

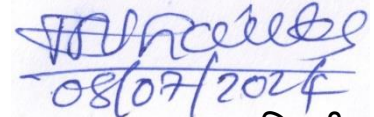


પરિપત્ર:

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-૩ 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.




૦૪/૦૭/૨૦૨૪
પ્રાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૮૧૩/૨૦૨૪

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૦૮/૦૭/૨૦૨૪

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, આઈ.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- III)
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-3

INDEX		
Sr. No	Topic	Page No.
1.	Problems of Indian Economy-1	2
2.	Family Business	5
3.	Office Management	8
4.	Employability Skill Development-I	11
5.	Advertising and Personal Selling – 1	14
6.	IT Skills for Commerce– 1	17
7.	Stress Management and Emotional Intelligence	21
8.	Artificial Intelligence in Business	24

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Effective from June 2024
SEMESTER-3

Course Level	5.0		Internal Marks	25
Programme	Commerce & Management		External Marks	25
Semester	3		Practical Internal	-
Course Type	Skill Enhancement Skill-3		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 - 1			

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-3

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	POVERTY Poverty – Meaning, Definition and Its Indicators Relative and Absolute Poverty Causes of Poverty in India Remedies to remove Poverty in India Steps taken by Government to remove poverty in India	15
	2	UNEMPLOYMENT Unemployment – Meaning and Nature Causes of Unemployment Types of Unemployment Steps taken by Government to remove Unemployment in India	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

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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	3	Practical Internal	-
Course Type	Skill Enhancement Skill-3	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	FAMILY BUSINESS		

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

- To understand the importance of family-owned businesses for achieving competitive advantage in the market place.

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

- Describe common characteristics and challenges of family businesses;
- Explain the common theories and concepts in family business research and practice;
- Analyze common issues in family business by applying appropriate knowledge resources;
- Design sustainable solutions for common situations in family businesses.

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 FAMILY BUSINESS Introduction, Definitions and Concept and Characteristics of family businesses, Nature, Importance and Uniqueness of Family Business, Competitive Challenges and Competitive advantages of family businesses, Family Business Models, Structural Management of the Family Business, Economic Contribution of Family Business	10
	2	FAMILY BUSINESS STRATEGY AND GOVERNANCE Family Business Strategy: Introduction and meaning, Family Business Strategy Formulation, Family Business Strategy Implementation. Family Business Governance: Introduction and meaning, Family & Business Governance, Need for Governance in	10

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		Family Businesses, Family values and business culture, Structure, Challenges to family governance,	
	3	SUCCESSION PLANNING AND CONFLICT MANAGEMENT Succession Planning: Introduction, Objectives of Succession Planning, process perspective on ownership transition and succession, Right Ownership Structure, Succession Preparation of the Next Generation, Succession & Transfer of Power. Conflict Management: Introduction, Challenges of working together in a family, types of conflict, Handling the ownership, Justice Perceptions, Conflict dynamics and conflict management strategies.	10

Suggested Reading:

1. Sudipt Dutta, Family Business in India, Sage Publications.
2. Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer.
3. Abirami Duraisamy, Family Business for Next Generation Leaders : To Build Business Beyond Generations, Notion Press Media Pvt Ltd.
4. Dr. Mayanka Sharma and Prof. M. R. Mundada, Family Business Management, Shashwat Publication, Bilaspur.

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

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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
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
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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	3	Practical Internal	-
Course Type	Skill Enhancement Skill-3	Practical External	-
Course Credit	02	Prac. Ext. Exam Time	-
Teaching Hours	30	Total	50
Course Code		Exam Duration	1 Hour
Course Title	OFFICE MANAGEMENT		

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

- To help students to acquire basic knowledge of office Management in present era.
- To equip the student with the office routine for smooth functioning.

Course Learning Outcomes:

- Define the functional elements of a modern business office and the trends of office management and organization;
- Describe the elements involved in the development and management of an information system for an office employing effective management practices, current equipment, and techniques and apply sound practices of office management to the solution of everyday office problems;
- Maintain appropriate filing system and indexing;
- Know application of modern office equipment for office administration.

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, RECORD MANAGEMENT Introduction, meaning, functions and importance. Elements of the Office Management, Principles of office management, Relation of office with other departments, Qualifications and qualities of office manager, Role of office manager, Centralization vs. decentralization of office services.	15

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		Filing: Introduction, Meaning and importance of Filing, Essentials of a good filing system, System of classification, Steps in filing, Methods of filing and filing equipment, Computerized Filing System. Indexing: Introduction, Meaning and need of indexing, Various types of indices, Record retention rule and Weeding.	
	2	MAIL MANAGEMENT & MODERN OFFICE EQUIPMENT Introduction, Meaning & Definition, Types of mailing service, Importance of mailing service, Components of mailing service, handling of incoming mail, handling of outgoing mail, Handling of electronic mail, Mail room equipment. 10 Office automation, Office Mechanization: Objectives, Advantages, Disadvantages. Factors to be considered for selecting office equipment, Types of office machines.	15

Suggested Reading:

1. Prasanta K. Gosh, Office Management
2. Katherasan and Dr.Radha, Office Management
3. I.M.Sahai, Office Management and Secretarial Practice
4. R.K.Chopra, Office Management, Himalaya Publishing House.
5. B.N.Tandon, Manual of office Management and correspondence S.chand&co

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

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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		
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	OR		
	Question 3	2	

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Course Level	5.0	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	3	Practical Internal	-
Course Type	Skill Enhancement Skill-3	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-I		

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

- Looking at the diverse back grounds & abilities of the threshold students, the syllabus aims at;
- To Develop Communication Skills.
- To Make Students Understand Employability Skills.
- To Make Students Draft Resume Effectively.
- To Make Students Learn Interview Skills.

Course Learning Outcomes:

- Define the functional elements of a modern business office and the trends of office management and organization;
- Describe the elements involved in the development and management of an information system for an office employing effective management practices, current equipment, and techniques and apply sound practices of office management to the solution of everyday office problems;
- Maintain appropriate filing system and indexing;
- Know application of modern office equipment for office administration.

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	CAREER DEVELOPMENT AND WORKPLACE ETIQUETTE • Setting Career Plan • Job Search Strategies • Dress Code in Interview	10

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		- Office and Workplace Etiquette. - SWOT Analysis for Self-Assessment	
	2	RESUME WRITING - Understanding the Purpose of a Resume - Difference between Resume and CVs - Types of Resumes - Key Points of Resume Writing - Drafting of Forwarding Letter (Application Letter) - Drafting of a Resume	10
	3	SKILLS FOR INTERVIEWS - Types of Interviews - Planning for Job Interviews - Body Language in Interview - Frequently Asked Questions in Interview	10

Suggested Reading:

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Stephen P. Robbins & Timothy A. Judge (2014), Organizational Behavior 16th Ed. Prentice Hall.
- Hindle, Tim. Reducing Stress .Essential Manager Series. D k Publishing, 2003
- Mile, D.J Power of positive thinking. Delhi. Rohan Book Company,(2004).
- Pravesh Kumar. All about Self-Motivation. New Delhi. Goodwill Publishing House.2005.
- Smith, B. Body Language. Delhi: Rohan Book Company.2004
- Effective Business Communication, H. Murphy, et. El, McGraw Hill (India) Pvt. Ltd. , Chennai.

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

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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	3	Practical Internal	-
Course Type	Skill Enhancement Skill-3	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-1		

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

- The course aims to familiarize the students with the concept and process of personal selling

Course Learning Outcomes:

- Describe the theoretical and practical aspect of personal selling;
- Demonstrate the sales presentations;
- Develop and execute the selling skills in different situations.

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 PERSONAL SELLING, SELLING PROCESS AND SALES REPORT Concept and Nature of personal selling: Importance of personal selling; Relationship marketing and role of personal selling in marketing; Types of selling situations; Ethical aspect of selling, Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Prospecting and qualifying; Pre-approach; Approach; Presentation and Demonstration; Handling objections- Acknowledging the objections, types of objections, overcoming objections. Closing the sales; Techniques of closing sales; Customer relations and follow ups; Addressing customer concerns and complaints. Reports and documents - Sales manual; Order book; Cash memo; Tour dairy; Daily and periodical reports.	15

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SEMESTER-3

	2	CAREER IN SELLING Introduction, Characteristics of salesperson; Types of sales person; Career opportunities in selling; Measures for making selling an attractive career.	15
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Suggested Reading:

1. Belch, G. E., Belch, M. A., & Purani, K. (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill Education.
2. Buskirk, R. A. B. D., Buskirk, F. A. R. (1988). Selling: Principles and Practices. New York: McGraw Hill Education.
3. Castleberry, S. B., & Tanner, J. F. (2013). Selling: Building Relationships. New York: McGraw Hill Education.
4. Futrell, C. (2013). Fundamentals of Selling. New York: McGraw Hill Education.
5. Gupta C. B. (2020) Personal selling and salesmanship. (3 rd ed.) Scholar tech press
6. Shah, K., & D'Souza, A. (2008). Advertising and Promotions: An IMC Perspective. New Delhi: Tata McGraw Hill Publishing Company Limited.
7. Sharma, K. (2018). Advertising: Planning and Decision Making. New Delhi: Taxmann Publication.

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

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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	3		Practical Internal	-
Course Type	Skill Enhancement Skill-3		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	1 Hour
Course Title	IT SKILLS FOR COMMERCE-1			

Course Objectives:

- Students will be able to Understand the history and evolution of the internet
- Students will be able to Learn about internet structure and key components
- Students will be able to Gain familiarity with common internet technologies
- Students will be able to Develop skills for effective and safe internet usage
- Students will be able to Understand the basic structure of the internet, including how data is transmitted and received.
- Students will be able to Explore the social and cultural impact of the internet
- Students will be able to Learn about key components such as ISPs, servers, routers, and network protocols.
- Students will be able to Learn how to use web browsers to navigate the internet.
- Students will be able to Understand search engines and basic search techniques for effective information retrieval.
- Students will be able to Gain knowledge about web-based applications and how they function.
- Student will be understand different numbering systems and conversion between them.
- Student will be understand the significance of encoding schemes like ASCII, Unicode, and UTF-8.

Course Learning Outcomes: After completion of the course:

- Student can understand the meaning of Internet and its basic structure and components.
- Student can understand how data is transmitted over the Internet, including concepts like packets and routing.
- Student can understand the historical development of the Internet
- Student can understand major milestones and technological advancements in Internet history.
- Student can understand key Internet technologies, such as TCP/IP, HTTP, and DNS.
- Student can understand the roles of various protocols in Internet communication.
- Student can understand function of key infrastructure elements like routers, switches, and data centers.

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- Student can understand the concept of Internet Service Providers (ISPs) and their roles.
- Student can understand how web browsers work and interact with servers.
- Student can understand Identify different types of Internet services (email, websites, social media, cloud computing, etc.).

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	• Computer Networking Concept • Definition and basic concepts of Internet • History and evolution of the internet • Communication services : E-Mail, Chatting, Conferencing, Internet Telephony • Meaning of Web. • Internet Connection Methods : Dial-Up, DSL (Digital Subscriber Line), Cable Internet, 4. Fiber Optic, Satellite Internet, Fixed Wireless, Mobile Broadband (3G, 4G, 5G), Wi-Fi • The World Wide Web (WWW) • IP addresses and domain names(DNS) • Internet Service Providers (ISPs) • Web-Browser • Routers, switches, and network infrastructure • HTTP, HTTPS, FTP, and other protocols • HTML, CSS, and JavaScript basics • Search engines and how they work • Email, cloud storage, and social media platforms • Online collaboration tools	15
	2	• Cyber security basics • Common online threats (viruses, malware, phishing) • The role of the internet in modern society • Social media and its influence • Emerging technologies (IoT, AI, 5G) • NUMBER SYSTEMS AND CODES • Data Representation Codes : ASCII, Extended ASCII, EBCDIC, UNICODE-8, UNICODE-16 • Introduction to Number Systems : Decimal, Binary, Octal, Hexadecimal Number Systems, • Conversions – Inter Conversion of Only Integer numbers Between Decimal, Binary, Octal, Hexadecimal Number Systems	15

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Suggested Reading:

1. Internetworking with TCP/IP, Volume 1: Principles, Protocols, and Architecture - by Douglas Comer
2. Computer Networking: A Top-Down Approach - by James F. Kurose and Keith W. Ross
3. The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works - by Douglas E. Comer
4. How the Internet Works - by Preston Gralla
5. Internet and World Wide Web: How to Program - by Paul Deitel and Harvey Deitel
6. Networking All-in-One For Dummies - by Doug Lowe
7. Internet Core Protocols: The Definitive Guide - by Eric Hall

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
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

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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	

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Course Level	5.0		Internal Marks	25
Programme	Commerce & Management		External Marks	25
Semester	3		Practical Internal	-
Course Type	Skill Enhancement Skill-3		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	1 Hour
Course Title	Stress Management and Emotional Intelligence			

Course Objectives:

- Understand the nature and consequences of stress and its impact on the work.
- Recognize the stressors, Adaptive and Maladaptive behavior
- Acquire the knowledge of emotional intelligence and its importance to personal and professional success.
- Employ the emotions for better decision making and use energy and enthusiasm to motivate others

Course Learning Outcomes: After completion of the course:

- Understand the cognitive variables of stress
- Learn how to manage Work-Life Balance
- Preparing for better future by reducing the stress.
- Increase the level of emotional intelligence
- Discover personal competence and techniques of building emotional intelligence.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process more effective and interesting.

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Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	Stress Management Concepts and nature of Stress; Desirability of Stress; Optimum Level of Stress (with diagram); Sources (Reason or Causes) of Stress (Stressors); Consequences or Effects of Stress; Stress Coping Strategies (Perspectives of Stress Management); Process of Managing Stress.	15
	2	Emotional Intelligence (EI) Concepts of Emotions and Intelligence; Types of Emotions (positive and negative emotions); Emotional Intelligence: Concepts, Nature, Significance, and Components of EI; Measuring Emotional Intelligence; EI Models; Strategies to Develop and Enhance Emotional Intelligence; Concept of Emotional Quotient (EQ), Difference between EQ and IQ.	15

Suggested Reading:

1. Management and Organizational Behaviour by Dr. Ramesh B. Rudani. Tata McGraw-Hill Education Private Limited.
2. Stress management Himalaya, Dutta, P. K. (2010), Himalaya Publishing House
3. Daniel Goleman (1996) Emotional Intelligence. Bantam Doubleday Dell Publishing Group.
4. Daniel Goleman (2000) Working with Emotional Intelligence. Bantam Doubleday Dell Publishing Group

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

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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	3		Practical Internal	-
Course Type	Skill Enhancement Skill-3		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	1 Hour
Course Title	Artificial Intelligence in Business			

Course Objectives:

- Understand the fundamentals of artificial intelligence (AI) and its relevance to modern business environments.
- Explore the various applications of AI in different business domains such as marketing, finance, operations, and human resources.
- Evaluate the benefits and challenges associated with implementing AI technologies in business processes.
- Gain insights into ethical considerations and potential biases in AI applications, and learn strategies for responsible AI deployment in business settings.

Course Learning Outcomes: After completion of the course:

- Demonstrate an understanding of the main concepts of Artificial Intelligence and machine learning.
- Demonstrate understanding of how to operationalize Artificial Intelligence.
- Identify key areas to apply Artificial Intelligence within a business organization.
- Discuss the advantages and the risks of using Artificial Intelligence for strategic decision-making.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

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Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
4	1	Introduction to Artificial Intelligence(AI) and its Role in Business - Artificial Intelligence (AI): Meaning, Advantages and Types – Supervised, Unsupervised and Reinforcement Learning - Business Applications of AI: - AI for Financial Services - AI for Customer Service - AI for Marketing and Advertising - AI for Demand Forecasting	15
	2	Future of AI And Business - Emerging Trends: IoT, Big data (Concepts only) - Challenges for AI in Business - AI Ethical Implications - AI Applications in Cyber security - Fraud detection - Intrusion detection	15

Suggested Reading:

- A Human's Guide to Machine Intelligence by Kartik Hosanagar
- Artificial Intelligence for Business by Niraj Kumar
- Artificial Intelligence Strategy for Business – By Niraj Kumar
- Deep Learning Illustrated. Jon Krohn, Addison Wesley, 2020
- Russell, S. and Norvig, P. (2022). Artificial Intelligence: A Modern Approach, 4th Edition, Publisher: Pearson Education ISBN: 978-0-13-461099-3

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

Web Sources:

- <https://egyankosh.ac.in/bitstream/123456789/72081/1/Block-1.pdf>
- http://sutlib2.sut.ac.th/sut_contents/H172690.pdf

Other Sources:

- Relevant Journals and Reports
- Digital and online sources relevant to the topics in the course.
- Any other Sources

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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
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

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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	