



પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ-બેન્કિંગ, એકાઉન્ટેન્સી, મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ-બેન્કિંગ, એકાઉન્ટેન્સી, મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગત સ્કીલ એન્હાન્સમેન્ટ કોર્સનો સેમેસ્ટર-૫ નો અભ્યાસક્રમ આ સાથે સામેલ છે. આ બાસ્કેટમાં કોમર્સ-બેન્કિંગ, એકાઉન્ટેન્સી, મેનેજમેન્ટનાં વિષયો આપવામાં આવેલ છે.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૫ થી અમલવારી કરવાની રહે છે. કોમર્સ-બેન્કિંગ, એકાઉન્ટેન્સી, મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો દ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.

નોંધ: ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૩૬૦/૨૦૨૫ તા.૧૧/૦૭/૨૦૨૫નાં પરીપત્રમાં “Business Communication in English” વિષયમાં પેપર સ્ટાઈલમાં ફેરફાર કરવા આવેલ છે અન્ય અભ્યાસક્રમમાં કોઈ ફેરફાર કરવામાં આવેલ નથી.



  
૬/૭/૨૦૨૫  
ખાસ ફરજ પરના અધિકારી  
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/એકેડેમિક/૫૦૭/૨૦૨૫

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૦૪/૦૮/૨૦૨૫

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ-બેન્કિંગ, એકાઉન્ટેન્સી, 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  
JUNAGADH



BOARD OF STUDIES  
FACULTY OF  
COMMERCE-BANKING, ACCOUNTANCY,  
MANAGEMENT  
BASKET FOR SKILL ENHANCEMENT COURSE  
(SEMESTER- V)

EFFECTIVE FROM JUNE, 2025

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|                |                          |  |                      |            |
|----------------|--------------------------|--|----------------------|------------|
| Course Level   | 5.5                      |  | Internal Marks       | 25         |
| Programme      | U.G.                     |  | External Marks       | 25         |
| Semester       | V                        |  | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course |  | Practical External   | ---        |
| Course Credit  | 2                        |  | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                       |  | Total                | 50         |
| Course Code    |                          |  | Exam Duration        | 01:00 Hrs. |
| Course Title   | Leadership Development   |  |                      |            |

**Course Objectives:** On Successful Completion Of The Course,

- The Students Will Be Able To: The Course Aims To Create An Understanding Of The Various Leadership Theories Amongst The Upcoming Leaders In Order To Decide As To Which Style Of Leadership Should They Follow In Numerous Situations That They Might Encounter In Their Careers Or Personal Lives.

**Course Outcomes:** On Successful Completion of The Course, The Students Will Be Able

- Describe the Meaning of The Term Leadership and Various Theories Of Leadership;
- Interpret the Various Situations and Decide The Style Of Leadership Based On The Situation;
- Demonstrate Qualities of A Good Leader.

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

**Course Content:**

| Sem | Unit No. | Title of the Unit and the Topics                                                                                                                                                                                                                                                                                                                                                                                 | Teaching Hours |
|-----|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1        | <b>INTRODUCTION &amp; THEORIES OF LEADERSHIP</b><br>Meaning Of Leadership, Definitions Of Leadership, Significance Of Leadership, Qualities Of A Leader, Difference Between Leadership And Management, Basic Styles Of Leadership – Autocratic, Democratic, Laissez Faire (Their Meaning, Features, Advantages, Disadvantages And Suitability), Rensis Likert Styles Of Management, Tanenbaum And Schmidt Model. | 15             |

|  |   |                                                                                                                                                                                                                                                                                                                                                                              |    |
|--|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  |   | <b>Traditional Theories</b> -Great Man Theory, Trait Theory, <b>Behavioural Theories</b> - Ohio Studies, Michigan Studies, Managerial Grid, <b>Contingency Theories</b> - Fiedler'S Theory, Hersey And Blanchard Situational Model, Path Goal Theory, Transformational Leadership, Transactional Leadership, Charismatic Leadership, Servant Leadership, Ethical Leadership. |    |
|  | 2 | <b>CULTURE AND LEADERSHIP</b><br>Trompenaars Cultural Dimensions, Hofstede'S Study On Culture, Hall'S Cultural Theory, GLOBE Model: Global Leadership And Organisational Behavior Effectiveness, Organisation Culture And Leadership, OCTAPACE Profile By Uday Parekh - Openness, Collaboration, Trust, Autonomy, Proactive, Authenticity, Confrontation, Experimentation.   | 15 |

**Suggested Reading:**

1. Chhabra, T.N, Business Organisation And Management, Sun India Publications
2. Day, D. V. (2014). The Oxford Handbook Of Leadership And Organisations. Oxford, New York: Oxford University Press.
3. Hughes, R. L., Ginnett, R., & Gordon, C. (2019). Leadership: Enhancing The Lessons Of Experience (9th Ed.). Mcgraw Hill Education.
4. Gupta C.B, Business Organisation & Management, Sun India Publication, New Delhi
5. Koontz, H., & Weihrich,H, Essentials Of Management : An International And Leadership Perspective, Paperback
6. Mittal, R. (2015). Leadership: Personal Effectiveness And Team Building. Uttar Pradesh: Vikas Publishing House Pvt. Ltd.

|                |                          |                      |            |
|----------------|--------------------------|----------------------|------------|
| Course Level   | 5.5                      | Internal Marks       | 25         |
| Programme      | U.G.                     | External Marks       | 25         |
| Semester       | V                        | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course | Practical External   | ---        |
| Course Credit  | 2                        | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                       | Total                | 50         |
| Course Code    |                          | Exam Duration        | 01:00 Hrs. |
| Course Title   | Digital Marketing        |                      |            |

**Course Objectives:** On Successful Completion of The Course,

- The Students Will Be Able To: The Course Aims to Provide Knowledge Regarding The Concepts, Tools, Techniques And Relevance Of Digital Marketing In The Current Scenario.

**Course Outcomes:** On Successful Completion of The Course,

- The Students Will Be Able Identify and Assess the Impact of Digital Technology in Transforming The Business Environment And Also The Customer Journey;
- Explain the Way Marketers Think, Conceptualize, Test Continuously to Optimize Their Product Search On Digital Platforms;
- Illustrate the Measurement of Effectiveness of A Digital Marketing Campaign;
- Demonstrate Their Skills In Digital Marketing Tools Such As SEO, Social Media, And Blogging For Engaging The Digital Generation.

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

**Course Content:**

| Sem | Unit No. | Title of the Unit and the Topics                                                                                                                                                                                                                                                                                                                                                                                                                             | Teaching Hours |
|-----|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1        | <b>Introduction &amp; Digital Marketing Presence</b><br>Concept, Scope, And Importance Of Digital Marketing.<br>Traditional Marketing Versus Digital Marketing.<br>Challenges And Opportunities For Digital Marketing.<br>Digital Penetration In The Indian Market. Benefits To The Customer; Digital Marketing Landscape: An Overview.<br>Ethical Issues And Legal Challenges In Digital Marketing.<br>Regulatory Framework For Digital Marketing In India. | 15             |

|  |   |                                                                                                                                                                                                                                                                                                                                                                                 |    |
|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  |   | Concept And Role Of Internet In Marketing, Website Design And Domain Name Branding. Search Engine Optimization: Stages, Types Of Traffic, Tactics, Online Advertising: Types, Formats, Requisites Of A Good Online Advertisement, Email Marketing, Facebook Marketing, Youtube And Video Marketing, Twitter Marketing, Instagram Marketing: Types And Strategies,               |    |
|  | 2 | <b>Interactive Marketing &amp; Ai</b><br>Interactive Marketing: Concept And Options. Social Media Marketing: Concept And Tools. Online Communities And Social Networks. Blogging: Types And Role. Video Marketing: Tools And Techniques. Mobile Marketing Tools. PPC Marketing. Payment Options, Artificial Intelligence In Marketing, AI Tools Available For Digital Marketing | 15 |

**Suggested Reading:**

1. Chaffey, D., Chadwick, F. E., Johnston, K., & Mayer, R. (2008). *Internet Marketing: Strategy, Implementation, And Practice*. New Jersey: Pearson Hall.
2. Frost, R. D., Fox, A., & Strauss, J. (2018). *E- Marketing*. Abingdon: Routledge.
3. Gupta, S. (2018). *Digital Marketing*. Delhi: Tata Mcgraw Hill Education.
4. Kapoor, N. (2018). *Fundamentals Of E-Marketing*. Delhi: Pinnacle India.
5. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Digital Marketing: 4.0 Moving From Traditional To Digital*. New Jersey: John Wiley & Sons.
6. Ryan, D., & Calvin, J. (2016). *Understanding Digital Marketing: Marketing Strategies For Engaging The Digital Generation*. London: Kogan Page.
7. Blanchard, O. A. (2011). *Social Media ROI: Managing And Measuring Social Media Efforts In Your Organisation*. Indianapolis: Que Publishing.
8. Charlesworth, A. (2018). *Digital Marketing: A Practical Approach*. Abingdon: Routledge.
9. Gay, R., Charlesworth, A., & Esen, R. (2007). *Online Marketing: A Customer-Led Approach*. Oxford: Oxford University Press.
7. Tasner, M. (2015). *Marketing In The Moment: The Digital Marketing Guide To Generating More Sales And Reaching Your Customer First*. London: Pearson.

|                |                                                                            |                      |            |
|----------------|----------------------------------------------------------------------------|----------------------|------------|
| Course Level   | 5.5                                                                        | Internal Marks       | 25         |
| Programme      | U.G.                                                                       | External Marks       | 25         |
| Semester       | V                                                                          | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course                                                   | Practical External   | ---        |
| Course Credit  | 2                                                                          | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 15 (T) + 30 (P)                                                            | Total                | 50         |
| Course Code    |                                                                            | Exam Duration        | 01:00 Hrs. |
| Course Title   | It Skills For Business-3<br>(Cyber Sphere And Security: Global Concerns-I) |                      |            |

**Course Objectives:** Learn The Foundations Of Cyber Security And Threat Landscape.

- To Equip Students With The Technical Knowledge And Skills Needed To Protect And Defend Against Cyber Threats.
- To Develop Skills In Students That Can Help Them Plan, Implement, And Monitor Cyber Security Mechanisms To Ensure The Protection Of Information Technology Assets.

**Course Outcomes:** After Completion Of The Course, Learners Will Be Able To:

- Understand The Cyber Security Threat Landscape.
- Develop A Deeper Understanding And Familiarity With Various Types Of Cyber Attacks, Cyber Crimes, Vulnerabilities And Remedies Thereto.
- Analyse And Evaluate The Digital Payment System Security And Remedial Measures Against Digital Payment Frauds.

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

**Course Content:**

| Sem | Unit No. | Title of the Unit and the Topics                                                                                                                                                                                                                                                                              | Teaching Hours |
|-----|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1        | Defining Cyberspace And Overview Of Computer And Web-Technology Architecture Of Cyberspace<br>Regulation Of Cyberspace,<br>Concept Of Cyber Security, Issues And Challenges Of Cyber Security<br>Definition Of E- Commerce, Main Components Of E-Commerce, Elements Of Ecommerce Security, E-Commerce Threats | 07             |
|     |          | Introduction To Digital Payments                                                                                                                                                                                                                                                                              | 08             |



**BHAKTA KAVI NARSINH MEHTA UNIVERSITY**  
**Skill Enhancement Course (SEC)**  
**Syllabus for Faculty of Commerce-Banking & Accountancy as per NEP**  
**Effective from June 2025**  
**SEMESTER-V**

|  |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |
|--|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|  | <b>2</b>         | Components Of Digital Payment And Stake Holders,<br>Modes Of Digital Payments-<br>Banking Cards, Unified Payment Interface (UPI), E-Wallets<br>Introduction To Social Networks.<br>Types Of Social Media, Social Media Platforms,<br>Social Media Monitoring, Hashtag, Viral Content, Social Media Marketing, Social<br>Media Privacy, Challenges, Opportunities And Pitfalls In Online Social Network,<br>Security Issues Related To Social Media |           |
|  | <b>Practical</b> | <b>Practical</b> <ul style="list-style-type: none"> <li>• Checklist For Reporting Cybercrime Online.</li> <li>• Reporting Phishing Emails.</li> <li>• Demonstration Of Email Phishing Attack And Preventive Measures</li> <li>• Basic Checklist, Privacy And Security Settings For Popular Social Media Platforms</li> <li>• Configuring Security Settings In Mobile Wallets And Upis.</li> <li>• Checklist For Secure Net Banking</li> </ul>      | <b>30</b> |

**Suggested Reading:**

1. Cyber Crime Impact In The New Millennium, By R. C Mishra, Auther Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics And Egal Perspectives By Sumit Belapure And Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)

|                |                                        |                      |            |
|----------------|----------------------------------------|----------------------|------------|
| Course Level   | 5.5                                    | Internal Marks       | 25         |
| Programme      | U.G.                                   | External Marks       | 25         |
| Semester       | V                                      | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course               | Practical External   | ---        |
| Course Credit  | 2                                      | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                                     | Total                | 50         |
| Course Code    |                                        | Exam Duration        | 01:00 Hrs. |
| Course Title   | Wealth Management & Financial Planning |                      |            |

**Course Objectives & Outcomes:** On Successful Completion Of The Course, The Students Will Be Able To:

- After successful completion of this course, the students will be able to:
- Explain the financial planning process and wealth management
- Determine the goal and invest accordingly in various assets
- Assess tax aspects of various financial products and optimize them for financial planning

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

**Course Content:**

| Sem | Unit No. | Title of the Unit and the Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Teaching Hours |
|-----|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1        | <b>Introduction to wealth management &amp; Investment planning</b> <ul style="list-style-type: none"> <li>• Various instruments for wealth planning</li> <li>• Financial planning process</li> <li>• How Financial Markets works.</li> <li>• Behavioral Aspects of individual investors and how behavior impact financial planning.</li> <li>• Basics of Asset allocation</li> <li>• Understanding risk and return objectives (Second income, Inflation protection, Growth or specific goals) and constraints.</li> <li>• Concepts of time value of money.</li> </ul> <p>Planning the investment types of investment products - Understanding Bonds, Equities and other investment markets. - How to invest in Government and corporate,</p> | 15             |

|  |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  |   | bonds and equities. - Concepts of risk and return- Setting up market expectations. - Fundamental and Technical analysis and strategies for investing in quality stocks at best prices. - Mutual funds and selection models for best risk adjusted returns. - Concept of benchmarking, fee structures and other costs involved in investing. - Immunization and maximization of rate of return through Mutual funds.                                                                                                                                                                                                                                                                                     |    |
|  | 2 | <b>Tax and retirement planning</b> <ul style="list-style-type: none"> <li>• Previous Year and Assessment Year, Gross Total Income, Income Tax Slabs, Advance Tax, Tax Deducted at Source (TDS), Exempted Income.</li> <li>• Deductions from Income: - Section 80C, Section 80CCC, Section 80CCD, Section 80D, Section 80E, Section 80GG.</li> <li>• Long Term and Short-Term Capital Gain / Loss, Speculation Profit / Loss, Capital Gains</li> <li>• Tax exemption under Section 54EC, Capital Gains Tax exemption under Section 54F, Setting Off &amp; Carry Forward</li> </ul> Determination of retirement fund – social security, retirement planning and product - analysis of retirement products | 15 |

**Suggested Reading:**

1. M.Y. Khan: Financial Services, Tata McGraw –Hill
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J. C. Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K. Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
5. Ennew. C. Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional
6. Financial Planning: A Ready Reckoner – by Madhu Sinha
7. Investment Analysis and Portfolio Management – by Prasanna Chandra
8. Fundamentals of Financial Planning – by Rajesh Agrawal and Ranjan Agarwal
9. Risk Management and Insurance Planning – by S. Arunajatesan and T. R. Viswanathanm

|                |                          |  |                      |            |
|----------------|--------------------------|--|----------------------|------------|
| Course Level   | 5.5                      |  | Internal Marks       | 25         |
| Programme      | U.G.                     |  | External Marks       | 25         |
| Semester       | V                        |  | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course |  | Practical External   | ---        |
| Course Credit  | 2                        |  | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                       |  | Total                | 50         |
| Course Code    |                          |  | Exam Duration        | 01:00 Hrs. |
| Course Title   | Economics of Cooperation |  |                      |            |

**Course Objectives:** **Understand** the foundational concepts, objectives, and principles of cooperation and their relevance in socio-economic development.

- **Examine** the historical evolution of cooperatives globally and their contextual adaptation in India.
- **Analyze** the structure, types, and economic roles of cooperatives in fostering inclusive growth.
- **Evaluate** the governance framework, operational challenges, and policy environment shaping Indian cooperatives.
- **Apply** theoretical knowledge to real-world cooperative models (e.g., Amul) and contemporary policies (e.g., Ministry of Cooperation, 2021).
- **Develop** problem-solving skills to design solutions for challenges faced by cooperatives in India.

**Course Outcomes:** After Completion Of The Course, Learners Will Be Able To:

By the end of the course, students will be able to:

- **Explain** the meaning, objectives, and core principles of cooperation, linking them to socio-economic equity.
- **Compare** the evolution of cooperatives in global contexts with their development trajectory in India.
- **Classify** cooperatives by type and assess their distinct roles in economic development.
- **Critically analyze** the successes and challenges of Indian cooperatives, using case studies like Amul.
- **Evaluate** the impact of cooperative governance structures and policies (e.g., Ministry of Cooperation) on India's rural and urban economies.
- **Design** a hypothetical cooperative model to solve a local economic issue, integrating principles of cooperation and NEP-2020's skill-oriented goals.
- **Collaborate** in group projects to present solutions for strengthening cooperatives through policy advocacy or innovation.

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**Skill Enhancement Course (SEC)**  
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**SEMESTER-V**

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

**Course Content:**

| Sem | Unit No. | Title of the Unit and the Topics                                                                                                                                                                                                                                                                                     | Teaching Hours |
|-----|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1        | <b>Introduction to Cooperation</b> <ul style="list-style-type: none"> <li>Cooperation: Meaning, Objectives</li> <li>Evolution of cooperatives in world</li> <li>Principles of cooperation</li> <li>Types of cooperatives</li> </ul> Role of cooperatives in Economic Development                                     | 15             |
|     | 2        | <b>Cooperatives in India</b> <ul style="list-style-type: none"> <li>Development of Cooperatives in India</li> <li>Features of Cooperative Governance in India</li> <li>‘AMUL’: A successful cooperative</li> <li>Challenges faced by cooperatives in India</li> </ul> ‘Ministry of Cooperation (2021)’ – An Overview | 15             |

**Suggested Reading:**

1. Ministry of Cooperation: Vision 2025, Ministry of Cooperation, Government of India
2. The Indian Cooperative Movement: Policies and Challenges, I.J. Patel, Himalaya Publishing House
3. Theory of Cooperation, Sharada V, Himalaya Publishing House
4. Cooperation, Ajit Kumar, Himalaya Publishing House
5. Cooperation: Principles, Problems, and Practice, T.N. Hajela, Ane Books Pvt. Ltd., New Delhi
6. Cooperatives and Local Development: Theory and Applications for the 21<sup>st</sup> Century, Christopher D. Merrett, Routledge Publication
7. Cooperation: A Political, Economic, and Social Theory, Bernard E. Harcourt, Columbia University Press
8. The Routledge Handbook of Cooperative Economics and Management, Jerome Nikolai Warren (Ed.), Routledge Publication

| 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        |
| 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        |
|                                                                                                                                                                       | <b>Total</b>                                  | <b>25</b> |
| <b>Note: Sr.No.1 is mandatory. <u>Select any Four from Sr.No.2 to 24.</u> Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.</b> |                                               |           |

**BHAKTA KAVI NARSINH MEHTA UNIVERSITY**  
**Skill Enhancement Course (SEC)**  
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**Effective from June 2025**  
**SEMESTER-V**

**Paper Style**

| <b>EXTERNAL ASSESSMENT BY UNIVERSITY</b> |                            |              |
|------------------------------------------|----------------------------|--------------|
| <b>Que. No.</b>                          | <b>Particulars</b>         | <b>Marks</b> |
| <b>Que-1</b>                             | Question-1 (From Unit One) | <b>(10)</b>  |
|                                          | <b>OR</b>                  |              |
|                                          | Question-1 (From Unit One) |              |
| <b>Que-2</b>                             | Question-2 (From Unit Two) | <b>(10)</b>  |
|                                          | <b>OR</b>                  |              |
|                                          | Question-2 (From Unit Two) |              |
| <b>Que-3</b>                             | Question-3 (From Unit One) | <b>(05)</b>  |
|                                          | <b>OR</b>                  |              |
|                                          | Question-3 (From Unit Two) |              |

|                |                                   |  |                      |            |
|----------------|-----------------------------------|--|----------------------|------------|
| Course Level   | 5.5                               |  | Internal Marks       | 25         |
| Programme      | U.G.                              |  | External Marks       | 25         |
| Semester       | V                                 |  | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course          |  | Practical External   | ---        |
| Course Credit  | 2                                 |  | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                                |  | Total                | 50         |
| Course Code    |                                   |  | Exam Duration        | 01:00 Hrs. |
| Course Title   | Business Communication in English |  |                      |            |

**Course Description:**

- The course '**Business Communication in English**' provides a foundational understanding of communication principles and their application in professional contexts. The course covers the communication process, barriers, and the nuances of verbal (oral and written) and non-verbal communication. Students will learn practical tips for improving communication skills and gain proficiency in drafting various types of business letters, notices, agendas, and minutes of meetings.
- The course also includes instruction on preparing effective questionnaires for business purposes, equipping students with essential communication tools for the workplace.

**Course Objectives:**

- To Enhance Communication Skills of students for their upcoming professional fields
- To master the students in fundamentals of business writing for diverse communication needs
- To make the learners aware of drafting action oriented business meeting notice and agendas

**Course Outcomes:** Upon completion of the '**Business Communication in English**' course, students will:

- Enhance their communication skills for their upcoming professional fields.
- Master the fundamentals of business writing for diverse communication needs.
- Learn drafting notice of business meeting along with agendas which are action oriented.

**Teaching Pedagogy:** Chalk & Talk, Interactive Lectures & Discussions, Group Activities & Projects Role-play, Case Study, Presentation, Communicative Approach, Game-Based Learning, Technology-Enhanced Learning, Mock Interviews



**Course Content:**

| Sem | Unit | Content                                                                                                                                                                                                                                                                                                                                                                                                          | Teaching hours |
|-----|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1    | <b>Communication-I</b><br>Communication: definition <ul style="list-style-type: none"> <li>• Importance of communication skill</li> <li>• Process of communication</li> <li>• Barriers to communication: physical, psychological, language</li> <li>• Oral Communication: introduction, advantages &amp; disadvantages</li> <li>• Written Communication: introduction, advantages &amp; disadvantages</li> </ul> | 15             |
|     | 2    | <b>Communication-II</b> <ul style="list-style-type: none"> <li>• Business letters: introduction, inward parts of a business letter, essential qualities of a business letter, types-enquiry, reply, order</li> <li>• Notice of business meeting &amp; agendas of meeting</li> </ul>                                                                                                                              | 15             |

**Recommended Resources:**

1. Bansal, R. (n.d.). *Unit-1 An Introduction to Communication*. Retrieved from <https://egyankosh.ac.in/handle/123456789/72742>
2. Dev, N. B., & Godhwani, R. (n.d.). *Effective Business Communication*. Indian Institute of Management Bangalore (IIMB). Retrieved from [https://onlinecourses.swayam2.ac.in/imb24\\_mg64/preview](https://onlinecourses.swayam2.ac.in/imb24_mg64/preview)
3. Pal, Rajendra & Korlahalli, J.S. *Essentials of Business Communication*. Sultan Chand & Sons: New Delhi, 2007.
4. Ravichandran, T. (n.d.). *Communication Skills*. Indian Institute of Technology Kanpur. Retrieved from <https://nptel.ac.in/courses/110105051>
5. **Sinha, K.K.** *Business Communication*. Galgotia Publishing Company: New Delhi, 2003.
6. Viswamohan, A. (n.d.). *Business English Communication*. Indian Institute of Technology Madras. Retrieved from <https://nptel.ac.in/courses/109106129>

**BHAKTA KAVI NARSINH MEHTA UNIVERSITY**  
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**Effective from June 2025**  
**SEMESTER-V**

| <b>INTERNAL EVALUATION SCHEME</b>                                                                            |                                      |              |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------|
| <b>NO</b>                                                                                                    | <b>Particulars</b>                   | <b>Marks</b> |
| 1                                                                                                            | <b>Mid Semester Exam (Mandatory)</b> | <b>13</b>    |
| <b>Moreover, any four components from the following can be selected for internal evaluation of students:</b> |                                      |              |
| 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           |
|                                                                                                              | <b>Total</b>                         | <b>25</b>    |

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| <b>EXTERNAL EVALUATION SCHEME (BY UNIVERSITY)</b> |                                                                                                                                            |              |
|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Ques. No.</b>                                  | <b>Particulars</b>                                                                                                                         | <b>Marks</b> |
| <b>Q.1</b>                                        | <b>Answer the following questions (1/2) (Unit-1)</b>                                                                                       | <b>(10)</b>  |
| <b>Q.2</b>                                        | <b>Attempt any one business letter from Unit-2</b>                                                                                         | <b>(10)</b>  |
| <b>Q.3</b>                                        | <b>Short Notes (1/2)</b><br><b>(Unit-1- Communication</b><br><b>Unit-2- Notice of business meeting &amp; agendas of</b><br><b>Meeting)</b> | <b>(05)</b>  |
|                                                   | <b>Total Marks</b>                                                                                                                         | <b>(25)</b>  |

**Passing Standard**

- Student must obtain minimum 09 marks out of 25 marks in Internal Assessment, and minimum 09 marks out of 25 in University Examination.

|                |                                     |  |                      |            |
|----------------|-------------------------------------|--|----------------------|------------|
| Course Level   | 5.5                                 |  | Internal Marks       | 25         |
| Programme      | U.G.                                |  | External Marks       | 25         |
| Semester       | V                                   |  | Practical Internal   | ---        |
| Course Type    | Skill Enhancement Course            |  | Practical External   | ---        |
| Course Credit  | 2                                   |  | Prac. Ext. Exam Time | ---        |
| Teaching Hours | 30                                  |  | Total                | 50         |
| Course Code    |                                     |  | Exam Duration        | 01:00 Hrs. |
| Course Title   | Enhancing Soft Skills & Personality |  |                      |            |

**Course Description:**

- The Course ‘Enhancing Soft Skills & Personality’ focuses on developing self-awareness and essential interpersonal capabilities for personal and professional growth. The course explores the definition and elements of personality, introduces the Johari Window model, and emphasizes the importance and development of self-awareness.
- It provides an overview of skill development initiatives in India and highlights the critical role of core soft skills like communication, adaptability, listening, teamwork, leadership, creativity, critical thinking, and assertiveness in the 21st century.

**Course Objectives:**

- **To enable** the student to analyze the various elements that contribute to the formation of their personality
- **To equip** the student to recognize the significance of skill in general and identify core soft skills essential for success in the 21st century.
- **To guide** the student to cultivate key soft skills such as effective communication, adaptability, active listening, and interpersonal skills for their improved personal and professional interactions.

**Course Outcomes:** Upon completion of the ‘Enhancing Soft Skills & Personality’ course, students will be able to:

- Analyse the various elements that contribute to the formation of their personality.
- Recognize the significance of skill in general and identify core soft skills essential for success in the 21st century.
- Cultivate key soft skills such as effective communication, adaptability, active listening, and interpersonal skills for their improved personal and professional interactions.

**Teaching Pedagogy:**

Chalk & Talk, Interactive Lectures & Discussions, Group Activities & Projects Role-play, Case Study, Presentation, Communicative Approach, Game-Based Learning, Technology-Enhanced Learning, Mock Interviews

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**Course Content:**

| Sem | Unit | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Teaching hours |
|-----|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 5   | 1    | <b>Soft Skills</b> <ul style="list-style-type: none"> <li>Skill: Meaning, Definition, Govt. Initiatives: Ministry of Skill Development and Entrepreneurship (MSDE), National Skill Development Corporation (NSDC), Skill India Project, Gujarat Skill Development Mission</li> <li>Importance of Soft skill in 21<sup>st</sup> century</li> <li>Core Soft Skills: Communication, Adaptability, Effective Listening, Interpersonal Skills, Team Work, Leadership, Creativity, Critical Thinking, Assertiveness</li> </ul> | 15             |
|     | 2    | <b>Personality</b> <ul style="list-style-type: none"> <li>Definition of Personality, Elements: Heredity, Environment, Culture, Situational factors, Parenting styles, Psychological factors, Intellectual factors, Need for understanding Personality Development</li> <li>The Johari Window Model</li> <li>Self-Awareness - Definition, Importance in personal and professional growth, Benefits, Developing Self-Awareness</li> </ul>                                                                                  | 15             |

**Recommended Resources:**

- Butterfield, Jeff (2010). *Soft Skills for Everyone*. New Delhi: Cengage Learning.
- Chauhan, G.S. and Sangeeta Sharma (2016). *Soft Skills*. New Delhi: Wiley.
- Ghosh, B.N. (2012). *Managing Soft Skills for Personality Development*. New Delhi: Tata McGraw-Hill.
- Goleman, Daniel (1998). *Working with Emotional Intelligence*. London: Bantam Books.
- Khera, Shiv (2011). *You Can Win*. New Delhi: Macmillan Publication.
- Minaxi, Raman. (2013). *Technical Communication: Principles & Practice*. New Delhi: Oxford University Press.
- Mitra, Barun (2011). *Personality Development and Soft Skills*. New Delhi: Oxford University press.

**Web-references**

- Ministry of Skill Development and Entrepreneurship, Govt. of India - <https://www.msde.gov.in/>
- Labour, Skill Development & Employment Department, Govt. of Gujarat- <https://skills.gujarat.gov.in/>
- "CEC24\_ED21." *Swayam2.ac.in*, Swayam2.ac.in, 2021, [https://onlinecourses.swayam2.ac.in/cec24\\_ed21/preview](https://onlinecourses.swayam2.ac.in/cec24_ed21/preview).

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| <b>INTERNAL EVALUATION SCHEME</b>                                                                            |                                      |              |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------|--------------|
| <b>NO</b>                                                                                                    | <b>Particulars</b>                   | <b>Marks</b> |
| 1                                                                                                            | <b>Mid Semester Exam (Mandatory)</b> | <b>13</b>    |
| <b>Moreover, any four components from the following can be selected for internal evaluation of students:</b> |                                      |              |
| 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           |
|                                                                                                              | <b>Total</b>                         | <b>25</b>    |

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| <b>EXTERNAL EVALUATION SCHEME (BY UNIVERSITY)</b> |                                                      |              |
|---------------------------------------------------|------------------------------------------------------|--------------|
| <b>Ques. No.</b>                                  | <b>Particulars</b>                                   | <b>Marks</b> |
| <b>Q.1</b>                                        | <b>Answer the following questions (1/2) (unit-1)</b> | <b>(10)</b>  |
| <b>Q.2</b>                                        | <b>Answer the following questions (1/2) (unit-1)</b> | <b>(10)</b>  |
| <b>Q.3</b>                                        | <b>Short Notes (1/2) (unit-1 &amp; 2)</b>            | <b>(05)</b>  |
|                                                   | <b>Total Marks</b>                                   | <b>(25)</b>  |