

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
AURANGABAD.**



Circular / Acad Sec./ UG-PG /CBCS Curri./Colleges/ 2022.

It is hereby inform to all concerned that, on the recommendation of Dean of Faculty of Humanities; **the Hon'ble Vice-Chancellor has accepted the following subject wise Curriculum/ Model Question Paper Pattern of Choice Based Credit & Grading System** under the faculty of Humanities in his emergency powers under Section 12 [7] of the Maharashtra Public University Act, 2016 on behalf of the Academic Council.

Sr. No.	Course/Curriculum Name	Semesters
01.	B.A., B.Com, B.Sc. First Year NCC.	Ist & IInd
02.	B.A First Year Model Question Paper Pattern.	Ist & IInd
03.	B.A., B.Com, B.Sc. First to Third Year Life Skill Curriculum (Honors) for Model College.	Ist to VIth
04.	B.A. Second & Third Year Thoughts of Mahatma Phule and Dr. Babasaheb Ambedkar.	IIInd to VIth

This is effective from the Academic Year 2022-23 and Onwards progressively as appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Aurangabad-431 004.

Ref. No. SU/Colleges Curri/ 2022/
11599-11610

Date: 07.10.2022.

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**Deputy Registrar,
Academic Section**

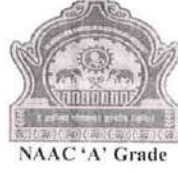
Copy forwarded with compliments to:-

- 1] **The Principal, all affiliated colleges,**
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- 2] **The Principal, Model College,**
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- 3] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

Copy to :-

- 1] **The Director, Board of Examinations & Evaluation,**
- 2] **The Sec. Officer, [B.A., B.Com, B.Sc. Unit] Exam. Branch,**
- 3] **The Section Officer, [Eligibility Unit],**
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] **The In-charge, [E-Suvidha Kendra],**
- 7] **The Public Relation Officer,**
- 8] **The Record Keeper,**
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

**Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad (M.S.)**



**Model Degree College, Ghansawangi
Dist. Jalna**

Choice Based Credit System

Life Skill Curriculum for

B. A. Honors, B. Com. Honors & B. Sc. Honors

First Year

With effect from Academic Year 2022-2023

Dean,
Faculty of Humanities

Chairman,
Life Skill CEE Comm.

Life Skill Curriculum Structure

B. A. Honors, B. Com. Honors and B. Sc. Honors First Year

Semester	Course	Course Code	Paper Name	Credit / lecture per week	Marks		
					Continuous (Internal) Assessment	Theory Paper Assessment	Total
I	Job Oriented Curriculum	LSC101	Communication Skills	02	20	30	50
	Value Oriented Curriculum	LSC102	Value Education	02	20	30	50
II	Job Oriented Curriculum	LSC201	Computer Maintenance	02	20	30	50
	Value Oriented Curriculum	LSC202	Human Rights	02	20	30	50
			Total	08	80	120	200

Examination Scheme

B. A. Honors, B. Com. Honors and B. Sc. Honors First Year

Semester	Course	Course Code	Paper Name	Maximum Marks			Minimum Marks		
				CA	TPA	Total	CA	TPA	Total
I	Job Oriented Curriculum	LSC101	Communication Skills	20	30	50	08	12	20
	Value Oriented Curriculum	LSC102	Value Education	20	30	50	08	12	20
II	Job Oriented Curriculum	LSC201	Computer Maintenance	20	30	50	08	12	20
	Value Oriented Curriculum	LSC202	Human Rights	20	30	50	08	12	20
			Total	80	120	200	32	48	80

Question Paper Structure:

For Life skill Curriculum Courses (JOC and VOC)

For Life skill Curriculum Courses (JOC and VOC) Course		
Maximum Marks: 30		Time: 1.30 Hours
Note: 1. All questions are compulsory. 2. Each question carries equal marks.		
Q. 1	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 2	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 3	Two Short Questions Carrying 5 Marks each, Attempt Out of Five Questions.	10 Marks

Note: This Course is Bilingual (English & Marathi)
The Examination will also be bilingual.

Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) First Year
Semester I
Job Oriented Curriculum

Course Code: LSC101	Lecture (L-T-P): 2-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Communication Skills	Theory Paper Assessment: 30 Marks
Semester: First	Continuous (Internal) Assessment: 20 Marks

Unit I Communication

- 1.1 Meaning and Definition of Communication.
- 1.2 Types of Communication.
- 1.3 Importance of Communication.
- 1.4 Communication Barriers.

Unit II Forms of Communication

- 2.1 Verbal Communication- Listening skills, Active listening and Communication situations.
- 2.2 Benefits of effective listening.
- 2.3 Non-verbal Communication- Body Language, Gestures, Emotions and Facial Expression.

Unit III English Speaking

- 3.1 Importance of Spoken English.
- 3.2 Spelling and Pronunciation.
- 3.3 How to speak effectively in person.
- 3.4 How to speak effectively online and on phone.

Unit IV E-mail Writing

- 4.1 English writing skills for e-mail writing.
- 4.2 Grammar and Vocabulary skills for e-mail writing.

Unit V Portfolio Building

- 5.1 How to showcase your background.
- 5.2 Resume.
- 5.3 Samples of Works.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Pushpa Lata & Sanjay Kumar, Communication Skills, Oxford University Press, 2002.
- Dale Carnegie, The Quick & Easy Way to Effective Speaking, 1962.
- Mark Goulston, Just Listen: Discover the Secret to Getting through Absolutely Anyone, 2009.
- Bruce Patton, Douglas Stone & Sheila Heen, Difficult Conversations, 1999.
- Leil Lowndes, How to talk to anyone, 92 little tricks for Big Success in Relationships, 1999.
- David Berlo, Holt, Rinehart & Wiston, The Process of Communication, Newyork, 1960.



Life Skill Curriculum
B.A.(Honors), B.Com.(Honors) & B.Sc.(Honors) First Year
Semester I
Value Oriented Curriculum

Course Code: LSC102	Lecture (L-T-P): 2-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Human Rights	Theory Paper Assessment: 30 Marks
Semester: First	Continuous (Internal) Assessment: 20 Marks

Unit I Human Rights

- 1.1 Meaning and Concept of Human Rights.
- 1.2 Origin & Development of Human Rights.

Unit II International Instruments on Human Rights

- 2.1 Introduction of International instruments on Human Rights.
- 2.2 Civil Rights and Political Rights.
- 2.3 Economic, Social and Cultural Rights.

Unit III Constitution of India and Human Rights

- 3.1 Characteristics of Constitution of India.
- 3.2 Fundamental Rights.
- 3.3 Fundamental Duties.

Unit IV Human Rights and Vulnerable Groups

- 4.1 Introduction of Vulnerable Groups in India.
- 4.2 Human Rights and Vulnerable Groups.

Unit V Human Rights Commission

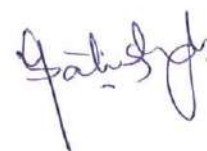
- 5.1 Introduction and Concept of Human Rights Commission.
- 5.2 Human Rights Commission- International, National & State.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Brownlie & Goodwin Gill, Basic Documents on Human Rights, Oxford University Press, Indian Edition, 5th edition.
- V. K. Sircar, Protection of Human Rights in India, Asia Law House,
- Dr. H. O. Agarwal, Human Rights, Central Law Publication, 4th edition, 2014.
- Manoj Kumar Sinha, Handbook of Legal Instruments on International Human Rights & Refugee laws.
- Dr. H. O. Agarwal, Human Rights, 16th edition, 2016.
- Paveenkumar Mellalli, Constitution of India, Professional Ethics and Human Rights, Sage Texts, 2005.



Life Skill Curriculum
B.A.(Honors), B.Com.(Honors) & B.Sc.(Honors) First Year
Semester II
Job Oriented Curriculum

Course Code: LSC201	Lecture (L-T-P): 2-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Computer Maintenance	Theory Paper Assessment: 30 Marks
Semester: Second	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 Heat and temperature control, Dust and Pollution control, Ventilation Control, Electrostatic discharge control, Humidity and corrosion control, Shock and vibration control.
- 1.2 Preventive maintenance schedule.

Unit II Overview of Parts of PC

- 2.1 Cabinet , Motherboards, Video cards, Sound cards, Modem, Hard drive, Zip drive, CD ROM drive, Network card, Interfaces, CPU, Main memory, Power supply.

Unit III BIOS

- 3.1 Identification of Interrupts, Serial port Service, Video Service, Printer + Screen Service,
- 3.2 Flash Memory, Trouble Shooting.

Unit IV Setup Management

- 4.1 CMOS Setup, Chipset Setup, Power Management Setup, Peripheral Setup, CPU Frequency/Voltage Control.

Unit V Files Management

- 5.1 Post, Low level Formatting, IDE Drives, SCSI Drives, Partitioning, Cluster FAT, FDISK, Logical Drives, Backup.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Troubleshooting Your PC For Dummies®, 2nd Edition, Published by Wiley Publishing, Inc., 111 River Street, Hoboken, NJ 07030-5774, Copyright © 2005 by Wiley Publishing
- Bigelow's Troubleshooting, Maintaining & Repairing PCs Hardcover - 1 Jul 2017, by Stephen Bigelow (Author), Publisher: McGraw Hill Education; 5 edition (1 July 2017), ISBN-10: 0070473676, ISBN-13: 978-0070473676
- A+ Certificate in Computer Maintenance and Installation Level 2.
MS Jenny Lawson, Publication: - Heinemany 13 Oct 2004.

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Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) First Year
Semester II
Value Oriented Curriculum

Course Code: LSC202	Lecture (L-T-P): 2-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Value Education	Theory Paper Assessment: 30 Marks
Semester: Second	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 Meaning, Definition & Types of Value.
- 1.2 Concept, Definition & Objectives of Value Education.
- 1.3 Value Education in India.
- 1.4 Approaches to teachers in Value Education.
- 1.5 The Role of Teachers

Unit II Moral Values

- 2.1 Meaning & Definition of Moral Values.
- 2.2 Types of Moral Values.
- 2.3 Importance of Moral Values in our Life
- 2.4 Most important of Moral Values for Students.
- 2.5 Concept- Morality & Community.

Unit III Family Values

- 3.1 Components and Structure of Family Values.
- 3.2 Responsibilities of Family.
- 3.3 Threats of Family Life.
- 3.4 Status of Women in Family and Society.

Unit IV Social Values

- 4.1 Social Values- Faith, Service and Secularism.
- 4.2 Social Sense and Commitment.
- 4.3 Social Awareness.

Unit V Value Oriented Education: Strategy for Action in Maharashtra

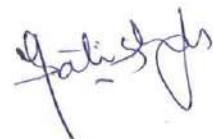
- 5.1 Higher Education & Pursuit of Values.
- 5.2 Value Orientation in Teachers Education.
- 5.3 Present status & Trends in Value Education.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Bajpai Amita, Fifth survey of Educational Research, 1988-92, M. B. Buch, Vol. 2, 1991.
- Mohit Chakrabarti, Value Education: Changing perspectives, Kanishka Publication, New Delhi, 1997.
- G. J. Prem Singh, Towards Value Based Education, University NEWS, Vol.42, 2004.
- J. Stephenson, Value Education, London: Routledge, et al, 1998.
- Dr. N. Venkataiah, Value Education, A. P. H. Publication, New Delhi,



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**Model Degree College, Ghansawangi
Dist. Jalna**

Choice Based Credit System

Life Skill Curriculum for

**B. A. Honors, B. Com. Honors & B. Sc. Honors
Second and Third Year**

***With effect from Academic Year 2023-2024 and
Progressively***

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Life Skill Curriculum Structure

B. A. Honors, B. Com. Honors and B. Sc. Honors Second Year

Semester	Course	Course Code	Paper Name	Credit / lecture per week	Marks		
					Continuous (Internal) Assessment	Theory Paper Assessment	Total
III	Job Oriented Curriculum	LSC301	Basic Marketing	02	20	30	50
	Value Oriented Curriculum	LSC302	Personality Development	02	20	30	50
IV	Job Oriented Curriculum	LSC401	Tourism Management	02	20	30	50
	Value Oriented Curriculum	LSC402	Public Relations	02	20	30	50
			Total	08	80	120	200

Examination Scheme

B. A. Honors, B. Com. Honors and B. Sc. Honors Second Year

Semester	Course	Course Code	Paper Name	Maximum Marks			Minimum Marks		
				CA	TPA	Total	CA	TPA	Total
III	Job Oriented Curriculum	LSC301	Basic Marketing	20	30	50	08	12	20
	Value Oriented Curriculum	LSC302	Personality Development	20	30	50	08	12	20
IV	Job Oriented Curriculum	LSC401	Tourism Management	20	30	50	08	12	20
	Value Oriented Curriculum	LSC402	Public Relations	20	30	50	08	12	20
			Total	80	120	200	32	48	80

Question Paper Structure:

For Life skill Curriculum Courses (JOC and VOC)

For Life skill Curriculum Courses (JOC and VOC) Course		
Maximum Marks: 30		Time: 1.30 Hours
Note: 1. All questions are compulsory 2. Each question carries equal Marks.		
Q. 1	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 2	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 3	Two Short Questions Carrying 5 Marks each, Attempt Out of Five Questions.	10 Marks

**Note: This Course is Bilingual (English & Marathi)
The Examination will also be bilingual.**



Life Skill Curriculum Structure

B. A. Honors, B. Com. Honors and B. Sc. Honors Third Year

Semester	Course	Course Code	Paper Name	Credit / lecture per week	Marks		
					Continuous (Internal) Assessment	Theory Paper Assessment	Total
V	Job Oriented Curriculum	LSC501	Computer Networking	04	20	30	50
	Value Oriented Curriculum	LSC502	Project Report Writing	04	20	30	50
VI	Job Oriented Curriculum	LSC601	Entrepreneurship	04	20	30	50
	Value Oriented Curriculum	LSC602	Office Management	04	20	30	50
Total				16	80	120	200

Examination Scheme

B. A. Honors, B. Com. Honors and B. Sc. Honors Third Year

Semester	Course	Course Code	Paper Name	Maximum Marks			Minimum Marks		
				CA	TPA	Total	CA	TPA	Total
V	Job Oriented Curriculum	LSC501	Computer Networking	20	30	50	08	12	20
	Value Oriented Curriculum	LSC502	Project Report Writing	20	30	50	08	12	20
VI	Job Oriented Curriculum	LSC601	Entrepreneurship	20	30	50	08	12	20
	Value Oriented Curriculum	LSC602	Office Management	20	30	50	08	12	20
Total				80	120	200	32	48	80

Question Paper Structure:

For Life skill Curriculum Courses (JOC and VOC)

For Life skill Curriculum Courses (JOC and VOC) Course		
Maximum Marks: 30		Time: 1.30 Hours
Note: 1. All questions are compulsory 2. Each question carries equal Marks.		
Q. 1	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 2	One Long Question, Attempt Out of Two Questions.	10 Marks
Q. 3	Two Short Questions Carrying 5 Marks each, Attempt Out of Five Questions.	10 Marks

**Note: This Course is Bilingual (English & Marathi)
The Examination will also be bilingual.**

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Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Second Year
Semester III
Job Oriented Curriculum

Course Code: LSC301	Lecture (L-T-P): 2-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Basic Marketing	Theory Paper Assessment: 30 Marks
Semester: Third	Continuous (Internal) Assessment: 20 Marks

Unit I Marketing

- 1.1 Meaning, Nature and Scope of Marketing.
- 1.2 Functions and Principles of Marketing.
- 1.3 Importance of Marketing.
- 1.4 Classification of Markets.

Unit II Marketing Management

- 2.1 Concept and Meaning of Marketing Management.
- 2.2 Functions and Importance of Marketing Management.
- 2.3 Marketing Managers and Responsibilities.
- 2.4 Market Segmentation- Meaning, Characteristics, Types and Importance.

Unit III Consumer Behaviour

- 3.1 Meaning and Importance of Consumer Behaviour.
- 3.2 Factors influencing consumer Behaviour.
- 3.3 Consumer Behaviour Theories: Social Theory, Psychological Theory and Economical Theory.
- 3.4 Consumer Buying Process.

Unit IV Pricing and Distribution Channels

- 4.1 Concept and Objectives of Pricing.
- 4.2 Factors affecting Pricing.
- 4.3 Process of Price Determination.
- 4.4 Meaning, Factors and Functions of Distribution Channel.
- 4.5 Factors affecting Distribution Channels.

Unit V Recent Trends in Marketing

- 5.1 Internet-Business- Meaning, Types, Advantages and Limitations.
- 5.2 Mobile-Business- Meaning, Features and Experiences.
- 5.3 Internet-Marketing- Concept, Importance and Challenges.
- 5.4 Virtual Marketing- Meaning, Process, Features and Limitations.
- 5.5 Mobile Marketing, Green Marketing.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Burrow, J. & Egglund, S., Marketing: Foundations and Functions, Cincinnati: Southwestern Publishing Co., 1995.
- Arun Kumar & N. Meenakshi, Marketing Management, Vikas Publishing House Pvt. Ltd.
- Prof. Kavita Sharma, Dr. Swati Aggarwal, Principles of Marketing, Taxmann Publications, New Delhi, 2nd Edition, 2021.

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Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Second Year
Semester III
Value Oriented Curriculum

Course Code: LSC302	Lecture (L-T-P): 2-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Personality Development	Theory Paper Assessment: 30 Marks
Semester: Third	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction to Personality Development

- 1.1 Meaning and Concept of Personality Development.
- 1.2 Determinants of Personality.
- 1.3 Personality Characteristics in Organization.
- 1.4 Definition and Concept of Perception.

Unit II Self-Awareness

- 2.1 Meaning and Concept of Self-Awareness.
- 2.2 Components of Self-Awareness.
- 2.3 Improving of Self-Awareness.
- 2.4 Benefits of Self Understanding.

Unit III Goal Setting

- 3.1 Meaning and Characteristics of Goal.
- 3.2 SWOT Analysis (Strength, Weakness, Opportunity & Threats), Goal Setting- Short term, Medium term and Long term.
- 3.3 Importance of Goal Setting.
- 3.4 Selection of Goal Setting, Strategy for Goal Setting- SMART Goals.

Unit IV Creativity

- 4.1 Meaning of Creativity.
- 4.2 Difference between Innovation and Creativity.
- 4.3 Steps to stimulate Creativity.
- 4.4 Understanding and Importance of Human Value.

Unit V Interpersonal Skills

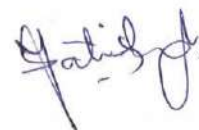
- 5.1 Meaning and Need of Interpersonal Skills.
- 5.2 Components of Interpersonal Skills.
- 5.3 Techniques required to improving Skills.
- 5.4 Benefits of effective Interpersonal Skills.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Shikha Kapoor, Personality Development and Soft Skills, Dreamtech Press, 2010.
- Govt. of Karnataka, Vikas, Karnataka Knowledge Commission, Karnataka Jnana Aayoga, 2010.
- Swami Vivekanand, Personality Development, Ramkrishan Math and Ramkrishan Mission, 2011.



Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Second Year
Semester IV
Job Oriented Curriculum

Course Code: LSC401	Lecture (L-T-P): 2-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Tourism Management	Theory Paper Assessment: 30 Marks
Semester: Fourth	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 Concept, Meaning and History of Tourism.
- 1.2 Concepts in Tourism- Tourism Products, Tourism Services, Tours, Tourist, Tourists Destination.
- 1.3 Types of Tourism.
- 1.4 Future Trends of Tourism

Unit II Tourism Transport

- 2.1 History of Tourism Transport.
- 2.2 Importance of Tourism Transport.
- 2.3 Elements & Modes of Transport Systems.
- 2.4 Tourism Transport in India.

Unit III Tour Operators

- 3.1 Concept of Tour Operators.
- 3.2 Skill for Tour Operators.
- 3.3 Types and Functions of Tour Operators.
- 3.4 Importance of Tour Operators.

Unit IV Tour Guide

- 4.1 Meaning and Concept of Tour Guide.
- 4.2 Categories of Tourist Guide in India.
- 4.3 Types of Tourist Guide.
- 4.4 Needs for Tourist Guide Training, Code of ethics for a Tourist Guide in India.

Unit V Tourism Industry

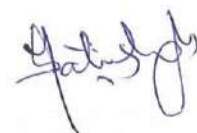
- 3.1 Concept and Meaning of Tourism Industry.
- 3.2 Components of Tourism Industry- Primary & Secondary.
- 3.3 Government Tourism Organizations in India.
- 3.4 Private Sector Organizations in India- IATO, TAAI and FHRAI.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Prof. K. S. Nagapathi, Tourism Development- A New Approach.
- Bhatiya A. K., Tourism Development – Principles and Practices.
- Seth, Pran Nath & Bhat, An Introduction to Travel and Tourism.
- Singh, S. K., Fundamentals of Travel Agency & Tour Operations, Anmol Publishers, New Delhi.
- Jagmohan Negi, Travel Agency and Tour Operations, Kanishka Publishers, New Delhi.
- Sinha, P. C., Tourism Transport and Travel Management, Anmol Publications, New Delhi.



Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Second Year
Semester IV
Value Oriented Curriculum

Course Code: LSC402	Lecture (L-T-P): 2-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Public Relations	Theory Paper Assessment: 30 Marks
Semester: Fourth	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 Meaning, Concept, Nature and Scope of Public Relations.
- 1.2 Functions and Principles of Public Relations.
- 1.3 Types of Public Relations- Internal and External.
- 1.4 Laws and Ethics in Public Relations.

Unit II Role of Public Relations

- 2.1 Role of Public Relations in Educational and Research Institutions.
- 2.2 Role of Public Relations in State and Central Government.
- 2.3 Defining Strategy and its relevance in Public Relations.
- 2.4 Methods of Public Relations.

Unit III Public Relations Officer

- 3.1 Profile of Public Relation Officer.
- 3.2 Functions and Responsibilities of Public Relation Officer.
- 3.3 Work Assignments for Success.
- 3.4 Advantage and Disadvantage of Public Relations.

Unit IV Tools and Techniques

- 4.1 Tools and Techniques of Public Relations.
- 4.2 Importance of Tools and Techniques in Public Relations.
- 4.3 News release- Seven point formula.
- 4.4 Media relations- Press Conference and Press Tours.

Unit V Public Relations Campaigns

- 5.1 Planning of Public Relations Campaigns.
- 5.2 Execution and Evaluation of Public Relations.
- 5.3 Causes and Remedies of Crisis in Public Relations.
- 5.4 Public Relations agencies in India.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Public Relations Disasters - Inside Stories & Lessons Learnt, Gerry McCusker, Tailspin, Kogan Page.
- Practice of Public Relations, Fraser .P. Seitel, Prentice Hall.
- Effective Public Relations Management - A Guide to Corporate Survival, Winer Park, Jaico.
- Principles of Public Relations, C. Rayendu & K.R. Balan, Himalaya
- Handbook of Public Relations in India, Mehta. D. , Allied Publishing, Delhi.
- Public Relations in India, J. V. Vilanilam (2011), Sage, New Delhi.
- Public Relations Strategy, Sanda Oliver (2010), Kogan Page, London.
- Handbook of Public Relations, N. Palaniappan & A. M. Ramachandraiah, Anna Institute of Management, Chennai.

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Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Third Year
Semester V
Job Oriented Curriculum

Course Code: LSC501	Lecture (L-T-P): 4-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Computer Networking	Theory Paper Assessment: 30 Marks
Semester: Fifth	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 LAN
- 1.2 MAN
- 1.3 WAN
- 1.4 Topologies

Unit II Physical Layer

- 2.1 Transmission Media
- 2.2 Method of Communication.

Unit III Medium Access Sublayer

- 3.1 Cabling
- 3.2 Straight through and Cross Over.
- 3.3 Standard Color Coding – RJ-45, UTP.
- 3.4 Crimping Tools.

Unit IV Network Layer

- 4.1 Switches
- 4.2 Bridge
- 4.3 Router
- 4.4 WIFI Router

Unit V Internetworking

- 5.1 TCP/IP Addressing, MAC Address, Subnet.
- 5.2 Creating LAN, Set up WAN (Wi-Fi Router).
- 5.3 ICMP ping Command for Connection Verification.
- 5.4 Share and Access file/folders over network.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Guide to Network by Tamara Dean 6th Edition, Cengage Leasnicey, June14, 2012.
- Computer Network, A. Tanenbaum, 5th Edition, Tata McGraw Hill Publication.

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Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Third Year
Semester V
Value Oriented Curriculum

Course Code: LSC502	Lecture (L-T-P): 4-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Project Report Writing	Theory Paper Assessment: 30 Marks
Semester: Fifth	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction to Project Report Writing

- 1.1 Meaning and Definition of Project Report.
- 1.2 Steps of Ideal Project Report Writing.
- 1.3 Characteristics and Objectives of Project Report Writing.
- 1.4 Importance of Project Report Writing.

Unit II Nature of Project Report Writing

- 2.1 Selection of Project Title.
- 2.2 Issues and Challenges of Project Report Writing.
- 2.3 Outcomes of Project Report Writing.
- 2.4 Summary of Project Report.

Unit III Basic of Project Report Writing

- 3.1 Types of Project Report.
- 3.2 Duration of Project Report and Financial Support.
- 3.3 Format of Micro and Macro Project Report Writing.
- 3.4 Skills and Management of Project Writing.

Unit IV Components of Project Report Writing

- 4.1 Specification.
- 4.2 Use the various techniques.
- 4.3 Collection of Data and Facts.
- 4.4 Readability.

Unit V Government Funding

- 5.1 Introduction to Central and State Government Funding Institutions.
- 5.2 UGC
- 5.3 ICSSR
- 5.4 RUSA
- 5.5 Other Funding Institutions.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Garg R. K., Handbook on Project Reports, Bharat Law House, Delhi, 2017.
- Kalpesh Ashar, Project Management Essentials, 5th Edition, Vibrant Publishers, 2022.

Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Third Year
Semester VI
Job Oriented Curriculum

Course Code: LSC601	Lecture (L-T-P): 4-0-0
Course Name: Job Oriented Curriculum (JOC)	Total Marks: 50 Marks
Paper Name: Entrepreneurship	Theory Paper Assessment: 30 Marks
Semester: Sixth	Continuous (Internal) Assessment: 20 Marks

Unit I Introduction

- 1.1 Meaning and Functions of Entrepreneurship.
- 1.2 Role of Entrepreneurship in Economic Development.
- 1.3 Entrepreneurship and Creativity, Concept of Innovation.
- 1.4 Agencies in Entrepreneurship Management and Features of Entrepreneurship.

Unit II Entrepreneurship Development

- 2.1 Evolution of Entrepreneurship in India.
- 2.2 Different forms of Entrepreneurship.
- 2.3 Entrepreneurship Training.
- 2.4 Role and Objectives of NIESBUD, DIC in Entrepreneurship Development.

Unit III Entrepreneur

- 3.1 Meaning and Classification of Entrepreneur.
- 3.2 Nature and Importance of Entrepreneur.
- 3.3 Skills required for an Entrepreneur.
- 3.4 The Entrepreneurial decision process.

Unit IV Project Management

- 4.1 Meaning and Classification of Project.
- 4.2 Significance of Project.
- 4.3 Various concept of Project Management- Business Idea, Project Identification, Project Formulation, Project Design and Network analysis, Project Report, Project Appraisal.

Unit V Sources of Finance

- 5.1 Sources of Development Finance.
- 5.2 Mode of Financing- Equity, Shares and Debt.
- 5.3 Institutional Finance to Entrepreneurs.
- 5.4 Financial Institutions.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Vasant Desai, Dynamics of Entrepreneurship, 6th Edition, Himalaya Publishing House, Mumbai, 2018.
- Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, New Delhi, 2009
- Michael H. Morris, Entrepreneurship and Innovation in Corporations, Cengage Learning, 2008.
- Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
- C.S.V. Murthy, Entrepreneurship and Good Governance, Himalaya Publishing House, New Delhi, 2010.



Life Skill Curriculum
B.A. (Honors), B.Com. (Honors) & B.Sc. (Honors) Third Year
Semester VI
Value Oriented Curriculum

Course Code: LSC602	Lecture (L-T-P): 4-0-0
Course Name: Value Oriented Curriculum (VOC)	Total Marks: 50 Marks
Paper Name: Office Management	Theory Paper Assessment: 30 Marks
Semester: Sixth	Continuous (Internal) Assessment: 20 Marks

Unit I Office Management

- 1.1 Introduction of Office Management.
- 1.2 Meaning and Concept of Office Management.
- 1.3 Importance of Office Management.
- 1.4 Essential factors of Ideal Office Management.

Unit II Office Arrangement

- 2.1 Seating and Machine Arrangement.
- 2.2 Record Management- Meaning and Objectives.
- 2.3 Commercial Correspondence- Meaning and Importance.
- 2.4 Various types of Commercial Correspondence- Sales Letter, Trade Order, Office Memorandum and Reminder.

Unit III Supervision in Office

- 3.1 Meaning and Concept of Supervision.
- 3.2 Rule and Regulation of Supervision.
- 3.3 Importance of Supervision.
- 3.4 Skills and Functions of Supervisor.

Unit IV Leadership and Motivation

- 4.1 Meaning, Concept and Characteristics of Leadership.
- 4.2 Importance of Leadership.
- 4.3 Qualities of a Leader.
- 4.4 Definition, Characteristics and Types of Motivation.

Unit V Discipline

- 5.1 Nature of Office Discipline.
- 5.2 Work Distribution in Office.
- 5.3 Role of Discipline in Office.
- 5.4 Importance and Manner of Office Control.

Continuous (Internal) Assessment (Practical):

- Allocation of group wise project and project presentation-
Project Submission- 10 Marks and
Power Point Presentation (PPT)- 10 Marks.

Reference Books:

- Ankita Bhatiya & Dr. R. K. Chopra, Office Management.
- Dr. P. Rizwan Ahmed, Office Management.
- R. S. N. Pillai, Office Management.
- Ghosh & Agrawal, Office Management, S. Chand & Company, New Delhi.
- Agrawal R. C. & Siyaram Jaiswal, Navyug Sahitya Sadan, Agra, UP.

