an effective advertisement
3	To understand the role of advertising in contemporary scenario
4	To understand the future and career in advertising



Sr. No.	Modules / Units
1	Introduction to Advertising
	<ul style="list-style-type: none"> • Definition, Evolution of Advertising, Importance, Scope, Features, Benefits, Five M's of Advertising • Types of Advertising –consumer advertising, industrial advertising, institutional advertising, classified advertising, national advertising, generic advertising • Theories of Advertising : Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, Cognitive Dissonance • Ethics and Laws in Advertising : Puffery, Shock Ads, Subliminal Advertising, Weasel Claim, Surrogate Advertising, Comparative Advertising Code of Ethics, Regulatory Bodies, Laws and Regulation – CSR, Public Service Advertising, Corporate Advertising, Advocacy Advertising • Social, cultural and Economic Impact of Advertising, the impact of ads on Kids, Women and Advertising
2	Strategy and Planning Process in Advertising
	<ul style="list-style-type: none"> • Advertising Planning process & Strategy : Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools • Role of Advertising in Marketing Mix : Product planning, product brand policy, price, packaging, distribution, Elements of Promotion, Role of Advertising in PLC • Advertising Agencies – Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation.
3	Creativity in Advertising
	<ul style="list-style-type: none"> • Introduction to Creativity – definition, importance, creative process , Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in ads and celebrities as source in Indian ads – execution styles of presenting ads. • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy, Copy Research



Sr. No.	Modules / Units
4	Budget, Evaluation, Current trends and careers in Advertising
	<ul style="list-style-type: none"> • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), retail advertising, lifestyle advertising, Ambush Advertising, Global Advertising – scope and challenges – current global trends • Careers in Advertising : careers in Media and supporting firms, freelancing options for career in advertising, role of Advertising Account Executives, campaign Agency family tree – topmost advertising agencies and the famous advertisements designed by them



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3. Core Courses (CC)

5.

Business Planning & Entrepreneurial Management

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Foundations of Entrepreneurship Development	15
2	Types & Classification Of Entrepreneurs	15
3	Entrepreneur Project Development & Business Plan	15
4	Venture Development	15
Total		60

Objectives

SN	Objectives
1	Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
2	To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.



Sr. No.	Modules / Units
1	Foundations of Entrepreneurship Development:
	<ul style="list-style-type: none"> ● Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur ● Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen ● External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.
2	Types & Classification Of Entrepreneurs
	<ul style="list-style-type: none"> ● Intrapreneur –Concept and Development of Intrapreneurship ● Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group ● Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. ● Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)
3	Entrepreneur Project Development & Business Plan
	<ul style="list-style-type: none"> ● Innovation, Invention, Creativity, Business Idea, Opportunities through change. ● Idea generation– Sources-Development of product /idea, ● Environmental scanning and SWOT analysis ● Creating Entrepreneurial Venture-Entrepreneurship Development Cycle ● Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. ● Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, ● Critical Risk Contingencies of the proposal, Scheduling and milestones.
4	Venture Development
	<ul style="list-style-type: none"> ● Steps involved in starting of Venture ● Institutional support to an Entrepreneur ● Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects ● Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. ● New trends in entrepreneurship



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Programme at Semester IV
with Effect from the Academic Year 2017-2018**

**Elective Courses (EC)
Group B. Marketing Electives**

1. Integrated Marketing Communication

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Integrated Marketing Communication	15
2	Elements of IMC – I	15
3	Elements of IMC – II	15
4	Evaluation & Ethics in Marketing Communication	15
Total		60

Objectives

SN	Objectives
1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program.
2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.



Sr. No.	Modules / Units
1	Introduction to Integrated Marketing Communication
	<ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program.
2	Elements of IMC – I
	<ul style="list-style-type: none"> • Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. • Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.
3	Elements of IMC – II
	<ul style="list-style-type: none"> • Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing • Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR ,Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship • Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling
4	Evaluation & Ethics in Marketing Communication
	<ul style="list-style-type: none"> • Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and facebook likes, response cards, Internet responses, redemption rate Test Markets – competitive responses, scanner data, Purchase simulation tests • Ethics and Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages – legal issues – Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices • Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.



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**2. Ability Enhancement Courses
(AEC) 2B. Skill Enhancement Courses
(SEC)**

**4. Foundation Course –IV
Ethics & Governance**

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to Ethics and Business Ethics	12
2	Ethics in Marketing, Finance and HRM	11
3	Corporate Governance	11
4	Corporate Social Responsibility (CSR)	11
	Total	45

Objectives

SN	Objectives
1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management
3	To understand the emerging need and growing importance of good governance and CSR by organisations



4

To study the ethical business practices, CSR and Corporate Governance practiced by various organisations



Sr. No.	Modules / Units
1	Introduction to Ethics and Business Ethics
	<ul style="list-style-type: none"> ● Ethics: Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition ● Business Ethics: Meaning, Objectives, Purpose and Scope of Business Ethics Towards Society and Stakeholders, Role of Government in Ensuring Business Ethics Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences Myths about Business Ethics Ethical Performance in Businesses in India
2	Ethics in Marketing, Finance and HRM
	<ul style="list-style-type: none"> ● Ethics in Marketing: Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements ● Ethics In Finance: Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992 ● Ethics in Human Resource Management: Importance of Workplace Ethics, Guidelines to Promote Workplace Ethics, Importance of Employee Code of Conduct, Ethical Leadership
3	Corporate Governance
	<ul style="list-style-type: none"> ● Concept, History of Corporate Governance in India, Need for Corporate Governance ● Significance of Ethics in Corporate Governance, Principles of Corporate Governance, Benefits of Good Governance, Issues in Corporate Governance ● Theories- Agency Theory, Shareholder Theory, Stakeholder Theory and Stewardship Theory ● Corporate Governance in India, Emerging Trends in Corporate Governance, Models of Corporate Governance, Insider Trading
4	Corporate Social Responsibility (CSR)
	<ul style="list-style-type: none"> ● Meaning of CSR, Evolution of CSR, Types of Social Responsibility ● Aspects of CSR- Responsibility, Accountability, Sustainability and Social Contract ● Need for CSR ● CSR Principles and Strategies ● Issues in CSR ● Social Accounting ● Tata Group's CSR Rating Framework ● Sachar Committee Report on CSR ● Ethical Issues in International Business Practices ● Recent Guidelines in CSR ● Society's Changing Expectations of Business With Respect to Globalisation ● Future of CSR



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3. Core Courses (CC)

5. Business Research Methods

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Introduction to business research methods	18
2	Data collection and Processing	14
3	Data analysis and Interpretation	16
4	Advanced techniques in Report Writing	12
Total		60

Objectives

SN	Objectives
1	The course is designed to inculcate the analytical abilities and research skills among the students.
2	The course intends to give hands on experience and learning in Business Research.



Sr. No.	Modules / Units
1	Introduction to business research methods
	<ul style="list-style-type: none"> • Meaning and objectives of research • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal. • Sampling– <ul style="list-style-type: none"> a) meaning of sample and sampling, b) methods of sampling-i)Non Probability Sampling– Convenient, Judgment, Quota, Snow ball ii) Probability– Simple Random, Stratified, Cluster, Multi Stage.
2	Data collection and Processing
	<ul style="list-style-type: none"> • Types of data and sources-Primary and Secondary data sources • Methods of collection of primary data <ul style="list-style-type: none"> a) Observation- i)structured and unstructured, ii) disguised and undisguised, iii)mechanical observations (use of gadgets) b) Experimental i)Field ii) Laboratory c) Interview – i) Personal Interview ii)focused group, iii) in- depth interviews - Method, d) Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening. e) Survey instrument– i) Questionnaire designing. f) Types of questions– i) structured/ close ended and ii) unstructured/ open ended, iii) Dicotomous, iv) Multiple Choice Questions. f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale
3	Data analysis and Interpretation
	<ul style="list-style-type: none"> • Processing of data– i) Editing- field and office editing, ii)coding– meaning and essentials, iii) tabulation – note • Analysis of data-Meaning, Purpose, types. • Interpretation of data-Essentials, importance and Significance of processing data • Multivariate analysis– concept only • Testing of hypothesis– concept and problems– i)chi square test, ii) Zandt-test (for large and small sample)
4	Advanced techniques in Report Writing
	<ul style="list-style-type: none"> • Report writing – i) Meaning , importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography • Ethics and research • Objectivity, Confidentiality and anonymity in Research • Plagiarism



**Revised Syllabus of Courses of Bachelor of Management Studies
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**Elective Courses (EC)
Group A: Finance Electives**

1.

Risk Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction, Risk Measurement and Control	15
2	Risk Avoidance and ERM	15
3	Risk Governance and Assurance	15
4	Risk Management in Insurance	15
Total		60

Objectives

SN	Objectives
1	To familiarize the student with the fundamental aspects of risk management and control
2	To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
3	To introduce the basic concepts, functions, process, techniques of risk management



SN	Modules/ Units
1	Introduction, Risk Measurement and Control
	<p>a) Introduction, Risk Measurement and Control</p> <ul style="list-style-type: none"> • Definition, Risk Process, Risk Organization, Key Risks –Interest, Market, Credit, Currency, Liquidity, Legal, Operational • Risk Management V/s Risk Measurement – Managing Risk, Diversification, Investment Strategies and Introduction to Quantitative Risk Measurement and its Limitations • Principals of Risk - Alpha, Beta, R squared, Standard Deviation, Risk Exposure Analysis, Risk Immunization, Risk and Summary Measures –Simulation Method, Duration Analysis, Linear and other Statistical Techniques for Internal Control
2	Risk Avoidance and ERM
	<p>a) Risk Hedging Instruments and Mechanism:</p> <ul style="list-style-type: none"> • Forwards, Futures, Options, Swaps and Arbitrage Techniques, Risk Return Trade off, Markowitz Risk Return Model, Arbitrage Theory, System Audit Significance in Risk Mitigation <p>b) Enterprise Risk Management:</p> <ul style="list-style-type: none"> • Risk Management V/s Enterprise Risk Management, Integrated Enterprise Risk Management, ERM Framework, ERM Process, ERM Matrix, SWOT Analysis, Sample Risk Register
3	Risk Governance and Assurance
	<p>a) Risk Governance:</p> <ul style="list-style-type: none"> • Importance and Scope of Risk Governance, Risk and Three Lines of Defense, Risk Management and Corporate Governance <p>b) Risk Assurance:</p> <ul style="list-style-type: none"> • Purpose and Sources of Risk Assurance, Nature of Risk Assurance, Reports and Challenges of Risk <p>c) Risk and Stakeholders Expectations:</p> <ul style="list-style-type: none"> • Identifying the Range of Stakeholders and Responding to Stakeholders Expectations
4	Risk Management in Insurance
	<p>a) Insurance Industry:</p> <ul style="list-style-type: none"> • Global Perspective, Regulatory Framework in India, IRDA - Reforms, Powers, Functions and Duties. Role and Importance of Actuary <p>b) Players of Insurance Business:</p> <ul style="list-style-type: none"> • Life and Non- Life Insurance, Reinsurance, Bancassurance, Alternative Risk Trance, Insurance Securitization, Pricing of Insurance products, Expected Claim Costs, Risk Classification <p>c) Claim Management:</p> <ul style="list-style-type: none"> • General Guidelines, Life Insurance, Maturity, Death, Fire, Marine, Motor Insurance and Calculation of Discounted Expected Claim Cost and Fair Premium



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**Elective Courses (EC)
Group B: Marketing Electives**

1. Sales and Distribution Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction	15
2	Market Analysis and Selling	15
3	Distribution Channel Management	15
4	Performance Evaluation, Ethics and Trends	15
Total		60

Objectives

SN	Objectives
1	To develop understanding of the sales & distribution processes in organizations
2	To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management



SN	Modules/ Units
1	Introduction
	<p>a) Sales Management:</p> <ul style="list-style-type: none"> • Meaning, Role of Sales Department, Evolution of Sales Management • Interface of Sales with Other Management Functions • Qualities of a Sales Manager • Sales Management: Meaning, Developments in Sales Management- Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. • Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure <p>b) Distribution Management:</p> <ul style="list-style-type: none"> • Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. <p>c) Integration of Marketing, Sales and Distribution</p>
2	Market Analysis and Selling
	<p>a) Market Analysis:</p> <ul style="list-style-type: none"> • Market Analysis and Sales Forecasting, Methods of Sales Forecasting • Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota • Factors Determining Fixation of Sales Quota • Assigning Territories to Salespeople <p>b) Selling:</p> <ul style="list-style-type: none"> • Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing • Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory • Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill • Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy • Difference Between Consumer Selling and Organizational Selling • Difference Between National Selling and International Selling



SN	Modules/ Units
3	Distribution Channel Management
	<ul style="list-style-type: none"> • Management of Distribution Channel – Meaning & Need • Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler • Choice of Distribution System – Intensive, Selective, Exclusive • Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost • Factors Affecting Effective Management Of Distribution Channels <ul style="list-style-type: none"> ▪ Channel Design ▪ Channel Policy ▪ Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict ▪ Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution ▪ Motivating Channel Members ▪ Selecting Channel Partners ▪ Evaluating Channels ▪ Channel Control
4	Performance Evaluation, Ethics and Trends
	<p>a) Evaluation & Control of Sales Performance:</p> <ul style="list-style-type: none"> • Sales Performance – Meaning • Methods of Supervision and Control of Sales Force • Sales Performance Evaluation Criteria- Key Result Areas (KRAs) • Sales Performance Review • Sales Management Audit <p>b) Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> • Evaluating Channels- Effectiveness, Efficiency and Equity • Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit <p>c) Ethics in Sales Management</p> <p>d) New Trends in Sales and Distribution Management</p>



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Elective Courses (EC)

Group B: Marketing Electives

2. Customer Relationship Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Customer Relationship Management	15
2	CRM Marketing Initiatives, Customer Service and Data Management	15
3	CRM Strategy, Planning, Implementation and Evaluation	15
4	CRM New Horizons	15
Total		60

Objectives

SN	Objectives
1	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
2	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
3	To understand new trends in CRM, challenges and opportunities for organizations



SN	Modules/ Units
1	Introduction to Customer Relationship Management
	<ul style="list-style-type: none"> • Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners • Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM • Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges
2	CRM Marketing Initiatives, Customer Service and Data Management
	<ul style="list-style-type: none"> • CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing • CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management • CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting
3	CRM Strategy, Planning, Implementation and Evaluation
	<ul style="list-style-type: none"> • Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits • Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy • Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement • CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change



4	CRM New Horizons
	<ul style="list-style-type: none">• e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM:• Software App for Customer Service:<ul style="list-style-type: none">▪ Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling• Social Networking and CRM• Mobile-CRM• CRM Trends, Challenges and Opportunities• Ethical Issues in CRM



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Ability Enhancement Courses (AEC)

6. Corporate Communication & Public Relations

Modules at a Glance

SN	Modules	No. of Lectures
1	Foundation of Corporate Communication	15
2	Understanding Public Relations	15
3	Functions of Corporate Communication and Public Relations	15
4	Emerging Technology in Corporate Communication and Public Relations	15
Total		60

Objectives

SN	Objectives
1	To provide the students with basic understanding of the concepts of corporate communication and public relations
2	To introduce the various elements of corporate communication and consider their roles in managing organizations
3	To examine how various elements of corporate communication must be coordinated to communicate effectively
4	To develop critical understanding of the different practices associated with corporate communication



SN	Modules/ Units
1	Foundation of Corporate Communication
	<p>a) Corporate Communication: Scope and Relevance</p> <ul style="list-style-type: none"> • Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario <p>b) Keys concept in Corporate Communication</p> <ul style="list-style-type: none"> • Corporate Identity: Meaning and Features, Corporate Image: Meaning, Factors Influencing Corporate Image, Corporate Reputation: Meaning, Advantages of Good Corporate Reputation <p>c) Ethics and Law in Corporate Communication</p> <ul style="list-style-type: none"> • Importance of Ethics in Corporate Communication, Corporate Communication and Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI
2	Understanding Public Relations
	<p>a) Fundamental of Public Relations:</p> <ul style="list-style-type: none"> • Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business <p>b) Emergence of Public Relations:</p> <ul style="list-style-type: none"> • Tracing Growth of Public Relations, Public Relations in India, Reasons for Emerging International Public Relations <p>c) Public Relations Environment:</p> <ul style="list-style-type: none"> • Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues <p>d) Theories used in Public Relations:</p> <ul style="list-style-type: none"> • Systems Theory, Situational Theory, Social Exchange Theory, Diffusion Theory
3	Functions of Corporate Communication and Public Relations
	<p>a) Media Relations:</p> <ul style="list-style-type: none"> • Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations <p>b) Employee Communication:</p> <ul style="list-style-type: none"> • Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications <p>c) Crisis Communication:</p> <ul style="list-style-type: none"> • Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building <p>d) Financial Communication:</p> <ul style="list-style-type: none"> • Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising



SN	Modules/ Units
4	Emerging Technology in Corporate Communication and Public Relations
	<p>a) Contribution of Technology to Corporate Communication</p> <ul style="list-style-type: none"> • Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS) <p>b) Information Technology in Corporate Communication</p> <ul style="list-style-type: none"> • Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation <p>c) Corporate Blogging</p> <ul style="list-style-type: none"> • Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog



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**Elective Courses (EC)
Group A: Finance Electives**

1. Strategic Financial Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Dividend Decision and XBRL	15
2	Capital Budgeting and Capital Rationing	15
3	Shareholder Value and Corporate Governance/ Corporate Restructuring	15
4	Financial Management in Banking Sector and Working Capital Financing	15
Total		60

Objectives

SN	Objectives
1	To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability
2	Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable
3	To acquaint learners with contemporary issues related to financial management



SN	Modules/ Units
1	Dividend Decision and XBRL
	<p>a) Dividend Decision:</p> <ul style="list-style-type: none"> • Meaning and Forms of Dividend, Dividend-Modigliani and Miller's Approach, Walter Model, Gordon Model, Factors determining Dividend Policy, Types of Dividend Policy <p>b) XBRL:</p> <ul style="list-style-type: none"> • Introduction, Advantages and Disadvantages, Features and Users
2	Capital Budgeting and Capital Rationing
	<p>a) Capital Budgeting:</p> <ul style="list-style-type: none"> • Risk and Uncertainty in Capital Budgeting, Risk Adjusted Cut off Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Method, Co-efficient of Variation Method, Decision Tree Analysis, Construction of Decision Tree. <p>b) Capital Rationing:</p> <ul style="list-style-type: none"> • Meaning, Advantages, Disadvantages, Practical Problems
3	Shareholder Value and Corporate Governance/Corporate Restructuring
	<p>a) Shareholder Value and Corporate Governance:</p> <ul style="list-style-type: none"> • Financial Goals and Strategy, Shareholder Value Creation: EVA and MVA Approach, Theories of Corporate Governance, Practices of Corporate Governance in India <p>b) Corporate Restructuring:</p> <ul style="list-style-type: none"> • Meaning, Types, Limitations of Merger, Amalgamation, Acquisition, Takeover, Determination of Firm's Value, Effect of Merger on EPS and MPS, Pre Merger and Post Merger Impact.
4	Financial Management in Banking Sector and Working Capital Financing
	<p>a) Financial Management in Banking Sector:</p> <ul style="list-style-type: none"> • An Introduction, Classification of Investments, NPA & their Provisioning, Classes of Advances, Capital Adequacy Norms, Rebate on Bill Discounting, Treatment of Interest on Advances <p>b) Working Capital Financing:</p> <ul style="list-style-type: none"> • Maximum Permissible Bank Finance (Tandon Committee), Cost of issuing Commercial Paper and Trade Credit, Matching Approach, Aggressive Approach, Conservative Approach



**Studies(BMS) Programme at Semester VI
with effect from the Academic Year 2018-2019**

Elective Courses (EC)

Group B: Marketing Electives

1. Brand Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Brand Management	15
2	Planning and Implementing Brand Marketing Programs	15
3	Measuring and Interpreting Brand Performance	15
4	Growing and Sustaining Brand Equity	15
Total		60

Objectives

SN	Objectives
1	To understand the meaning and significance of Brand Management
2	To Know how to build, sustain and grow brands
3	To know the various sources of brand equity



SN	Modules/ Units
1	Introduction to Brand Management
	<p>a) Introduction to Brand Management:</p> <ul style="list-style-type: none"> • Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis
2	Planning and Implementing Brand Marketing Programs
	<p>a) Planning and Implementing Brand Marketing Programs:</p> <ul style="list-style-type: none"> • Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements • Integrating Marketing Programs and Activities • Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing • Product Strategy: Perceived Quality and Relationship Marketing • Pricing Strategy: Setting Prices to Build Brand Equity • Channel Strategy: Direct, Indirect Channels • Promotion Strategy: Developing Integrated Marketing Communication Programs • Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.
3	Measuring and Interpreting Brand Performance
	<p>a) The Brand Value Chain</p> <p>b) Measuring Sources of Brand Equity:</p> <ul style="list-style-type: none"> • Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association • Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses <p>c) Young and Rubicam's Brand Asset Valuator</p> <p>d) Measuring Outcomes of Brand Equity</p> <ul style="list-style-type: none"> • Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis • Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology



4	Growing and Sustaining Brand Equity
	<p>a) Designing & Implementing Branding Strategies:</p> <ul style="list-style-type: none">• Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing <p>b) Brand Extensions:</p> <ul style="list-style-type: none">• Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity <p>c) Managing Brands over Time:</p> <ul style="list-style-type: none">• Reinforcing Brands, Revitalising Brands <p>d) Building Global Customer Based Brand Equity</p>



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**Elective Courses (EC)
Group B: Marketing Electives**

2. Retail Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Retail Management- An overview	15
2	Retail Consumer and Retail Strategy	15
3	Merchandise Management and Pricing	15
4	Managing and Sustaining Retail	15
Total		60

Objectives

SN	Objectives
1	To familiarize the students with retail management concepts and operations
2	To provide understanding of retail management and types of retailers
3	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
4	To acquaint the students with legal and ethical aspects of retail management
5	To create awareness about emerging trends in retail management



SN	Modules/ Units
1	Retail Management- An overview
	<p>a) Retail Management:</p> <ul style="list-style-type: none"> • Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management <p>b) Retail Formats:</p> <ul style="list-style-type: none"> • Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations <p>c) Emerging Trends in Retailing</p> <ul style="list-style-type: none"> • Impact of Globalization on Retailing • I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels • FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario • Franchising: Meaning, Types, Advantages and Limitations, Franchising in India • Green Retailing • Airport Retailing
2	Retail Consumer and Retail Strategy
	<p>a) Retail Consumer/Shopper:</p> <ul style="list-style-type: none"> • Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers <p>b) CRM in Retail:</p> <ul style="list-style-type: none"> • Meaning, Objectives • Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community <p>c) Retail Strategy:</p> <ul style="list-style-type: none"> • Meaning, Steps in Developing Retail Strategy, Retail Value Chain <p>d) Store Location Selection:</p> <ul style="list-style-type: none"> • Meaning, Types of Retail Locations, Factors Influencing Store Location <p>e) HRM in Retail:</p> <ul style="list-style-type: none"> • Meaning, Significance, Functions • Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store



SN	Modules/ Units
3	Merchandise Management and Pricing
	<p>a) Merchandise Management</p> <ul style="list-style-type: none"> • Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise <p>b) Buying Function:</p> <ul style="list-style-type: none"> • Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer <p>c) Concept of Lifestyle Merchandising</p> <p>d) Private Label</p> <ul style="list-style-type: none"> • Meaning, Need and Importance, Private Labels in India <p>e) Retail Pricing</p> <ul style="list-style-type: none"> • Meaning, Considerations in Setting Retail Pricing • Pricing Strategies: High/ Low Pricing: Meaning, Benefits, Everyday Low Pricing: Meaning, Benefits, Market Skimming, Market Penetration, Leader Pricing, Odd Pricing, Single Pricing, Multiple Pricing, Anchor Pricing • Variable Pricing and Price Discrimination- Meaning Types: <ul style="list-style-type: none"> ▪ Individualized Variable Pricing/First Degree Price ▪ Self-Selected Variable Pricing/ Second Degree Price Discrimination- Clearance and Promotional Markdowns, Coupons, Price Bundling, Multiple – Unit Pricing ▪ Variable Pricing by Market Segment/ Third Degree Price Discrimination
4	Managing and Sustaining Retail
	<p>a) Retail Store Operations:</p> <ul style="list-style-type: none"> • Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff) <p>b) Store Design and Layout:</p> <ul style="list-style-type: none"> • Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics • Store Layout- Meaning, Types: Grid, Racetrack, Free Form • Signage and Graphics: Meaning, Significance, Concept of Digital Signage • Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps



SN	Modules/ Units
	<p>c) Visual Merchandising and Display:</p> <ul style="list-style-type: none"> • Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising • The Concept of Planogram • Display- Meaning, Methods of Display, Errors in Creating Display <p>d) Mall Management</p> <ul style="list-style-type: none"> • Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management <p>e) Legal and Ethical Aspects of Retailing</p> <ul style="list-style-type: none"> • Licenses/Permissions Required to Start Retail Store in India • Ethical Issues in Retailing <p>Career Options in Retailing</p>



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Strategic Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Strategic Management	15
2	Strategy Formulation, Implementation and Evaluation	15
3	Business, Corporate and Global Strategies	15
4	Emerging Strategic Trends	15
Total		60

Objectives

SN	Objectives
1	To enable the learners to understand new forms of Strategic Management concepts and their use in business
2	To provide information pertaining to Business, Corporate and Global Reforms
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions
4	To acquaint the learners with recent developments and trends in the business corporate world



SN	Modules/ Units
1	Introduction to Strategic Management
	<ul style="list-style-type: none"> • Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. • Levels of Strategies: Corporate, Business and Operational Level Strategy • Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy • Business Environment: Components of Environment- Micro and Macro and Environmental Scanning
2	Strategy Formulation, Implementation and Evaluation
	<ul style="list-style-type: none"> • Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer’s Matrix, • ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and Importance. • Strategic Implementation: Steps, Importance and Problems, Resource Allocation- Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques • Budgetary Control: Advantages, Limitations
3	Business, Corporate and Global Strategies
	<ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business
4	Emerging Strategic Trends
	<ul style="list-style-type: none"> • Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business start ups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

**2. Business Ethics and Corporate Social
Responsibility**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Introduction to Corporate Social Responsibility	15
4	Areas of CSR and CSR Policy	15
Total		60

Objectives

SN	Objectives
1	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context



SN	Modules/ Units
1	Introduction to Business Ethics
	<ul style="list-style-type: none"> • Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos, • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991
2	Indian Ethical Practices and Corporate Governance
	<ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance, • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards. • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	Introduction to Corporate Social Responsibility
	<ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India. • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. • Role of NGO’s and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy
	<ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. • CSR and environmental concerns. • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR. • CSR and Sustainable Development • CSR through Triple Bottom Line in Business



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Research Methodology for Business

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
Total		60

Objectives

SN	Objectives
1	To enhance the abilities of learners to undertake research in business & social sciences
2	To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
3	To enable the learners in understanding and developing the most appropriate methodology for their research
4	To make the learners familiar with the basic statistical tools and techniques applicable for research



SN	Modules/ Units
1	Introduction to Research
	<ul style="list-style-type: none"> • Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research. • Formulation of research problem, Research Design, significance of Review of Literature • Hypothesis: Formulation, Sources, Importance and Types • Sampling: Significance, Methods, Factors determining sample size
2	Research Process
	<ul style="list-style-type: none"> • Stages in Research process • Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey, • Limitations of Primary data • Secondary data: Sources and Limitations, • Factors affecting the choice of method of data collection. • Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire
3	Data Processing and Statistical Analysis
	<ul style="list-style-type: none"> • Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation • Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis. • Testing of Hypotheses – <ul style="list-style-type: none"> ▪ Parametric Test-t test, f test, z test ▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis • Interpretation of data: significance and Precautions in data interpretation
4	Research Reporting and Modern Practices in Research
	<ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: <ul style="list-style-type: none"> ▪ APA (American Psychological Association) ▪ CMS (Chicago Manual Style) ▪ MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research



Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)

**Group A: Advanced Accounting, Corporate Accounting and
Financial Management**

3. Advanced Auditing

Modules at a Glance

SN	Modules	No. of Lectures
1	Company Audit	15
2	Special Audits	15
3	Audit under other laws	15
4	Auditing in Computerized Environment	15
Total		60



SN	Modules/ Units
1	Company Audit
	<ul style="list-style-type: none"> • Introduction to Audit - Audit of Ledgers, General Considerations, Scrutiny of Ledgers of Assets, Personal and Revenue Accounts • Company Audit - Audit of Shares, Qualifications and Disqualifications of Auditors, Appointment of auditors, Removal of auditors, Powers and duties of auditors, Branch audit, Joint audit, Special audit, Reporting requirements under the Companies Act, 2013. • Concepts of true and fair and materiality and audit risk in the context of audit of companies. • Audit reports; qualifications, notes on accounts, distinction between notes and qualifications, detailed observations by the statutory auditor to the management vis-a-vis obligations of reporting to the members
2	Special Audits
	<ul style="list-style-type: none"> • Special points in audit of different types of undertakings, i.e., Educational institutions, Hotels, Clubs and Hospitals.
3	Audit under other Laws
	<ul style="list-style-type: none"> • Cost audit, Environmental Audit, Energy Audit., Audit under different statutes, viz; income tax, other direct tax laws and indirect taxes
4	Auditing in Computerized Environment
	<ul style="list-style-type: none"> • Audit under computerised environment: Computer auditing; specific problems of EDP audit, Need for review of internal control especially procedure controls and facility controls; techniques of audit of EDP output; Use of computers for internal and management audit purposes; test packs, computerised audit programmes; involvement of the auditor at the time of setting up the computer system



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

1. Human Resource Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Human Resource Management	15
2	Human Resource Development	15
3	Latest Development in H.R.M. and Labour Legislation	15
4	Emerging Issues In H.R.M	15
Total		60



SN	Modules/ Units
1	Human Resource Management
	<ul style="list-style-type: none"> • Human Resource Management (HRM). – Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager. • Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP. • Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection.
2	Human Resource Development
	<ul style="list-style-type: none"> • Training and Development - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques. • Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal. • Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning..
3	Latest Development in H.R.M. And Labour Legislation
	<ul style="list-style-type: none"> • Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. • Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013. • Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme.
4	Emerging Issues In H.R.M
	<ul style="list-style-type: none"> • Health and Safety – Safety measures and safety programmes, Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees • Work life balance – Need and Importance, Employee Engagement, Managing Millennials (Gen Y) • Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

2. Entrepreneurial Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Entrepreneurship Development Perspective	15
2	Creating Entrepreneurial Venture	15
3	Project Management	15
4	Assistance and Incentives for Promotion and Development of Entrepreneurship	15
	Total	60



SN	Modules/ Units
1	Entrepreneurship Development Perspective
	<ul style="list-style-type: none"> • Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Requirements of Entrepreneurial structure. • Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. • Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness
2	Creating Entrepreneurial Venture
	<ul style="list-style-type: none"> • Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship • Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance • Social Entrepreneurship- Features, Importance, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.
3	Project Management
	<ul style="list-style-type: none"> • Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. • Project formulation ----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. • Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis.
4	Assistance and Incentives for Promotion and Development of Entrepreneurship
	<ul style="list-style-type: none"> • Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational. • NPSD - National Policy for Skill Development and Entrepreneurship 2015. • Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester III
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

3. Organizational Behaviour

Modules at a Glance

SN	Modules	No. of Lectures
1	Organisational Setting	15
2	Foundation of Individual Behaviour	15
3	Group Dynamics and Behaviour	15
4	Emerging Challenges	15
Total		60



SN	Modules/ Units
1	Organisational Setting
	<ul style="list-style-type: none"> • Introduction to Organisational Behaviour (OB) – Concept, Nature, Foundation, Disciplines and Scope of OB. • Evolution of OB–Evolution – Stages, Human Relations Approach – Hawthorne Experiments, Models of OB. • Organisation Design – Key factors, Steps in Organisation Structure, Organisations for future - Types.
2	Foundation of Individual Behaviour
	<ul style="list-style-type: none"> • Factors affecting Individual behaviour- Personal, Psychological, Organisation System, Environmental. • Personality & Perception – Nature of personality, Determinants of personality, Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB • Attitude – Nature , components , work related attitudes , Barriers to attitudinal Change, Measures to attitudinal change.
3	Group Dynamics and Behaviour
	<ul style="list-style-type: none"> • Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems. • Work place behaviour – Determinants of Group Behaviour, Power and Politics –Sources of Power, Types of Organisational politics. • Conflict – Levels of Conflict, Strategies for resolving Conflict, Guidelines for effective negotiation.
4	Emerging Challenges
	<ul style="list-style-type: none"> • Stress Management – Sources, Effects, Strategies, Stress and Performance. • Organisation culture – Cultural Dimensions, Creating Organisational Culture, Maintaining Organisational Culture. • Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place.



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester IV
(To be implemented from Academic Year- 2017-2018)**

Group B: Business Studies (Management)

1. Retail Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Retail Management	15
2	Retail Management Strategy	15
3	Retail Location, Layout and Merchandising	15
4	Use of Technology and Career options	15
	Total	60



SN	Modules/ Units
1	Introduction to Retail Management
	<ul style="list-style-type: none"> • Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment- Economic, Legal, Technological & Competitive • Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context • Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.
2	Retail Management Strategy
	<ul style="list-style-type: none"> • Retail Strategies: Promotional Strategies, Retail Planning Process, Retail - Market Segmentation - Concept and Significance • Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing • Consumer Strategies: Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.
3	Retail Location, Layout and Merchandising
	<ul style="list-style-type: none"> • Retail Location & Merchandising: Importance, Types, Steps involved in choosing a Retail Location. • Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising • Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing
4	Use of Technology and Career options
	<ul style="list-style-type: none"> • Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system • E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance • Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager



**GOVERNMENT OF MAHARASHTRA'S
ISMAIL YUSUF OF ARTS, SCIENCE AND COMMERCE
JOGESHWARI (EAST), MUMBAI – 400 060.**

DEPARTMENT OF PHYSICS

Criteria 1.3.1: Curriculum Enrichment

Academic Year: 2018-2019 & 2019-2020

Class : S.Y.B.Sc (Physics)

Semester : IV

Subject : Applied Physics – II

Paper : II

Course Code : USPH403

Unit : II

Academic Year: 2018-2019 & 2019-2020

Sr. No.	Course Code	Course Name	Course Objectives	Cross Cutting issues, Professional Ethics, Gender Human Values, Environment and Sustainability
SEM-IV	USPH403	Applied Physics – II	Environmental Magnetic Analysis relating to magnetic minerals and environmental systems, soil magnetism, mineral magnetic studies of lake and marine sediments and magnetic monitoring of air, land and water pollution.	Environment and Sustainability & Professional Ethics
			Geo-Environmental Studies relating to mining, urban, industrial, coastal and desert management, palaeoclimate. Palaeoenvironment, medical geology, climate change and studies related to their impact on ecosystem.	Human Values, Environment and Sustainability & Professional Ethics
			Natural Hazard Investigations including scientific studies related to natural hazards such as earthquakes, landslides, floods and tsunamis.	Human Values & Environment and Sustainability
			Impact assessment of Anthropogenic Activities such as heavy metal pollution in Mumbai aquatic system with industries and thermal power plants, urbanization, disposal of industrial and radio-active waste, excessive withdrawal of ground water and use of fertilizers.	Human Values, Environment and Sustainability & Professional Ethics



(Signature)
Head of Physics Department

Government of Maharashtra's

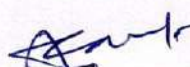
Ismail Yusuf College of

Arts, Science & Commerce

University of Mumbai
Board of Studies in Botany
FYBSc Syllabus Credit System 2014-2015 onwards

AC 7/4/2014
Item No. 4.23

<u>Semester I</u> USBO102		L	Cr
Paper II – Form and Function 1		45	2
UNIT I		15	
CELL BIOLOGY			
1	General structure of plant cell: cell wall Plasma membrane (bilayer lipid structure, fluid mosaic model)		
2	Ultra structure and functions of the following cell organelles: Endoplasmic reticulum and Chloroplast		
UNIT II		15	
ECOLOGY			
1	Energy pyramids, energy flow in an ecosystem.		
2	Types of ecosystems: aquatic and terrestrial.		
UNIT III		15	
GENETICS			
1	Phenotype/Genotype, Mendelian Genetics- monohybrid, dihybrid; test cross; back cross ratios.		
2	Epistatic and non epistatic interactions; multiple alleles.		


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Item No. 4.23

Semester I USBOP1		L	Cr
PRACTICAL Paper I – Plant Diversity 1		30	1
1	Study of stages in the life cycle of <i>Nostoc</i> from fresh/ preserved material and permanent slides.		
2	Study of stages in the life cycle of <i>Spirogyra</i> from fresh/ preserved material and permanent slides.		
3	Economic importance of algae: <i>Ulva</i> (Biofuel), <i>Spirulina</i> (Neutraceutical), <i>Gelidium</i> (Agar)		
4	Study of stages in the life cycle of <i>Rhizopus</i> from fresh/ preserved material and permanent slides.		
5	Study of stages in the life cycle of <i>Aspergillus</i> from fresh/ preserved material and permanent slides.		
6	Economic importance of Fungi: Mushroom , Yeast, wood rotting fungi (any bracket fungus).		
7	Study of stages in the life cycle of <i>Riccia</i> from fresh/ preserved material.		
8	Study of stages in the life cycle of <i>Riccia</i> with the help of permanent slides.		
PRACTICAL PAPER II- FORM AND FUNCTION 1		30	1
1	Examining various stages of mitosis in root tip cells (<i>Allium</i>)		
2	Cell inclusions: Starch grains (Potato and Rice); Aleurone Layer (Maize)		
3	Cystolith (<i>Ficus</i>); Raphides (<i>Pistia</i>); Sphaeraphides (<i>Opuntia</i>).		
4	Identification of cell organelles with the help of photomicrograph: Plastids: Chloroplast, Amyloplast, Endoplasmic Reticulum and Nucleus		
4	Identification of plants adapted to different environmental conditions: Hydrophytes: Floating: Free floating (<i>Pistia/Eichornia</i>); Rooted floating (<i>Nymphaea</i>); Submerged (<i>Hydrilla</i>)		
5	Mesophytes (any common plant); Hygrophytes (<i>Typha/Cyperus</i>)		




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6	Xerophytes : Succulent (<i>Opuntia</i>); Woody Xerophyte (<i>Nerium</i>); Halophyte (<i>Avicennia pneumatophore</i>) No sections in ecology, only identification and description of specimens. Morphological adaptations only.		
7	Calculation of mean, median and mode.		
8	Calculation of standard deviation.		
9	Frequency distribution, graphical representation of data- frequency polygon, histogram, pie chart.		
10	Study of Karyotypes: Human: Normal male and female, <i>Allium cepa</i> .		




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Syllabus for the S.Y.B.Sc. Program: B.Sc.Course : BOTANY

Course Code	Title	Credits
USBO303	<u>CURRENT TRENDS IN PLANT SCIENCES I</u>	2 Credits (45 lectures)
<u>Unit I : Pharmacognosy and Phytochemistry</u> <ul style="list-style-type: none"> • Introduction to pharmacopoeia • Study of secondary metabolites (sources, properties and uses) with reference to <ul style="list-style-type: none"> ○ Alkaloids, ○ Glycosides, ○ Tannins, ○ Volatile oils and ○ Gums and resins (example of one plant for each category) 		15 Lectures
<u>Unit II : Forestry and Economic Botany</u> <ul style="list-style-type: none"> • Types of forests – classification of forests, different types of forests in India • Applications of forestry- Social forestry, Reforestation, Aforestation, Deforestation. • Economic Botany: <ul style="list-style-type: none"> ○ Fibres: Types of fibres, fibre yielding plants ○ Paper: Types of paper, paper yielding plants, paper processing. ○ Spices and condiments: Nutmeg, Mace, Clove, Cardamom and Saffron 		15 Lectures
<u>Unit III : Molecular Biology</u> <ul style="list-style-type: none"> • DNA replication : Replication(prokaryotic and eukaryotic) • Protein Synthesis: <ul style="list-style-type: none"> ○ Central dogma of Protein synthesis ○ Transcription: The transcription process in prokaryotes and eukaryotes, RNA synthesis, RNA processing, Adenylation& Capping. 		15 Lectures





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Semester III USBOP3		Cr
PRACTICAL - Paper III CURRENT TRENDS IN PLANT SCIENCES I		1
Pharmacognosy		
1 A. Tests for alkaloids from <i>Strychnos</i> (seeds) and <i>Holarrhena</i> (bark) B. Tests for glycosides from <i>Glycyrrhiza</i> rhizome/ <i>Aloe</i> leaf/ <i>Senna</i> leaf.		
2 Preparation of any herbal cosmetic.(Demonstration)		
3 Stomatal Index		
4 Palisade Ratio, Vein islet number		
Forestry and Economic Botany		
5 Study of Biodiversity Composition of different types of forests in India (tropical, subtropical & temperate)		
6 Sources, properties and uses of : fibres & paper		
7 Sources , properties and uses of spices and condiments		
Molecular Biology		
8 DNA sequencing- Sanger's method		
9 Determining the sequence of amino acids in the protein molecule synthesised from the given m-RNA strand (prokaryotic and eukaryotic)		





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Course Code	Title	Credits
USBO402	<u>FORM AND FUNCTION II</u>	2 Credits (45 lectures)
<u>Unit I : Anatomy</u> <ul style="list-style-type: none"> • Normal Secondary Growth in Dicotyledonous stem and root. • Secondary growth in Monocot stem – <i>Dracaena</i>. • Mechanical Tissue system <ul style="list-style-type: none"> ○ Tissues providing mechanical strength and support and their disposition ○ I-girders in aerial and underground organs • Conducting tissue system : <ul style="list-style-type: none"> ○ Xylem and its elements, ○ Phloem and its elements ○ Types of Vascular Bundles. 		15 Lectures
<u>Unit II : Plant Physiology and Plant Biochemistry</u> <ul style="list-style-type: none"> • Respiration: Aerobic: Glycolysis, TCA Cycle, ETS & Energetic of respiration; Anaerobic respiration. • Photorespiration • Photoperiodism: Phytochrome Response and Vernalization with reference to flowering in higher plants, Physico-chemical properties of phytochrome, Pr-Pfr interconversion, role of phytochrome in flowering of SDPs and LDPs; • Vernalization mechanisms and applications. 		15 Lectures
<u>Unit III : Ecology and Environmental Botany</u> <ul style="list-style-type: none"> • Biogeochemical Cycles- Carbon, Nitrogen and Water. • Ecological factors: Concept of environmental factors. Soil as an edaphic factor, Soil composition, types of soil, soil formation, soil profile. • Community ecology- Characters of community - Quantitative characters and qualitative characters 		15 Lectures





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Course Code	Title	Credits
USBO403	<u>CURRENT TRENDS IN PLANT SCIENCES I</u>	2 Credits (45 lectures)
<u>Unit I : Horticulture and Gardening</u> <ul style="list-style-type: none"> • Introduction to Horticulture: Branches of Horticulture • Gardening: <ul style="list-style-type: none"> ○ Locations in the garden- edges, hedges, lawn, flower beds, avenue, water garden (with names of two plants for each category). Focal point. • Types of gardens <ul style="list-style-type: none"> ○ Formal and informal gardens, ○ National Park: Sanjay Gandhi National Park. ○ Botanical Garden: Veer Mata Jijabai Udyan (Victoria Garden). 		15 Lectures
<u>Unit II : Biotechnology</u> <ul style="list-style-type: none"> • Introduction to plant tissue culture <ul style="list-style-type: none"> ○ Laboratory organization and techniques in plant tissue culture ○ Totipotency ○ Organogenesis ○ Organ culture – root cultures, meristem cultures, anther and pollen culture, embryo culture. • R-DNA technology- <ul style="list-style-type: none"> ○ Gene cloning ○ Enzymes involved in Gene cloning ○ Vectors used for Gene cloning. 		15 Lectures
<u>Unit III : Biostatistics and Bioinformatics</u> <ul style="list-style-type: none"> • Biostatistics: <ul style="list-style-type: none"> ○ The chi square test. ○ Correlation – Calculation of coefficient of correlation. • Bioinformatics <ul style="list-style-type: none"> ○ Information technology: History and tools of IT, Internet and its uses. ○ Introduction to Bioinformatics- goal, need, scope and limitation ○ Aims of Bioinformatics: Data organization, Tools of Bioinformatics- tools for web search, Data retrieval tools- Entrez, ○ BLAST ○ Bioinformatics programme in India. 		15 Lectures





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Syllabus for the S.Y.B.Sc. Program: B.Sc.Course : BOTANY

SEMESTER IV USBOT P4 PRACTICALS Paper II – FORM AND FUNCTION- II	Cr 1
Anatomy	
1 Study of normal secondary growth in the stem and root of a Dicotyledonous plant	
2 Study of secondary growth in monocot stem (<i>Dracena</i>).	
3 Types of mechanical tissues, mechanical tissue system in aerial, underground organs.	
4 Study of conducting tissues- Xylem and phloem elements in Gymnosperms and Angiosperms as seen in LS and through maceration technique.	
5 Study of different types of vascular bundles.	
Plant Physiology and Plant Biochemistry	
6 Q ₁₀ - germinating seeds using Phenol red indicator	
7 NR activity – <i>in-vivo</i>	
8 Estimation of proteins by Lowry's method (Prepare standard graph).	
Ecology and Environmental Botany	
9 Study of the working of the following Ecological Instruments- Soil thermometer, Soil testing kit, Soil pH, Wind anemometer.	
10 Mechanical analysis of soil by the sieve method & pH of soil.	
11 Quantitative estimation of organic matter of the soil by Walkley and Blacks Rapid titration method.	
12 Study of vegetation by the list quadrat method	




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Course Code	Title	Credits
USBO503	FORM AND FUNCTIONS- II	2.5 Credits (60 Lectures)
<p>Course outcomes:</p> <p>The students would be able :</p> <ul style="list-style-type: none"> To acquire knowledge about two important organelles and molecular mechanisms of translation To understand water relations of plants, inorganic and organic solute transport, and apply the knowledge to manage mineral nutrition and survival in challenging abiotic stresses. To understand succession in plant communities and study remediation technologies in order to apply knowledge acquired for cleanup of polluted sites. To get exposure to principles and techniques of plant tissue culture and apply these studies for improving agriculture and horticulture and to become an entrepreneur. 		
<p>Unit I: Cytology and Molecular Biology</p> <ul style="list-style-type: none"> Structure and function of nucleus Structure and function of vacuole Structure and function of giant chromosomes The genetic code: Characteristics of the genetic code Translation in Prokaryotes and Eukaryotes. 		(15 lectures)
<p>Unit II: Plant Physiology I</p> <ul style="list-style-type: none"> Water relations: Potential, osmosis, transpiration, imbibition, Solute transport: Transport of ions across cell membranes, active and passive transport, carriers, channels and pumps. Translocation of solutes: Composition of phloem sap, girdling experiment. Pressure flow model (Munch's hypothesis): Phloem loading and unloading, anatomy of sieve tube elements and mechanisms of sieve tube translocation. Mineral Nutrition: Role of Macro and Micro nutrients, physiological functions and deficiency symptoms. 		(15 lectures)
<p>Unit III: Environmental Botany</p> <ul style="list-style-type: none"> Bioremediation: Principles, factors responsible and microbial population in bioremediation. Phytoremediation: Metals, Organic pollutants Plant succession: Hydrosere and Xerosere – Formation of Barren Space, Succession on the Land Citing Different Seres leading up to the Climax, Succession in Water, Ecesis, Poly and Mono-climax theories. 		(15 lectures)
<p>Unit IV: Plant Tissue Culture</p> <ul style="list-style-type: none"> Aspects of Micro-propagation with reference to Floriculture: Detailed study of Orchid Cultivation Plant cell suspension cultures for the production of secondary metabolites: With special reference to Shikonin production. Somatic Embryogenesis and Artificial Seeds. Protoplast Fusion and Somatic Hybridization: i) Concept, Definition, and various methods of Protoplast Fusion Applications of Somatic Hybridization in Agriculture 		(15 lectures)



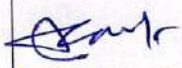
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Semester V USBOP6 – For 6Units Semester V USBOP7 – For 3Units	Cr
PRACTICAL –PAPER III FORM AND FUNCTION II USBOP 503 (For 3 & 6 Units)	1.5
Cytology and Molecular Biology <ul style="list-style-type: none"> • Mounting of Giant chromosomes from <i>Chironomous</i> larva • Smear preparation from <i>Tradescantia</i> buds • Predicting the sequence of amino acids in the polypeptide chain that will be formed following translation(Eukaryotic) 	
Plant Physiology I <ul style="list-style-type: none"> • Estimation of Phosphate phosphorus (Plant acid extract) • Estimation of Iron (Plant acid extract) <p>Note: Preparation of a standard graph and determination of the multiplication factor for Phosphate / Iron estimation using a given standard phosphate / Standard Iron solution should be done in regular practical as this will also be put as a question in practical exam</p>	
Environmental Botany <ul style="list-style-type: none"> • Estimation of the following in given water sample <ul style="list-style-type: none"> ➤ Dissolved oxygen demand ➤ Biological oxygen demand ➤ Hardness ➤ Salinity and Chlorinity 	
Micropropogation <ul style="list-style-type: none"> • Plant Tissue culture: • Identification – Multiple shoot culture, hairy root culture, somatic embryogenesis • Preparation of stock solutions for preparation of MS medium <p>(Note: Concept of preparation of specified molar solutions should be taught and problems based on preparation of stock solutions for tissue culture media will be given).</p>	
Semester V USBOP6 – For 6 Units	
PRACTICAL – PAPER IV CURRENT TRENDS IN PLANT SCIENCES II USBOP 504 (For 6 Units)	Cr
Ethnobotany and mushroom industry <ul style="list-style-type: none"> • Study of plants mentioned in theory for Ethnobotany • Mushroom cultivation (To be demonstrated) • Identification of various stages involved in mushroom cultivation – spawn, pin head stage, mature/ harvest stage of <i>Agaricus</i>, <i>Pleurotus</i>, <i>Volvariella</i> 	1.5
Biotechnology I <ul style="list-style-type: none"> • Growth curve of <i>E. coli</i> • Plasmid DNA isolation and Separation of DNA using AGE • Restriction mapping (problems), Southern blotting 	
Instrumentation <ul style="list-style-type: none"> • Demonstration of Beer Lambert's Law • Experiment based on ion exchange chromatography for demonstration • Experiment based on separation of dyes/ plant pigments using silica gel column. 	




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Course Code	Title	Credits
USBO602	PLANT DIVERSITY – IV	2.5 Credits (60 Lectures)
Course outcomes: The students would be able to : <ul style="list-style-type: none"> To study contribution of Botanical gardens, BSI to Angiosperm study and provide plant description, describe the morphological and reproductive structures of seven families. To gain exposure to a phylogenetic system of classification. To gain insight into the anatomical adaptations of different ecological plant groups. To understand development plant of male and female gametophytes, embryonic structure and development. To understand the different aspects and importance of Biodiversity and utilize them for conservation of species so as to prevent further loss or extinction of Biodiversity and preserve the existing for future generations. 		
Unit I: Angiosperms II <ul style="list-style-type: none"> Major Botanic gardens of India– Indian Botanic Garden, Howrah; National Botanic Garden (NBRI) Lucknow; Lloyd Botanic Garden, Darjeeling; Lalbaugh Botanic Garden, Bangaluru. Botanical survey of India and regional branches of India Bentham and Hooker's system of classification for flowering plants up to family with respect to the following prescribed families and economic importance, medicinal importance and fruit morphology for members of the families <ul style="list-style-type: none"> Rhamnaceae Combretaceae Asclepiadaceae Labiatae Euphorbiaceae Cannaceae Hutchinson's classification system of Angiosperms Brief Introduction, Merits and Demerits of Hutchinson's Classification System 		(15 lectures)
Unit II: Anatomy II <ul style="list-style-type: none"> Ecological anatomy <ul style="list-style-type: none"> Hydrophytes – submerged, floating, rooted Hygrophytes -<i>Typha</i> Mesophytes Sciophytes Halophytes Epiphytes Xerophytes 		(15 lectures)
Unit III: Embryology <ul style="list-style-type: none"> Microsporogenesis Megasporogenesis- Development of monosporic type, examples of all embryo sacs Types of ovules Double fertilization Development of embryo–<i>Capsella</i> 		(15 lectures)


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Unit IV: Plant Geography (Shifted from Paper – IV)

- **Phytogeographical regions of India.**
- **Biodiversity:**
 - Definition, diversity of flora found in various forest types of India
 - Levels of biodiversity
 - Importance and status of biodiversity
 - Loss of biodiversity
 - Conservation of biodiversity
 - Genetic diversity- Molecular characteristics

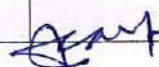
(15 lectures)




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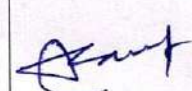
Anatomy II <ul style="list-style-type: none"> • Study of Ecological Anatomy of <ul style="list-style-type: none"> ➤ Hydrophytes: <i>Hydrilla</i> stem, <i>Nymphaea</i> petiole, <i>Eichhornia</i> offset ➤ Epiphytes: Orchid ➤ Sciophytes: <i>Peperomia</i> leaf ➤ Xerophytes: <i>Nerium</i> leaf, <i>Opuntia phylloclade</i> ➤ Halophytes: <i>Avicennia</i> leaf and pneumatophore, <i>Sesuvium</i> / <i>Sueda</i> leaf ➤ Mesophytes: <i>Vinca</i> leaf 	
Embryology <ul style="list-style-type: none"> • Study of various stages of Microsporogenesis, Megasporeogenesis and Embryo Development with the help of permanent slides / photomicrographs • Mounting of Monocot (Maize) and Dicot (Castor and Gram) embryo • <i>In vivo</i> growth of pollen tube in <i>Portulaca</i> / <i>Vinca</i> 	
Plant Geography <ul style="list-style-type: none"> • Study of phytogeographic regions of India • Preparation of vegetation map using Garmin's GPS Instrument • Problems based on Simpson's diversity Index 	
Total Credit	3
SEMESTER VI USBOP9 – FOR 6 UNITS	Cr
SEMESTER VI USBOP10 – FOR 3 UNITS	
PRACTICAL PAPER III-FORM AND FUNCTION III USBOP603 (For 3 & 6 Units)	1.5
Plant Biochemistry <ul style="list-style-type: none"> • Estimation of proteins by Biuret method • Effect of temperature on the activity of amylase • Effect of pH on the activity of amylase • Effect of substrate variation on the activity of amylase 	
Plant Physiology II <ul style="list-style-type: none"> • Determination of alpha-amino nitrogen • Effect of GA on seed germination • Estimation of reducing sugars by DNSA method 	
Genetics <ul style="list-style-type: none"> • Problems based on three-point crosses, construction of chromosome maps • Identification of types of mutations from given DNA sequences • Study of mitosis using pre-treated root tips of <i>Allium</i> 	
Biostatistics <ul style="list-style-type: none"> • <i>t</i>-test (paired and unpaired) • Problems based on regression analysis • ANOVA (One Way) 	
PRACTICAL PAPER IV CURRENT TRENDS IN PLANT SCIENCES USBOP 604 (For 6 Units)	
Plant Biotechnology II <ul style="list-style-type: none"> • DNA sequencing by Sanger's Method and Pyro Sequencing Method • DNA barcoding of plant material by using suitable data 	




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1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Subject	Name of the topic/Unit in the syllabus	Relevant issue				Description
		Professional Ethics	Gender	Human values	Environmental sustainability	
Botany	FYBSc Botany UNIT II ECOLOGY 1 Energy pyramids, energy flow in an ecosystem. 2 Types of ecosystems: aquatic and terrestrial.					Theoretical understanding and scientific study of Ecosystem
	Hydrophytes: Floating: Free floating (Pistia/Eichornia); Rooted floating (Nymphaea); Submerged (Hydrilla) Mesophytes (any common plant); Hygrophytes (Typha/Cyperus) Xerophytes : Succulent (Opuntia); Woody Xerophyte (Nerium); Halophyte (Avicennia pneumatophore) No sections in ecology, only identification and description of specimens.					Identification of plants adapted to different environmental conditions <p style="text-align: right;"> Head Department of Botany Government of Maharashtra's Ismail Yusuf College of Arts, Science & Commerce, Jogeshwari (East), Mumbai - 400 060.</p>



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<p>SYBSc Botany Unit II : Forestry and Economic Botany</p> <p>☑ Types of forests – classification of forests, different types of forests in India</p> <p>☑ Applications of forestry- Social forestry, Reforestation, Aforestation, Deforestation.</p> <p>☑ Economic Botany:</p> <ul style="list-style-type: none">o Fibres: Types of fibres, fibre yielding plantso Paper: Types of paper, paper yielding plants, paper processing.o Spices and condiments: Nutmeg, Mace, Clove, Cardamom and Saffron <p>Study of Biodiversity Composition of different types of forests in India (tropical, subtropical & temperate)</p> <p>Sources, properties and uses of : fibres & paper Sources , properties and uses of spices and condiments</p>						<p>Understanding and scientific study of Forests & common economic importance of Forest.</p>
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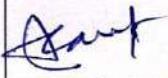
	<p>Unit III : Ecology and Environmental Botany</p> <p>☐ Biogeochemical Cycles- Carbon, Nitrogen and Water.</p> <p>☐ Ecological factors: Concept of environmental factors. Soil as an edaphic factor, Soil composition, types of soil, soil formation, soil profile.</p> <p>☐ Community ecology- Characters of community - Quantitative characters and qualitative characters</p>				<p>Recycling of Biogeochemical cycles.</p> <p>Scientific study of Soils.</p> <p>Study of Forest Community.</p>
	<p>Unit I : Horticulture and Gardening</p> <p>☐ Introduction to Horticulture: Branches of Horticulture</p> <p>☐ Gardening: o Locations in the garden- edges, hedges, lawn, flower beds, avenue, water garden (with names of two plants for eachcategory). Focal point.</p> <p>☐ Types of gardens</p> <p>o Formal and informal gardens,</p>				<p>Horticulture as a discipline.</p> <p>Gardens: Types & examples around the Mumbai .</p>

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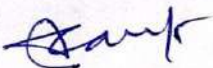
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	<p>o National Park: Sanjay Gandhi National Park.</p> <p>o Botanical Garden: Veer Mata Jijabai Udyan (Victoria Garden).</p>					
	<p>Study of the working of the following Ecological Instruments- Soil thermometer, Soil testing kit, Soil pH, Wind anemometer.</p> <p>Mechanical analysis of soil by the sieve method & pH of soil.</p> <p>Quantitative estimation of organic matter of the soil by Walkley and Blacks Rapid titration method.</p> <p>Study of vegetation by the list quadrat method</p>					<p>Ecology and Environmental Botany through experiments</p>
	<p>TYBSc Botany</p> <p>Unit III: Environmental Botany</p> <p><input checked="" type="checkbox"/> Bioremediation: Principles, factors</p>				 	<p>Study and Principles of</p> <ul style="list-style-type: none"> • Bioremediation • Phytoremediation • Plant succession:



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	responsible and microbial population in bioremediation.☑ ☑ Phytoremediation: Metals, Organic pollutants☑ ☑ Plant succession: Hydrosere and Xerosere – Formation of Barren Space, Succession on the Land Citing Different Seres leading up to the Climax, Succession in Water, Ecesis, Poly and Monoclimax☑ theories.					
	Estimation of the following in given water sample ☑ Dissolved oxygen demand ☑ Biological oxygen demand ☑ Hardness ☑ Salinity and Chlorinity					Experiments to understand suitability of Water
	☑ Major Botanic gardens of India – Indian Botanic Garden, Howrah; National Botanic Garden (NBRI) Lucknow; Lloyd Botanic Garden, Darjeeling; Lalbaugh Botanic Garden, Bangaluru. ☑ Botanical survey of India and					Major Botanic gardens of India 



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	regional branches of India					
	<p>Unit IV: Plant Geography</p> <p>☐ Phytogeographical regions of India.</p> <p>☐ Biodiversity:</p> <p>☐ Definition, diversity of flora found in various forest types of India</p> <p>☐ Levels of biodiversity</p> <p>☐ Importance and status of biodiversity</p> <p>☐ Loss of biodiversity</p> <p>☐ Conservation of biodiversity</p> <p>☐ Genetic diversity- Molecular characteristics</p>				✓	Theory and concepts of Plant Geography
	<p>Study of Ecological Anatomy of</p> <p>☐ Hydrophytes: <i>Hydrilla</i> stem, <i>Nymphaea</i> petiole, <i>Eichhornia</i> offset</p> <p>☐ Epiphytes: Orchid</p> <p>☐ Sciophytes: <i>Peperomia</i> leaf</p> <p>☐ Xerophytes: <i>Nerium</i> leaf, <i>Opuntia phylloclade</i></p> <p>☐ Halophytes: <i>Avicennia</i> leaf and pneumatophore, <i>Sesuvium / Sueda</i> leaf</p> <p>☐ Mesophytes: <i>Vinca</i> leaf Study of</p>				✓	Study of Ecological Anatomy in plants found in different habitats

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Ecological Anatomy of <input checked="" type="checkbox"/> Hydrophytes: <i>Hydrilla</i> stem, <i>Nymphaea</i> petiole, <i>Eichhornia</i> offset <input checked="" type="checkbox"/> Epiphytes: Orchid <input checked="" type="checkbox"/> Sciophytes: <i>Peperomia</i> leaf <input checked="" type="checkbox"/> Xerophytes: <i>Nerium</i> leaf, <i>Opuntia</i> <i>phylloclade</i> <input checked="" type="checkbox"/> Halophytes: <i>Avicennia</i> leaf and pneumatophore, <i>Sesuvium / Sueda</i> leaf <input checked="" type="checkbox"/> Mesophytes: <i>Vinca</i> leaf						
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Submission:

- 1) Syllabus copy highlighting the relevant topics.



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Department of History

Criteria : 1. 3.1 Institution integrates cross cutting issues relevant to professional ethics, Gender Human Values, Environment & Sustainability in transacting the curriculum

Subject	Classes Sub-Paper	Name of the topic/Unit in the syllabus	Relevant issue			
			Professional Ethics	Gender	Human values	Environmental sustainability
History of Contemporary World(1945-2000)	TYBA –P-VII	Module-3 Movements for Equal Rights & Challenging Bipolar World			South Africa:Apartheid Civil Rights Movements in USA	
History of Contemporary World(1945-2000)	TYBA –P-VII	Module-4 Major Trends	Sustainable Development	Women Liberation Movement	Globalisation	Globalisation
History of Modern Maharashtra (1818 CE-1960 CE)	TYBA –P-V	Module II: Socio-Economic Awakening	Contribution of thinkers of Maharashtra to Economic Nationalism	Prarthana Samaj	Mahatma Jotirao Phule: Satyashodhak Samaj and Universal Humanism	Module -2 Green Revolution
History of Modern India	TY/FY BA P-I/V	Module IV: Emergence of New Forces	Contribution of Reformers in Education	Contribution of Reformers towards Emancipation of Women	(c) Contribution of Reformers towards Upliftment of Depressed Classes	
Landmarks in World History	SYBA P- II	Module-1 The Modern Age		Renaissance	Renaissance	Geographical Discoveries
	SYBA P- II	Module-2 Age of Revolution	Industrial Revolution		American / French Revolution	Module –III Imperialist Expansion in Asia
History of Marathas	TYBA –P-VII	Module -4 Administrative system of the Marathas	Administration			Module -1- Geography of Maharashtra

Submission



1) Syllabus copy highlighting the relevant topics.

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Item no.

UNIVERSITY OF MUMBAI



Revised Syllabus for Sem V and Sem VI

Program: B. A.

Course: History and Archaeology

(Choice Based Credit System with effect from the
Academic year 2018-2019)



TYBA –P-VII History of Contemporary World (1945-2000)

Module-3 Movements for Equal Rights & Challenging Bipolar World: **South Africa:Apartheid Civil Rights Movements in USA**

T.Y.B.A. History

SEMESTER -V

Core Course VIII: History of Contemporary World (1945 CE – 2000 CE)

Objectives:

1. To trace some of the major events of post-World War II period.
2. To understand the significance of these events.
3. To comprehend the ways in which events of the latter half of the twentieth century have influenced the present.

Module I: Cold War (1945-1985)

- (a) Meaning, Causes of Cold War and Security Pacts
- (b) Conflicts in Cold War: Germany, Korea and Cuba
- (c) Economic Revival of Western Europe; Soviet Union's Relations with Eastern Europe

Module II: Europe, U.S.S.R and U.S.A. (1985-2000)

- (a) Disintegration of U.S.S.R
- (b) Re-drawing of political borders of Germany, Yugoslavia and Czechoslovakia; Emergence of the European Union (EU) in Western Europe
- (c) U.S.A as the dominant world power

Module III: Movements for Equal Rights and Challenging the Bipolar World (1945-2000)

- (a) Campaigns within and outside South Africa against Apartheid
- (b) Civil Rights Movement in U.S.A
- (c) Non-Aligned Movement

Module IV: Major Trends

- (a) Globalisation
- (b) Sustainable Development
- (c) Women's Liberation Movement



Module-4 Major Trends: a) Globalisation b) Sustainable Development c) Women Liberation Movement

T.Y.B.A. History

SEMESTER -V

Core Course VIII: History of Contemporary World (1945 CE – 2000 CE)

Objectives:

1. To trace some of the major events of post-World War II period.
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Module IV: Major Trends

- (a) Globalisation
- (b) Sustainable Development
- (c) Women's Liberation Movement



T.Y.B.A. History

SEMESTER -VI

Core Course V – History of Contemporary India (1947 CE- 2000 CE)

Objectives:

1. To understand the process of making the Constitution and the Integration and Reorganization of Indian States.
2. To acquaint the students with the political developments in India after Independence.
3. To comprehend the socio-economic changes and progress in science and technology in India.

Module I: The Nehru Era (1947 CE – 1964 CE)

- (a) Features of Indian Constitution
- (b) Integration and Reorganization of Indian States
- (c) Socio- Economic Reforms and Foreign Policy

Module II: Political, Social and Economic Developments (1964 CE – 1984 CE)

- (a) Political Developments after Nehru Era; **Green Revolution**.
- (b) Abolition of Privy Purses and Titles; Nationalization of Banks; The Emergency
- (c) Janata Government; Return of Congress to power ; Foreign Policy

Module III: Political, Social and Economic Developments (1984 CE – 2000 CE)

- (a) Political Developments
- (b) Relations with Neighboring Countries
- (c) **Liberalization, Privatization and Globalization**

Module IV: Emerging Trends

- (a) Communalism and Separatist Movements
- (b) **Women Empowerment and Policy of Reservation**
- (c) Science, Technology and Education



Module II: Socio- Economic Awakening

Mahatma Jotirao Phule: Satyashodhak Samaj and Universal Humanism

T.Y.B.A. History

SEMESTER -V

Core Course V- History of Modern Maharashtra (1818 CE-1960 CE)

Objectives:

1. To acquaint students with regional history.
2. To understand political and socio-economic developments during the 19th and 20th centuries.
3. To create understanding of the movement that led to the formation of Maharashtra.

Module I: Beginning of the British Rule

- (a) Socio-Economic conditions of Maharashtra in 19th Century
- (b) Administration and Judiciary
- (c) Tribal and Peasant Uprisings

Module II: Socio- Economic Awakening

- (a) Mahatma Jotirao Phule - Satya Shodhak Samaj and Universal Humanism
- (b) Prarthana Samaj
- (c) Contribution of thinkers of Maharashtra to Economic Nationalism

Module III: Political Developments in Maharashtra (1885-1960)

- (a) Moderates, Extremists and Revolutionaries in Maharashtra
- (b) Response to Gandhian Movements in Maharashtra
- (c) Samyukta Maharashtra Movement

Module IV: Emergence of New Forces

- (a) Contribution of Reformers in Education
- (b) Contribution of Reformers towards Emancipation of Women
- (c) Contribution of Reformers towards Upliftment of Depressed Classes: V. R. Shinde, Rajarshi Shahu Maharaj and Dr. B.R. Ambedkar



Module IV: Emergence of New Forces Contribution of Reformers in Education Contribution of Reformers towards Emancipation of Women (c) Contribution of Reformers towards Upliftment of Depressed Classes

T.Y.B.A. History

SEMESTER -V

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AC 24 / 06 / 2016
Item no.4.21

UNIVERSITY OF MUMBAI



Revised syllabus for Sem I and II

Program: B. A.

Course: History & Archaeology

(Choice Based Credit System with effect from the Academic
year 2016-17)



Semester II
History of Modern India: Society and Economy.

Module I: Socio Religious Reform Movements: Reforms and Revival

- (a) Brahma Samaj, Arya Samaj and Ramakrishna Mission
- (b) Satyashodhak Samaj, Aligarh movement and Singh Sabha Movement.
- (c) Impact of Reform Movements

Module II: Education, Press and Transport

- (a) Introduction of Western Education and its Impact
- (b) Development of Press
- (c) Transport and Communications

Module III: Impact of the British Rule on Indian Economy.

- (a) Revenue Settlements, Commercialisation of Agriculture
- (b) Drain Theory
- (c) Deindustrialisation and Growth of Large Scale Industry

Module IV: Nationalism and Social Groups: interfaces.

- (a) Women
- (b) Dalits
- (c) Peasants and Tribals



AC / /2017

Item no.

UNIVERSITY OF MUMBAI



Revised Syllabus for Sem III and Sem IV

Program: B. A.

Course: History and Archaeology

(Choice Based Credit System with effect from the Academic year 2017-2018)



SYBA – History Paper-II
Landmarks in World History, 1300 A.D.-1945 A.D.

SEMESTER-III

Objectives: To enable the students to comprehend the transition of Europe from medieval to modern times and its impact on the world. To provide accurate knowledge of the most significant events and personalities of the period under study and encourage understanding of the making of the modern world

Module I: The Modern Age

- (a) Renaissance
- (b) Geographical Discoveries
- (c) Reformation

Module II: Age of Revolutions

- (a) American Revolution
- (b) French Revolution
- (c) Industrial Revolution

Module III: Nationalism and Imperialism

- (a) Formation of Nation-States in Europe
- (b) Nationalist Movements in Italy and Germany
- (c) Imperialist Expansion in Asia

Module IV: World in Transition (1914-1919)

- (a) World War I
- (b) Russian Revolution
- (c) League of Nations



SYBA – History Paper-II
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- (b) Russian Revolution
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T.Y.B.A. History

SEMESTER -V

Core Course VII- History of the Marathas (1630 CE – 1707CE)

Objectives:

1. To introduce the students to the regional history of Maharashtra.
2. To familiarize students with the literary sources of the history of the Marathas.
3. To help students to understand the forces leading to the establishment of Maratha power under Chhatrapati Shivaji Maharaj.

Module I: Introduction to Maratha History

- (a) Marathi, Persian and European Sources
- (b) Deccan in the 17th century – Geo-Political and Economic conditions
- (c) Socio-Cultural conditions; Maharashtra Dharma

Module II: Establishment of Swarajya

- (a) Shivaji's relations with Bijapur
- (b) Shivaji's relations with the Mughals
- (c) Shivaji's relations with the Europeans

Module III: Period of Consolidation and Crisis

- (a) Coronation and its significance; Shivaji's Karnatak Campaign
- (b) Sambhaji, Rajaram and Tarabai
- (c) Civil War : Tarabai and Shahu

Module IV: Administration during the Royal Period

- (a) Civil Administration
- (b) Revenue and Judicial Administration
- (c) Military Administration



T.Y.B.A. History

SEMESTER -VI

Core Course VII: History of the Marathas (1707 CE – 1818 CE)

Objectives:

1. To enable the students to understand the processes that led to the expansion of the Maratha Power.
2. To appreciate the contribution of the Marathas in the national politics of the 18th century.
3. To develop an understanding of the society and culture in Maharashtra in the 18th century.

Module I: Expansion of the Maratha Power

- (a) Rise of the Peshwas: Balaji Vishwanath
- (b) Peshwa Bajirao I
- (c) Maratha Confederacy

Module II: Consolidation of the Maratha Power

- (a) Peshwa Balaji Bajirao (Nanasaheb)
- (b) Third Battle of Panipat: causes and consequences
- (c) Defeat of the Marathas and significance of the Third Battle of Panipat

Module III: Post Panipat Revival and Downfall

- (a) Peshwa Madhavrao I
- (b) Barbhai Council
- (c) Downfall of the Maratha Power

Module IV: Administrative and Socio-Cultural Developments

- (a) Peshwa Administration: Civil, Revenue and Military
- (b) Society under the Peshwas – Religion, Caste and Position of Women
- (c) Cultural Developments: Literature, Art and Architecture



Politics Paper VIA : Political Process in Modern Maharashtra

Semester VI: Determinants of Politics of Maharashtra

Theory – 80 marks + Project – 20 marks = Total 100 marks

No. of Lectures
(Total 45)

Module 1 : Political Economy of Maharashtra **12**

- 1.1 Business and Politics
- 1.2 Politics of Cooperatives
- 1.3 Land issues: Urban and Rural

Module 2 : Political Parties **12**

- 2.1 Indian National Congress (I), Nationalist Congress Party and BharatiyaJanata Party
- 2.2 Republican Party of India, Peasants and Workers Party, Shiv Sena and Maharashtra NavNirmanSena
- 2.2 Coalition Politics

Module 3 : Contemporary issues and movements **10**

- 3.1 Tribal issues
- 3.2 Farmers movements and agitations

Module 4 : Civil society initiatives and alternative models of development **11**

- 4.1 Civil society - Concept and nature
- 4.2 Movements for the right to information in Maharashtra
- 4.3 Initiatives for protection of environment



Semester VI– Indian Political Thought

Module 1: Ideas on State	12
1.1 Mahadev Govind Ranade (1842 – 1901)	
1.2 Mohandas Karamchand Gandhi (1869 – 1948)	
Module 2: Nationalism	11
2.1 Rabindranath Tagore – (1861 – 1941)	
2.2 Vinayak Damodar Savarkar (1883 - 1966)	
Module 3: Rational and Radical Reform	11
3.1 Gopal Ganesh Agarkar (1856 – 1895)	
3.2 Bhimrao Ramji Ambedkar (1891 – 1956)	
Module 4 : Socialism	11
4.1 Jawaharlal Nehru (1889 – 1964)	
4.2 Rammanohar Lohia (1910 – 1967)	



SEMESTER IV- POLITICAL VALUES AND IDEOLOGIES

Module 1 – Rights

[10 Lectures]

- 1.1 Meaning and Nature of Rights
- 1.2 Theories of Rights
- 1.3 Classification of Rights

Module 2 – Basic Political Values

[12 Lectures]

- 2.1 Liberty
- 2.2 Equality
- 2.3 Justice

Module 3 – Democracy

[11 Lectures]

- 3.1 Theories of Democracy
- 3.2 Principles of Liberal Democracy
- 3.3 Conditions for the Successful Working of Democracy

Module 4 – Political Ideologies

[12 Lectures]

- 4.1 Marxism
- 4.2 Fascism
- 4.3 Feminism



SYBA
PAPER II- POLITICAL THEORY
Semester-III

SEMESTER III- PRINCIPLES AND CONCEPTS OF POLITICAL THEORY

Module 1 - Introduction to Political Theory [11 lectures]

- 1.1 Definition and Scope of Political Theory
- 1.2 Approaches to the Study of Political Theory: Traditional
- 1.3 Approaches to the Study of Political Theory: Contemporary

Module 2 – State, Civil Society & Market [12 Lectures]

- 2.1 State: Concept and Perspectives
- 2.2 Nation - State: Meaning and Changing Perceptions
- 2.3 State, Civil Society and Market

Module 3 – Power, Authority and Legitimacy [10 Lectures]

- 3.1 Power
- 3.2 Authority
- 3.3 Legitimacy

Module 4 : Concept of Law and Political Obligation [12 Lectures]

- 4.1 Concept of Law
- 4.2 Political Obligation
- 4.3 Right to Resist



TYBA POLITICAL SCIENCE REVISED SYLLABUS for 2018-19

5

Politics Paper V: Political Thought
Semester V: Western Political Thought

Module 1: Modern State	12
1.1 Niccolo Machiavelli [1469-1527]	
1.2 John Locke [1632-1704]	
Module 2: Liberty and Justice	11
2.1 John Stuart Mill [1806-1878]	
2.2 John Rawls [1921-2002]	
Module 3: Revolution and Hegemony	11
3.1 Karl Marx [1818-1883]	
3.2 Antonio Gramsci [1891-1937]	
Module 4: Feminism and Multiculturalism	11
4.1 Simone de Beauvoir [1908-1986]	
4.2 Will Kymlicka [1962-till date]	



9 B

**Paper IX (B): Electoral Politics in India
Semester V: Electoral Process In India**

No. of Lecture
12

Module 1: Election Commission

- 1.1 Role
- 1.2 Ensuring free and fair elections
- 1.3 Maintenance of Law, Order and Security

Module 2: Electoral Process

12

- 2.1 Representation of the People Act
- 2.2 Electoral Reforms: 61st Constitution Amendment
- 2.3 Proposals for Reforms

Module 3: History of General Elections

11

- 3.1 General Elections: 1952
- 3.2 General Elections: 1977
- 3.3 General Elections: 1989 to the present

Module 4: Group and Electoral Participation

10

- 4.1 Women, Dalits and Tribals
- 4.2 Minorities



TYBA POLITICAL SCIENCE REVISED SYLLABUS for 2018-19

7A

**Politics Paper VII (A): Political Sociology
Semester V: Concepts in Political Sociology**

No. of Lectures

Module 1: Understanding Political Sociology

10

- 1..1 Weberian Approach
- 1..2 Marxian Approach
- 1..3 Behavioral Approach

Module 2: Basic Concepts

10

- 2.1 Power
- 2.2 Legitimacy
- 2.3 Hegemony

Module 3: Stratification

12

- 3.1 Elite; Class
- 3.2 Caste
- 3.3 Gender

Module 4: Social and Political Dynamics

13

- 4.1 Political Culture: Types and influencing factors
- 4.2 Political Socialization- Agents
- 4.3 Political Participation- Means and Levels



SEMESTER IV- INDIAN ADMINISTRATION

Module 1.Introduction to Indian Administration [Lectures 11]

- 1.1 Evolution and Constitutional Context
- 1.2 Salient features
- 1.3 District Administration since Independence: Changing role of District Collector

Module 2.Personnel Administration[Lectures 11]

- 2.1. Recruitment: All India Services, Central Services, State Services
- 2.2. Public Service Commission: Union Public Service Commission and Maharashtra Public Service Commission
- 2.3. Training: All- India Services, Central Services, State Services (Maharashtra)

Module3.Financial Administration[Lectures 12]

- 3.1. Budgetary Process
- 3.2. Parliamentary Committees: Public Accounts Committee, Estimates Committee, Committee on Public Undertakings
- 3.3. Comptroller and Auditor General

Module 4.Contemporary Issues in Indian Administration[Lectures 11]

- 4.1. Integrity in Administration: Lokpal, Lokyukta, CVC
- 4.2. Citizen and Administration
- 4.3. Citizens' Charter



SYBA

PAPER III - PUBLIC ADMINISTRATION

Syllabus: Semester-III

Module 1: Introduction to Public Administration [Lectures 12]

- 1.1. Meaning, Scope and Significance
- 1.2. Evolution of Public Administration as a Discipline
- 1.3. Public Administration in the Age of Liberalisation, Privatisation and Globalisation

Module 2.Theories of Administration [Lectures 10]

- 2.1. Scientific Management Theory- F.W. Taylor
- 2.2. Bureaucratic Theory- Max Weber
- 2.3. Human Relations Theory- Elton Mayo

Module3. Basic Principles and Theories of Organisation[Lectures 12]

- 3.1. Hierarchy, Delegation, Centralisation-Dcentralisation
- 3.2. Motivation Theories- McGregor, McClelland
- 3.3. Leadership Theories- Trait theory, Contingency theory

Module 4. Contemporary Techniques and Practices in Administration [Lectures 11]

- 4.1. Good Governance
- 4.2. E-Governance
- 4.3. Public-Private Partnership (PPP)



SEMESTER II
SUB-TITLE: INDIAN POLITICAL PROCESS

1. **CHANGING NATURE OF FEDERAL SYSTEM** (11)
 - 1.1 CENTRE-STATE RELATIONS WITH REFERENCE TO FISCAL AND EMERGENCY POWERS.
 - 1.2 DEMAND FOR GREATER AUTONOMY
 - 1.3 CHANGING DYNAMICS OF CENTRE-STATE RELATIONS

2. **PARTY POLITICS AND ELECTIONS**
 - 2.1 NATIONAL PARTIES - FEATURES
 - 2.2 REGIONAL PARTIES – CHARACTERISTICS
 - 2.3 ANALYSIS OF ELECTORAL PERFORMANCE OF NATIONAL AND REGIONAL PARTIES SINCE 1989.

3. **SOCIAL DYNAMICS** (11)
 - 3.1 CASTE (WITH REFERENCE TO RESERVATION)
 - 3.2 RELIGION (WITH REFERENCE TO COMMUNALISM)
 - 3.3 GENDER (WITH REFERENCE TO POLITICAL PARTICIPATION)

4. **CHALLENGES TO NATIONAL SECURITY** (12)
 - 4.1 CRIMINALISATION OF POLITICS
 - 4.2 INTERNAL THREATS TO SECURITY (WITH REFERENCE TO NAXALISM AND INSURGENCY)
 - 4.3 GLOBAL TERRORISM

SUGGESTED READINGS:

1. Abbas, H., Kumar, Ranjay, and Alam, Mohammad Aftab, Indian Government and Politics, Pearson, 2011.
2. Chakravarty, Bidyut, and Pande, Rajendra Kumar, Indian Government and Politics, Sage Publications, 2008.
3. Chandoke, Neera, and Priyadarshi, Praveen, Contemporary India, Pearson, 2009.
4. Ghosh, Peu, Indian Government and Politics, PHI, 2012.
5. Jayal, Nirja G., and Mehta, BhanuPratap, The Oxford Companion to Politics in India, OUP, 2011.
6. Jha, Pravin Kumar, Indian Politics in Comparative Perspective, Pearson, 2012.
7. Paranjpe, Shrikant, India's Internal Security: Issues and Perspectives, Kalinga Publications, 2009.
8. Singh, M. P., and Saxena, Rekha, Indian Politics, PHI, 2011.
9. कुलकर्णीबी. वाय., भारतीयशासनआणिराजकारण, विद्याप्रकाशन, २००८.



REVISED SYLLABUS
AS PER CHOICE BASED CREDIT SYSTEM (CBCS)
(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2016-17)

FYBA
POLITICS PAPER I

SEMESTER I
TITLE: INDIAN POLITICAL SYSTEM

SUB-TITLE: THE CONSTITUTIONAL FRAMEWORK

- 1. INTRODUCTION TO THE CONSTITUTION (12)**
 - 1.1 BRIEF HISTORY OF THE MAKING OF CONSTITUTION
 - 1.2 PREMABLE
 - 1.3 BASIC FEATURES

- 2. CITIZENS AND THE CONSTITUTION (11)**
 - 2.1 FUNDAMENTAL RIGHTS – ARTS 14 TO 19
 - 2.2 FUNDAMENTAL RIGHTS –ARTS- 20 TO 32
 - 2.3 DIRECTIVE PRINCIPLES OF STATE POLICY

- 3. LEGISLATURE AND JUDICIARY (11)**
 - 3.1 PARLIAMENT
 - 3.2 JUDICIAL SYSTEM – ORIGINAL AND WRIT JURISDICTION
 - 3.3 JUDICIAL ACTIVISM

- 4. EXECUTIVE (11)**
 - 4.1 UNION EXECUTIVE - THE PRESIDENT
 - 4.2 PRIME MINISTER AND COUNCIL OF MINISTERS
 - 4.3 LOCAL SELF-GOVERNMENT – 73rd-74th. AMENDMENTS AND THEIR IMPLEMENTATION

SUGGESTED READINGS:

1. Basu, Durga Das, Introduction to the Constitution of India, Lexis Nexis, 2012.
2. Laxmikant, M, Indian Polity, TMH, 2015.
3. Laxmikant, M., Governance in India, TMH, 2015.
4. Pylee, M. V., An Introduction to the Constitution of India, Vikas Publishing, 2008.
5. Sharma, Brij Kishore, Introduction to the Constitution of India, PHI Learning, 2009.
6. क्षीरसागर, के. श्री., भारतीयराज्यव्यवस्था, विद्याप्रकाशन.
7. घांग्रेकर, चिं. ग., भारतीयराज्यघटना, श्रीमंगेशप्रकाशन, २००१.
8. जाधव, तुकाराम, आणिशिरापूरकर, महेश, भारतीयराज्यघटनावघटनात्मकप्रक्रिया, युनिकअकादमी, २०१४.





Government of Maharashtra's
Ismail Yusuf College of Arts, Science and Commerce,
Jogeshwari (East), Mumbai 400 060.

DEPARTMENT OF HINDI

• 1.3.1 List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

CLASS	Professional ethics	Gender	Human Values	Environment and Sustainability
(TYBA) तृतीय वर्ष कला	प्रश्न पत्र - पाँच हिन्दी में सूचना प्रौद्योगिकी सोशल मीडिया 1) सोशल मीडिया कानून 2) सोशल मीडिया और मुक्त अभिव्यक्ति 3) सोशल मीडिया का जीवन मूल्यों पर प्रभाव	प्रश्न पत्र - पाँच 1. एकांकी सुमन 1) और वह जा न सकी 2) बहू की विदा	प्रश्न पत्र - पाँच 1. एकांकी सुमन देशभक्ति ,त्याग ,निष्ठा ,प्रामाणिता कविता 2. काव्यसौरभ सहानुभूति ,प्रेम, संवेदनशीलता , परोपकार 3. निबंध -विविधा 1. हिम्मत	प्रश्न पत्र - पाँच पुस्तक का नाम निबंध-विविधा 1.रसायन और हमारा पर्यावरण 2.ओ बसंत तुम्हें मानुहारता कचनार 3.आँगन का पंछी
(SYBA) द्वितीय वर्ष कला		प्रश्न पत्र - दो 1. मध्यकालीन और आधुनिक काव्य 1.उतनी दूर मत ब्याहना बाबा -निर्मल पुतुल 2. व्यंग्य वीथी 1. कन्यारत्न का दर्द 2. वॉशिंग मशीन में बाल सरस्वती 3. शकुंतिका (उपन्यास) - भगवानदास मोरवाल .	1.मध्यकालीन और आधुनिक काव्य 1. मनुष्यता 2. कोशिश करनेवालों की हार नहीं होती	



*

(FYBA) प्रथम वर्ष कला	1.कथा संचयन 1. उसने कहा था 2. परीक्षा 3. बहादुर 2. गद्य के विविध आयाम 1. समाज सेवा 2. नेता नहीं नागरिक चाहिए 3. बदलू 4. बाईस वर्ष बाद	1 . कथा संचयन 1. बेटी 2. आस्था के आयाम	1. कथा संचयन 1. फैं सला	1. गद्य के विविध आयाम 1. मेरी अंदमान यात्रा 2. सौन्दर्य की नदी नर्मदा
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* पाठ्यपुस्तक का नाम - **Bold**

M.A. Joshi
Dr.(Smt.) Madhuri Anil Joshi
Head Of Dept. (Hindi)
Government of Maharashtra
Jamal Yusuf College, Jogeshwari, Mumbai-40

Head of Department



निर्धारित पाठ्यक्रम:

निर्धारित पाठ्यपुस्तकें

1) कथा संचयन

: संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई
लोकभारती प्रकाशन, इलाहाबाद -1

(पाठ)	(लेखक)
1. उसने कहा था	- चन्द्रधर शर्मा 'गुलेरी'
2. परीक्षा	- प्रेमचन्द
3. चित्र का शीर्षक	- यशपाल
4. दिल्ली में एक मौत	- कमलेश्वर

2) गद्य के विविध आयाम : संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई राजकमल प्रकाशन, नई दिल्ली-2

(पाठ)	(लेखक)
1. मेरा विद्यार्थी-काल	- महात्मा गांधी
2. तू तो मुझसे भी अभाग है	- शांतिप्रिय द्विवेदी
3. सद्गुरु का कहना है	- हरिशंकर परसाई
4. शाहजहाँ के आँसू	- देवेंद्रनाथ शर्मा
5. यशपाल	- फणीश्वरनाथ रेणु
6. मेरी अंडमान यात्रा	- विजय कुमार संदेश
7. समाज सेवा	- पदुमलाल पुन्नाल्लाल
8. हंसिनी की भविष्यवाणी	- मनमोहन मदारिया

निर्धारित व्याख्यान:

इकाई	पाठ	लेखक	विधा
इकाई-1	उसने कहा था	चन्द्रधर शर्मा 'गुलेरी'	कहानी
	परीक्षा	प्रेमचन्द	कहानी
	चित्र का शीर्षक	यशपाल	कहानी
इकाई-2	दिल्ली में एक मौत	कमलेश्वर	कहानी
	मेरा विद्यार्थी-काल	महात्मा गांधी	आत्मकथांश
	तू तो मुझसे भी अभाग है	शांतिप्रिय द्विवेदी	रेखाचित्र
इकाई-3	सद्गुरु का कहना है	हरिशंकर परसाई	व्यंग्य
	शाहजहाँ के आँसू	देवेंद्रनाथ शर्मा	एकांकी
	यशपाल	फणीश्वरनाथ रेणु	संस्मरण
इकाई-4	मेरी अंडमान यात्रा	विजय कुमार संदेश	यात्रावृत्त
	समाज सेवा	पदुमलाल पुन्नालाल बख्शी	निबंध
	हंसिनी की भविष्यवाणी	मनमोहन मदारिया	लोककथा

S. Y. B. A. PAPER II, SEMESTER -IV (C.B.C.S)

निर्धारित पाठ्य पुस्तकें :

1. व्यंग्य-वीथी

संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई
राधाकृष्ण प्रकाशन, जी-17 जगतपुरी, दिल्ली-110 051

पाठ्यक्रम के लिए निर्धारित व्यंग्य निबंध-

1. वसीयत	:	भगवती चरण वर्मा
2. सुदामा के चावल	:	हरिशंकर परसाई
3. एक लाख	:	शंकर पुणताबेकर
4. बापू की विगासत	:	नामवर सिंह
5. बंसी वाले का पुजारी	:	शरद जोशी
6. वाहरे ! हमदर्द	:	घनश्याम अग्रवाल
7. प्रभु जी, तुम डॉलर हम पानी	:	सूर्यबाला
8. छूकर चरण भाग्य बनते हैं	:	स्नेहलता पाठक
9. कन्या रत्न का दर्द	:	प्रेम जनमेजय
10. वाशिंग मशीन में बाल सग्वती	:	बी. एल. आच्छा
11. गाँव के स्कूल में कम्प्यूटर	:	ज्ञान चतुर्वेदी
12. ऐनक के बहाने	:	ब्रजेश कानूनगो

2. शकुंतिका (उपन्यास)

लेखक - भगवानदास मोरवाल

प्रकाशक : राजकमल प्रकाशन, 1-बी. नेताजी सुभाष मार्ग, नई दिल्ली।



निर्धारित पाठ्यक्रम :

निर्धारित पाठ्य पुस्तकें:

1) कथा संचयन : संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई
लोकभारती प्रकाशन, इलाहाबाद -I

(पाठ)	(लेखक)
1. फैसला	- भीष्म साहनी
2. बहादुर	- अमरकांत
3. आस्था के आयाम	- मालती जोशी
4. बेटी	- मैत्रेयी पुष्पा

2) गद्य के विविध आयाम : संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई
राजकमल प्रकाशन, नई दिल्ली-2

(पाठ)	(लेखक)
1. नेता नहीं, नागरिक चाहिए	- रामधारी सिंह 'दिनकर'
2. बदलू	- महादेवी वर्मा
3. बाईस वर्ष बाद	- बनारसीदास चतुर्वेदी
4. स्वामी दयानंद	- मोहन राकेश
5. एक मूर्ति कथा	- शंकर पुणतांबेकर
6. मकड़ी का जाला	- जगदीशचन्द्र माथुर
7. कम्प्यूटर : नई क्रांति की दस्तक	- गुणाकर मुले
8. सौंदर्य की नदी नर्मदा	- अमृतलाल बेगड़

निर्धारित व्याख्यान:

इकाई	पाठ	लेखक	विषय
इकाई-1	फैसला	भीष्म साहनी	कहानी
	बहादुर	अमरकांत	कहानी
	आस्था के आयाम	मालती जोशी	कहानी
इकाई-2	बेटी	मैत्रेयी पुष्पा	कहानी
	नेता नहीं, नागरिक चाहिए	रामधारी सिंह 'दिनकर'	निबंध
	बदलू	महादेवी वर्मा	संस्मरण
इकाई-3	बाईस वर्ष बाद	बनारसीदास चतुर्वेदी	रेखाचित्र
	स्वामी दयानंद	मोहन राकेश	जीवनी
	एक मूर्ति कथा	शंकर पुणतांबेकर	व्यंग्य
इकाई-4	मकड़ी का जाला	जगदीशचन्द्र माथुर	एकांकी
	कम्प्यूटर : नई क्रांति की दस्तक	गुणाकर मुले	वैज्ञानिक-
	सौंदर्य की नदी नर्मदा	अमृतलाल बेगड़	यात्रावृत्त



NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) V
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	V
PAPER NAME	POST INDEPENDENCE HINDI LITERATURE स्वातंत्र्योत्तर हिंदी साहित्य
PAPER NO.	V
COURSE CODE	UAHIN-502
LACTURE	60
CREDITS & MARKS	CREDITS - 4 & MARKS - 100

स्वातंत्र्योत्तर हिंदी साहित्य

इकाई- I

- नाटक : अर्थ, परिभाषा, स्वरूप एवं विकास
- नाटक के तत्व एवं प्रकार

इकाई- II निर्धारित पाठ्य पुस्तक-

- काला पत्थर – (नाटक) : डॉ. सुरेश शुक्ल 'चन्द्र'
अमन प्रकाशन, कानपुर

इकाई- III

- एकांकी : अर्थ, परिभाषा, स्वरूप एवं विकास
- नाटक और एकांकी में साम्य-वैषम्य

इकाई- IV निर्धारित पाठ्य पुस्तक-

- एकांकी-सुमन (एकांकी-संग्रह) संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई,
वाणी प्रकाशन 4695, 21-ए, दरियागंज, नई दिल्ली

पाठ्यक्रम के लिए निर्धारित एकांकी-

- दीपदान – रामकुमार वर्मा
- और वह जा न सकी – विष्णु 'प्रभाकर'
- बहू की विदा – विनोद रस्तोगी
- रात के राही – ब्रज भूषण
- जान से प्यारे – ममता कालिया
- अन्वेषक – प्रताप सहगल
- नो एडमिशन – संजीव निगम

NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) VI
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	VI
PAPER NAME	POST INDEPENDENCE HINDI LITERATURE स्वातंत्र्योत्तर हिंदी साहित्य
PAPER NO.	V
COURSE CODE	UAHIN-602
LACTURE	60
CREDITS & MARKS	CREDITS - 4 & MARKS -100

स्वातंत्र्योत्तर हिंदी साहित्य

इकाई- I

- कविता : अर्थ, परिभाषा एवं स्वरूप
- स्वातंत्र्योत्तर कविता : संवेदना और शिल्प

इकाई- II निर्धारित पाठ्य पुस्तक-

- काव्य-सौरभ (कविता-संग्रह)-संपादन: हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई, राजकमल प्रकाशन, दरियागंज, नई दिल्ली

पाठ्यक्रम के लिए निर्धारित कविताएँ-

- यात्री – सच्चिदानंद हीरानंद वात्स्यायन 'अज्ञेय'
- उनको प्रणाम – नागार्जुन
- नया कवि – गिरिजाकुमार माथुर
- प्रमथ्यु गाथा – धर्मवीर भारती
- इस तरह तो – बालस्वरूप 'राही'
- पानी में धिरे हुए लोग – केदारनाथ सिंह
- थोड़े-से बच्चे और बाक्री बच्चे – चंद्रकांत देवताले
- सिलसिला – सुदामा पाण्डेय 'धूमिल'
- रात किसी का घर नहीं – राजेश जोशी
- चुप्पी टूटेगी – ओमप्रकाश वाल्मीकि
- बाजार-नुमाइश में – दीक्षित दनकौरी
- बूढ़ी पृथ्वी का दुख – निर्मला पुतुल

NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) VI
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	V
PAPER NAME	INFORMATION TECHNOLOGY IN HINDI हिन्दी में सूचना प्रौद्योगिकी
PAPER NO.	VI
COURSE CODE	UAHIN-503
LACTURE	45
CREDITS & MARKS	CREDITS - 4 & MARKS - 80

हिन्दी में सूचना प्रौद्योगिकी

इकाई- I

- सूचना प्रौद्योगिकी : अर्थ, परिभाषा, स्वरूप और विकास
- सूचना प्रौद्योगिकी : समस्याएँ, सीमाएँ और चुनौतियाँ
- सूचना प्रौद्योगिकी : सकारात्मक और नकारात्मक प्रभाव

इकाई- II

- सूचना प्रौद्योगिकी का व्यवहार क्षेत्र : समान्य परिचय
- सूचना प्रौद्योगिकी का जनसंचार के क्षेत्र में योगदान और महत्व (हिन्दी पत्रकारिता: प्रिंट मीडिया, इलेक्ट्रॉनिक मीडिया के संदर्भ में)
- सूचना प्रौद्योगिकी : शिक्षा के क्षेत्र में उपादेयता

इकाई-III

- सूचना प्रौद्योगिकी : हिन्दी भाषा और देवनागरी लिपि का वैश्विक प्रयोग
- सूचना प्रौद्योगिकी : हिन्दी सॉफ्टवेयर परिचय, अनुप्रयोग और महत्व
- सूचना प्रौद्योगिकी के क्षेत्र में हिन्दी भाषा और देवनागरी लिपि के वैश्विक प्रसार में विविध संस्थानों की भूमिका/योगदान (राजभाषा विभाग, केन्द्रीय हिन्दी संस्थान, आगरा, सी-डैक पुणे, भारतीय प्रौद्योगिकी संस्थान)

इकाई- IV

- इन्टरनेट और हिन्दी (यूनिकोड फॉण्ट परिवर्तक, देवनागरी लिपि टाइपिंग टूल, हिन्दी में ईमेल, नेट पर हिन्दी विज्ञापन, हिन्दी की साहित्यिक ई-पत्रिकाएँ, हिन्दी ब्लॉग)
- भारत में डिजिटलाइजेशन और हिन्दी
- सूचना प्रौद्योगिकी के क्षेत्र में हिन्दी आधारित रोजगार की संभावनाएँ

सूचना: प्रकल्प -20 अंक

(पाठ्यक्रम से संबंधित किसी भी विषय पर 15 से 20 पृष्ठों का प्रकल्प तैयार करना अपेक्षित है।)



NAME OF PROGRAM	T. Y. B. A. (C.B.C.S.) VI
NAME OF THE COURSE	T.Y.B.A. HINDI
SEMESTER	VI
PAPER NAME	SOCIAL MEDIA सोशल मीडिया
PAPER NO.	VI
COURSE CODE	UAHIN-603
LACTURE	45
CREDITS & MARKS	CREDITS - 4 & MARKS - 80

सोशल मीडिया

इकाई- I

- सोशल मीडिया: अर्थ, स्वरूप और विकास
- सोशल मीडिया का व्यवहार क्षेत्र और महत्व
- सोशल मीडिया: चुनौतियाँ और संभावनाएँ

इकाई- II

- सोशल मीडिया में हिन्दी भाषा एवं देवनागरी लिपि का प्रयोग तथा हिन्दी का बदलता रूप (फ़ेसबुक, व्हाट्सअप, ट्विटर, मैसेन्जर, इन्स्टाग्राम, यूट्यूब)
- सोशल मीडिया: शिक्षा के क्षेत्र में उपादेयता
- सोशल मीडिया: हिन्दी का प्रयोग और रोजगार की संभावनाएँ

इकाई- III

- सोशल मीडिया के प्रभाव(राजनीतिक, सामाजिक, आर्थिक, धार्मिक और सांस्कृतिक,)
- सोशल मीडिया: बदलता भारतीय परिवेश (बाल, युवाओं, महिलाओं और वृद्धों के संदर्भ में)
- सोशल मीडिया का जीवन - मूल्यों पर प्रभाव

इकाई- IV

- सोशल मीडिया और कानून
- सोशल मीडिया और मुक्त अभिव्यक्ति तथा दायित्वबोध
- सोशल मीडिया की वैश्विक-व्याप्ति

सूचना: प्रकल्प - 20 अंक

(पाठ्यक्रम से संबंधित किसी भी विषय पर 15 से 20 पृष्ठों का प्रकल्प तैयार करना अपेक्षित है।)

S. Y. B. A. PAPER II, SEMESTER - III (C.B.C.S)

निर्धारित पाठ्य पुस्तकें :

1. मध्यकालीन और आधुनिक काव्य संपादन : हिंदी अध्ययन मंडल, मुंबई विश्वविद्यालय, मुंबई राजपाल एण्ड संज, 1590, मद्रासा रोड, कश्मीरी गेट, दिल्ली।

पाठ्यक्रम के लिए निर्धारित कविताएँ-

● मध्यकालीन काव्य

(क) कबीर के दोहे (कबीर-ग्रन्थावली, संपा. डॉ. माताप्रसाद गुप्त)
गुरुदेव कौ अंग-

1. पीछे लागा जाइ.....दीपक दीया हाथि।

2. सतगुर साचा सुरिवां.....लीया ततसारा।

सुमिरण कौ अंग-

1. जिहि घटि प्रीति.....उपजि खये बेकांमा।

2. लूटि सकै तो.....यहु तन जैहै छूटि।

बिरह कौ अंग-

1. यहु तन जालौं.....राम पठांउं।

2. अंखडियां झांई.....पुकारि पुकारि।

(ख) सूरदास के पद (भ्रमरगीत-सार, संपा. आचार्य रामचन्द्र शुक्ल)

1. ए अलि! कहा जोग.....जहर की बेली।

2. अँखियाँ हरि-दरसन.....सरिता हैं सुखी।

3. निर्गुन कौन देस को.....सबै मति नासी।

4. उधो! मन नाहीं दस.....पुरबौ मन जगदीस।

(ग) तुलसीदास के पद (विनय-पत्रिका, तुलसीदास गीताप्रेस गोरखपुर)

1. दीन को दयालु.....तुलसीदास मेरो।

2. तू दयालु, दीन हौं.....चरन-सरन पावै।

3. कबहूँ मन बिस्राम.....जनम सिरान्यो।

4. जाऊँ कहाँ तजि.....अपनपौ हारो।



(घ) मीराबाई के पद (संत मीराबाई और उनकी पदावली, संपा. बलदेव वंशी)

1. बसो मेरे नैनन.....भक्त वछल गोपाल॥
2. मेरे तो गिरधर गोपाल.....तारो अब मोहि॥
3. पग घुँघरू बांध मीराँ.....की दासी रे॥
4. दरस बिन दूखन.....मेटण सुख दैणा॥

(ङ) रहीम के दोहे (रहीम ग्रन्थावली, संपा. विद्यानिवास मिश्र एवं गोविंद रजनीश)

1. एकै साधे सब.....फूलै फलै अघाया॥
2. खैर, खून, खाँसी.....जानत सकल जहाना॥
3. जो रहीम उत्तम.....लपटे रहत भुजंगा॥
4. बिगरी बात बनै.....मथे न माखन होया॥
5. रहिमान अँसुआ नैन.....भेद कहि देइ॥
6. रहिमान धागा प्रेम.....गाँठ परि जाया॥

(च) बिहारी के दोहे (बिहारी रत्नाकर- श्री जगन्नाथदास 'रत्नाकर')

1. मेरी भव-बाधा.....हरित-दुति होइ॥
2. कहत, नटत, रीझत.....नैननु हीं सब बाता॥
3. कागद पर लिखत.....मेरे हिय की बाता॥
4. या अनुरागी चित्त.....उज्जलु होइ॥
5. घरु घरु डोलत दीन.....बड़ौ लखाइ॥
6. मोहन-मूरति स्याम.....प्रतिबिंबितु जग होइ॥

● **आधुनिक काव्य**

- | | | |
|--------------------------------------|---|-----------------------------|
| 1. मनुष्यता | : | मैथिलीशरण गुप्त |
| 2. वह तोड़ती पत्थर | : | सूर्यकांत त्रिपाठी 'निराला' |
| 3. कोशिश करने वालों की हार नहीं होती | : | सोहनलाल द्विवेदी |
| 4. जो बीत गई सो बात गई | : | हरिवंशराय बच्चन |
| 5. अपना अहम् नहीं बेचूंगा | : | रामावतार त्यागी |
| 6. शीशे और पत्थर का गणित | : | दिनकर सोनवलकर |
| 7. आज सड़कों पर लिखे हैं (गज़ल) | : | दुष्यंत कुमार |

- | | | |
|--------------------------------|---|-------------------|
| 8. माँ पर नहीं लिख सकता कविता | : | चंद्रकांत देवताले |
| 9. विकल्प | : | राजेश जोशी |
| 10. एक और युद्ध | : | ओमप्रकाश वाल्मीकि |
| 11. नये इलाके में | : | अरुण कमल |
| 12. उतनी दूर मत ब्याहना बाबा ! | : | निर्मला पुतुल |

- | | | |
|--------------------------|---|---|
| 2. स्वयंप्रभा (खंडकाव्य) | : | लेखक – रमाकांत शर्मा 'उद्भ्रांत' |
| | : | प्रकाशक : अमन प्रकाशन 104/80C रामबाग, कानपुर-208012 |

इकाई- विभाजन- SEMESTER-III, PAPER II, COURSE CODE- UAHIN301

- इकाई-1-व्याख्यान-04- कबीर, सूरदास (पाठ वाचन एवं व्याख्या)
 इकाई-2-व्याख्यान-04- तुलसी, मीराबाई (पाठ वाचन एवं व्याख्या)
 इकाई-3-व्याख्यान-04- रहीम, बिहारी (पाठ वाचन एवं व्याख्या)
 इकाई-4-व्याख्यान-15- आधुनिक काव्य (पाठ वाचन एवं व्याख्या)
 इकाई-5-व्याख्यान-13- स्वयंप्रभा (पाठ वाचन एवं व्याख्या)
 व्याख्यान-05-पाठालोचन और प्रश्न चर्चा

क्रेडिट- 03**विद्यार्थियों हेतु प्रश्न पत्र का प्रारूप**
प्रश्न पत्र II, सेमेस्टर III (तृतीय सत्र)

पूर्णांक- 100	समय- 03:00 घंटे
प्रश्न-1 संदर्भ सहित व्याख्या (दोनों पुस्तकों में से विकल्प सहित)	अंक-20
प्रश्न-2 दीर्घोत्तरी प्रश्न (दोनों पुस्तकों में से विकल्प सहित)	अंक-40
प्रश्न-3 सामान्य प्रश्न (दोनों पुस्तकों में से किसी एक का उत्तर अपेक्षित)	अंक-20
प्रश्न-4 टिप्पणियाँ (दोनों पुस्तकों से विकल्प सहित)	अंक-10
प्रश्न-5 अतिलघूत्तरी वस्तुनिष्ठ (दोनों पुस्तकों में से)	अंक-10
	योग = 100

संदर्भ ग्रंथ-सूची

1. कबीर – हजारीप्रसाद द्विवेदी
2. कबीर ग्रंथावली – संपा. डॉ. माताप्रसाद गुप्त
3. विनय पत्रिका – वियोगी हरि
4. सूरदास – ब्रजेश वर्मा
5. संत मीराबाई और उनकी पदावली – संपा. बलदेव वंशी
6. बिहारी रत्नाकर- श्री जगन्नाथदास 'रत्नाकर'
7. भक्ति के तीन स्वर : मीरा, सूर, कबीर – जॉन स्ट्रैटन हौली, अनुवाद-अशोक कुमार
8. कविता के नये प्रतिमान – नामवर सिंह
9. काव्यशास्त्र – भगीरथ मिश्र
10. छायावाद – नामवर सिंह
11. भारतेन्दु हरिश्चंद्र – डॉ. रामविलास शर्मा
12. निराला की साहित्य साधना - डॉ. रामविलास शर्मा
13. दुष्यंत कुमार की गज़लों का समीक्षात्मक अध्ययन – डॉ. सरदार मुजावर
14. रहीम के काव्य में पुराख्यान – डॉ. मोहसिन खान
15. ये रहीम दर दर फिरिहिं – डॉ. श्रीकांत उपाध्याय
16. आदिवासी साहित्य यात्रा – संपा. रमणिका गुप्ता
17. दलित साहित्य का समाजशास्त्र - ओमप्रकाश वाल्मीकि
18. दलित साहित्य का सौंदर्यशास्त्र – शरणकुमार लिंबाले
19. भारतीय साहित्य शास्त्र – बलदेव उपाध्याय



**GOVERNMENT OF MAHARASHTRA'S ISMAIL YUSUF COLLEGE OF
ARTS, SCIENCE & COMMERCE.
JOGESHWARI (EAST) MUMBAI 60**

DEPARTMENT OF ARABIC & ISLAMIC STUDIES

1.3.1 : Institution integrates cross cutting issues relevant to professional ethics, gender, Human values, environment and sustainability in the syllabus

	FYBA	SYBA	TYBA
Professional ethics	-	-	02
Human Values	04	02	07
Gender	-	01	01
Environment	01	01	02



Paper – IV - (Core Course)
Arabic Poetry from the Early Abbasid Period
SEMESTER V

Module 1:

The following poems to be studied:

1-15 : بشار بن برد (1)

1-15 : أبو العتاهية (2)

Module 2:

The following poems to be studied:

1-15 : أبو تمام (1)

1-15 : ابن الرومي (2)

Module 3:

The following poems to be studied:

1-15 : البحري (1)

profession ethics. 1-15 : المتنبي (2)

Prescribed Book: (for Modules 1-3)

A Primer for Students by A. J. Arbery, Cambridge University Press, 1965.

Module 4:

The detailed study of the following meters:

الرجز، الهزج

Prescribed Book:

Mizan al-Dahab

By: Al Sayyed Ahmad al-Hashimi,

Dar al-Kutub al-Ilmiyah, Beirut, 1973.



Paper – V - (Core Course)
Arabic Prose From The Early Abbasid Period
SEMESTER V

Module 1:

The following lessons and the writers to be studied:

profession ethics

Human Values

- (1) ابن المقفع: اخوان الصفا
(2) ابن السماك: وصف الزاهد

Module 2:

The following lessons and the writers to be studied:

Human Values

- (1) الجاحظ: بين قاض و قور و ذباب جصور
(2) ابن عبد ربه: القميمص الأحمر

Module 3:

The following Figures of Speech to be studied

(1) التشبيه (2) الاستعارة

(3) الكناية (4) حسن التعليل

(5) اسلوب الحكيم

Prescribed Book: (for Modules 1-3)

al-Balaghatul al-Wadhiha

By: Ali al-Jaarim & Mustafa Amin

Dar al-Ma'arif, Egypt 1964

Module 4:

Life and achievements of the following writers:

(1) ابن المقفع

(2) ابن السماك

(4) الجاحظ

(4) ابن عبد ربه



Paper – VII - (Core Course)

Modern Arabic Poetry

SEMESTER V

(The study of Modern Arabic Poetry from 1798 A.D. onwards.)

Module 1:

The following poems and their respective poets to be studied:

(1) محمود سامي البارودي: جادة صاخية

(2) اسماعيل صبري: الساعة
Human Values

Module 2:

The following poems and their respective poets to be studied:

(1) عباس محمود العقاد: قدوم الشتاء
Environment (Nature)

(2) يوسف بشير التيجاني: الصوفي المعذب

Prescribed Book: (for Modules 1 - 2)

An Anthology of Modern Arabic Verses. By M.M. Badawi, Oxford University Press, 1969.

Module 3:

The study of the above mentioned poets, their lives and contributions towards the development of Modern Arabic Poetry.

Module 4:

- Development of Modern Arabic Poetry
- New Trends in Modern Arabic Poetry



Paper – VIII - (Core Course)
Modern Arabic Prose
SEMESTER V

(The study of Modern Arabic Prose from 1798 A.D. onward.)

Module 1:

The following poems and their respective poets to be studied:

(1) أحمد أمين : حارتى

(2) جبران خليل جبران : الأرملة و ابنها
Profession ethics

Module 2:

The following poems and their respective poets to be studied:

(1) محمود تيمور : يوم في نيويورك

(2) توفيق الحكيم : كنز في مصر في القلب

(3) محمد حسين هيكل : ثورة 1919
Nationalism

Module 3:

The study of the above mentioned writers, their lives and contribution towards the development of Modern Arabic Prose.

Module 4:

(i) Development of Modern Arabic Prose.

(ii) Various forms of prose during Modern period.



Paper – IV - (Core Course)
Arabic poetry from the early Abbasid period
SEMESTER VI

Module 1:

The following stanzas of Abu Nuwas to be studied:

- (1) المغتسلة
- (2) ولدت في حبك مشيت على الماء Human Values
- (3) الظبية الحوراء
- (4) المقلتان المعذبتان

Prescribed Book:

Diwan Abu Nuwas, al-Gahazaliyat, Dar Sa'ab, Beirut 1980.

Module 2:

The following stanzas of Abul Ala al-Ma'arri to be studied:

- (1) لا كانت الدنيا غمودها
- (2) أيا الطفل بقيت Ethics
- (3) أرى اللب لم يعذب

Prescribed Book:

Luzumiyat al-Ma'arri

Module 3:

Prosody: The detailed study of the following meters:

- الطويل، الرمل
- ميزان الذهب
- للسيد أحمد الهاشمي
- دار الكتب العلمية، بيروت 1977

Module 4:

Life and achievements of the following poets:



- (1) أبو نواس
- (2) أبو العلاء المعري

Paper – VII - (Core Course)

Modem Arabic Poetry

SEMESTER VI

(The study of Modem Arabic Poetry from 1798 A.D. onward.)

Module 1:

The following poems and their respective poets to be studied:

- (1) ابوالقاسم الشابي : في ظل وادي الموت
(2) خليل مطران : وردة ماتت Nature

Module 2:

The following poems and their respective poets to be studied:

- (1) ميخائيل نعيمة : اوراق الخريف Environment
(2) ايليا ابو ماضي : الطلاس

Module 3:

The following poems and their respective poets to be studied:

- (1) عمر ابوريشة : امرأة تمثال
(2) نازك الملائكة : انا
(3) نزار قبازي : رساوة حب صغيرة

Prescribed Book: (For Modules 1-3)

An Anthology of Modem Arabic Verses. By M.M. Badawi, Oxford University Press, 1969

Module 4:

The study of the above mentioned poets, their lives and contribution towards the development of Modem Arabic Poetry.



Paper – VIII - (Core Course)

Modern Arabic Prose

SEMESTER VI

(The study of Modern Arabic Prose from 1798 A.D. onward.)

Module 1:

The following chapters and their respective writers to be studied:

Nationalism : عباس محمود العقاد : من القاهرة الى مالطة الى باريس

Human Values : احمد حسن الزيات : فرعونيون وعرب

Module 2:

The following chapters and their respective writers to be studied:

طه حسين : في الأزهر

Gender Sensatization : مصطفى لطفي المنفلوطي : غرفة الاحزان

Module 3:

The following chapters and their respective writers to be studied:

محمد كرد علي : لقب أسرتنا

Module 4:

The study of the above mentioned writers, their lives and contribution towards the development of Modern Arabic Prose.



Course – II
Language, Literary History, Comprehension, Grammar &
Writing Skills - I
SEMESTER III

Module 1: Prose (Classical)

Prescribed Book:

Kalilah wa Dimnah

كليلة و دمنة

By Abdullah bin al Muqaffah

عبد الله بن المقفع

Published by: Darul Aafaq al Jadeedah, Beirut, Lebanon.

Prescribed Texts:

1. التاجر وشريكه (رقم الصفحة 28-31) Human Values.
2. الطيب الجاهل (رقم الصفحة 213)
3. الناسك واللص والشيطان (رقم الصفحة 282)
4. الناسك و عريصه (رقم الصفحة 277)

Module 2: Prose (Modern)

Prescribed Book:

Al-Nazarat

النظرات

By Mustafa Lutfi al Manfaluti

مصطفى لطفى المنفلوطى

Published by: Darul Jeel, Beirut, Lebanon.

Prescribed Texts:

1. الكأس الأولى (رقم الصفحة 58)
2. مناجاة الفقير (رقم الصفحة 61)
3. الغني والفقير (رقم الصفحة 64)
4. أيها المحزون (رقم الصفحة 68)



Course – III
Language, Literary History, Comprehension, Grammar &
Writing Skills - I

SEMESTER III

Module 1: Poetry (Classical)

Prescribed Book:

Tarikh-e-Adab-e-Arabi

Ahmed Hasan al Zayyat

Published by: Shaikh Ghulam Ali & Sons, Publishers.

Prescribed Texts:

1. امرؤ القيس (501-544) وقد أعتدي والطير..... أطراف الخطوب ولا *Environment*
2. النابغة الذبياني (535-604) أتاني, أبيت اللعن..... أيد اليك نوازع
3. زهير بن أبي سلمى (520-609) وما الحرب الا ما..... الا صورة اللحم والدم

Module 2: Poetry (Modern)

Prescribed Book:

Arabic Poetry: A Primer for Students By A.J. Arbery for Students

Published by: Cambridge University Press, Cambridge.

Prescribed Texts:

1. محمود سامي البارودي (1839-1904) أسلة سيف..... في خدور العواتق
2. حافظ إبراهيم (1871-1932) لم يبق شيء..... خل يواسينا *Human Values*
3. أحمد شوقي بك (1868-1932) آذار أقبل قم بنا..... عواطر الأرواح



SEMESTER I

Module 1: Prose

Prescribed Books:

1) Dursooul Lughatil Arabiyyah by V. Abdul Rahim

Published by: Islamic Foundation Trust, Chennai

2) Al-Qira'atur Rasheeda Part 1, by Abdul Fattah Sabri Bak & Ali Umar Bak

Published by: Darul Ma'arif, Egypt.

Prescribed Texts:

1) الدرس الأول

2) الدرس التاسع

3) كلي

4) الشبّاك

5) الأسد والفأر

6) الشرّ بالشرّ

Ethics.

Human Values.

Module 2: Poetry

Prescribed Books:

1) Al-Qira'atul Arabiyyah Part 4 & 5.

Published by: Ministry of Education, Government Printing Press, Baghdad.

2) Lam'atul Adab by Abdul Haleem

Published by: N.U. Kitab Ghar, J J Hospital Naka, Mumbai 08.

Prescribed Texts:

1) ابسمي

2) العصفور الصغير

3) يا بلادي

4) مرحباً بالعيد

5) الحياة

Nationalism.

Human Values.

6) مكارم الأخلاق



- (٣) الحماة والنملة
 (٣) الثعلب والعنز
 (٥) سكة الحديد
 (٦) الحريق

Poetry

Names of Books:
 Published by:

- 1) Modern Arabic Poetry by Arthur J. Arbery
 Cambridge University Press, London.

printability.

Human Values:

(١) الساعة ✓

(٢) صلاة ✓

(٣) مزيج ✓

Environment الطمانينة (٣) ✓

(٥) مصيبتان ✓

(٦) العزلة ✓

3) (a) History of Arabic Literature (Pagan Period)

A brief Introduction of Arabic Literature during the Pagan Period, with special reference to :

Imru al Qais ✓

Al Nabigha al Dhubyani ✓

Zuhair bin Abi Sulma ✓

(b) History of Arabic Literature (Modern Period)

A brief Introduction of Modern Arabic Literature and Life and Literary Attainments of the poets included in the syllabus.

4) Essay-writing , Composition and Grammar

Definitions and Illustrations of the following chapters (Grammar)

(١) الاسم - النكرة والمعرفة ✓

(٢) اقسام الجمع - ١ ✓

(٣) التذكير والتأنيث ✓

(٣) الضمائر ✓





Government of Maharashtra
ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE
Jogeshwari (East), Mumbai 400 060

Department of English

1.

Subject	Class	Name of the topic /Unit in the syllabus	Professional Ethics	Gender	Human Values	Environmental sustainability
Literary Criticism	TYBA	Unit IV	--	Feminist Approach	--	--
Introduction to Drama	SYBA	Unit II & III	--	Halfway House By Mohan Rakesh	Oedipus Rex Sophocles	--
Mass Communication	SYBA	Unit III	--	--	Media Related issues and Laws in India	--



Communication Skills	FYBA	Module II	Speaking Skills	--		--
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Government of Maharashtra's
Ismail Yusuf College of
Arts, Science & Commerce,
Jogeshwari (East), Mumbai - 400 060.



Semester V: Literary Theory and Criticism – I
Course code- UAENG 502 (04Credits)

Total Lectures: 60

Unit I: Critical Terms and Concepts **Total Lectures 15**

1. Literary Criticism (Nature, scope and function)
2. Qualification of a Good Critic
3. Theory of imitation
4. Catharsis
5. Imagery
6. Affective and Intentional Fallacy.

Unit II: Essays **Total Lectures 15**

1. Prof. S. N. Dasgupta: The Theory of Rasa
2. Prof. S. K. De: Kuntaka: Theory of Poetry: Vakrokti

Unit III: Essays **Total Lectures 15**

1. William Wordsworth: Preface to Lyrical Ballads
2. Charles Lamb: On the Tragedies of Shakespeare

Unit IV: Critical Approaches **Total Lectures 15**

A)

1. Biographical Approach
2. Marxist Approach

B)

1. Psychoanalytical Approach
2. Feminist Approach

(Fictional and non-fictional passage/extract will be given for application of above approaches - Psychoanalytical Approach and Feminist Approach)



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Semester III: Paper II Total Credits: 03
Course Title: Optional English: Introduction to Drama
Total Lectures: 45

Course Content

Unit 1:

No. of lectures: 15

Definition, Concept and Significance of Drama

Origin and Development of Drama

Terms and Concepts associated with Drama:

Plot (Main Plot, Sub-plot, Simple, Complex, Peripeteia and Anagnorisis, Exposition,

Complication, Resolution, Denouement, Climax, Anti-climax)

Character (Hero, Villain, Confidante, Foil)

Act and Scene,

Soliloquy and Aside,

Music, Chorus Lights, Masks, Proscenium Arch, Play within Play, Subtext, Catharsis,

Hamartia, Comic relief, Unity of action, time and place, Narrator and Sutradhar, etc.

Unit 2:

No. of lectures: 15

Sophocles : *Oedipus Rex / Oedipus, The King*

OR

John Galsworthy : *Strife*

Unit 3:

No. of lectures: 15

Girish Karnad : *Flowers*

OR

Mohan Rakesh : *Half-way House (Adhe Adhure)*

Evaluation: First Semester End Examination Pattern 100 Marks: 3 Hours

Question 1	:	Short Notes on Unit 1 (4 out of 6)	:	20 Marks
Question 2	:	Essay on Unit 2 (1 out of 2)	:	20 Marks
Question 3	:	Essay on Unit 3 (1 out of 2)	:	20 Marks
Question 4	:	Short Notes on Unit 2 (2 out of 4)	:	20 Marks
Question 5	:	Short Notes on Unit 3 (2 out of 4)	:	20 Marks

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D. Reach of media (regional and demographic coverage)

Unit – II : Television

(15 L)

- A. Major formats of TV programmes
- B. Television and its impact on Indian families
- C. Television and consumerism
- D. Television and surveillance
- E. Reality Television

Unit – III : Media-related Issues and Laws in India

(20 L)

- A. Freedom of expression and Censorship
- B. Relationship between media and government
- C. Media objectivity, media bias, and political leanings
- D. Trial by media and media ethics (Television and Print)
- E. Objectionable advertising
- F. Information Technology (IT) Acts related to media
- G. Major laws in India related to media

Unit – IV : Functions of Media Personnel and Careers in Media

(15 L)

- A. Cyber Journalism
- B. Editors
- C. Translators
- D. Copywriters
- E. Role of Radio Jockey/Video Jockey
- F. Blogging
- G. Writing Jingles
- H. Voice-over Artists
- I. Public Relations specialists
- J. Advertising/marketing specialists
- K. Script-writers
- L. Newsreaders
- M. Researchers/Writers
- N. Music specialists
- O. Social media specialist

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**MODULE - 2 : SPEAKING SKILLS
AND WRITING SKILLS**

4

**SPEAKING SKILLS
IN ENGLISH**

- A. *Speaking Skills*
- B. *Public Speaking in English*
- *Introduction*
 - *Characteristics of An Effective Speech*
 - *Analysis of Model Speeches*
 - *Drafting and Presenting a Speech in Formal and Informal Gatherings*
- C. *Conversation in English*
- *Opening a Conversation*
 - *Introducing Oneself in Various Contexts*
 - *Introducing Others Formally and Informally*

A. SPEAKING SKILLS


- A speech delivered to an audience from the podium is a formal one.
- In order to be effective a speech needs to be well planned and well delivered.
- A well planned speech is one which begins interestingly, provides

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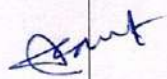



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1.3.1: Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum


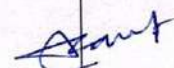
Subject	Name of the topic/Unit in the syllabus	Relevant issue				Description
		Professional Ethics	Gender	Human values	Environmental sustainability	
Biotech	FYBSc Biotech USBT107 ECOLOGY 1 Ethical Value Ethics and society Theories of ethics, Correlation between values and behaviour, Problems in the absence of work ethics	✓				Theoretical understanding and scientific study. Roll play method
	Capacity Building and Team building: Building Zones of learning ideas Decision Making and Negotiation	✓				Case study
	SYBSc Biotech Sustainable development and Environmental Biotechnology; Ecological Interaction , Biodiversity and conservation Food Chain , Food Web , Commensalism , Mutualism , Predation				✓ ✓	Understanding and scientific study of Environmental Issues  Co-ordinator Dept. of Biotechnology Govt. of Mah's Ismail Yusuf College Jogeshwari (E), Mumbai - 60.

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	<p>And Antibiosis</p> <p>Unit IV Hazardous waste management :</p> <p>Biodegradation of waste from tanning industry Paper and Pulp industry Distillery and Dye industry</p>				 	
	<p>Unit I: Biofuels , Ethanal production Microbial hydrogen production, Biodiesel, petrocrops ☐ Biogeochemical Cycles- Carbon, Nitrogen and Water</p>					Theory based
	<p>M.Sc. Biotechnology: Course IV Unit II Bioethics: Bioethics in health care, Euthanasia, Bioethics, artificial reproductive technology, prenatal diagnosis.</p> <p>Agricultural Biotechnology Environmental Risk ,labelling and public opinion, Bioterrorism</p>					Horticulture as a discipline. Gardens: Types & examples around the Mumbai .
	Enviornmental Pollution:					Practical Approach and Applications

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	<p>.Air pollution,Soil Pollution Marine Pollution , Niose pollution,Thermal Pollution,etc</p> <p>Climate change, Global warming,Acid Rain, Ozone depletion,nuclear Accident .</p> <p>Concept and Basic Principle of sustainable development,roots of Sustainability, Indicators, Paradigm towardsnew discipline</p>				
	<p>TYBSc Biotech</p> <p>Unit III: Environmental Botany</p>		 Co-ordinator Dept. of Biotechnology Govt. of Mah's Ismail Yusuf College Jogeshwari (E), Mumbai - 60.		<p>Study and Princsqseffluent treatment</p> <ul style="list-style-type: none"> • Bioremediation • Phytoremediation • Plant succession:

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	Principles, factors responsible and microbial population in bioremediation.☐ Metals, Organic pollutants☐					
	Estimation of the following in given water sample ☐ Dissolved oxygen demand ☐ Biological oxygen demand ☐ Hardness ☐ Salinity and Chlorinity					Experiments to understand suitability of Water
	Waste water treatment: Introduction, biological treatment, impact of pollutants, use of packaged organism and genetically eng. Organism in waste water treatment					Study of waste water treatment (Principle)

Submission:

- 1) Syllabus copy highlighting the relevant topics.


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Academic Year 2022-23 List and description of the courses which address the Gender, Environment and Sustainability, Human Values and Professional Ethics into curriculum

Zoology

Criteria 1


1.3 - Curriculum Enrichment 1.3.1 - Institution integrates cross-cutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability, and Human Values into the curriculum

1.	Wonders of Animal World, Biodiversity and Conservation	It teaches the value of conservation of natural habitat to safeguard biodiversity. It relates with organization of different Ecosystems, inter relationship between species
2.	Instrumentation and Biotechnology	It teaches the handling of different organization chemicals, sensitive instruments, and infectious biological specimens during practice in the laboratory.
3.	Ecology and Wildlife Management Nutrition Public Health and Hygiene	Phyto steroids for human benefit Hormones and environment Insect Hormones and pheromones as insecticides for eradication of pests It teaches the population ecology, the components of the ecosystem and current status of wildlife conservation. It teaches the importance of balanced diet & essential organization of food, gives knowledge of conservation of water resources and personal hygiene.
4.	Nutrition and Excretion, Respiration and Circulation, Nervous system in Invertebrates, Control and Coordination, Locomotion and Reproduction	Environment: Structure and function of organ system in humans and their body metabolism towards the maintenance of homeostasis.
5.		
6.	Economic Zoology	Human Values: with reference enhancement of employment potential, provide vibrancy to rural economy



7.	Integumentary system, Human Osteology and Endocrinology	Human Values: Associated with hormones and related disorder in human.
8.	Oceanography, Aquaculture Practices, Marketing and Finance	Environment and Human Values: Important source of food, employment and economic benefits
9.	Environment and Wildlife management, Bioprospecting, Zoo pharmacognosy and Zoogeography	Environment and Sustainability: Various biodiversity monitoring methodology, conservation and management issues of pest, wildlife conflict as well as diseases and health of animal
10.	Marine resources, Post-harvest and Farm Engineering	Sustainability: Secure sustainable utilization of food resources for the human being.
11.	Applied and Environmental Monitoring & Management	This course helps the students in understanding the management of environment through bioremediation, Natural Resources Management




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 विभाग प्रमुख
 प्राणीशास्त्र विभाग
 इ.यु. महाविद्यालय,
 जोगेश्वरी, मुंबई ४०० ०६०.

**F.Y.B.Sc. ZOOLOGY
(THEORY)**

SEMESTER I

USZO101 (Course 1)

Wonders of Animal World, Biodiversity and its Conservation

Unit 1: Wonders of Animal World

(15 L)

Objective: To take learners through a captivating journey of hoarded wealth of marvellous animal world.

Desired Outcome: Curiosity will be ignited in the mind of learners, to know more about the fascinating world of animals which would enhance their interest and love for the subject of Zoology.

- 1.1: Echolocation in Bats and Cetaceans - Dolphins and Whales
- 1.2: Mechanism of Pearl formation in Mollusca
- 1.3: Bioluminescence in Animals: Noctiluca, Glow worm, Firefly, Angler Fish (Mechanism and use for the animal)
- 1.4: Regeneration in Animals - Earthworm (Annelida) and Lizard (Reptile)
- 1.5: Mimicry in Butterflies and its significance: Great Eggfly and Common Crow, Common Palmfly and Plain Tiger.
- 1.6: Mechanism of Coral formation and types of Coral reefs
- 1.7: Bird migration: Definition, types and factors inducing bird migration
- 1.8: Adaptive features of desert animals: Reptiles (Phrynosoma) and Mammals (Camel)
- 1.9: Breeding and Parental care in:
 - 1.9.1: Pisces - Ovo-viviparous (Black Molly/Guppy), Mouth brooders (Tilapia), Brood pouches (Sea horse)
 - 1.9.2: Amphibia - Mouth brooders (Darwin's Frog), Egg carriers (Midwife Toad)



1.9.3: Mammals - Egg-laying (Duck-billed Platypus), Marsupials (Kangaroo)

1.10: Aves: Brood Parasitism (Cuckoo)

Unit 2: Biodiversity and its Conservation

(15 L)

Objective: To orient learners about rich heritage of Biodiversity of India and make them understand significance of its conservation.

Desired Outcome: Learners would appreciate treasure of Biodiversity, its importance and hence would contribute their best for its conservation.

2.1: Introduction to Biodiversity - Definition, Concepts, Scope and Significance

2.2: Levels of Biodiversity - Introduction to Genetic, Species and Ecosystem Biodiversity

2.3: Introduction of Biodiversity Hotspots- (Western Ghats and Indo-Burma Border)

2.4: Values of biodiversity - Direct and Indirect use value

2.5: Threats to Biodiversity - Habitat loss and Man-Wildlife conflict

2.6: Biodiversity conservation and management

2.6.1: Conservation strategies: *in situ*, ex-situ, National parks, Sanctuaries and Biosphere reserves.

2.6.2: Introduction to International efforts : Convention on Biological Diversity (CBD), International Union for Conservation of Nature and Natural Resources (IUCN), United Nations Environment Program - World Conservation Monitoring Centre (UNEP-WCMC)

2.6.3: National Biodiversity Action Plan, 2002



2.6.4: Introduction to Indian Wildlife (Protection) Act, 1972 and Convention for International Trade of endangered species

Unit 3: Footsteps to follow

(15 L)

Objective: To teach learners about innovative and novel work of scientists/philosopher/entrepreneurs in the field of biological sciences.

Desired Outcome: Minds of learners would be impulsed to think differently and would be encouraged ipso facto to their original crude ideas from the field of biological sciences.

- 3.1: Dr. Hargobind Khorana (Genetic code)
- 3.2: Dr. Varghese Kurien (Amul –White revolution)
- 3.3: Dr. Salim Ali (Ornithologist)
- 3.4: Anna Hazare (Water Conservation-Ralegan Siddhi)
- 3.5: Baba Amte (Anandvan)
- 3.6: Kiran Mazumdar Shaw (Biocon)
- 3.7: Gadre Fisheries (Surimi)

Two cases preferably of local importance to the college be additionally taught.

USZO102 (Course 2)

INSTRUMENTATION and ANIMAL BIOTECHNOLOGY

Unit 1: Laboratory safety, Units and Measurement

(15 L)

Objective: To make learners aware of risks involved in handling of different hazardous chemicals, sensitive (electrical/electronic) instruments and infectious biological specimens especially during practical sessions in the laboratory and to train them to avoid mishap.

Desired Outcome: Learners would work safely in the laboratory and avoid occurrence of accidents (mishaps) which will boost their scholastic performance and economy in use of materials/chemicals during practical sessions.

1.1: Introduction to good laboratory practices



1.2: Use of safety symbols: meaning, types of hazards and precautions

1.3: Units of measurement:

1.3.1: Calculations and related conversions of each: Metric system- length (meter to micrometer); weight (gram to microgram), Volumetric (Cubic measures)

1.3.2: Temperature: Celsius, Fahrenheit, Kelvin

1.3.3: Concentrations: Percent solutions, ppt, ppm, ppb dilutions, Normality, Molarity and Molality.

1.3.4: Biostatistics: Introduction and scope, Sampling and its types, Central Tendencies (mean, median, mode) Tabulation, Graphical representations (Histograms, bar diagrams, pie diagrams).

Unit 2: Animal Biotechnology

(15 L)

***Objective:** To acquaint learners to the modern developments and concepts of Zoology highlighting their applications aiming for the benefit of human being.*

***Desired Outcome:** Learners would understand recent advances in the subject and their applications for the betterment of mankind; and that the young minds would be tuned to think out of the box.*

2.1: Biotechnology: Scope and achievements of Biotechnology (Fishery, Animal Husbandry, Medical, Industrial)

2.2: Transgenesis: Retro viral method, Nuclear transplantation method, DNA microinjection method and Embryonic stem cell method

2.3: Cloning (Dolly)

2.4: Ethical issues of transgenic and cloned animals

2.5: Applications of Biotechnology:

2.5.1: DNA fingerprinting: Technique in brief and its application in forensic science (Crime Investigation)

2.5.2: Recombinant DNA in medicines (recombinant insulin)

2.5.3: Gene therapy: Ex-vivo and *In vivo*, Severe Combined Immunodeficiency (SCID), Cystic Fibrosis



SEMESTER-II

USZO201 (Course: 3)

Ecology and Wildlife Management

Unit 1: Population ecology:

(15 L)

Objective: To facilitate the learning of population ecology, its dynamics and regulatory factors important for its sustenance.

Desired Outcome: This unit would allow learners to study about nature of animal population, specific factors affecting its growth and its impact on the population of other life form.

1.1: Population dynamics

- 1.1.1: Population density
- 1.1.2: Natality
- 1.1.3: Mortality
- 1.1.4: Fecundity
- 1.1.5: Age structure
- 1.1.6: Sex ratio
- 1.1.7: Life tables
- 1.1.8: Survivorship curves
- 1.1.9: Population dispersal and distribution patterns
- 1.1.10 Niche concept

1.2: Population growth regulation

- 1.2.1: Intrinsic mechanism – Density dependent fluctuations and oscillations
- 1.2.2: Extrinsic mechanism- Density independent, environmental and climate factors, population interactions

1.3: Population growth pattern

- 1.3.1: Sigmoid
- 1.3.2: J Shaped



1.4: Human census (India) – Concept, mechanism and significance

Unit 2: Ecosystem:

(15 L)

Objective: To impart knowledge of different components of ecosystem and educate about essentials of coexistence of human beings with all other living organisms.

Desired Outcome: Learners will grasp the concept of interdependence and interaction of physical, chemical and biological factors in the environment and will lead to better understanding about implications of loss of fauna specifically on human being, erupting spur of desire for conservation of all flora and fauna.

2.1: Concept of Ecosystems

2.1.1: Ecosystem - Definition and components

2.1.2: Impact of temperature on biota

2.1.3: Biogeochemical cycles (Water, Oxygen, Nitrogen, Sulphur)

2.1.4: Fresh water ecosystem – Lentic and Lotic

2.1.5: Food chain and food web in ecosystem (Fresh water and Grass land).

2.1.6: Ecological pyramids - energy, biomass and number.

2.1.7: Animal interactions (commensalism, mutualism, predation, antibiosis, parasitism)

Unit 3: National parks and Sanctuaries of India

(15 L)

Objective: To enlighten learners about the current status of wild life conservation in India in the light of guidelines from different relevant governing agencies vis-à-vis with adversity of poaching and biopiracy.

Desired Outcome: Learners would be inspired to choose career options in the field of wild life conservation, research, photography and ecotourism.

3.1: Concept of Endangered and Critically Endangered species using examples of Indian Wildlife with respect to National Parks and Wildlife



Sanctuaries of India (Sanjay Gandhi National Park, Tadoba Tiger Reserve, Corbett National Park, Kaziranga National Park, Gir National Park, Silent Valley, Pirotan Island Marine Park, Keoladeo Ghana National Park, Bandipur Sanctuary)

- 3.2: Management strategies with special reference to Tiger and Rhinoceros in India
- 3.3: Ecotourism
- 3.4: Biopiracy

SEMESTER-II

Course: 4 [USZO 202]

NUTRITION, PUBLIC HEALTH AND HYGIENE

Unit 1: Nutrition and Health

(15 L)

Objective: To make learners understand the importance of balanced diet and essential nutrients of food at different stages of life.

Desired Outcome: Healthy dietary habits would be inculcated in the life style of learners in order to prevent risk of developing health hazards in younger generation due to faulty eating habits.

- 1.1: Concept of balanced diet, dietary recommendations to a normal adult, infant, pregnant woman and aged.
- 1.2: Malnutrition disorders – Anemia (B₁₂ and Iron deficiency), Rickets, Marasmus, Goiter, Kwashiorkor (cause, symptoms, precaution and remedy).
- 1.3: Constipation, piles, starvation, acidity, flatulence, peptic ulcers (cause, symptoms, precaution and remedy).
- 1.4: Obesity (Definition and consequences).
- 1.5: Importance of fibres in food.
- 1.6: Significance of breast feeding.
- 1.7: Swine flu and Dengue (cause, symptoms, precaution and remedy).
- 1.8: BMI calculation and its significance.



Unit 2: Public Health and Hygiene

(15 L)

***Objective:** To impart knowledge about source, quantum and need for conservation of fast depleting water resource and essentials of maintaining proper sanitation, hygiene and optimizing use of electronic gadgets.*

***Desired Outcome:** Promoting optimum conservation of water, encouragement for maintaining adequate personal hygiene, optimum use of electronic gadgets, avoiding addiction, thus facilitating achievement of the goal of healthy young India in true sense.*

2.1: Health

2.1.1: Definition of Health, the need for health education and health goal.

2.1.2: Physical, psychological and Social health issues.

2.1.3: WHO and its programmes - Polio, Small pox, Malaria and Leprosy (concept, brief accounts and outcome with respect to India).

2.1.4: Ill effects of self-medication.

2.2: Water and water supply

2.2.1: Sources and properties of water.

2.2.2: Purification of water, small scale, medium scale and large scale (rapid sand filters)

2.2.3 : Water footprint (concept, brief accounts and significance).

2.3: Hygiene:

2.3.1: Hygiene and health factors at home, personal hygiene, oral hygiene and sex hygiene.

2.4: Radiation risk:

2.4.1: Mobile Cell tower and electronic gadgets (data of recommended level, effects and precaution).

2.5: First Aid:

2.5.1: Dog bite and its treatment.



Sr. No	USZO302 COURSE-6	No. of lect allotted	Learning pleasure
	Study of Nutrition and Excretion , Respiration and circulation, Control and coordination, Locomotion and Reproduction		
	Unit: 1 Study of Nutrition and Excretion	15L	23hrs
	Objectives: <ul style="list-style-type: none"> To introduce the concepts of physiology of nutrition, excretion and osmoregulation. To expose the learners to various nutritional apparatus, excretory and osmoregulatory structures in different classes of organisms. 		
	Desired outcomes: <ul style="list-style-type: none"> Learner would understand the increasing complexity of nutritional, excretory and osmoregulatory physiology in evolutionary hierarchy. Learner would be able to correlate the habit and habitat with nutritional, excretory and osmoregulatory structures. Comparative study of Nutritional Apparatus (structure and function) 		
1.1	Amoeba, Hydra, Cockroach, Amphioxus, Pigeon, Ruminants. 5L 06hrs Physiology of digestion in man	05L	06hrs
1.2	<ul style="list-style-type: none"> Physiology of digestion in man 	02L	04hrs
1.3	<ul style="list-style-type: none"> Comparative study of Excretory and Osmoregulatory structures and function. a) Amoeba -contractile vacuoles b) Planaria -Flame cells c) Cockroach-Malphigian tubules and green gland 	05L	08hrs
1.4	Categorization of animals based on principle nitrogenous excretory products	01L	01hrs
1.5	Structure of kidney, Uriniferous tubule and physiology of urine formation in man	02L	04 hr
	Unit: 2: Study of Respiration and Circulation	15L	27hrs
	Objectives: <ul style="list-style-type: none"> To introduce the concepts of physiology of respiration and circulation To expose the learner to various respiratory and circulatory structures in different classes of organisms 		
	Desired outcomes: <ul style="list-style-type: none"> Learner would understand the increasing complexity of respiratory and circulatory physiology in evolutionary hierarchy. Learner would be able to correlate the habit and habitat with respiratory and circulatory structures. Comparative study of Respiratory organs (structure and function). 		
2.1	<ul style="list-style-type: none"> Earthworm, Spider, Rohu/Anabus/Clarius, Frog and Pigeon. 3L 06hrs Accessory respiratory structures: Anabas /Clarius 	03L	06hrs
2.2	<ul style="list-style-type: none"> Structure of lungs and physiology of respiration in man 	02L	03hrs
2.3	<ul style="list-style-type: none"> Comparative study of circulation: Open and closed - single and double 	02L	04hrs



2.4	<ul style="list-style-type: none"> Types of circulating fluids- Water, coelomic fluid, haemolymph, lymph and blood 	02L	03hrs
2.5	<ul style="list-style-type: none"> Comparative study of Hearts (Structure and function)→ Earthworm, Cockroach, Shark, Frog, Crocodile and Pigeon 	04L	07hrs
2.6	<ul style="list-style-type: none"> Structure and mechanism of working of heart in man 	02	04hrs
	Unit: 3 Control and coordination, Locomotion and Reproduction	15L	25hrs
	Objectives: <ul style="list-style-type: none"> To introduce the concepts of physiology of control and coordination→ and locomotion and reproduction To expose the learner to various locomotory and reproductive→ structures in different classes of organisms 		
	Desired outcomes: <ul style="list-style-type: none"> Learner would understand the process of control and coordination→ by nervous and endocrine regulation. Learner would be fascinated by various locomotory structures→ found in the animal kingdom. Learner would be acquainted with various reproductive strategies→ present in animals. 		
3.1	Control and coordination <ul style="list-style-type: none"> Irritability-Paramoecium, Nerve net in Hydra, Nerve ring and→ nerve cord in earthworm Types of neurons on the basis of structure and function→ Conduction of nerve impulse: Resting potential, action potential and→ refractory period Synaptic transmission 	05L	08hrs
3.2	Movement and Locomotion <ul style="list-style-type: none"> Locomotory organs- structure and functions; <ul style="list-style-type: none"> a. Pseudopodia in Amoeba (sol gel theory), Cilia in Paramecium b. Wings and legs in Cockroach c. Tube feet in Starfish d. Fins of fish 	04L	08hrs
3.3	Structure of Striated muscle fibre in human and Sliding filament theory	02L	02hrs
	Reproduction <ul style="list-style-type: none"> a. Asexual Reproduction- Fission, fragmentation, gemmule formation, budding b. Sexual reproduction <ul style="list-style-type: none"> i. Gametogenesis ii. Structure of male and female gametes in human iii. Types of fertilization iv. Oviparity, viviparity, ovo-viviparity 	04L	07hrs
	SEMESTER III		
	Practical USZOP3 (Course VI)		
1	Urine analysis—Normal and abnormal constituents		



2	Detection of ammonia in water excreted by fish		
3	Detection of uric acid from excreta of Birds		
4	Study of striated and non-striated muscle fibre		
5	Study of nutritional Apparatus (Amoeba, Hydra, Earthworm, Pigeon, Ruminant stomach)		
6	Study of respiratory structures: a. Gills of Bony fish and Cartilaginous fish. b. Lungs of Frog c. Lungs of Mammal. d. Accessory respiratory structure in Anabas (Labyrinthine organ) e. Air sacs of Pigeon.		
7	Study of locomotory organs (Amoeba, Unio, Cockroach, Starfish, Fish, and Birds)		
8	Study of hearts (Cockroach, Shark, Frog, Calotes, Crocodile, Mammal)		
9	Study of permanent slides on topic of Reproduction a. Sponge gemmules b. Hydra budding c. T.S. of mammalian testis d. T.S. of mammalian ovary		

	USZOE1303 COURSE-7A		
	Ethology , Parasitology, Economic Zoology	15L	26hrs
	Unit: 1 Ethology		
	Objective: ➤ To equip learners with a sound knowledge of how animals interact with one another and their environment. ➤ To enable the learners to understand different behavioural patterns.		
	Desired Outcome: ➤ Learners would gain an insight into different types of animal behaviour and their role in biological adaptations. ➤ Learners would be sensitized to the feelings instrumental in social behavior.		
1.1	Introduction to Ethology ➤ Definition, History and Scope of Ethology ➤ Animal behaviour - Innate and Learned behaviour ➤ Types of learning-Habituation, Imprinting and types of imprinting -filial and sexual, Classical conditioning ➤ Instrumental learning and insight learning.	4L	06hrs



1.2	Aspects of animal behaviour <ul style="list-style-type: none"> ➤ Communication in Bees and Ants ➤ Mimicry and colouration ➤ Role of hormones and pheromones in sexual behaviour ➤ Displacement activities, Ritualization ➤ Migration in fish, schooling behaviour ➤ Habitat selection, territorial behaviour, food selection and foraging behaviour in African ungulates 	7L	12hrs
1.3	Social behaviour <ul style="list-style-type: none"> ➤ Social behaviour in primates-Hanuman langur ➤ Elements of Socio-biology: Selfishness, cooperation, altruism, kinship and inclusive fitness 	4L	08hrs
Unit: 2 Parasitology		15L	27hrs
	Objective: <ul style="list-style-type: none"> ➤ To acquaint learners with the concepts of parasitism, their relationship with environment. ➤ To make learners aware about the modes of transmission of parasites. 		
	Desired Outcome: <ul style="list-style-type: none"> ➤ Learners would understand the general epidemiological aspects of parasites that affect humans and apply simple preventive measures for the same. ➤ Learners would comprehend the life cycle of specific parasites, the symptoms of the disease and its treatment. 		
2.1	Introduction to Parasitology and types of parasites <ul style="list-style-type: none"> ➤ Definitions: parasitism, host, parasite, vector-biological and mechanical ➤ Types of parasites- Ectoparasites, Endoparasite and their subtypes ➤ Parasitic adaptations in Ectoparasites and Endoparasites ➤ Types of hosts: intermediate and definitive, reservoir 	3L	06hrs
2.2	Host-parasite relationship-Host specificity <ul style="list-style-type: none"> ➤ Definition, structural specificity, physiological specificity and ecological specificity. 	2L	06hrs
2.3	Life cycle, pathogenicity, control measures and treatment <ul style="list-style-type: none"> ➤ <i>Entamoeba histolytica</i>, <i>Fasciola hepatica</i>, <i>Taenia solium</i>, <i>Wuchereria bancrofti</i> 	4L	06hrs
2.4	Morphology, life cycle, pathogenicity, control measures and treatment <ul style="list-style-type: none"> ➤ Head louse (<i>Pediculus humanus capitis</i>), Mite (<i>Sarcoptes scabiei</i>), Bed bug (<i>Cimex lectularis</i>) 	2L	06hrs
2.5	Parasitological significance <ul style="list-style-type: none"> ➤ Zoonosis- Bird flu, Anthrax, Rabies and Toxoplasmosis 	4L	03hrs
Unit 3 Economic Zoology		15L	24hrs
	Objective: <ul style="list-style-type: none"> ➤ To disseminate information on economic aspects of zoology like apiculture, vermiculture, dairy science. ➤ To encourage young learners for selfemployment. 		
	Desired Outcome:		



	<ul style="list-style-type: none"> ➤ Learners would gain knowledge on animals useful to mankind and the means to make the most of it. ➤ Learners would learn the modern techniques in animal husbandry. ➤ Learners would be pursuing entrepreneurship as careers 		
3.1	APICULTURE	6L	08hrs
3.1.1	Methods of bee keeping and management <ul style="list-style-type: none"> ➤ An introduction to different species of honey bees used in apiculture. ➤ Selection of flora and bees for apiculture. ➤ Advantages and disadvantages of traditional and modern methods of apiculture. ➤ Pests and Bee enemies- Wax moth, wasp, black ants, bee-eaters, king crow and disease control 		
3.1.2	Economic importance <ul style="list-style-type: none"> ➤ Honey- Production, Chemical composition and economic importance ➤ Bees wax- Economic importance. ➤ Role of honey bees in pollination. 		
3.2	VERMICULTURE	4L	08hrs
3.2.1	Rearing methods, management and economic importance <ul style="list-style-type: none"> ➤ An introduction to different species of earthworms used in vermiculture. ➤ Methods of vermiculture. ➤ Maintenance and harvesting ➤ Economic importance: advantages of vermiculture, demands for worms; market for vermin-compost and entrepreneurship. 		
3.3	DAIRY SCIENCE	5L	08hrs
3.3.1	Dairy development in India <ul style="list-style-type: none"> ➤ Role of dairy development in rural economy, employment opportunities 	1L	
3.3.2	Dairy Processing <ul style="list-style-type: none"> ➤ Filtration, cooling, chilling, clarification, pasteurization, freezing 		
3.3.3	Milk and milk products <ul style="list-style-type: none"> ➤ Composition of milk ➤ Types of milk: <ul style="list-style-type: none"> A. Buffalo milk and B. Cow milk (a1 and a2) ➤ Whole milk and toned milk ➤ Milk products 		



Unit 1 Aquarium maintenance			
1.1	Introduction and scope	2L	04hrs
1.2	Exotic and Endemic species	2L	06hrs
1.3	Biology of Aquarium Fishes-	2L	08hrs
1.3.1	<ul style="list-style-type: none"> ➤ Guppy ➤ Molly ➤ Gold fish 		
1.3.2	Common characters and sexual dimorphism Marine fishes - <ul style="list-style-type: none"> ➤ Anemone fish ➤ Butterfly fish 	2L	6L
1.3.3	Common characters and sexual dimorphism Marine fishes – <ul style="list-style-type: none"> ➤ Anemone fish ➤ Butterfly fish 	2L	4L
1.4	Food and feeding- <ul style="list-style-type: none"> ➤ Live fish feed ➤ Formulated fish feed 	2L	4L
1.5	Fish transportation – i)Transport ii) handling iii) packing	3L	5L
1.6	General Aquarium maintenance- budget for setting up an aquarium Fish Farm.	2L	4L
Unit: 2 Agricultural pests and their control		15L	27hrs
	Objective: <ul style="list-style-type: none"> ➤ To study different types of pests. ➤ To comprehend various aspects of agricultural pests and their economic implications. ➤ To learn about the differing pest control practices and plant protection appliances. 		
	Desired Outcome: <ul style="list-style-type: none"> ➤ Learner will gain information on the different types of pests and comprehend various aspects of agricultural pests and its economic implications. ➤ Learner shall derive knowledge of pest control practices and appliances used for plant protection against pests. 		
2.1	Introduction and concept of Pest	2L	06hrs
2.1.1	Types of pests <ul style="list-style-type: none"> ➤ Agricultural ➤ Household ➤ Stored grains ➤ Structural ➤ Veterinary 	3L	06hrs



	➤ Forestry		
2.2	Major insect pests of agricultural importance (Life cycle, nature of damage and control measures). a) Jowar stem borer b) Brinjal fruit borer c) Aphids d) Mango stem borer e) Pulse beetle f) Rice weevil.	3L	06hrs
2.3	Non insect pests: Rats and Bandicoots, Crabs, Snails, Slugs, Birds and Squirrels.	2L	06hrs
2.4	Pest control practices: i) Cultural control ii) Physical control iii) Mechanical control iv) Chemical control v) Biological control, vi) concept of IPM.	3L	03hrs
2.5	Plant protection appliances: Rotary duster, knapsack sprayer and cynogas pump, hazards of pesticides and antidotes.	2L	03hrs
Unit 3 Amazing animals		15L	24hrs
	Objective: ➤ To comprehend the concept of life timeline, and the natural history of some amazing animals. ➤ To kindle interest and yearning to study amazing animals.		
	Desired Outcome: ➤ <i>Learner shall understand the concept of life time-line.</i> ➤ <i>Learner will gain knowledge of and develop various skills while studying amazing animals.</i>		
3.1	Natural History a) Introduction and life timeline b) Butterflies the flying jewels- Blue Mormon, Striped tiger c) Herpetofauna of India- Flying frog, Fan Throated lizard and Gharial d) Feathered Bipeds: Kingfisher, Drongo e) Mammals of India: Malabar giant squirrel	4L	08hrs



3.2	The world's most amazing animals a) Octopus b) Spider c) Mudskipper d) Flying fish e) Pebble toad f) Strawberry poison frog g) Komodo dragon h) Lesser flamingo i) Great white pelican j) Spatule -tailed hummingbird k) Cheetah	5L	10hrs
3.3	Five most incredible animals discovered within the last decade a) The purple (Joker) Crab, b) The African dwarf sawshark (Stabbing Shark), c) The Psychedelic (Crime Fighting) Gecko, d) The Matilda Viper e) The Michael Jackson Monkey	3L	5hrs
3.4	Marvels of Animals a) Mantis shrimp: Fastest punch b) Homing in Pacific Salmon c) Sperm whale: Mechanism of deep sea diving.	3L	08hrs
Practical USZOE2P3 (Course VIIB)			
1	Aquarium maintenance –equipments required to set up –Types of filter, type of gravel, air pump, type of bulb, net, varieties of aquarium plants, varieties of fishes.		
2	Types of pests –Agricultural-Aphids,Household-cockroaches,ants,structural-termites, stored grains-grain borer, Veterinary- fleas, Forestry- caterpillar.		
3	Non insect pests- a) Invertebrates -nematodes, mites, snails, slugs. b) Vertebrates- rats, birds		
4	Types of pest control –a) Physical b) Biological c) Electronic d) Insecticides, Rodenticides and Special Treatments		
5	Amazing animals- a) Spider b) Pebble toad c) Komodo dragon d) Flamingo		
6	Most incredible animals in last decades – a) Joker crab b) Michel Jackson monkey c)Matilda viper		
7	Most endangered animals of India – a) One horned rhino b) Asiatic Lion c) Bengal tiger d) Snow leopard		
8	A project of aquarium setting in lab.		
9	A field visit to study the natural flora and fauna.		

Note -The practicals may be conducted by using specimens authorised by the wildlife and such other regulating authorities though it is strongly recommended that the same should be taught by using photographs/audio-visual aids/ simulations / models, etc. as recommended by the UGC and as envisaged in the regulations of the relevant monitoring bodies. No new specimens, however, shall be procured for the purpose of conducting practicals mentioned here-in-above.

#There shall be at least one excursion/field trip.

S.Y.B.Sc. SYLLABUS DRAFT



SEMESTER IV

Sr. No	USZO401 COURSE-8	No. of lect allotted	Learning pleasure
	Origin and Evolution of Life, Population and Evolutionary Genetics, Scientific Attitude, Methodology, Scientific Writing and Ethics in Scientific Research.		
	Unit 1: Origin and Evolution of Life	15L	30hrs
	Objectives: ➤ To impart scientific knowledge about how life originated and evolved on our planet.		
	Desired outcomes: ➤ Learner will gain insight about origin of life. ➤ Learner will ponder and critically view the different theories of evolution.		
1.1	Introduction • Origin of Universe • Chemical evolution - Miller-Urey experiment, Haldane and Oparin theory • Origin of Life • Origin of Eukaryotic cell	05L	10hrs
1.2	Evidences in favour of Organic evolution • Evidences from: Geographical distribution, Palaeontology, Anatomy, Embryology, Physiology and Genetics	04L	08hrs
1.3	Theories of organic evolution • Theory of Lamarck • Theory of Darwin and Neo Darwinism • Mutation Theory • Modern Synthetic theory • Weismann's Germplasm theory • Neutral theory of Molecular evolution	06L	12hrs
	Unit: 2: Population Genetics and Evolution	15L	28hrs
	Objectives: • To develop knowledge and understanding of genetic variability within a population and how the change in the gene pool leads to evolution of species		
	Desired outcomes: • Learner would understand the forces that cause evolutionary changes in natural populations • Learner would comprehend the mechanisms of speciation • Learner will be able to distinguish between microevolution, macroevolution and megaevolution		
2.1	Introduction to Population genetics • Definition • Brief explanation of the following terms: Population, Gene pool, Allele frequency, Genotype frequency, Phenotype frequency, Microevolution	01L	03hrs



	UNIT 2: Aspects of Human Reproduction	15L	30 hrs
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ <i>To acquaint the learners with different aspects of human reproduction.</i> ➤ <i>To make them aware of the causes of infertility, techniques to overcome infertility and the concept of birthcontrol</i> 		
	<p>Desired Outcome:</p> <ul style="list-style-type: none"> ➤ <i>Learners will able to understand human reproductive physiology</i> ➤ <i>Learners will become familiar with advances in ART and related ethical issues.</i> 		
2.1	<p>Human Reproductive system and Hormonal regulation</p> <ul style="list-style-type: none"> ➤ Anatomy of human male and female reproductive system ➤ Hormonal regulation of Reproduction and Impact of age on reproduction-Menopause and Andropause 	2L	4hrs
2.2	<p>Contraception & birth control</p> <ul style="list-style-type: none"> ➤ Difference between contraception and birth control ➤ Natural Methods: Abstinence, Rhythm method, Temperature method, cervical mucus or Billings method, Coitus interruptus, Lactation amenorrhea ➤ Artificial methods: Barrier methods, Hormonal methods, Intrauterine contraceptives, Sterilization, Termination, Abortion 	2L	4hrs
2.3	<p>Infertility</p> <p>Female infertility</p> <ul style="list-style-type: none"> ➤ Causes - Failure to ovulate; production of infertile eggs; damage to oviducts (oviduct scarring and PID or Pelvic inflammatory disease, TB of oviduct), Uterus (T. B. of uterus and cervix) ➤ Infertility associated disorders (Endometriosis, Polycystic Ovarian syndrome (PCOS), POF (Primary ovarian failure) STDs (Gonorrhoea, Chlamydia, Syphilis and Genital Herpes); Antibodies to sperm; Genetic causes-Recurrent abortions; Role of endocrine disruptors 	4L	8hrs
	<p>Male infertility</p> <p>Causes: Testicular failure, infections of epididymis, seminal vesicles or prostate, hypogonadism, cryptorchidism, congenital abnormalities, Varicocele, Blockage, Azoospermia, Oligospermia, abnormal sperms, autoimmunity, ejaculatory disorders and Idiopathic infertility.</p>		



2.5	Treatment of Infertility <ul style="list-style-type: none"> ➤ Removal /reduction of causative environmental factors ➤ Surgical treatment ➤ Hormonal treatment- Fertility drugs ➤ Assisted Reproductive Technology ➤ In vitro fertilization, Embryo transfer (ET), Intra-fallopian transfer (IFT), Intrauterine transfer (IUT), Gamete intra-fallopian transfer (GIFT), intra-zygote transfer (ZIFT), Intracytoplasmic sperm injection (ICSI) with ejaculated sperm and sperm retrieved from testicular biopsies – Testicular sperm extraction (TESE), Pronuclear stage transfer (PROST). ➤ Sperm banks, cryopreservation of gametes and embryos ➤ Surrogacy 	7L	8hrs
	UNIT3: Pollution and its effect on organisms	15L	27hrs
3.7	Objective: <ul style="list-style-type: none"> ➤ <i>To provide a panoramic view of impact of human activities leading to pollution and its implications.</i> 		
	Desired Outcome: <ul style="list-style-type: none"> ➤ <i>The learners will be sensitized about the adverse effects of pollution and measures to control it.</i> 		
3.1	Air Pollution <ul style="list-style-type: none"> ➤ Types and sources of air pollutants ➤ Effects and control measures 	3L	6hrs
3.2	Water Pollution <ul style="list-style-type: none"> ➤ Types and sources of water pollutants ➤ Effects and control measures 	3L	6hrs
3.3	Soil Pollution <ul style="list-style-type: none"> ➤ Types and sources of soil pollutants ➤ Effects and control measures 	3L	4hrs
3.4	Noise pollution <ul style="list-style-type: none"> ➤ Different sources of sound pollution ➤ Effects and control measures 	1L	3hrs
3.5	Pollution by radioactive substances	1L	2hrs
3.6	Pollution by solid wastes <ul style="list-style-type: none"> ➤ Types and sources, ➤ Effects and control 	2L	4hrs
3.7	Pollution – Climate Change and Global Warming	2L	2hrs



USZOE2403 COURSE-10B

Dairy Industry,sericulture,Aquaculture

UNIT 1: Dairy Industry

15L

25hrs

Objective:

- *To comprehend the functioning of various aspects of dairy industry.*
- *To study different indigenous and exotic cattle breeds and buffalo breeds in India.*
- *To develop an understanding of the different systems of breeding and various aspects dealing with housing of dairy animals.*

Desired Outcomes:

- *Learner shall gain knowledge on the functioning of various aspects of dairy industry,indigenous, exotic cattle and buffalo breeds in India.*
- *Learner shall study different systems of breeding and gain information regarding various aspects pertaining to housing of dairy animals.*

1.1

Definition
Indian Cattle breeds

- Malvi
- Hariyana
- Deoni
- Red sindhi
- Khillari

2L

8hrs

1.2

Exotic breeds

- Jersey
- Holstein

2L

4hr

1.3

Indian buffalo breeds

- Nagpuri
- Bhadawari
- Murrah
- Jafrabadi

2L

4hrs

1.4

Systems of inbreeding and crossbreeding

1L

4hrs

1.6

Cleaning and sanitation

2L

6hrs

1.7

Weaning of calf,castration and dehorning

2L

4hrs

1.8

Diseases and control

2L

4hrs

UNIT 2: Sericulture

15L

30 hrs

Objectives:

- *To comprehend the functioning of sericulture industry and its scope in India.*
- *To study the varieties of silk-worms and host plants.*
- *To critically study the life history and rearing of Bombyxmori, harvesting, processing of cocoon, production*



	<i>of silk and diseases afflicting silk-worms.</i>		
	Desired Outcome: <ul style="list-style-type: none"> ➤ Learner shall understand the basics of the functioning of sericulture industry and its scope in India. ➤ Learner shall gain knowledge on the varieties of silk-worms, host-plants and aspects on silk extraction and the diseases afflicting silk-worms. 		
2.1	Introduction and its scope	2L	4hrs
2.2	Verities of silk worm, host plants	2L	4hrs
2.3	Life history and rearing of <i>Bombyxmori</i>	2L	8hrs
2.4	Harvesting and processing of cocoon	2L	4hrs
2.5	Reeling and extraction of silk	3L	4hrs
2.6	Diseases and control measures	3L	4hrs
	UNIT3: Aquaculture	15L	27hrs
	Objective: <ul style="list-style-type: none"> ➤ <i>To comprehend various kinds of aquaculture practices and its scope as fishery resource in India.</i> ➤ <i>To study various techniques employed in aquaculture practices</i> 		
	Desired Outcome: <ul style="list-style-type: none"> ➤ <i>Learner shall understand the aquaculture practices and the scope of fishery in India.</i> ➤ <i>Learner will gain knowledge of various techniques employed in aquaculture practices.</i> 		
3.1	Pisciculture <ul style="list-style-type: none"> a) Definition and scope of fishery resources in India b) Finfish culture <ul style="list-style-type: none"> ➤ Monoculture ➤ Polyculture c) Role of exotic fishes in polyculture d) Cage culture e) Induced breeding f) Fish seed transport, fish diseases, their symptoms and control 	5L	6hrs
3.2	Prawn/shrimp culture <ul style="list-style-type: none"> a) Giant fresh water prawn (<i>Macrobrachiumrosenbergii</i>) b) white shrimp(<i>Penaeusvannamei</i>) c) Sources, seed, culture methods 	5L	6hrs
3.3	Pearl culture <ul style="list-style-type: none"> a) Pearl producing species and their distribution b) Pearl culture methods 	5L	4hrs



2.2: Clinical significance of Diagnostic Techniques

2.2.1: Microscopic examination of blood:

- Blood cancer (lymphoma, myeloma),
- Infectious diseases (malaria, leishmaniasis),
- Haemoglobinopathies (sickle cell anaemia, thalassemia)

2.2.2: Coagulopathies: Haemophilia and purpura

2.2.3: Biochemical examination of blood:

- Liver function tests: AST, ALT, LDH, Alkaline phosphatase , Total and direct bilirubin
- Kidney function test: Serum creatinine, Blood Urea Nitrogen (BUN)
- Carbohydrate metabolism tests: Blood sugar, Glucose tolerance test, Glycosylated haemoglobin test
- Other biochemical tests: Blood hormones - TSH, FSH, LH.

Unit III: Basic Immunology

(15L)

Objective:

- *To introduce the topic of immunology by emphasizing the basic concepts to build a strong foundation and to give an overview of the immune system that plays an important role in disease resistance.*

Desired outcome:

- *The learner shall comprehend the types of immunity and the components of immune system.*
- *The learner will realize the significant role of immune system in giving resistance against diseases.*

3.1: Overview of Immunology

3.1.1: Concept of immunity

3.1.2: Innate immunity - Definition, factors affecting innate immunity, Mechanisms of innate immunity - First line of defence - physical and chemical barriers; Second line of defence - phagocytosis, inflammatory responses and fever

3.1.3: Adaptive or Acquired immunity, Antibody mediated and cell mediated immunity; Active Acquired immunity - Natural and Artificial; Passive Acquired immunity - Natural and Artificial

3.2: Cells and Organs of immune system

3.2.1: Cells of immune system - B cells, T cells and null cells, macrophages, dendritic cells and mast cells

3.2.2: Organs of immune system

- Primary: Thymus and bone marrow
- Secondary: Lymph nodes and spleen

3.3: Antigen: Definition and properties; haptens



3.4: Antibodies: Definition, basic structure, classes of antibodies - IgG, IgA, IgM, IgD and IgE

3.5: Antigen processing and presentation

3.5.1: Endogenous antigens - cytosolic pathways

3.5.2: Exogenous antigens - endocytic pathways

Unit IV: Applied Immunology

(15L)

Objectives:

- *To introduce immunopathology to the learner*
- *To introduce the concept of vaccines and vaccination.*
- *To familiarise the learner to immunological perspectives of organ transplantation.*

Desired outcome:

- *The learner shall understand immunopathology and the principles and applications of vaccines.*
- *The learner will develop basic understanding of immunology of organ transplantation.*

4.1: Antigen-Antibody interaction

4.1.1: General features of antigen-antibody interaction

4.1.2: Precipitation reaction - Definition, characteristics and mechanism.

- Precipitation in gels (slide test)
- Radial immunodiffusion (Mancini method)
- Double immunodiffusion (Ouchterlony method)

4.1.3: Immunoelectrophoresis - Counter-current and Laurel's Rocket electrophoresis

4.1.4: Agglutination reaction definition, characteristics and mechanism.

- Haemagglutination (slide and micro-tray agglutination)
- Passive agglutination
- Coomb's test

4.1.5: Immunoassay - ELISA

4.2: Vaccines and Vaccination

4.2.1: Principles of vaccines - active and passive immunization, Routes of vaccine administration

4.2.2: Classification of vaccines:

- Live attenuated
- Whole-Killed or inactivated
- Sub-unit vaccines: Toxoids, Protein vaccines, Viral-like particles, DNA vaccines

4.2.3: Adjuvants used for human vaccines:

- Virosomes and Liposomes
- Saponins



Course Code: USZO503:
Histology, Toxicology, Pathology and Biostatistics
Course 13

Unit I: Mammalian Histology

(15L)

Objectives:

- To familiarize the learner with the cellular architecture of the various organs in the body.
- To make the learner understand the need and importance of different types of tissues in the vital organs and their functions.

Desired outcome:

- Learner would appreciate the well planned organization of tissues and cells in the organ systems.

1.1: Vertical section (V.S.) of skin: Layers and cells of epidermis; papillary and reticular layers of dermis; sweat glands, sebaceous glands and skin receptors

1.2: Digestive System

1.2.1: Vertical section (V.S.) of tooth; hard tissue - dentine and enamel; soft tissue - dentinal pulp and periodontal ligaments

1.2.2: Transverse section (T.S.) of tongue - mucosal papillae and taste buds

1.2.3: Alimentary canal - Transverse section (T.S.) of stomach, small intestine, large intestine of mammal.

1.2.4: Glands associated with digestive system - Transverse section (T.S.) of salivary glands, liver.

Unit II: Toxicology

(15 L)

Objectives:

- To introduce the learner to the principles of toxicology with particular emphasis on toxic responses to chemical exposures, nature and effect of toxicity and toxicity testing.
- It also intends to develop amongst students an introductory understanding of regulatory affairs in toxicology.

Desired outcome:

- The course will prepare learner to develop broad understanding of the different areas of toxicology.
- It will also develop critical thinking and assist students in preparation for employment in pharmaceutical industry and related areas.

2.1: Basic toxicology

2.1.1: Introduction to toxicology - brief history, different areas of toxicology, principles and scope of toxicology

2.1.2: Toxins and Toxicants - Phytotoxins (caffeine, nicotine), Mycotoxins (aflatoxins),



Zootoxins (cnidarian toxin, bee venom, scorpion venom, snake venom)

2.1.3: Characteristics of Exposure - Duration of exposure, Frequency of exposure, Site of exposure and Routes of exposure

2.1.4: Types of Toxicity - Acute toxicity, Sub-acute toxicity, Sub-chronic toxicity and Chronic toxicity

2.1.5: Concept of LD₅₀, LC₅₀, ED₅₀

2.1.6: Dose Response relationship - Individual / Graded dose response, Quantal dose response, shape of dose response curves, Therapeutic index, Margin of safety

2.1.7: Dose translation from animals to human - Concept of extrapolation of dose, NOAEL (No Observed Adverse Effect Level), Safety factor, ADI (Acceptable Daily Intake)

2.1.8: Target organ toxicity:

Hepatotoxicity: susceptibility of the liver, types of liver injury, examples of hepatotoxicants;

Neurotoxicity: vulnerability of nervous system, examples of neurotoxicants;

Nephrotoxicity: susceptibility of kidney, examples of nephrotoxicants

2.2: Regulatory toxicology

2.2.1: OECD guidelines for testing of chemicals (an overview)

2.2.2: CPCSEA guidelines for animal testing centre, ethical issues in animal studies

2.2.3: Animal models used in regulatory toxicology studies

2.2.4: Alternative methods in toxicology (*in vitro* tests)

Unit III: General Pathology

(15L)

Objectives:

- To introduce the learner to basics of general pathology.
- To impart knowledge of retrogressive, necrotic, pathological conditions in the body.
- To explain repair mechanism of the body.

Desired outcome:

- Learner will be familiar with various medical terminology pertaining to pathological condition of the body caused due to diseases.

3.1: General Pathology: Introduction and scope

3.2: Cell injury: Mechanisms of cell injury: ischemic, hypoxic, free radical mediated and chemical

3.3: Retrogressive changes: Definition, cloudy swelling, degeneration: fatty, mucoid and amyloid (causes and effects)



3.4: Disorders of pigmentation: Endogenous: Brief ideas about normal process of pigmentation, melanosis, jaundice (causes and effects)

3.5: Necrosis: Definition and causes; nuclear and cytoplasmic changes; types: coagulative, liquefactive, caseous, fat and fibroid

3.6: Gangrene: Definition and types - dry, moist and gas gangrene

Unit IV: Biostatistics

(15L)

Objective:

- *To make learner familiar with biostatistics as an important tool of analysis and its applications.*

Desired outcome:

- *The learner will be able to collect, organize and analyse data using parametric and non-parametric tests.*
- *They will also be able to set up a hypothesis and verify the same using limits of significance.*

4.1: Probability Distributions: Normal, Binomial, Poisson distribution, Z-transformation, p-value, Probability - Addition and multiplication rules and their applications

4.2: Measures of Variation: Variance, standard deviation, standard error

4.3: Testing of Hypothesis: Basic concepts, types of hypothesis: Null hypothesis and Alternate hypothesis, Levels of significance and testing of hypothesis

4.4: Parametric and non-parametric test: Parametric tests: two-tailed Z-test and t-test
Non-parametric test: Chi-square test and its applications

4.5: Correlation: Correlation coefficient and its significance



**Course Code: USZO602:
Physiology and Tissue Culture
Course 16**

Unit I: Enzymology

(15L)

Objective:

- *To introduce to the learner the fundamental concepts of enzyme biochemistry and to enable the learner realize applications of enzymes in basic and applied sciences.*

Desired outcome:

- *The learner shall understand fundamentals of enzyme structure, action and kinetics.*
- *The learner shall appreciate the enzyme assay procedures and the therapeutic applications of enzymes.*

1.1: Introduction and Nomenclature: Definition; concept of activation energy; nomenclature and classification (based on IUB - Enzyme Commission) of enzymes; chemical nature of enzyme, co-factors and co-enzymes

1.2: Enzyme Action and Kinetics: Mechanism; Factors affecting enzyme activity - substrate, pH and temperature. Derivation of Michaelis-Menten equation and Lineweaver-Burk plot; Concept and significance of K_m , V_{max} and K_{cat}

1.3: Enzyme Inhibition: Competitive and non-competitive inhibitors and their kinetics; therapeutic applications of enzyme inhibitors

1.4: Regulation of Enzyme Activity: Allosteric regulation and regulation by covalent modification of enzymes; Isozymes (LDH)

1.5: Industrial applications of enzymes: Food and detergents

Unit II: Homeostasis

(15L)

Objective:

- *To introduce to the learner the concept of homeostasis-thermoregulation and osmoregulation*

Desired outcome:

- *The learner shall comprehend the adaptive responses of animals to environmental changes for their survival.*

2.1: Homeostasis

2.1.1: External and internal environment; Acclimation and acclimatization

2.1.2: Body clock - Circadian & Diurnal rhythm

2.2: Thermoregulation

2.2.1: Endothermy and ectothermy



2.2.2: Temperature balance: Heat production - shivering and non-shivering thermogenesis; brown fat, mechanisms of heat loss

2.2.3: Adaptive response to temperature - daily torpor, hibernation, aestivation

2.3: Osmotic and Ionic Regulation

2.3.1: Living in hypo-osmotic, hyper-osmotic and terrestrial environment - Water absorption, salt water ingestion and salt excretion, salt glands, metabolic water

2.3.2: Role of kidney in ionic regulation

Unit III: Endocrinology

(15L)

Objective:

- *To introduce to the learner the details of endocrine glands and its disorders.*

Desired outcome:

- *The learner shall understand the types and secretions of endocrine glands and their functions.*

3.1: General organization of mammalian endocrine system

3.2: Hormones: Classification, properties, mechanism of hormone action

3.3: Histology, functions and disorders of the following endocrine glands:

- Pituitary
- Thyroid
- Parathyroid
- Pancreas
- Adrenal

Unit IV: Animal Tissue Culture

(15L)

Objective:

- *To introduce to the learner the fundamental concepts of tissue culture and guide them progressively to certain areas of animal tissue culture.*

Desired outcome:

- *The learner shall understand the significance of tissue culture as a tool in specialized areas of research.*
- *The learner will appreciate its applications in various industries.*

4.1: Aseptic techniques

4.1.1: Sterilization - basic principles of sterilization, importance of sterility in cell culture

4.1.2: Sterile handling - swabbing, capping, flaming, handling bottles and flasks, pipetting, pouring



4.2: Culture media

4.2.1: Types of media - Natural and Artificial media

4.2.2: Balanced Salt Solutions

4.2.3: Complete Media - amino acids, vitamins, salts, glucose, oxygen supplements, hormones and growth factors, antibiotics

4.2.4: Factors influencing cell culture - surface tension and foaming, viscosity, temperature, osmolality, pH, CO₂, bicarbonate and O₂

4.3: Advantages of tissue culture - control of the environment, *in vitro* modelling of *in vivo* conditions

4.4: Limitations of tissue culture

4.5: Culture techniques

4.5.1: Preparation of cells / organs for culture

4.5.2: Cover slip, Flask and Tube culture

4.5.3: Primary and established cell lines

4.5.4: Hybridoma technology



**Course Code: USZO603:
Genetics and Bioinformatics
Course 17**

Unit I: Molecular Biology

(15 L)

Objectives:

- To introduce learner to chemical and molecular processes that affect genetic material.
- To make learner understand the concept of DNA damage and repair, and how gene control is necessary for cell survival.

Desired outcome:

- Learner shall get an insight into the intricacies of chemical and molecular processes that affect genetic material.
- The course shall prepare learner to recognize the significance of molecular biology as a basis for the study of other areas of biology and biochemistry.
- Learner shall also understand related areas in relatively new fields of genetic engineering and biotechnology.

1.1: Types of mutation

1.1.1: Point mutations - substitution, deletion and insertion mutations

Substitution mutations - silent, missense and nonsense mutations, transition and transversion

Deletion and Insertion mutations - frameshift mutations

1.1.2: Trinucleotide repeat expansions - fragile X syndrome, Huntington disease

1.1.3: Spontaneous mutation - tautomeric shifts, spontaneous lesions

1.2: Induced mutations

1.2.1: Physical agents:

- Ionizing radiation (X-rays, α , β and γ rays)
- Non-ionizing radiation (UV light)

1.2.2: Chemical agents:

- Base analogs (5-bromouracil)
- Intercalating agents (ethidium bromide)
- Deaminating agents (nitrous acid)
- Hydroxylating agents (hydroxylamine)
- Alkylating agents (mustard gas)
- Aflatoxin (aflatoxin B₁)

1.3: Preventative and repair mechanisms for DNA damage

1.3.1: Mechanisms that prevent DNA damage - superoxide dismutase and catalase

1.3.2: Mechanisms that repair damaged DNA - direct DNA repair (alkyl transferases, photoreactivation, excision repair)

1.3.3: Postreplication repair - recombination repair, mismatch repair, SOS repair



1.4: Eukaryotic gene expression

1.4.1: Regulatory protein domains - zinc fingers, helix-turn-helix domain and leucine zipper

1.4.2: DNA methylation

Unit II: Genetic Engineering

(15 L)

Objective:

- To introduce learner to a set of techniques to modify an organism's genome to produce improved or novel genes and organisms.

Desired outcome:

- The learner shall get acquainted with the vast array of techniques used to manipulate genes which can be applied in numerous fields like medicine, research, etc. for human benefit.

2.1: Tools in Genetic Engineering

2.1.1: Enzymes involved in Genetic Engineering: Introduction, nomenclature and types of restriction enzymes with examples, Ligases - *E. coli* DNA ligase, T4 DNA ligase, polynucleotide kinase, phosphatases, DNA polymerases, reverse transcriptase, terminal transferase

2.1.2: Vectors for gene cloning: General properties, advantages and disadvantages of cloning vectors - plasmid vectors (pBR322), phage vectors (λ Phage), cosmid vectors (c2XB)

2.1.3: Cloning techniques: Cloning after restriction digestion - blunt and cohesive end ligation, creation of restriction sites using linkers and adapters, cloning after homopolymer tailing, cDNA synthesis (Reverse transcription), genomic and cDNA libraries

2.2: Techniques in Genetic Engineering

2.2.1: PCR techniques: Principle of polymerase chain reaction (PCR), Applications of PCR

2.2.2: Sequencing techniques: DNA sequencing: Maxam-Gilbert method, Sanger's method
Protein sequencing: Sanger's method, Edman's method Applications of sequencing techniques

2.2.3: Detection techniques: Blotting techniques - Southern blotting, Northern blotting and Western blotting Applications of blotting techniques

Unit III: Human Genetics

(15L)

Objective:

- To introduce learner with genetic alterations in human genome and their diagnosis.

Desired outcome:

- The learner shall become aware of the impact of changes occurring at gene level on human health and its diagnosis.



3.1: Non-disjunction during mitosis and meiosis

3.1.1: Chromosomal Aberrations: Structural: Deletion: types, effects and disorders;
Translocation: types: Robertsonian and non-Robertsonian disorders;
Inversion: types, effects and significance;
Duplication and their evolutionary significance (multigene families)
Numerical: Aneuploidy and Polyploidy (Autopolyploidy and Allopolyploidy)

3.2: Genetic Disorders

3.2.1: Inborn Errors of Metabolism: Phenylketonuria, G-6-PD deficiency, Alkaptonuria, Albinism

3.2.2: Single gene mutation: Cystic fibrosis

3.2.3: Multifactorial: Breast Cancer

3.2.4: Uniparental Disomy: Angelman Syndrome and Prader-Willi Syndrome

3.3: Diagnosis

3.3.1: Prenatal Diagnosis: Amniocentesis and Chorionic villus sampling, Banding techniques (G, C, Q), FISH, Protein truncation test (PTT)

3.3.2: Genetic counselling

Unit IV: Bioinformatics

(15L)

Objective:

- To introduce learner to bioinformatics - a computational approach to learning the structure and organization of genomes, phylogeny and metabolism.

Desired outcome:

- Learner shall become aware of the computational point of view of studying the genomes.

4.1: Introduction

4.1.1: Introduction to Bioinformatics and Bioinformatics web resource (NCBI, EBI, OMIM, PubMed)

4.1.2: Applications of Bioinformatics

4.2: Databases - Tools and their uses

4.2.1: Biological databases;

Primary sequence databases: Nucleic acid sequence databases (GenBank, EMBLEBI, DDBJ) Protein sequence databases (UniProtKB, PIR)

Secondary sequence databases

Derived databases - PROSITE, BLOCKS

Structure databases and bibliographic databases

4.3: Sequence alignment methods

4.3.1: BLAST, FASTA

4.3.2: Types of sequence alignment (Pairwise & Multiple sequence alignment)



4.3.3: Significance of sequence alignment

4.4: Predictive applications using DNA and protein sequences

4.4.1: Evolutionary studies: Concept of phylogenetic tree, convergent and parallel evolution

4.4.2: Pharmacogenomics: Discovering a drug: Target identification

4.4.3: Protein Chips and Functional Proteomics: Different types of protein chip (detecting and quantifying), applications of Proteomics

4.4.4: Metabolomics: Concept and applications



Course Code: USZO604:
Environmental Biology and Zoopharmacognosy
Course 18

Unit I: Environment management

(15L)

Objective:

- *Learner should understand different factors affecting the environment and various methods to improve environmental stewardship.*

Desired outcome:

- *Learner will understand the different factors affecting environment, its impact and environment management laws.*

1.1: Natural resources and their Classification

1.1.1: Forest resources, water resources (surface and ground) and mineral resources

1.1.2: Energy resources: renewable (solar, tidal, wind, biofuel) and non-renewable resources (coal, petroleum oil, natural gas)

1.2: Exploitation and Modification of Natural Resources: Impact on climate, flora and fauna

1.3: Waste Management

1.3.1: Technologies in solid waste management:

- a) Traditional methods for solid waste management: Composting, Incineration, Landfill Recycling, Windrow composting
- b) Modern methods for solid waste management: Anaerobic digestion, ethanol production, biodrying, pyrolysis, Upflow anaerobic sludge blanket (UASB) technology, waste autoclave

1.3.2: e-waste and hazardous waste (biological, chemical, medical and nuclear) management

1.4: Water management

1.4.1: Rainwater harvesting: Definition ways of harvesting, components, model of rain water harvesting: Rural and Urban, Advantages and disadvantages

1.4.2: Watershed management: Definition, need and objectives, classification (mini, micro, mili, sub-watershed, macro-watershed), Watershed management practices: Contour, gully control, stone bunds. Growing greenery and integrated watershed approach (IWA).

1.4.3: Case study: Ice-stupa artificial glaciers by Sonam Wangchuk

1.4.4: Effluent treatment, recycling plants, control and treatment of sewage water.

1.5: Acts and Rules of Environment Management

1.5.1: Environment Protection Act - 1986, Air (Prevention and Control of Pollution) Act - 1981, Water (Prevention and Control of Pollution) Act - 1974



1.5.2: Hazardous Wastes (Management and Handling) Rules - 1989

1.5.3: EIA (Environmental Impact Assessment)

1.5.4: Role of Central and State Government (Pollution Control Board) and NGOs

Unit II: Wildlife Management

(15L)

Objectives:

- To sensitize learner regarding the various threats to the wildlife
- To introduce learner various ways that can help in the protection, conservation, management, and enhancement of wildlife populations and habitat.

Desired outcome:

- Learner will be able to understand various methods for wildlife conservation.
- Learner will be able to apply knowledge to overcome the issues related to wildlife conservation and management.

2.1: Habit, Habitat, Territory and Niche of Wild Animals: Herbivores, carnivores, solitary, social (flock, pod, community), pack and herd, types of habitats and territories, niche concept

2.2: Threats to Wildlife

2.2.1: Poaching and hunting, deforestation, encroachment, competition (intra-specific and inter-specific), overgrazing and climate change, diseases (zoonosis and reverse zoonosis)

2.2.2: Tourism and human animal conflict

2.3: Wildlife Conservation

2.3.1: Techniques and methods used for wildlife census: Aerial counts, camera trap, line transect census and track surveys, capture mark recapture method, wildlife radio telemetry

2.3.2: Forest management, policies and Acts:

Harvesting Trees, Thinning harvest, Clearcut Harvest, Shelterwood harvest, Seed tree harvest, Group selection harvest, Single-tree selection harvest, Prescribed burning, Reforestation

Forest policy 1894, 1952, 1988;

The Indian Forest Act, 1927; Forest (Conservation) Act, 1980

Unit III: Bioprospecting and Zoopharmacognosy

(15L)

Objectives:

- To introduce the learner to the concepts of bioprospecting and zoopharmacognosy.
- Learner will be made aware of the process of discovery and commercialization of new products based on biological resources.
- To introduce learner with various ethological aspects by which non-human animals apparently self-medicate themselves.



Desired outcome:

- *Learner will understand the paradigms of discovery and commercialization of biological resources and knowledge gained from self-medication observed in animals.*

3.1: Bioprospecting

3.1.1: Traditional and modern bioprospecting, economic value of bioprospecting

3.1.2: Bioprospecting and conservation, advantages and disadvantages

3.2: Zoopharmacognosy

3.2.1: Definition and types

3.2.2: Self-medication and its mechanism

3.2.3: Methods of self-medication through:

- a) Ingestion - ants and mammals
- b) Geophagy - invertebrates and birds
- c) Absorption and adsorption

3.2.4: Applications - Social and trans-generational aspects of insects, birds and mammals

3.2.5: Contribution to human medicines

Unit IV: Zoogeography

(15L)

Objectives:

- *To introduce learner to the geographic distribution (present and past) of animal species.*
- *To introduce learner to various ways of animal distribution.*

Desired outcome:

- *The learners will become acquainted with how and why different animal species are distributed around the globe.*

4.1: Introduction: Plate tectonics and continental drift theory

4.2: Animal Distribution and Barriers

4.2.1: Isolating Mechanisms

4.2.2: Patterns of animal distribution - continuous, discontinuous and bipolar

4.2.3: Barriers of distribution -Topographic, climatic, vegetative, large water masses, land mass, lack of salinity and special characteristic habit (homing instinct).

4.2.4: Means of dispersal - land bridges, natural rafts and drift wood, favouring gales, migration by host, accidental transportation and by human agencies

4.3: Zoogeographical Realms: Palearctic, Ethiopian, Oriental, Australian, Neotropical, Nearctic and Antarctic



1.3.1

Institution integrates crosscutting issues relevant to professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Subject	Name of the topic/ Unit in the Syllabus	Relevant Issue				Description
		Professional Ethics	Gender	Human Values	Environmental Sustainability	
Statistics	Biostatistics – Clinical Trials	Yes		Yes		The topic highlights the importance of ethical consideration and human values While conducting clinical trials.
Statistics	Actuarial Science – Annuity			Yes		The topic highlights the importance of being assured of financial security for the family in the face of uncertainty of life.




 HEAD
 Department Of Statistics
 Ismail Yusuf College Of
 Arts, Sc & Commerce
 Jogeshwari (E), Mumbai

**GOVERNMENT OF MAHARASHTRA'S
ISMAIL YUSUF COLLEGE OF ARTS, SCIENCE AND COMMERCE
JOGESHWARI (EAST), MUMBAI – 60**

Department of Philosophy

1.3.1.1 LIST AND DESCRIPTION OF COURSES WHICH ADDRESS THE PROFESSIONAL ETHICS,
GENDER, HUMAN VALUES ENVIRONMENT AND SUSTAINIBILITY INTO THE CURRICULUM

Class	PROFESSIONAL ETHICS	GENDER	HUMAN VALUES	ENVIRONMENT AND SUSTAINIBILITY
FYBA	Ethics in Indian and western Philosophy	Feminism -	Human values & subjective	Ecology man nature relationship –
SYBA	Medical Ethics in Indian and western Philosophy	Gender Ratio	Moral values of human being	Sankhy philosophy nature purusa & parkrti
TYBA	Business Ethics in Indian and western Philosophy	Living ethics issues	Behaved Gita of Human Values	Environment Ethics man and nature relationship



Dr. Gandhi Dehury

HEAD OF THE DEPARTMENT

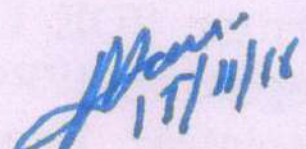
UNIVERSITY OF MUMBAI

No. UG/150 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the B. A. degree course vide this office Circular No.UG/165 of 2011 dated 20th June, 2011 and the Principals of affiliated Colleges in Arts Colleges are hereby informed that the recommendation made by Board of Studies in Philosophy at its meeting held on 24th June, 2016 has been accepted by the Academic Council at its meeting held on 24th June, 2016 vide item No. 4.90 and that in accordance therewith, the revised syllabus as per the Choice Based Credit System for the F.Y.B.A. in Moral Philosophy (Sem. I), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
16 November, 2016
To,


(Dr.M.A.Khan)
REGISTRAR

The Principals of affiliated Colleges in Arts.

A.C/4.90/24/06/2016


No. UG/150 -A of 2016-17

MUMBAI-400 032

16 November, 2016

Copy forwarded with compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Chairman, Board of Studies in Philosophy,
- 3) The Director, Board of College and University Development,
- 4) The Controller of Examinations,
- 5) The Co-Ordinator, University Computerization Centre.
- 6) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL)


(Dr.M.A.Khan)
REGISTRAR

PTO...



AC 24-06-2016

Item No. 4.90

UNIVERSITY OF MUMBAI



Syllabus for F. Y. B. A. Moral Philosophy

AS PER CHOICE BASED CREDIT SYSTEM (CBCS)

**TO BE REVISE WITH EFFECT FROM THE ACADEMIC YEAR
2016 – 2017**



F.Y.B.A.: Semester I

Paper Title: Moral Philosophy

Marks: 100

Code: UAPHI 101

No. of Lectures: 60

Unit 1: Introduction to Moral Philosophy [15 lectures]

- (a) Definition, nature and scope (branches) of philosophy
- (b) Nature of moral philosophy (facts and values; intrinsic and extrinsic values) and areas of ethics (descriptive ethics, normative ethics, meta-ethics and applied ethics)
- (c) Ethical Relativism: arguments defending this position; critical evaluation

Unit 2: Moral concepts in Indian Philosophy[15 lectures]

- (a) Philosophy of non-attachment (nishkama karma yoga)
- (b) Sthitaprajna: the moral ideal
- (c) Concepts of Rta, Rna, and purusartha

Unit 3: The Good Life: Greek Ethics [15 lectures]

- (a) Socratic Ethics: virtue is knowledge; can ethics be taught?
- (b) The Four Virtues: Plato (in the context of *Republic*)
- (c) Ethics of Character: Aristotle

Unit 4: Are we Free?: Freedom and Determinism[15 lectures]

- (a) Determinism: types of determinism: scientific determinism, religious determinism (i.e. predestination) and fatalism; critical appraisal of determinism
- (b) Indeterminism (i.e. libertarianism): arguments in support of free will; agency theory of freedom; critical appraisal of indeterminism
- (c) Compatibilism: reconciling determinism and freedom

Semester End Exam Evaluation [100 marks]

1. There shall be five compulsory questions
2. First four questions shall correspond to the four units
3. Question 5 shall be Short Notes (one from each unit and attempt any 2 of 4)
4. All questions shall contain internal choice
5. Each question shall carry a maximum of 20 marks
6. The standard of passing is 40 marks.

Reference and reading list

- I. C. Sharma. *Ethical Philosophies of India*
Jacques Thiroux, *Ethics: Theory and Practice*
James Cornman, Keith Lehrer and George Pappas. *Philosophical Problems and Arguments: An Introduction*
James Fieser and Norman Lillegard, *Philosophical Questions: Reading and Interactive Guides* (New York/Oxford: OUP, 2005)
KedarNathTiwari, *Classical Indian Ethical Thought* (MotilalBanarasidas, 1998) William Frankena. *Ethics* (Prentice Hall, 1973)
William Lawhead. *The Philosophical Journey: An Interactive Approach* (Mayfield Publishing Company, 2000)



F.Y.B.A.: Semester II
Paper Title: Moral Philosophy
Marks: 100
Code: UAPHI 201
No. of Lectures: 60

Unit 1: Morality of Self-interest [15 lectures]

- (a) Hedonistic Egoism: Epicurus
- (b) Psychological Egoism: Thomas Hobbes
- (c) Ethical Egoism: Ayn Rand

Unit 2: Modern Ethical Theories [15 lectures]

- (a) Ethics of altruism: David Hume: nature and origin of morality: sentiment (sympathy) versus reason; Virtues: artificial and natural
- (b) Deontological Ethics: Immanuel Kant: Categorical Imperative: formula of Universal law and formula of End-in-itself, critical appraisal.
- (c) Utilitarianism: John Stuart Mill: Critique of Jeremy Bentham's view; Greatest Happiness principle, higher and lower pleasures, two sanctions, critical appraisal.

Unit 3: Alternative Ethical Theories [15 lectures]

- (a) Augustinian Ethics: Happiness and Virtue, love of God and neighbour
- (b) Feminist Ethics: Ethics of Care: Carol Gilligan (against the backdrop of Lawrence Kohlberg's 'Stages of Moral Development')
- (c) Existentialist Ethics: Jean Paul Sartre

Unit 4: Theories of Punishment [15 lectures]

- (a) Retributive theory, critical appraisal
- (b) Deterrent theory and reformatory approach to punishment; critical appraisal
- (c) Capital punishment: retentionists versus abolitionists

Semester End Exam Evaluation [100 marks]

1. There shall be five compulsory questions
2. First four questions shall correspond to the four units
3. Question 5 shall be a Short Note (one from each unit and attempt any 2 of 4)
4. All questions shall contain internal choice
5. Each question shall carry a maximum of 20 marks
6. The standard of passing is 40 marks.

Reference and reading list

- Ayn Rand, *The Virtue of Selfishness* [Introduction, chpts. 1 and 3] (New York: Signet Book, 1964)
- H.B. Acton (ed.), *The Philosophy of Punishment* (Macmillan, 1969)
- James Fieser and Norman Lillegard, *Philosophical Questions: Reading and Interactive Guides* (New York and Oxford: OUP, 2005)
- James McGlynn & Jules Toner, *Modern Ethical Theories* (New York: Bruce Publishing Company, 1962)
- Jean Paul Sartre, "Existentialism is a Humanism" in Walter Kaufman (ed.), *Existentialism from Dostoyevsky to Sartre* (New American Library -Meridian Book, 1975)



Jeffery Olen and Vincent Barry, *Applying Ethics* (Wadsworth, 1998) Neil Levy,
Sartre (Oneworld Publications, 2007)
Norman Bowie & Patricia Werhane, *Management Ethics* (Blackwell Publishing, 2005)
Richard Norman, *The Moral Philosophers: An Introduction to Ethics* (Oxford: Clarendon
Press, 1983)
Ted Honderich, *Punishment: The Supposed Justifications* (Penguin Books, 1969) William
Lawhead, *The Philosophical Journey: An Interactive Approach* (Mayfield Publishing
Company, 2000)



Department of Computer Science

Institution integrates crosscutting issues relevant to professional Ethics ,Gender, Human values,Environment and Sustainability in transacting the curriculum

Values	BSc.CS	From syllabus																				
Professional Ethics	Soft Skills	<table border="1"> <thead> <tr> <th>USCS167</th> <th>Soft Skills</th> <th>2</th> <th>3</th> </tr> </thead> <tbody> <tr> <td colspan="4">About the Course To help learners develop their soft skills and develop their personality along with technical skills. Focus on various communication enhancement along with academic and professional ethics.</td> </tr> <tr> <td colspan="4">Course Objectives <ul style="list-style-type: none"> Understand the significance and essence of a wide range of soft skills Learn how to apply soft skills in a wide range of various social and professional settings Learn how to employ soft skills to improve interpersonal relationships Learn how to employ soft skills to enhance employability and ensure workplace and career success. </td> </tr> <tr> <td colspan="4">Learning Outcomes <ul style="list-style-type: none"> Learners will be able to understand the importance and types soft skills Learners will develop skills for Academic and Professional Presentations Learners will able to understand Leadership Qualities and Ethics Ability to understand the importance of stress management in their academic & professional life. </td> </tr> </tbody> </table>	USCS167	Soft Skills	2	3	About the Course To help learners develop their soft skills and develop their personality along with technical skills. Focus on various communication enhancement along with academic and professional ethics.				Course Objectives <ul style="list-style-type: none"> Understand the significance and essence of a wide range of soft skills Learn how to apply soft skills in a wide range of various social and professional settings Learn how to employ soft skills to improve interpersonal relationships Learn how to employ soft skills to enhance employability and ensure workplace and career success. 				Learning Outcomes <ul style="list-style-type: none"> Learners will be able to understand the importance and types soft skills Learners will develop skills for Academic and Professional Presentations Learners will able to understand Leadership Qualities and Ethics Ability to understand the importance of stress management in their academic & professional life. 							
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Environmental and sustainability	Green Technologies	<table border="1"> <thead> <tr> <th>Course Code</th> <th>Course Title</th> <th>Credits</th> <th>Lectures/Week</th> </tr> </thead> <tbody> <tr> <td>USCS167</td> <td>Green Technologies</td> <td>2</td> <td>3</td> </tr> <tr> <td colspan="4">About the Course The course focuses on familiarizing learners with the need and relevance of Green Computing Technology and its practice. It creates a sustainable work and production environment for the IT enabled sector. The course emphasizes the use of principles and practices of green services and sustainable standards for addressing the carbon issues and related practices.</td> </tr> <tr> <td colspan="4">Course Objectives <ul style="list-style-type: none"> Know about Green IT Fundamentals: Business, IT and the Environment Green IT Strategies and Significance of Green IT Strategies Green Enterprise Architecture and Green Information Systems Securational Aspects of Green IT and Green Compliance </td> </tr> <tr> <td colspan="4">Learning Outcomes After successful completion of this course, students would be able to <ul style="list-style-type: none"> Explain drivers and dimensions of change for Green Technology Appreciate the various green and sustainable technologies in achieving green IT Gain knowledge about green issues, green processes and green enterprise architecture ISO 14001 and related standards for Audit by Green Compliance </td> </tr> </tbody> </table>	Course Code	Course Title	Credits	Lectures/Week	USCS167	Green Technologies	2	3	About the Course The course focuses on familiarizing learners with the need and relevance of Green Computing Technology and its practice. It creates a sustainable work and production environment for the IT enabled sector. The course emphasizes the use of principles and practices of green services and sustainable standards for addressing the carbon issues and related practices.				Course Objectives <ul style="list-style-type: none"> Know about Green IT Fundamentals: Business, IT and the Environment Green IT Strategies and Significance of Green IT Strategies Green Enterprise Architecture and Green Information Systems Securational Aspects of Green IT and Green Compliance 				Learning Outcomes After successful completion of this course, students would be able to <ul style="list-style-type: none"> Explain drivers and dimensions of change for Green Technology Appreciate the various green and sustainable technologies in achieving green IT Gain knowledge about green issues, green processes and green enterprise architecture ISO 14001 and related standards for Audit by Green Compliance 			
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~~Coordinator~~
 Computer Science Department
 Co-ordinator Maharashtra's
 Government of
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 Department of Computer Science
 Jogeshwari (East), Mumbai - 400 060.

Soft skills (Humanity And Gender)

USCS107	Soft Skills	2	3
About the Course: To help learners develop their soft skills and develop their personality along with technical skills. Focus on various communication enhancement along with academic and professional ethics.			
Course Objectives: <ul style="list-style-type: none">• Understand the significance and essence of a wide range of soft skills.• Learn how to apply soft skills in a wide range of routine social and professional settings• Learn how to employ soft skills to improve interpersonal relationships• Learn how to employ soft skills to enhance employability and ensure workplace and career success			
Learning Outcomes: <ul style="list-style-type: none">• Learners will be able to understand the importance and types soft skills• Learners will develop skills for Academic and Professional Presentations.• Learners will able to understand Leadership Qualities and Ethics.• Ability to understand the importance of stress management in their academic & professional life.			



Green Technology (Environmental and sustainability)

Course Code	Course Title	Credits	Lectures /Week
USCS3072	Green Technologies	2	3
About the Course: This course focuses on familiarizing learners with the need and relevance of Green Computing, Technology, and its practices for creating a sustainable work and production environment for the IT-enabled sector. The course emphasizes the use of principles and practices of green services and regulatory standards for addressing the carbon issues and related concerns.			
Course Objectives: <ul style="list-style-type: none">• Know about Green IT Fundamentals: Business, IT, and the Environment• Green IT Strategies and Significance of Green IT Strategies• Green Enterprise Architecture and Green Information Systems• Sociocultural Aspects of Green IT and Green Compliance			
Learning Outcomes: After successful completion of this course, students would be able to <ul style="list-style-type: none">• Explain drivers and dimensions of change for Green Technology• Appreciate Virtualization; smart meters and optimization in achieving green IT• Gain knowledge about green assets, green processes, and green enterprise architecture• ISO 14001 and related standards for Audit for Green Compliance			




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Department of Psychology 1.3.1 List and description of courses which address the Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Department	Professional Ethics	Human Values	Environment and sustainability
FYBA	Fundamentals of Psychology: Part 1		
SYBA			Social Psychology Part 1 Social Psychology Part 2
TYBA	Counseling Psychology Part 2 Industrial/Organizational Psychology: Part I	Abnormal Psychology: Part 2	Abnormal Psychology: Part I



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Semester 1. Fundamentals of Psychology: Part I

4 lectures per week

Unit 1. The science of Psychology

- a) The history of Psychology.
- b) The Fields of Psychology Today.
- c) Scientific research.
- d) Ethics of Psychological Research.
- e) Applying Psychology to Everyday life.

Unit 2. The Biological Perspective.

- a) Neurons and Nerves : Building the Network.
- b) An overview of the Nervous System.
- c) Distant connections: The Endocrine Glands.
- d) Looking inside the Living Brain.
- e) From the Bottom up : The structures of the Brain.
- f) Classic studies in Psychology.
- g) Applying Psychology to Everyday life.

Unit 3. learning.

- a) Definition of Learning.
- b) Classical conditioning, and Operant conditioning
- c) Cognitive learning Theory.
- d) Observational Learning.


Unit 4. Memory

- a) What is memory?
- b) The Information Processing Model: Three Memory Systems.
- c) Retrieval of Long –term Memories.

- d) Forgetting.
- e) Neuroscience of memory.
- f) Applying Psychology to Everyday life.



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Semester III Social Psychology: Part I (3 lectures per week)

Unit 1: Social Psychology: The Science of the Social Side of Life

- a) Social Psychology: What it is and is not
- b) Social psychology: Advances at the boundaries
- c) How social psychologists answer the questions they ask: Research as the route to increased knowledge
- d) The role of theory in social psychology
- e) The quest for knowledge and the rights of individuals: Seeking an appropriate balance

Unit 2: Social Perception: Seeking to Understand Others

- a) Nonverbal communication: An unspoken language
- b) Attribution: Understanding the causes of behavior
- c) Impression formation and management: Combining information about others
- d) What research tells us about the role of nonverbal cues in job interviews?
- e) What research tells us about why some people conclude they are superior to others?

Unit 3: Attitudes: Evaluating and responding to the social world


- a) Attitude formation: How attitudes develop
- b) When and why do attitudes influence behavior?
- c) How do attitudes guide behavior?
- d) The science of persuasion: How attitudes are changed
- e) Resisting persuasion attempts
- f) Cognitive dissonance: What it is and how do we manage it?
- g) What research tells us about culture and attitude processes?

Unit 4: Liking, Love and Other close relationships.

- a) Internal sources of liking others: The role of needs and emotions
- b) External sources of attraction: The effects of proximity, familiarity and physical beauty
- c) Sources of liking based on social interaction
- d) Close relationships: Foundations of social life
- e) What research tells us about dramatic differences in appearance between partners: Is love really blind?
- f) What research tells us about two factors that may destroy love—jealousy and infidelity



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Semester IV Social Psychology: Part II (3 lectures per week)

Unit 1: Causes, and Cures of Stereotyping, Prejudice and Discrimination

- a) How members of different groups perceive inequality
- b) The nature and origins of stereotyping

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- c) Prejudice: Feelings toward social groups
- d) Discrimination: Prejudice in action
- e) Why prejudice is not inevitable: Techniques for countering its effects
- f) What research tells us about the role of existential threat in prejudice

Unit 2: Social Influence: Changing Others' Behavior

- a) Conformity: How groups – and norms – influence our behavior.
- b) Compliance: To ask – sometimes – is to receive
- c) Obedience to authority: Would you harm someone if ordered to do so?
- d) Unintentional social Influence: How others change our behaviors even when they are not trying to do so
- e) What research tells us about how much we really conform?
- f) What research tells us about using scarcity to gain compliance?

Unit 3: Aggression: Its Nature, Causes and Control


- a) Perspectives on aggression: In search of the roots of violence
- b) Causes of human aggression: Social, cultural, personal and situational
- c) Aggression in the classroom and workplace
- d) The prevention and control of violence: some useful techniques
- e) What research tells us about the role of emotions in aggression?
- f) What research tells us about workplace aggression?

Unit 4: Prosocial Behavior: Helping Others

- a) Why people help: Motives for prosocial behaviour
- b) Responding to an emergency: Will bystanders help
- c) Factors that increase or decrease the tendency to help
- d) Crowdfunding: A new type of prosocial behaviour
- e) Final thoughts: Are prosocial behaviour and aggression opposites?
- f) What research tells us about paying it forward: Helping others because we have been helped
- g) What research tells us about how people react to being helped

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Counselling Psychology:
Part II- Micro skills in Counselling practice (Credits = 3.5) (3 lectures per week)

Unit 1. Therapeutic Presence: Importance of Listening

- a) Dialogue as the second nature to interactions with clients, basic guidelines for visibly tuning in to clients. Nonverbal behaviour as a channel of communication. Active listening as the foundation of understanding.
- b) Forms of poor listening, processing information from client in a thoughtful search for meaning.
- c) Importance of listening to helpers own internal conversation, key ingredients of successful therapy, dealing with distorted listening.

Unit 2. Empathic Responding (Egan & Resse, Chapter 5)

- a) Importance of responding skills in developing relationships with clients-empathy as a communication skill to develop relationships, wider view of empathy
- b) Three dimensions of responding skills- perceptiveness as the foundation of responding skills, basic know-how of responding well, assertiveness in responding to clients
- c) Basic formula for communicating empathy- responding accurately to clients' feelings, emotions, and moods, responding accurately to the key experiences, thoughts, and behaviours in clients' stories, tactics for responding with empathy, responding to the context, using empathy to achieve therapeutic goals

Unit 3. Other Skills (Egan & Resse, Chapters 6,7,8)

A. Art of Probing , Summarizing

- a) Probing, verbal and nonverbal prompts, types of probing, guidelines for using probes, probes with empathic response.
- b) Using Summaries: Use summaries when they add value, get clients to provide summaries, use of summaries and probes in the case of Marcus and Andréa.

B. Challenging &Self disclosure

- a) Challenging: concept of self-challenge, targets of self challenge, identifying blind spots, skills to challenge blind spots.
- b) Helpers self - disclosure

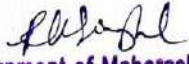
C. Dealing with Resistance: identifying and dealing with reluctance and resistance

Unit 4. The stages and tasks of problem management (Egan & Resse, Chapters 9, 10, 11)

- A. Tasks of Stage I-** Challenges clients face in talking about themselves, Case illustration, principles that can guide to help clients tell their stories- feel safe, styles of storytelling, starting where the client starts, assessing severity of problems, helping clients identify and clarify key issues, exploring context of key issues.
- B.** Help clients tell their real stories, case illustration, help clients challenge the quality of their participation. Help clients focus on the right story, choosing issues that will make a difference in their lives , challenging to make right decisions.
- C. Tasks of Stage II-** Help clients determine what kind of change they need or want, help clients distinguish needs from wants, continuum between first-order and second-order change, power of goal setting guidelines to help clients set goals, helping clients commit themselves to their goals.
- D. Tasks of Stage III-**Help clients develop strategies for accomplishing their goals – brainstorming, frameworks, finding social support, skills, strategies. Choosing goal-accomplishing strategies, balance-sheet method for choosing strategies, choosing evidence-based treatments.

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Semester 5

Abnormal Psychology: Part I (Credits = 4) 4 lectures per week

Unit 1: Understanding Abnormal Behavior: Clinical Assessment and Diagnosis

- a) What do we mean by Abnormality? - The DSM 5 and the Definition of Mental Disorders.
- b) Historical views of Abnormal Behaviour - The Emergence of Contemporary views of Abnormal Behaviour.
- c) The Basic elements in Assessment - Physical Assessment and Psychosocial Assessment.
- d) Classifying Abnormal Behaviour.

Unit 2: Causal factors and Viewpoints

- a) Causes and Risk factors for Abnormal Behaviour.
- b) Viewpoints for Understanding the Causes of Abnormal Behaviour: The Biological viewpoint, The Psychological viewpoints.
- c) Psychological Factors, The Sociocultural Viewpoints.

Unit 3: Panic, Anxiety, Obsessions and Their Disorders


- a) The Fear and Anxiety Response Patterns - Specific Phobias, Social Phobias, Panic Disorder and Agoraphobia.
- b) Generalised Anxiety Disorder.
- c) Obsessive-compulsive and Related Disorders.

Unit 4: Somatic Symptom and Dissociative Disorders

- a) Somatic Symptom and Related Disorders - Hypochondriasis, Somatisation Disorder, Pain Disorder, Illness anxiety disorder.
- b) Conversion Disorder - Distinguishing Somatic Symptom Disorders from Malingering and Factitious Disorder.
- c) Dissociative disorders - Depersonalisation/Derealisation Disorder, Dissociative Amnesia and Dissociative Fugue, Dissociative Identity Disorder.



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Semester 6

Abnormal Psychology: Part II (Credits = 4) 4 lectures per week

Unit 1: Schizophrenia and other Psychotic Disorders

- a) Clinical Picture and Subtypes of Schizophrenia.
- b) Other Psychotic Disorders: Schizoaffective Disorder, Schizophreniform Disorder, Delusional disorder and Brief Psychotic Disorder.
- c) Risk and Causal factors: Genetic Factors, Neurodevelopmental Perspective, Neurochemistry, Psychosocial and Cultural Factors.

Unit 2: Mood Disorders and Suicide

- a) Unipolar Depressive Disorders: Dysthymia Disorder, Major Depressive Disorder.
- b) Causal Factors in Unipolar Mood Disorders - Biological Causal Factors, Psychological Causal Disorders
- c) Bipolar and Related Disorders: Cyclothymic Disorder, Bipolar Disorder (I and II) and Causal Factors in Bipolar Disorders: Biological and Psychological Causal Factors.
- d) Sociocultural Factors Affecting Unipolar and Bipolar Disorders, Treatment and Outcomes.
- e) Suicide: The Clinical Picture and the Causal Pattern.

Unit 3: Personality Disorders


- a) Clinical features of Personality Disorders.
- b) Cluster A, Cluster B and Cluster C Personality Disorders.
- c) General Sociocultural Causal factors, Treatments for Personality Disorders.

Unit 4: Sexual Variants, Abuse and Dysfunctions

- a) Sociocultural Influence on Sexual Practices and Standards.
- b) The Paraphilias: Causal Factors and Treatment for Paraphilias.
- c) Gender Dysphoria, Sexual Abuse.
- d) Sexual Dysfunctions: Forms and Treatment.



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Semester 5

Industrial/Organizational Psychology: Part I (Credits = 3.5) (3 lectures per week)

Unit 1: Introduction to Industrial/Organizational Psychology & Job Analysis

A: Introduction to Industrial/Organizational Psychology

- a) What Is I/O Psychology?
- b) I/O Psychology as a profession & as a science
- c) History of the field of I/O Psychology

B: Job Analysis

- a) What is job analysis: The job-oriented approach & the person-oriented approach.
- b) Purposes of job analysis.
- c) How job analysis information is collected; approaches to collecting job analysis information
- d) Methods of job analysis
- e) Job evaluation: setting salary levels

Unit 2: Performance Appraisal

- a) Why do we appraise employees?
- b) Performance criteria
- c) Methods for assessing job performance: Objective and subjective methods for assessing job performance; 360-degree feedback

Unit 3: Assessment Methods for Selection and Placement & Recruitment

A: Assessment Methods for Selection and Placement

- a) Job-Related characteristics.
- b) Different types of psychological tests based on format: group vs. individual, close-ended vs. open-ended; paper-and-pencil vs. performance; power vs. speed
- c) Different types of psychological tests based on what is measured: cognitive ability tests, psychomotor ability tests, knowledge and skills tests, personality tests, emotional intelligence tests, integrity tests, vocational interest tests
- d) Biographical information, interviews, work samples, assessment centers & electronic assessment.

B. Recruitment

- a) Recruiting applicants
- b) Getting applicants to accept and keep jobs offered
- c) Policies and issues with regard to selection: Reservation policy; gender and disability status of applicant


Unit 4. Training

- a) Needs assessment
- b) Objectives
- c) Training design: trainee characteristics; design factors; work environment
- d) Training methods: Audiovisual instruction, autoinstruction, conference/lecture, on-the-job training, modeling/role-playing/simulation, e-learning, mentoring/executive coaching
- e) Brief overview of delivery and evaluation of a training program




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