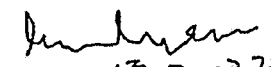


BA II Year: Generic Elective II

Part A Introduction			
Program: Diploma Course		Class: BA	Year: II
Session: 2022-23			
Subject: English Literature (Theory)			
1	Course Code	A2-ELIT2G	
2	Course Title	Mass Media and Communication Skills (Paper 1, Theory)	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	This course can be opted as an elective by the students of following subjects:/ Open for all	
5	Course Learning outcomes (CLO)	<p>The course is based on the needs and merits required in mass media. The study of this paper will enable the students to:</p> <ul style="list-style-type: none"> • Develop practical and creative skills of mass communication and media, • Stimulate critical thinking, • Identify avenues for a career in print and electronic media, • Keep themselves abreast to the outer world, • Identify ways to give voice to the voiceless, • Spread their art and culture among different sections of society, • Attain managerial efficiency; and • Develop leadership qualities. 	
6	Credit Value	4	
7	Total Marks	Max. Marks: 30+70	Min. Pass Marks:33
Part B- Content of the Course			
Total No. of Lectures- (in hours per week): 02			
Total Lectures: 60 hours			
Unit	Topics	No. of Lectures	
I	<p>1. Introduction to Mass Communication</p> <p>1.1 Media and communication skills 1.2 Mass communication and globalization 1.3 Forms of mass communication</p> <p><i>Keywords/Tags: Media, Types of media, Types of communication, Communication cycle</i></p>	15	
II	<p>2. Advertisement and Digital Media</p> <p>2.1 Types of advertisements 2.2 Advertising ethics</p>	15	


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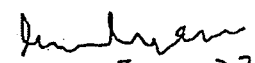
	<p>2.3 How to create advertisements and storyboards</p> <p>2.4 Principles of digital media marketing</p> <p>Keywords/Tags: <i>Development of idea, Commercial, Promotion, Blurb, Types of advertising, Short film</i></p>	
III	<p>3. Media Writing</p> <p>3.1 Scriptwriting for TV and radio</p> <p>3.2 Writing news reports and editorials</p> <p>3.3 Editing for print and online media</p> <p>Keywords/Tags: <i>Bulletin, Journalism tactics, Multimedia, News stories, Syntax of online writing, SEO based online media writing</i></p>	15
IV	<p>4. Problems of Mass Media and Communication</p> <p>4.1 Authoritative rule, Media rights under pressure, Sponsored news</p> <p>4.2 Copyrights, Piracy, Patents, Licensing issues</p> <p>4.3 Barriers in Communication: Semantic, Cultural, Psychological, Physical, Attitudinal, Organizational</p> <p>Keywords/Tags: <i>Corruption in media, Fact-checking, Brainwashing, Financial crunch of media, Lack of transparency</i></p>	15

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Bel, B. et al. *Media and Mediation*. New Delhi: Sage, 2005.
2. Bernet, John R, *Mass Communication, an Introduction*. New Jersey: Prantice Hall, 1989.
3. Stanley J. Baran and Davis, *Mass Communication Theory: Foundations, Ferment and Future*. Boston: Wadsworth Cengage Learning, 2012.
4. Katherine Miller, *Communication theories: Perspectives, Processes and Contexts*. New York: McGraw Hill, 2004.
5. Michael Ruffner and Michael Burgoon, *Interpersonal Communication*. New York & London: Holt, Rinehart and Winston 1981.
6. Kevin Williams, *Understanding Media Theory*. London & New York: Bloomsbury, 2015.
7. V.S. Gupta, *Communication and Development*. New Delhi: Concept Publication, 2000.


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Suggestive digital platform web links

1. Theories used in mass communication <https://www.masscommunicationtalk.com/different-theories-used-mass-communication.html>
2. Mass Media https://en.wikipedia.org/wiki/Mass_media
3. Digital Advertising <https://rockcontent.com/blog/what-is-digital-advertising/>
4. Types of Digital Advertising <https://idgadvertising.com/types-of-digital-advertising/>
5. Media Writing <https://www.sjsu.edu/ajcep/docs/MediaWriting.pdf>
6. Types of Media Writing <https://blog.copify.com/post/different-types-of-media-writing>

Suggested equivalent online courses:

1. <https://www.coursera.org/learn/communication-strategies-virtual-age> Communication Strategies for Virtual Age, by Ivan Wanis Ruiz, University of Toronto
2. https://www.coursera.org/learn/media?index=prod_all_launched_products_term_optimization by Lauren Fiori
3. <https://alison.com/course/diploma-in-communication-skills-revised> by NPTEL

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 25marks University Exam (UE) 75 marks

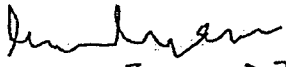
Internal Assessment : Continuous Comprehensive Evaluation (CCE): <u>30</u>	There shall be 4 class tests of 10 marks each, out of which the 3 best scores are to be taken into account.	10+10+10 =30
External Assessment : University Exam Section: <u>70</u> Time : <u>03.00</u> Hours	Section(A) : Section (B) : Short Questions Section (C) : Long Questions	03 x 02 = 06 04 x 09 = 36 02 x 14= 28 Total 70

Any remarks/suggestions:

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Format for Syllabus of Practical Paper

Part A Introduction			
Program: Diploma Course	Class: BA	Year: II	Session: 2022-23
Subject: English Literature (Practical)			
1	Course Code	A2-ELIT2R	
2	Course Title	Experiments with Mass Media and Communication Skills (Paper 2, Practical)	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Generic Elective	
4	Pre-requisite (if any)	This course can be opted as an elective by the students of following subjects:/ Open for all	
5	Course Learning outcomes (CLO)	<p>The course is based on the needs and merits required in mass media. The study of this paper will enable the students to:</p> <ul style="list-style-type: none"> ● Learn the skills required in creating advertisements and visualizations for advertising agencies of both the public and private sector, ● Develop the aptitude of vigilance towards language as well as current events in order to work for news agencies, ● Understand the technicalities of social media presence, ● Spread their art and culture among different sections of society, ● Attain managerial efficiency, and ● Develop leadership qualities. 	
6	Credit Value	2	
7	Total Marks	Max. Marks: 30+70	Min. Pass Marks:33
Part B- Content of the Course			
Total No. of Lectures-Practical (in hours per week): 01			
Total Lectures: 30 hours			
Unit	Topics	No. of Lectures	
I	<p style="text-align: center;">1. Experiments with Media Writing</p> <p>1.1 Creating an advertisement/visualization 1.2 Script writing for TV and radio 1.3 Writing news reports /film reviews/TV program reviews 1.4 Creating social media presence for an</p>	15	


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	institution	
	Keywords/Tags: <i>Graphic design, Target ad, Simulast, Communiqué, Citizen journalism, Social media marketing</i>	
II	2. Experiments with Mass Communication 2.1 Creating news and information about current affairs, celebrity culture, employment, government policies etc. 2.2 Creating editorials and think pieces 2.3 Drafting official letters: To editors, officers, organizations Keywords/Tags: <i>Letter format, Enclosures, Different drafting formats, Parts of a letter: Introduction, Body and Conclusion, Attractive headlines</i>	15

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Bel, B. et al. *Media and Mediation*. New Delhi: Sage, 2005.
2. Bernet, John R, *Mass Communication, an Introduction*. New Jersey: Prantice Hall, 1989.
3. Stanley J. Baran and Davis, *Mass Communication Theory: Foundations, Ferment and Future*. Boston: Wadsworth Cengage Learning, 2012.
4. Katherine Miller, *Communication theories: Perspectives, Processes and Contexts*. New York: McGraw Hill, 2004.
5. Michael Ruffner and Michael Burgoon, *Interpersonal Communication*. New York & London: Holt, Rinehart and Winston 1981.
6. Kevin Williams, *Understanding Media Theory*. London & New York: Bloomsbury, 2015.
7. V.S. Gupta, *Communication and Development*. New Delhi: Concept Publication, 2000.

Suggestive digital platform web links

1. Creating Advertisement <https://www.masterclass.com/articles/how-to-create-an-unforgettable-advertisement>
2. Script writing for TV/Radio <https://carta.fiu.edu/gsc-creative/2020/06/09/5-script-writing-tips-and-techniques-for-radio/>
3. News Writing Fundamentals <https://writingcenter.gmu.edu/guides/news-writing-fundamentals>

Suggested equivalent online courses:

1. <https://www.coursera.org/learn/communication-strategies-virtual-age> Communication

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Strategies for Virtual Age, by Ivan Wanis Ruiz, University of Toronto

2. https://www.coursera.org/learn/media?index=prod_all_launched_products_term_optimization by Lauren Fiori
3. <https://alison.com/course/diploma-in-communication-skills-revised> by NPTEL

Suggested Academic Activities for Experiments:

1. Testing the learners' pronunciation abilities through reading out any authentic text.
2. To test the learners' knowledge about the meaning, synonyms, antonyms of difficult words used in any standard text and their usage in new sentences.
3. To test the learners' knowledge about the different possible forms of root words from any standard text/daily newspapers and their usage in new sentences.
4. Identifying different tenses and prepositions used in any authentic text/daily newspaper and recreating sentences from them.
5. Identifying types of sentences used in any standard text and reusing them to form new sentences.
6. To conduct quiz activities for the learners based on different parts of speech (noun, pronoun, verb, adverb, adjective, preposition, conjunctions, exclamation).
7. Identifying connectors (for example:but, moreover, furthermore, hence, therefore, so, in the light of the above etc) from any standard text and reusing them in situational English.
8. Identifying literary devices and figures of speech from any authentic text/daily newspapers/magazines.
9. Identifying verbal phrases, idioms, and proverbs found in any authentic text/daily newspapers/magazines and using them in real-life/situational English. (Lexical Approach).
10. Voice and language modulation activities.
11. Enactment through body language and expression.
12. Testing the fluency of the learners through real-life/situational (informal) English.
13. Recreating sentences from Formal into Informal English.

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14. Learners should be asked to continuously practice language skills (LRW) based on resources available in the classroom.

For example: Speech available on the mobile internet platforms like YouTube, EDX etc can be used for *listening* skill; using newspapers and standard textbooks for *reading* and *writing* skills; based on these three activities (LRW), learners should be inspired to practice the *speaking* skill.

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

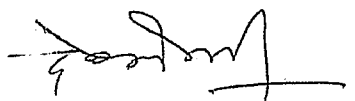
Internal Assessment	Marks	External Assessment	Marks
Class Interaction /Quiz/Any Two Experiments prescribed in the syllabus or Any Two Suggested Academic Activities	10	Each student will prepare a practical file containing three experiments prescribed in the syllabus OR five suggested academic activities for experiments assigned by the concerned classroom teacher one month before the Viva Voce.	10 (handwriting and shape of presentation to be evaluated by the external examiner)
Attendance	05	The above practical file containing three experiments prescribed in the syllabus OR five suggested academic experiment activities made by the students will be evaluated by the external examiner assessing the students' creative knowledge of the following (if applicable): <ul style="list-style-type: none"> ● Control over linguistic and stylistic competence. ● Analysing, interpreting, arguing, and creative capacity. ● Various elements of mass media and mass communication. 	50
Assignments/Any Three Experiments prescribed in the syllabus or Any Three Suggested Academic Activities	15	Viva Voce (based on the practical file containing three Experiments prescribed in the syllabus or five Suggested Academic	10

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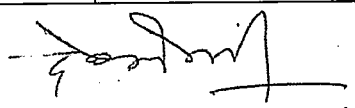
		Activities for Experiments as mentioned above)	
TOTAL	30		70
Any remarks/ suggestions:			

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Part-A: Introduction			
Program:DIPLOMA		Class : UG	Year: II year
session:2022-2023			
Subject : Computer Application			
1.	Course Code	S2-COAP2G	
2.	Course Title	Web Designing	
3.	Course Type(Core Course/Elective/Generi c Elective/Vocational/...)	Generic Elective	
4.	Pre-requisite(If any)	<ul style="list-style-type: none"> • Knowledge of basic computer hardware & software. 	
5.	Course Learning Outcomes (CLO)	<p>On the completion of this course students will be able -</p> <ul style="list-style-type: none"> • To define the basics in web design. • To visualize the basic concept of HTML. • To recognize the elements of HTML. • To introduce basics concept of CSS. • To introduce basics concept of JavaScript. • To develop the concept of web publishing. • To design a working webpage. 	
6.	Credit Value	4	
7.	Total Marks	Max.Marks: 30+70	Min. Passing Marks:33
Part- B: Content Of the Course			
Web Designing			
Total No. of Lectures =60 (in hours per week) :3-0-0			
Unit	Topics		No. of Lectures
I	Introduction to Internet Technology: History of the internet, internetworking concepts, architecture, and protocol: TCP/IP and others main protocols, internet address and domains. World Wide Web (WWW), Web Clients, Web Servers, Hyper Text Transfer Protocol (Http), feature of HTTP protocol, HTTP request response model, Hyper Text Transfer Protocol Secure (HTTPS), proxy server, Firewall, Search Engines.		12
II	Static Web page Development: Introduction to Hyper Text Markup Language (HTML), Elements of HTML, Basic structure of an HTML, document Head & Body Sections, inserting texts, Text alignment, using images in pages, Hyperlinks text, Forms in HTML, Backgrounds and Color controls,creating and using Tables in HTML , Creating Lists: Ordered List Tags, Unordered List Tag. Changing the Font Color; Marquee Tag.		12


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III	Dynamic Web pageDevelopment: Cascading Style Sheet:CSS, Defining Style with HTML Tags, Features of Style Sheet, StyleProperties, CSS Styling(Background, Text Format, Controlling Fonts), Working with Lists and Tables, Style placement: Inline style, Span & div tags, header styles.CSS Id and Class Working with block elements and objects,CSS Color.	12
IV	JavaScript Overview: JavaScript and the WWW, Script,element, Functions: Functions introduction, Calling functions, JavaScript Comments, Variables: Variables overview, declaring variables, Types ofvariables,Casting variables, Alert box, Prompt & confirm. Expressions: Arithmetic operators,Assignment operators, Logical operators, Expressions and precedence, Statements: Ifstatement; for statement, while statement, Break/Continue.	12
V	Introduction to Web Publishing: Creating the web site, Saving the site,Web Hosting and publishing Concepts, Hostingconsiderations, Choosing Web servers, Domain name Registration, Obtaining space on Server for Web site, FTP software forupload web site. Add your website on search engines,Issuesin Web site creations & Maintenance.	12
Part –C: Learning Resources		
<p>Suggested Digital Platforms, Web links</p> <ol style="list-style-type: none"> 1. https://vikaspedia.in/education/digital-literacy/it-literacy-courses-in-associating-with-msup/web-design-fundamentals#section1 2. https://www.edx.org/learn/web-design 3. https://onlinecourses.swayam2.ac.in/ugc19 lb05/preview 4. https://sites.google.com/a/venusict.org/web-application-development/nptel-video-lectures 5. https://freevideolectures.com/course/2308/internet-technology/25 6. http://www.mphindigranthacademy.org/ <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Wendy Willard, “HTML Beginners Guide”, Tata McGraw-Hill. 2. Deitel and Goldberg, “Internet and World Wide Web, How toProgram”, PHI. 3. HTML, DHTML, JavaScript, Perl CGI by Ivan Bayross(BPB) 3rd Edition. 4. CSS By KynnBartlett(Pearson Education)2nd Edition 5. Introduction to Internet & HTML Scripting ByBhaumik Shroff Books India Publication 3rd Edition. 6. Books published by M.P. Hindi Granth Academy, Bhopal 		


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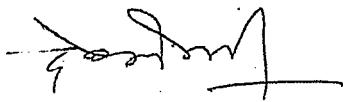
Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

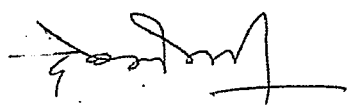
Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 marks University Exam (UE) : 70marks

Internal Assessment : Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation	Total 30
External Assessment : University Exam Section: 70 Time : 03.00 Hours	Section(A) : Objective Questions Section (B) : Short Questions Section (C) : Long Questions	Total 70

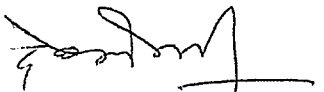

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Part-A Introduction			
Program: Diploma		Class : UG	Year: II year
session:2022-2023			
Subject : Computer Application			
1.	Course Code	S2-COAP2R	
2.	Course Title	Web Designing(Practical)	
3.	Course Type	Generic Elective	
4.	Pre-requisite(If any)	<ul style="list-style-type: none"> • Knowledge of basic computer hardware & software. 	
5.	Course Learning Outcomes (CLO)	<p>On the completion of this course students will be able –</p> <ul style="list-style-type: none"> • To understand the principles of creating an effective web page. • To Write HTML and understand how to effectively implement it in the web environment. • To learn the language of the web: HTML, CSS and JavaScript. • To learn and apply fundamental principles of web design theory and practice. • To become familiar with graphic design principles that relates to web design and learn how to implement theories into practice. 	
6.	Credit Value	Practical -2	
7.	Total Marks	Max.Marks: 30+70	Min. Passing Marks:33
Part- B Content Of the Course(Practical)			
Practical Lab will be conducted based on the theory Syllabus			
List of Practical			
Web Designing Practicals:			
<ol style="list-style-type: none"> 1. Write a HTML program to design a form which should allow entering your personal data (Hint: make use of text field, password field, e-mail, lists, radio buttons, checkboxes, submit button). 2. Create a simple HTML page with title heading paragraph emphasize strong and image elements. 3. Write a CSS style specification rule that would make all unordered lists (tags) have square bullets and a purple background. 			


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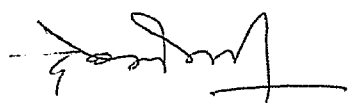
ul{ list-style-type: square; background-color: purple; }.

4. Write a JavaScript program to calculate multiplication and division of two numbers (input from user).
5. Write a JavaScript program to find the largest of three given integers.
6. Write a JavaScript conditional statement to sort three numbers. Display an alert box to show the result.
7. Create a web page of customer profile for data entry of customer's in a Hotel, The profile should include Name, Address, Age, gender, Room Type (A/C, Non-A/C or Deluxe), Type of payment (Cash, Credit/Debit Card or Coupons).
8. Write a JavaScript function that checks whether a passed string is palindrome or not?
9. Write a java script program to find the factorial of given number.
10. Create a web page illustrating text formatting tags.
11. Create an html page with following specifications:
 - a. Title should be about my college.
 - b. Put the image in the background.
 - c. Place your College name at the top of the page in large text followed by address in smaller size.
 - d. Add names of courses offered each in a different color, style and typeface.
 - e. Add scrolling text with a message of your choice.
12. Using Nested HTML tables create your Curriculum Vitae.
13. Using CSS invert the behavior of the <h1> to <h6> tags.
14. Create a sample code to illustrate the Inline style sheet for your web page.
15. Create a sample code to illustrate the External style sheet for your web page.


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Part -C Learning Resources	
	<p>Suggested Digital Platforms, Weblinks:</p> <ol style="list-style-type: none"> 1. https://www.w3resource.com/javascript-exercises/ 2. https://coding-exercises.udemy.com/html 3. http://www.mphindigranthacademy.org/ <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. HTML, DHTML, JavaScript, Perl CGI by Ivan Bayross(BPB) 3rd Edition. 2. CSS By KynnBartlett(Pearson Education)2nd Edition 3. Wendy Willard, "HTML Beginners Guide", Tata McGraw-Hill. 4. Introduction to Internet & HTML Scripting ByBhaumik Shroff Books India Publication 3rd Edition. 5. Books published by M.P. Hindi Granth Academy, Bhopal

Part D-Assessment and Evaluation			
Suggested Continuous Evaluation Methods:			
Internal Assessment	Marks	External Assessment	Marks
Class Interaction /Quiz		Viva Voce on Practical	
Attendance		Practical Record File	
Assignments (Charts/ Model Seminar / Rural Service/ Technology Dissemination/ Report of Excursion/ Lab Visits/ Survey / Industrial visit)		Table work / Experiments	
TOTAL	30		70


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PART A - INTRODUCTION

Program: Diploma		Class: B.COM.2 nd Year	Session :2022-2023
Subject:		Commerce	
1	Course Code	C2COMD2T	
2	Course Title	Principle of Management	
3	Course Type	Elective for Commerce faculty	
4	Pre-requisite	Not required	
5	Course Learning Outcomes	On having completed this course student should be able to: <ol style="list-style-type: none"> 1. Demonstrate understanding of the role of managers in an organization 2. Summarize the elementary concepts, principles and theories of management 3. Examine the managerial functions having an impact on the organizational effectiveness 4. Identify the contemporary issues and challenges in management 5. Develop ethical workplace practices 6. Appraise the sources of influence to inspire the actions of other organizational members and evaluate the best control methods. 	
6	Credit Value	6	
7	Total Marks	Maximum Marks : 30 + 70 Minimum Passing Marks : 33	

PART B: CONTENT OF THE COURSE

Unit	Topic	No. of lectures
1.	Management : Concept/meaning, Definition, Nature Functions, Process, Scope and Importance of Management. Role of Vedic values and ethics in Management , Difference between Management and Administration, Evolution of Management though Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Managerial Ethics.	15
2.	Planning - Meaning, Nature, Scope, Objective, Functions and Significance of Planning, Elements and Steps of Planning, Strategies and Policies, Origination - Meaning, Definition, Types, Scope, Principles, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Staffing Decision - Meaning, Definition, Types, Scope, Principles, decision making,	15
3.	Direction and Coordination - Meaning and definition of direction, importance and principles of direction, techniques of direction, meaning of supervision, meaning of coordination, elements and features of coordination, importance of coordination , cooperation and coordination. steps for effective coordination, management of conflicts.	15
4.	Motivation and Leadership - Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation. Meaning and Functions of a Leader, Characteristics of effective Leadership, types and theories of leadership and Leadership Styles.	15
5.	Controlling - Definition, meaning, elements, Importance, controlling procedure, Types of control, control techniques, requirements of good control system. responsibility accounting PERT and CPM, use of Computers and IT in Management control.	15

6.	Emerging trends in management – Basic concept of-Total Quality Management, Crisis Management, Global Practices, Change Management, Logistic Management	15
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PART C : LEARNING RESOURCES

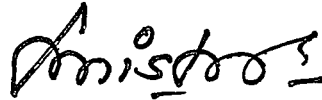
S.N.	Author	Book title	Publisher
1.	Koontz Harold & Weihrich	Essentials of management	Tata McGraw Hill New Delhi.
2.	Ramasamy, T.	Principles of Management	Himalaya Publishing House Pvt.Ltd.Nagpur
3.	Durai, P	Principles of Management, Text and Cases	Pearson Education New Delhi
4.	Prasad,L.M	Principles and Practice of Management	Schand & Company Ltd New Delhi
5.	Gupta R.N.	Principles of Management	Vikash & Schand Company Ltd New Delhi
6.	नौलखा	प्रबंध के सिद्धांत	रमेश बुक डिपो जयपुर
7	राजीव जैन	व्यावसायिक प्रबन्ध	Himalaya Publishing House Pvt.Ltd.Nagpur
8	डॉ. एस. सी. सक्सेना	प्रबन्ध के सिद्धान्त	Sahitya Bhawan Pub.Agra
9	Neeru Vasishth	Principles of Management	Kitab Mahal Publishers, New Delhi
10	Boddy	Management: An Introduction	Pearson Education New Delhi

Suggestive digital platforms, web links:

- <https://ncert.nic.in/textbook/pdf/lhbs102.pdf>
- https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf
- <https://d3bxy9euw4e147.cloudfront.net/media/documents/PrinciplesofManagement-OP.pdf>
- <https://www.lsracheja.org/wp-content/uploads/2019/09/FYBMS-Principles-of-magt-.pdf>
- https://faculty.mercer.edu/jackson_r/Ownership/chap02.pdf
- <https://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html>
- <https://margtheicas.blogspot.com/2018/07/class-12-business-study-chapter-2.html>

PART : D- RECOMMENDED EVALUATION

Maximum marks -		100
Continuous Comprehensive Assessment (CCE)	Total Marks-	30
university exam	Total Marks -	70



(PROF.PAVAN MISHRA)

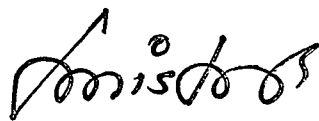
Chairman

Central Board of Studies (Commérce)
Department of Higher Education Govt. of M.P.

भाग अ - परिचय		
कार्यक्रम : डिप्लोमा	कक्षा:- बी. कॉम. द्वितीय वर्ष	सत्र: 2022-23
विषय: वाणिज्य		
1	पाठ्यक्रम का कोड	C2-COMD2T
2	पाठ्यक्रम का शीर्षक	प्रबंध के सिद्धान्त
3	पाठ्यक्रम का प्रकार	इलेक्टिव (वाणिज्य के विद्यार्थियों के लिए)
4	पूर्वापेक्षा	नहीं
5	पाठ्यक्रम अध्धयन की परिलब्धियां (CLO)	<ol style="list-style-type: none"> 1. एक संगठन में प्रबंधकों की भूमिका की समझ प्रदर्शित कर सकेंगे 2. प्रबंधन की प्रारंभिक अवधारणाओं, सिद्धांतों और सिद्धांतों को संक्षेप में प्रस्तुत कर सकेंगे 3. संगठनात्मक प्रभावशीलता पर प्रभाव डालने वाले प्रबंधकीय कार्यों की जांच कर सकेंगे 4. प्रबंधन में समकालीन मुद्दों और चुनौतियों की पहचान कर सकेंगे 5. नैतिक कार्यस्थल प्रथाओं का विकास करना 6. अन्य संगठनात्मक सदस्यों के कार्यों को प्रेरित करने के लिए प्रभाव के स्रोतों का मूल्यांकन कर और सर्वोत्तम नियंत्रण विधियों का मूल्यांकन कर सकेंगे
6	क्रेडिट मान	6
7	कुल अंक	अधिकतम अंक: 30+70 न्यूनतम उत्तीर्ण अंक: 33

भाग ब- पाठ्यक्रम की विषयवस्तु		
इकाई	विषय	व्याख्यान की संख्या
1.	प्रबंध की अवधारणा/अर्थ - परिभाषा, प्रकृति, कार्य, प्रक्रिया, क्षेत्र और प्रबंधन का महत्व, प्रबंधन में वैदिक मूल्यों और नैतिकता की भूमिका, प्रबंधन और प्रशासन के बीच अंतर. प्रबंधन में मूल्यों और नैतिकता का महत्व। प्रबंधकों के गुण और विशेषताएं, प्रबंधन का विकास विचार, टेलर और वैज्ञानिक प्रबंधन : प्रारंभिक योगदान :, फेयोल का प्रशासनिक प्रबंधन, कर्मचारीतंत्र, मानवीय संबंध और आधुनिक दृष्टिकोण, प्रबंधकीय नैतिकता	15
2.	नियोजन - अर्थ, प्रकृति, क्षेत्र, उद्देश्य कार्य और नियोजन का महत्व, तत्व और नियोजन के चरण, रणनीतियाँ और नीतियां, संगठन- अर्थ, परिभाषा, प्रकार, क्षेत्र, सिद्धांत, रेखा और कर्मचारी संबंध, अधिकार, केंद्रीकरण और विकेंद्रीकरण। प्रभावी संगठन, संगठनात्मक संरचना, स्टाफिंग। निर्णयन- अर्थ, परिभाषा, प्रकार, क्षेत्र, सिद्धांत, निर्णयन	15
3.	निर्देशन और समन्वय - निर्देशन का अर्थ और परिभाषा, निर्देशन का महत्व और सिद्धांत, निर्देशन की तकनीक, पर्यवेक्षण का अर्थ, समन्वय का अर्थ, समन्वय के तत्व और विशेषताएं, समन्वय का महत्व, सहयोग और समन्वय। प्रभावी समन्वय के लिए कदम, संघर्षों का प्रबंधन।	15
4.	अभिप्रेरण और नेतृत्व - अभिप्रेरणअवधारणा :, कर्मचारी प्रेरणा के रूप अभिप्रेरण की आवश्यकता। अभिप्रेरण के सिद्धांत। नेतृत्व : एक नेता का अर्थ और कार्य, प्रभावी नेतृत्व के लक्षण, नेतृत्व के प्रकार और सिद्धांत और नेतृत्व शैली।	15
5.	नियंत्रण - परिभाषा, अर्थ, तत्व, महत्व, नियंत्रण प्रक्रिया, नियंत्रण के प्रकार, नियंत्रण तकनीक, अच्छे नियंत्रण प्रणाली की आवश्यकताएं। उत्तरदायित्व लेखांकन, PERT और CPM, प्रबंधन नियंत्रण में कंप्यूटर और IT का उपयोग।	15
6.	प्रबंधन में उभरती प्रवृत्तियाँ - मूल अवधारणा - कुल गुणवत्ता प्रबंधन, संकट /आपदा प्रबंधन, वैश्विक व्यवहार, परिवर्तन प्रबंधन,संभार-तंत्र प्रबंधन	15

सार बिंदु (की वर्ड)/टैग: प्रबंधन, नियोजन, संगठन, अभिप्रेरण, नियंत्रण, प्रवृत्तियाँ,				
भाग स- अनुशंसित अध्ययन संसाधन				
अनुशंसित सहायक पुस्तकें /ग्रन्थ/अन्य पाठ्य संसाधन/पाठ्य सामग्री:				
स.क्र.				
1.	आर.एल. नौलखा	प्रबंध के सिद्धांत	रमेश बुक डिपो	जयपुर
2.	राजीव जैन	व्यावसायिक प्रबन्ध	Himalaya Publishing House Pvt.Ltd.	Nagpur
3.	डॉ. एस. सी. सक्सेना	प्रबन्ध के सिद्धान्त	Sahitya Bhawan Publications	Agra
4.	डा.आर. सी. अग्रवाल	प्रबंध के सिद्धांत	साहित्य भवन	आगरा
5.	डॉ. राजेंद्र शर्मा	प्रबंध के सिद्धांत	यशराज पब्लिकेशन	नई दिल्ली
6.	डॉ. जी. एस. सुधा	प्रबंध के सिद्धांत	रमेश बुक डिपो	जयपुर
7.	डॉ. एन.के.शाहिनी, जैन	प्रबंध के सामान्य विचार एवं सांगठनिक व्यवहार	कल्याणी पब्लिशर्स	नई दिल्ली
2. अनुशंसित डिजिटल प्लेटफॉर्म वेब लिंक				
.1 http://ncert.nic.in/textbook/pdf/lhbs.101pdf				
.2 https://www.mpgkpdf.com//04/2018Key-element-of-managemt.html				
.3 https://hi.wikipedia.org/wiki/प्रबन्ध के सिद्धान्त				
.4 https://www.businessmanagementideas.com/hi/management/principles-of-management-lecture-notes/7447				
.5 http://www.mgahv.in/pdf/Dist/gen/Principles_101_11_04_16pdf				
.6 http://www.uprtou.ac.in/other_pdf/B.COM_D.01pdf				
8. https://www.nios.ac.in/media/documents/SrSec319NEW/319_Bus_Studies_Hindi/319_Bus_Studies_Hindi_Lesson.10pdf				
.8 https://www.scotbuzz.org//11/2017manav-sansadhan-prabandhan.html				
9. https://www.kailasheducation.com//08/2020vipanan-prabandhan-arth-paribhasha-visheshta.html				
.10 https://hi.wikipedia.org/wiki/वित्%80%8Dतीय_प्रबंधन				
.11 https://www.businessmanagementideas.com/hi/management/-5main-functional-areas-of-management-business-management/512				
अनुशंसित मूल्यांकन		अधिकतमअंक- 100		
सतत व्यापक मूल्यांकन (सीसीई)		कुलअंक30		
विश्वविद्यालयीन परीक्षा		कुलअंक70		



(PROF. PAVAN MISHRA)

Chairman

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