

AC: 21/02/2025

Item No. 3.2



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**

**DEPARTMENT OF COMMERCE**

Sr. No.	Heading	Particulars
1	Title of the Programme	B.Com. Entrepreneurship
2	Year	Second Year
3	Semester	III and IV
6	Level	UG
7	Pattern	03 Years and 06 Semester CBGS
8	To be implemented from	From Academic year 2025-26 in a progressive manner

**Date: 21/02/2025**

**Signature:**

**Dr. Koel Roychoudhury**

**AC Chairperson**

**Ms. Sugandha Jha**

**Head of the Department**

Sri Chandrasekarendra Saraswati Vidyapuram,, Plot I-C, Sector V, Nerul, Navi Mumbai- 400706, India

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**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)**  
**(Affiliated to University of Mumbai)**

**RE-ACCREDITED GRADE "A" BY NAAC (3<sup>rd</sup> CYCLE)**

**BOARD OF STUDIES**  
**DEPARTMENT OF COMMERCE**  
**SYLLABUS FOR**  
**B.COM. ENTREPRENEURSHIP**

**(WITH EFFECT FROM THE ACADEMIC YEAR 2025-2026)**

**ELIGIBILITY**

A candidate for being eligible for admission to the B.Com (Entrepreneurship) Degree Course shall have passed the H.S.C. (Std. XII) Examination of the Maharashtra State Board of Higher Secondary Education (Commerce & Science) or its Equivalent Examination or a Diploma in any Engineering Branch conducted by the Board of Technical Education, Maharashtra State with two years or three years or four years duration after S.S.C. conducted by the Board of Technical Education, Maharashtra State or its equivalent examination by securing minimum 45% marks for Open category (in one attempt) at the respective Examination and minimum 40% marks for the reserved category (in one attempt).

**PROGRAM OBJECTIVES**

<b>PO 1</b>	To facilitate the blending of academic knowledge with practical skills in starting businesses
<b>PO 2</b>	To encourage students to think creatively and innovate, fostering the development of new products and services.
<b>PO 3</b>	To develop skills for running and expanding businesses, thereby creating more job opportunities
<b>PO 4</b>	To inculcate resilience, risk-taking, and problem-solving abilities, valuable traits applicable to any career path

**PROGRAM SPECIFIC OUTCOME (PSO)**

After successful completion of the three years of B.Com. Entrepreneurship programme the graduate will be able to

<b>PSO 1</b>	Acquire a mindset of an Entrepreneur to start an Enterprise
<b>PSO 2</b>	Acquire Managerial Skills in order to operate and scale up the business
<b>PSO 3</b>	Acquire expertise in different domains from practical point of view and feasibility Analysis for their business
<b>PSO 4</b>	To enhance creativity and explore more opportunities in various fields
<b>PSO 5</b>	To develop the risk taking abilities to venture into the business
<b>PSO 6</b>	To develop a sense of social responsibility while addressing social problems and taking it as a opportunity
<b>PSO 7</b>	To have a clear differentiation of an Intrapreneur and an entrepreneur and wisely choose the either of both



<b>PSO 8</b>	Acquire knowledge about ancient Indian Scriptures and become able to recognize Business Ethics and Social Values
<b>PSO 9</b>	Acquire interpersonal skills and to demonstrate amidst the audience
<b>PSO 10</b>	To develop a Professional attitude and qualities of a Leader



### SEM III

#### SCHEME OF MODULES

No. of Courses	Course Code	Semester III	Credits
1	<i>Major :Department Specific Course (DSC)</i>		
1	U25CE3MJ01	Product design and total quality management	4
2	U25CE3MJ02	Roles in start-ups and functionality	4
2	<i>Minor: Department Specific Course (DSC)</i>		
3	U25CE3MI01	Marketing management	4
3	<i>Open Electives (OE/ Generic Electives)</i>		
4	U25CE3OE01	Legal frameworks for entrepreneurs	2
4	<i>VSC/SEC (Vocational Course/Skill Enhancement Course)</i>		
5	U25CEVSC01	Intellectual property rights: law and practice	2
5	<i>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</i>		
6	U25CE3AEC01	Understanding Basic Forms of English Literature-1	2
6	<i>OJT, FP, RP, CEP, CC</i>		
7	U25CE3CC01	Lifeskill	4
<b>Total Credits</b>			<b>22</b>



<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE NAME</b>	<b>PRODUCT DESIGN AND TOTAL QUALITY MANAGEMENT</b>
<b>COURSE CATEGORY</b>	<b>MAJOR</b>
<b>COURSE CODE</b>	<b>U25CE3MJ01</b>
<b>COURSE CREDIT</b>	<b>04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	Introduce the learners to the concept of product design and development, and the various aspects of quality and how the perception of quality is impacted by various internal and external factors.
2.	Explain the learner the concepts TQM and discuss the dimensions of quality in product design.
3.	Discuss and demonstrate to the learner the planning and concept design phase of product development.
4.	Help the learners formulate the detail design, testing and refinement as well as production ramp-up and quality checkpoints phases of product development.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	The learners will be introduced to the concept of product design and development, and the various aspects of quality and how the perception of quality is impacted by various internal and external factors.
2.	The learners will be able to explain the concept of TQM and associate the various dimensions of quality in product design.
3.	The learners will be able to relate to the planning and concept design phase of product development and experiment with it in their practical activities.
4.	The learners can device a detail design, testing and refinement as well as production ramp-up and quality checkpoints phases of product development.

#### Modules at a Glance

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Introduction to Product Design and Quality	15
2.	Total Quality Management and Dimensions of Quality in Product Design	15
3.	The Product Design & Development Process (Phase 1 & 2)	15
4.	The Product Design & Development Process (Phase 3, 4 & 5)	15
	<b>Total</b>	<b>60</b>



Sr. No.	Module
1	<b>Introduction to Product Design and Quality</b>
	<p><b>Product Design</b></p> <ul style="list-style-type: none"> <li>· <b>Characteristics of Successful Product Development</b></li> <li>§ Product quality</li> <li>§ Product cost</li> <li>§ Development time</li> <li>§ Development cost</li> <li>§ Development capability</li> <li>· <b>Who Designs and Develops Products?</b></li> <li>§ Marketing</li> <li>§ Design</li> <li>§ Manufacturing</li> <li>· <b>Duration and Cost of Product Development</b></li> <li>· <b>The Challenges of Product Development</b></li> <li>§ Trade-offs</li> <li>§ Dynamics</li> <li>§ Details</li> <li>§ Time pressure</li> <li>§ Economics</li> <li>§ Creation</li> <li>§ Satisfaction of the needs</li> <li>§ Team diversity</li> <li>§ Team spirit</li> <li>§ What is quality?</li> <li>· <b>What is Quality?</b></li> <li>· <b>Creating a Competitive Advantage</b></li> <li>§ Understanding the Demand Landscape</li> <li>§ Choosing the Competitive Space</li> <li>§ Defining and Creating Competitive Advantage</li> <li>· <b>Philosophy of Quality</b></li> <li>§ Various popular theories of TQM (The Received Wisdom on TQM)</li> <li>§ Evolving the Philosophy of Quality</li> <li>· <b>Perception Process</b></li> <li>§ The Psychology of Perception</li> <li>§ Effects of Culture on Perception</li> <li>§ Understanding the Expectations and Biases</li> <li>· <b>The Aspects of Quality</b></li> <li>§ The Five Aspects of Quality</li> </ul>



	§ Quality Management and the Customer § Quality Results and the Customer § A Framework for Quality
<b>2</b>	<b>Total Quality Management and Dimensions of Quality in Product Design</b>
	<ul style="list-style-type: none"> <li>· <del>Philosophy, principles and concepts of TQM</del></li> <li>· The foundation and the four sides of the TQM pyramid</li> <li>· Focus on the customer and the employee</li> <li>· Focus on facts</li> <li>· Continuous improvements</li> <li>· Everybody's participation</li> <li>· Quality management systems and standardization</li> <li>· The concept of system</li> <li>· Quality management systems</li> <li>· Joharry's new window on standardization and causes of quality failures</li> <li>· Standardization and creativity</li> <li>· ISO 9000 and BS 5750—a stepping stone to TQM?</li> <li>· Methods of Total Quality Management</li> <li>· Tools for the quality journey</li> <li>§ The seven tools for quality control           <ul style="list-style-type: none"> <li>· Check sheets</li> <li>· The Pareto diagram</li> <li>· The cause-and-effect diagram and the connection with the Pareto diagram and stratification</li> <li>· Histograms</li> <li>· Control charts</li> <li>· Scatter diagrams and the connection with the stratification principle</li> <li>· Flow Charts</li> <li>· Relationship between the tools and the PDCA cycle</li> <li>· Process Improvement Methods and Tools</li> <li>· Continuous Improvement</li> <li>· Improving Production Effectiveness, Efficiency and Productivity</li> <li>· Process Improvement Methodologies</li> <li>· Dimensions of Quality in Product Design</li> <li>· Product Quality               <ul style="list-style-type: none"> <li>· The Performance Dimension</li> <li>· The Features Dimension</li> <li>· The Reliability Dimension</li> <li>· The Conformance Dimension</li> <li>· The Durability Dimension</li> <li>· The Serviceability Dimension</li> </ul> </li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>• The Aesthetics Dimension</li> <li>• The Creativity Dimension</li> <li>• Product Design and Commercialization</li> <li>• The Perception of Product Quality</li> <li>• Implications to the Customer</li> <li>• Service Quality</li> <li>• Relativity Dimension</li> <li>• Responsiveness Dimension</li> <li>• Assurance Dimension</li> <li>• Empathy Dimension</li> <li>• Tangibles Dimension</li> <li>• Ease of Use Dimension</li> <li>• Service Design and Commercialization</li> <li>• The Perception of Service Quality</li> <li>• Customer Awareness</li> <li>• The Framework for Service Design</li> <li>• Integrating All Components of Quality</li> <li>• Product Offering as a Bundle of Attributes</li> <li>• Ascertaining Customer Views</li> <li>• Bringing Ideas to Fruition</li> <li>• Quality as a Dynamic Concept</li> <li>• The Price-Quality Relationship</li> </ul>
<b>3</b>	<b>The Product Design &amp; Development Process (Phase 1 &amp; 2)</b>
	<ul style="list-style-type: none"> <li>• Phases of Product Development</li> <li>• Phase 1: Planning</li> <li>§ Identify product portfolio(s) <ul style="list-style-type: none"> <li>• New products</li> <li>• Derivatives of existing products</li> <li>• Incremental improvements to existing products</li> <li>• Fundamentally new products</li> </ul> </li> <li>§ Process <ul style="list-style-type: none"> <li>• Identify opportunities.</li> <li>• Evaluate and prioritize projects.</li> <li>• Allocate resources and plan timing.</li> <li>• Complete pre-project planning.</li> <li>• Reflect on the results and the process.</li> </ul> </li> <li>• Phase 2: Mapping Concept to Customer Needs</li> <li>§ Concept Development <ul style="list-style-type: none"> <li>• Identifying customer needs</li> <li>○ Gather raw data from customers.</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>○ Interpret the raw data in terms of customer needs.</li> <li>○ Organize the needs into a hierarchy.</li> <li>○ Establish the relative importance of the needs.</li> <li>· Understand the product perception and expectation</li> <li>· Establishing target specifications</li> <li>○ Prepare the list of metrics.</li> <li>○ Collect competitive benchmarking information.</li> <li>○ Set ideal and marginally acceptable target values.</li> <li>○ Reflect on the results and the process.</li> <li>· Setting the final specifications</li> <li>○ Develop technical models of the product.</li> <li>○ Develop a cost model of the product.</li> <li>○ Refine the specifications, making trade-offs where necessary.</li> <li>○ Flow down the specifications as appropriate.</li> <li>○ Reflect on the results and the process.</li> <li>· Concept generation, selection and testing</li> <li>○ Clarify the problem</li> <li>○ Gather information</li> <li>○ Brainstorm with them</li> <li>○ Explore systematically</li> <li>○ Integrate subproblem solutions for the total solution</li> <li>○ Prepare the selection matrix</li> <li>○ Rate the concepts</li> <li>○ Combine and improvise if required</li> <li>○ Finally select the concept</li> </ul>
<b>4</b>	<b>The Product Design &amp; Development Process (Phase 3,4 &amp; 5)</b>
	<ul style="list-style-type: none"> <li>· Phase 3: Detail Design</li> <li>§ Prepare the product architecture</li> <li>§ Prepare an Industrial design as per the customer needs</li> <li>§ Design with Environment in mind</li> <li>· Modeling and Prototyping</li> <li>§ Plan and prepare prototype</li> <li>§ Design a robust product</li> <li>§ Formulate an Intellectual property strategy and plan</li> <li>· Phase 4: Testing and Refinement</li> <li>§ Identify the survey population and survey format</li> <li>§ Measure the customer response</li> <li>§ Interpret the results</li> <li>· Perform an economic analysis</li> <li>· Benchmarking of competitive products</li> </ul>



·	Phase 5: Production and Quality Checkpoints
·	Production Ramp-Up
§	Drivers for production ramp-up
§	Relationship between ramp-up product development and performance
§	Timeliness and visibility of data
§	Effective integration with customers and suppliers
§	Measures to indicate production performance
·	Quality checkpoints and quality control points
§	Measurement of customer satisfaction
§	Quality measurement in product development
§	Quality costing
§	Benchmarking
·	The PDCA circle of benchmarking

**Brief description of the Phases of Product Design & Development covered in Unit 3 and Unit 4:**

The **Phase 1** is an activity that includes the groundwork being done before a product is formally approved and resources are allocated to it. The product portfolio includes the filtering of the product ideas that the organization may take forward for detailed study. This stage will answer the critical questions like the target market segments, technologies, financial targets and so on to consider while designing the products.

The **Phase 2** concentrates on mapping concept to the customer needs after detailed understanding of the customer problem and requirements. The Phase stresses on the importance of understanding the customer perceptions as well as the expectations prior to finalizing the product specifications.

The **Phase 3** includes the detailed product architecture, modelling and prototyping of the finalized product/concept from the previous phase.

The **Phase 4** includes the testing and refinement of the product. This phase also includes the review of the feasibility analysis of the product, prior to taking up the production of the product.

The **Phase 5** finally includes the detailing of the activities that need to be taken up ramping up the production. It also includes a look into the quality checkpoints and benchmarking the ensure that the final product is in line with the outcome from the previous phases.

**Reference Books:**

- Product Design and Development, Fifth Edition, Karl T. Ulrich, Steven D. Eppinger, 2012
- Managing Quality, Fourth Edition Edited by Barrie G. Dale, 2011
- The Perception of Quality, Mapping Product and Service Quality to Consumer Perceptions, George N. Kenyon · Kabir C. Sen, 2015



- Fundamentals of Total Quality Management Process analysis and improvement by Jens J.Dahlgard, Kai Kristensen and Gopal K.Kanji, 2002

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	
Q.1 Multiple choice Questions/True or False - 10 Marks	20
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

B) Semester end examination 60 marks

### PAPER PATTERN

Duration: 2 hours	Total Marks: 60
Q.1. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE NAME</b>	<b>ROLES IN START-UPS AND FUNCTIONALITY</b>
<b>COURSE CODE</b>	U25CE3MJ02
<b>COURSE CATEGORY</b>	<b>MAJOR</b>
<b>COURSE CREDIT</b>	<b>04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	To introduce startup ecosystem, stakeholders and their importance.
2.	To explain various activities / responsibilities involved in a startup to make it a successful venture.
3.	To understand the different roles in startup and required skillset to manage the roles effectively.
4.	To understand the importance and impact of decision-making on success of a startup.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will be able to explain the startup ecosystem, stakeholders in startup ecosystem, factors affecting the startup ecosystem and networking.
2.	Learners will be able to select the responsibilities involved in a startup.
3.	Learners will be able to demonstrate the different roles in startup and their responsibilities.
4.	Learners will be able to analyze the importance of decision-making and impact created out of decisions made by team/individual.

#### Modules at a Glance

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Introduction to Startup ecosystem and important stakeholders.	10
2.	Activities in a Startup – Activities in a startup for reaching milestones	15
3.	Different roles in startups and skillset	15
4.	Impact of right decision-making and Case Studies	20
	<b>Total</b>	<b>60</b>
<b>Sr. No.</b>	<b>Module</b>	
1	Introduction to Startup ecosystem and important stack holders	
	<b>Introduction to Startup Ecosystem</b>	



	<ul style="list-style-type: none"> <li>•What is an Ecosystem</li> <li>•Importance of ecosystem</li> <li>•Objective of an ecosystem</li> <li>•<del>approach towards an ecosystem</del></li> <li>•Why startups fail</li> </ul> <p><b>Important stack holders in an ecosystem</b></p> <ul style="list-style-type: none"> <li>•Who are stack holders?</li> <li>•Identifying the right stack holder for a sector</li> <li>•Importance of a stock holder in an ecosystem</li> </ul>
2	<b>Activities in a Startup – Activities in a startup for reaching milestones</b>
	<p><b>Activities in a Startup</b></p> <ul style="list-style-type: none"> <li>•Market Research <ul style="list-style-type: none"> <li>• Product market fit</li> </ul> </li> <li>•Fund raising</li> <li>•Fund Management</li> <li>•Market Analysis</li> <li>•Future Prediction</li> <li>•Market Analysis</li> <li>•Operations Management</li> </ul>
3	<b>Different Roles in Startups and skill set</b>
	<p><b>Roles &amp; Responsibilities in a Startup</b></p> <ul style="list-style-type: none"> <li>•CEO - Chief Executive Officer</li> <li>•CTO - Chief Technical Officer</li> <li>•COO - Chief Operating Officer</li> <li>•CMO - Chief Marketing Officer</li> <li>•CXO - Chief Experience Officer</li> <li>• CGO - Chief Growth Officer</li> </ul>



	<ul style="list-style-type: none"> <li>•CPO - Chief Procurement Officer</li> <li>•BDM – Business Development Manager</li> <li>•CFO - Chief Financial Officer</li> <li>•CIO - Chief Information Officer</li> <li>•CCO - Chief Communications Officer</li> </ul>
<b>4</b>	<b>Impact of right Decision making and Case studies</b>
	<p><b>Decision Making in Startups</b></p> <ul style="list-style-type: none"> <li>•Objective</li> <li>•Data Analyzation</li> <li>•Impact of Decision Making <ul style="list-style-type: none"> <li>○ Positive Impact</li> <li>○ Negative Impact</li> </ul> </li> <li>•Decision making on prediction</li> </ul> <p><b>Case Studies</b></p> <ul style="list-style-type: none"> <li>•Case studies of Successful Companies</li> <li>•Case studies of Unsuccessful Companies</li> </ul>

**Reference Books:**

- “Startup CEO – A Field Guide to Scaling Up Your Business” by Matt Blumberg
- “STARTUP CXO” by Matt Blumberg with Peter M.Birkeland
- “Startup Life” by Brad Feld, Amy Batchelor

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	
Q.1 Multiple choice Questions/True or False -	10 Marks
Q.2. Attempt 2 questions out of 3 questions (5 marks each)-	10 Marks
	<b>20</b>



One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	Total Marks: 60
Q.1. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
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Q.3. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE NAME</b>	<b>MARKETING MANAGEMENT</b>
<b>COURSE CATEGORY</b>	<b>MINOR</b>
<b>COURSE CODE</b>	U25BE3MI01
<b>COURSE CREDIT</b>	04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	To familiarize the learners about various facets of marketing management helping them plan and execute marketing strategies.
2.	To explore different approaches of marketing research for better marketing insights.
3.	To develop an understanding of the brand concepts in real-life settings.
4.	To understand the practices of marketing communications providing a managerial framework for Integrated Marketing Communications planning.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will demonstrate effective understanding of relevant functional areas of Marketing Management and its application for the new realities.
2.	Learners will be able to understand the process of marketing research and analyze the data to capture market insights.
3.	Learners will be able to describe the process and methods to create strong brand positioning, brand identity and brand equity.
4.	Learners will be able to understand the theory and techniques applicable to marketing communication functions in order to evaluate a company's marketing and promotional situation and tie this to the company business goals.

#### Modules at a Glance

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Understanding Marketing Management	15
2.	Capturing Marketing Insights and Connecting with Customers	15
3.	Building Strong Brands and Creating Value	15
4.	Communicating and Delivering Value and Conducting Marketing Responsibly for Long-Term Success	15
	<b>Total</b>	<b>60</b>



Sr. No.	Module
1	<b>Understanding Marketing Management</b>
	<ul style="list-style-type: none"> <li>• Teachings of Indian philosophy for Marketing</li> <li>• Defining Marketing for the New Realities</li> <li>• Developing Marketing Strategies and Plans</li> <li>• Creating Long Term Loyalty Relationships</li> </ul>
2	<b>Capturing Marketing Insights and Connecting with Customers</b>
	<ul style="list-style-type: none"> <li>• Collecting Information and Forecasting Demand</li> <li>• Conducting Market Research</li> <li>• Analyzing Customer Markets</li> <li>• Analyzing Business Markets</li> <li>• Tapping into Global Markets</li> </ul>
3	<b>Building Strong Brands and Creating Value</b>
	<ul style="list-style-type: none"> <li>• Identifying Market Segments and targets</li> <li>• Crafting the Brand Positioning</li> <li>• Creating Brand Equity</li> <li>• Addressing Competition and Driving Growth</li> <li>• Designing and Managing Services</li> <li>• Introducing New Market Offerings</li> </ul>
4	<b>Communicating and Delivering Value and Conducting Marketing Responsibly for Long Term Success</b>
	<ul style="list-style-type: none"> <li>• Designing and Managing Integrated Marketing Communication</li> <li>• Managing Mass Communications</li> <li>• Managing Digital Communications</li> <li>• Managing Personal Communications</li> <li>• Designing and Managing Integrated Marketing Channels</li> <li>• Managing Retailing, Wholesaling and Logistics</li> <li>• Managing Holistic Marketing for the Long Run</li> </ul>

**Reference Books:**



- Marketing Management | marketing cases in the Indian context | Fifteenth Edition | By Pearson 2017 by Philip Kotler, Keven Lane Keller
- Managing by the Bhagavad Gītā, Timeless Lessons for Today's Managers, by Satinder Dhiman and A. D. Amar, 2019

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B) Semester end examination 60 marks

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Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE CATEGORY</b>	<b>OPEN ELECTIVE</b>
<b>COURSE NAME</b>	<b>LEGAL FRAMEWORKS FOR ENTREPRENEURS</b>
<b>COURSE CODE</b>	U25BE3OE01
<b>COURSE CREDIT</b>	02 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	To familiarize upon various business structures and their regulations.
2.	To develop a deep understanding on Private Limited and Association of Persons, discover the differential scope of Public Limited and Public Trusts.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will discover the entire list of different legal entities and the governing law for various business structures.
2.	Learners will determine the contextual understanding upon the right of ownership, extent of liability and legal impact. They will also be able to distinguish different ways of business expansion by using bank services, reporting, and other compliances other than taxation.

**Modules at a Glance**

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Introduction to Design Thinking	15
2.	Devise Solution and Determine Feasibility of the Solution	15
	<b>Total</b>	<b>30</b>



Sr. No.	Module
1.	<b>Business Structures &amp; Regulations</b>
	<ul style="list-style-type: none"> <li>● Business Structures in India</li> <li>● Applicable Law to the respective business structures</li> <li>● Industry wide Regulators</li> </ul> <b>Proprietorship &amp; Partnership</b> <ul style="list-style-type: none"> <li>● Applicable Acts</li> <li>● Ownership</li> <li>● Liabilities</li> <li>● Business Association</li> <li>● Finance</li> <li>● Insurance</li> <li>● Banking</li> <li>● Compliance</li> </ul>
2.	<b>Private Limited &amp; Public Limited</b>
	<ul style="list-style-type: none"> <li>● Applicable Acts</li> <li>● Ownership</li> <li>● Liabilities</li> <li>● Business Association</li> <li>● Finance</li> <li>● Insurance</li> <li>● Banking</li> <li>● Compliance</li> </ul> <b>Public Limited &amp; Public Trusts</b> <ul style="list-style-type: none"> <li>● Applicable Acts</li> <li>● Ownership</li> <li>● Liabilities</li> <li>● Business Association</li> <li>● Finance</li> </ul>



<ul style="list-style-type: none"> <li>● Insurance</li> <li>● Banking</li> <li>● Compliance</li> </ul>
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### Reference Books:

- Company Law, Eastern Book Company by Dr. Avtar Singh
- Datta on the Company Law, Lexis Nexis by C.R. Datta
- Guide to the Companies Act, Lexis Nexis by A. Ramaiya
- Company Law, Kalyani Publishers by K.C. Garg, R.C. Chawla, Vijay Gupta

### **SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

#### **(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False- 10 Marks	
One Project and Viva voce/ Presentation/ Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

#### **B) Semester end examination 30 marks**

### **PAPER PATTERN**

Duration: 1 Hour	Total Marks: 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks	10
Two short notes out of four for 5 marks each or numerical or case study	



Total	30
Note: Q.1,2 -10marks question may be divided into sub questions if required. Q.3 May include theory(short notes)/Numerical/Case study in one of the options.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE CATEGORY</b>	<b>VSC</b>
<b>COURSE NAME</b>	<b>INTELLECTUAL PROPERTY RIGHTS: LAW AND PRACTICE</b>
<b>COURSE CODE</b>	<b>U25BEVSC01</b>
<b>COURSE CREDIT</b>	<b>02 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>
<b>Sr. No.</b>	<b>Course Objectives</b>

1.	To explain the concept of IPRs, its types, national and international regime related to IPRs
2.	To explain laws and process related to IPR
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will be able to understand the concept of IPR, its types and national/international regime for protection of IPRs
2.	Learners will be able to understand laws and procedures related to IPR protection.

### Modules at a Glance

Sr. No.	Module	No. of Lectures
1.	<b>Overview of Intellectual Property</b>	15
2.	<b>Laws and Procedure related to IPR</b>	15
	<b>Total</b>	<b>30</b>

Sr. No.	MODULES
<b>1</b>	<b>Overview of Intellectual Property</b>
	<ul style="list-style-type: none"> <li>● Introduction and need for Intellectual Property rights (IPR)</li> <li>● Types of IPRs- Patents, Trademarks, Copyrights, GI, Trade Secrets etc.</li> <li>● IPR in India- Genesis and Development</li> <li>● Economic analysis of IPRs</li> <li>● Advantages and Disadvantages of IPRs</li> <li>● Need for Private rights v/s Public Interest</li> <li>● Criticisms of IPRs</li> </ul> <p>International Regime related to IPRs- TRIPs and other Treaties/conventions(WIPO, WTO, GATTs)</p>
<b>2</b>	<b>Laws and Procedure related to IPRs</b>
	<ul style="list-style-type: none"> <li>● Patents and Copyrights- Subject matter</li> <li>● Non Patentable subjects matter</li> <li>● Registration process, terms of protection and ownership rights of copyrights</li> <li>● Concept of Trademarks- Different kinds of marks</li> <li>● Registration process and Non registerable Trademarks</li> </ul>



	<ul style="list-style-type: none"> <li>● Rights of holder, assignment and licensing, protection against infringement of trademarks</li> <li>● Protection for Layout Design and Industrial Design</li> <li>● Protection for Geographical Indication and Plant varieties</li> </ul>
	<ul style="list-style-type: none"> <li>● India's new IP policy of 2016</li> <li>● Indian Government steps and schemes for promoting IPRs</li> <li>● Practical challenges in IPRs- Digital Economy, E-commerce, Biotechnology and Nanotechnology</li> </ul>

Reference Books:

- Kline, David. The Intangible Advantage: Understanding Intellectual Property In The New Economy. Los Angeles: The Michelson 20MM Foundation, 2016. Print
- Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.
- Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False- 10 Marks	
One Project and Viva voce/ Presentation/ Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**



<b>Duration: 1 Hour</b>	<b>TotalMarks:30</b>
Q.1 10marks OR10 marks	10
Q.2 10marks OR10 marks	10
Q.3 10marks OR10 marks	10
Two short notes out of four for 5 marks each or numerical or case study	
<b>Total</b>	<b>30</b>
Note: Q.1,2 -10marks question may be divided into sub questions if required. Q.3 May include theory(short notes)/Numerical/Case study in one of the options.	

**Passing criteria: Minimum40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

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**Understanding Basic Forms of English Literature-1**

(To be implemented from AY 2025-26)

### Semester-III

[Syllabus for SY B.Com (General), SY B.Com. (B.A.F/B.B.I./B.F.M./Entr./BMAF),

SY B.Sc. (Computer/I.T./E.V.S./Packaging Technology/DS), SY BMS and SY BAMMC]

**COURSE CODE :**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is of 60 minutes**

**\* Course Objectives:**

1. To develop analytical skills and critical thinking through close reading of literary texts
2. To cultivate appreciation of language as an artistic medium and to help students to understand the importance of forms, elements and style that shape literary works

**\* Course Outcomes:**

1. Learner will be able to recognize the culture and context of the work of literature
2. Learner will be able to imbibe the underlying philosophy and values reflected in literature

**Module-1**

**Study of Poetry**

**(Total 15 Lectures)**

1. William Wordsworth: *The Solitary Reaper*
2. Edgar Albert Guest: *Don't Quit*
3. Nissim Ezekiel : *Island*
4. Kamala Das: *An Introduction*
5. Arun Kolatkar : *The Breakfast Time at Kala Ghoda*

**Module-2**

**Study of Novel**

**(Total 15 Lectures)**

*Lord of The Flies* by William Golding



**Recommended Activities:**

1. Poetry Recitations
2. Movie Screening on Novel
3. Reading awareness through Library visits

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

● **A) Internal Assessment: Total 20 Marks**

1	* Continuous Evaluation	10 Marks
2	Poetry Recitation /Presentation /Audio-visual activity	05 Marks
3	Attendance	05 Marks

*\*Application oriented activities will be conducted*

**B) Semester end examination 30 marks**

Question no.1	A) OR B) Descriptive Question Module no.1	10 Marks
Question no.2	A) OR B) Descriptive Question Module no.2	10 Marks



Question no.3	A) Short Notes 2 out of 3 Module no.1 (5 Marks each)	10 Marks
	OR B) Short Notes 2 out of 3 Module no.2 (5 Marks each)	

***Passing Criteria: 40% in Internal as well as in External(i.e.8 Marks in Internal exam of 20 marks and 12 marks in External exam of 30 marks respectively)***

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**SEMESTER IV**  
**SCHEME OF MODULES**

No. of Courses	Course Code	Semester IV	Credits
1	<i>Major :Department Specific Course (DSC)</i>		
1	U25BE4MJ01	Strategic Entrepreneurship	4
2	U25BE4MJ02	Social Entrepreneurship	4
2	<i>Minor: Department Specific Course (DSC)</i>		
3	U25BE4MI01	Cost and Management Accounting	4
3	<i>Open Electives (OE/ Generic Electives)</i>		
4	U25BE4OE01	Graphic Designing	2
4	<i>VSC/SEC (Vocational Course/Skill Enhancement Course)</i>		
5	U25BE4VSC01	Sales Management and Negotiation Skills	2
5	<i>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</i>		
6	U25BE4AEC01	Understanding Basic Forms of English Literature-2	2
6	<i>OJT, FP, RP, CEP, CC</i>		
7	U25BE4CEP01	CEP	4
<b>Total Credits</b>			<b>22</b>



<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE CATEGORY</b>	<b>MAJOR</b>
<b>COURSE NAME</b>	<b>STRATEGIC ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	U25BE4MJ01
<b>COURSE CREDIT</b>	<b>04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	Define tools of strategic management and understand the global competitive landscape to help in making a strategic choice to gain competitive advantage. Understand how to reshape the organization's implemented strategy to respond to emerging trends.
2.	Explain the role of the general environment w.r.t. to the business strategy. Define strategic groups and describe their influence on the firm, while discussing the external (competitive forces, strategic groups) and internal environment (resources and their capabilities) and their overall impact on business strategy.
3.	Demonstrate the strategy formulation using business and corporate level strategies, competitive analysis and dynamics, corporate strategies, international and cooperative strategies and how to make the strategic choices to help a business thrive and succeed in the dynamic market.
4.	Describe the organization structure and controls, and the significance of strategic leadership and strategic entrepreneurship.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will understand and appreciate the various tools of strategic management and also appreciate the role of organization's strategy to reshape the organization's response to the emerging market trends.
2.	Learners can now explain the general environment and the external and internal environment and its overall impact on business strategy.
3.	Learners will be able to formulate the business and corporate level strategies and utilize the competitive analysis and the various market dynamics along with international and cooperative strategies to thrive and succeed in the dynamic market.
4.	Learners will develop a better understanding of corporate governance and its uses, organization structure and controls, and define strategic leadership and strategic entrepreneurship as a part of effective strategic controls.

### Modules at a Glance



Sr. No.	Module	No. of Lectures
1.	Understanding Strategy and the Strategic Management Process	13
2.	Environmental Scanning	13
3.	Strategic Actions: Strategy Formulation	18
4.	Strategic Actions: Strategy Implementation, Evaluation and Control	16
	<b>Total</b>	<b>60</b>

Sr. No.	Module
1	<b>Understanding Strategy and the Strategic Management Process</b>
	<ul style="list-style-type: none"> <li>· What is Strategy?</li> <li>· What is Strategic management? (Originally called business policy)</li> <li>· Strategic planning</li> <li>· Environmental scanning</li> <li>· Industry analysis</li> <li>· The Stakeholders and the Strategic Leaders</li> <li>· Vision, mission, goals and objectives</li> <li>· What is strategic choice?</li> <li>· The Global Competitive Landscape</li> <li>· How can strategy and its implementation provide a competitive advantage?</li> <li>· Emergent Versus Intended Strategies</li> <li>· Ethics and Strategy</li> <li>· Strategy in the Emerging Enterprise</li> </ul>
2	<b>Environmental Scanning</b>
	<ul style="list-style-type: none"> <li>· Segments of the General Environment</li> <li>· The Demographic Segment</li> <li>· The Economic Segment</li> <li>· The Political/Legal Segment</li> <li>· The Sociocultural Segment</li> <li>· The Technological Segment</li> <li>· The Global Segment</li> <li>· Industry Environment Analysis</li> <li>· Industry Environment Analysis</li> <li>· Threat of New Entrants</li> <li>· Bargaining Power of Suppliers</li> <li>· Bargaining Power of Buyers</li> </ul>



	<ul style="list-style-type: none"> <li>• Threat of Substitute Products</li> <li>• Intensity of Rivalry Among Competitors</li> <li>• Interpreting Industry Analyses</li> <li>• Strategic Groups</li> <li>• Understanding the Firm's External Environment</li> </ul>
	<ul style="list-style-type: none"> <li>• Understanding the Firm's Internal Environment: Resources, Capabilities and Core Competencies</li> </ul>
<b>3</b>	<b>Strategic Actions: Strategy Formulation</b>
	<ul style="list-style-type: none"> <li>• Situation Analysis: SWOT analysis</li> <li>• Review of Mission and Objectives</li> <li>• Generating Alternative Strategies by Using a TOWS Matrix</li> <li>• Business Level Strategies</li> <li>• Customers: Their Relationship with Business-Level Strategies</li> <li>• The Purpose of a Business-Level Strategy</li> <li>• Types of Business-Level Strategies (Porter's)</li> <li>§ Cost leadership</li> <li>§ Differentiation</li> <li>§ Focused: <ul style="list-style-type: none"> <li>• cost leadership</li> <li>• differentiation</li> </ul> </li> <li>§ Integrated cost leadership/differentiation <ul style="list-style-type: none"> <li>• Cooperative Strategies</li> </ul> </li> <li>§ Collusion</li> <li>§ Strategic Alliances <ul style="list-style-type: none"> <li>• International Strategies</li> </ul> </li> <li>§ International strategy</li> <li>§ Choice of International entry mode</li> <li>§ Strategic competitive outcomes</li> <li>§ Risks in International Environment <ul style="list-style-type: none"> <li>• Competitive Dynamics</li> <li>• Competitor Analysis</li> <li>• Drivers of Competitive Actions and Responses</li> <li>• Corporate Strategies</li> <li>• Directional strategy</li> </ul> </li> <li>§ Growth (concentration and diversification)</li> <li>§ Stability (Pause/Proceed with Caution, no-change, profit)</li> <li>§ Retrenchment (Turnaround, captive company, sell out/ divestment, bankruptcy/liquidity) <ul style="list-style-type: none"> <li>• Portfolio analysis</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>• Parenting strategy</li> <li>• Functional strategy</li> <li>• Marketing</li> <li>• Financial</li> <li>• R&amp;D</li> </ul>
	<ul style="list-style-type: none"> <li>• Operations</li> <li>• Purchasing</li> <li>• Logistics</li> <li>• Information Technology</li> <li>• Sourcing decision</li> <li>• Outsourcing</li> <li>• Offshoring</li> <li>• Strategies to Avoid</li> <li>• Strategic choice – Selecting the best strategy</li> </ul>
<b>4</b>	<b>Strategic Actions: Strategy Implementation, Evaluation and Control</b>
	<ul style="list-style-type: none"> <li>• Organization for Action</li> <li>• Strategy Implementation – Who, What and How</li> <li>• International Issues</li> <li>• Staffing and Directing</li> <li>• Staffing</li> <li>• Leading</li> <li>• Evaluation and Control</li> <li>• Evaluation and Control</li> <li>• Measuring Performance</li> <li>• Strategic Information Systems</li> <li>• Problems in Measuring Performance</li> <li>• Guidelines for Proper Control</li> <li>• Strategic Incentive Management</li> <li>• Strategic Entrepreneurship</li> <li>• Entrepreneurship and Entrepreneurial Opportunities</li> <li>• Innovation</li> <li>• Entrepreneurs</li> <li>• International Entrepreneurship</li> <li>• Internal Innovation</li> <li>• Innovation Through Cooperative Strategies</li> <li>• Innovation Through Acquisitions</li> <li>• Creating Value Through Strategic Entrepreneurship</li> </ul>

**Reference Books:**



- Strategic Management and Business Policy – Towards Global Sustainability, Thomas Wheelen, J.David Hunger
- Strategic Management: Competitiveness and Globalization (Concepts and Cases), Seventh Edition, Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson
- Strategic Management and Competitive Advantage Concepts and Cases, Fifth edition, Jay B. Barney • William S. Hesterly

### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	
Q.1 Multiple choice Questions/True or False - 10 Marks	20
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

B) Semester end examination 60 marks

### PAPER PATTERN

Duration: 2 hours	Total Marks: 60
Q.1. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.



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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE CATEGORY</b>	<b>MAJOR</b>
<b>COURSE NAME</b>	<b>SOCIAL ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	U25BE4MI01
<b>COURSE CREDIT</b>	04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	Understanding what social entrepreneurship and social entrepreneur is; understanding how it differs from, and relates to, business, government, activism and democracy, as well as understanding the personality of the social entrepreneur and definition of SEERS
2.	Elaborate the social constraints faced by social entrepreneurs, including financing, attracting and cultivating talent, evaluating impact, and crossing sectoral boundaries.
3.	Demonstrate how to improve the interaction between social entrepreneurial ventures and other sectors, including business, government, the media, and the education system, in order to foster social innovation; the personal dimension of social entrepreneurship.
4.	Differentiate the business end of social business and exploring the critical concepts of leadership and team management in social organizations.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners can now recognize how social entrepreneurship and social entrepreneur differ; and understand how it differs from, and relates to, business, government, activism and democracy.
2.	Learners can now interpret the social constraints faced by social entrepreneurs, including financing, attracting and cultivating talent, evaluating impact, and crossing sectoral boundaries.
3.	Learners can now work towards improving the interaction between social entrepreneurial ventures and other sectors, including business, government, the media, and the education system, in order to foster social innovation; the personal dimension of social entrepreneurship.
4.	Learners can now deconstruct the business end of social business and explore the critical concepts of leadership and team management in social organizations.

**Modules at a Glance**



Sr. No.	Module	No. of Lectures
1.	An Introduction to Social Entrepreneurship	14
2.	Challenges of Causing Change	14
3.	Innovation: Core Need in Social Entrepreneurship	16
4.	Growing and Increasing the Lifespan of the Social Organization	16
	<b>Total</b>	<b>60</b>

Sr. No.	Module
<b>1</b>	<b>An Introduction to Social Entrepreneurship and SEERS</b>
	<ul style="list-style-type: none"> <li>· What is social entrepreneurship?</li> <li>· Role of Social Entrepreneurs in Society</li> <li>· Social Entrepreneurs and their Personality</li> <li>· Elements of the Social Entrepreneurial Personality</li> <li>§ Entrepreneurial Personality</li> <li>§ Prosocial Personality</li> <li>§ The Social Entrepreneurial Personality</li> <li>· SEERS: Defining Social, Environmental, and Economic Responsibility and Sustainability</li> <li>· Social versus business entrepreneurship</li> <li>· Social entrepreneurship versus CSR</li> <li>· Social entrepreneurship versus non-profit leadership</li> <li>· Social entrepreneurship versus government</li> <li>· Social entrepreneurship versus activism</li> <li>· Using Social entrepreneurship to strengthen democracy</li> </ul>
<b>2</b>	<b>Challenges of Causing Change</b>
	<ul style="list-style-type: none"> <li>· Factors Affecting Individual's Intention to Become a Social Entrepreneur</li> <li>· Understanding the main financial constraints</li> <li>· How do social entrepreneurs finance organizations and enterprises?</li> <li>· How do social entrepreneurs evaluate their impact?</li> <li>· What is the difference between scale and impact?</li> <li>· What is stopping social change?</li> <li>· Using social entrepreneurship to shift mindset towards inclusive growth</li> </ul>
<b>3</b>	<b>Innovation: Core Need in Social Entrepreneurship</b>
	<ul style="list-style-type: none"> <li>· Social innovators: Catch them young.</li> <li>· Social innovation and entrepreneurship in India</li> <li>· Work with the young adults to build and expand their expertise</li> </ul>



	<ul style="list-style-type: none"> <li>· How can governments engage the young more successfully in social entrepreneurship?</li> <li>· How is social entrepreneurship influencing business today?</li> <li>· Can philanthropy be more effective?</li> <li>· Influence of social entrepreneurship on journalism?</li> </ul>
	<ul style="list-style-type: none"> <li>· How can individuals prepare themselves to participate in the field of social entrepreneurship?</li> </ul>
<b>4</b>	<b>Growing and Increasing the Lifespan of the Social Organization</b>
	<ul style="list-style-type: none"> <li>· Finding your focus: City's many faces</li> <li>· The Ground Floor: Doing the Initial Planning</li> <li>· For Profit and Non-Profit: Considering your options</li> <li>· Funding Non-Profits</li> <li>· Creating Your Brand</li> <li>· Using Social Networking and Social Media</li> <li>· Formally Organizing and Incorporating</li> <li>· Leadership and Your Organization</li> <li>· Managing Social Enterprise</li> <li>· Ten Great Areas for Social Entrepreneurial Action</li> <li>· Managing Teamwork</li> <li>· Common Mistakes To Avoid</li> </ul>

#### Reference Books:

- Social Entrepreneurship: What Everyone Needs To Know, David Bornstein And Susan Davis, 2010
- Social Entrepreneurship FOR Dummies, by Mark B. Durieux, PhD, and Robert A. Stebbins, PhD, 2010
- The New Entrepreneurial Leader: Developing Leaders Who Shape Social and Economic Opportunity, Danna Greenberg Kate McKone-Sweet H. James Wilson and Babson College Faculty
- Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies, Christine K. Volkmann, Kim Oliver Tokarski, Kati Ernst (Eds.), 2012
- The Process of Social Value Creation A Multiple-Case Study on Social Entrepreneurship in India, by Archana Singh, 2016



### SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	
Q.1 Multiple choice Questions/True or False - 10 Marks	20
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

B) Semester end examination 60 marks

#### PAPER PATTERN

Duration: 2 hours	Total Marks: 60
Q.1. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE CATEGORY</b>	<b>MINOR</b>
<b>COURSE NAME</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>
<b>COURSE CODE</b>	U25BE4MI01
<b>COURSE CREDIT</b>	<b>04 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	To understand meaning of cost, total cost and unit cost. Also to define what is cost accounting, classification of costs, elements of costs and cost sheet.
2.	To understand various methods of costing, meaning of process cost, process loss, normal loss, abnormal gains and losses, joint products and by-products. Also, meaning of contract cost, retention money and contract accounts.
3.	To understand meaning and uses of techniques of costing, marginal costing, BEP, P/V ratio, margin of safety, standard of costing.
4.	To understand the meaning of management accounting, nature, scope, functions of management accounting, decision-making process, vertical form of financial statements, various types of ratios, working capital management and operating cycle.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will be able to understand what is cost, cost sheet, elements of cost, prime cost, works cost, cost of production (COP), cost of goods sold (COGS) and cost of sales (COS).
2.	Learners will be able to define methods of costing, process cost, contract cost and implement them in manufacturing units.
3.	Learners will be able to analyze the techniques of marginal costing, applications, contribution, breakeven analysis, margin of safety (M/S) and profit volume ratio (P/V ratio). Meaning of Standard costing, various types of standards, and concepts of material and labour variance analysis.
4.	Learners will be able to describe Management Accounting, nature, scope, functions and apply decision-making process. Also, learners will evaluate vertical form of financial statements, various types of ratios, working capital management and operating cycle.



### Modules at a Glance

Sr. No.	Module	No. of Lectures
1.	<b>Introduction to Cost Accounting</b> Classification of Costs and Cost Sheet	10
2.	<b>Methods of Costing</b> Process Costing Contract Costing	15
3.	<b>Techniques of Costing</b> Introduction to Marginal Costing Introduction to Standard Costing	15
4.	<b>Introduction to Management Accounting</b> Ratio Analysis Working Capital Management	20
	<b>Total</b>	<b>60</b>

Sr. No.	Module
1	<b>Introduction to Cost Accounting</b> Classification of Costs and Cost Sheet
	(a) Meaning, Objectives and scope of Cost Accounting (b) Cost centres and Cost units (c) Cost classification. (d) Elements of Cost (e) Cost Sheet, Total Costs and Unit Costs, Different Costs for different purpose (f) <b>Note- Simple practical problems on preparation of cost sheet</b>
2	<b>Methods of costing</b> Process Costing Contract Costing
	<u>Process Costing</u> : (a) Meaning of process Cost, Process loss, Normal loss, Abnormal Gains and Losses. (b) Joint products and by-products. (c) <b>Note-</b> Simple Practical problems on Process Costing. <u>Contract Costing:</u> (d) Meaning of Contract cost, Retention money, Contract accounts, (e) Accounting for material, Accounting for plant used in a contract,



	<p>(f) Treatment of profit on incomplete contracts, Contract profit and Balance sheet entries.</p> <p>(g) <b>Note-</b> Simple practical problems on Contract Costing.</p>
3	<p><b>Techniques of costing</b></p> <p>Introduction to Marginal Costing</p> <p>Introduction to Standard Costing</p>
	<p><u>Introduction to Marginal Costing:</u></p> <p>(a) Marginal costing meaning, applications, advantages, limitations</p> <p>(b) Contribution, Breakeven analysis, Margin of safety and profit volume graph.</p> <p>(c) Simple Practical problems based on Marginal Costing.</p> <p><u>Introduction to Standard Costing:</u></p> <p>(d) Standard costing Meaning, Various types of standards,</p> <p>(e) Basic concepts of Material and Labour variance analysis.</p> <p>(f) <b>Note-</b> Simple Practical problems based on Material and labour variances.</p>
4	<p><b>Introduction to Management Accounting</b></p> <p>Ratio Analysis</p> <p>Working Capital Management</p>
	<p><b><u>Introduction to Management Accounting :</u></b></p> <p>(a) <b>Introduction to Management Accounting</b> – Meaning, Nature, Scope, Functions, Decision Making Process, Financial Accounting V/s Management Accounting.</p> <p>(b) Vertical Form of Financial statements.</p> <p>(c) Study of Balance sheet and Income statement / Revenue statements in vertical form suitable for analysis.</p> <p><b><u>Ratio Analysis :</u></b></p> <p>(d) <b><u>Balance Sheet Ratios :</u></b></p> <p>i) Current Ratio</p> <p>ii) Liquid Ratio</p> <p>iii) Stock Working Capital Ratio</p> <p>iv) Proprietary Ratio</p> <p>v) Capital Gearing Ratio</p> <p>i) <b><u>(e) Revenue Statement Ratio:</u></b></p>



i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) <del>Net Operating Profit Ratio</del> v vi) Stock Turnover Ratio <b><u>(f) Combined Ratio :</u></b> i) Return on capital employed (Including Long Term Borrowings) ii) Debtors Turnover iii) Creditors Turnover <u>Working Capital Management :</u> (g) Concept, Nature of Working Capital , Planning of Working Capital B. . (h) Operating Cycle
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**Reference Books:**

1. Cost and Management Accounting - Colinn Dury 7th Edition
2. Cost and Management Accounting- Dbarshi Bhattacharyya pearson Publications
3. Management Accounting - M.Y.Khan
4. Management Accounting - I.M. Pandey

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

Internal assessment 40% i.e. 40 marks

Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	
Q.1 Multiple choice Questions/True or False - 10 Marks	20
Q.2. Attempt 2 questions out of 3 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	05
Total	40

B) Semester end examination 60 marks

**PAPER PATTERN**

Duration: 2 hours

Total Marks: 60



Q.1. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.2. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.3. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
Q.4. Brief Answer (Attempt 1 question out of 2 question)	15 / 8 & 7 Marks
OR	
Q.4. Short Notes (Attempt 3 question out of 5 question)	5 Marks * 3 = 15 Marks
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

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<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE CATEGORY</b>	<b>OPEN ELECTIVE</b>
<b>COURSE NAME</b>	<b>GRAPHIC DESIGNING</b>
<b>COURSE CODE</b>	U25BE4OE01
<b>COURSE CREDIT</b>	<b>02 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	Understanding the basics of graphic design (App involved: Canva)
2.	Diving deep into designing, color psychology, Typography (App involved: Photoshop)
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	An individual will be able to understand the client's requirements and design the everyday necessity of the business. For example, a brochure after the first module.
2.	Learners will be able to make complex designs, grasp on Photoshop, align creative objectives with business to make sure designs are not just pretty but are solving a problem.

#### Modules at a Glance

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Basics of Design – Brushing it up on Canva, Starting with Digital Design	15
2.	Photoshop – Color Psychology and Typography	15
	<b>Total</b>	<b>30</b>

<b>Sr. No.</b>	<b>Module</b>
1	<b>Basics Brushing up basics in Canva   Starting with Digital Design</b>



	<ul style="list-style-type: none"> <li>- Understanding the basics of Graphic design (visuals, Type etc)</li> <li>- Opening Canva for the first time</li> <li>- Understanding the dashboard</li> <li>- <del>Using and customizing template</del></li> <li>- Adding artwork, text and elements</li>   <li>- Learn how to make : <ul style="list-style-type: none"> <li>- A Facebook Profile Picture</li> <li>- A Facebook Cover</li> <li>- An Instagram Quote</li> <li>- A YouTube Thumbnail</li> <li>- A YouTube Channel Art</li> <li>- A Twitter Post</li> <li>- A Twitter Header</li> <li>- A LinkedIn Profile Photo</li> <li>- A LinkedIn Banner</li> <li>- Some Hero Images for your Blog/Website</li> <li>- Icons</li> <li>- Featured Images for your Blog Posts</li> <li>- An Author Photo for your Bio</li> <li>- Custom Letterheads</li> <li>- Custom Envelopes</li> <li>- Business Cards</li> <li>- A powerful Pitch Deck Presentation</li> <li>- A mini Website to invite people to join you on social media</li> <li>- A Landing Page to get people to sign up for your event</li> <li>- Brushing up the basics of Video editing</li> <li>- Creating trendy reels on canva</li> <li>- Your brand style guide</li> </ul> </li> </ul>
<b>2</b>	<b>Photoshop   Basics of Color Psychology &amp; Typography</b>
	<ul style="list-style-type: none"> <li>- Opening up Photoshop and Understanding the Dashboard and Most used tools</li> </ul>



	- "follow along" Poster tutorials to increase the compatibility with Photoshop
	- "Follow along" Poster Tutorials - 2
	- Color Psychology & Typography basics
	- "Follow along" Poster Tutorials - 3 ( with Color picking and type skills)
	- "Follow along" Poster Tutorials - 4 ( with Color Picking and type skills)

**Note :**

### **Graphic Designing Module :**

**1st module :** Basically introducing to Design Basics and Beginner level tools to get them started with the design, projects will be filled with an expectation to make design as per all social media channel's dimensions and other formats within in

**2nd Module :** This Module is Inclined more towards introducing them to the advance tools and design process. Projects involved will be to understand the brand and what mission vision and value it beholds followed by making visual presentation of same across all social media

**Projects involved :** Since all the lectures are Follow-along and live students will be getting hands on experience for same followed by a hypothetical example for them to be able to implement Research+ Design thinking + tools to adapt the client's design brief environment followed by understanding the iterations and implementing the same

### **Reference Books:**

2 Reference books for Graphic Designing. These books will be Insightful in different aspects of Design which broadens your perception and will make you see it more than just some colors, images and shapes on the canvas. Happy Reading :).

D) **Creative Strategy and Business of Design by Douglas Davis:** As a Creative Person one of the most important things that gets neglected is work upon your business Skills i.e., Learning how to monetise your designs, on what basis should you charge? How to make sure your design is achieving the desired Business goals or not? how will you coordinate with other professionals involved such as an account manager, a marketer etc and communicate your ideas? This book will take you from understanding the evolving role of designer/creative individual in business premise followed by strategy, presenting your work and at last increasing the value of your contribution to your client

D) **Stop Stealing Sheep & Find Out How Type Works Third Edition (3rd Edition) Erik Spikermann :** how to look at type, work with type, choose the best typeface for your message, and express yourself more effectively through design. Compact, yet rich with anecdotes and visual examples, the handbook's multilayered design not only makes for a fun, fast read; it also invites exploration, ensuring you learn something new each and every time you open it up.

D) **Interaction of Colors by Joseph albers :** Using color effectively is one of the great challenges of design. For design teachers, students, or professionals, Albers' influential work on color theory demonstrates how to think outside the box of safe color palettes in an economical and impactful way.



D) **Grid System In Graphic Design by Joseph Muller Brockman** : Consistency is a vital design principle, especially if you're designing a product or brand. The most common way to achieve consistency in these contexts is with a grid system—and what better person to learn from than the godfather of grids himself, Josef Müller-Brockmann.

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False- 10 Marks	
One Project and Viva voce/ Presentation/ Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**

Duration: 1 Hour	Total Marks: 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10
Q.3 10 marks OR 10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
Note: Q.1,2 -10 marks question may be divided into sub questions if required. Q.3 May include theory (short notes)/Numerical/Case study in one of the options.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**



<b>CLASS</b>	<b>SYBCOM (Entrepreneurship)</b>
<b>SEMESTER</b>	<b>IV</b>
<b>COURSE CATEGORY</b>	<b>SEC</b>
<b>COURSE NAME</b>	<b>SALES MANAGEMENT AND NEGOTIATION SKILLS</b>
<b>COURSE CODE</b>	<b>U25BE4VSC01</b>
<b>COURSE CREDIT</b>	<b>02 (1 Credit-15 Lectures; 1 Lecture is 60 Minutes)</b>

<b>Sr. No.</b>	<b>Course Objectives</b>
1.	To introduce sales management and setting positive mental attitude for sales using multiple skills and explain marketing concept in detail and how it differs from selling.
2.	To illustrate various sales techniques using offline and online platforms, to understand the art of the negotiations, for generating maximum revenue for the corporates.
<b>Sr. No.</b>	<b>Course Outcomes</b>
1.	Learners will be able to describe the importance of selling skills in today's competitive world, define marketing concepts and how it differentiates various selling concepts.
2.	Learners will be able to implement various sales techniques using offline as well as digital selling effectively, identify opportunities for negotiations and discuss about companies to maximize their revenue by implementing effective negotiation techniques.

### Modules at a Glance

<b>Sr. No.</b>	<b>Module</b>	<b>No. of Lectures</b>
1.	Sales Management and PMA, Differences between Marketing and Selling	15
2.	Different types of Sales Techniques and Various types of Negotiation Techniques	15
	<b>Total</b>	<b>30</b>

<b>Sr. No.</b>	<b>Module</b>
1	Sales Management and PMA



	<p><b>Introduction to Sales Management</b></p> <ul style="list-style-type: none"> <li>● Meaning and Definition of Sales</li> <li>● Marketing Interfaces with other functional areas</li> <li>● Qualities of a Sales Manager</li> <li>● Role of Sales Management</li> <li>● Scope of sales in businesses</li> <li>● Concept of Product</li> </ul> <p><b>PMA</b></p> <ul style="list-style-type: none"> <li>● Meaning of PMA</li> <li>● Pareto Principle</li> <li>● Characteristics of PMA</li> <li>● SAVERS Habits</li> </ul> <p><b>Differences between Marketing and Selling</b></p> <ul style="list-style-type: none"> <li>● Concept of Marketing and Concept of Selling</li> <li>● Various types of Market</li> <li>● Marketing Mix</li> <li>● Various types of Selling</li> </ul>
<b>2</b>	<b>Different Types of Sales Techniques and Negotiation Techniques</b>
	<p><b>Selling is an art, and Science</b></p> <ul style="list-style-type: none"> <li>● Theories of Selling</li> <li>● Skill set for Effective selling</li> <li>● Selling Strategies</li> <li>● Digital Sales</li> <li>● Using promotional media and applying innovations</li> <li>● Objections Handling</li> <li>● Tele-calling</li> <li>● Script writing using AIDA process</li> </ul> <p><b>Art of Negotiations</b></p> <ul style="list-style-type: none"> <li>● Concept of Negotiation</li> </ul>



<ul style="list-style-type: none"> <li>• Different Types of Negotiation Techniques</li> <li>• Activity on Negotiations in Groups using Break out rooms in three groups</li> <li>• Case studies</li> </ul> <p><b>Sales Closures Techniques</b></p>
<ul style="list-style-type: none"> <li>• Activity on Closing skills using break out rooms in two groups.</li> <li>• Case study and example of Real Estate (Flat Selling)</li> </ul>

**Reference Books:**

- Brooke William’s “Sales Techniques”
- Shiv Khera’s “You can Sell,”
- The Art of Selling by Ekanem Anthony

**SCHEME OF EXAMINATION**

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

**(A) Internal Assessment 20 marks**

Description	Marks
Internal tests of 10 marks each	10
Q.1. Multiple choice Questions/True or False- 10 Marks	
One Project and Viva voce/ Presentation/ Case studies/Assignments/Class activity	5
Attendance and Class behavior	5
Total	20

**B) Semester end examination 30 marks**

**PAPER PATTERN**

Duration: 1 Hour	Total Marks: 30
Q.1 10 marks OR 10 marks	10
Q.2 10 marks OR 10 marks	10



Q.3 10marks OR10 marks Two short notes out of four for 5 marks each or numerical or case study	10
Total	30
Note: Q.1,2 -10marks question may be divided into sub questions if required. Q.3 May include theory(short notes)/Numerical/Case study in one of the options.	

**Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.**

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## Understanding Basic Forms of English Literature-2

*(To be implemented from AY 2025-26)*

### Semester-IV

[Syllabus for SY B.Com (General), SY B.Com. (B.A.F/B.B.I./B.F.M./Entr./BMAF),

SY B.Sc. (Computer/I.T./E.V.S./Packaging Technology/DS), SY BMS and SY BAMMC]

**COURSE CODE: U25BE4AEC01**

**COURSE CREDIT: 02**

**1 credit - 15 lectures**

**1 lecture is of 60 minutes**

**\* Course Objectives:**

1. To develop creative skills and narrative skills through close reading and appreciation of literary texts
2. To cultivate appreciation of language as an artistic medium and to help students to understand



the performative aspect of the literary work.

**\* Course Outcomes:**

1. Learner will be able to utilize the literary characteristics of the work of literature for professional development
2. Learner will be able to express effectively after understanding the performative aspect of the literary work

**Module-1                      Study of Short Stories (Total 15 Lectures)**

1. O'Henry : *The Last Leaf*
2. Katherine Mansfield: *The Doll's House*
3. Ruskin Bond: *The Leopard*
4. R.K.Narayan: *An Astrologer's Day*
5. Jhumpa Lahiri: *A Temporary Matter*

**Module-2                      Study of Drama (Total 15 Lectures)**

Oscar Wilde: *The Importance of Being Earnest*

**Recommended Activities:**

1. Story Telling
2. Movie Screening on Drama
3. Role Plays
4. Reading awareness through Library visits

**SCHEME OF EXAMINATION**

**The scheme of examination shall be divided into two parts:**



- **Internal assessment 40% i.e.20 marks**
- **Semester end examination 60% i.e.30 marks**

● **A) Internal Assessment: Total 20 Marks**

1	*Continuous Evaluation	10 Marks
2	Role Plays / Group Discussion/Audio-visual activity	05 Marks
3	Attendance	05 Marks

*\*Application oriented activities will be conducted*

**B) Semester end examination 30 marks**

Question no.1	A) OR B) Descriptive Question Module no.1	10 Marks
Question no.2	A) OR B) Descriptive Question Module no.2	10 Marks
Question no.3	A) Short Notes 2 out of 3 Module no.1 (5 Marks each) OR B) Short Notes 2 out of 3 Module no.2 (5 Marks each)	10 Marks



*Passing Criteria: 40% in Internal as well as in External (i.e.8 Marks in Internal exam of 20 marks and 12 marks in External exam of 30 marks respectively)*

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