

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26, Batch (2025-28)

BBA Second Semester

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA Second Semester

Part A – Introduction			
Program : Certificate	Class : BBA	Semester : Second	Session : 2025-26
Subject : Business Communication			
1.	Course Code	C-02	
2.	Course Title	Business Communication (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Major – II	
4.	Pre-requisite (if any)	Not Required	
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to: • To understand the business communication process • To develop verbal and non- verbal communication skills in business arena • To understand written business communication approaches/methods. • To be aware role of information and digital technology in modern business communication. • Sensitize students on business communication as per various concepts.	
6.	Credit Value	06 Credits	
7.	Total Marks	Max. Marks : 30 (Internal Marks) + 70 (End Sem. Exam) = 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (04-02-00) = 06 hours per week.		
Total Course hours : 90 Hours		
Unit	Topics	No. of Hours
Unit 1	Indian Traditions and Communication - Meaning and Fundamental Principles of Communication in Indian traditions. Oral, Written & Symbolic Communication. Communication in the Guru-Shishya Tradition, Communication in the Vedic Tradition, Levels of Communication and Symbolic communication. Forms and features of Indian business letter writing.	18

	Activity 1: Students will be divided in groups of 5 students each to present an “Communication in the Guru-Shishya Tradition” for example an act on gurukul system. Activity 2: A classroom activity in which a student will convey a message through pictures, colours or symbols that other students will interpret.	
	Key words: Indian Traditional Communication	
Unit 2	Modern Communication - Meaning, Definitions, Nature, Importance and Types. Barriers to Communication - Meaning, Types - Linguistic Barriers, Psychological Barriers, Other Barriers —Cultural, Physical and Organizational Barriers. Activity 1: Group of students will identify a workplace communication barrier and present solutions to resolve it effectively. Activity 2 : Students in groups will prepare a chart/model to present a theory of communication.	18
	Key words : Modern Communication, Communication Barriers	
Unit 3	Written and Oral Communication, Business Correspondence – Meaning, Features and Format. Types of Business letters — Inquiry, Complaint, Credit, Order, Reply Letters, and Circulars. Oral Communication - Meaning and Types. Non-Verbal Communication - Body Language, Sign Language and Paralanguage. Activity 1: Groups will draft handwritten letters, including an inquiry, order, complaint and circular letter, to understand formal communication. Activity 2: Groups will pass/send a message using only gestures and body language, then compare the final interpretation with the original message.	18
	Key words : written communication, oral communication	
Unit 4	Various Concepts of Communication- The Process of Report Writing, Communication of Notice, Preparation of Agenda and Minutes. Management Information System - Meaning, Objectives, Process and Types, Functions of MIS Activity 1 : Students in group will draft Notices, Agendas, Minutes on the situations given by the instructor in proper format. Activity 2 : students will be divided in groups. Each group has to develop a simple Management Information System on topic/situation given by the faculty, like- employee attendance system, security check at entrance gate, etc.	18
	Key words: Notice, Agenda, Minutes	
Unit 5	Modern Forms of Communication - Email, Video Conferencing, social media, Communication Systems in Global Business, Types of Information Technology and their Utility in Business Communication. Activity 1: Groups will convey the same message using different modes (in-person, video, text) to understand their effectiveness in communication. Activity 2: Students working in a group will draft and professional emails for assigned workplace scenarios.	18
	Key word : Information Technology, Email, Video Conferencing	

Part C - Learning Resources.
Textbooks, reference books, other resources.
Suggested readings :

1. Agrawal. Praveen Kumar (Dr.), & Mishra, Avineesh Kumar (Dr.), Communication Skills, Sahitya Bhawan, Agra (Hindi Medium) (Latest Edition).
2. Gopalaswamy, Ramesh, Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson India, Noida (Latest Edition).
3. Jain, S.C. (Dr.), Vyaavasaayik Gathan Avam Sampreshan (Dasham Sanskaran), Madhya Pradesh Hindi Granth Academy, Bhopal (Latest Edition).
4. Mehta, D., & Mehta, N.K., A Handbook of Communication Skills & Practices, Radha Publications, New Delhi (Latest Edition).
5. Murphy, A., & Peck, Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi (Latest Edition).
6. Rao, N., & Das, R.P., Communication Skills, Himalaya Publishing House, Mumbai (Latest Edition).
7. Sinha, K.K., Business Communication, Galgotia Publishing House, New Delhi (Latest Edition).
8. Verma, Rajesh (Dr.), Tiwari, Sanjay (Dr.), Dand, Rakesh (Dr.), Pandey, Sanjay (Dr.), Patel, Vipul (Dr.), & Maheshwari, Sanjay, Vyaavasaayik Sangathan Avam Sanchar, Madhya Pradesh Hindi Granth Academy, Bhopal (Latest Edition)

Suggestive Digital Platforms Weblinks :-

http://ndl.iitkgp.ac.in/he_document/ekumbh/ekumbh/505?e=0|business%20communication|||
http://ndl.iitkgp.ac.in/he_document/libretexts/libretexts/IN_L_1_B_13_M_731_B_C_S_f_M_1_0643_10644?e=12|business%20communication|||
http://ndl.iitkgp.ac.in/he_document/inflibnet_epgp/inflibnet_epgp/IN_I_e_P_P_1_M_30733_P_0_B_C_31227_31228?e=7|business%20communication|||
http://ndl.iitkgp.ac.in/he_document/e_adhyayan/eadhyayan/IN_e_A_1_M_107_B_C_125_126?e=1|business%20communication|||

Suggested equivalent online courses: Through NPTEL and SWAYAM portal.

Part D - Assessment and evaluation.

Suggested continuous evaluation methods :

Maximum marks 100.

Continuous comprehensive evaluation (CCE) of 30 marks. End Semester Exam of 70 marks.

Internal assessment : Continuous Comprehensive Evaluation (CCE)	Class Test / Assignment / Presentation As per Ordinance number 14 (1).	Total 30 marks
External assessment: End Semester exams Time : 03.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long questions	5 X 2=10 3 X 5=15 (out of 5) 3 X 15=45 (out of 5) Total 70 marks

Any Remarks/Suggestions: Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context. Presentations and Industry Based Assignments.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA Second Semester

Part A – Introduction			
Program : Certificate	Class : BBA	Semester : Second	Session : 2025-26
Subject : Business Economics			
1.	Course Code	C-03	
2.	Course Title	Business Economics (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Major – III	
4.	Pre-requisite (if any)		
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to: • Understand the foundational concepts of economics and analyze the contribution of Kautilya to Indian economic thought, • Explain the nature and scope of managerial economics and assess its role in effective business decision-making, • Differentiate between inductive and deductive methods of economic study and evaluate their merits, limitations, and practical relevance • Analyse the law of demand, its influencing factors, types, and exceptions, and apply the concept in demand measurement and forecasting. • Identify different market structures and evaluate how pricing and firm equilibrium vary under perfect, imperfect, and monopoly conditions.	
6.	Credit Value	06 Credits	
7.	Total Marks	Max. Marks : 30 (Internal Marks) + 70 (End Sem. Exam) = 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (04-02-00) = 06 hours per week.		
Total Course hours : 90 Hours		
Unit	Topics	No. of Hours
1	Meaning, Definitions, Nature and Scope of Economics. The Economic Problem-Scarcity and Choice; Positive and Normative Economics, Micro and	14

	Macro Economics; Central Problems of an Economy; Production Possibility Curve; Opportunity Cost; Working of Economic Systems; Economic Cycles; Contribution of Kautilya in Indian Economic Thought. Activity 1: Students, in groups, will create a poster or collage highlighting the main economic principles and managerial ideas of Kautilya. This activity will help students visually connect with economic and managerial concepts. Activity 2: Students will prepare and submit a write-up on various definitions of economics.	
	Key words: Economics, Kautilya, Economic Thought	
2	Managerial Economics - Meaning and Definitions Characteristics, scope; Functions and Importance. Role of Business Economics in Business Decision Making. Functions and Responsibilities of a Business Economist. Activity 1 : Students, in small groups, will receive a word-search puzzle containing 8—10 key managerial economics terms. They will solve the puzzle and then each group will define the terms and explain how they apply to business decision-making. Activity 2 : Students, in small groups, will pick a familiar local business (local food stall, cafe, mobile shop etc) and discuss what it sells, why people buy from it, how prices are set, and its likely costs. Students will present their ideas in class.	18
	Key words : Decision-Making, Managerial Economics, Business	
3	Methods of Economic Study - Approaches to Economic Study: Inductive and Deductive Methods. Inductive Method: Meaning, Nature, History, Merits and Demerits. Deductive Method Meaning, History, Nature, Merits and Demerits. Difference and Utility of both methods. Basic Characteristics of the Indian Economy; Major Issues of Development; Development Experience and Recent Trends in Indian Economy Activity 1: Student will work in small groups to create a collage or mind map that compares the Inductive and Deductive methods, focusing on their key features, differences, and applications in economics. Each group will present their work in class, followed by a short discussion on the real-world applications of each method. Activity 2: Students in groups will discuss real-life examples or the inductive and deductive methods based on observation. For the inductive method, they might explore how a shopkeeper notices higher ice cream sales on hot days. For the deductive method, they could consider how a company increases prices based on the theory that higher prices can lead to higher profit. Each group will share their findings and understand how these methods work in real-life situations.	20
	Key words : Inductive Method, Deductive Method, Methodological Comparison	
4	Law of Demand - Meaning, factors affecting demand. Types of demand, law of demand and exceptions, measurement of demand. Demand forecasting. Supply- Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Equilibrium of Demand and supply; Elasticity of Demand and Supply Activity 1 : In small groups, students will choose a local product (such as cold drinks, t-shirts, or mobile phones) and discuss the factors that increase or decrease its demand (such as price, income, or weather). They will also	19

	identify the type of demand it represents — such as complementary or substitute. Each group will present their conclusions briefly in class. Activity 2 : In small groups, students will choose an advertisement from TV, social media, or print) and analyse how it affects demand(based on factors like price, income, brand, or weather). They will also identify the type of demand it represents — such as necessary, complementary, or substitute. Each group will present their conclusions briefly in class.	
	Key words: Demand, Measurement, Forecasting	
5	Concept of Market - Meaning, Definitions, Classification, Price determination-short –run and long-run and under Perfect Competition, Imperfect Competition, monopolistic competition, oligopoly and Monopoly Concept, Pricing, and Firm Equilibrium. Price discrimination; International price discrimination and dumping. Activity 1: The faculty will present a list of various products and services (such as railway services, vegetable markets, mobile networks, school books). Students will match them with the appropriate market structures - perfect competition, imperfect competition or monopoly and briefly explain the basis for their selection. The objective of this activity is to teach students to identify different market structures through real-life examples. Activity 2: Students, in groups, will observe a local market (such as a vegetable market, mobile store or online platform) and record the type of competition present - perfect, imperfect, or monopoly. They will analyse aspects like pricing, the number of buyers and sellers, and the nature of the product, and share their observations in class.	19
	Key words : Market, Competition, Pricing	

Part C - Learning Resources.	
Textbooks, reference books, other resources.	
Suggested readings : 1. Adhikary, M. Business Economies, Excel Books, New Delhi (2019). 2. Chopra, O. P. Managerial Economics, TMH, New Delhi (1985). 3. Dewett, K. K. & Chand, Adarsh Modern Economic Theory, Shyam Lal Charitable Trust, New Delhi (2017).4 4. Ghosh, Geetika & Roy Choudhury, P. Managerial Economics, Tata McGraw Hill, New Delhi (2022). 5. Kothari, Milind (Dr.) Prabandhakiya Arthashastra, Madhya Pradesh Hindi Granth Academy Bhopal (2021) 6. Koutsoyiannis, A. Modern Micro Economics. Macmillan, New York (1979). 7. Mehta, C. M. (Dr.) Micro Economics, Ram Prasad & Sons, Bhopal (2021). 8. Pant, J. C. (Dr.) & Mishra, J. P. (Dr.) Micro Economics, Sahitya Bhawan, Agra (2020). 9. Shrivastava, V. P. (Dr.) Macro Economics (Pratham Varsh), Madhya Pradesh Hindi Granth Academy, Bhopal (2021). 10. Sinha, V. C. Principles of Economics, Sahitya Bhawan, Agra (2022). 11. Tiwari, Ritu (Dr.) Bhartiya Arthvayavastha (Pratham Varsh), Madhya Pradesh Hindi Granth Academy, Bhopal (2020). 12. Tiwari, Ritu (Dr.) Vyashti Arthashastra (Pratham Varsh), Madhya Pradesh Hindi Granth Academy, Bhopal (2020).	
Suggestive Digital Platforms Weblinks : http://ndl.iitkgp.ac.in/he_document/inflibnet_epgp/inflibnet_epgp/IN_I_e_P_P_1_B_E_4_723_4724?e=0 business%20economics 	

https://dishtavo.dhe.Noa.Nov.in/qdata/Economics/ECC103/Mod%202/02_Notes.pdf
<https://epgp.inflibnet.ac.in/epgpdata/uploads/com content/S000023MA/P00l405/M>
http://ndl.iitkgp.ac.in/he_document/ekumbh/ekumbh/472?e=0business%20economics

Suggested equivalent online courses: Through NPTEL and SWAYAM portal.

Part D - Assessment and evaluation.

Suggested continuous evaluation methods :

Maximum marks 100.

Continuous comprehensive evaluation (CCE) of 30 marks. End Semester Exam of 70 marks.

Internal assessment : Continuous Comprehensive Evaluation (CCE)	Class Test / Assignment / Presentation As per Ordinance number 14 (1).	Total 30 marks
External assessment: End Semester exams Time : 03.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long questions.	5 X 2=10 3 X 5=15 (out of 5) 3 X15=45 (out of 5) Total 70 marks

Any Remarks/Suggestions: Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Content, Presentations and Industry Based Assignments.

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA Second Semester

Part A – Introduction				
Program : Certificate		Class : BBA	Semester : Second	Session : 2025-26
Subject : Financial Accounting				
1.	Course Code	M-02		
2.	Course Title	Financial Accounting (BBA)		
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Minor-II		
4.	Pre-requisite (if any)	Not Required		
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to: - Students will be able to understand the basics of book keeping and accounting. - Students will be able to know about accounting software . - Students will be able to do the accounting work of the business unit. - Students will be able to understand and technically use bank reconciliation statement. - Students will understand the concept of royalty accounting. - Students will be able to analyse and interpret financial data of business.		
6.	Credit Value	04 Credits		
7.	Total Marks	Max. Marks : 30 (Internal Marks) + 70 (End Sem. Exam) = 100 marks		
8.	Minimum Passing Marks	35		

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (04-00-00) = 04 hours per week.		
Total Course hours : 60 Hours		
Unit	Topics	No. of Hours
1	Introduction to accounting- Accounting and its place in Business and relationship with other financial areas, double entry system. Book keeping- meaning, advantages, concepts and conventions. Difference between financial accounting, cost accounting and management accounting. Accounting practices: Traditional Indian accounting	8

	practices, ancient accounting system- Mahajani method (ancient form of double entry system). Introduction to Accounting Standards. Activity 1: Students will be working in a group. They will be provided with a list of Financial transaction. Students will be required to prepare a report showing that after each transaction the accounting equation (Asset = liability + capital) holds good Assignment Activity 2: Students will be working in a group. Students will visit any local shop/business of their choice and observe its working. They will then make a list of accounts (categorised under the heads assets , liabilities, income and expenses) that they think the shop / business must be having in its book of accounts.	
	Key words: double entry system, book keeping, cost accounting, management accounting.	
2	Types of books of account and their preparation – journal, ledger, trial balance. Computerized accounting software- cloud books, wave, Tally Activity 1 : Students will be working in a group. They will be provided with a list of financial transactions. Students will be required to pass journal entries, post transactions in ledgers , balance the ledgers and finally prepare trail balance. Activity 2 : Students will be working in a group. They will be required to make a flow chart depicting the steps involve in recording the transactions in Tally, including a sample transaction (eg) sales and purchase entry.	13
	Key words : Journal, ledger, trail balance, Accounting software.	
3	Preparation of final accounts – Trading account, Profit and loss Account, balance sheet. Activity 1: Students will be working in a group. They will be preparing a trading account, profit and loss account and balance sheet using the trail balance made by them in unit 2. Activity 2: Students will be working in a group. They will create a personal balance sheet for their family by listing assets (house, car, cash, jewellery etc) and liabilities (Loans, credit card debt, etc). They will then calculate their family's net worth using the formula: Net worth = total asset – total liability.	13
	Key words : Trading account, P & L account , Balance sheet.	
4	Bank reconciliation statement, royalty account Activity 1 : Students will be working in a group. They will make a poster or collage depicting the reasons for difference between cash book and bank passbook. Activity 2 : Students will be working in a group. They will create poster or collage illustrating different types of royalties.	13
	Key words: cash book , pass book, royalty	
5	Branch accounts. Depreciation accounting – Fixed instalment method and Written down value method. Activity 1: Students will be working in a group. One student will act as the head office (HO) and other students as branch manager. The HO provides each branch with an imaginary initial stock, cash balance and	13

	records all transactions. Each branch will be conduct a few imaginary transactions and record them. At end branch accounts will be prepared. Activity 2: Students will be working in a group. They identify any one household asset (that is expected to last more than a year) with its purchase price. They will estimate the useful life of the asset and determine the depreciation percentage by dividing 100 by the useful life. Using this percentage , they will calculate depreciation using diminishing balance method for few years	
	Key word : Branch account, depreciation, Return down value.	

Part C - Learning Resources.
Textbooks, reference books, other resources.
Suggested readings : 1. Shukla, M.C. grewal, T.S., Financial accounting, S chand pub. New delhi 2019. 2. Mukherjee, financial accounting, Tata Mcgraw hill, New delhi 2023 3. Shukla, S.M. (Dr.) Financial accounting (Hindi and English medium), Sahitya bhavan publications , Agra 2023
Suggested equivalent online courses through NPTEL and SWAYAM portal.

Part D - Assessment and evaluation.		
Suggested continuous evaluation methods : Maximum marks 100. Continuous comprehensive evaluation (CCE) of 30 marks. End Semester Exam of 70 marks.		
Internal assessment : Continuous Comprehensive Evaluation (CCE)	Class Test / Assignment / Presentation As per Ordinance number 14 (1).	Total 30 marks
External assessment: End Semester exams Time : 3.00 hours.	Section A: Very Short Questions / MCQ Section B: Short questions. Section C: Long questions.	5 X 2 =10 3 X 5 = 15 3 X 15 = 45 Total 70 marks
Any Remarks/Suggestions: Theoretical exposition should be accompanied by discussion, case studies, presentations and industry based assignment.		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA Second Semester

सैद्धांतिक प्रश्नपत्र के पाठ्यक्रम हेतु प्रारूप

भाग : परिचय		
कार्यक्रम: स्नातक प्रथम वर्ष	कक्षा: बी.ए./बी.कॉम./बी.एससी./बी.एच.एससी./बी.सी.ए./बी.बी.ए. (प्रथम वर्ष)	सत्र- 2025 - 26
विषय: Value Added Course (VAC)		
1	पाठ्यक्रम का कोड	
2	पाठ्यक्रम का शीर्षक	भारत बोध (Understanding India)
3	पाठ्यक्रम का प्रकार: (कोर कोर्स/वोकेशनल)	VAC
4	पूर्वापेक्षा (यदि कोई हो)	कक्षा 12 वीं उत्तीर्ण
5	पाठ्यक्रम अध्ययन की परिलब्धियां (कोर्स लर्निंग आउटकम)	इस कोर्स का अध्ययन करने के बाद, 1. भारत के ऐतिहासिक, सांस्कृतिक और संवैधानिक स्वरूप की मूलभूत समझ विकसित करना। 2. भारतीय शिक्षा पद्धति, ज्ञान परंपरा और राष्ट्रीय मूल्यों के प्रति छात्रों में संवेदनशीलता उत्पन्न करना। 3. भारत की स्वतंत्रता संग्राम, लोकतांत्रिक विकास और वैश्विक भूमिका को समझने में सहायता करना। 4. संविधान में निहित दायित्वों एवं अधिकारों की जानकारी देकर छात्रों को जिम्मेदार नागरिक बनाना।
	क्रेडिट मान	2
7	कुल अंक	100

भाग ब - पाठ्यक्रम की विषयवस्तु		
व्याख्यान की कुल संख्या (प्रति सप्ताह घंटे में): घंटे		
कुल व्याख्यान - 30 घंटे		
ईकाई	विषय	व्याख्यान की संख्या
I	भारतीय इतिहास और सांस्कृतिक विरासत	06

Ashwarya

	• सिन्धु, वैदिक, और शास्त्रीय काल की विशेषताएँ • सह-अस्तित्व और बहुलता की भारतीय अवधारणा • सांस्कृतिक प्रतीक: धर्म, स्थापत्य, संगीत, नाट्य, लोकाचार • 'वसुधैव कुटुम्बकम्', 'सर्वे भवन्तु सुखिनः' जैसे सूत्रों की आधुनिक प्रासंगिकता गतिविधियाँ: • 'लोक से संवाद' कार्यक्रम - परिवार या समुदाय के किसी बुजुर्ग से पारंपरिक जीवन-मूल्य एवं ज्ञान पर चर्चा, और उसका लेखा-जोखा। असाइनमेंट विषय: • अपने गाँव या नगर की किसी स्थानीय सांस्कृतिक धरोहर/पर्व/लोककलाओं का लघु लेख चित्रों सहित तैयार करें (500 शब्द)।	
II	भारतीय संविधान और नागरिक दायित्व • वैदिक राजधर्म और आधुनिक संविधान • मूल अधिकार और कर्तव्य: धर्म-कर्तव्य-नैतिकता • युवा नागरिक और लोकतांत्रिक भागीदारी • शिक्षा का राष्ट्रनिर्माण में योगदान गतिविधियाँ: • 'जननीति संवाद' - छात्रों के बीच <i>माँक संविधान सभा</i> या <i>युवा संसद</i> का आयोजन, जिसमें भारत के मूल मूल्य प्रस्तुत करें। असाइनमेंट विषय: • किसी एक मौलिक अधिकार और उससे जुड़े कर्तव्य का वैदिक/शास्त्रीय दृष्टिकोण से विश्लेषण करें।	06

Ashwini

	• भारतीय लोकतंत्र में युवाओं की भूमिका पर 'स्वराज से सुराज तक' दृष्टिकोण में निबंध (400 शब्द)।	
III	भारतीय ज्ञान परंपरा और शिक्षा दृष्टिकोण • भारतीय ज्ञान के स्रोत: वेद, उपनिषद, दर्शन, स्मृति, लोक-साहित्य • गुरुकुल परंपरा: शिष्य-केंद्रित शिक्षण, वाचिक परंपरा और स्मृति आधारित अधिगम • शिक्षा का उद्देश्य: आत्मोत्कर्ष एवं लोकसंग्रह • शिक्षक की भूमिका: 'आचार्य देवो भवः', चरित्र निर्माण, सामाजिक पुनर्निर्माण में योगदान गतिविधियाँ: • 'ज्ञानवार्ता' गोष्ठी - शास्त्रीय शिक्षा पर आधारित शिक्षण पद्धति (उदाहरण: संवाद, स्मृति आधारित अभ्यास) का डेमो प्रस्तुत करना। • श्लोक-गायन और उसका अर्थार्थ संवाद - विशेष रूप से शिक्षावल्ली (तैत्तिरीयोपनिषद्), गीता आदि से। असाइनमेंट विषय: • किसी वैदिक ऋचा या उपनिषद वाक्य के आधार पर भारतीय शिक्षा के उद्देश्य का विवेचन करें। • अपने विद्यालय/ग्राम/परिवार में देखे गए गुरु-शिष्य परंपरा या जीवन-परमार्थ के उदाहरण पर लघु लेख।	06
IV	भारत का जीवन-दर्शन और सतत भविष्य की अवधारणा • भारतीय जीवन-दृष्टि: पुरुषार्थ चतुष्टय, आश्रम व्यवस्था और कर्तव्य आधारित नैतिकता	06

Ashwini

	• प्रकृति के साथ सामंजस्य: यज्ञ, पंचमहाभूत, ऋतुचक्र और पर्यावरण संतुलन • भारतीय अर्थदर्शन: अर्थशास्त्र, स्वदेशी, श्रम-संस्कृति और लोक-उद्यम • सतत विकास और पर्यावरणीय न्याय की भारतीय अवधारणा गतिविधियाँ: • 'सादा जीवन उच्च विचार' विषय पर पोस्टर या स्लोगन लेखन • भारतीय पर्यावरणीय परंपराओं (जैसे यज्ञ, वृक्ष-पूजन, नदी महोत्सव आदि) पर समूह प्रस्तुति असाइनमेंट विषय: • पंचमहाभूत और भारतीय जीवन-दृष्टि • स्वदेशी से 'आत्मनिर्भर भारत' तक की यात्रा	
V	Unit 5: समकालीन भारत और वैश्विक भूमिका • स्वतंत्रता संग्राम में धार्मिक, सांस्कृतिक और बौद्धिक नेतृत्व की भूमिका • भारत का योगदान: अंतरिक्ष विज्ञान, योग, कूटनीति, शांति दर्शन • 'आत्मनिर्भर भारत': परंपरा और नवाचार का समन्वय • वैश्विक परिप्रेक्ष्य में भारत: 'सॉफ्ट पावर', बहुध्रुवीय विश्व में भूमिका गतिविधियाँ: • छात्रों द्वारा नीति-विकल्प प्रस्तुत करना (Indian Model vs Western Model)	06

Abhaya

	• "भारत@2047" विषय पर निबंध असाइनमेंट विषय: • "ग्लोबल भारत और सांस्कृतिक नेतृत्व की संभावना" • "तकनीक और नैतिकता: भारतीय समन्वय की खोज"	
भाग स- अनुशंसित अध्ययन संसाधन		
पाठ्यपुस्तकें, संदर्भ पुस्तकें, अन्य संसाधन		
सन्दर्भ ग्रन्थ सूची 1. काटदरे, इंदुमति। <i>भारतीय शिक्षा: संकल्पना एवं स्वरूप</i>। पुनरुत्थान प्रकाशन सेवा ट्रस्ट, अहमदाबाद। 2. कुमार, कृष्ण। <i>प्राचीन भारतीय शिक्षा पद्धति</i>। श्री सरस्वती सदन, दिल्ली। 3. सलूजा, चंद किरण। (2023)। <i>शिक्षा: भारतीय परिप्रेक्ष्य</i>। संस्कृत संवर्धन प्रतिष्ठान, नई दिल्ली। 4. कपूर, कपिल एवं सिंह, अवधेश कुमार (संपादक)। (2005)। <i>Indian Knowledge Systems</i> (खंड 1-2)। इंडियन इंस्टिट्यूट ऑफ एडवांस्ड स्टडी, शिमला; डी.के. प्रिंटवर्ल्ड, नई दिल्ली। 5. स्वरूप, देवेंद्र। <i>संस्कृति एक: नाम-रूप अनेक</i>। प्रतिभा प्रकाशन, नई दिल्ली। 6. स्वरूप, देवेंद्र (संपादक)। (2010)। <i>राष्ट्रीय शिक्षा आंदोलन का इतिहास (हिंदी संस्करण)</i>। प्रतिभा प्रतिष्ठान, नई दिल्ली। 7. अग्रवाल, वासुदेव शरण (संपादक)। (2023)। <i>राष्ट्र, धर्म और संस्कृति (निबंध संचयन)</i>। प्रभात प्रकाशन, नई दिल्ली। 8. मिश्र, रामेश्वर 'पंकज'। (2024)। <i>अद्वितीय समाजशास्त्र</i>। प्रभात प्रकाशन, नई दिल्ली। 9. पाण्डेय, ओम प्रकाश (संपादक)। (2023)। <i>भारत वैभव</i>। राष्ट्रीय पुस्तक न्यास (एनबीटी), नई दिल्ली। 10. सुब्बारायप्पा, बी.वी.। <i>भारतीय विज्ञान परंपरा</i>। राष्ट्रीय पुस्तक न्यास (एनबीटी), नई दिल्ली।		

Ashu 17/24

ई स्रोत

<https://www.youtube.com/watch?v=VUOyldPx8h4>

<https://www.youtube.com/watch?v=1livkUGjeFA&list=PLfGFNxUDX0eholQwKZ2ekqaxY3PDtoDq-&index=4>

<https://www.youtube.com/watch?v=SuMnyLxc9ic>

<https://www.youtube.com/watch?v=iPuRqFImoSc>

https://www.youtube.com/watch?v=YZQeUq5d48Q&list=PL_a1TI5CC9RG8wPaNNDOK6VjSdhe0KsHE&index=6

https://www.youtube.com/watch?v=9PLs_N6WbxE

भाग द - अनुशंसित मूल्यांकन विधियां		
अनुशंसित सतत मूल्यांकन विधियां:		
अधिकतम अंक: 100 न्यूनतम अंक 35		
विश्वविद्यालयीन परीक्षा: 100		
आकलन: विश्वविद्यालयीन परीक्षा समय: 02 घंटे	अनुभाग (अ) पांच लघु प्रश्न अनुभाग (ब) पांच दीर्घ उत्तरीय प्रश्न	कुल अंक: 100
कोई टिप्पणी/सुझाव:		

Ashwarye
डॉ. युत्ता शर्मा
प्रिंसिपल
अध्यक्ष, अध्ययन पोर्टल
दे. अ. वि. विद्यालय इंदौर

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA Second Semester

Ability Enhancement Course (AEC) – प्रथम प्रश्न पत्र – हिन्दी भाषा और संस्कृति

(भाग - अ) परिचय

कार्यक्रम : यू.जी. लेवल प्रमाण पत्र	कक्षा : बी.ए./बी.कॉम / बी.एस.सी./बी.एच.एस.सी. / बी.सी.ए/बी.बी.ए. (प्रथम वर्ष)	वर्ष 2025-26
विषय :-	Ability Enhancement Course (AEC)	
पाठ्यक्रम कोड		
पाठ्यक्रम का शीर्षक : पाठ्यक्रम का प्रकार	हिन्दी भाषा और संस्कृति Ability Enhancement Course (AEC)	
पाठ्यक्रम अपेक्षित	कक्षा 12 वीं उत्तीर्ण किसी भी विषय समूह से प्रमाण पत्र किया हो पात्र है ।	
पाठ्यक्रम अध्ययन की उपलब्धि (लर्निंग आउटकम) CLO	1 – भारतीय ज्ञान परम्परा से विद्यार्थियों को अवगत एवं लाभान्वित करवाना । 2 – इस पाठ्यक्रम के अध्ययन से विद्यार्थी हिन्दी के प्रसिद्ध रचनाकारों एवं उनकी रचनाओं से परिचित हो सकेंगे । 3 – पठित रचनाओं के माध्यम से विद्यार्थी देश की संस्कृति चेतना,संस्कार एवं राष्ट्रीय भावना से परिचित हो सकेंगे 4 – व्याकरण एवं भाषा ज्ञान का बोध । 5 – सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना । 6 – विशेष शब्दावली (बीज शब्द / की वर्ड) से परिचित करवाते हुए बोध के स्तर को विकसित करना । 7 – प्रतियोगी परीक्षाओं हेतु तैयार करना ।	
क्रेडिट	02 क्रेडिट	
कुल अंक	100 अंक	
उत्तीर्ण अंक	35 अंक	

Sharma
डॉ. पुष्पा शर्मा

अध्यक्ष

केन्द्रीय अध्ययन मण्डल

(हिन्दी भाषा)

उच्च शिक्षा विभाग म.प्र. शासन

(भाग-ब) कोर्स सामग्री
व्याख्यान की कुल संख्या : वर्ष में अधिकतम 30 घंटे

इकाई	विषय	व्याख्यान की संख्या
इकाई -1	1. भारतीय ज्ञान परम्परा : एक परिचय 2. भारतीय ज्ञान परम्परा में हिन्दी भाषा 3. महर्षि पाणिनि - जीवन व दर्शन गतिविधियाँ- भारतीय ज्ञान परम्परा पर आधारित पोस्टर सृजन भारतीय ज्ञान परम्परा से संबंधित ग्रंथों/पुस्तकों का अवलोकन	6 घंटे
इकाई -2	1. मैथिलीशरण गुप्त : परिचय पाठ : मातृभूमि (कविता) 2. सूर्यकांत त्रिपाठी 'निराला' : परिचय पाठ : भारत वंदना (कविता) 3. प्रेमचन्द : परिचय पाठ : शतरंज के खिलाडी (कहानी) गतिविधियाँ- कविता का सस्वर वाचन कहानी वाचन	6 घंटे
इकाई -03	1. वैचारिक - भारतीय भाषाओं में राम 2. आचार्य रामचन्द्र शुक्ल : परिचय पाठ : उत्साह (भावमूलक निबन्ध) 3. रामधारी सिंह दिनकर : परिचय पाठ : भारत एक है (संस्कृति) लेख 4. शरद जोशी : परिचय पाठ :- अफसर (व्यंग्य) गतिविधियाँ- निबंध लेखन का अभ्यास भारतीय संस्कृति पर आलेख लेखन	6 घंटे
इकाई -04	हिन्दी व्याकरण 1. शब्द रचना : उपसर्ग एवं प्रत्यय 2. शब्द प्रकार : तत्सम, तद्भव, देशज , विदेशी , संकर , नव निर्मित शब्द 3. पर्यायवाची , विलोमार्थी , अनेक शब्द के लिए एक शब्द गतिविधियाँ- शब्द रचना संबंधी समूह चर्चा देशज-विदेशी शब्द सूची बनाना	6 घंटे
इकाई -05	हिन्दी व्याकरण 1. हिन्दी के प्रमुख विराम चिह्न 2. संक्षेपण बीज शब्द - धर्म , अद्वैत, भाषा, अवधारणा गतिविधियाँ- अनुच्छेद / श्रुतलेख के माध्यम से विराम-चिह्नों का अभ्यास 3. संक्षेपण का अभ्यास	6 घंटे

21/07/21
डॉ. अ. अ. अ. अध्यक्ष
केन्द्रीय अध्ययन मण्डल
(हिन्दी भाषा)
उच्च शिक्षा विभाग म.प्र. शासन

	सार बिन्दु (की वर्ड) / टैग		
	सर्च करे :		
	मैथिलीशरण गुप्त :	मैथिलीशरण गुप्त की कविता- मातृभूमि	
	सूर्यकान्त त्रिपाठी निराला: भारत वंदना	सूर्यकान्त त्रिपाठी निराला: भारत वंदना	
	प्रेमचन्द	प्रेमचन्द - शतरंज के खिलाडी	
	रामधारी सिंह दिनकर	भारत एक है।	
	आचार्य रामचन्द्र शुक्ल	उत्साह निबन्ध	
	भारतीय ज्ञान परम्परा	भारतीय ज्ञान परम्परा और हिन्दी भाषा	
	धर्म क्या है ?		
	शब्द रचना, शब्द प्रकार पर्यायवाची शब्द		
	विलोम शब्द अनेक शब्द के लिए एक शब्द		
	विराम चिह्न		
	संक्षेपण		

Ashwini
21/05/21

अध्यक्ष
केन्द्रीय अध्ययन मण्डल
(हिन्दी भाषा)
उच्च शिक्षा विभाग म.प्र. शासन

(भाग - स)		
अनुशंसित अध्ययन संसाधन		
पाठ्य पुस्तकें , सन्दर्भ पुस्तकें , अन्य संसाधन		
1.	प्रेमचन्द - गानसरोवर - भाण्ड - 3	
2.	आचार्य रामचन्द्र शुक्ल - चिन्तामणि , भाग -1	
3.	शरद जोशी - "कहा जाता है " (व्यंग्य संग्रह)	
4.	डॉ. वासुदेव नन्दन प्रसाद : आधुनिक हिन्दी व्याकरण और रचना , भारती भवन, ठाकुर बाड़ी रोड, पटना , बिहार	
5.	डॉ. राजेश्वर चतुर्वेदी . हिन्दी व्याकरण - उपकार प्रकाशन . आगरा उ.प्र.	
6.	भारतीय ज्ञान परम्परा - विविध आयाम सम्पादक - प्रो. सरोज शर्मा, शिप्रा प्रकाशन -- नई दिल्ली	
7.	प्राचीन भारतीय ज्ञान परम्परा लेखक - डॉ. अश्विन कुमार राठौर , प्रकाशक - श्री सॉईनाथ, प्रकाशन- नागपुर	
8.	हिन्दी ज्ञान कोश	
9.	इन्टरनेट सामग्री - टैग में उल्लेखित	

भाग द - अनुशंसित मूल्यांकन विधियां		
अनुशंसित सतत मूल्यांकन विधियां:		
अधिकतम अंक: 100 न्यूनतम अंक 35		
विश्वविद्यालयीन परीक्षा: 100		
आकलन: विश्वविद्यालयीन परीक्षा समय: 02 घंटे	अनुभाग (अ) पांच लघु प्रश्न अनुभाग (ब) पांच दीर्घ उत्तरीय प्रश्न	कुल अंक: 100
कोई टिप्पणी/सुझाव:		

SAMRAT ASHOK TECHNOLOGICAL INSTITUTE

Department of Management Studies

Academic Year: 2025-26

BBA First Semester

Part A – Introduction			
Program : Certificate		Class : BCom	Semester : First
Session : 2025-26			
Subject : Advertising, Sales Promotion and Management			
1.	Course Code		
2.	Course Title	Advertising (BBA)	
3.	Course Type (Major / Minor / Elective / Multi-Disciplinary / Competency Enhancement Course (AEC) / Value Addition Course (VAC) / Skill enhancement courses)	Multi-Disciplinary	
4.	Pre-requisite (if any)		
5.	Course Learning Outcome (CLO)	On successful completion of this course, the student will be able to explain : - History of advertising in India. - What is Advertising medium and how many types are there? - What is the effect of medium in advertisement? - What is advertising budget and how to make it? - Which are the regulatory organizations of advertising and what is the advertising message? - Job opportunities in advertising and sales management.	
6.	Credit Value	03 Credits	
7.	Total Marks	Max. Marks : 100 marks	
8.	Minimum Passing Marks	35	

Part B- Content of the Course		
Total no. of Lectures – Tutorials – Practical (03-00-00) = 03 hours per week.		
Total Course hours : 45 Hours		
Unit	Topics	No. of Hours
1	Development journey of advertisement: Indian scenario. Concept and importance of advertising. Advertising function and objects. Types of advertising , commercial and non commercial Advertising. Activity : Correlate the inscriptions available at historical places to the advertisement. Make an advertisement for the sales of mobile.	9

	Compare commercial and non business advertisements based on food quality.	
	Key words: Advertisement Indian scenario.	
2	Advertising media Different types of media. Media planning. Role and impact of advertising agencies. Relationship with clients. Activity : How to make advertisements for cinema and radio on cricket? Stages of starting their own advertising agency. Make advertisement on the ill effect of fast food and loss of cultural values for children.	9
	Key words : types of media. Relationship.	
3	Advertising budget Factors affecting advertising expenditure. Ethics and code of conduct In advertising. Activity : Make banners on College Chalo campaign. Mention the code of conduct on the advertisement of Intoxicated Goods. Mention of moral ethics in a Advertisement of tobacco substances.	9
	Key words : budget and expenditure	
4	Classified and display advertising , comparative advertising Regulatory agencies - Advertising Agencies Association of India.(AAA I). The Advertising Standard Council of India. (ASCI). Activity : Go to an advertising agency and understand its functioning. Compare any 4 advertisements for 4 Wheelers. “NO BINDI NO BUSINESS campaign”. Analyse it.	9
	Key words: Regulatory agency.	
5	Advertising message Elements of preparation of advertising message. Print, copy, broadcast copy, copy for direct mail. Activity : Use of scroll technology to give any message. Advertise a message for Tourism development in Madhya Pradesh. Do advertisements in Indian Media demonstrate national pride? write a report.	9
	Key word : advertisement message	

Part C - Learning Resources.	
Textbooks, reference books, other resources.	
Suggested readings : - George E. Belch, Michael A – Advertising and promotion, TMH Pub. - Julie Anne Lambert – The Art of Advertising, University of Oxford - Daniel Yadin- Advertisement , Pearson Education India. - John Caples – Tested Advertising methods , Prentice Hall Business Classics - Sharma & Singh – Advertising Planning and Implementation – Prentice Hall - Mahendra Mohan - Advertising management – concepts and cases, TMH - Sontakki – Advertising – Himalaya Publishing House.	
Suggestive Digital Platforms Weblinks : www.exchange4media.com www.afags.com	

www.adage.com

www.aaaa.org

Suggested equivalent online courses through NPTEL and SWAYAM portal.

Part D - Assessment and evaluation.

Suggested continuous evaluation methods :

Maximum marks 100.

End Semester Exam of 100 marks.

External assessment:

End Semester exams

Time : 2.00 hours.

Section A: Very Short

Questions / MCQ

Section B: Short questions.

Section C: Long questions.

5 X 2 =10

3 X 10 = 30 (out of 5)

3 X 20 = 60 (out of 5)

Total 100 marks

Any Remarks/Suggestions: