

Physical Fitness Tests : More emphasis shall be given on general physical fitness and principles of physical exercises (Speed and agility).

Test 1 SPEED : 50 mts dash test.

Test 2 AGILITY : Shuttle run test.

Division of Practical Marks :

Marks for each activity shall be divided as under :

Athletics 15 marks, participation and achievement in Athletics 5 marks, Physical fitness 5 marks, viva voce 5 marks and internal assessment 5 marks based on overall performance of a student during the current academic session which will be assessed by the teacher concerned.

- Note :*
1. Polevault, Hammer Throw Hurdles, Relay Races and steeple chase men are not included in the practical syllabus/course due to the fact that these events are highly technical. Moreover, in the absence of proper facilities required for the events mentioned above may prove to be injurious/fatal to the students.
 2. 12 periods per week (6 periods for theory and 6 periods for practicals) shall be allotted to a Teacher /class for each semester.
 3. The theory and practical class shall consist of 60-80 students and 30-40 students respectively.
 4. The theory (Paper) shall consist of 65 marks and practical paper shall consist of 35 marks in each semester.
 5. A student shall be given a project work related with athletics.

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PRACTICAL

Max. Marks	:	35
Practical	:	30 marks
Internal Assessment	:	05 marks

Games :

Note : Volleyball or Kabaddi (NS) and any one game of the choice of the student (other than the two) which should be confined to the list of games approved by the Association of Indian Universities.

Volleyball

- Measurements (volleyball court, net, poles, antenna and ball).
- Number and position of players and officials.
- Types of service (under arm service, side arm service and tennis service).
- Types of passes (under hand and over head pass).
- Rules of the game.

OR**Kabaddi (NS)**

- Measurements (Kabaddi court for men and women).
- Number of players and officials.
- Fundamental offensive skills, touching with hand, leg thrust, front kick, side kick, Mule kick, jump and dive counter.
- Defensive Skill (wrist catch, normal grip, ankle catch, knee catch and chain formation).
- Tactics : (a) getting bonus point (b) counter to bonus line crossing (c) Delaying tactics for getting lona.

Physical Fitness Tests : More emphasis shall be given on general physical fitness and principles of physical exercises (Speed and agility).

Test 1 SPEED : 50 mts dash test.

Test 2 AGILITY : Shuttle run test.

Division of Practical Marks :

Marks for each activity shall be divided as under : Games 15 marks, participation and achievement in sports/games 5 marks, Physical fitness 5 marks, viva voce 5 marks and internal assessment 5 marks based on overall performance of a student during the current academic session which will be assessed by the teacher concerned.

- Note :**
- The choice of games by the students shall be confined to the list of games approved by the Association of Indian Universities.
 - 12 periods per week (6 periods for theory and 6 periods for practicals) shall be allotted to a Teacher/class semester.
 - The theory and practical class shall consist of 60-80 students and 30-40 students respectively.
 - The theory (Paper) shall consist of 65 marks and practical paper shall consist of 35 marks in each semester.
 - A student shall be given a project work related with athletics.

PHYSICS PRACTICALS

The activities given in the section “Analysis of Experimental Data” are compulsory for all the students in the First semester.

The students are required to perform all the Nine experiments from each of the Units I and Unit II. The Practical examination will be held along with the second semester examinations.

The aim of project work is to develop the scientific and technical temper in the students and as such it may consist of development of a laboratory experiment, fabrication of a device or electronic circuit etc. The student will prepare a project report of about 10 pages. Assessment of the project work will be done on the basis of effort put in the execution of the project, report prepared, and viva-voce.

General Guidelines for Physics Practical Examinations :

Total : 50 marks

- | | |
|---|----|
| 1. The distribution of marks is as follows : | |
| (i) One full experiment out of section–A requiring the student to take some data, analyse it and draw conclusions. (Candidates are expected to state their results with limits of error). | 20 |
| (ii) One exercise based on experiment or Computer Programming from the Unit assigned to the student for the semester | 7 |
| (iii) Viva-Voce and Record (Practical file) | 10 |
| (iv) Project | 8 |
| (v) Internal Assessment | 5 |

Note for Examiners :

- The marks scored under each head must be clearly written on the answer sheet.
- There will be one session of 3 hours duration. The paper will have two sections. Section-A will consist of 4 experiments from each of Unit I and Unit II, out of which an examinee will mark 3 experiments from either of units and one of these is to be allotted by the external examiner.
- Section–B will consist of exercises which will be set by the external examiner on the spot. The length of the exercises should be such that any of these could be completed in one hour.
- The examiner should take care that the experiment allotted to an examinee from section–A and exercise allotted from section–B are not directly related to each other.
- Number of candidates in a group for practical examination should not exceed 12.
- In a single group, no experiment to be allotted to more than three examinees in the group.

Analysis of Experimental Data (Compulsory for all students in first semester):

Objectives :

- Knowledge of propagation of errors.
- Knowledge of significant figures, Determination of standard deviation and probable error and their use in interpretation of the experimental result.
- Familiarity with the method of least square fitting of experimental data to a curve.

PHYSICS PRACTICALS

The students are required to perform all the Nine experiments from each of the Units I and Unit II .The Practical examination will be held along with the fourth semester examination.

The aim of the project work is to develop the scientific and technical temper in the students and as such it may consist of development of a laboratory experiment, fabrication of a device or electronic circuit etc. The student will prepare a project report of about 10 pages. Assessment of the project work will be done on the basis of the effort put in the execution of the project, report prepared and viva-voce.

General Guidelines for Physics Practical Examinations :

Total : 50 marks

- | | |
|---|----|
| 1. The distribution of marks is as follows : | |
| (i) One full experiment out of section–A requiring the student to take some data, analyse it and draw conclusions. (Candidates are expected to state their results with limits of error). | 20 |
| (ii) One exercise based on experiment or Computer Programming from the Unit assigned to the student for the semester | 7 |
| (iii) Viva-Voce and Record (Practical file) | 10 |
| (iv) Project | 8 |
| (v) Internal Assessment | 5 |

Note for Examiners :

- The marks scored under each head must be clearly written on the answer sheet.
- There will be one session of 3 hours duration. The paper will have two sections. Section–A will consist of 4 experiments from each of Units I and Unit II, out of which an examinee will mark 3 experiments from either of units and one of these is to be allotted by the external examiner.
- Section–B will consist of exercises/computer based activities which will be set by the external examiner on the spot. The length of the exercises should be such that any of these could be completed in one hour.
- The examiner should take care that the experiment allotted to an examinee from section-A and exercise allotted from section–B are not directly related to each other.
- Number of candidates in a group for practical examination should not exceed **20**.
- In a single group, no experiment be allotted to more than three examinees in the group.

3. Preparation of samples of Tie and Dye & Block Printing.
4. Drafting and construction of the following garments:
 - a. Petticoat
 - b. Lady's kameez and salwar
5. Project on Care Labels of Garments or Market survey of Laundry Products.

Reference Books :

1. Singer Sewing Book, Mary Brocks Bichen, McGraw Hill Book Company, Inc., New York, Toronto, London, 1953.
2. Basic Processes & Clothing Construction, Sherie Doongaji & Raushni Deshpande, Raaj Prakashan, New Delhi (Fourth Revised edition).
3. Pattern Drafting Vol. III, Dress Making, Kamakura—Shobo Publishing Co. Ltd., Tokyo, Japan, 1972 (Fifth Edition).
4. A Manual of Children Clothing, Savitri Pandit, Orient Longmans Ltd., Bombay, 1967.
5. Practical Dress Design, Principles of Fitting and Pattern Making, Mabel D. Erwin, The Macmillan Company, New York, Ninth Printing, 1966.
6. Indian Embroidery, Its Variegated Charms, Savitri Pandit, Faculty of Home Sciences, Baroda, 1976, First Edition.
7. The Basic Book of Sewing, Eve Harlow Pub. Octopids Books Ltd., London.
8. Simple Dress Making 2, Maureen Guddsworthy Pub. Mills & Boon Ltd., London.
9. Encyclopaedia of Dress Making, Pub. Marshall Caven Dish Books Ltd., London.
10. Textile Fabrics and their Selection, Isable B. Wingate Prentice Hall, Inc., Englewood Cliffs, N.J., 1970.
11. Fundamentals of Textiles and their Care, Susheela Dantyagi, Orient Longmans, Bombay, Calcutta, Madras, New Delhi, Reprinted, 1968.
12. Household Textiles and Laundry Work, Durga Deulkar, Atma Ram & Sons, New Delhi, 1973.
13. Ideas for Fabric Printing and Dyeing Gooch, Peter H. Charles Cribner's, New York, 1974.
14. Encyclopaedia of Textiles, Fabrics, Grayson Martin, John Wiley, New York, 1984.
15. Tie-Dyed Textiles of India—Veronica Murphy & Rosemary Crill, Pub. Mapiu Publishing Pvt. Ltd., Ahmedabad.
16. Fashion and Textile Design, Neelima.
17. Printing and Washing of Textile, Neelima
18. Handbook of Fashion and Textile Designing, R. K. Sahu.
19. Traditional Embroidery of India, Shailajan D. Naik.

PHYSICS PRACTICALS

The students are required to perform all the Nine experiments from each of the Units I and Unit II . The Practical examination will be held along with the sixth semester examination.

The aim of the project work is to develop the scientific and technical temper in the students and as such it may consist of development of a laboratory experiment, fabrication of a device or electronic circuit etc. The student will prepare a project report of about 10 pages. Assessment of the project work will be done on the basis of the effort put in the execution of the project, report prepared and viva-voce.

General Guidelines for Physics Practical Examinations :

Total : 50 marks

- | | |
|---|----|
| 1. The distribution of marks is as follows : | |
| (i) One full experiment out of section–A requiring the student to take some data, analyse it and draw conclusions. (Candidates are expected to state their results with limits of error). | 20 |
| (ii) One exercise based on experiment or Computer Programming from the Unit assigned to the student for the semester | 7 |
| (iii) Viva-Voce and Record (Practical file) | 10 |
| (iv) Project | 8 |
| (v) Internal Assessment | 5 |

Note for Examiners :

- The marks scored under each head must be clearly written on the answer sheet.
- There will be one session of 3 hours duration. The paper will have two sections. Section–A will consist of 4 experiments from each of Units I and Unit II, out of which an examinee will mark 3 experiments from either of units and one of these is to be allotted by the external examiner.
- Section–B will consist of exercises/computer based activities which will be set by the external examiner on the spot. The length of the exercises should be such that any of these could be completed in one hour.
- The examiner should take care that the experiment allotted to an examinee from section-A and exercise allotted from section–B are not directly related to each other.
- Number of candidates in a group for practical examination should not exceed 12.
- In a single group, no experiment be allotted to more than three examinees in the group.

List of Experiments :

Note : Each student should perform *at least Nine experiments* in the laboratory.

ENGLISH (Compulsory)
(FOR B.Sc. CANDIDATES ONLY)

SEMESTER-III

Note:

- (i) There will be one paper of 40 marks, 5 marks are reserved for the Internal Assessment and 5 for the Practical Work. Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of Communication and Language skills.
- (iii) For Unit I, the prescribed text is **Varieties of Expression**, Ed. A. H. Tak, Foundation Books. Only four prose chapters and two dramas have been recommended for the study. The relevant sections, however, are as follows:

Unit I

Prose : Chapters 1-4

Drama : Dramas 1-2

Unit II

Note (iv) No text book is recommended for Unit II, but a few books that may be used for this Unit are listed towards the end. Unit II shall consist of the following:

Business Communication: It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication and significance of positive attitude in improving communication.

Writing Skills: This section shall focus on letters of all kinds, tender notices, auction notices, public notices; and memos.

Practical work:-

Teacher should assign some project or practical work to the students. This should be in the nature of guided activity, which the students shall have to complete under the direct supervision of the teacher. The students may be given projects on a variety of subjects relating to their discipline i.e. business, commerce, accounts etc. Preferably, they should be given minor projects (to be completed within less than two weeks, and length not exceeding 20 pages) in consultation with teachers of commerce. However, the evaluation of the projects should be done only by the Language Teachers, who must keep all the basic criteria of good writing in mind while doing so.

(Note: *In case of private candidates and students of University School of Open Learning, the marks obtained by them out of 40 will be proportionately increased out of 50).*

ENGLISH (Compulsory)
(FOR B.Sc. CANDIDATES ONLY)

SEMESTER-IV

Note:

- (i) There will be one paper of 40 marks, 5 marks are reserved for the Internal Assessment and 5 for the Practical Work. Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of Communications and Language skills.
- (iii) For Unit I, the prescribed text is **Varieties of Expression**, Ed. A. H. Tak, Foundation Books. Only four prose chapters and two dramas have been recommended for the study. The relevant sections, however, are as follows:

Unit I

Prose : Chapters 5-8

Drama : Dramas 3-4

Unit II

Note (iv) No text book is recommended for Unit II, but a few books that may be used for this Unit are listed towards the end. Unit II shall consist of the following:

Writing Skills: This section shall focus on précis-writing, curriculum vitae, short, formal reports (not exceeding 200 words) and advertisements relating to product promotion etc.

Modern Forms of Communication: Here special emphasis shall be given to teaching the format of E-mails, Fax Messages, Audio-Visual Aids and Power-Point Presentations. Apart from this, the students shall also be given basic lessons in Effective Listening, Non-Verbal Communication. How to Prepare for an Interview & Group Discussion etc.

Practical Work:

Teacher should assign some project or practical work to the students. This should be in the nature of guided activity, which the students shall have to complete under the direct supervision of the teacher. The students may be given projects on a variety of subjects relating to their discipline i.e. business, commerce, accounts etc. Preferably, they should be given minor projects (to be completed within less than two weeks, and length not exceeding 20 pages) in consultation with teachers of commerce. However, the evaluation of the projects should be done only by the Language Teachers, who must keep all the basic criteria of good writing in mind while doing so.

(Note: In case of private candidates and students of University School of Open Learning, the marks obtained by them out of 40 will be proportionately increased out of 50).

V. Project

- Survey of Food Labels in order to study their nutritional facts
OR
- Survey of eating habits of five students

Reports to be submitted**List of Equipments for a practical group of 12-15 students :**

1.	Gas Burners	15
2.	Cooking Range	01
3.	Ovens	05
4.	Mixers and Grinders	05
5.	Weighing Scales (for food)	05
6.	Gas Lighters	15
7.	Dustbin-Small	15-Big-1
8.	Vegetable Racks	02
9.	Plate Racks	15
10.	Storage Jars and Containers	25
11.	Refrigerator	01
12.	Icing Sets	05

Cooking Utensils

1.	Pressure Cooker	15
2.	Patila with Lid	30
3.	Kadahai	15
4.	Parat	15
5.	Tawa	15
6.	Chakla-Belna	15
7.	Grinding Stone	15
8.	Saucepans	15
9.	Karchhi	15
10.	Palta	15

II Cooking and serving of the following : Soft, liquid, fluid diets (two each)

III Preservation- preparation of pickle, jam, chutney and squash (one each)

IV **Project**

- Safety measures of play equipment
OR
- Visit to a nursery school
OR
- Preparation of any one play item

Reports to be submitted

- **List of Equipments for a practical group of 15 students : SAME AS OF SEMESTER V**

Reference Books :

1. *Applied Nutrition*, R. Rajalakshmi, Oxford & IBH Publishing Co. Pvt. Ltd., N. Delhi.
2. *Principles of Nutrition-Dietetics*, Dr. M. Swaminathan, The Bangalore Printing and Publishing Co. Ltd. 88, Mysore Road, Bangalore.
3. *Food & Nutrition, Educational Planning Group*, Arya Publishing House, Karol Bagh, New Delhi-5.
4. *Normal and Therapeutic Nutrition*, Br Corinne, H. Robinson, Marly R. Lowler, Macmillan Publishing Co., New York, Collier Macmillan Publishers, London.
5. *Textbook of Nutrition and Dietetics*. Kumud Khanna, Sharda Gupta, Santosh Jain Passi, Rama Seth, Ranjana Mahna, Seema Puri. 2nd Edition. Elite Publishing House Pvt Ltd 2013
6. *Diet Nutrition and Health*. Rakesh Mittal
7. *Diet and Nutrition*. Huma Zaidi
8. *Nutritive Value of Indian Foods*, G. Copalen, B.V. Rama Sastri, and S.C. Balasubramaniam, National Institute of Nutrition, Indian Council of Medical Research, Hyderabad, India.
9. *Human Development*, Graing J. Graig, 5th Edition, 1989/Prentice Hall, Englewood Cliffs, New Jersey, 07632.
10. *The Modern Parents Guide to Baby & Child Care-Violet*, Broadribb, R. N.H.S. & Henry F. Loc. M.E., 1973 Macdonald's and Jane's London.
11. *Good House Keeping's Baby Book V—The Good Housekeeping*, 12th ed., 1959.
12. *Child Psychology*. Dr. Nisha Sharma
13. *These are your children—Dadys*, Gardner Jenkins and Helen Shacter, 4th ed., Scott, Foresman and Co., Glenview Illinios.
14. Hurlock, E.B., *Child Development*, 6th ed., McGraw Hill International Book Company, 1978.

Bachelor of Computer Applications Semester – V

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-501	Computer Networks	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-502	Discrete Mathematical Structure	6	1	-	7	10	65	75	3 Hrs	3
BCA-16-503	Java Programming	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-504	Web Application Development using PHP	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-505	Lab based on BCA-16-503	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-506	Lab based on BCA-16-504	-	-	6	6	-	50	50	4 Hrs	2
		24	1	12	37	40	360	400		16

Bachelor of Computer Applications Semester – VI

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-601	E-Commerce	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-602	Application Development using VB.Net	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-603	Computer Graphics and Multimedia Applications	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-604	Lab based on BCA-16-603	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-605	Major Project and Seminar	-	-	12	12	10	115	125		5
	Total	18	-	18	36	40	360	400		16

- * This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./B.C.A.1st year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.

BCM 505: ENTREPRENEURSHIP AND SMALL BUSINESS

Objectives:-The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

UNIT- I

Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics, Entrepreneurial mindset.. Distinction between manager and entrepreneur. Distinction between entrepreneur and intrapreneur. Innovation- meaning , features, and need. Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship.

Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship; Socio- economic Environment.

Business Planning. Entrepreneurial Development Programmes-- their Relevance and Achievement, Role of Government in Organizing EDPs.

UNIT- II

MSMEs –Definition, Registration process and its procedure, Benefits of registration. MSMEs--- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need.

Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

Logistics management—meaning, features, and its role in business enterprises

Role of MSMEs in the National Economy; Role of ecommerce and mcommerce in promoting small business. Small Business and Modern Technology. Tax

Considerations/tax benefits to MSMEs; MSME'S Exemptions.

Project works

- Understanding the life of celebrated and unsung entrepreneurs
- Study the role of government, women, and dalits as entrepreneur
- Study the role of social marketing, social entrepreneurship, and social audit
- Study the role of different forms of business ownership
- Study the online business models and role of ecommerce and mcommerce
- Study of Indian model of businesses
- Study the shades of business in urban and rural areas
- Study various aspects of organizations like Tata, Reliance, Maruti, Hindustan Motors, Wipro, Haldiram, Flipkart, Amul, AmaravatiTalluka, Lizzatpapad, Google, Apple etc.
- Study Gandhi's Trusteeship model through Corporate Social Responsibility/Corporate

- Governance orientation of companies.
- Study the role of demographic, psychographic, political, competitive, and environmental factors in business
- Study the management of businesses like wellness, event management, radio taxies, etc.
- Study the role of business facilitators like banking, insurance, supply chain, and logistics, etc.
- Study of Dabbawals and mathematical reasoning
- Use and analysis of secondary data sources for business decision making
- Writing business plan

Suggested readings

1. Desai, Vasant (2003). Small-Scale Industries and Entrepreneurship. Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna (2003). Entrepreneurship Management. Vikas Publishing House, Delhi.
3. Cynthia, L. Greene (2004). Entrepreneurship Ideas in Action. Thomson Asia Pvt. Ltd., Singapore.
4. Chandra, Ravi (2003). Entrepreneurial Success: A Psychological Study. Sterling Publication Pvt. Ltd., New Delhi.
5. . Balaraju, Theduri (2004). Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, New Delhi.
6. David, Otes (2004). A Guide to Entrepreneurship. Jaico Books Publishing House, Delhi.
7. Taneja (2004). Entrepreneurship. Galgotia Publishers

SCHEME OF EXAMINATION

SEMESTER-I

Paper 1	M.C.101	MANAGERIAL ECONOMICS	100 Marks
Paper 2	M.C.102	QUANTITATIVE METHODS FOR BUSINESS	100 Marks
Paper 3	M.C.103	MODERN ACCOUNTING THEORY & REPORTING PRACTICES	100 Marks
Paper 4	M.C.104	ORGANISATION THEORY AND BEHAVIOUR	100 Marks
Paper 5	M.C.105	MARKETING MANAGEMENT	100 Marks
Paper 6	M.C.106	MANAGEMENT INFORMATION SYSTEM	100 Marks
Paper 7	M.C.107	WORKSHOP ON IT APPLICATIONS IN COMMERCE <u>(For Regular Students Only)</u>	100 Marks
	M.C.107 A	IT APPLICATIONS IN COMMERCE (<u>For USOL Students Only</u>)	100 Marks
		Total	<u>700 Marks</u>

SEMESTER-II

Paper 1	M.C.201	BUSINESS ENVIRONMENT	100 Marks
Paper 2	M.C.202	RESEARCH METHODOLOGY IN COMMERCE	100 Marks
Paper 3	M.C.203	FINANCIAL MANAGEMENT AND POLICY	100 Marks
Paper 4	M.C.204	PRODUCTION AND MATERIALS MANAGEMENT	100 Marks
Paper 5	M.C.205	OPERATIONS RESEARCH	100 Marks
Paper 6	M.C.206	BUSINESS POLICY & STRATEGIC MANAGEMENT	100 Marks
Paper 7	M.C.207	SUMMER TRAINING REPORT AND VIVA VOCE <u>(For Regular College Students)</u>	100 Marks
	M.C.207 A	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT (<u>For USOL Students Only</u>)	100 Marks
		OR	
	M.C.207 B	FINANCIAL SERVICES (<u>For USOL Students Only</u>)	100 Marks
		Total	<u>700 Marks</u>

SEMESTER-III

Paper 1	M.C.301	BUSINESS PERFORMANCE MEASUREMENT	100 Marks
Paper 2	M.C.302	TAX PLANNING AND MANAGEMENT	100 Marks
For Paper 3, Paper 4, Paper 5, Paper 6 Students has to select two groups from the given groups A to F having two papers each. (MC. 303 to MC. 314)			
Paper-3		Select Group from A-F	100 Marks
Paper 4		Select Group from A-F	100 Marks
Paper 5		Select Group from A-F	100 Marks
Paper 6		Select Group from A-F	100 Marks
Paper 7	M.C.315	MC. 315-WORKSHOP ON FINANCIAL MARKETS AND INSTRUMENTS (For Regular Students Only)	100 Marks
	M.C.315 A	FINANCIAL MARKETS AND INSTRUMENTS (Theory paper For USOL Students Only)	100 Marks
Total			700 Marks

Group A: Marketing

MC. 303 Integrated Marketing Communication & Brand Equity 100 Marks

MC. 304 Marketing Research 100 Marks

Group B: Human Resource Management

MC. 305 Human Resource Development 100 Marks

MC. 306 Industrial Relations 100 Marks

Group C: International Business

MC. 307 India's Foreign Trade and Investment 100 Marks

MC. 308 Management of International Business Operations 100 Marks

Group D: Accounting & Finance

MC. 309 Strategic Cost Management 100 Marks

MC. 310 International Accounting 100 Marks

Group E: Applied Economics

MC. 311 Industrial Economics 100 Marks

MC. 312 Applied Econometrics 100 Marks

Group F: Banking and Insurance

MC. 313 Bank Management 100 Marks

MC. 314 Insurance Management 100 Marks

Mode of Examination:

Written : 45 marks

Viva-Voce : 25 marks

On the Job : 20 marks

On the Job Training Phase I at any one of the places given: Radio Station, Tutorial Academy, Any Service Industry Centre, T.V. Station, Newspaper Offices, etc.

There will be a practical paper. The students will be required to submit project, which will be evaluated out of 25 marks.

Total : 90 marks**Bibliography:**

- Binhan, Philip : Executive English, Longman Group, London, 3V, 1968 70.
- Blundell Oxford's Middle Miss : English for Business and Commercial World, Middle Oxford University Press, Oxford, 1985.
- Hanner, M.S and G.C.Wilson : Communication in Business and Professional Setting M.C.Grawhil, New York, 1989.
- Hollet, Caster R., Lyon L & E. Tanner : In at the Deep End: Speaking Activities for Professional People, Oxford University Press, Oxford, 1995.
- Hollett, V. : Business Opportunities, Oxford University Press, Oxford 1994..
- Scaunders&Owinn Alter : Effective Business English, Macmillan London, 1957.
- Thill, J.V. and C.L. Bouce : Excellence in Business Communication, New York, 1986.
- Bjelland, H : Business Writing the Modular Way, AmaconAmerican Management Association 135 West, 50th Street, New York, 1992.
- Doherty, M.Napo : Write fort Business: Skills for Effective Swift. Report Writing in English, Longman, London. 1987.
- Jasmin S. and S. Bright. : Business Letter Writing, Universal, New Delhi, 1984.
- King F.W. and D. Annerre : Modern English Business Letters: Commercial