



Hemchandracharya North Gujarat University

PATAN - 384 265 (N.G.)

Accredited by NAAC with "A" Grade (CGPA 3.02)

1.2.1 Percentage of new courses introduced of the total number of courses across all programmes offered during the last five years

Sr. No.	Name of the Course	Year of Introduction	Activities/ Content with direct bearing on Employability/ Entrepreneurship/ Skill development
1.	Advance Diploma in Banking And Insurance	2016	Entrepreneurship
2.	Agriculture and Soil Sciences	2016	Entrepreneurship
3.	Fashion Design and Management	2016	Entrepreneurship
4.	Tourism And Hospitality Management	2016	Entrepreneurship
5.	Skill Based I.T. Course	2016	Skill Development
6.	Advance Diploma in Banking And Insurance	2017	Content with direct bearing on Employability
7.	P.G. Diploma in Fashion Design and Management	2017	Entrepreneurship
8.	Certificate Course in Environment Management	2018	Entrepreneurship
9.	M.Sc. Practical-I-Skill Development	2019	Entrepreneurship
10.	Computer Awareness-Skill Development	2020	Skill Development
11.	Case Study-Skill Development	2020	Skill Development
12.	Environment Awareness-Skill Development	2020	Skill Development
13.	Communication Skill-Skill Development	2020	Skill Development



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Governing Guidelines

CAREER ORIENTED COURSE

(Advance Diploma in Banking and Insurance)

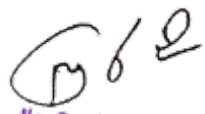
OF

UNIVERSITY GRANTS COMMISSION

Offered by

Hemchandracharya North Gujarat University,
PATAN




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North Gujarat University, Patan

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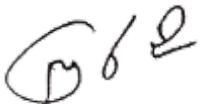
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Part : 2 Course Syllabi of

Advance Diploma in Banking and Insurance



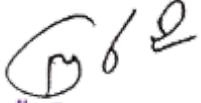

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PART - 1

Ordinances Governing

Career Oriented Courses Of University Grants Commission




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**ORDINANCES GOVERNING
CAREER ORIENTED COURSES
OF UNIVERSITY GRANTS COMMISSION**

(THREE SEMESTER PART-TIME ADVANCEDIPLOMA PROGRAM)

The University hereby institutes the three semester programs for the Career Oriented Advance Diploma Program and makes the following ordinances governing admission, course of study, examinations and other matters relating to this Degree under the S K College of Business Management, of HNG University.

The following are the ordinances governing the Career Oriented Programs mentioned as under:

- 1) Advance Diploma in Banking and Insurance

I. General Provisions

1. The program of study leading to Career Oriented Diploma and Certificate Programs shall be of one year (Two semesters) and six months (One semester) duration respectively, and shall be basically for graduating students. The program shall have the status of Add-on Skill Oriented Program under Career Oriented Courses of University Grants Commission.
2. The Diploma and Certificate programs shall have the status of “Special Courses” of HNG University and shall be governed by the general rules of the Special Courses.
3. The intake to the Diploma and Certificate Courses shall be 50. The reservation in admission shall be as per rules.
4. The Program of study leading to Career Oriented Diploma and Certificate Programs of the HNG University shall be conducted in the S K College of Business Management the Morning /evening hours or during any such duration which would be appropriate.
5. The admission to Career Oriented Diploma and Certificate Programs shall be dealt with by the Co-ordinator, of Course. The last date for the receipt of the application form shall be fixed by the University.
6. The candidate seeking admission will have to apply on a prescribed format available from the University/ Faculty on payment of prescribed fee.
7. The candidate may be required to pay the processing fee as directed by the Faculty from time to time. No Application Form shall be considered for admission unless it is complete in all respects including attested copies of the photographs of the candidates containing his/her signature thereon and all necessary documents are attached thereto, such as:
 - a) Attested copies of mark-sheets of all the examinations passed;
 - b) Certificate from an appropriate authority certifying that the candidate belongs to Scheduled Caste/Scheduled Tribe/OBC or that the candidate is Physically Challenged.
8. The provisional admission to the Program shall be made in order of merit based or First come first serve as per demand of course.

Career Oriented Courses of UGC (Advance Diploma In Banking and Insurance) **W.E.F June 2015**



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9. The completed Application Forms for registration at SKCBM, BBA Department along with documents will be processed for Enrollment and sent to the Controller of Examinations.
10. The candidate granted provisional admission shall deposit fee within the period prescribed by the Admission Committee failing which, the admission shall stand cancelled.
11. Provisional admission of a candidate is liable to be cancelled at any time:
 - i) if its is detected that, there is something against the candidate which would have prevented him/her from being admitted to the Program.
 - ii) if the candidate is found at a later stage to have provided any false information, and /or
 - iii) if he/she has been punished for an act of gross misconduct, indiscipline or an act involving moral turpitude.

A. Eligibility:

- i) The candidate seeking admission to Career Oriented Advance Diploma, Diploma And Certificate Programs must be pursuing Graduate Degree from a recognized University.

B. Intake & Reservations:

The intake to Career Oriented Advance Diploma, Diploma and Certificate Programs shall be 50. The reservation in admission shall be as per State Gov. /University rules.

Vacant seats reserved for SC/ST/OBC candidates, if any, may be filled up as per rules.

C. Program Fee

- a) The course fee per semester shall be Rs. 2,500/-.

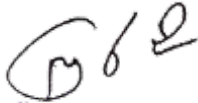
As such the course fee for the entire Diploma Program shall be Rs. 5,000/- which may be deposited in two equal installments each of Rs. 2,500/- and

As such the course fee for the entire Program shall be Rs. 7,500/-.

In addition, the students shall be required to pay usual fees prescribed by the University.

- c) The candidate will have to deposit Rs. 2,500/- at the time of provisional admission. The fee is to be paid through demand draft in favour of, **“The Registrar, Hemchandracharya North Gujarat University”** payable at PATAN.
- d) The second installment in case of Diploma Programs of Rs. 2,500/- is to be paid before the commencement of second semester classes, failing which the students will not be registered in second semester.




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II. ADMISSION PROCEDURE

Admission to Career Oriented Diploma and Certificate Programs shall be made in order of merit / First come first serve basis as per demand of course.

Waitlisted candidate will be offered admissions strictly on the basis of ranking provided there is a vacancy in the Program.

III. CONDUCT OF THE PROGRAM

1. To qualify for the Career Oriented Diploma and Certificate Programs, the candidate must earn the prescribed number of credits as contained in the Course structure / syllabus detailed herein after.
2. The maximum period allowed to complete the course will be normally three years.
3. The students shall be permitted to simultaneously pursue any one of the proposed program at a time along with their regular degree program.

IV. ATTENDANCE RULES

- (a) A student is required to have 80% attendance
- (b) **No relaxation beyond 30% shall be considered in any case.**

V. COURSE STRUCTURE AND SCHEME OF EXAMINATION OF CAREER ORIENTED ADVANCE DIPLOMA, DIPLOMA AND CERTIFICATE PROGRAMS:

Candidates for the one-year Career Oriented Diploma and six months Certificate Programs Examination shall be examined in the following subjects in accordance with the syllabi or course prescribed in the following Ordinances.

1. Course Structure

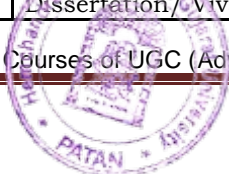
The Career Oriented Diploma and Certificate Programs shall be of one year duration divided into two semesters and six months respectively. A student is required to offer compulsory courses of 40 credits in two semesters for Diploma Programs and 20 credits in one semester for Certificate Program as per the details given below.

Credit Scheme for the CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS Program

1) **Advance Diploma in Banking and Insurance**

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
ADBI 101	Principles of Banking	03	70/30
ADBI 102	Principles of Insurance	03	70/30
ADBI 103	Principles of Management	03	70/30
ADBI 104	Computer Fundamentals	03	70/30
ADBI 105	Minor Project	08	100
	Semester II		
ADBI 201	Indian Banking System	03	70/30
ADBI 201	Insurance Business Environment in India	03	70/30
ADBI 203	Banking Law and Practice	03	70/30
ADBI 204	Marketing of Financial Products & Services	03	70/30
ADBI 205	Dissertation/ Viva-Voce	08	100

Career Oriented Courses of UGC (Advance Diploma In Banking and Insurance) **W.E.F June 2015**



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Semester III			
ADBI 301	Practice of Life Insurance	03	70/30
ADBI 302	Retail Management & Retail Banking	03	70/30
ADBI 303	Management of Commercial Banks	03	70/30
ADBI 304	Values & Ethics in Business	03	70/30
ADBI 305	Dissertation/ Viva-Voce	08	100

Note: Examination in each paper shall have two components – End semester Theory Paper carrying a maximum of 70 marks and sectionals carrying a maximum of 30 marks. The pattern of end semester Theory examination in each paper is given after the detailed course contents of each paper.

3. Examination System:

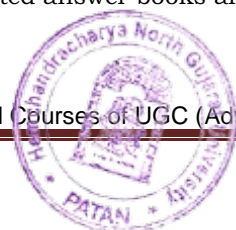
Each theory/ practical/ seminar/ field work/project/ dissertation course shall be of 100 marks. For evaluation, the overall structure of the distribution of marks in a course shall be such that 30 marks are allotted to various assessments during the semester, while 70 marks shall be allotted for the end semester examinations.

A. Sessionals:

- i) The assessment (sessionals) in theory courses will comprise of class test/test(s) and semester reports/assignments and regularity in each of the courses offered by them.
- ii) Such class tests, semester reports and/or assignments in each paper shall carry 30 marks, of which 20 marks will be for class tests and quizzes and 10 marks for semester report(s) and/or assignment(s) and regularity.
- iii) The semester report(s) and/or assignment(s) shall be submitted by the students to the teachers concerned, by a date fixed by the Course Coordinator. After valuation of the semester report(s) and/or assignment(s), the teacher concerned shall submit the result to the Course Coordinator who shall forward the same to the Controller of Examinations.
- iv) The marks obtained in semester report(s) and/or assignment(s) will be displayed on the notice board.
- v) Where candidate fails to take examination in any one or more papers or having taken the examination, has, but failed to secure the minimum pass marks in any one or more papers or in the aggregate, his marks in the class tests, semester reports and/or assignments will be carried forward to the subsequent examination.

B. End Semester Examination and evaluation (for 70 marks):

- (i) The question papers shall be set and the answer-scripts shall be evaluated by the teachers of the concerned courses.
- (ii) Evaluated answer books are submitted to the Controller of Examination.



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4. Project Report/ Dissertation and Viva-voce:

- i) Every Career Oriented Advance Diploma, Diploma and Certificate Programs student will also be required to prepare a Project report on preferably in his/her area of study under the supervision of a teacher of the Faculty. The topic of the Project and the name of the supervisor earmarked will be approved by concerned faculty for this purpose by the Course Coordinator. This Project and viva-voce will be equivalent to 8 credits and constitute a part of the Career Oriented Diploma and Certificate Programs and will carry 100 marks.
- ii) Each student may be asked to present Research Methodology of the Project before the members of the Faculty for consideration and finalization.
- iii) The Project Report shall be submitted to the Course Co-ordinator in duplicate on or before a specific date fixed for the purpose.
- iv) The Project Report shall be examined by two external examiners, who shall evaluate it independently out of 100 marks each. The average of these marks shall be credited.

5. Evaluation Pattern:

(A) Point Scale for Grading

Award of Grades Based on Absolute Marks

Marks Range (Out of 100)	Grade	Grade Point
90 -100	A+	10
80 – 89	A	9
70 – 79	B	8
60 – 69	C	7
50 – 59	D	6
40 – 49	E	5
Passed with Grace	P	4
00 – 39	F	0
Non-appearance in examination (Incomplete)	I	-

Explanation:

Latter grades **A+, A, B, C, D, E and P** in a course mean that the candidate has passed that course.

The F grade denotes poor performance, i.e., failing in the course. A student has to appear at subsequent examination(s), if provided under the ordinances in all courses in which he/she obtains "F" grade, until a passing grade is obtained.

The I Grade: The "I" Grade is awarded, when a student does not appear in the examination of course/courses. This shall be treated as "F" Grade.

Grace Rule: Tabulators shall award grace marks as per the following guidelines:

- (1) A student who fails in not more than 3 theory courses by total marks of not more than $\frac{1}{2}$ the number of total theory courses of the semester (any fraction is rounded off to the next higher number), shall be awarded grade "P" (in place of grade "F") of Grade Point 4 in the concerned courses.



- (2) Grace mark will not be awarded for making up shortfall in minimum SGPA/CGPA or improving the grade.

(B) Measurement of the student's performance in the program:

The performance of a student in a semester or up to a semester will be measured by SGPA (Semester Grade Point Average) and CGPA (Cumulative Grade Point Average), respectively, which will be calculated as given below:

$$(i) \quad SGPA = \frac{\sum_{i=1}^n C_i \cdot P_i}{\sum_{i=1}^n C_i}$$

where, C_i = Number of credits assigned for the i^{th} course of a semester for which SGPA is to be calculated .

P_i = Grade point earned in the i^{th} course.

$i = 1, \dots, n$, represent the number of courses in which a student is registered in the concerned semester.

$$(ii) \quad CGPA = \frac{\sum_{j=1}^m C_j \cdot P_j}{\sum_{j=1}^m C_j}$$

where, C_j = Number of credits assigned for the j^{th} course of a semester for which SGPA is to be calculated.

P_j = Grade point earned in the j^{th} course.

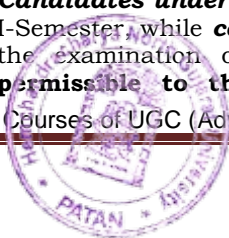
$j = 1, \dots, m$, represent the number of courses in which a student is registered from the first semester to the semester for which CGPA is to be calculated.

7. Promotion to II Semester

The candidates who have taken admission in Career Oriented Diploma Programs, I-Semester in a session can be put in the following two categories on the basis of their attendance in the Semester:

- I. (i) Those who have put in the required minimum percentage of attendance for appearing in the I-Semester Examination and filled up the examination form in time for appearing at the I-Semester Examination.
- (ii) Those who did not put in the required minimum percentage of attendance for appearing at the I-Semester Examination or did not fill up examination form in time for appearing at the I-Semester Examination.

Candidates under Category I(i) are eligible for appearing at the examination of I-Semester, while **candidates under Category. I(ii)** are not allowed to appear at the examination of the I-Semester. This implies that **no readmission is permissible to those who do not put in the required percentage of**



attendance for taking the examination or did not submit the examination form in time. However they will have to seek fresh admission in the Program as per prescribed procedure.

- II. After appearing at the Examination of the I-Semester the candidates can be put in the following categories in the context of declaration of the results of the I-Semester Examination:
- (i) **Passed**, i.e., those who have passed in all courses of the examination of the Semester.
 - (ii) **Promoted**, i.e., those who have not passed in all the courses of the Semester.
 - (iii) **Minimum passing grade** shall be Grade 'E' for each course. However, candidates with grade 'P' in a course shall also be considered as passed in that course.
 - (iv) **Promotion to Second Semester:** All students who have put in the minimum percentage of attendance in I-Semester and filled up the examination form in time shall be promoted to the II-Semester.

Declaration of Division:

A candidate who has passed in all the papers/ courses of I & II Semesters of the 1-year CAREER ORIENTED DIPLOMA AND CERTIFICATE PROGRAMS program taken together shall be declared as '**Passed**'. Such passed candidates may be awarded with the division according to the following criteria:

- (i) First Division with distinction : CGPA 8.5 and above
- (ii) First Division : CGPA 6.5 and above, but below 8.5
- (iii) Second Division : CGPA 5.0 and above, but below 6.5

Note: The SGPA and CGPA shall be computed up to 2 places of decimals (truncated at the second place).

The conversion formula for converting CGPA to the corresponding Percentage of Marks will be as follow:

$$X = 10 Y - 4.5$$

where, X = Percentage of Marks

Y = CGPA



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PART - 2

Course Structure

Career Oriented Courses of University Grants Commission



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Course Structure

One & half year Advance Diploma in Banking & Insurance

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
ADBI 101	Principles and Practices of Banking	03	70/30
ADBI 102	Principles of Insurance	03	70/30
ADBI 103	Principles of Management	03	70/30
ADBI 104	Computer Fundamentals	03	70/30
ADBI 105	Minor Project	08	100
	Semester II		
ADBI 201	Accounting for Banking and Insurance	03	70/30
ADBI 202	Insurance Business Environment in India	03	70/30
ADBI 203	Banking Law and Practice	03	70/30
ADBI 204	Marketing of Financial Products & Services	03	70/30
ADBI 205	Dissertation/ Viva-Voce	08	100
	Semester III		
ADBI 301	Practice of Life Insurance	03	70/30
ADBI 302	Retail Banking	03	70/30
ADBI 303	Management of Commercial Banks	03	70/30
ADBI 304	Values & Ethics in Business	03	70/30
ADBI 305	Dissertation/ Viva-Voce	08	100




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ADBI 101

Principles and Practice of Banking

Course Contents

Indian Financial System.

(1) Recent developments in the Indian Financial system; market structure and financial innovation. RBI, SEBI, IRDA etc. their major functions, (2) Role and Functions of banks - Regulatory provisions / enactments governing banks, (3) Retail banking: Approach, products, marketing etc., (4) Wholesale Banking; international banking; (5) Role and functions of Capital markets, (6) Role and Functions of Mutual Funds, (7) Role and Functions of Insurance Companies - Bancassurance, (8) Importance of risk management in banks-types of risk impact and management Factoring & Forfaiting, (9) Alliances / mergers / consolidation, (10) ADR / GDR / Off Balance Sheet Items, (11) Participatory Notes, (12) Credit Information Bureau Ltd., (13) Fair Practices for Debt Collection, (14) Basel-II, (15) Banking Codes and Standard Boards.

Functions of banks

Deposits:

Banker-Customer relations - Know your Customer (KYC) guidelines-Different Deposit Products - services rendered by Banks - Mandate and Power of attorney; Banker's lien - right of set off - garnishee order - Income tax attachment order etc.

Payment and collection of Cheque - duties and responsibilities of paying and collecting banker-protection available to paying and collecting banker under NI Act - endorsements - forged instruments - bouncing of cheques and their implications. Opening of accounts for various types of customers - minors - joint account holders - HUF - firms - companies - trusts - societies - Govt. and public bodies Importance of AML.

Credit:

Principles of lending - various credit Products / Facilities - working capital and term loans - Credit Appraisal Techniques - Approach to lending; - credit management - credit monitoring - NPA Management.

Different types of documents; Documentation Procedures; Stamping of documents Securities - Different modes of charging - types of collaterals and their characteristics Priority Sector Lending - sectors - targets - issues / problems - recent developments - Financial Inclusion.

Agriculture / SMEs / SHGs / SSI / Tiny Sector financing

New Products & Services -Factoring, Securitisation, bancassurance, Mutual Funds etc.

Credit Cards / Home Loans / Personal Loans / Consumer Loans-Brief outline of procedures and practices.

Ancillary Services: Remittances, Safe Deposit lockers etc.

Banking Technology

Electronic Banking- Core Banking -Electronic products

Career Oriented Courses of UGC (Advance Diploma In Banking and Insurance) W.E.F June 2015



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Banking Technology - Distribution channels - Teller Machines at the Bank Counters – Cash dispensers - ATMs - Anywhere Anytime Banking - Home banking (Corporate and personal) Electronic Payment systems.

On line Banking - Online enquiry and update facilities - Personal identification numbers and their use in conjunction with magnetic cards of both credit and debit cards, smart cards, signature storage and display by electronic means, cheque truncation, microfiche, note and coin counting devices.

Electronic funds transfer systems - plain messages (Telex or data communication) - structured messages (SWIFT, etc...) – RTGS Information Technology - Current trends - Banknet, RBI net, Datanet, Nicnet, I-net, Internet, E mail, etc...- Role and uses of technology up gradation - Global developments in Banking Technology - Information Technology in finance and service delivery Impact of Technology on Banks - Protecting the confidentiality and secrecy of data - effect on customers and service quality - Computer Audit -Information System Audit.

Information System Security and Disaster Management.

Text Books:

1. Sundaram & Varshney, “ *Banking, Theory Law and Practice*” Sultan chand & sons;2004
2. Varshney & Malhotra, “*Principles of Banking*”,Sultan Chand & Sons, 2005.



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ADBI 102

Principles of Insurance

Contents

UNIT I

Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

UNIT II

Concept of Insurance, Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

UNIT III

Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

UNIT IV

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

Text Books:

- 1.Gupta P.K, “*Insurance and Risk Management*”, Himalya Publishing House; 2004
- 2.Mishra M.N., “*Principles and Practices of Insurance*”,S. Chand and Co; 2004
- 3.Panda G.S., “*Principles and Practices of Insurance*” Kalyani Publications, 2004

Reference Books:

- 1.Jeevanandam C., “*Risk Management,*” Sultan Chand and Sons; 2005
- 2.Arthur C. and C. William Jr., “*Risk Management and Insurance,*” Tata Mcgraw Hill; 2001
- 3.*Principles of Insurance-* Insurance Institute of India; 2003
- 4.Nichaus, Harrington, “*Risk Management and Insurance*”, McGraw Hill, 2003



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ADBI 103

Principles of Management

Contents

Unit I

Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.

Unit II

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III

Staffing: Concept, Nature and Importance of Staffing.

Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance;

Unit IV

Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Text Books

1. Gupta, C.B., “*Management Concepts and Practices*”, Sultan Chand and Sons, New Delhi, 2003.

Reference Books

1. O’Donnel, Koontz and Weirich, “*Management*”, +Tata McGraw Hill Publishing Company, New Delhi, 2001.

2. Chopra, R.K., “*Principles & Practices of Management*”, Sun India Publication, 2005.

3. Tripathi, P.C and Reddy, P.N., “*Principles & Practices of Management*”, 2nd edition, Tata McGrawHill, 2003.



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Computer Fundamentals

Contents

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture

MS Word: Introduction, Windows 2007 Interface, Customizing the Word Application, Document Views, Basic Formatting in MS Word 2007, Advanced Formatting, Navigating through a Word Document, Performing a Mail Merge, A Quick Look at Macros, Printing Documents, Print Preview

Excel 2007: Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets

MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations

Outlook

Reference Books

1. Fundamentals of computers – By. V. Rajaraman PHI Publication
2. Fundamentals of computers – By. Anand Kumar PHI Publication
3. Fundamentals of computers – By. B. Ram



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ORDINANCES GOVERNING
CAREER ORIENTED COURSES
OF
UNIVERSITY GRANTS COMMISSION

Offered by

S K College of Business Management,

BBA Department, Hemchandracharya North Gujarat University,
PATAN

Career Oriented Courses of UGC (SKSBM, HNGU)



M 62
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Semester II

ADBI 201

Indian Banking System

Contents

Unit I

Development Banking; Financial Institutions- IDBI, NABARD, SIDBI, IFCI.

Unit II

Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking system, Review of the Banking system, Review of RBI balance sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.

Unit III

Commercial Banking: Banker Customer Relationship, Management of Deposit Business & Credit Business, Fee Based services, Liquidity Vs. Profitability, Credit Assessment, Principles of Bank Lending: Types & Methods of Charging, Secured & Unsecured Advances.

Unit IV

Overview and regulation of Co-Operative banking, Regional Banks, Rural Banks and Co-Operative banking societies.

Text Books:

1. Sundaram & Varshney; *“Banking, Theory Law and Practice”*; Sultan chand & sons; 2004
2. Vasant Desai; *“Development Banking & Financial Intermediaries”*; Himalaya Publishing House; 2001.

Reference Books:

1. Mithani.D.M., Gordon.E.; *“Banking & Financial Systems”*; Himalaya Publishing House; 2003.
2. Reddy.P.N., Appannaiah.H.R.; *“Theory & Practice of Banking”*; Himalaya Publishing House; 2003.



Insurance Business Environment in India

Contents

UNIT-1

History of Insurance Business : Business Environment and Insurance; Insurance and Economic Development; Growth and potential in Life Insurance; Growth and potential in General Insurance; Insurance Industry in India; Contemporary issues in Insurance.

UNIT-11

Insurance Regulations in India: A brief introduction of Insurance Act.1938, A Brief Profile of IRDA (Authority) and its functioning; IRDA Regulation 2000(Obligations of Insurers to Rural or Social Sectors);IRDA Regulation 2000(Insurance: Advertisements and Disclosure);IRDA Regulation 2000(Licensing of Insurance Agents);IRDA(Protection of Policy Holders Interest)

UNIT—111

Marketing of Insurance Services: Requirement of different Market Segment; Distribution Channel; Collaborating Professions; Setting –up a new Insurance Company; IRDA Regulation 2000 (Registration of new Insurance Company);Foreign Investor

UNIT-1V

Financial aspects of Insurance Business: Valuation of assets and Liabilities with particular reference to unexpired risk; Impact of Tarrif to Non-Tarrif regime in Non-Life Business; Distribution of profits

Text Books

- 1.Bodla,B.S. and Garg,M.C., “ *Insurance Environment and Procedure*”, Deep & Deep Publication, 2003.
2. Srivastav,D.C. and Srivastav, Shashank , “ *Insurance Industry*”, New Century Publication, 2002.

References Books

1. Insurance Industry: Emerging Trends by ICFAI
2. Gupta,P.K., “ *Risk Management*”, Himalaya Publication House, 2004
3. Taxman’s Insurance Law Manual, IRDA Publication, 2004



ADBI 203

Banking Law and Practice

Contents

Unit I

Overview, Legal Framework of Regulation of Banks, Reserve Bank of India Act 1930

Unit II

Banking Regulation Act, 1949, Negotiable Instruments Act 1860

Unit III

Cyber Laws relating to Banking, Banking Companies Act, 1970/ 1980

Unit IV

Securitization Act, 2002., Recent trends in Banking Industry (Legal)

Text Books:

1. Varshney P.N; "*Banking Law and Practice*"; Sultan Chand and Sons; 2005
2. Saxena G.S.; "*Legal Aspects of Banking Operations*"; Sultan Chand and Sons; 2005

Reference Books:

1. Suneja H.R; "*Practical and Law of Banking*"; Himalya Publishing House; 2000
2. Chabra T.N; "*Elements of Banking Law*"; Dhanpat Rai and Sons; 2000



Marketing of Financial Products & Services

Contents:

Unit I

Marketing of Financial Services- a conceptual framework. Types of Financial Markets in India- an overview. Concept of Marketing and Marketing Mix, 4 P's of Marketing.

Unit II

Marketing of Banking Services – Banking products and services; Distribution, Pricing and Promotion Strategy for Banking Services; Attracting and Retaining bank customers. Marketing strategy of credit cards, debit cards, saving accounts and different types of loans, barter card.

Unit III

Mutual Funds Markets in India and the Marketing strategies involved. Marketing of insurance products- Life and Non Life Products. Marketing of Pension Funds.

Unit IV

Concept of Distribution, multiple delivery channels/ATM, EFT, CMS,POS and Bancassurance. Promotion- marketing information & research, public relations and publicity, image building. Globalisation and its impact on financial services.

Text Books:

1. Suri, R.K., “Services Management”,Himalaya Publication,2005.
2. Jha, S.M., “Bank Marketing”,Himalaya Publication,2003.





CAREER ORIENTED COURSES

OF

UNIVERSITY GRANTS COMMISSION

Syllabus
Advance Diploma in Banking and Insurance
Semester III

Offered by

S K College of Business Management,

BBA Department, Hemchandracharya North Gujarat University,
PATAN

Career Oriented Courses of UGC (SKSBM, HNGU)



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Hc Registrar
Hemchandracharya
North Gujarat University, Patan

Page 1

Semester III

ADBI 301

Practice of Life Insurance

Contents:

Unit-I

Social Insurance, Old-Age, Survivors and Disability Insurance (OASDI), Types Of benefits, Medicare, Unemployment Insurance, Workers Compensation.

Unit-II

Group Insurance and special purpose Schemes. Actuarial Considerations (Demographic investment of funds and managerial expenses) in costing Insurance Products.

Unit-III

Overview of private insurance in the financial services industry, Types of private Insures, Agents and Brokers, Types of marketing System. Group Insurance Marketing.

Unit-IV

Procedure for settlement of claims, nomination and assignment, annuities, medic aim policy, privatization of insurance and general insurance, Retention Vs Reinsurance, Double Insurance.

Text Books:

1. George E Rejda, "Principles of Risk Management and Insurance", PEARSON tenth edition ,2011

Reference Books:

1. Mishra M.N.; *Principles and Practices of Insurance*; S. Chand and Co. 2004
2. Gupta P.K.; *Insurance and Risk Management*; Himlaya Publishing House; 2004



Retail Banking

UNIT - 1: Introduction

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT - 2 : Retail Products

Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring.
Remittances / Funds Transfer

UNIT - 3 : Marketing / Selling of retail products

MIS and Accounting Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans Delivery Channels - Branch, Extension counters, ATMs, POS, Internet Banking, M-Banking.

Selling Process in retail products-Direct Selling Agents. Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process. Regulations and compliance Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information from disbursement till final settlement of the loan amount. Analytics / Alerts. Accounting entries - Loan process and the relevant accounting including EMI Computation.

UNIT - 4 : Other issues related to Retail Banking

Securitisation, mortgage based securities. Trends in retailing - New products like Insurance, Demat services, Mutual fund, online Banking, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.

Recovery of Retail Loans - Defaults, Rescheduling, recovery process. SARAFESI Act, DRT Act, use of Lok Adalat forum. Recovery Agents - RBI guidelines.

Text Books:

1. Retail Banking: Indian Institute of Banking and Finance, Macmillan Education



ADBI 303

Management of Commercial Banks

Course Contents

Unit-I

Commercial Banking in India

Introduction, Scheduled banks , Non- scheduled bank, Evolution and Growth of Banking System In India. Geographical Expansion of Indian Commercial Banks. Commercial Banks Deposits and Their Pattern. Bank Credit and its pattern of Development. Industry-wise Deployment of bank credit .Credit Deposits Ratio of Scheduled Banks. Priority Sector Financing By Commercial Banks in India.

Unit-II

Competitive strategy To Meet Challenges To commercial Banks in India.

Challenges before Indian Commercial Banks. Opportunities for Indian Commercial Banks. Strength of Indian Commercial Banks. Strategy to cope with the challenges. Restructuring of Commercial Banks in India. Present Position of Capital Adequacy In Indian Commercial Banks.

Unit-III

Inclusive Growth and Commercial Banks

Inclusive Growth. Financial Inclusions. Financial Inclusion and International Experiences. Financial Inclusion and Indian Experiences. Financial Inclusion and Commercial Banks in India. Progress under Financial Inclusions Plans.

Unit-IV

New Norms of Working Capital Financing By Banks.

Tandon Committee recommendations. Reserve Bank of India's action on Tandon Committee recommendations. Chore Committee Norms for Working Capital .RBI Guidelines regarding Working Capital Financing.

Text Books:

1. R. M Shrivastava and Divya Nigam, “ Management of Indian Financial Institutions” , Himalaya Publishing House.
2. Reddy.P.N., Appannaiah.H.R.; Theory & Practice of Banking; Himalaya Publishing House;2003.
3. Machiraju.H.R.; Modern Commercial Banking; Vikas Publishing House Pvt. Ltd.; 2001



ADBI 304
Ethics in Business

Course Contents

Unit 1: Ethics

- Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial
- Importance of Ethics, Objectives, Scope, Types – Transactional, Participatory and Recognition

Unit 2: Business Ethics

- Meaning, Objectives, Purpose and Scope of Business Ethics towards Society and Stakeholders, Role of Government in Ensuring Business Ethics
- Principles of Business Ethics, 3 Cs of Business Ethics – Compliance, Contribution and Consequences
- Myths about Business Ethics
- Ethical Performance in Businesses in India

Unit 3: Ethics in Marketing:

- Ethical issues in Marketing Mix, Unethical Marketing Practices in India, Ethical Dilemmas in Marketing, Ethics in Advertising and Types of Unethical Advertisements

Unit 4: Ethics In Finance:

- Scope of Ethics in Financial Services, Ethics of a Financial Manager – Legal Issues, Balancing Act and Whistle Blower, Ethics in Taxation, Corporate Crime - White Collar Crime and Organised Crime, Major Corporate Scams in India, Role of SEBI in Ensuring Corporate Governance, Cadbury Committee Report, 1992

Text Books:

1. Kaur, Tripat, “*Values & Ethics in Management*”, Galgotia Publishers, 2004.
2. Chakraborty, S.K., “*Human values for Managers*”, 1998.

Reference Books:

1. Chakraborty, S.K., “*Ethics in Management: A Vedantic Perspective*”, Oxford University Press, 2000.



Hemchandracharya North Gujarat University,
Patan

Community College

Programme on

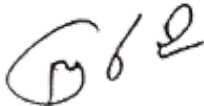
Advanced diploma in Agriculture and Soil Sciences

Offered at

Pramukh Swami Science and H.D. Patel Arts College

Sarva Vidyalaya Campus, Kadi




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Semester I

Course Code	Course Title	Credit		Total	Marks		Total
		Th.	Pra/Field		Th.	Practical	
AS 101	Principals of Agronomy and meteorology	3	4	7	80	120	200
AS 102	Fundaments of Soil sciences, soil fertility and Management	3	4	7	80	120	200
AS 103	Economic botany and botany of Field Crops	3	4	7	80	120	200
AS 104	Irrigation water Management	3	4	7	80	120	200
AS 105	Computer	0	2	2		100	100
Total Credit				30	320	580	900

Semester II

Course Code	Course Title	Credit		Total	Marks		Total
		Th.	Pra/Field		Th.	Practical	
AS 201	Soil Fertility and Nutrient management	3	4	80	120	80	200
AS 202	Agricultural Zoology	3	4	80	120	80	200
AS 203	Fundamentals of Plant pathology	3	4	80	120	80	200
AS 204	Agronomy of Field Crops - I (Rabi crops)	3	5	80	120	80	200
AS 205	Agricultural Statistics		2		100		100
Total Credit				30	580	320	900



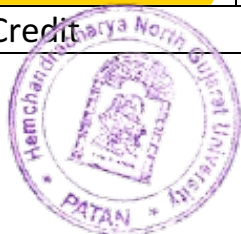

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Semester III

Course Code	Course Title	Credit		Total Th.	Marks		Total
		Th.	Pra/Field		Practical	Th.	
AS 301	Weed management	3	4	80	120	80	200
AS 302	Farm Layout, development, management and field plot technique.	3	4	80	120	80	200
AS 303	Plant disease and their management	3	4	80	120	80	200
AS 304	Agronomy of Field Crops - II (Rabi crops)	3	5	80	120	80	200
AS 305	Seed production technology		2		100		100
	Total Credit			30	580	320	900

Semester IV

Course Code	Course Title	Credit		Total Th.	Marks		Total
		Th.	Pra/Field		Practical	Th.	
AS 401	Integrated Pest Management	3	4	80	120	80	200
AS 402	Horticulture	3	4	80	120	80	200
AS 403	Organic Farming, Green house and poly-house technology	3	4	80	120	80	200
AS 404	Farm structure power machinery and Post harvest technology	3	5	80	120	80	200
AS 405	Extension Education		2		100		100
	Total Credit			30	580	320	900



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AS 101 Principles of Agronomy & Metereology

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examixnation for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continu ous evaluati on	End term evaluation	Contin uous evaluati on	End term evaluation	
AS 101	Principles of Agronomy & Metereology	4	3	90	30	40	40	200

Theory

- Agriculture definition, meaning and scope of Agronomy:
- Agro-climatic zones of India and Gujarat.
- Classification of crops. Crop rotation principles and advantages, cropping pattern, cropping schemes, multiple cropping and mixed cropping principles and advantages, intercropping types and advantages and assessment. Relay cropping, paira cropping and crop interactions.
- Selection of seed, sowing methods, tillage and its objectives, types and effect of tillage on soil, tillage implements and harvesting.
- Agricultural meteorology: Weather and climate, micro-climate, weather elements & their influence on different crops,
- Wind: factors affecting, cyclones and anticyclones and Formation and classification of clouds, Introduction to monsoon.
- Earths' atmosphere, Composition and structure, climate change : causes, effect on ecosystem, crop production, remedial measures and global warming,

Practical

- Identification of field crops and under utilized crops and their growth stages;
- Study of tillage implements; Practice of ploughing; Practice of puddling;



M62

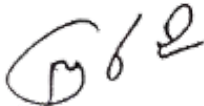
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- Study of seeding equipments;
- Different methods of sowing;
- Study of inter-cultivation implements and practice;
- Site selection for Agromet observatory;
- Identification and study of meteorological instruments : Measurement of temperature; Measurement of rainfall; Measurement of evaporation (atmospheric/soil); Measurement of atmospheric pressure
- Measurement of wind direction and speed and relative humidity.

Reference Books

1. Principles of Agronomy - T.Y. Reddy and G. H. Sankar Reddi
2. Principles of Agronomy - S. R. Reddy
3. The Nature and Properties of Soil - N.C.Brady and Ray R. Weil
4. Manures and Fertilizers - K. S. Yawalkar, J.P. Agrawal and S. Bokde
5. Soil Conditions and Plant Growth – E.W.Russel and E.J. Russell
6. Agrometeorology and remote sensing - D.D. Sahu
7. Text book of Agricultural Meteorology - Edited by M.C. Varshney
8. Introduction to Agrometeorology - H.S.Mavi
9. Crops and Weather – S. Venkataraman and A. Krishnan (ICAR)
10. Climate, Weather and Crops in India – D. Lenka




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AS 102 Fundamentals of Soil Sciences, Fertility & Management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 102	Fundamentals of Soil Sciences, Fertility & Management	4	3	90	30	40	40	200

Theory

- Soil definition and concepts of Soil. Physical properties of Soil: Soil texture, structure, density, porosity, consistency, colour, temperature and their effects on fertility
- Soil air- definition and its importance of soil air, factors affecting composition of soil air.
- Soil water- definition and its importance of soil water, retention of water by soil, physical classification of soil water & biological classification (only names).
- Soil reaction- soil pH and effects on availability of nutrients and plant growth.
- Saline and alkaline soil- Nature and classification, characteristics, detrimental effects on soil salinity and alkalinity and their reclamation methods. Organic matter- composition of plant residues, decomposition of organic matter, maintenance of soil organic matter and characteristics of humus.
- Soil morphology and soil formation. Soil classification (only). Soils of Gujarat
- Features of good soil management, problems of supply and availability of nutrients, relation between nutrient supply and crop growth, Criteria of essentiality of nutrients, Essential plant nutrients- their functions, nutrient deficiency symptoms, transformation and dynamics of major plant nutrients.



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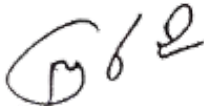
Practical

- Soil sampling
- Determination of bulk density
- Maximum water holding capacity
- Estimation of physical parameters- Determination of pH, EC of soil water extracts, Determination of soil moisture content
- Estimation of chemical parameters- Determination of organic C, total N, available N, P, K and S in soils
- Determination of total N, P, K and S in plants, Interpretation of interaction effects and computation of economic and yield optima.

Reference of Books

1. Fundamentals of soil soil- Sahai, V.N. Kalyani Publishers, New Delhi.
2. Chemistry of the soils – F. Bear
3. Soils and soil fertility – C.M. Thomson and F.R. Troeh
4. Soil fertility and fertilizers – S.L.Tisdale, W.L.Nelson, J.D. Beaton and J.L. Havlin




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AS 103 Botany of Field Crops and Their Economic Importance

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 103	Botany of Field Crops and Their Economic Importance	4	3	90	30	40	40	200

Theory

- Introduction to botany, its branches, its relationship with other sciences
- Habit of the plant- herbs, shrubs, tree, climbers.
- Morphology of stem (characteristics, forms, part and branching of stem), leaf (definition, parts and shape of leaf), root (Characteristics, region, types, modifications, functions and adaptation of root), inflorescence (definition, types and special types) flower (definition, parts and function of flower, calyx, corolla, androecium, gynoecium, ovule), fruits (development, classification, common fruits and their edible parts) and seeds with reference to crop plant (development, embryo, endosperm and their parts- cotyledons, germination and dispersal of seeds). Pollination, its types and mechanisms (definition, kinds of pollination, pollinating agents, merits and demerits of self and cross pollination).
- Economic botany- introduction and history, classification and importance of economic plants (cereals, pulses, oil seeds, spices, vegetables, condiments, fruits- nuts, fiber yielding plants, forage crop plants, industrial important plants, fumitory – masticatory plants, beverages, dyes – tannins, gums, resins, rubber, medicinal plants , plant insecticides, wood and timber plants. Ethnobotany, common adulterants, toxins and teratogens

Practicals



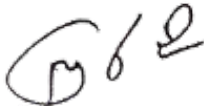

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- Study of parts of angiospermic plants.
- Study of seed and seed germination
- Study of root types and modification
- Study of leaf type and venation
- Study of floral anatomy and study of various parts.
- Study of various type of fruits.
- taxonomic status of food plants
- Study of industrial plants and drug plants
- Identification and extraction of phytochemicals and valuable plant products
- Study of agricultural and industrial uses of plants

Reference Books

1. College Botany- A.C. Dutta
2. Economic Botany- Pandey and Sinha
3. Introduction to taxonomy of angiosperms – Tyagi and Kshetrapal
4. Economic botany in the tropics-S.L. Kocchar.
5. Taxonomy of Angiosperms.- V. Singh and V.K Jain.




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AS 104 Irrigation of water management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 104	Irrigation of water management	4	3	90	30	40	40	200

Theory

- Irrigation- Definition and objectives.
- Water resources and irrigation development in Gujarat.
- Approaches for scheduling irrigation.
- Method of irrigation in detail , Water source, Water lifting devices - pumps (shallow and deep well), capacity, power calculations. Water conveyance systems, open channel and underground pipeline. Irrigation methods - drip and sprinkle irrigation systems.
- Irrigation quality of water and its management ,Water management of different crops(rice, wheat, maize,groundnut,sugarcane, mango, banana and tomato)
- Agriculture drainage-its importance and management.

Practical

- Calculation of irrigation water requirement.
- Study of different methods of irrigation.(drip and sprinkler)
- To workout cost estimation of drip irrigation system.
- Workout cost estimation of drip irrigation system
- Maintenance of micro irrigation system.
- Study of centrifugal pumping system and irrigation water measuring devices;
- Uniformity of water application in drip and sprinkler systems
- Study of soil and water conservation measures

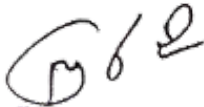


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Reference Books:

1. Irrigation- Theory and Practice by Michael, A.M
2. Manual on Irrigation Agronomy- Mishra, R.D and Ahmed, M.
3. Water use efficiency – Stanhili, G.,
4. Land & Water Management Engineering – V.V.N. Murty
5. Soil Erosion and Conservation – R.P. Tripathy and H.P. Singh
6. Water use Efficiency in Agriculture- Giriapa




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AS- 105 Introduction to Computer & Its Applications

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam		Total Marks
		Practical	Theory	Practical		
				Continuous evaluation	End term evaluation	
AS 105	Introduction to Computer & Its Applications	2	-	100	--	100

Tutoruials

- Defination of Computer- History and Evolution of computer – Introduction to WINDOWS, Introduction to MS WORD, Introduction to MS EXCEL, Introduction to MS powerpoint, Introduction to M.S Office, Introduction to Internet and email.

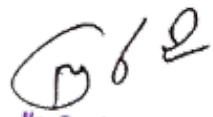
Practicals

- Introduction/ Study of computer
- How to create folder and shortcuts.
- Introduction to MS WORD and its functions/ commands.
- Introduction to MS POWERPOINT
- Introduction to Internet and Email.

Reference books

1. Comdex computer course kit-Gupta Vikas, Dreamtech Press, New Delhi.
2. Microsoft office 2003- Singh Vishnu




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Semester II

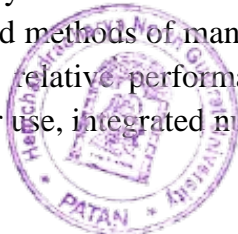
AS 201 Soil fertility & nutrient management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 201	Soil fertility & nutrient management	4	3	90	30	40	40	200

Theory

- Soil fertility and productivity-factors affecting, features of good soil management, problems of supply and availability of nutrients, relation between nutrient supply and crop growth,
- Mineral nutrients- definition of plant nutrients and soil fertility, criteria of essential of an element, classification of plant nutrients, available form in which nutrients occur in soil, non essential and useful elements, integrated nutrient management.
- Criteria of essentiality of nutrients, Essential plant nutrients-their functions, nutrient deficiency symptoms, transformation and dynamics of major plant nutrients.
- Fertilizers- classification of fertilizers with nutrient content, Methods of fertilizer application, Commercial fertilizers, composition, relative fertilizer value and cost, residual effects and fertilizer use efficiency, fertilizer mixtures and grades, agronomic, chemical and physiological methods of increasing fertilizer use efficiency nutrient interactions, organic fertilizers and its advantages.
- Time and methods of manures and fertilizers application, foliar application and its concept, relative performance of organic and inorganic manures, economics of fertilizer use, integrated nutrient management.



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- Bio-fertilizer- type of bio-fertilizers and their potential, phosphor-solubilising bacteria (PSB), Nitrogen fixing bacteria, symbiotic nitrogen fixers, non-symbiotic nitrogen fixers, merits of biofertilizer uses, constraints to the use of biofertilizers, precautions for the use of biofertilizer, , use of vermin compost and residual waste in crops.

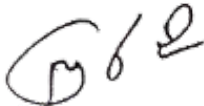
Practicals

- Determination of total N, P, K and S in plants,
- Interpretation of interaction effects and computation of economic and yield optima.
- Identification of fertilizers and their nutrient content.
- Compatability of fertilizer with pesticides.
- Coating of fertilizers.
- Application and seed treatment of bio-fertilizers.
- Preparation of micro-nutrients solution with line for foliar application.

Reference Book

1. Chemistry of the soils – F. Bear
2. Soils and soil fertility – C.M. Thomson and F.R. Troeh
3. Fundamentals of soil – Sahay, V.N. Kalyani publishers. New Delhi.
4. Soil fertility and fertilizers – S.L. Tisdale, W.L. Nelson, J.D. Beaton and J.L. Havlin




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AS 202 Agricultural Zoology

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 202	Agricultural Zoology	4	3	90	30	40	40	200

Theory

- Introduction, classification of animal kingdom, branches of zoology, important characters of different phylum and its classification up to class with examples.
- Life cycle of important animal/ parasites (plasmodium, trypanosome, liver fluck, tape worm etc)(Preliminary introduction to structure and functions of different external and internal parts of one typical animal in each phylum/class).
- Introduction to agricultural important of different phylum.

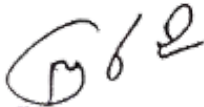
Practicals

1. Classification of animal kindom.
2. Charectors of different phylum and typical animals of different phylum
3. Identification of important animals particularly of agricultural importance under different phylum.

Reference books

1. Economic zoology-P.D Srivastava.




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AS 203 Fundamentals of Plant pathology

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

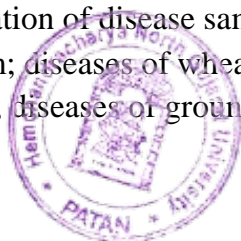
Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 203	Fundamentals of Plant pathology	4	3	90	30	40	40	200

Theory

- History of plant pathology and nematology.
- Introduction, important plant pathogenic organisms, different groups, fungi (up to classification), bacteria, fastidious vesicular bacteria, phytoplasmas, viruses, viroids, algae, protozoa and phanerogamic parasites with examples of disease caused by them.
- General morphology and characteristics of plant parasitic nematodes, their feeding habits and life cycle of root-knot nematode in detail.
- Economic importance, symptoms, cause, epidemiology, disease cycle and integrated management of disease of rice, sorghum, bajra, maize, wheat, sugarcane, turmeric, ginger, tobacco, groundnut, sesamum, sunflower, cotton, redgram, blackgram, greengram, tea, soyabean.

Practical

- Plant disease symptom identification and preservation of disease samples.
- Study of symptoms, etiology, host-parasite relationship and specific control measures of the following crop diseases.
- Presentation of disease samples survey and collection of diseases of rice, sorghum; diseases of wheat, bajra and maize; diseases of sugarcane, turmeric and tobacco; diseases of groundnut, castor and sunflower, diseases of sesamum and




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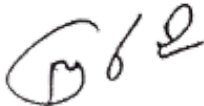
- cotton; diseases of redgram, greengram, blackgram, bengalgram and beans; Field visits at appropriate time during the semester.
- Isolation of plant pathogens(bacteria and fungi)
 - Pathogenicity tests. (Koch' postulate)
 - Extractions of nematodes from soil and host tissues.
 - Rating for fungal and nematode diseases.

Note: Students should submit 50 pressed, well mounted diseased specimens in three installments during the semester.

Reference Book:

1. Plant Pathogens : The Fungi - R. S. Singh
2. An Introduction to Fungi- H. C. Dubey
3. Principles of Plant Pathology - R. S. Singh
4. Plant Pathology - R. S. Mehrotra
5. Introductory mycology(fouth edition)- C. J.Alexopolous, C.W.Mims and M. Blackwell.
6. Plant pathology –(third edition)- G.N. Agarios.




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AS -204 Agronomy of Field Crops – 1

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 204	Agronomy of Field Crops – 1	4	3	90	30	40	40	200


Theory

- Origin, geographical distribution, economic importance, soil and climatic requirements, varieties, cultural practices viz., selection of seeds, seed treatment, sowing method, rate, time and method of application of manures and fertilizers including biofertilizers, thinning, gap filling, earthing up, interculturing, weed control measures, irrigation, crop rotation intermixed or relay cropping, major insect, pests and diseases, harvesting, threshing, winnowing, cleaning, drying, storage, preparation of product for market, value addition, high yielding improved and hybrid varieties, yield of rabi crops
- Main and sub main research stations.
- Cereals: wheat, barley; Pulses: chickpea, lentil, peas, french bean; Oilseeds: rapeseed and mustard, safflower and linseed; Sugar crops: sugarcane and sugar beet, Commercial crops: potato, chicory and tobacco.
- Spices- Cumin, coriander, dil seed and ajwain (ajman) .
- Forage crops: berseem, Lucerne, Japanese mustard and oat.

Practical:

- Seed bed preparation and sowing of wheat, sugarcane and mustard crops.
- Seed treatment of different rabi crops.
- Raising seedlings of tobacco.
- Identification of seeds and plants of rabi field crops.
- Calculations on seed rate; Top dressing of nitrogen in wheat and study of fertilizer experiments on wheat and mustard;
- Identification of weeds in wheat and grain legumes, application of herbicide and study of weed control experiments;
- Morphological characteristics of wheat, sugarcane, chickpea and mustard; Yield contributing characters of wheat;



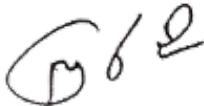

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- Yield and quality analysis of sugarcane, chick pea and mustard, judging the maturity stage of rabi crops. Important agronomic experiments of rabi crops and visit to research stations related to rabi crops.

Reference Book:

1. Modern Techniques of raising field crops - Chida Singh
2. Crop management under rainfed and irrigated condition - S.S.Singh
3. Agronomy of field crops - S.R.Reddy
4. Text book of field crop production - Edited by R. Prasad (ICAR)




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AS 205 Agricultural statistics

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam		Total Marks
		Practical	Theory	Practical		
				Continuous evaluation	End term evaluation	
AS 205	Agricultural statistics	2	---	100	--	100

Tutorials

- Statistics-its meaning, definition and importance in agriculture- frequency distribution, measures of central tendency- arithmetic mean.
- Measures of dispersion- standard deviation, variance, standard error of mean, coefficient of variation.
- Test of significance- Student 't' test and 'F' test.
- Experimental design-basic principles of field experiments-planning field experiments- size and shape of plots-Arrangements of plots and blocks-Analysis of CRD and RBD.

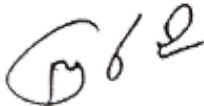
Practicals

- Problems related in topics covered in theory

Reference books

1. Basic Statistics –BL Agarwal
2. Statistics for Agricultural science- G. Nageshwar Rao
3. A handbook of Agricultural Statistics- SRS Chandel
4. A textbook of Agricultural Statistics-R. Rangswami
5. Principles and procedure of Statistics- RGD Steel and J.H. Torrie
6. Statistical Procedure for Agricultural Research-K.A. Gomez and A.A. Gomez.




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Semester III

AS 301 Weed Management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continu- ous evaluati- on	End term evaluation	Contin- uous evaluati- on	End term evaluation	
AS 301	Weed Management	4	3	90	30	40	40	200

Theory

- Weeds- definition and terminology, classification, losses caused, utilization, crop-weed association, crop-weed competition, critical period of weed competition.
- Methods of weed control- physical, cultural, chemical and biological.
- Integrated weed management.
- Herbicides- classification, advantages- limitations, precautions in use of herbicide. Methods of application. Trade & common name of herbicides.
- Weed management in major field and horticultural crops. Aquatic and problematic weeds and their control.

Practicals

- Identification of weeds
- Collection and preparation of herbarium of weeds
- Herbicide label information
- Computation of herbicide doses
- Study of use of herbicide application appliances
- Demonstration of method of herbicide application
- Study of control of problematic weeds
- Control of parthenium, parasitic weeds, aquatic weeds
- Weed control in non-cropped areas
- Visit to on-going weed control experiments

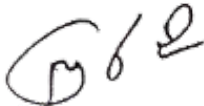



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Reference books

1. Aquatic weeds-their manace and control –O.P. Gupt
2. Scientific weed management in the tropics and sub-tropics- O.P.upta
3. Maual of weed control- N.C. Joshi
4. Principles of weed science- V.S.Rao
5. Principles of Agronomy- T.Y. Reddy and G.H.S. Reddi
6. Introduction to Allelopathy- S.S. Nawal, R. Palaniraj, S.C. Sati
7. Fundamental of weed Science- L. Robert
8. Allelopathy in crop production- S.S. Nirwal




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AS 302 Farm Layout, Development Management and Filed Plot Technology

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continu ous evaluati on	End term evaluation	Contin uous evaluati on	End term evaluation	
AS 302	Farm Layout, Development Management and Filed Plot Technology	4	3	90	30	40	40	200

Theory

- Surveying: survey equipment, chain survey, cross staff survey, plotting procedure, calculations of area of regular and irregular fields. Levelling - levelling equipment, terminology, methods of calculation of reduced levels, types of levelling, contouring.
- Farm power and mechanization. Engine terminology and related numerical. Tractors type of tractors and their components and power transmission system. Economics of tractor operation.
- Energy source- introduction, classification , energy from biomass-types of biogas plant-constructural details, biogas production and its utilization.

Practical

- Acquaintance with chain survey equipment;
- Levelling equipment - dumpy level, levelling staff, temporary adjustments and staff reading;
- Differential leveling;

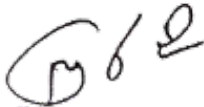
Reference Books




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1. A Text Book of Surveying and Levelling – P.C. Purnima
2. Land & Water Management Engineering – V.V.N. Murty




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AS 303 Plant Diseases & Their Management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 303	Plant Diseases & Their Management	4	3	90	30	40	40	200

Theory

- Occurrence, economic importance, symptoms, favorable weather conditions, disease cycle and management of important diseases of bajra, sorghum, wheat, rice, maize, groundnut, sesamum, mustard, castor, cotton, tobacco, sugarcane, potato, brinjal, chilli, tomato, pigeon pea, chick pea, cumin, okra, cucurbitis, banana, mango, papaya and citrus
- Significance of plant disease management
- Principles of plant diseases management- Avoidance of pathogens, exclusion of inoculums, eradication of pathogens, protection, host resistance.
- Methods of plant diseases management- cultural, legal, biological, chemical methods and use of resistant variety.
- Integrated disease management. Disease forecasting. Plant protection appliances. Precautions in handling & storage of pesticides.

Practicals

- Field visit to study different diseases of above mentioned crops at regular intervals
- Microscopic examinations of diseased specimen and their diagnosis
- Collection and dry preservation of diseased specimens and submission of diseased album
- Preparations of Bordeaux mixture, Bordeaux paste & different concentrations of various fungicides
- Methods of applications of various fungicides
- Types and use of plant protection appliances

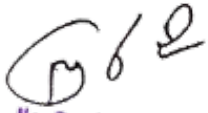



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Reference book

1. Plant Diseases- R.S. Singh
2. Diseases of crop plants in India- G. Rangswami
3. Diseases of edible oil seed crops- S.J. Kolte
4. Fungicides in plant disease control- YL Nene and PN Thapliyal




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AS 304 Agronomy of Field Crops-II

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 304	Agronomy of Field crops	4	3	90	30	40	40	200

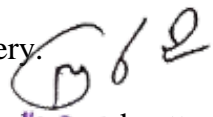
Theory:

- Name of the crop, its synonym, botanical name and family.
- Origin, geographic distribution, economic importance, soil and climatic requirement, varieties, cultural practices viz., selection of seeds, seed treatment, sowing method, rate, time and method of application of manures and fertilizers including biofertilizers, thinning, gap filling, earthing up, interculturing, weed control measures, irrigation, crop rotation intermixed or relay cropping, major insect, pests and diseases, harvesting, threshing, winnowing, cleaning, drying, storage, preparation of product for market, value addition, high yielding improved and hybrid varieties, yield of crops.
- Main and sub main research stations.
- and yield of kharif crops,
- Cereals – rice(kharif summer), maize, sorghum, pearl millet and minor millets; Pulses : pigeonpea, mungbean, uradbean and horsegram; Oilseeds: groundnut, sesame, niger and soybean.
- Fibrecrops: cotton, jute and sun hemp.
- Commercial crop-Bidi tobacco

Practical:

- Identification of seeds and varieties of major kharif crops.
- Seed treatment of different *Kharif* crops.
- Preparation of different methods of rice nursery.
- Practice of transplanting of rice- SRI
- Practice of sowing of pigeon pea, maize, groundnut and cotton.



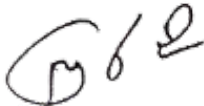

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- Visit to crop cafeteria and record periodical growth and yield attributing observations of kharif crops.
- Practice of after care operations in kharif crops.

Reference Book:

1. Modern Techniques of raising field crops - Chida Singh
2. Crop management under rainfed and irrigated condition - S.S.Singh
3. Agronomy of field crops - S.R.Reddy
4. Text book of field crop production - Edited by R. Prasad (ICAR)
5. Principles and practices of Crop production – P.C.Das




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AS 305 Seed production Technology

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam		Total Marks
		Practical	Theory	Practical		
				Continuous evaluation	End term evaluation	
AS 305	Seed production technology	2	--	100	--	100

Tutorials

- Introduction and importance of seed production. Seed structure and morphology. Seed viability and dormancy. maintenance of genetic purity during seed production, isolation, roughing techniques, selfing.
- Seed quality-physical and genetic. Characteristics of good quality seed. Classes of seeds, hybrid seed (F₁), nuclear seed, breeder seed, foundation seed, certified seed.
- Production of hybrid seeds of important crops-maize, bajra, cotton, castor and jowar.
- Seed production of self pollinated crops.
- Seed classification- Plants of seed production- procedure, field inspection and seed law.

Practicals

- Field visit of seed production plot.
- Field visit of plant seed testing laboratory.
- Study of roughing and isolation.
- Methods of seeds production-bajra, wheat, maize, castor, vegetables crops.
- Study of seed germination, seed vigour and seed viability.
- Study of seed sampling-principles and procedure.
- Study of seed purity analysis.
- Identification of seed certification tags and its importance.

Reference books

1. Seed technology – R.L Agarwal
2. Principles of seed technology- P.K. Agarwal
3. Seed technology-D. Khare and M. Bhale.
4. Seed production- Principles and practices- M.B. McDonald and O. Copeland.
5. Principles of seed certification and testing- N.P. Nema



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Semester IV
AS 401 Integrated Pest Management

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 401	Integrated Pest Management	4	3	90	30	40	40	200

Theory

- Biology nature of damage and management of insect pests of major field crops like rice, wheat, maize, sorghum, ragi, sugar cane, cotton, jute, pulses, groundnut, mustard, sunflower, sesamum, castor, commonly grown vegetable crops of Odisha belonging to cucurbits, colecrops and solonaceous crops, sweet potato etc. Pest of coconut, cashewnut, coffee and their management.

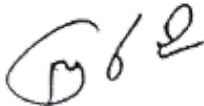
Practical

- Identification of crop pests with symptoms of damage in major crops belonging to cereals, pulses, oil seeds, fiber crops, sugar cane, important vegetables and plantation crops.

Reference Book

1. Insect pest of India and S.E Asia – A.S.Atwal
2. Elements of Economic Entomology – B.V.David
3. Insect and mites of crops in India – MRGK Nair
4. Agricultural insect pests and their control V.B.Awasthi




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AS 402 Horticulture

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 402	Horticulture	4	3	90	30	40	40	200

Theory

- Principles of horticulture, definition, branches of horticulture and role of fruits and vegetables in human diet.
- Scope, current situation and importance of horticulture in India.
- Propagation of horticultural crops, definition, types, classification, merits and demerit-Sexual propagation (Seed propagation) and asexual propagation (Vegetative propagation).
- Hormones- Role of Hormones in Horticultural crops. Principles of pruning and training- need, objectives and scope.
- Choice of trees and plants.

Practicals

- Study of horticultural tools and different containers
- Preparation of nursery beds and sowing
- Study of potting and repotting
- Study of propagation by seeds and seed treatment.
- Study of plant propagation by cutting and layering and budding.
- Study of propagation by budding and grafting
- Study of different types of media and their uses in horticulture
- Identification of horticultural plants.
- Practices of trimming and pruning in fruit crops.
- Visit of commercial nursery.

Reference books

1. Advances in horticulture . fruits (Volume 1-4) Singh Ranjit
2. Fruits- Tropical and Sub tropical-T.K Bose, S.K Mitra
3. Basic Horticulture- Jitendra Singh
4. Introduction to horticulture-N Kumar.



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AS 403 Organic Farming, Green house and Poly house Techniques

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 403	Organic farming, green house and polyhouse techniques	4	3	90	30	40	40	200

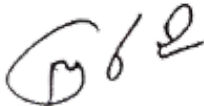
Theory

- Organic farming – Definition, relevance, biological nutrient management- Organic manures, vermicompost, green manure, organic residue, biofertilizer soil ammendments, Integrated pest and weed management- use of biocontrol agents, bio pesticides etc. Organic certification in brief.
- Integrated farming system- definition, goal, components, factors affecting ecological balance, land degradation, soil health management, models of IFS for rainfed and irrigated conditions and different categories of farmers.

Reference Book

1. Farming system : Theory and Practice - S.A.Solaimalai
2. Organic Farming : Theory and Practice- S.P.Palaniappan and K.A. Annadurai
3. A hand book of Organic Farming by A.K.Sharma




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AS 404 Farm Structure, Power Machinery and Post Harvest Techniques

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam				Total Marks
		Practical	Theory	Practical		Theory		
				Continuous evaluation	End term evaluation	Continuous evaluation	End term evaluation	
AS 404	Farm Structure, Power Machinery and Post Harvest Techniques	4	3	90	30	40	40	200

Theory

- Primary (Mould board plough, Disc plough) and secondary tillage (Cultivator and harrows) implements, Field operation of line sowing equipment (Seed drill, transplanter), SRI method of planting with marker, Repair and maintenance of tractor, power tiller and matching implements, Operation, use and maintenance of sprayers and dusters, Operation and maintenance of harvesting tools (improved sickle, power reaper), Operation and maintenance of pedal operated thresher, power thresher-cum-winnower, and Axial flow thresher.

Practical

- Adjustment and Operation of primary tillage implements (MB plough, Disc plough etc.), Adjustment and Operation of secondary tillage implements (Cultivator and Harrow), Field operation of seed drill, field operation of paddy transplanter), Paddy transplanting in SRI method using marker, Operation of manual and power weeder (Cono, Mandua and low land power weeder), Adjustment and operation of tractor, power tiller with matching implements, Precautionary measures in operation of sprayers and dusters, Operation of axial flow thresher, Operation of pedal operated, power operated and axial flow thresher.



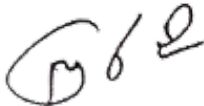

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- Moisture content determination of food grains. Study of cleaners and graders. Study of different types of dryers. Study of different storage structures. Visit to Rice mill, Dall mill and oil mill.

Reference Books

1. Principles of Agricultural Engineering, Vol: I by A.M.Michael and T.P.Ojha
2. Post harvest technology of cereal, pulses and oil seeds, A Chakraverty




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AS 405 Extension Education

TEACHING AND EVALUATION SCHEME: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of Mid Term examinations for 80 marks and End Term Examination conducted by University examination for 120 marks.

Subject Code	Subject Title	Credits		Exam		Total Marks
		Practical	Theory	Practical		
				Continuous evaluation	End term evaluation	
AS 405	Extension Education	2	--	100	---	100

Tutorials

- Definition, need and principles of Extension education.-Latest trends in Agriculture.
- Extension Teaching Methods and classification according to use and form (only).
- Detail studies of different teaching methods- Poster, leaflet, flash card. Method demonstration, result demonstration and field trip.
- Communication- meaning and importance of communication- elements of communication- communication skills, verbal, writing, correspondence skills.
- Concept of KVK, ATMA, Kisan call centre and ATIC.

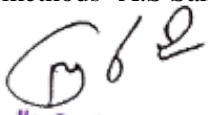
Practicals

- Identification of audio visual aids and its application
- Preparation of flash cards, leaflets, folders etc.
- Use of OHP and P. A. system
- Organization of method demonstration.
- Power point presentation
- Preparation of interview schedules to collect profile of the farmers.
- Visit of extension centres- KVK or SSK or IC centres or EEI or NGO' or exhibition or Farmer's fair and result demonstration or front line demonstration.

Reference books

1. Dimension of Agriculture Extension-N.B Chauhan, B.S. Patel and R.C. Patel
2. Education and Communication for Development- O.P. Dhama and O.P. Bhatnagar.
3. Extension Education in community development- Directorate of Extension Education.
4. Handbook of Extension Education- O.S Rathore, S.D. Dhakar, M.S. Chauhan, and S.N. Ojha.
5. Extension, Communication and Management- Ray, G.L.
6. Extension Education-Reddy, A.A.
7. Text book on Agricultural Communication process and methods- A.S Sandhu.




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Syllabus

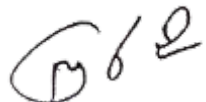
for

Bachelor of Vocation

Fashion Design and Management

Enforced from June-2014




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North Gujarat University, Patan

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR B. Voc. (Fashion Design and Management)
(Enforced from June - 2014)

Preface

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

BVFDR1: Eligibility Criteria (EC) for Admission

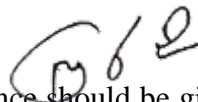
1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B.Voc. for the programme
3. There is no age bar for admission to Bachelor Vocation
4. The student can take exit from this course at any point of time and get re -entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry multi exit scheme)

BVFDR2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national /State policy.




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2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

BVFDR3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

BVFDR4 : Registration / Enrollment :

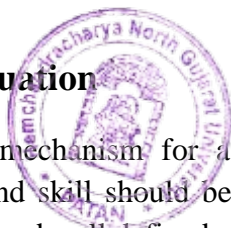
1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

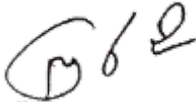
BVFDR5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

BVFDR6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.



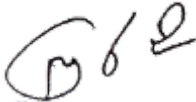

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2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 50 marks shall be for Continuous evaluation (Exams) and 50 marks for the end semester examination shall be of 2 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 700 marks out of which, 500 marks shall be continuous internal evaluation and 200 marks for the end semester practical examination.
6. Each Elective paper is evaluated for a maximum of 50 marks which will be evaluated internally by continuous evaluation.

BVFDR7 : Rules for grading

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)
6. The performance of each candidate in all the subjects will be evaluated on 7- point scale in term of grades as follow:




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BVFDR9 : Semester passing scheme

1. For each semester examination, a candidate will be considered as pass if he / she has secured “B”- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured “F” grade in any or all the subject (S).
3. If the candidate does not fulfill the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her ‘F’ grade, or ‘I’ grade, if any by the next End Semester examination.

BVFDR10 : Semester promotion scheme

A candidate will be promoted to the subsequent Semester according to the following scheme:

1. A candidate would be granted admission to the Second Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
2. A candidate would be granted admission to the Third Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
3. A candidate would be granted admission to the Fourth Semester if and only if he / she has cleared all the subject of First Semester. He /she will be permitted to pursue his/her study of Fourth Semester, provided his/her term for II & III Semesters is granted and has applied for the university examination.

Promotion Criteria

Semester	Conditions for Promotion
II	Grant of Term for Semester-I
III	Grant of Term for Semester I and Semester II
IV	Clearing of Semesters I completely and Grant of Term for Semester II and Semester III
V	Clearing of Semesters II completely and Grant of Term for Semester III & Semester IV
VI	Clearing of Semesters III completely and Grant of Term for Semester IV & Semester V

BVFDR11 : Award of Grading / Division

No class/ division will be awarded to the student in the first 5 semesters. Divisions shall Be awarded only at the end of Final Examination on successful completion of all the Semesters. For awarding the degree at the end of the course, as per the other course of university.

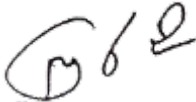
Sr. No.	CPI	Division
1	7.50 to 10.00	FIRST Division with Distinction
2	6.50 to 7.49	FIRST Division
3	6.00 to 6.49	SECOND Division

BVFDR12 : Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
7			Six Semester	Bachelor of vocation
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate



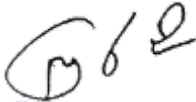

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Bachelor of Vocation - Fashion Design and Management

Semester- 1

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Introduction to Fashion Industry	04	60	30	70	---	100
2	Elements and Principles of Design	04	60	30	---	70	100
3	Fundamentals of Textiles	04	60	30	70	---	100
4	Fashion Art and Design-I	04	60	30	---	70	100
5	IT Tools and its Application	04	60	30	35	35	100
6	Environmental Studies	04	60	30	70	---	100
7	Business Mathematics-I	04	60	30	70	---	100
8	Communication Skill-I	02	30	30	35	35	100




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Detailed Syllabus

1. INTRODUCTION TO FASHION INDUSTRY

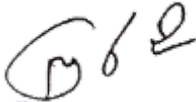
OBJECTIVES:

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand the five areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
- To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

CONTENT:

Unit-I	Business of Fashion-	25%
-	Importance of Fashion	
-	Economic importance of Fashion Business	
-	Four levels of Fashion (Primary, Secondary, the Retail & Auxiliary level)	
Unit-II	Nature of Fashion-	25%
-	Definition of Fashion	
-	Evolution of Fashion	
-	Terminology of Fashion	
-	Principles of Fashion movement	
-	Theory of Clothing Origin	
-	Fashion cycle	
-	Theories of fashion adoption	
-	Principles of Fashion	
-	International Fashion centers	
Unit-III	Environment of Fashion-	25%
-	Market segmentation (Demographics, Geographic, and Psychographics & Behavioral)	
-	Economic Environment	
-	Social Environment	
Unit-IV	Fashion Categories-	25%
-	Men's wear	
-	Women's Wear	
-	Kid's wear	




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ASSIGNMENTS:

1) **Submission on study of any 5 International/ National level fashion designers and brands.**

Students will include following contents in the submission.

- Introduction of the Designer
- Education
- Specialty
- Brand / label
- Contribution to Fashion
- Product range
- Outlets
- Collection Showcase

2) **Submission on Fashion changes during past 3 decades. (2 Women's and 2 Men's)**

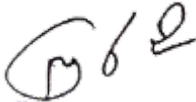
Students will include following contents in the submission.

- Political influence
- Social influence
- Environmental influence
- Geographical influence
- Cultural influence

REFERANCE BOOKS:

- 1 Fashion from Concept to consumer by Gini Stephens Pearson ,2005
- 2 Clothing technology by H.eberly Berger Verlag Europa LeherMittel, 2010
- 3 The Dynamics of Fashion by Elaine Stone Fairchild Publication, 2008
- 4 The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2002




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2 ELEMENTS & PRINCIPLES OF DESIGN -

OBJECTIVES

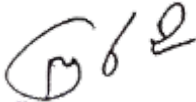
The foundation of Design skills is the vital part of the Fashion Design process, which develops the better understanding & skill to make a foundation for a design which is aesthetically good and expresses the specific meaning.

- Students will acquire the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association.
- Students will also study its expressive & symbolic qualities of each element that helps in creating a meaningful design.
- Introduces Principles of Design that includes the use & application of design elements to create a good design.

CONTENTS-

- 1. Study of lines** **25%**
 - Types of lines
 - Psychological & visual association**Study of shapes**
 - Types of lines
 - Psychological & visual association
- 2. Study of colour** **25%**
 - Color wheel
 - Color schemes
 - Color psychology & visual effects**Study of texture**
 - Types of textures
 - Categories of texture
 - Psychological & visual association
- 3. Aesthetic qualities of Design Elements** **25%**
 - Formal qualities
 - Expressive qualities
 - Symbolic qualities
- 4. Study & Understanding of Principles of Design.** **25%**
 - Rhythm
 - Harmony
 - Emphasis
 - Balance
 - Repetition
 - Gradation




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Radiation

ASSIGNMENTS-

1. Students are expected to make a Word document on each element. (Line, Shape, Texture & Colour)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission.

- Introduction of the element
- Types
- Psychological effect of the element
- Visual effect of the element
- Application in creating Designs
- Application in Fashion

2. Students are expected to make a Power Point Presentation on each of the Principle based on their use and application on garments.

(Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission .

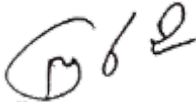
- Introduction of the Principle
- Application to Design
- Various ways of using Principles in Fashion (Functional/ Decorative)
- Application to Fashion

(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)

REFERENCE BOOKS

- 1 Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
- 2 Fashion Design Manual Pamela Steckes Palgrave Macmillon, 1996
- 3 Fashion Design Sue Jenkyn Jones Laurence King, 2005
- 4 Fashion Design Felicity Everlett EDC publishing, 1987
- 5 Fashion Forecasting by Kathryn Mckelvey Jennie Munslow, 2008
- 6 Beyond Design by Sandra J.Keiser & Myrna B.Garner Fairchild publication,2008




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3 FUNDAMENTALS OF TEXTILES (THEORY)

OBJECTIVE:

The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.

The course gives inputs in two major categories of fiber -natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

CONTENTS:

Unit-I		25%
1.	The Textile Industry	
2.	Fibers: classification,	
	i. Introduction, properties and end uses of natural and man -made fibers	
Unit-2	Yarns: Introduction	25%
	i. Types-ply yarns, novelty yarn, textured yarn.	
	ii. Manufacturing process-spinning systems	
	iii. Properties-yarn twist, yarn numbering.	
Unit-3		25%
1.	Fabric forming methods	
	i. Weaving, knitting and non-woven	
2.	Introduction to basic weaves: plain, twill and satin	
	i. Classification, introduction, advantages and disadvantages.	
Unit-4	Comparison between knits and woven	25%
	Introduction to basic knits: warp and weft knitted	
	i. Classification, introduction, advantages and disadvantages.	

ASSIGNMENT DETAILS:

- 1 Identification of 10 fabric swatches of 3"X3" by burning test for natural and manmade Fibers.
- 2 Identification of woven fabrics (3"X3")for
 - fabric count-10 Samples
 - yarn count-10 Samples
 - Weave-10 Samples
 - knitted fabric-10 Samples
- 3 Representation of the following basic weaves on graph paper, construction on handlooms and Computer.
 - Plain-plain, rib and basket
 - Twill-2X2,3X1, waved, curved and herringbone
 - Satin-satin and sateen

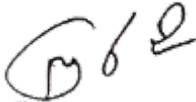


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REFERENCE BOOKS:

- 1 Textile from fiber to fabric-Sixth edition Berard Cobman Mc grew -hill international edition 1983
- 2 Understanding Textiles- Sixth Edition Bellie .J. Collier, Phyllis Toratora Prentice -Hall,Inc. 2001
- 3 J.J. Pizzuto's Fabric Science-Seven Edition Arthur Price, Allen C -Cohen, Ingrid Johnson Fairchild Publications 1999
- 4 Clothing Technology H.Eberle, M.Hornberger, D.Men zer, H.Hermling, R.Kilgus, W.Ring Europa Lehrmittal 2002
- 5 Understanding Fabrics: from fiber to finished cloth Debbie Ann Gioello Fairchild Publication, New York 1996
- 6 Fabric reference-Fourth Edition Mary Humphries Pearson Prantice Hall 2009
- 7 Fabric for fashion Clive hallett and Amanda Johnston Laurence King Publishing 2010
- 8 Textiles-Tenth Edition Sara.J.Kadolph Pearson Prantice Hall 2007
- 9 Text book of clothing textiles and laundry Sushma Gupta, Neeru Garg, Renu Saini Kalyani Publishers, Ludhiana 2005
- 10 Clothing Technology Sheila Jefferson Abhishek Publications 2005




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4 FASHION ART & DESIGN- I (PRACTICAL)

OBJECTIVES

An integral part of Fashion Design is acquiring rendering skills that makes the Design to present ideas in the most appropriate and effective way through the foundation of Drawing & Sketching.

- Students will develop drawing skills required for designing through line & shading exercises.
- In this subject student will acquire the knowledge of Nature study and will develop an eye to extract forms, prints & textures from Nature to create a base for understanding design.
- Student will gain the skills of different dimensions and the feeling of actually existing object in space through Perspective.
- Students will gain the knowledge of various dimensions of basic Technical Drawing that gives them an understanding of 2D & 3D forms through Orthographic & Isometric projections.
- Students will also obtain the understanding & skill of objects drawing.
- Students will also develop an understanding of a “Human Figure” with various views that conveys the essential basics for “Fashion drawing”.

CONTENTS-

1. Basic line & shading exercise - 25%

- Lines & Shading exercises using various pencil & color mediums. Such as,
- Grade pencils
- Color pencils
- Poster color/ water color
- Charcoal

Nature study (Nature in form, Nature in print, Nature in texture) -

- Sketching of natural forms from nature like flowers, leaves, branches, plants etc.
- Conversion of natural forms into design forms.
- Copying various textures from nature.

2. Introduction to Perspective- 25%

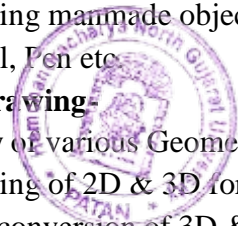
- 1 Point Perspective
- 2 Point Perspective
- 3 Point Perspective

3. Object Drawing- 25%

- Drawing of 3-D geometrical shapes in different angles. Such as Cube, Pyramid, Cuboids, Cylindrical forms.
- Drawing manmade objects in different angles. Such as Bottles, Sharpener, Glass, Pencil, Pen etc.

Technical drawing-

- Study of various Geometrical constructions. Such as
- Drawing of 2D & 3D forms by Orthographic & Isometric projections.
- Inter conversion of 3D & 2D views of the object.



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4. Human figure study-

25%

- Basic drawing of Male & Female figure with appropriate proportions.
- Various views of the Male & Female figure (front, back, side and 3/4th)

ASSIGNMENTS-

1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)

- Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.

2) Drawing of different Natural forms and converting them to make different Design forms.

- Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.

3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.

4) Drawing manmade objects in different angles.

- Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. in specific angles. (total number of objects - 3)

5) Draw different types of line using Technical Drawing instruments.

- (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.

**6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.)
Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)**

7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.

- Students will draw 20 figures.

REFERENCE BOOKS

- 1 Grade Examination - Drawing Made Easy Subodh Narvekar Avdhut Narvekar Navneet Publication (India) Ltd.
- 2 Sketching and Drawing Vasudev Kamath – Jyotsna Prakashan Pune ,2nd Edition,2006
- 3 Still Life Sanjay Shelar Jyotsna Prakashan Pune ,1st Edition,2007
- 4 Perspective Milind Mulik Jyotsna Prakashan Pune ,1st Edition,2006
- 5 Colour Pencil Rahul Deshpande, Gopal Nandurkar Jyotsna Prakashan Pune ,1st Edition,2004
- 6 Draw and Paint Pundalik Vaze – Jyotsna Prakashan Pune ,1st Edition,2002
- 7 Figure study made easy Aditya Chaari Grace Publication, Mumbai 2005
- 8 Anatomy and Drawing Vicotor Perard Grace Publication, Mumbai 2000
- 9 The Complete Book Of Drawing Human Body Keshav Kumar Adarsh Books New Delhi -2 , Publication Year – 2004
- 10 Figure Drawing Made easy Shankar Modgekar Grace Prakashan Bombay. Publication Year - 2000



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5 IT Tools and Applications

Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **25%**

MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with col umns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **25%**

MS Excel

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.

Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, datediff
7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

MS PowerPoint

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides. Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show **25%**

University Examination Scheme (70-Marks) :

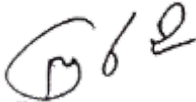
Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.




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6 ENVIRONMENTAL STUDIES

OBJECTIVES:

- Students will be aware about physical environment and its components.
- Students will acquire Knowledge of natural resources and their types.
- Students will develop the concept of ecology and its components.
- Students will understand the impact of human activities on ecology and need to conserve the resources

CONTENTS:

1. The Multidisciplinary Nature of Environmental Studies 25%

Definition, Scope and Importance, Need for public awareness

Natural Resources

Renewable and Non- Renewable Resources

Natural Resources and Associated Problems -

- a) Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems
- c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization-pesticide problems, water logging, salinity, case studies
- e) Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies
- f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of individual in conservation of natural resources

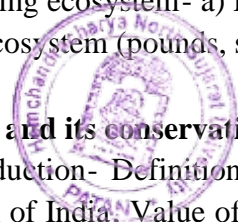
Equitable use of resources for sustainable lifestyles

2. Ecosystems 25%

Concept of ecosystem, Structure and function of ecosystem, Producers, consumers and Decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

3. Biodiversity and its conservation 25%

Introduction- Definition: genetic, species and ecosystem diversity, Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical,



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aesthetic and option values, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife, conflicts, Endangered and endemic species of India, Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity

4. Environmental Pollution

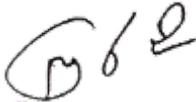
25%

Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards, Solid waste management: Causes, effects and control measures of urban and industrial waste, Role of individual in prevention of pollution, Pollution case studies, Disaster Management: floods, earthquake, cyclone and landslides

REFERENCE BOOKS:

- 1 The Biodiversity of India Bharucha Erach Mapin Publishing Pvt. Ltd, Ahmedabad - 380013, India, Email: mapin@icenet.net
- 2 Environmental Biology Agarwal, K.C Nidi Publi.Ltd.Bikaner2001
- 3 Hazardous Waste Incineration Brunner R.C McGraw Hill Inc.480p, 1989
- 4 Marine Pollution Clark R.S Clanderson Press Oxford (TP)
- 5 Environmental Encyclopedia Cunningham, W.P. Cooper, Jaico Publ. House, Mumbai, 1196p M.T.2001
- 6 Environmental Chemistry De A.K Wileely Eastem Ltd.
- 7 Down to Earth, Center for Science and Environment ®
- 8 Water in crisis, Gleick, H.P Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Pre ss.473p.1993




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7 Business Mathematics-I

I SET THEORY

25%

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

II FUNCTION :

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

III DETERMINANT AND MATRIX

25%

Meaning of matrix and types of matrices- Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

IV LIMIT

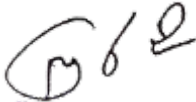
25%

Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.




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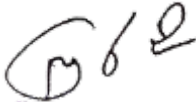
8 Business Communication – I

I	Grammar : Tense, Voice and Modals	15%
	Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).	
II	Communication Theory : Process of Communication Characteristics of Business Communication Importance of Business Communication	15%
III	Business Communications : a. Format and Layouts of business letters b. Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.	20%
IV	Practical Examination: - Listening Comprehension (25%) - Group discussion and individual speaking (25%) - Listening (25%) - Journal Writing (Review of at least one short story/Biography of business leaders and two articles form the leading business news papers). (25%)	50%

Reference Books:

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi
2. Practice English Grammar By A. J. Thomson & A. V. Matrinet
3. Modern Business Letters By L. Gartside (ELBS)
4. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
5. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
6. Business Communication- By R. K. Madhukar, (Vikas Publishing House Pvt. Ltd., Noida)




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Semester - 2

- | | |
|--------------------------------------------------|-------------------------------------|
| 1. Environmental Studies of Fashion & Management | 1. Surface Ornamentation Techniques |
| 2. Sewing Techniques-I | 2. Sewing Techniques I |
| 3. Computer Application | |

Semester-3

- | | |
|---------------------------------------|------------------------------|
| 1. Design Understanding and Overview | 1. Fashion Art and Design II |
| 2. Application of Textiles in Fashion | 2. Draping Fundamentals |
| 3. History of Fashion | |

Semester-4

- | | |
|-----------------------------|---------------------------|
| 1. Personality Development | 1. Garment Construction I |
| 2. Basic Mathematics | 2. Pattern Making I |
| 3. Principles of Management | 3. Digital Design Studio |
| 4. Craft Project | |

Semester-5

- | | |
|--------------------------------------------------------|-------------------------------|
| 1. Introduction to Fashion Marketing and Merchandising | 1. Fashion Art and Design III |
| 2. Textile Coloring and Finishing Fundamentals | 2. Garment Construction II |
| | 3. Pattern Making II |

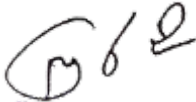
Semester-6

- | | |
|----------------------------------|------------------------------------------|
| 1. Business Statistics | 1. Advance Draping |
| 2. Marketing Management | 2. Digital Design for Apparel Categories |
| 3. Cost and Operation Management | 3. Internship |

CLASS WORK-

- The Internal 30 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.
- The Internal 50 marks are for annual Internal Assignments for all Practical Subjects.




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Syllabus

Bachelor of Vocation

Fashion Design and Management

Semester III and Semester IV

Enforced From June 2015

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR B. Voc. (Fashion Design and Management)
(Enforced from June - 2014)

Preface

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

BVFDR1: Eligibility Criteria (EC) for Admission

- 1.** The eligibility condition to the program will be 10+2 or equivalent.
- 2.** If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B.Voc. for the programme
- 3 .** There is no age bar for admission to Bachelor Vocation
- 4.** The student can take exit from this course at any point of time and get re -entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry multi exit scheme)

BVFDR2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

BVFDR3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

BVFDR4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

BVFDR5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :

- (i) The candidate attended the course of study to the satisfaction of the designated authority.
- (ii) The candidate maintained a good conduct and character during the studies.
- (iii) The candidate maintained minimum 80% attendance in each semester.

BVFDR6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 50 marks shall be for Continuous evaluation (Exams) and 50 marks for the end semester examination shall be of 2 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 700 marks out of which, 500 marks shall be continuous internal evaluation and 200 marks for the end semester practical examination.
6. Each Elective paper is evaluated for a maximum of 50 marks which will be evaluated internally by continuous evaluation.

BVFDR7 : Rules for grading

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)
6. The performance of each candidate in all the subjects will be evaluated on 7 - point scale in term of grades as follow:

BVFDR9 : Semester passing scheme

1. For each semester examination, a candidate will be considered as pass if he / she has secured “B”- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured “F” grade in any or all the subject (S).
3. If the candidate does not fulfill the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her ‘F’ grade, or ‘I’ grade, if any by the next End Semester examination.

BVFDR10 : Semester promotion scheme

A candidate will be promoted to the subsequent Semester according to the following scheme:

1. A candidate would be granted admission to the Second Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
2. A candidate would be granted admission to the Third Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
3. A candidate would be granted admission to the Fourth Semester if and only if he / she has cleared all the subject of First Semester. He /she will be permitted to pursue his/her study of Fourth Semester, provided his/her term for II & III Semesters is granted and has applied for the university examination.

Promotion Criteria

Semester	Conditions for Promotion
II	Grant of Term for Semester-I
III	Grant of Term for Semester I and Semester II
IV	Clearing of Semesters I completely and Grant of Term for Semester II and Semester III
V	Clearing of Semesters II completely and Grant of Term for Semester III & Semester IV
VI	Clearing of Semesters III completely and Grant of Term for Semester IV & Semester V

BVFDR11 : Award of Grading / Division

No class/ division will be awarded to the student in the first 5 semesters. Divisions shall Be awarded only at the end of Final Examination on successful completion of all the Semesters. For awarding the degree at the end of the course, as per the other course of university.

Sr. No.	CPI	Division
1	7.50 to 10.00	FIRST Division with Distinction
2	6.50 to 7.49	FIRST Division
3	6.00 to 6.49	SECOND Division

BVFDR12 : Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
7			Six Semester	Bachelor of vocation
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate

BACHELOR OF VOCATION IN FASHION DESIGN AND MANAGEMENT

SEMESTER - 3

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Design Ideas – I	4	60	---	----	100	100
2	Advance Pattern Making	4	60	---	----	100	100
3	Indian Traditional Textiles	3	45	40	60	---	100
4	Art Appreciation	3	45	40	60	---	100
5	Corel Draw & Photoshop	4	60	---	---	100	100
6	Fashion & Marketing Management	3	45	40	60	---	100
7	Brand Design and Management	3	45	40	60	---	100
8	Survey Based Project (Knitwear)	4	60	---	---	100	100

1. DESIGN IDEAS – I

Unit-I: Fashion figure (Male, Female, Kids) with various views-

Drawing of Male, Female & Kids fashion figure. , Different views such as Front, Back, Side & $\frac{3}{4}$ Indian traditional garments, Conceptualisation of designs (Theory), implementation of designs & patterns (theory), illustration of traditional garments.

Unit-II: Body details- Drawing body details with different movements. Drawing arms, legs, feet, palm, & different positions.

Unit-III: Face details with hair styles- Drawing different face positions such $\frac{3}{4}$ front, side. Facial details like eyes, nose and lips.

Unit-IV: Clothing details (elements of fashion including fashion accessories)

Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc. and Application on the Fashion figure using EOF : Drawing and combining different Fashion elements on a Fashion figure to make a good Design.

2. ADVANCE PATTERN MAKING

Unit-I: Types of necklines (any 3), Types of Collars (any 3)

Unit-II: Types of Sleeves & cuffs (any 3)

Unit-III: Basic skirt & Skirt variation (any 2)

Unit-IV: Chudididar , Blouse single draping

3. INDIAN TRADITIONAL TEXTILES & EMBROIDERY

Unit-I: Indian traditional woven textile, Significance of traditional textile and functions of embroideries.

Unit-II: Understanding Of Traditional Textiles For Process, Application And Design
Kota, bauchari, brocade, kanjeevaram, chanderi, tangail, jamdani, ikats, patolas

Unit-III: Traditional embroidery, patch work [pipli] ,zardosi, kashidakari, kantha, chikankari, phulakari

Unit-IV: Mirror work, chamba rumal, kasuti, tie & die, block printing, screen printing, spray painting, fabric painting

4. ART APPRECIATION

Unit-I: Ancient Indian Historic period's influence – architecture, cultural, religion, tradition, people, incidents, Medieval Indian Historic period's influence – architecture, cultural, religion, tradition, people, incidents

Unit-II: Modern Indian Historic Period – architecture, cultural, religion, tradition, people, incidents, Roman renaissance – Application of these influences in designing garments.

Unit-III: Western art Influences – Application of these influences in designing garments, Greek Historic period – Application of these influences in designing garments.

Unit-IV: Modern Period World art like, Modern Buildings, paintings, Architecture, Sculptures, and films etc - Application of these influences in designing garments.

5. Corel Draw & Adobe Photoshop

Unit-I: Adobe Photoshop – CS 5

Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools, Create precise selections in low-contrast images using vector masks and paths, Use smart Objects in Photoshop to non-destructively edit, link, update images., Sharpen, blur, and vignette images using customizable and editable Smart Filters, Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures, Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text, Combine multiple photographs using gradient masks, blending sliders, and displacement maps.

Unit-II: Utilize blend modes, gradients, and the Refine Edge dialog to combine images seamlessly, Retouch and alter photographs non-destructively, using dodging and burning, adjustment layers, Create attractive grayscale, partial grayscale, and duotone images, Use Swatches panel, and Color Libraries to effectively select and manage color schemes, Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

Unit-III: Corel Draw – X3

Develop knowledge of fundamental concepts in bitmap and vector art, Identify and discuss digital art applications for Adobe Photoshop and Corel Draw, Develop and sketch illustration concepts to prepare them for digital creation. Use shape and freehand drawing tools to create complex shapes and patterns. Follow basic routines for correcting bitmap images, applying effects, adding text and saving files for the design layout in Corel Draw. Follow basic routines for making selections, and adding fills, strokes, and color, and saving files for the design layout in Corel Draw. Create a set of digital art pieces through exploration and experimentation.

Unit-IV: Use gradients to create lighting and shadow effects, Import bitmap and vector art into Illustrator and create guides for illustration. Create simple iconographic illustrations and shapes. Develop proficiency in drawing or tracing using the Bezier, freehand tool. Combining, breaking apart, grouping, ungrouping, separating and converting to curves. Create a sequential illustration that repeats certain features and colors over a series of frames to maintain a consistent look. Design a symmetrical title or identity that integrates repeated graphic elements and typography. Drawing rectangle, ellipses, polygons, stars, spirals and graph paper with shape tools.

6. Fashion & Marketing Management

- Unit-I:** Introduction of fashion Marketing, Fashion Marketing and buying at Industry Trade shows.
- Unit-II:** Fashion marketing Strategies, Styling for Advertising (electronic advertising), Fashion styling
- Unit-III:** Fashion Photography, Props in styling , Adapting for Magazine
- Unit-IV:** Types of Media and Professionals Related to it, Importance of Media in fashion Industry

7. Brand Design and Management

- Unit-I:** Fundamentals in Brand management- Designer as Brand. Brand management- Focus on Public Relation, Event and Media planning.
- Unit-II:** Catalogue Design, Corporate Stationary Design, Visual Merchandising, Styling elements: model, accessories, background theme.
- Unit-III:** Styling for Fashion Photography, Nature of the Fashion Industry, Structure of Fashion company, Merchandise process and the inter relationship of Players and their roles.
- Unit-IV:** Developing Brand image, Advertising and Promotion in the Fashion industry. The Fashion System and its most important Brands- Designs, Consumers and Quality.

8. Project Based on Internship on Knitwear Manufacturing Unit

- Detailed study on the given topic, data collection, evaluation and conclusion
- The student will be required to complete their study and submit a comprehensive report

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Textile Finishing Process (Georgette & Chiffon)	4	60	---	---	100	100
2	Quality Control	3	45	40	60		100
3	Advance Garment Construction	4	60	---	---	100	100
4	CAD	4	60	---	---	100	100
5	Presentation & Portfolio	4	60	---	---	100	100
6	Business Mathematics-II	3	45	40	60	---	100
7	Business Environment	3	45	40	60	---	100
8	Internship	4	60	---	---	100	100

1. TEXTILE FINISHING PROCESS

Unit-I: Basic techniques, treatments and process of textile finishing, Finishing Terminology & classification

Unit-II: Mechanical and Chemical finishes, Permanent and temporary finishes

Unit-III: Preparatory finishes, Stabilizing finishes

Unit-IV: Textural finishes, Functional finishes

2. QUALITY CONTROL

Unit-I: Introduction to Quality Control: Definition & Importance, Inspection: Definitions & Inspection loop, Raw Material Inspection, Fabric Inspection: Woven, Knitted, Fabric Defects & Fabric Grading System

Unit-II: Accessories: Interlining, Sewing Thread, Zipper, Buttons etc. In process Inspection, Defects: Pattern & Maker, Spreading, Cutting, Sewing, Pressing & Finishing etc. Final Inspection

Unit-III: Statistical Sampling & sampling plans, Quality Control Tools: AQL, AOQL, Quality Management Systems: ISO, TQM, 6 Sigma, Kaizen, Lean Manufacturing, Measurement Checking of different Garments

Unit-IV: Introduction to Textile Testing, Significance & Elements of testing, Principles of Textile testing Instruments, Quality Evaluation of fibre, yarn & Fabric Physical testing-linear density, twist, tensile strength, dimensional stability, colour fastness, Chemical Testing-blend composition, wrinkle recovery, water resistance, colour fastness, Reading & Understanding Test Reports.

3. ADVANCE GARMENT CONSTRUCTION

- Unit-I:** Introduction of Specialized Sewing machine
- Unit-II:** Overlock, Button and Button holes,
- Unit-III:** Dart Manipulation, variation of kurties / shirts/ tunics (any 4)
- Unit-IV:** Blouse (katori, princess), Dress (Patiyala and Top)

4. CAD (PLOTTER)

- Unit-I:** Introduction about reach Fashion Studio
- Unit-II:** Menu Command, Working area
- Unit-III:** Style studio, Photo studio, Material studio
- Unit-IV:** Using these tools and effects make the folder of – Western casual, Western party wear, Executive wear, Sportswear, Indian casual wear, Indian formal wear

5. PRESENTATION & PORTFOLIO

- Unit-I:** Creating Mood Boards, Theme Boards, client Boards, swatch Boards, Creating lines, collage work
- Unit-II:** Theme based illustrations, Fashion Accessories designing
- Unit-III:** Illustrating different hair style, Design studio – designing dresses based on different themes for a fashion show
- Unit-IV:** Study of the basic aspects of a fashion show, Designing and illustrating lines for a fashion.

6. BUSINESS MATHEMATICS-II

- Unit-I:** Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.
- Unit-II:** Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.
- Unit-III:** Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.
- Unit-IV:** Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

7. BUSINESS ENVIRONMENT

Unit-I: Introduction of business environment : Meaning, significance and components of business environment. An aggregate view of Demographic - Economic - political and legal – social and culture – technological - international environment And its impact on business and strategic decision.

Demographic Environment : Compositional characteristics of Indian population, Malthus theory of population, Population policy of India, population projections and their significance for business.

Unit-II: Economic Environment : Money and capital markets, Fiscal policy, Recent union budget, Current Five year plan. Role of agriculture Industry in Economic envelopment. Recent trends in industrial Development and its impact on Indian economy. Industrial sickness: causes and remedies. **Political and Legal Environment** : Indian constitution, fundamental rights, directive principles of state policy. Political and Legal Environment of India affecting business environment.

Unit-III: Socio- cultural Environment : Social stratification, socio-cultural fabric and lifestyles: customs, taboos, tastes and preferences and their impact on business **Technology Environment**: Significance of technology in business, choice of technology - Capital intensive and labour intensive. Impact of technological changes on business.

Unit-IV: International Environment: MNCs, Recent Export-Import policy. Role of international financial institutions like WTO, World bank and their impact on business environment.

8. INTERNSHIP

- Detailed study on the given topic, data collection, evaluation and conclusion
- The student will be required to complete their study and submit a comprehensive report

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Syllabus

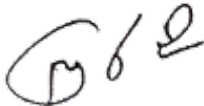
Bachelor of Vocation

Fashion Design and Management

Semester V and Semester VI

Enforced From June 2016




Vc. Registrar
Hemchandracharya
North Gujarat University, Patan

PREFACE

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

BVFDR1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B.Voc. for the programme
3. There is no age bar for admission to Bachelor Vocation
4. The student can take exit from this course at any point of time and get re – entry in this programme. Such students will get priority in admission than to a fresher student. (multi entry multi exit scheme)

BVFDR2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.



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3. The applicants seeking re -entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

BVFDR3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

BVFDR4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

BVFDR5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

BVFDR6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the



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vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non -autonomous and university to maintain Occupational Standards and the fitness for the job.

4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 50 marks shall be for Continuous evaluation (Exams) and 50 marks for the end semester examination shall be of 2 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 700 marks out of which, 500 marks shall be continuous internal evaluation and 200 marks for the end semester practical examination.
6. Each Elective paper is evaluated for a maximum of 50 marks which will be evaluated internally by continuous evaluation.

BVFDR7 : Rules for grading

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e -content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)
6. The performance of each candidate in all the subjects will be evaluated on 7- point scale in term of grades as follow:

BVFDR9 : Semester passing scheme

1. For each semester examination, a candidate will be considered as pass if he / she has secured "B"- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured "F" grade in any or all the subject (S).



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3. If the candidate does not fulfill the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her 'F' grade, or 'I' grade, if any by the next End Semester examination.

BVFDR10 : Semester promotion scheme

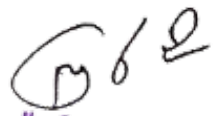
A candidate will be promoted to the subsequent Semester according to the following scheme:

1. A candidate would be granted admission to the Second Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
2. A candidate would be granted admission to the Third Semester if and only if he / she has been granted Term for First Semester and has applied for the university examination.
3. A candidate would be granted admission to the Fourth Semester if and only if he / she has cleared all the subject of First Semester. He /she will be permitted to pursue his/her study of Fourth Semester, provided his/her term for II & III Semesters is granted and has applied for the university examination.

Promotion Criteria

Semester	Conditions for Promotion
II	Grant of Term for Semester-I
III	Grant of Term for Semester I and Semester II
IV	Clearing of Semesters I completely and Grant of Term for Semester II and Semester III
V	Clearing of Semesters II completely and Grant of Term for Semester III & Semester IV
VI	Clearing of Semesters III completely and Grant of Term for Semester IV & Semester V




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BVFDR11 : Award of Grading / Division

No class/ division will be awarded to the student in the first 5 semesters. Divisions shall Be awarded only at the end of Final Examination on successful completion of all the Semesters. For awarding the degree at the end of the course, as per the other course of university.

Sr. No.	CPI	Division
1	7.50 to 10.00	FIRST Division with Distinction
2	6.50 to 7.49	FIRST Division
3	6.00 to 6.49	SECOND Division

BVFDR12 : Award of degree

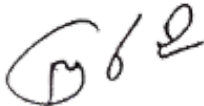
1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF

Level should also be mentioned on the certificate.

3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
7			Six Semester	Bachelor of vocation
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate




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BACHELOR OF VOCATION IN FASHION DESIGN AND MANAGEMENT

SEMESTER – 5

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Advance Fashion Illustration	4	60	---	---	100	100
2	Draping	5	75	---	---	100	100
3	Fashion Product Development	4	60			100	100
4	Entrepreneurship	4	60	40	60	---	100
5	Fashion Jewellery Making	5	75	---	---	100	100
6	Fashion & Textile Costing	4	60	40	60	---	100
7	Sourcing Management	4	60	40	60	---	100

1. Advance Fashion Illustration

Unit-I: Inspirational Themes and Key Words

Work on Inspirational Themes with Key Words

Unit-II: Selection of five Themes & Flat Sketch

Selection of themes and draw sketch of male and female based on themes

Unit-III: Final Theme selection- Theme selection & illustration with Accessories

Unit-IV: flat sketch & Line up Orientation

2. Draping

Unit-I: Basic Bodies Blocks: Dart & Dartless

Unit-II: Pleat, Geathers, Pannel, Cowl

Unit-III: Muslin Draping for theme base Fashion Show Garment

Unit-IV: History Base Draping: India, Rome, Egypt and Victorian

3. Fashion Product Development

Unit-I: Name selection and Logo design



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Unit-II: Visiting card design for own Brand

Unit-III: Tag: Price tag, Discount Tag

Unit-IV: Bag Making: (recycling bag, paper bag, different fabric based bag, smocking technique bags)

4. Entrepreneurship

Unit-I: Introduction to Entrepreneurship, Concept of Enterprise & Entrepreneur, Entrepreneurship v/s Management, Role & Functions of Entrepreneur

Unit-II: Idea Generation, Role of Creativity & Innovation in Business Research, Source of Business Idea, process of setting up Business, location, operation planning and control, financing agencies, policies, schemes, preparation of project report

Unit-III: Concepts & Application of PLC (Product life cycle), Advertising and Publicity

Unit-IV: Sales and Distribution Management

5. Fashion Jewellery Making

Unit-I: Bracelet, Anklet

Unit-II: Necklace, earring

Unit-III: Head Gear

Unit-IV: Footwear

6. Fashion & Textile Costing

Unit-I: Elements of Costing, Difference Between Costing and Pricing

Unit-II: Fixed Costs V/s Variable cost, Direct Cost V/s Indirect Cost, Overheads

Unit-III: Cost Volume Profit Analysis, Calculation of margins, Freight elements.

Unit-IV: Currency Conversions, Guidelines for costing of different textile materials.



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7. Sourcing Management

- Unit-I:** Introduction of Sourcing, Definition and Need of Sourcing, Sourcing Strategies.
- Unit-II:** Procurement and Outsourcing, benefits and risks of outsourcing, Domestic v/s Global Sourcing, make or Buy Decisions, Markets- Domestic or International
- Unit-III:** Supply Chain Management, Manufacturing Resource planning, Just-in-Time Technology, Demand Chain Analysis
- Unit-IV:** Inventory Management, Vendor Management, Inspection, Ethical Sourcing

BACHELOR OF VOCATION IN FASHION DESIGN AND MANAGEMENT

SEMESTER – 6

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Garment Construction	18	270	---	----	400	400
2	Comprehensive Project Report	12	180	---	----	300	300

Project Based on Internship at Fashion House/ Fashion Companies/ Registered Fashion Boutique or Manufacturing Unit

Final Internships is required in the Third Year with duration of Total 6 Months including (3 months for Internship Comprehensive Project Report and 3 months for Garment Construction- Fashion Show). Students are required to submit a report on work done and evaluation is done on that basis. Fashion Designing is a career path for people who extremely innovative and creative. The Fashion Internships designed to provide professional experience working with some of the leading fashion companies.

The Internships will provide practical experience available in Design, Merchandising, Buying, Showroom, fashion Public Relation, Business to business Transaction, Clothing Design, Fashion Style, Production process, Production cycle, and budgets, marketing and

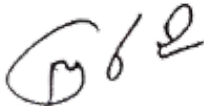


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cross promotional campaign, Fashion Photography, Graphic Design, Fashion Styling, Themes, logo Design Etc.

- Detailed study on the given topic, data collection, evaluation and conclusion
- The student will be required to complete their study and submit a comprehensive report




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Syllabus

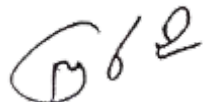
for

Bachelor of Vocation

Tourism and Hospitality Management

Enforced from June-2014




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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR B. Voc. (Tourism and Hospitality Management)
(Enforced from June - 2014)

Preface

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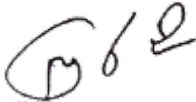
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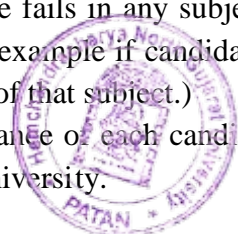
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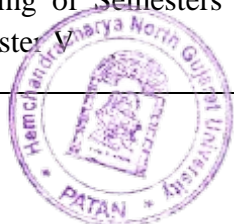
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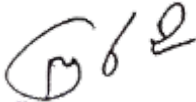
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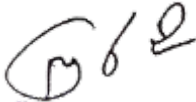

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Bachelor of Vocation – Tourism and Hospitality Management

Semester-1

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Conceptual Framework of Tourism	04	60	30	70	---	100
2	Basic Accounting	04	60	30	70	---	100
3	Tourism Organization : Travel Agency, Tour Operator	04	60	30	35	35	100
4	Tourism Resources in India	04	60	30	70	---	100
5	IT Tools and its Application	04	60	30	35	35	100
6	Business Mathematics-I	04	60	30	70	---	100
7	Communication Skill-I	02	30	30	35	35	100
8	Field Tour and Project	04	60	---	----	100	100




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Detailed Syllabus

1 Conceptual Framework of Tourism

Unit – I Conceptual Framework

25%

- Tourism: definition, meaning, nature and scope
- Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation
- Leisure, recreation and tourism and their Interrelationship
- Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism
- Approaches to study tourism

Unit – II Historical Dimensions of Tourism

25%

- Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"
- understanding tourism motivations
- Factors affecting growth and development of International and national Tourism
- Concept of Push and Pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism

25%

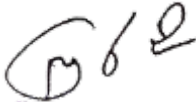
- Tourism Infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors: Modes and relative significance
- Other support Infrastructures required for tourism

Unit – IV Tourism Demand and supply & Significance of Industry

25%

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination
- Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.

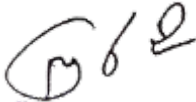



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2 Principles of Accounting

I CONCEPTUAL FRAMEWORK:

Meaning and objectives of accounting- Business transactions, classifications of accounts, Rules for Debit & Credit–difference between capital and revenue expenditure. – Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions. **25%**

II ACCOUNTING CYCLE :

Introduction of journal, various and ledger - Examples related only to recording the transaction into journal, posting into ledger, balancing. **20%**

III ACCOUNTING PRINCIPLES AND DEPRECIATION ;

Accounting concepts- Accounting conventions (Theory Only)- Depreciation, examples on fixed installment Method, Diminishing Balance Method. **20%**

IV PREPARATION OF FINAL ACCOUNTS

(i) Trial Balance - Trading account, profit and loss account and balance sheet of sole proprietor. **20%**

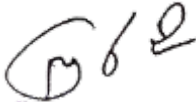
(ii) SUBSIDIARY BOOKS

Purchase book- Sales Book – Purchase Return Book, Sales Return Book- Bills Receivables Book – Bills Payable Book – Triple Column Cash Book with discount, cash and bank column. **15%**

Reference Books:

1. Introduction to Accountancy -by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K. Maheshwari (Vikas Publishing House, New Delhi)
2. Financial Accounting. By Narayan Swamy (Prentice Hall India., New Delhi)
3. Financial Accounting. By Ashish Bhattacharya (Prentice Hail India. New Delhi)
4. Financial Accounting-by P.c. Tulsian (Tata McGraw Hill Publishing CO"New Delhi)
5. Principles and Practice of Accountancy –B. S. Shah Prakashan




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3 Tourism Organisation : Travel Agency, Tour Operator

Unit – I Travel Organization 25%

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any one successful travel agency of Assam/ NE India

Unit – II Understanding of Travel Agency and Tour Operator 25%

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
- Genesis and growth of travel agency and tour operator business
- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

Unit – III Approval, Travel Formalities 25%

- Enterprunership and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)
- Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)

Unit – IV Tour Package Designing 25%

- Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities

REFERRED BOOKS

1. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
2. Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy-3
3. Mandal, V.K (2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
4. Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02
5. Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi -02



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4 Tourism Resources of India

Unit – I Knowledge of history and its importance in tourism 25%

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

Unit – II Historical, Cultural and Religious tourism resources of India 25%

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India- Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

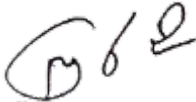
Unit – III Natural tourism resources of India 25%

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, river and river islands of India
- Important sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerala.
- Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India

Unit – IV Catalyst of Tourism Development in India 25%

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.
- Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark
- Important hotel chains in India

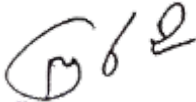



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REFERRED BOOKS

1. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur
2. Harle, J.C. (): The Art and Architecture of Indian Sub Continent
3. Hussain,A.A.(1987) :The national culture of India, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications
5. Percy, B. (): Indian Architecture – Hindu and Buddhist Period
6. Mukerjee, R.K. : The Culture and Art of India: George
7. Raina, A.K, Raina, C. L, (2005) Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi -02
8. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi -02
9. Singh, A. (): Cultural Tourism in India
10. Singh. R. (): Dynamics of Historical Cultural & Herita ge Tourism
11. Rai. H. C. (): Hill Tourism Planning & Development




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5 IT Tools and Applications

Unit – I Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **25%**

Unit – II MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **25%**

Unit – III MS Excel

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet. **25%**

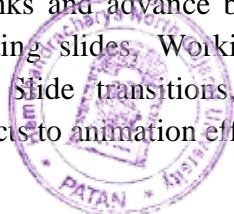
Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, date
7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

Unit – IV MS PowerPoint

25%

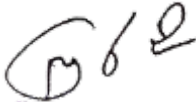
Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing video, Slide show, Custom Show **25%**



Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.




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6 Business Mathematics-I

I SET THEORY

25%

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

II FUNCTION :

25%

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

III DETERMINANT AND MATRIX

25%

Meaning of matrix and types of matrices - Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

IV LIMIT

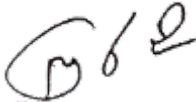
25%

Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.




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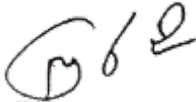
7 **Business Communication – I**

I	Grammar :	Tense, Voice and Modals	
	Vocabulary :	Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).	25%
II	Communication Theory :		25%
		Process of Communication	
		Characteristics of Business Communication	
		Importance of Business Communication	
III	Business Communications :		25%
	a.	Format and Layouts of business letters	
	b.	Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.	
IV	Practical Examination:		25%
	-	Listening Comprehension (25%)	
	-	Group discussion and individual speaking (25 %)	
	-	Listening (25%)	
	-	Journal Writing (Review of at least one short story/Biography of business leaders and two articles form the leading business news papers). (25%)	

Reference Books:

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi
2. Practice English Grammar By A. J. Thomson & A. V. Matrinet
3. Modern Business Letters By L. Gartside (ELBS)
4. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
5. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
6. Business Communication- By R. K. Madhukar, (Vikas Publishing House Pvt. Ltd., Noida)

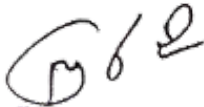



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Skill Based IT Course

Skill Development




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Syllabus

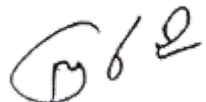
for

Advance Diploma in Tourism Management

Semester-I & II

Enforced from 2015




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Course Structure

One & half year Advance Diploma in Tourism Management

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
ADTM 101	CONCEPTUAL FRAMEWORK OF TOURISM	03	60/40
ADTM 102	TOURISM ORGANIZATION :TRAVEL AGENCY, TOUR OPERATOR	03	60/40
ADTM 103	TOURISM RESOURCES	03	60/40
ADTM 104	COMPUTER FUNDAMENTALS	03	60/40
ADTM 105	INDUSTRIAL EXPOSURE AND PROJECT	08	100
	Semester II		
ADTM 201	ACCOMMODATION MANAGEMENT	03	60/40
ADTM 202	TOURISM GEOGRAPHY- I	03	60/40
ADTM 203	LOGISTIC MANAGEMENT	03	60/40
ADTM 204	TOURISM PRODUCT & MARKETING	03	60/40
ADTM 205	TOURIST GUIDE	03	60/40
ADTM 206	INDUSTRIAL EXPOSURE AND PROJECT	08	100

* Note : Internal waitege is 40 which is further divided in
 20 Internal Exam
 10 Presentations
 05 Attendances
 05 Assignments



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Detailed Syllabus

Semester I

ADTM 101

CONCEPTUAL FRAMEWORK OF TOURISM

Unit – I Conceptual Framework 25%

- Tourism: definition, meaning, nature and scope
- Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation
- Leisure, recreation and tourism and their Interrelationship
- Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism
- Approaches to study tourism

Unit – II Historical Dimensions of Tourism 25%

- Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"
- understanding tourism motivations
- Factors affecting growth and development of International and national Tourism
- Concept of Push and Pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism 25%

- Tourism Infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors: Modes and relative significance
- Other support Infrastructures required for tourism

Unit – IV Tourism Demand and supply & Significance of Industry 25%

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination
- Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.

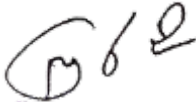



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REFERENCE BOOKS

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
4. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
5. Mishra, S.N; Sadual S, K (2008): Basics of Tourism Management, Excel Books , New Delhi – 28
6. Prasad, V V V and Sundari V B T (2009): Travel and Tourism Management; Excel Books , New Delhi – 28
7. Raj. K. (2002): Modern Dictionary of Tourism, Ivy Publishing House, Delhi – 95
8. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
9. Krishnan, K.K. (2001): Managing Tourist Destination: Development, Planning, marketing, Policies, Kanishka Publishers Distributors, New Delhi -110002
10. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
11. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002




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ADTM 102

2 TOURISM ORGANIZATION :TRAVEL AGENCY, TOUR OPERATOR

Unit – I Travel Organization 25%

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any one successful travel agency of Assam/ NE India

Unit – II Understanding of Travel Agency and Tour Operator 25%

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
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- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

Unit – III Approval, Travel Formalities 25%

- Entrepreneurship and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)
- Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)

Unit – IV Tour Package Designing 25%

- Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities

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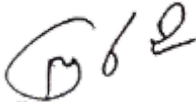
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4. Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02
5. Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi -02




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ADTM103

TOURISM RESOURCES

Unit – I Knowledge of history and its importance in tourism 25%

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

Unit – II Historical, Cultural and Religious tourism resources of India

25%

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India- Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

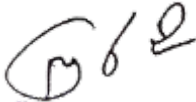
Unit – III Natural tourism resources of India 25%

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, river and river islands of India
- Important sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela.
- Adventure Sports: Existing Trends and places of importance for Land based, water based and aero based adventure sports of India

Unit – IV Catalyst of Tourism Development in India 25%

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.
- Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbini, Bodhgaya, Sarnath and Kushinagar and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark
- Important hotel chains in India




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2. Harle, J.C: The Art and Architecture of Indian Sub Continent
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9. Singh, A.: Cultural Tourism in India
10. Singh. R.: Dynamics of Historical Cultural & Heritage Tourism
11. Rai. H. C.: Hill Tourism Planning &

ADTM 104

COMPUTER FUNDAMENTALS

Contents


- Basics of computer
- MS office fundamentals
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Power point
 - Outlook
 - HTML
 - Knowledge of online banking, booking & cancellation of tickets
 - Android Application

ADTM 105

INDUSTRIAL EXPOSURE AND PROJECT

- 4 -5 days tour on Geography based destination or festival based destination.
- Tourism based project and presentation.




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Semester II

ADTM 201

ACCOMMODATION SECTOR

- Types of Accommodation – organized (Hostels, Motels, Resorts, Spas) And unorganized (Dharamshala, hostels, guest house and so on)
- Classification of Hotels based on Location, Facilities, Price based, Star Categorisation, management based
- Department of a Hotel- Front office, housekeeping, Food and Beverages

ADTM 202

GEOGRAPHY AND TOURISM-I

- Fundamentals of geography, climatic variations and regions of India and their role in tourism; physical and political features of India subcontinent; types of destination, Ecology of India.

Destinations and Circuits:

Golden Triangle, Diamond Triangle, Southern Triangle – Bangalore, Mysore, Ooty, Tempal Triangle – Tanjore, Madurai, Rameshwaram; U.P. Circuits- Buddhist Circuits others; Rajasthan -Jaipur, Jodhpur, Jaisalmer, Udaipur, Bikaner, Shekhawat region; Kerala -Munnar, Kottayam, Ernakulam, Trivandram, Backwater; Goa; Himachal Pradesh – Shimla, Kullu, Manali, Pragpur; Andaman & Nicobar Island; Lakshadweep Islands, Sikkim; Konark, Mahaballipuram, Backwater and River Major tourist generating countries and states within India; cruises; New and recent destinations of the Country.

ADTM 203

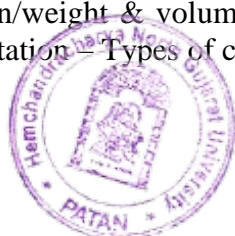
LOGISTIC MANAGEMENT

I Basic types of transportation:

Passengers only/Live stock only/Goods only (refrigerated/specialized vehicles) – Types of Rail/Road/Air/Inland water/Deep-sea/Coastal transportation – Freight corridor – SLR – Advantages and disadvantages of different transportation systems 20%

II Freight & Freight-structure –

Dimension/weight & volume – Size carrying capacity – Procedure of booking goods – Documentation – Types of containers – Modes of transaction: Invoice, Bank



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guarantee, LC etc – Warehouse – Consolidation
20 %

III Flow process chart –

Independent materials handling vs Integrated Materials handling system- Packaging –
International Commercial Terms. 20 %

IV Hamburg Rules –

Limitation of Liability – Hazardous Cargo –Export/Import formalities – Networking &
Channel Management – EDI– Freight tracking 20%

Practical:


The students will prepare report on Visit Journal evaluation and viva voce. 20%

ADTM 204

TOURISM PRODUCTS AND MARKETING

- Cultural: Sites and areas of archaeological interest, Historical buildings and Monuments, Places of historical significance, Museums, Modern Culture, Political and Educational institutions,
- Religious Institutions Traditions: National Festivals, Arts and Handicrafts, Music, Folklore, Native life and Customs Scenic: National Parks, Wildlife, Flora and Fauna, Beach Resorts, Mountain Resorts, Festivals of India (with respect to each religion and region), Role of Festivals as tourist attraction – destination associated with each Festivals Fairs of India – USP and destination
- Entertainment: Participation and Viewing sports, Amusement and Recreation Parks Zones and Oceanariums, Cinemas and Theatres, Night Life and Cuisine.
- OTHERS: Climate, Health resorts or Spas, Unique characteristics not available elsewhere.
- Tourism related fairs and events (such as fashion show, sporting events, Govt. Sponsored) of India
- Marketing in Tourism, Marketing mix in Tourism, Advertising and Branding in Tourism




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ADTM 205

TOURIST GUIDE


- Familiarization with the industry. Understanding the safety of tourist.
- Knowledge about planning, design the tour requirement as per tourists request and practical understanding. Understanding of likeliness of the tourists and preparing itinerary according to their requirements. Study of various destinations and time required for particular tour and availability of time with tourist.
- Understanding of rules and regulations, local ethics to be followed by tourist at various destinations.
- Understanding various tourist destinations. Information pertaining to Indian history, geography, weather, customs and traditions, demography, caves and monuments, fairs and festivals, auspicious days, temple and cave architecture along with destinations to be covered by tourist.
- Knowledge about health and hygiene awareness. Personal limitations and responsibilities. Reading and gaining knowledge from books, periodicals, internet, tour and travel operators from all over India and World.
- Practical insights into tour bookings, hotel and resort accommodation facilities, package tours. Transport management system. Relationship building exercise with various hotels, motels, eateries, offices etc.
- Knowledge about special arrangement for travellers. Knowledge about complain in a police station for any mishaps. Knowledge of emergency aids and hospitals in the tourist places.
- Knowledge on exchange of foreign currency (Forex). Knowledge on IATA rules & regulations.

ADTM 206

INDUSTRIAL EXPOSURE AND PROJECT REPORT

- 4-5 days tour on geography based destination or festival based destination.
- Tourism based project and presentation.




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Hemchandracharya North Gujarat University

Community College

Programme

On

Advanced Diploma in Financial Services

(Enforced from June, 2014)

Offered

@

S. K. College of Business management (BBA Department),
Hemchandracharya North Gujarat University Campus,
Opposite Collector office, Patan - 384265



[Signature]
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Hemchandracharya
North Gujarat University, Patan

PREFACE

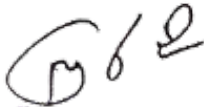
The University Grants Commission (UGC) has launched two new Schemes in its 12th Plan. The 12th Five Year Plan Document of the Planning Commission has laid a special emphasis on expansion of skill-based programmes in higher education. It recommends setting up of Community Colleges (CC) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. The Plan Document also states that Community Colleges will be located to afford easy access to under privileged students and such colleges could either be established as affiliated colleges of universities or as entirely autonomous institutions.

ABOUT FINANCIAL SERVICES

Advance diploma in Financial Services programme is a flexible program that allows students to choose study of financial services with multiple entries and exit level. Students will learn basic of financial services of various kinds including Life Insurance, General Insurance, Broking Services, Mutual Fund Services, banking Services etc.

The course is designed in such a way that student will learn the theoretical as well as practical knowledge on financial services. This program will enable the student to be entrepreneur in financial services field. Apart from this, the students will get priority in placement in financial services Industry compare to traditional education graduates.




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MODULE – I

Certificate Course – Financial Services (Duration 3 Months)

Sr. No	Course Title	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Financial Services – I	03	45	30	70		100
2	Accountancy – I	03	45	30	70		100
3	Basics of Economics	03	45	30	70		100
4	Computer Fundamentals	03	45	30	35	35	100
5	Basic English	03	45	30	70		100

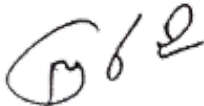
Advanced Certificate Course – Financial Services (Duration – 6 months)

Module – I + Module - II

Module – II (03 Months)

Sr. No	Course Title	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Financial Services – II	03	45	30	70		100
2	Accountancy – II	03	45	30	70		100
3	Basic Mathematics	03	45	30	70		100
4	Computer Fundamentals - II	03	45	30	35	35	100
5	Objective English	03	45	30	70		100




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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR Community College (Financial Services)
(Enforced from June - 2014)

CC-FS R1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B. Voc. for the programme
3. There is no age bar for admission to Community College
4. The student can take exit from this course at any point of time and get re-entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry & multi exit scheme)

CC-FS R2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

CC-FS R3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.
3. In order to motivate students to join courses under the scheme, an amount of Rs. 1,000/- per month should be provided to the students under this scheme. This should be paid based on satisfactory attendance.



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CC-FS R4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

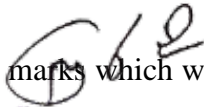
CC-FS R5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

CC-FS R6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The CC should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 2 hours duration.
6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation.




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CC-FS R7 : Rules for grading & Semester Passing Scheme

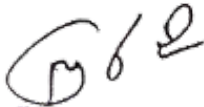
As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC-FS R 8: Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

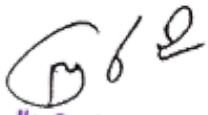
NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate




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Module – I
Detailed Syllabus
For
Certificate Course
(03 Month)
Community College
(Advanced Diploma in Financial Services)




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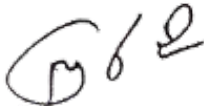
SUBJECT : FINANCIAL SERVICES – I [CC FS

Unit	Topic Covered	Weight age
I	INTRODUCTION TO FINANCIAL SERVICES Meaning of services, Difference between goods and services, Characteristics of services, its Scope and objectives of Financial Services	25 %
II	BASICS OF INSURANCE SERVICES -1 Life Insurance Services, Its scope, buying of service, documents required to buy insurance General Insurance Services particularly Medical Insurance Health Insurance Personal Accidental Insurance Vehicle Insurance	25 %
III	BASICS OF SERVICES Mutual fund Services Broking Services Banking Services	25 %
IV	BASIC INFORMATION ABOUT SERVICE PROVIDERS Basic information about market leaders in various types of services in India.	25%

References

- ✓ M. Y. Khan, Tata McGraw-Hill Education, 2004 - FINANCIAL INFORMATION - SERVICES
- ✓ Banking Awareness (Old Edition) by Arihant Experts
- ✓ Principles and Practices of Banking by IIBF (Indian Institute of Banking and Finance) (January 2008)
- ✓ FINANCIAL SERVICES by S Gurusamy




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SUBJECT : Accountancy – I [CC FS -

Unit	Topic Covered	Weight age
I	CONCEPTUAL FRAMEWORK Meaning and objectives of accounting- Business transactions, classifications of accounts, Rules for Debit & Credit difference between capital and revenue expenditure. Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions.	25 %
II	ACCOUNTING CYCLE Introduction of journal, various and ledger - Examples related to recording the transaction into journal, posting into ledger, balancing.	25 %
III	RECTIFICATION OF ERRORS Meaning and definition of errors, Types of errors, identification of error, Rectifying the errors. Examples include the rectification of errors	25 %
IV	DEPRECIATION Accounting concepts of depreciation – various methods of depreciation and its usefulness. Examples on fixed installment Method, Diminishing Balance Method	25%

Reference Books:

- ✓ Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K.Maheshwari (Vikas Publishing House, New Delhi)
- ✓ Financial Accounting. By Narayan Swamy (Prentice Hall India., New Delhi)
- ✓ Financial Accounting. By Ashish Bhattacharya (Prentice Hail India. New Delhi)
- ✓ Financial Accounting-by P.c. Tulsian (Tata McGraw Hill Publishing Co., New Delhi)



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SUBJECT : Basics of Economics [CC FS -

Unit	Topic Covered	Weight age
I	BASIC CONCEPTS OF ECONOMICS Meaning and definition of Economics Utility, Wealth, Production, Capital ,Central Problems of an Economy, Production Possibility Curve (or Transformation Curve)	25 %
II	LAW OF DEMAND Concept of Demand – definition of demand, Types of demand - Theory of Demand meaning, determinants of demand, law of demand,	25 %
III	LAW OF SUPPLY Meaning and concept of supply , determinants, law of supply	25 %
IV	CONCEPTS OF ELASTICITY Meaning of Elasticity – Types of Elasticity- elasticity of demand- price, income and cross elasticity	25%

Reference Books:

- ✓ Micro economics-by S. K. Agarwal Excel Books, New Delhi
- ✓ Principles of economics by P,M.Bhutani-Taxman's
- ✓ Micro-economics by D.M.Mithani –(Himalaya publishing company)
- ✓ Dwivedi D. N., Micro Economic Theory (Vikas Publishing House).
- ✓ Sundaram K. P. M., Elements of Economic Theory (Sultanchand &Company, New Delhi) .



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SUBJECT : **Computer Fundamentals - I [CC FS -**

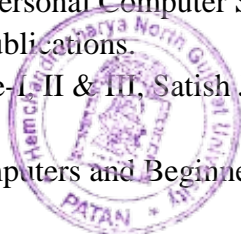
Unit	Topic Covered	Weight age
I	BASICS OF COMPUTER Computer system components, Input devices, Output devices, storage devices, computer storage elements, types of computer, Applications of computers, advantages of using computer.	25 %
II	OPERATING SYSTEMS Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows	25 %
III	MS WORD APPLICATION MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords.	25 %
IV	MS POWER POINT APPLICATION Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show	25%

Theory Examination : 35 Marks

Practical Examination : 35 Marks

Reference Books:

- ✓ PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company
- ✓ Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications.
- ✓ O level- Module-I, II & III, Satish Jain, Sashank Jain, Sashank Singh & Dr. Madhulika Jain, BPB Publication.
- ✓ Jain, V.K.; Computers and Beginners.



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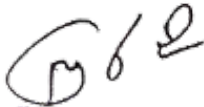
SUBJECT : **Basic English [CC FS -**

Unit	Topic Covered	Weight age
I	BASICS ENGLISH GRAMMER Topics of Grammar : (1) Primary auxiliaries do, have, be (2) Nouns : kinds of noun; number, gender (4) Articles (2) Sentences –types of sentences (5) Subject-verb concord (6) parts of Speech	25 %
II	TENSES STRUCTURES AND USAGE Present Tense with Sub tenses Past Tense with Sub tenses Future Tense with Sub tenses	25 %
III	LETTER WRITING Importance of letter and its different parts, Kinds of letters, Letter of Thanks, letter of permission, Letter of Complaint, Letter of Invitation, Letter of visit etc.	25 %
IV	BIO- DATA , REUSME, CURRICULUM VITAE Different formats of Bio-data, resume and CV, writing of Resume	25%

Reference Books:

- ✓ Jubilee English Reader, Jay Publishers
- ✓ Easy English Prose, Jay Publishers
- ✓ English Grammar and Text by Navneet Publication
- ✓ Vibrant English, orient black swan




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Module – II

Detailed Syllabus

For

Advanced Certificate Course (06 Month)

(Module I + Module II)

Community College

(Advanced Diploma in Financial Services)

Module – II (03 Months)

Sr. No	Course Title	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Financial Services – II	03	45	30	70		100
2	Accountancy – II	03	45	30	70		100
3	Basic Mathematics	03	45	30	70		100
4	Computer Fundamentals - II	03	45	30	35	35	100
5	Objective English	03	45	30	70		100




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SUBJECT : Financial Services – II [CC FS

Unit	Topic Covered	Weight age
I	REGULATORY AUTHORITY Regulatory framework of Financial Services, Level of regulation in Financial Services, Regulation on Banking & Financial Services, Regulations on Insurance Services, Regulation on Investment Services, Merchant banking & other services.	25 %
II	RISK IN FINANCIAL SERVICES Meaning and types of Risk, risk involved in different types of services offered. Management of risk involved in financial services.	25 %
III	INTRODUCTION TO STOCK MARKET Meaning of Stock Exchange, features of stock exchange, functions of stock exchange, stock exchanges in India,	25 %
IV	NATIONAL STOCK EXCHANGE Features of NSEI, purpose on NSEI, Trading Process on NSEI, main features of OTCEI, Nature of OTCEI and its trading Process.	25%

References

- ✓ M. Y. Khan, Tata McGraw-Hill Education, 2004 - FINANCIAL INFORMATION - SERVICES
- ✓ Banking Awareness (Old Edition) by Arihant Experts
- ✓ Principles and Practices of Banking by IIBF (Indian Institute of Banking and Finance) (January 2008)
- ✓ FINANCIAL SERVICES by S Gurusamy



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SUBJECT : Accountancy – II [CC FS –

Unit	Topic Covered	Weight age
I	SUBSIDIARY BOOKS Purchase book- Sales Book – Purchase Return Book, Sales return Book- Bills Receivables Book – Bills Payable Book –Triple Column Cash Book with discount, cash and bank column.	25 %
II	PREPARATION OF FINAL ACCOUNTS Trial Balance - Trading account, profit and loss account and balance sheet of sole proprietor.	25 %
III	SHARES AND SHARE CAPITAL Meaning of share and share capital; types of shares ; Types of share capital; Depository system- meaning, Merits and demerits ; Difference between reserve capital and capital reserve; Meaning of over subscription and under subscription; Calls in advance and calls in arrears; Issue of shares at par, premium and discount; Provisions in act for premium and discount; Forfeiture of shares; Example on Issues, Forfeiture and Re-issues of shares excluding Pro-rata allotment. (Entries in the journal and balance sheet effect).	25 %
IV	ACCOUNTING & INTERPRETATION OF FINANCIAL STATEMENTS Ratio Analysis	25%

Reference Books:

- ✓ Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K.Maheshwari (Vikas Publishing House, New Delhi)
- ✓ Financial Accounting. By Narayan Swamy (Prentice Hall India., New Delhi)
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- ✓ Financial Accounting-by P.c. Tulsian (Tata McGraw Hill Publishing Co., New Delhi)



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North Gujarat University, Patan

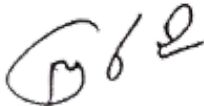
SUBJECT : Basic Mathematics [CC FS -

Unit	Topic Covered	Weight age
I	ALGEBRA Basic Operations & Factorization Set Theory Surds & Indices	25 %
II	ARITHMATIC - I H. C. F & L. C. M Percentage Average	25 %
III	ARITHMATIC – II Partnership Profit and Loss Ratio & Proportion	25 %
IV	ARITHMATIC – III Time & Work Time & Distance Simple & Compound Interest	25%

Reference Books:

- ✓ Mathematics for Entrance Examinations by R. S. Aggarwal, S. Chand Publication, new Delhi.
- ✓ Basic Mathematics by science series Rupa
- ✓ Mathematics for competitive Examinations by Sandip Jana & Sukhrndu Kar , Academic Publishers
- ✓ Quantitative Aptitude for Competitive Examinations by R. S. Aggarwal, S. Chand Publication, New Delhi.




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SUBJECT : **Computer Fundamentals – II [CC FS -**

Unit	Topic Covered	Weight age
I	MS EXCEL Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel, Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.	25 %
II	FUNCTIONS AND FORMULAS: 1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if 2. Logical : AND, OR, NOT, if 3. Statistical: Min, max, average, count if 4. Text: Concatenate, Exact, find, left, right, lower, upper, trim 6. Date and Time: Date, day, days360, hours, minute, now, second time, today, year, date diff	25 %
III	BASICS OF INTERNET Internet usage, search engine, different types of networks, types of internet, Wi-Fi services- Connections, role of Internet Service Providers, TCP/IP, MODEM, Protocols, Different types of Cables , configuration of computer for speed, Uplink, down link, Internet speed and computer speed, Antivirus software's its functions and roles	25 %
IV	BASICS OF HARDWARE OF COMPUTER Various parts of computer, storage and capacity of RAM, ROM, HDD, DVD (RW), Processor, Data Storage Devices, Flash Drives, LCD and LED /TFT Monitors, key board Mouse - Optical – laser – Wireless devices, routers, Configuration of Computer System	25%

Theory Examination : 35 Marks

Practical Examination : 35 Marks

Reference Books:

- ✓ PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
- ✓ Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications.
- ✓ O level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
- ✓ Jain, V.K.; Computers and Beginners.



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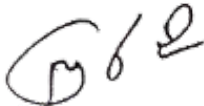
SUBJECT : Objective English [CC FS -

Unit	Topic Covered	Weight age
I	OBJECTIVE COMPREHENSION Question Answer by Reading the Paragraph	25 %
II	APPLYING GRAMMAR Spotting errors – variation pattern – I Spotting errors – variation Pattern - II	25 %
III	SENTENCE SKILLS Sentence Completion Sentence fillers	25 %
IV	DESCRIPTIVE SKILL Paragraph writing or Essay writing on current Economic affairs or Narration of an event Report Writing on Any event	25%

References:

- ✓ Objective English for competitive Examinations by Hari Mohan Prasad and Uma Rani Sinha, TMH Publication.
- ✓ English for competitive Exams by MTG Editorial Board, MTG Learning Media Publisher.
- ✓ Common Errors in English, authored and published by Kiran Prakashan
- ✓ Quantitative Aptitude for Competitive Examinations(English) by R. S. Agrawal, S. Chand Publishing




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North Gujarat University, Patan

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY

PATAN - 384 265



NAAC Accreditation Grade - " B "

ISO 9001 - 2008 Certified

Community College Programme

Financial Service

Syllabus / Scheme

SEMESTER-----II

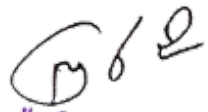
WITH SEMESTER /CBCS/GRADING PATTERN

W. E. F. : January-2015

Date : 27-02-2015

TOTAL PAGE -07




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Hemchandracharya
North-Gujarat University, Patan

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR Community College (Financial Services)
(Enforced from June - 2014)

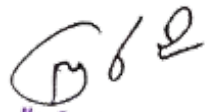
CC-FS : Module Examinations

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2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
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CC-FS : Evaluation

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2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
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4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 2 hours duration.
6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation.




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 North Gujarat University, Patan

CC-FS : Rules for grading & Semester Passing Scheme

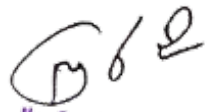
As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC-FS : Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF, the corresponding NVEQF / NSQF

Level should also be mentioned on the certificate.

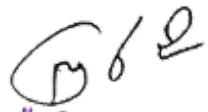



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North Gujarat University, Patan

Module-III (Six Months)

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Basics of Health Insurance	6	90	30	35	35	100
2	Basics of Motor Insurance	6	90	30	35	35	100
3	Basics of Fire Insurance	6	90	30	35	35	100
4	Misc Insurance Topics	6	90	30	35	35	100
5	Business Mathematics-I	4	60	30	70	—	100
6	Communication Skill-II	4	60	30	35	35	100
7	MS Access	4	60	30	35	35	100
8	Survey Based Project	4	60	—	—	100	100




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Module - III

1. Basics of Health Insurance

- Health systems of india
- Health as a risk
- Development of health insurance in india
- Health insurance Policy
- Health insurance underwriting
- Health insurance claims
- Issues in health insurance
- Other health insurance covers
- Alternative risk transfer of health risks
- Health insurance marketing

2: Basics of Motor Insurance

- History and principles of motor insurance
- Types of motor Vehicles
- Legal aspects
- Motor policies standard forms
- Motor tariff regulation
- Tariffs
- Motor insurance document
- Underwritings
- Claim
- De- tariff implication

3. Basics of Fire Insurance

- History and origin of fire insurance
- Principles of insurance (general)
- Tariff ragulations terms and conditions
- The standard fire special peril policy
- Add -on cover
- Rating, Loading and discounts, under various policies theory and practice
- of rating
- Special policies and clauses



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4. Misc Insurance Topics

- Agriculture/crop/weather insurance
- Application of Life assurance
- Cargo Loss Prevention
- Commercial geography
- Consequential Loss (fire) insurance
- Engineering insurance
- Law and Economics of insurance
- Legal aspects of life assurance
- Liability insurance
- Life assurance finance
- Life assurance management
- Life assurance underwriting
- Marine clauses
- Marine insurance claims
- Marine underwriting
- Personal accidents, sickness & miscellaneous insurance
- Principles & practice of reinsurance
- Mathematical basis of life assurance
- Basics of broking

5 Business Mathematics-I

SET THEORY

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, different of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set

FUNCTION :

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price

DETERMINANT AND MATRIX

Meaning of matrix and types of matrices, square matrix, identity matrix, symmetric matrix and skew-symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties



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(without proof), singular and non singular matrices, inverse of a matrix, ad joint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

LIMIT

Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

6 Business Communication - I

Grammar : Tense, Voice and Modals

Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).

Communication Theory :

- Process of Communication
- Characteristics of Business Communication
- Importance of Business Communication

Business Communications :

- a. Format and Layouts of business letters
- b. Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.

Practical Examination:

- Listening Comprehension
- Group discussion and individual speaking
- Listening
- Journal Writing (Review of at least one short story/Biography of business leaders and two Articles from the leading business news papers).

7 MS Access

- Access Basics
- Design a Database
- Build a Database
- Work with Forms
- Sort, Retrieve, Analyze Data
- Work With Reports
- Access with Other Applications
- Manage an Access Database



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8 . Survey Based Project

Guideline Objective: To expose the Community College students to practical application of theoretical concepts, which they have learnt during the Community College course. Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of Community College Sem-II. They will have the following ways to complete the project:

- (a) Field work/Survey based/Primary data
- (b) Library work/Literature review/Secondary data
- (c) Placement with an Organization Student can carry out the project work after college hours, holidays/Diwali vacation .

The student should take regular guidance from the teacher while carrying out project work. The project should be ready before the internal examination of college.

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Syllabus for Community College

Programme

On

Advanced Diploma in Financial Services

Semester III & IV

(Enforced from 2015)

PREFACE

The University Grants Commission (UGC) has launched two new Schemes in its 12th Plan. The 12th Five Year Plan Document of the Planning Commission has laid a special emphasis on expansion of skill-based programmes in higher education. It recommends setting up of Community Colleges (CC) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. The Plan Document also states that Community Colleges will be located to afford easy access to under privileged students and such colleges could either be established as affiliated colleges of universities or as entirely autonomous institutions.

ABOUT FINANCIAL SERVICES

Advance diploma in Financial Services programme is a flexible program that allows students to choose study of financial services with multiple entries and exit level. Students will learn basic of financial services of various kinds including Life Insurance, General Insurance, Broking Services, Mutual Fund Services, banking Services etc.

The course is designed in such a way that student will learn the theoretical as well as practical knowledge on financial services. This program will enable the student to be entrepreneur in financial services field. Apart from this, the students will get priority in placement in financial services Industry compare to traditional education graduates.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR Community College (Financial Services)
(Enforced from June - 2014)

CC-FS R1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B. Voc. for the programme
3. There is no age bar for admission to Community College
4. The student can take exit from this course at any point of time and get re-entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry & multi exit scheme)

CC-FS R2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

CC-FS R3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.
3. In order to motivate students to join courses under the scheme, an amount of Rs. 1,000/- per month should be provided to the students under this scheme. This should be paid based on satisfactory attendance and result.

CC-FS R4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

CC-FS R5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

CC-FS R6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The CC should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 2 hours duration.
6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation.

CC-FS R7 : Rules for grading & Semester Passing Scheme

As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC-FS R 8: Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NSQF Level	Skill Components Credits	General Education Credits	Normal Duration	Exit Points/Awards
6	72	48	Four Semester	Advance Diploma
5	36	24	Two Semester	Diploma
4	18	12	one Semester	Certificate

Semester – III

Certificate Course – Financial Services (Duration 6 Months)

Sr · No	Course Title	Credi t	Hours	Intern al Examinatio n	Extern al Examinatio n		Total
					Theor y	Practic al	
1	Financial Banking Skills	0 4	6 0	30	7 0	---	10 0
2	Introduction of Financial Planning	0 4	6 0	30	7 0	---	10 0
3	Managerial Economics	0 4	6 0	30	7 0	---	10 0
4	Communication skills	0 4	6 0	30	3 5	3 5	10 0
5	Business Mathematics-I	0 4	6 0	30	7 0	- -	10 0
6	Computer Fundamentals – I	0 4	6 0	30	3 5	3 5	10 0
7	General Insurance & Life Insurance	0 3	4 5	30	7 0	-- -	10 0
8	Mutual Fund and Investment	0 3	4 5	30	7 0	- -	10 0

01. Financial Banking Skills

Unit-I: Money matters: Smart Goals and Financial Analysis

Unit-II: Budgeting: balancing the means and Ends, Investment: The wider Spectrum, Borrowings

Unit-III: Basic of banking, Online and Mobile Banking, Debit cards, Credit Cards, Cheque

Unit-IV: Loans & Deposits: Interest Rate, Collateral Security, Types of Loans, Demand Deposits, Term Deposits.

02. Introduction of Financial Planning

- Unit-I: Introduction to financial Planning, Client planner relationship, gathering client data, client objectives and needs.
- Unit-II: Preparing the financial Plan: Aspects and considerations, Professionalism and ethics in financial Planning practices, Regulatory requirements, risk tolerances and client behaviour
- Unit-III: Asset Management, personal financial statements, time value of money
- Unit-IV: Economics environments and indicators, forms of business ownership, way of taking title to property, legal aspects of financial planning

03. Managerial Economics

- Unit-I: **Basic Concepts Of Economics:** Meaning and definition of Economics Utility, Wealth, Production, Capital ,Central Problems of an Economy, Production Possibility Curve or Transformation Curve
- Unit-II: **Law of Demand:** Concept of Demand – definition of demand, Types of demand - Theory of Demand meaning, determinants of demand, law of demand
- Unit-III: **Law of Supply:** Meaning and concept of supply , determinants, law of supply
- Unit-IV: **Concepts of Elasticity:** Meaning of Elasticity – Types of Elasticity- elasticity of demand- price, income and cross elasticity

04. Communication skills

- Unit-I: **BASICS ENGLISH GRAMMER**
Topics of Grammar :
- (1) Primary auxiliaries do, have, be
 - (2) Nouns : kinds of noun; number, gender
 - (4) Articles
 - (2) Sentences –types of sentences
 - (5) Subject-verb concord parts of Speech

Unit-II: **TENSES STRUCTURES AND USAGE**

Present Tense with Sub tenses, Past Tense with Sub tenses

Future Tense with Sub tenses

Unit-III: **LETTER WRITING:** Importance of letter and its different parts, Kinds of letters, Letter of Thanks, letter of permission, Letter of Complaint, Letter of Invitation, Letter of visit etc.

Unit-IV: **BIO- DATA , REUSME, CURRICULUM VITAE:** Different formats of Bio-data, resume and CV, writing of Resume

05. Business Mathematics-I

Unit-I: **ALGEBRA:** Basic Operations & Factorization, Set Theory, Surds & Indices

Unit-II: **ARITHMETIC – I:** H. C. F & L. C.M, Percentage, Average

Unit-III: **ARITHMETIC – II:** Partnership, Profit and Loss, Ratio & Proportion

Unit-IV: **ARITHMETIC – III:** Time & Work, Time & Distance, Simple & Compound Interest

06. Computer fundamentals-I

Unit-I: **MS EXCEL:** Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel, Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet

Unit-II: **FUNCTIONS AND FORMULAS:**

1. **Mathematical:** Round, ceil floor, fact, subtotal, sum , sum if

2. **Logical :** AND, OR, NOT, if

3. **Statistical:** Min, max, average, count if

4. **Text:** Concatenate, Exact, find, left, right, lower, upper, trim

5. **Date and Time:** Date, day, days360, hours, minute, now, second time, today, year

Unit-III: **BASICS OF INTERNET:** Internet usage, search engine, different types of networks, types of internet, Wi-Fi services- Connections, role of Internet Service Providers, TCP/IP, MODEM, Protocols, Different types of Cables, configuration of computer for speed, Uplink, down link, Internet speed and computer speed, Antivirus software's its functions and roles

Unit-IV: **BASICS OF HARDWARE OF COMPUTER:** Various parts of computer, storage and capacity of RAM, ROM, HDD, DVD (RW), Processor, Data Storage Devices, Flash Drives, LCD and LED /TFT Monitors, key board Mouse – Optical – laser – Wireless devices, routers, Configuration of Computer System

07. General insurance & Life Insurance

Unit-I: Introduction of General Insurance, Motor Insurance, fire Insurance

Unit-II: Type of General Insurance, Insurance and Maturity

Unit-III: Types of life Insurance, Claim settlement, Beneficiary, Insurance Documents

Unit-IV: Emerging Trends and Challenges in Insurance

08. Mutual Fund and Investment

Unit-I: Introduction of Mutual Fund and its Types

Unit-II: Various companies provided Mutual Fund, Guidelines and Principles, Fund Structure, fund distribution, Managing Portfolios and financial plans

Unit-III: Introduction of investment, Types of investment, Investor Services

Unit-IV: Government, IRDA, Helping investors with financial planning

Semester-IV

S r. N o	Course Title	Cred it	Hour s	Intern al Exam inatio	Extern al Exam inatio		Total
					Theor y	Practic al	
1	Marketing & Financial Services	0 4	6 0	3 0	7 0		10 0
2	Anti Money Laundering	0 4	6 0	3 0	7 0		1 0
3	Business Law-I	0 4	6 0	3 0	7 0		1 0
4	Business Environment	0 4	6 0	3 0	7 0	- -	1 0
5	Business Mathematics-II	0 4	6 0	3 0	7 0	- -	1 0
6	Risk Management	0 2	4 5	3 0	3 5	3 5	1 0
7	Financial Markets	0 3	4 5	3 0	7 0	- -	1 0
8	Project	0 4	6 0			1 0	1 0

01. Marketing of Financial Services

Unit-I: Marketing - meaning and philosophy, Types of Marketing, Marketing mix

Unit-II: Market Segmentation, Target Market and Positioning of banking

Unit-III: Services and its determinants, characteristics, Managing Sales force

Unit-IV: Advertising and Promotion of banking Services, Personal Selling

02. Anti Money Laundering

Unit-I: What is Anti Money laundering, Prevention of Money Laundering Act (PMLA), 2002

Unit-II: RBI guidelines, Know your customer, code of ethics, protection of company assets, reporting to unethical and illegal behaviour

Unit-III: IRDA regulation 2000, agent and its role

Unit-IV: Sources of Fund, Suspicious Transaction, record keeping, compliance

03. Business Law-I

Unit-I: The Indian Contract Act,1872, Essentials of Valid Contract

Unit-II: offers, acceptance, consideration, free consent, legality of objects

Unit-III: void agreements, discharge of contract, contingent contract, quasi contract, contract of agency

Unit-IV: The Indian sales of Goods act, 1930

04. Business Environment

Unit-I: Introduction of business environment : Meaning, significance and components of business environment. An aggregate view of Demographic -Economic - political and legal – social and culture – technological - international environment And its impact on business and strategic decision. **Demographic Environment :** Compositional characteristics of Indian population, Malthus theory of population, Population policy of India, population projections and their significance for business.

- Unit-II: Economic Environment :** Money and capital markets, Fiscal policy, Recent union budget, Current Five year plan. Role of agriculture Industry in Economic envelopment. Recent trends in industrial Development and its impact on Indian economy. Industrial sickness: causes and remedies. **Political and Legal Environment :** Indian constitution, fundamental rights, directive principles of state policy. Political and Legal Environment of India affecting business environment.
- Unit-III: Socio- cultural Environment :** Social stratification, socio-cultural fabric and lifestyles: customs, taboos, tastes and preferences and their impact on business **Technology Environment:** Significance of technology in business, choice of technology - Capital intensive and labour intensive. Impact of technological changes on business.
- Unit-IV: International Environment:** MNCs, Recent Export-Import policy. Role of international financial institutions like WTO, World bank and their impact on business environment.

05. Business Mathematics-II

- Unit-I:** Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.
- Unit-II:** Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.
- Unit-III:** Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.
- Unit-IV:** Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

06. Risk Management

- Unit-I: Introduction of Risk and Risk Management
- Unit-II: Risk identification, Risk Evaluation, Risk control
- Unit-III: Risk Financing, General, Transfer, Retention
- Unit-IV: corporate risk Management, changing Trends, shareholder value

07. Financial Markets

- Unit-I: Introduction to financial Markets, Equity
- Unit-II: fixed income securities, small instruments
- Unit-III: fixed deposits, derivatives- clearing and settlement, trading in future and options
- Unit-IV: Mutual funds, Unit linked plans, real estate, and regulatory framework

08. Project

Internship Project on one of the Financial Service providers firm.

Hemchandracharya

North Gujarat University

Patan

Syllabus

for

Mobile Communication

Under the

Community College Scheme

Semester III & IV

Enforced from June-2015

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR MOBILE COMMUNICATION
(Enforced from June - 2014)

OBJECTIVES:

The main objectives of the scheme are:

- (i) To make higher education relevant to the learner and the community;
- (ii) To integrate relevant skills into the higher education system;
- (iii) To provide skill based education to **students currently pursuing higher education** but actually interested in entering the workforce at the earliest opportunity;
- (iv) To provide employable and certifiable skills with necessary general education to Senior Secondary School pass-outs not willing to join existing higher education system;
- (v) To provide for up-gradation and certification of traditional / acquired skills of the learners irrespective of their age;
- (vi) To provide opportunities for community-based life-long learning by offering courses of general interest to the community for personal development and interest;
- (vii) To provide opportunity to move to higher education in future; and
- (viii) To offer bridge courses to certificate holders of general / vocational education, so as to bring them at par with appropriate NVEQF level

CC (MB.) R. 1

Any person who has taken the 10+2 qualification from recognized as equivalent there to may be admitted to the examination for the Course of Mobile Communication, after having fulfilled the requirements as laid down by the University and UGC from time to time.

CC (MB.) R. 2

A candidate, who are the regular student any of the course from any of the university he can take admission in CC and get skill up gradation knowledge.

CC (MB.) R. 3

The CC (MB) Programme is a part time course and consists of One Entry level and many exit level like

Certificate Course	–	06 Months
Diploma certificate Course	–	12 Months
Advanced Diploma certificate	-	02 Years

SYLLABUS FOR Community College (Mobile Communication)
(Enforced from June - 2014)

CC-MC R1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B. Voc. for the programme
3. There is no age bar for admission to Community College
4. The student can take exit from this course at any point of time and get re-entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry & multi exit scheme)

CC- MC R2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
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4. Candidates are selected on the basis of Merit.

CC- MC R3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
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3. In order to motivate students to join courses under the scheme, an amount of Rs. 1,000/- per month should be provided to the students under this scheme. This should be paid based on satisfactory attendance and result.

CC- MC R4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

CC- MC R5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
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CC- MC R6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
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6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation.

CC- MC R7 : Rules for grading & Semester Passing Scheme

As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC- MC R 8: Award of degree

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3. Award of degree will be as follows.

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6	72	48	Four Semester	Advance Diploma
5	36	24	Two Semester	Diploma
4	18	12	one Semester	Certificate

SEMESTER-III

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Basic Telecomm and Earthing System	04	60	30	70	---	100
2	Basics of Electronic Components	04	60	30	70	---	100
3	Wireless & Cellular Communications-II	04	60	30	70	---	100
4	Basic Mathematics-1	04	60	30	70	---	100
5	Computer Application-I	04	60	30	35	35	100
6	Telephone Exchange switching Theory- I	03	45	30	70	---	100
7	Detection and Estimation Theory	03	45	30	70	---	100
8	Repairing	04	60	---	---	100	100

SEMESTER-IV

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Advance Data Communications	04	60	30	70	---	100
2	Advanced Digital Signal Processing	04	60	30	70	---	100
3	Satellite Communication	04	60	30	70	---	100
4	Basic Mathematics-II	04	60	30	70	---	100
5	Coding Theory and Communication	03	45	30	70	---	100
6	Telecommunication Switching systems and Networks	04	60	30	70	---	100
7	Network Security and cryptography	03	45	30	70	---	100
8	Comprehensive project	04	60	---	---	100	100

1 DIGITAL COMMUNICATION PRINCIPLES

Fundamental of Telecommunications: Transmission media: Guided and Unguided, Twisted pair cable (STP & UTP), Coaxial cable, fiber optic cable, radio waves, infrared, microwaves links & Satellite Communication. Propagation of signals at HF, VHF, UHF and microwave frequencies, Access- WLL/RLL, DECT, FTTL, WAN-Frame Relay, ATM.

Analog and Digital Communications: Fundamentals of signals, signal transmission and media, modulation & demodulation in analogue and digital systems, Sampling and data reconstructions, Quantization & coding, Time division and frequency division multiplexing, Basic information theory, Equalisation, amplification, crosstalk, attenuation. Digital Signal Processing: Discrete time signals and systems Z- transforms. Structures for digital filters. Frequency Transformations: Linear phase design. Introduction to DFT. Errors in digital filtering.

2 Basic Electronic Components - I

Unit – I Circuit Concepts

Electrical Quantities, Lumped Circuit Elements, Kirchhoff's Laws, Meters and Measurements, Analogy between Electrical and other Non-Electrical Physical Systems

Unit – II Circuit Analysis Techniques:

Thevenin and Norton Equivalent Circuits, Node-Voltage and Mesh-Current Analysis, Superposition and Linearity, Wye-Delta Transformation, Computer Aided Circuit Analysis

Reference Books:

1. Introduction to Electrical Engineering, M S Sarma, Oxford University Press

3 Wireless & Cellular Communications-I

UNIT I Introduction To Wireless / Cellular Communications And Standards

History and Evolution of mobile radio systems. Types of mobile wireless services/systems - Paging, Cordles, WL, Celular Systems, WL, Satelite systems. Standards overview: AMPS, GSM, CDMA (IS-95), DECT, 3G – UMTS Network Architecture.

25%

Unit II - Cellular Concept And System Design Fundamentals

Cellular Concept and Frequency Reuse, Multiple Aces Schemes, Chanel Assignment, Hand of, Interference and System Capacity- Improving Coverage Capacity in Cellular Systems. Trunking and Erlang Capacity - Calculations.

30%

Unit III - Mobile Radio Propagation

Large Scale Path Los : Introduction to Radio Propagation, Basic Propagation Mechanism, Propagation models (Fre Space Propagation Model, Outdoor Models, Indoor Propagation Models), Smal Scale Fading :Smal Scale Multipath Fading, Types of Small Scale Fading and Parameters of Mobile Multipath Chanel.

45%

REFERENCES

1. Kaveh Pahlavan & Alen H. Levesque, “Wireles Information Networks”, by John Wiley & Sons, 205.
2. Wiliam Stalings, "Wireles Communication & Networking", Pearson Education Asia, 2010.
3. Gordan L. Stuber, “Principles of Mobile Communication”, Springer, 2011.

4 Basic Mathematics-I

I SET THEORY 40%

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

II REAL NUMBER SYSTEM 20%

Definition of Natural numbers, Integers, Rational numbers & irrational numbers, Real numbers- absolute value and its properties.

II FUNCTION : 40%

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.

5 Computer Applications-I

I Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **50%**

II MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **50%**

University Examination Scheme (70-Marks) :

Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.

1 Telephone Exchange switching Theory - I

- a) Intelligent Network and Services: Overview of Intelligent Network architecture and functions of SSP, SCP, SMP, IP etc., Various types of IN services, Access codes for various IN services etc.
- b) Signaling Systems including CCS#7: Various signaling systems being used in the department for local and trunk network such as E/M, R2 modified, CCS#7 etc.
- c) ISDN: Overview of OSI layer, ISDN introduction and services, customer premises equipment
- d) Long Distance Switching: Overview of national transmission and signaling / synchronization plans.

2 Wireless and Cellular Telecommunications

Unit I - Modulation And Signal Processing 50%
Overview of Analog and Digital Modulation Techniques, Equalization – Classification, algorithms for Adaptive Equalization, Diversity Techniques, Rake Receiver Concepts. Fundamentals of Channel Coding.

Unit II - Intelligent Network For Wireless Communication 50%
Intelligent Cell Concept, Application for intelligent microcell Systems, In-Building Communication, MIMO, Advanced Intelligent Network(AIN) for Mobile Communication, Mesh Network / Adhoc Network – Introduction to Cooperative Communication Networks – Body Area Networks – Cognitive Radio Networks – Wireless Sensor Networks.

REFERENCES

1. Kaveh Pahlavan & Alen H. Levesque, “Wireless Information Networks”, by John Wiley & Sons, 2005.
2. William Stallings, "Wireless Communication & Networking", Pearson Education Asia, 2010.
3. Gordon L. Stuber, “Principles of Mobile Communication”, Springer, 2011.

3 Repairing

The course is divided into three parts -

1. Theory
2. Practicals
3. Practice

Hardware :**50%**

- * Basics of Mobile Communication.
- * Tools & instruments used in mobile phone repairing.
- * Various components used in mobile phones.
- * Basic parts of mobile phones (mic, speaker, buzzer, LCD, antenna, etc).
- * Use of Multimeter.
- * Use of Battery Booster.
- * Basic Circuit Board/ Motherboard Introduction.
- * Assembling & disassembling of different mobile phones.
- * Soldering & Desoldering Components Using Different Soldering Tools.
- * Names of Different ICs.
- * Work of Different ICs.
- * Working on SMD/ BGA ICs and the PCB.
- * Fault finding & Troubleshooting.
- * Jumpering Techniques.
- * Troubleshooting through circuit diagrams.
- * Repairing procedure for repairing different hardware faults.

Software :**50%**

- * Flashing
- * Formatting
- * Unlocking
- * Use of secret codes
- * Downloading
- * Bluetooth/ infrared

4 Basic Mathematics-II

III DETERMINANT AND MATRIX

50%

Meaning of matrix and types of matrices- Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

III CO-ORDINATE GEOMETRY

50%

Co-ordinate of points, slope and intercepts of a straight line, equation of a straight line, different forms of equations of a straight line - (1) $\frac{y-y_1}{y_1-y_2} = \frac{x-x_1}{x_1-x_2}$. (2) $y-y_1 = m(x-x_1)$. (3) $y = mx + c$ (4) $\frac{x}{a} + \frac{y}{b} = 1$. General equation of a straight line, concurrent lines, angle between two straight lines, distance between two points area of a triangle and quadrilateral, collinearity of three points.

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.

5 Computer Application - II

I MS Excel

50%

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet. **25%**

Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, date
7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

II MS PowerPoint

50%

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show **25%**

University Examination Scheme (70-Marks) :

Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.

Advance Data Communications

- UNIT -I: Digital Modulation Schemes:** BPSK, QPSK, 8PSK, 16PSK, 8QAM, 16QAM, DPSK – Methods, Band Width Efficiency, Carrier Recovery, Clock Recovery.
- UNIT -II: Basic Concepts of Data Communications, Interfaces and Modems:** Data Communication Networks, Protocols and Standards, UART, USB, I2C, I2S, Line Configuration, Topology, Transmission Modes, Digital Data Transmission, DTE-DCE interface, Categories of Networks – TCP/IP Protocol suite and Comparison with OSI model.
- UNIT -III: Error Correction:** Types of Errors, Vertical Redundancy Check (VRC), LRC, CRC, Checksum, Error Correction using Hamming code **Data Link Control:** Line Discipline, Flow Control, Error Control **Data Link Protocols:** Asynchronous Protocols, Synchronous Protocols, Character Oriented Protocols, Bit-Oriented Protocol, Link Access Procedures.
- UNIT -IV: Multiplexing:** Frequency Division Multiplexing (FDM), Time Division Multiplexing (TDM), Multiplexing Application, DSL. **Local Area Networks:** Ethernet, Other Ether Networks, Token Bus, Token Ring, FDDI. **Metropolitan Area Networks:** IEEE 802.6, SMDS **Switching:** Circuit Switching, Packet Switching, Message Switching. **Networking and Interfacing Devices:** Repeaters, Bridges, Routers, Gateway, Other Devices.

SATELLITE COMMUNICATIONS

- UNIT -I: Communication Satellite: Orbit and Description:** A Brief history of satellite Communication, Satellite Frequency Bands, Satellite Systems, Applications, Orbital Period and Velocity, effects of Orbital Inclination, Azimuth and Elevation, Coverage angle and slant Range, Eclipse, Orbital Perturbations, Placement of a Satellite in a Geo-Stationary orbit.
- UNIT -II: Satellite Sub-Systems:** Attitude and Orbit Control system, TT&C subsystem, Attitude Control subsystem, Power systems, Communication subsystems, Satellite Antenna Equipment. **Satellite Link:** Basic Transmission Theory, System Noise Temperature and G/T ratio, Basic Link Analysis, Interference Analysis, Design of satellite Links for a specified C/N, (With and without frequency Re-use), Link Budget.
- UNIT -III: Propagation Effects:** Introduction, Atmospheric Absorption, Cloud Attenuation, Tropospheric and Ionospheric Scintillation and Low angle fading, Rain induced attenuation, rain induced cross polarization interference. **Multiple Access:** Frequency Division Multiple Access (FDMA) - Intermodulation, Calculation of C/N

UNIT -IV: **Earth Station Technology:** Transmitters, Receivers, Antennas, Tracking Systems, Terrestrial Interface, Power Test Methods, Lower Orbit Considerations. **Satellite Navigation and Global Positioning Systems:** Radio and Satellite Navigation, GPS Position Location Principles, GPS Receivers, GPS C/A Code Accuracy, Differential GPS.

TELECOMMUNICATION SWITCHING SYSTEMS AND NETWORKS

UNIT -I: **Introduction:** Evolution of Telecommunications, Simple Telephone Communication, Basics of Switching System, Manual Switching System, Major Telecommunication Networks. **Crossbar Switching:** Principles of Common Control, Touch Tone Dial Telephone, Principles of Crossbar Switching, Crossbar Switch Configurations, Cross point Technology, Crossbar Exchange Organization.

UNIT -II: **Electronic Space Division Switching:** Stored Program Control, Centralized SPC, Distributed SPC, Software Architecture, Application Software, Enhanced Services, Two-Stage Networks, Three-Stage Networks, n- Stage Networks. **Time Division Switching:** Basic Time Division Space Switching, Basic Time Division Time Switching, Time Multiplexed Space Switching, Time Multiplexed Time Switching, Combination Switching, Three- Stage Combination Switching, n- Stage Combination Switching.

UNIT -III: **Telephone Networks:** Subscriber Loop System, Switching Hierarchy and Routing, Transmission Plan, Transmission Systems, Numbering Plan, Charging Plan, Signaling Techniques, In-channel Signaling, Common Channel Signaling, Cellular Mobile Telephony **Signaling:** Customer Line Signaling, Audio- Frequency Junctions and Trunk Circuits, FDM Carrier Systems, PCM Signaling, Inter- Register Signaling, Common- Channel Signaling Principles, CCITT Signaling System no.6, CCITT Signaling System no.7, Digital Customer Line Signaling.

UNIT -IV: **Packet Switching:** Statistical Multiplexing, Local- Area and Wide- Area Networks, Large-scale Networks, Broadband Networks. **Switching Networks:** Single- Stage Networks, Gradings, Link Systems, Grades of service of link

Hemchandracharya

North Gujarat University

Patan

Syllabus

for

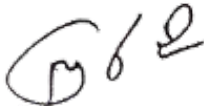
Mobile Communication

Under the

Community College Scheme

Enforced from June-2014




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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR MOBILE COMMUNICATION
(Enforced from June - 2014)

OBJECTIVES:

The main objectives of the scheme are:

- (i) To make higher education relevant to the learner and the community;
- (ii) To integrate relevant skills into the higher education system;
- (iii) To provide skill based education to **students currently pursuing higher education** but actually interested in entering the workforce at the earliest opportunity;
- (iv) To provide employable and certifiable skills with necessary general education to Senior Secondary School pass-outs not willing to join existing higher education system;
- (v) To provide for up-gradation and certification of traditional / acquired skills of the learners irrespective of their age;
- (vi) To provide opportunities for community-based life-long learning by offering courses of general interest to the community for personal development and interest;
- (vii) To provide opportunity to move to higher education in future; and
- (viii) To offer bridge courses to certificate holders of general / vocational education, so as to bring them at par with appropriate NVEQF level

CC (MB.) R. 1

Any person who has taken the 10+2 qualification from recognized as equivalent there to may be admitted to the examination for the Course of Mobile Communication, after having fulfilled the requirements as laid down by the University and UGC from time to time.

CC (MB.) R. 2

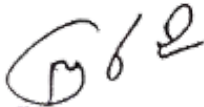
A candidate, who are the regular student any of the course from any of the university he can take admission in CC and get skill up gradation knowledge.

CC (MB.) R. 3

The CC (MB) Programme is a part time course and consists of One Entry level and many exit level like

Certificate Course	–	03 Months	(Module – I)
Advanced Certificate Course	–	06 Months	(Module –I + II)
Diploma Course	-	01 Year	(Module – I + II + III)
Advanced Diploma	-	02 Years	(Module – I + II + III + IV)




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Module – I

Certificate Course – Mobile Communication (Duration – 3 Months)

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Basic Telecomm and Earthing System	03	45	30	70	---	100
2	Basics of Electronic Components	03	45	30	70	---	100
3	Wireless & Cellular Communications-II	03	45	30	70	---	100
4	Basic Mathematics-1	03	45	30	70	---	100
5	Computer Application-I	03	45	30	50	20	100

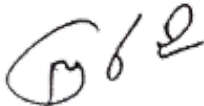
Advanced Certificate Course – Mobile Communication (Duration – 6 Months)

Module I + Module – II

Module – II (03 Months)

Sr. No.	Subject	Credit	Hours	Internal Examination	External Examination		Total
					Theory	Practical	
1	Telephone Exchange switching Theory- I	03	45	30	70	---	100
2	Wireless & Cellular Communications-II	03	45	30	70	---	100
3	Repairing	03	45	30	70	---	100
4	Basic Mathematics-II	03	45	30	70	---	100
5	Computer Application-II	03	45	30	50	20	100




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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR Community College (Mobile Communication)
(Enforced from June - 2014)

CC-MC R1: Eligibility Criteria (EC) for Admission

1. The eligibility condition to the program will be 10+2 or equivalent.
2. If the candidate has attained the specific level 4 of NOS of Fashion Industry sector (by decision of equivalence committee of the college) can get admitted in B. Voc. for the programme
3. There is no age bar for admission to Community College
4. The student can take exit from this course at any point of time and get re-entry in this programme.

Such students will get priority in admission than to a fresher student. (multi entry & multi exit scheme)

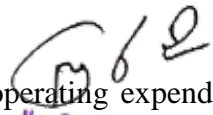
CC- MC R2: Admission Procedure

1. For admission to the programmes offered, preference should be given to the learners living in the local community. Reservation to SC,ST, OBC and PWD categories will be available as per the extant national / State policy.
2. Admission may be done on a rolling basis depending on the duration of the programmes to facilitate a steady stream of learners joining the college and moving out as trained work force to the job market, round the year and not just once in a year.
3. The applicants seeking re-entry into the college should get preference in admission over the new applicants.
4. Candidates are selected on the basis of Merit.

CC- MC R3 : Fees and Scholarship

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.




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3. In order to motivate students to join courses under the scheme, an amount of Rs. 1,000/- per month should be provided to the students under this scheme. This should be paid based on satisfactory attendance.

CC- MC R4 : Registration / Enrollment :

1. Every student admitted to the college for the programme must get enrolled to university within a month from the date of admission.

CC- MC R5 : Semester Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

CC- MC R6 : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The CC should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.



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4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 2 hours duration.
6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation.

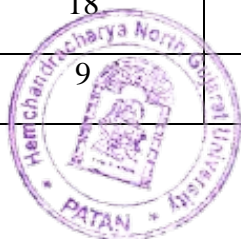
CC- MC R7 : Rules for grading & Semester Passing Scheme

As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC- MC R 8: Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF , the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.
3. Award of degree will be as follows.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar Duration (Post meeting the entry criterion)	Awards
6	72	48	Four Semester	Advanced Diploma
5	36	24	Two Semester	Diploma
	18	12	One Semester	Advanced Certificate
	9	6	Three Months	Certificate



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Detailed Syllabus

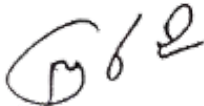
Module – I

1 DIGITAL COMMUNICATION PRINCIPLES

Fundamental of Telecommunications: Transmission media: Guided and Unguided, Twisted pair cable (STP & UTP), Coaxial cable, fiber optic cable, radio waves, infrared, microwaves links & Satellite Communication. Propagation of signals at HF, VHF, UHF and microwave frequencies, Access- WILL/RILL, DECT, FITL, WAN-Frame Relay, ATM.

Analog and Digital Communications: Fundamentals of signals, signal transmission and media, modulation & demodulation in analogue and digital systems, Sampling and data reconstructions, Quantization & coding, Time division and frequency division multiplexing, Basic information theory, Equalisation, amplification, crosstalk, attenuation. Digital Signal Processing: Discrete time signals and systems Z- transforms. Structures for digital filters. Frequency Transformations: Linear phase design. Introduction to DFT. Errors in digital filtering.




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2 Basic Electronic Components - I

Unit – I Circuit Concepts

Electrical Quantities, Lumped Circuit Elements, Kirchhoff's Laws, Meters and Measurements, Analogy between Electrical and other Non-Electrical Physical Systems

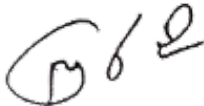
Unit – II Circuit Analysis Techniques:

Thevenin and Norton Equivalent Circuits, Node-Voltage and Mesh-Current Analysis, Superposition and Linearity, Wye-Delta Transformation, Computer Aided Circuit Analysis

Reference Books:

1. Introduction to Electrical Engineering, M S Sarma, Oxford University Press




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3 Wireless & Cellular Communications-I

UNIT I Introduction To Wireless / Cellular Communications And Standards

History and Evolution of mobile radio systems. Types of mobile wireless services/systems - Paging, Cordless, WL, Cellular Systems, WL, Satellite systems. Standards overview: AMPS, GSM, CDMA (IS-95), DECT, 3G – UMTS Network Architecture.

25%

Unit II - Cellular Concept And System Design Fundamentals

Cellular Concept and Frequency Reuse, Multiple Access Schemes, Channel Assignment, Hand off, Interference and System Capacity- Improving Coverage Capacity in Cellular Systems. Trunking and Erlang Capacity - Calculations.

30%

Unit III - Mobile Radio Propagation

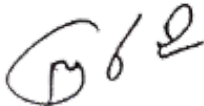
Large Scale Path Loss : Introduction to Radio Propagation, Basic Propagation Mechanism, Propagation models (Free Space Propagation Model, Outdoor Models, Indoor Propagation Models), Small Scale Fading : Small Scale Multipath Fading, Types of Small Scale Fading and Parameters of Mobile Multipath Channels.

45%

REFERENCES

1. Kaveh Pahlavan & Allen H. Levesque, "Wireless Information Networks", by John Wiley & Sons, 2005.
2. William Stallings, "Wireless Communication & Networking", Pearson Education Asia, 2010.
3. Gordon L. Stuber, "Principles of Mobile Communication", Springer, 2011.




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4 Basic Mathematics-I

I SET THEORY 40%

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

II REAL NUMBER SYSTEM 20%

Definition of Natural numbers, Integers, Rational numbers & irrational numbers, Real numbers- absolute value and its properties.

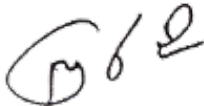
II FUNCTION : 40%

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
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4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.




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5 **Computer Applications-I**

I **Introduction to Computers, Operating System, Windows & its Utilities**

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Internet Telephony Managing emails, Using address book, Working with task list, Scheduling appointments. **50%**

II **MS Word**

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords. **50%**

University Examination Scheme (70-Marks) :

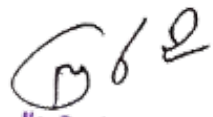
Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.



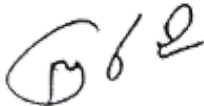

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Module – II

1 Telephone Exchange switching Theory - I

- a) Intelligent Network and Services: Overview of Intelligent Network architecture and functions of SSP, SCP, SMP, IP etc., Various types of IN services, Access codes for various IN services etc.
- b) Signaling Systems including CCS#7: Various signaling systems being used in the department for local and trunk network such as E/M, R2 modified, CCS#7 etc.
- c) ISDN: Overview of OSI layer, ISDN introduction and services, customer premises equipment
- d) Long Distance Switching: Overview of national transmission and signaling / synchronization plans.




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2 Wireless and Cellular Telecommunications

Unit I - Modulation And Signal Processing 50%

Overview of Analog and Digital Modulation Techniques, Equalization – Classification, algorithms for Adaptive Equalization, Diversity Techniques, Rake Receiver Concepts. Fundamentals of Chanel Coding.

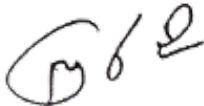
Unit II - Intelligent Network For Wireless Communication 50%

Intelligent Cell Concept, Application for intelligent microcell Systems, In-Building Communication, MIMO, Advanced Intelligent Network(AIN) for Mobile Communication, Mesh Network / Adhoc Network – Introduction to Cooperative Communication Networks – Body Area Networks – Cognitive Radio Networks – Wireless Sensor Networks.

REFERENCES

1. Kaveh Pahlavan & Alen H. Levesque, “Wireles Information Networks”, by John Wiley & Sons, 205.
2. Wiliam Stalings, "Wireles Communication & Networking", Pearson Education Asia, 2010.
3. Gordan L. Stuber, “Principles of Mobile Communication”, Springer, 2011.




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3 **Repairing**

The course is divided into three parts -

1. Theory
2. Practicals
3. Practice

Hardware :

50%

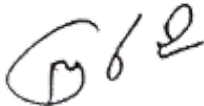
- * Basics of Mobile Communication.
- * Tools & instruments used in mobile phone repairing.
- * Various components used in mobile phones.
- * Basic parts of mobile phones (mic, speaker, buzzer, LCD, antenna, etc).
- * Use of Multimeter.
- * Use of Battery Booster.
- * Basic Circuit Board/ Motherboard Introduction.
- * Assembling & disassembling of different mobile phones.
- * Soldering & Desoldering Components Using Different Soldering Tools.
- * Names of Different ICs.
- * Work of Different ICs.
- * Working on SMD/ BGA ICs and the PCB.
- * Fault finding & Troubleshooting.
- * Jumpering Techniques.
- * Troubleshooting through circuit diagrams.
- * Repairing procedure for repairing different hardware faults.

Software :

50%

- * Flashing
- * Formatting
- * Unlocking
- * Use of secret codes
- * Downloading
- * Bluetooth/ infrared




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4 Basic Mathematics-II

III DETERMINANT AND MATRIX

50%

Meaning of matrix and types of matrices- Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

III CO-ORDINATE GEOMETRY

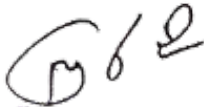
50%

Co-ordinate of points, slope and intercepts of a straight line, equation of a straight line, different forms of equations of a straight line - (1) $\frac{y-y_1}{y_1-y_2} = \frac{x-x_1}{x_1-x_2}$. (2) $y-y_1 = m(x-x_1)$. (3) $y = mx + c$ (4) $\frac{x}{a} + \frac{y}{b} = 1$. General equation of a straight line, concurrent lines, angle between two straight lines, distance between two points area of a triangle and quadrilateral, collinearity of three points.

Reference Books:

1. Business Mathematics, V. K. Kapoor, Sultan chand and sons, New Delhi.
2. Business Mathematics, Allen R. G. D., Pitamber publication house.
3. Quantitative Techniques in Management, Vohra N. D., Tata MacGraw –Hill Publishing Company, New Delhi.
4. Elements of Business Mathematics by Soni, Sharma and Saxena (Pitamber Publication)
5. Mathematics for Management and Computer Applications, Sharma J. K. , Galgotia Private Limited, New Delhi.




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5 **Computer Application - II**

I **MS Excel**

50%

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet. **25%**

Functions and formulas:

1. Mathematical: Round, ceil floor, fact, subtotal, sum , sum if
2. Logical : AND, OR, NOT, if
3. Statistical: Min, max, avg, count if
4. Text: Concatenate, Exact, find, left, right, lower, upper, trim
6. Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, date
7. Financial Functions: FV, IPMT, NPER, NPV, PMT, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

II **MS PowerPoint**

50%

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show **25%**

University Examination Scheme (70-Marks) :

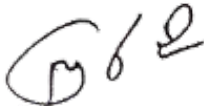
Theory Examination: 35 Marks

Practical Examination: 35 Marks

Reference Books:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.
3. O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication.
4. Office 2003 in simple steps- Dreamtech Press.
5. Jain, V.K.; *Computers and Beginners*.




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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
PATAN - 384 265



NAAC Accreditation Grade - " B "

ISO 9001 - 2008 Certified

Community College Programme

Mobile Communication

Syllabus / Scheme

SEMESTER-----II

WITH SEMESTER /CBCS/GRADING PATTERN

W. E. F. : January-2015

Date : 27-02-2015

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HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY
SYLLABUS FOR Community College (Mobile Communication)
(Enforced from January - 2015)

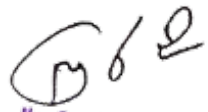
CC-ES : Module Examinations

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated Authority i.e. the Head of the Department or Principal of the College certifies that :
 - (i) The candidate attended the course of study to the satisfaction of the designated authority.
 - (ii) The candidate maintained a good conduct and character during the studies.
 - (iii) The candidate maintained minimum 80% attendance in each semester.

CC-ES : Evaluation

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The CC should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non-autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 2 hours duration
6. Each Elective paper is evaluated for a maximum of 70 marks which will be evaluated internally by continuous evaluation




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CC-FS : Rules for grading & Semester Passing Scheme

As per UGC Guidelines and Hemchandracharya North Gujarat University Rules

CC-FS : Award of degree

1. Award of Certificate, Advanced certificate, Diploma or Advanced Diploma, as the case may be, would depend on acquisition of requisite credits as prescribed by the certification body and not on the calendar time spent in pursuing the course.
2. The certificate shall mention the credits earned course duration (in hours), and the curriculum covered. If the course is aligned with NVEQF / NSQF, the corresponding NVEQF / NSQF Level should also be mentioned on the certificate.

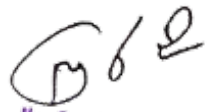


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Module-III (Six Months)

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Wireless Communication	6	90	30	35	35	100
2	Wireless Networks	6	90	30	35	35	100
3	Mobile communication System	6	90	30	35	35	100
4	Mobile Network and Transport Layers	6	90	30	35	35	100
5	Business Mathematics-1	4	60	30	70	---	100
6	Communication Skill-II	4	60	30	35	35	100
7	MS Access	4	60	30	35	35	100
8	Survey Based Project	4	60	---	---	100	100




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Module - III

1 WIRELESS COMMUNICATION

Cellular systems- Frequency Management and Channel Assignment- types of handoff and their characteristics, dropped call rates & their evaluation -MAC - TDMA - FDMA - CDMA - Cellular Wireless Networks

2 WIRELESS NETWORKS

Wireless LAN - IEEE 802.11 Standards - Architecture - Services Mobile Ad hoc Networks- WiFi and WiMAX - Wireless Local Lanop

3 MOBILE COMMUNICATION SYSTEMS

GSM-architecture-Location tracking and call setup- Mobility management- Handover- Security-GSM SMS -International roaming for GSM- call recording functions-subscriber and service data mgt -Mobile Number portability -VoIP service for Mobile Networks - GPRS -Architecture-GPRS procedures-attach and detach procedures-PDP context procedure-combined RA/LA update procedures-Billing

4 MOBILE NETWORK AND TRANSPORT LAYERS

Mobile IP - Dynamic Host Configuration Protocol-Mobile Ad Hoc Routing Protocols Multicast routing-TCP over Wireless Networks - Indirect TCP - Snooping TCP - Mobile TCP Fast Retransmit / Fast Recovery - Transmission/Timeout Freezing-Selective Retransmission Transaction Oriented TCP- TCP over 2.5 / 3G wireless Networks

5 Business Mathematics-I

SET THEORY

Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, different of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

FUNCTION :

Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, differentiable functions and their graphs, linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economics theory (demand, supply, revenue and cost function) equilibrium price

DETERMINANT AND MATRIX



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Meaning of matrix and types of matrices - Null matrix, square matrix, Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof), singular and non singular matrices, inverse of a matrix, ad joint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

LIMIT

Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

6 Business Communication – I

Grammar : Tense, Voice and Modals

Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms. Commercial Terms (Business jargons).

Communication Theory :

Process of Communication

Characteristics of Business Communication

Importance of Business Communication

Business Communications :

- a. Format and Layouts of business letters
- b. Letter writings for followings. Enquiries and Replies. Placing of orders, Execution of orders, denying of orders/ offers.

Practical Examination:

- Listening Comprehension
- Group discussion and individual speaking
- Listening
- Journal Writing (Review of at least one short story/Biography of business leaders and two Articles from the leading business news papers).

7 MS Access

Access Basics

Design a Database

Build a Database

Work with Forms

Sort, Retrieve, Analyse Data

Work With Reports

Access with Other Applications

Manage an Access Database



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4

Semester – II

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Pattern Making	4	60	---	----	100	100
2	Fashion Merchandising	3	45	30	70	----	100
3	Fashion Art Illustration	4	60	----	----	100	100
4	Embroidery & Surface	4	90	30	35	35	100
5	History of Fashion	3	45	30	70	---	100
6	Foreign Language (French)	3	45	30	35	35	100
7	Managerial Economics	3	45	30	70	---	100
8	Survey Based Project	4	60	---	---	100	100




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1. Pattern Making

- Draping
- Shirt
- Trouser
- Dress
- Kid's wear
- T-shirt
- Women's blouse
- Grading
- Marker Making

2 Fashion Merchandising

- Introduction to Merchandising
- Place of Marketing & Merchandising in Fashion Industry
- Role & Responsibilities of a Merchandiser
- Merchandising Terminology
- Fashion cycle & Fashion Adoption Theories
- Sample approvals
- Merchandising Planning Tools & Techniques
- Merchandising Calendar
- Fashion Forecasting
- Planning the Line
- Time & Action Plan
- Fashion Retail Business:
 - Concept of Retailing
 - Structure of Indian Retail Industry
 - Drivers of Growth
- Types of Retail Operations
- Garment Costing
- International Marketing
 - Importance
 - Marketing mix
 - Market Identification, Segmentation, Targeting & Positioning
 - Marketing environment



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- -Marketing Channels and Communication-Sales Promotion and Channels of Distribution
- -Consumer Buying Behaviour

Export Documentation

- Importance
- Classification
- -Uses
- -Inco Terms
- -Payment Terms

3. Fashion Art Illustration

- 1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)**
- Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.
- 2) Drawing of different Natural forms and converting them to make different Design forms.**
- Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.
- 3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.**
- 4) Drawing manmade objects in different angles.**
- Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. In specific angles. (total number of objects - 3)
- 5) Draw different types of line using Technical Drawing instruments.**
- (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.
- 6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.) Conversion of 2D into 3D (Construct 3 D Image from 3 views of a given object)**
- 7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.**
- Students will draw 20 figures.

4 Embroidary & Surface

- Unit-1** Introduction, Transferring and tracing designs
- Unit -2** Applique work, Quilting
- Unit-3** Mirror work, Bead Work, Metal Thread Embroidery
- Unit-4** Lace Work, White Work, Smocking
- Unit-5** Batik, Stencil, Screen and Block Printing

5. History of Fashion

- Development of Costume With reference to historical background, social organization, influence of culture, art, costume components for men and women



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North Gujarat University

Patan

Syllabus

for

Post Graduate Diploma in

Fashion Design and Management

Semester I & II

Enforced from June-2015

Description of the Course / Objective of the Course

The Indian apparel industry is facing an unfolding global competition since the dawn of 2005. In this context, the **POST GRADUATE DIPLOMA IN FASHION DESIGNING** Programme is designed with the objective of developing competent technical professionals for meeting the demands of the Indian apparel industry. The POST GRADUATE DIPLOMA IN FASHION DESIGNING is a 1 year Diploma course for students who wish to do higher studies in designing and garment making and those working in the industry and aspiring to obtain an academic diploma.

Regulations

1. Admission Criteria:

Graduate in any discipline

2. Course Duration:

The course shall extend over a period of one year comprising of one year (annual pattern). Examinations shall be conducted at the end of every year for the respective subjects. The academic year will be normally spanning the period from July to June.

3. Courses and Scheme of Examination:

The course of study for the POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT course shall consist of the subjects as in section 6.

Being practical oriented programme the focus will be more for practical training. The candidate shall undergo a practical training in various activities of Fashion Designing. Students will be given more case studies during the Industrial training and they have to submit a report thereon during the course period and also at the end of the year on dates announced by the institute/department. The guideline for training shall be provided by the institute / department.

Question Papers

The university examinations shall be conducted for 100 marks and it will be converted to 60 marks as an external examination. The pattern of question papers for all the subjects shall be as follows:

Section A: Objective type of questions with no choice 20% (20 questions – 4 from each unit)

Section B: Short answer questions of either / or type 30% (5 questions – 1 from each unit)

Section C: Essay type questions of either / or type 50% (5 questions – 1 from each unit)

Internal Assessment Components:

Tests : 20 Marks

Assignments : 10 Marks

Involvement & Discipline : 10 Marks

Total : 40 Marks

**POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT
SEMESTER-I**

Sr. No.	Subject	Credit	Hrs.	Internal	External		Total
					Theory	Practical	
1	Elements and Principles of Design	4	60	---	---	100	100
2	Fashion Illustration-I	4	60	---	---	100	100
3	Basic Pattern Drafting	4	60	---	---	100	100
4	History of Indian Costume and Fabrics	4	60	40	60	---	100
5	Fashion Marketing & Merchandising	3	45	40	60		100
6	Business Mathematics-I	3	45	40	60	---	100
7	Business Communication	3	45	40	60	---	100
8	IT Tools and Application	4	60	---	30	30	100

1. ELEMENTS AND PRINCIPLES OF DESIGN [PRACTICAL]

Unit I: Elements of design – line, shape, colour, texture

Unit II: Principles of design- Balance, harmony, rhythm, emphasis, proportion

Unit III: Colour theory- colour wheel, value, intensity and grey scales, colour scheme, colour and mood, drawing and decomposition

Unit IV: Figure irregularities, becoming and unbecoming (problems and remedies).

2. FASHION ILLUSTRATION-I (PRACTICAL)

Unit I: Head Theory- Eight head croqui, ten head croqui mechanical and free hand pose etc, flash figure, shading, features, poster colours, pencil shading

Unit-II: Rendering Techniques

Unit-III: Fabric rendering- (10 samples of different varieties of fabric)

Unit-IV: Photo analysis Different garments of kids, male, female

3. BASIC PATTERN DRAFTING- (PRACTICAL)

- Unit-I:** Introduction to industrial sewing machine. Students should operate the lockstitch machine. All students must learn to setup(e.g. attach footer, needle, thread machine etc.) and handle machine properly. Students will learn to sew straight lines, curves, turn corners and use the backstitch function. Students will also learn to adjust thread tension and stitch size
- Unit II:** To learn to sew variation of seams- plain seam, flat fell seam, French seam, piping, binding, pin tuck etc., To learn zip assembly methods- using 1)a normal zip and 2)an invisible zipper.
- Unit III:** To learn different hand stitching methods- overcastting stitch, herringbone stitch, slip hemming, worked button loop. Sewing of fastenings including buttons, press studs, hook & eye, To learn different methods, plackets, neck finishers.
- Unit-IV:** To learn the application of over lock machine, flat lock machine and machine embroidery machine in various seams and garment components Standard Measurements, Technical Terms in Sewing , How to take body Measurements, Child's bodice block , Different types of child's Garments , Adult's bodice block , salwars, kameez , Sari blouse , men's (Kurtas, pyjama),

4. HISTORY OF INDIAN COSTUME AND FABRICS

- Unit- I:** Beginning of costumes, origin of costumes, development of costumes, seam costume and seamless costume, body decorations, tattoos different state wise embroideries in India.
- Unit-II:** Traditional accessories and ornaments in India, dress and civilization at ancient period in India, costumes in different states.
- Unit III:** Indian ancient costumes, costumes of different peoples males, females, ornaments, accessories, head wears of following rulers period- gupta period, kushan period, Satavahana period, Maurya and Sunga period.
- Unit IV:** Introduction of Fabrics, Type of Fabrics, uses of various Fabrics in Apparel

5. FASHION MERCHANDISING

- Unit-I:** Introduction to Merchandising, Place of Marketing & Merchandising in Fashion Industry, Role & Responsibilities of a Merchandiser, Merchandising Terminology
- Unit-II:** Fashion cycle & Fashion Adoption Theories, Sample approvals, Merchandising Planning Tools & Techniques, Merchandising Calendar, Fashion Forecasting, Planning the Line , Time & Action Plan
- Unit-III:** Fashion Retail Business: Concept of Retailing, Structure of Indian Retail Industry, Drivers of Growth, Types of Retail Operations, Garment Costing
- Unit-IV:** International Marketing: Importance, Marketing mix, Market Identification, Segmentation, Targeting & Positioning, Marketing environment, Marketing

6. BUSINESS MATHEMATICS-I

Unit I: SET THEORY: Sets, types of sets, subset, power set, null set, universal set, equality of two sets, complement of a set, union and intersection of sets, difference of two sets, Venn diagram law of algebra of sets, De Morgan Laws, Cartesian product of two sets and number of elements in a finite set.

Unit II: FUNCTION : Concepts of a function, domain, co-domain and range of a function, constant functions, real functions, different functions and their graphs - linear function, quadratic function, polynomial function, rational function, exponential function and logarithmic function, function in economic theory (demand, supply, consumption, revenue and cost function) equilibrium price.

Unit III: DETERMINANT AND MATRIX: Meaning of matrix and types of matrices - Null matrix, square matrix. Identity matrix, symmetric matrix and skew symmetric matrix, transpose of a matrix, orthogonal matrix, addition, subtraction and multiplication of matrices, determinants and their basic properties (without proof) singular and non singular matrices, inverse of a matrix, adjoint of a matrix, solution of simultaneous equations (for two and three variables only) using inverse of matrix.

Unit IV: LIMIT: Limit as a function, limit of sum, product and quotient of two functions and their uses in evaluating limits, use of the standard forms (without proof)

7. BUSINESS COMMUNICATION

Unit I: Grammar: Tense, Voice and Modals, Vocabulary : Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons)

Unit II: Communication Theory: Process of Communication, Characteristics of Business Communication, Importance of Business Communication

Unit-III: Business Communications: Format and Layouts of business letters, Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.

Unit IV: Practical Examination: Listening Comprehension, Group discussion and individual speaking, Listening, Journal Writing (Review of at least one short story/Biography of business leaders and two articles from the leading business news papers)

8. IT TOOLS AND APPLICATIONS

Unit-I: Introduction to Computers, Operating System, Windows & its Utilities

Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP.

Unit-II: MS Word

MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords.

Unit-III: MS Excel

Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet. **Functions and formulas:** Mathematical: Round, ceil floor, fact, subtotal, sum , sum if Logical : AND, OR, NOT, if Statistical: Min, max, avg, count if Text: Concatenate, Exact, find, left, right, lower, upper, trim Date and Time: Date, day, days360, hours, minute, now, second, time, today, year, datediff, Financial Functions: FV, IPMT, NPER, NPV, PM T, PV, Rate Data analysis : Standard deviation, Variance correlation, z-test, Chi-square).

Unit-IV: MS PowerPoint

Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show

**POST GRADUATE DIPLOMA IN FASHION DESIGN AND MANAGEMENT
SEMESTER-II**

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Advance Pattern Making	4	60	---	----	100	100
2	Techniques of Surface Ornaments	4	60	---	----	100	100
3	Fashion Illustration-II	4	60	---	---	100	100
4	History of Western Costume	3	45	40	60	---	100
5	Fashion Art	4	60	---	---	100	100
6	Business Mathematics-II	3	45	40	60	---	100
7	Personality Development	3	45	40	30	30	100
8	Fashion & Marketing Management	3	45	40	30	30	100

1. ADVANCE PATTERN MAKING

Unit-I: Grading, Marker Making, Women's wear – Dress (trouser)

Unit-II: Women's blouse (kotari, princess), Dart Manipulation, Skirt Variations

Unit-III: Different types of sleeves, collars, necklines

Unit-IV: Women dress (top- Patiyala), chudidar, Tunic, shirts, trousers

2. TECHNIQUES OF SURFACE ORNAMENTS

Unit -I: Introduction to Surface Ornamentation and Embroidery – General rules for Hand and Machine, Embroidery – Special Attachments to Sewing Machines for Embroidery – Tools and Equipment – Needles – Threads.

Unit- II: Hand Embroidery stitches - Running Stitch – Laced Running Stitch - Back stitch – Stem Stitch – Satin stitch – French Knot - Bullion Knot – Cross Stitch - Blanket Stitch – Button Hole Stitch – Corel Stitch – Spider Web Stitch – Fly Stitch – Feather stitch - Chain Stitch – Lazy Daisy Stitch – Roumanian

Unit-III: Special stitches - Counted thread work on canvas material – Drawn Thread Work – Cut Work – Bead Work – Mirror Work – Sequins Work. Designing

and producing fabric appliqués and placing it on children and women's apparel.

Unit-IV: Machine embroidery stitches using SNLS machines – running stitch, long and short stitch, cut work. A detailed study on computerized embroidery machines – Concept of designing using software – Method of punching designs – Special attachments for sequins – Cording – Boring – Chenille works.

3. FASHION ILLUSTRATION – II

Unit-I: Introduction to Fashion Illustration, Observational drawing from life; attention to fashion pose, fashion pose, fashion stills, fashion model drawing, front and back lay figure.

Unit-II: The fashion figure- movement/poses- line, value and proportion- representing form by various methods and techniques.

Unit-III: Line and texture, and exploring various techniques, Drawing various accessories and shading

Unit-IV: Drawing a full fledged fashion figure with all the parts of the body, front view, back view, side view and Dressing fashion figure: Garment details, Experimenting with collage as a method of illustration, Croquis and flat sketches- male and female, Illustration for packaging, presentation, portfolio, freelance, stills.

4. HISTORY OF WESTERN COSTUME

Unit I: World costumes- Egypt, Greece, Rome, English Costumes,

Unit-II: Byzantian costumes, far eastern costumes and costumes at under developed nations.

Unit III: Century wise costumes – 17th, 18th, 19th, to present stage role costumes at world war, peace, Religion, civilization, culture, etc.

Unit-III: World Art – cubism, futurism, pop art, German expression and Romantism.

5. FASHION ART

Unit-I: **Neckline:** Heart shaped face, Oval face, Long Face – Best, Wide, Round Face Best Design Details, Jewel Necklines, Square Neckline, U-Shape, Round Neckline Sweet Heart Neckline, V-Shape Neckline, Boat, Glass Neckline, Scoop Neckline Horse Shoe Neckline, Key Hole Neckline, Asymmetrical, Tube and Tank, One off shoulder Halter Neckline, Cowl Neckline

Unit-II: **Collars:** Peter pan collar, Sailor collar, Roll collar, Gladstone, Poets, Eton, Pierrot, Convertible closed, Wing tipped, Shawl, Polo / Turtle/ Roll

Unit-III: Sleeves: Kimono sleeves, Raglan designs, Elbow level Wrist level, Different types, of sleeves, Cap Sleeves, Puff Sleeves, Petal Sleeves, Bell Sleeves, Cowl Sleeves, Leg – of Mutton Sleeves, Lantern Sleeves, Deep-Cut Square Armhole, Drop Shoulder, Sleeve with Lowered Armhole, Raglan with yoke, Saddle Raglan, Capped raglan with dart, Basic Kimono, Basic Dolman, Raglan sleeve pattern

Unit-IV: Pleats, Pockets, Waistlines, Plackets, Gathers, Yokes, Tucks

6. BUSINESS MATHEMATICS-II

Unit-I: Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.

Unit-II: Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel’s Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.

Unit-III: Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.

Unit-IV: Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

7. PERSONALITY DEVELOPMENT

Unit-I: Personality and various theories

Unit-II: Communication Skills and Learning Theories

Unit-III: Techniques in Personality development I a) Self confidence b) Etiquette c) Interview Skills d) Time Management and effective planning

Unit-IV: Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self acceptance and self growth

8. FASHION & MARKETING MANAGEMENT

Unit-I: Introduction of fashion Marketing, Fashion Marketing and buying at Industry Trade shows.

Unit-II: Fashion marketing Strategies, Styling for Advertising (electronic advertising), Fashion styling

Unit-III: Fashion Photography, Props in styling , Adapting for Magazine

Unit-IV: Types of Media and Professionals Related to it, Importance of Media in fashion Industry

- Costumes in ancient civilization- Egyptian, Greek, Roman & Byzantine
- Indian Costume – Indus Valley Period, Mauryan Period, Sunga period, Kusan period, Gupta period, Mughal period
- Traditional Indian costumes of – Jammu & Kashmir, Punjab, Himachal Pradesh, Rajasthan, Gujarat, Madhya Pradesh, Uttar Pradesh & Maharashtra
- European costumes-12th to 21st century

6 Foreign Language – French

Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of Literature and understanding of language in terms of speaking, listening and writing.

7 Macro Economics

NATURE AND SCOPE OF ECONOMICS : Nature of Economics and subject matter of Economics – Micro and macro economics, Robbins definition.

Basic concepts: Good, Utility, Price & value, Wealth and welfare, Equilibrium, Consumption, production, Consumer's surplus, Std. of living, Capital Entrepreneur (Mgt).

DEMAND & SUPPLY Meaning of demand - Demand Determinants, the law of demand - change in demand - meaning of supply, Determination of supply- the law of supply change in Supply, Equilibrium price interaction of demand and supply. Time element in the theory of price.

COST & REVENUES, FACTOR PRICING: Basic cost concepts – Total cost, fixed cost, variable cost, average cost, and marginal cost in short run and long run, theory behaviour, and relationship Economies and diseconomies of scale – Concept of factors of production, The Marginal Productivity theory of Distribution under perfect competition and imperfect competition.

8 Project on based on Survey

- Detailed study on the given topic, data collection, evaluation & conclusion.
- The student will be required to complete their study and submit a comprehensive report.



XG62
 Vc. Registrar
 Hemchandracharya
 North Gujarat University, Patan