



પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગતનો સ્કીલ એન્હાન્સમેન્ટ કોર્સનો સેમેસ્ટર-૪ નો અભ્યાસક્રમ આ સાથે સામેલ છે. આ બાસ્કેટમાં કોમર્સ & મેનેજમેન્ટનાં વિષયો આપવામાં આવેલ છે.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૪ થી અમલવારી કરવાની રહે છે. કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.

નોંધ: તા.૨૩/૦૮/૨૦૨૪નાં પરિપત્રથી અપલોડ કરેલ અભ્યાસક્રમમાં ટોપિક ADVERTISING AND PERSONAL SELLING - 2નાં કન્ટેન્ટ માં ફેરફાર કરેલ છે અન્ય અભ્યાસક્રમમાં કોઈ ફેરફાર કરેલ નથી.



[Signature]
૦૬/૧૨/૨૦૨૪
ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૧૬૧૮/૨૦૨૪

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા. ૦૬/૧૨/૨૦૨૪

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઇ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)



BHAKTA KAVI NARSINH MEHTA UNIVERSITY



FACULTY OF COMMERCE & MANAGEMENT
SYLLABUS FOR
SKILL ENHANCEMENT COURSE
BASKET FOR COMMERCE & MANAGEMENT
(HONOURS) PROGRAMME
(SEMESTER- IV)
EFFECTIVE FROM JUNE, 2024

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Skill Enhancement Course (SEC)
Syllabus for Faculty of Commerce & Management as per NEP
Effective from June 2024
SEMESTER-4

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Sr. No	Topic	Page No.
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Course Level	5.0		Internal Marks	25
Programme	Commerce & Management		External Marks	25
Semester	4		Practical Internal	-
Course Type	Skill Enhancement Skill		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	1 Hour
Course Title	PROBLEMS OF INDIAN ECONOMY - 2			

Course Objectives: On successful completion of the course, the students will be able to:

- It is essential to have a good deal of understanding about the major development in the Indian economy after independence.
- To give an outline of Indian Economy.
- To develop various sectors in the global market.
- To explain brief various problems of Indian Economy.

Course Learning Outcomes: On successful completion of the course, the students will be able to:

- At the end of this paper a student should be able to understand the role of economic policies in shaping and improving economic performance in agriculture, manufacturing, and services.
- The student should be able to understand the development paradigm adopted in India since independence and evaluate its impact on economic as well as social indicators of progress and wellbeing.
- Students will have capability to understand government policies and will enable informed participation in economic decision making, thus improving their employment prospects and career advancement.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

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SEMESTER-4

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	AGRICULTURE SECTOR Importance of Agriculture sector in India Trends of Agriculture Production and Productivity Factors affecting to Productivity of Agriculture Reasons for Low Productivity in agriculture sector Remedies for increase productivity of agriculture and Steps taken by Indian Government	15
	2	INDUSTRIAL SECTOR Large scale industry in India – Meaning, Importance, problems Small scale industry in India- Meaning, Importance, problems	15

Suggested Reading:

1. Indian economy, Datt, R. and K.P.M. Sundaram, S.Chand & company Ltd, New Delhi.
2. Indian economy, Mishra, S.K. and V.K. puri, Himalaya Publishing Housing, Mumbai.
3. Indian Economy – Its Development Experience, Mishra S.K. and V.K.Puri Himalaya Publishing House, Mumbai

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03

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15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	1	05
	OR		
	Question 3	2	

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	SOCIAL MEDIA MARKETING		

Course Objectives: On successful completion of the course, the students will be able to:

- The course aims to provide basic knowledge of social media marketing concepts, to enhance skills as social media marketer and start a career in social media marketing.

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

- Analyse the concept of social media marketing and its role in marketing, advertising and public relations;
- Compare and evaluate the use of various social media platforms for social media marketing;
- Employ social media for developing an effective marketing plan;
- Promote any product through social media platforms;
- Develop practical skills required for creating and sharing content through online communities and social networks;
- Appreciate social media ethics to use social media spaces effectively.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	INTRODUCTION TO SOCIAL MEDIA MARKETING Social Media Marketing- Concept and Importance, Social Media Platforms- Online Communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Goals, Role in Marketing and Use as listening tools. Trends in SMM.	10
	2	SOCIAL MEDIA MARKETING PLAN SMM Plan- Setting Goals, Determining Strategies, Identifying Target Market, Selecting Tools, Selecting Platforms,	10

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		Implementation and Improvement.	
	3	CONTENT CREATION AND SHARING Introduction, Blogging, Streaming Video and Podcasting: Criteria and approach-70/20/10 with risk variants, 50-50 content, Brand Mnemonic, Brand story. Contextualising content creation. Social Media Ethics.	10

Suggested Reading:

1. Ahuja V(2015).Digital Marketing. Oxford University Press.
2. Blanchard, O. (2011). Social media: Managing and Measuring Social Media Efforts in Your organization. United Kingdom: Pearson Education.
3. Charlesworth, A. (2014). An Introduction to Social Media Marketing. United Kingdom: Taylor & Francis.
4. Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited.
5. Johnson, S. (2020). Social Media Marketing: Secret Strategies for Advertising Your Business and Personal Brand on Instagram, YouTube, Twitter, And Facebook. A Guide to being an Influencer of Millions. Italy: AndreaAstemio.
6. Keller, K. L., Kotler, P. (2016). Marketing Management. India: Pearson Education.
7. Maity M(2022). Digital Marketing.Oxford University Press.
8. McDonald, J. (2016). Social Media Marketing Workbook: How to Use Social Media for Business. United States: CreateSpace Independent Publishing Platform.
9. Parker, J., Roberts, M. L., Zahay, D., Barker, D. I., Barker, M. (2022). Social Media Marketing: A Strategic Approach. United States: Cengage Learning.
10. Quesenberry, K. A. (2015). Social Media Strategy: Marketing and Advertising in the Consumer Revolution. United States: Rowman & Littlefield Publishers.
11. Setiawan, I., Kartajaya, H., Kotler, P. (2016). Marketing 4.0: Moving from Traditional to Digital. Germany: Wiley.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03

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8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	3	05
	OR		
	Question 3		

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	E-COMMERCE		

Course Objectives: On successful completion of the course, the students will be able to:

- The course aims to enable students to know the mechanism for conducting business through electronic means.

Course Learning Outcomes:

- Explain the concept of E-commerce and its various aspects;
- Explain about e-commerce activities and its applications;
- Comprehend about various payment gateway options;
- Create new marketing tools for online business;
- Assess the security issues and measures of e-commerce.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	INTRODUCTION, PAYMENT GATEWAYS MANAGEMENT Overview of E-Commerce; Origin and need of E- Commerce; Factors affecting E- Commerce, Major requirements in E-Commerce; Emerging trends and technologies in E-Commerce, E- Commerce models, E-Market and its types, E-Government services, Management challenges and opportunities. Electronic payment system, electronic cash, smart cards, risk and electronic payment system, Unified Payment Interface, Mobile wallets; Application and management, Role of National	15

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		Payments Corporation of India.	
	2	SECURITY AND OPERATIONAL ASPECTS OF E-COMMERCE E-Commerce security: meaning and Issues; technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Operational Issues: complaints handling and building customer relationships.	15

Suggested Reading:

1. Arora, S. E-Commerce. New Delhi: Taxmann.
2. Awad, E. M. Electronic Commerce: From Vision to Fulfillment. New Delhi: Pearson, UBS Publisher & Distributors.
3. Chhabra, T.N., Jain, H. C., and Jain, A. An Introduction to HTML. New Delhi: Dhanpat Rai & Co.
4. Gupta, P., ed. E-Commerce In India: Economic And Legal Perspectives. New Delhi: Sage Publications.
5. Joseph, P.T., S.J. E-Commerce: An Indian Perspective, 6th ed. PHI Learning.
6. Madan, S. E-Commerce. India: Scholar Tech Press.
- Mathur, S., ed. E-Commerce. New Delhi: Pinnacle Learning.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
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13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
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SEMESTER-4

Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	EMPLOYABILITY SKILL DEVELOPMENT–II		

Course Objectives: On successful completion of the course, the students will be able to:

- The course aims to enable students to know the mechanism for conducting business through electronic means.

Course Learning Outcomes:

- To Develop Communication Skills.
- To Make Students Understand Employability Skills.
- To Make Students Learn the art of Group Discussion.
- To Make Students Learn the Art of Presentation Skills.
- To Make Students Learn Effective Use of Body Language.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	GROUP COMMUNICATION, PRESENTATION SKILLS • Meeting • Types of Meetings • Advantages and Disadvantages of Meetings. • Making Preparations for Meeting • Conduct of a Meet • Responsibilities of Participants. • Finding out about the Environment. • Preparing the Text. • Using Visual Aids • Your Appearance and Posture Practicing Delivery of Presentation.	15

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	2	EFFECTIVE BODY • The Nine Golden Keys to Making Great First Impressions. • Seven Simple Strategies for Giving You the Extra Edge. • How to Switch Table Territories • Seated Body Pointing How to Re-arrange an Office.	15
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Suggested Reading:

1. The Definitive Book of Body Language by Allan and Barbara Pease Published by Manjul Publishing House Pvt. Ltd., Bhopal.
2. Business Communication by Urmila Rai and S. M. Rai, Published by Himalaya Publishing House, Mumbai.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
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8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03

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22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

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	Question 1		
2	Question 2	2	10
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	Question 3	2	

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Course Level	5.0		Internal Marks	25
Programme	Commerce & Management		External Marks	25
Semester	4		Practical Internal	-
Course Type	Skill Enhancement Skill		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	1 Hour
Course Title	ADVERTISING AND PERSONAL SELLING – 2			

Course Objectives: On successful completion of the course, the students will be able to:

- The course aims to teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer-oriented attitude for designing advertising and personal selling messages.

Course Learning Outcomes:

- Describe the theoretical and practical aspect of personal selling;
- Demonstrate the sales presentations;
- Comprehend the importance and role of personal selling;
- Explain the process of personal selling.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	SALES ORGANISATION AND SALES MANAGEMENT Introduction -sales Organization Concepts: Meaning- Need and objects significance and Importance - Introduction of sales management - sales officer –sales manager Qualities-Qualification-Importance Functions-Types -administrative Operating- Administration cum Operating - Duties and Responsibility -Sales Management -Meeting Meaning and its related functions: Objectives-Planning- Organizing-Directing Staffing- Co-ordinating- Controlling.	15

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	2	ADVERTISING Introduction, Communication Process, information Response Hierarchy models-AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and Objectives; DAGMAR Approach, Target audience selection-basis; methods of setting of Advertising Budget. Advertising Effectiveness: and Institutional Framework: Rationale of measuring advertising effectiveness; communication and sales Effect, pre- and post-testing Techniques; Advertising Agency; Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising standards Council of India (ASCI).	15
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Suggested Reading:

1. The Definitive Book of Body Language by Allan and Barbara Pease Published by Manjul Publishing House Pvt. Ltd., Bhopal.
2. Business Communication by Urmila Rai and S. M. Rai, Published by Himalaya Publishing House, Mumbai.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03

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17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	1	05
	OR		
	Question 3	2	

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	45	Total	50
Course Code		Exam Duration	1 Hour
Course Title	IT SKILLS FOR COMMERCE-2		

Course Objectives:

- Student will be understanding the basic interface of PowerPoint.
- Student will be gain how Create and format slides.
- Student will know how to Insert and manipulate text, images, shapes, and other objects.
- Student will be known how to use transitions and animations effectively.
- Student will be known how to design visually appealing presentations with consistency.
- Student will be understanding how to utilize templates and themes for a professional look.

Course Learning Outcomes: After completion of the course:

- Student can understand the PowerPoint interface, including ribbons, tabs, and the workspace.
- Student can learn how to create, open, save, and manage presentations.
- Student can Create new slides and understand various slide layouts.
- Student can Organize slides, including adding, deleting, duplicating, and rearranging.
- Student can Add and format text, including font styles, sizes, colors, and alignments.
- Student can Apply bullet points and numbering to text.
- Student can Insert images, videos, and audio into slides.
- Student can Create and format charts (e.g., bar, pie, line).
- Student can Insert tables and customize their appearance.

Teaching Pedagogy: Chalk & Talk, Translation Method, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, Communicative Approach, CALL, MALL, TALL

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	• Overview of PowerPoint and its uses • Create blank presentation. • Create blank presentation using templates. • Slides, placeholders, and layouts • Navigating the PowerPoint Interface. • Ribbon, slide pane, and slide sorter	15

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		• Defferent presentation views. • Setting up and using presenter view • Use of outlineview • Creating new slides and choosing slide layouts • Adding and organizing slides. • Slide layout and placeholders • Basic text formatting: Font, size, color, alignment • Working with text boxes • Use of Bullet points Saving, opening, and closing presentations	
	2	• Adding images and clip art to slides • Inserting shapes and SmartArt graphics • Resizing and aligning objects • Grouping and layering objects • Adding charts and tables • Introduction to animations: Basic animation effects and customization • Adding animations to text and objects • Customizing animation sequences and timing. • Working with multimedia: Adding videos and audio clips Basic slide transitions: Applying transitions and setting timings	15

Suggested Reading:

1. The Definitive Book of Body Language by Allan and Barbara Pease Published by Manjul Publishing House Pvt. Ltd., Bhopal.
2. Business Communication by Urmila Rai and S. M. Rai, Published by Himalaya Publishing House, Mumbai.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam/ Practical Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03

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9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	1	05
	OR		
	Question 3	2	

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	ENTREPRENEURSHIP: INNOVATION & START-UP MANAGEMENT		

Course Objectives: On successful completion of the course, the students will be able to:

- To sensitize students new venture creation opportunities.
- To stimulate moral imagination of students.
- To stimulate student's sense of its resources, and requirements for Enterprise Start-up.

Course Learning Outcomes: After completion of the course:

- Interpret feasibility Analysis towards funding issues.
- Access growth stages in new venture and reasons for scaling ventures.
- Evaluate financial stability and decide on expansion possibilities

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	Start-Up Opportunities Innovation & Start-up: Concept of Innovation & Startup, Steps in Startup Process, Characteristics of an Entrepreneur. Financing the Business: Arrangement of funds: Factors Determine the Arrangement of Finance; Sources of Fund: Traditional sources of financing, Loan syndication, Consortium finance, Role Played by commercial banks; Funding by the Government (Support by the Government) and Development Bankers;	15
	2	Start-Up Survival and Growth Start-up India Policy and Role of Government: Startup policy of Government, Establishing Specialized Institutions at National Level, District Industries Centers, Introduction of	15

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	Entrepreneurship Courses being arranged by the Government.	
	Entrepreneurship Development Programmes (EDPs): Meaning and Objectives, The Indian EDP Model: Meaning and Objectives, EDP Phases, Evaluation of EDP, Role, Relevance and Achievement of EDP.	

Suggested Reading:

1. Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
2. Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
3. Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
4. Entrepreneurship and small business: Burns P. New Jersey: Palgrave.
5. Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.
6. Entrepreneurship new venture creation: Hilt D H, New Delhi: Prentice Hall of India.

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03

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19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
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	OR		
	Question 2		
3	Question 3	1	05
	OR		
	Question 3	2	

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	4	Practical Internal	-
Course Type	Skill Enhancement Skill	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	BUSINESS RESEARCH WITH BIG DATA ANALYTICS		

Course Objectives: On successful completion of the course, the students will be able to:

- To Optimize Business Research and Create Competitive Advantage with Big Data Analytics
- To Explore the Fundamental Concepts of Business Research and Big Data Analytics.
- To Learn to Analyze the Big Data Using Intelligent Techniques.
- To Understand the Various Visualization Techniques for Business Research.
- To Know About Tools and Techniques for Big Data Analytics and Business Intelligence.

Course Learning Outcomes: After completion of the course:

- Apply Big Data Analytics for Business Research Optimization.
- Demonstrate Understanding of Fundamental Concepts in Business Research and Big Data.
- Implement Visualization Techniques for Effective Data Presentation.
- Apply Appropriate Tools and Techniques for Business Intelligence and Big Data Analytics and Interpret Big Data.

Teaching Pedagogy: Classroom session, group discussion, seminar, case study, fieldwork, or any other suitable method.

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	An Introduction of Research Meaning of Research, Nature and Scope of Business Research, Role of Research in Business and Industry, Business Research Process Formulation of Hypothesis (Only Theory); Questionnaire: Concept, Characteristics of Good/Ideal questionnaire Data: Types of data, Sources of data, and data collection methods; Research Report: Concept and format (Formality Part, Main	15

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		Body of Report, Appendix/Additional Information)	
	2	Data Analysis Concept of data analysis, significance of effective data analysis; Data Analytics: Concept, data analysis and data analytics and Role of data analytics in Modern Business Research Understanding Big Data: Concept; Characteristics ('V's) of Big Data: Volume, Velocity, Variety, Veracity, Variability, Value, Visualization, Validity, Importance and Challenges of Big Data in Business Decision Making. Business Intelligence Systems for Research Understanding Business Intelligence (BI) and its Advantages, Business Intelligence v/s Data Analytics, Data Warehousing and OLAP (online analysis process) for Research Insights, Tools: Tableau, Power BI, Qlik Sense (Only basic idea). Data Cleaning and Data Visualization Data Cleaning: Concept and primary idea of tools for data cleaning; Data Visualization: Concept, and primary idea of data visualization tools (Tableau, Power BI, Google Data Studio)	15

Suggested Reading:

1. Business mathematics by Sancheti and Kapoor - Sultan & Chand
2. Research Methodology Methods and Techniques by C. R. Kothari New age international Publishers.
3. Research Methodology by Dr. Priti R. Majhi and Dr. Praful K. Khatua, Himalaya publishing House
4. Turban, E., Sharda, R., Delen, D. and King, D., "Business Intelligence- A Managerial Approach", Pearson Education, New Delhi, 2012.
5. Sonar, R.M., "Next generation Business Intelligence – A Knowledge Based Approach", VIKAS Publications, New Delhi, 2011.
6. Anand Rajaraman and Jeffrey David Ullman, "Mining of Massive Datasets", CUP, 2012.
7. Paul Zikopoulos, Dirkde Roos, Krishnan Parasuraman, Thomas Deutsch, James Giles , David Corrigan, "Harness the Power of Big Data The IBM Big Data Platform", Tata McGraw Hill Publications, 2012. 7.
8. Arshdeep Bahga, Vijay Madiseti, "Big Data Science & Analytics: A HandsOn Approach", VPT, 2016
9. Michael Berthold, David J. Hand, "Intelligent Data Analysis", Springer, 2007.
10. Tom White "Hadoop: The Definitive Guide" Third Edition, O'reilly Media, 2012.

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11. Chris Eaton, Dirk DeRoos, Tom Deutsch, George Lapis, Paul Zikopoulos, “Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data”, McGraw-Hill Publishing, 2012.

Note: Learners are advised to use the latest edition of readings.

INTERNAL EVALUATION SCHEME		
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	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

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Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	Question 1	1	10
	OR		
	Question 1		
2	Question 2	2	10
	OR		
	Question 2		
3	Question 3	1	05
	OR		
	Question 3	2	