

# **Sem. – II**

**Syllabus  
Bachelor of Banking & Insurance**

# Syllabus

## Bachelor of Banking & Insurance

### Management Process and Organizational Behaviour (Mandatory) Credits 4

**Description of the course:**

"Management Process and Organizational Behaviour" explores the principles and practices of effective management and human behavior within organizations. It covers topics such as planning, organizing, leading, and controlling, as well as individual and group dynamics, motivation, leadership, and organizational culture. The subject aims to provide insights into managerial decision-making, team dynamics, and strategies for enhancing organizational effectiveness and employee satisfaction.

**Aims & Objectives:**

1. To provide students with a comprehensive understanding of the management process in various organizational contexts.
2. To study individual and group behavior within organizations facilitating a deeper understanding of human behavior in the workplace
3. To develop students' managerial skills and competencies to achieve organizational goals.

**Course outcomes:**

1. It will enhance students' decision-making abilities by understanding the dynamics of organizational behavior
2. Students will gain an understanding of organizational culture
3. Students will develop the ability to adapt to organizational change and uncertainty, understanding how individual and group behavior influences organizational change processes and strategies.

Sr. No.	Modules	No. of Lectures
1	Introduction of Management	15
2	Introduction to Organizational Behavior	15
3	Motivation	15
4	Group Dynamics and Team building	15
<b>Total</b>		<b>60</b>

Sr. No.	Modules
1	Introduction of Management Evolution of management thought, Systems and contingency approach for understanding organizations, managerial processes, functions, skills and roles in an organization; Leadership: Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid. Decision making: Concept, Nature, Importance, and Process. Types of decisions. Problems in decision making
2	Introduction to Organizational Behavior Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial and SOBC. Personality & Attitudes: Meaning of personality, attitude - Development of personality - Attributes of personality- Transactional Analysis - Ego states - Johari window - Nature and dimensions of attitude - Developing the right attitude
3	Motivation Definition, Importance, Motives - Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.
4	Group Dynamics and Team building

Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building. Conflict Management: Definition. Traditional vis - à- vis Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict. Conflict management.

**References:**

- "Principles of Management" by P.C. Tripathi and P.N. Reddy, published by Tata McGraw-Hill Education
- "Management: Text and Cases" by VSP Rao and DN Tripathi, published by Excel Books.
- "Essentials of Management: An International and Leadership Perspective" by Harold Koontz, Heinz Weihrich, and Mark V. Cannice, published by Tata McGraw-Hill Education
- "Management: A Global and Entrepreneurial Perspective" by Hitt, Black, and Porter, published by Cengage Learning India

## Fundamental Accounting -II (Mandatory) Credits 2

### Description of the course:

"Fundamental Accounting" provides a comprehensive understanding of advanced financial valuation techniques and securities redemption processes. It covers topics such as Valuation of Shares through various methods and Redemption of Preference Shares and Debentures.

### Aims & Objectives:

1. Understand and apply the Maintainable Profit method, Super Profit Method, Capitalization method, and Annuity Method for valuing goodwill.
2. To teach about the methods and sources for redeeming debentures, including payment from capital or profits.
3. To make students understand the legal framework governing and accounting treatment for the Redemption of preference shares under the Companies Act.

### Course outcomes:

1. Students will get familiarize with the characteristics and features of preference shares, including dividend preferences, voting rights, and redemption provisions.
2. Students will get familiarize with various methods used to determine the value of goodwill and shares.
3. Students will understand the legal provisions and accounting treatment pertaining to the redemption of Preference shares and Debentures.

Sr. No.	Modules	No. of Lectures
1	Valuation of Goodwill and Shares	15
2	Redemption of Preference shares and Debentures	15
	<b>Total</b>	<b>30</b>

Sr. No.	Modules
1	<b>Valuation of Goodwill and Shares</b> <ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method</li> <li>• <b>Unit 2:</b> Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method</li> </ul>
2	<b>Redemption of preference shares and Debentures</b> <ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Redemption of preference shares - Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use.</li> <li>• <b>Unit 2:</b> Redemption of debentures by payment from sources including out of capital and / or out of profits. Debenture redemption reserve and debenture redemption sinking fund excluding insurance policy. Redemption of debentures by conversion into new class of shares or debentures with options- including at par, premium and discount</li> </ul>

### References:

- Financial Accounting: Valuation of Shares, Goodwill and Other Assets" by V.K. Bhalla (Publisher: S. Chand & Company Ltd.)
- Valuation of Shares and Goodwill" by Arun Kumar and Rachana Sharma (Publisher: Bharat Law House Pvt. Ltd.)
- "Fundamentals of Accounting: Redemption of Preference Shares" by D.S. Rawat (Publisher:

Saxmann Publications Pvt. Ltd.)

"Accounting for Management: Redemption of Shares" by Amresh Kumar (Publisher: PHI Learning Pvt. Ltd.)

## Fundamental Accounting -II (Mandatory) Credits 2

### Description of the course:

"Fundamental Accounting" provides a comprehensive understanding of advanced financial valuation techniques and securities redemption processes. It covers topics such as Valuation of Shares through various methods and Redemption of Preference Shares and Debentures.

### Aims & Objectives:

1. Understand and apply the Maintainable Profit method, Super Profit Method, Capitalization method, and Annuity Method for valuing goodwill.
2. To teach about the methods and sources for redeeming debentures, including payment from capital or profits.
3. To make students understand the legal framework governing and accounting treatment for the Redemption of preference shares under the Companies Act.

### Course outcomes:

1. Students will get familiarize with the characteristics and features of preference shares, including dividend preferences, voting rights, and redemption provisions.
2. Students will get familiarize with various methods used to determine the value of goodwill and shares.
3. Students will understand the legal provisions and accounting treatment pertaining to the redemption of Preference shares and Debentures.

Sr. No.	Modules	No. of Lectures
1	Valuation of Goodwill and Shares	15
2	Redemption of Preference shares and Debentures	15
<b>Total</b>		<b>30</b>

Sr. No.	Modules
1	<b>Valuation of Goodwill and Shares</b> <ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method</li> <li>• <b>Unit 2:</b> Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method</li> </ul>
2	<b>Redemption of preference shares and Debentures</b> <ul style="list-style-type: none"> <li>• <b>Unit 1:</b> Redemption of preference shares - Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use.</li> <li>• <b>Unit 2:</b> Redemption of debentures by payment from sources including out of capital and / or out of profits. Debenture redemption reserve and debenture redemption sinking fund excluding insurance policy. Redemption of debentures by conversion into new class of shares or debentures with options- including at par, premium and discount</li> </ul>

### References:

- Financial Accounting: Valuation of Shares, Goodwill and Other Assets" by V.K. Bhalla (Publisher: S. Chand & Company Ltd.)
- Valuation of Shares and Goodwill" by Arun Kumar and Rachana Sharma (Publisher: Bharat Law House Pvt. Ltd.)
- "Fundamentals of Accounting: Redemption of Preference Shares" by D.S. Rawat (Publisher:

Taxmann Publications Pvt. Ltd.)

• "Accounting for Management: Redemption of Shares" by Amresh Kumar (Publisher: PHI Learning Pvt. Ltd.

AC – 20/04/2024  
Item No. – 7.8 Sem. II (2ab)

As Per NEP 2020

University of Mumbai



<b>Syllabus for Basket of Minor</b>	
<b>Board of Studies in Banking and Insurance</b>	
<b>UG First Year Programme</b>	
<b>Semester - II</b>	
<b>E-Commerce</b>	<b>Credits 2</b>
I) Introduction of E-Commerce	1
II) Integration of EDI	1
<b>From the Academic Year</b>	<b>2024-25</b>

Sr. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	"E-commerce" delves into the principles and practices of conducting business transactions electronically. It covers topics such as online retailing, digital marketing, payment systems, and logistics, exploring the opportunities and challenges of operating in the digital marketplace. The subject also examines emerging trends, technologies, and regulatory issues shaping the e-commerce landscape.
2	<b>Vertical :</b>	Minor
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work In a semester )
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives: ( List some of the course objectives )</b> <ol style="list-style-type: none"> <li>1. To familiarize students with various e-commerce business models, structure and dynamics of digital commerce.</li> <li>2. To explore the technologies and platforms used in e-commerce for implementing and managing e-commerce ventures.</li> <li>3. To analyze market trends, consumer behavior, and competitive dynamics in the e-commerce industry, for innovation, growth, and differentiation in digital markets.</li> </ol>	
8	<b>Course Outcomes: ( List some of the course outcomes )</b> <ol style="list-style-type: none"> <li>1. Students will demonstrate a comprehensive understanding of e-commerce principles, platforms, and practices, including online retailing, digital marketing, payment systems, and logistics, enabling them to navigate the digital marketplace effectively.</li> <li>2. Students will cultivate an entrepreneurial mindset, exploring opportunities for e-commerce entrepreneurship.</li> <li>3. Students will develop practical skills in e-commerce operations in e-commerce management, digital marketing, and online entrepreneurship.</li> </ol>	

9

**Modules:-** Per credit One module can be created

**Module 1: Introduction of E-Commerce**

- Evolution of E-Commerce-Introduction, History/ Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce.
- Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions.
- Business Models of E-Commerce- Characteristics of Business to Business (B2B), Business to Consumers (B2C), Business to Government (B2G)
- Concepts of other models of E-commerce. II
- Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce.
- E-Commerce Sales Product Life Cycle (ESLC) Model

**Module 2: Integration of EDI**

- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning
- The Internet Audience and Consumer Behaviour and Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models. The service sector: offline and online,)
- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI .

10

**Text Books:**

- 1.
- 2.
- 3.
- 4.

.....

11

**Reference Books:**

1. E-Commerce: An Indian Perspective" by P. T. Joseph, published by PHI Learning Pvt. Ltd
2. E-Commerce: A Managerial Perspective" by Pradeep Kumar and Sunil Sharma, published by Oxford University Press
3. E-Commerce: The Indian Perspective" by Ravi Kalakota and Andrew B. Whinston, published by Addison-Wesley.
4. E-Commerce: Strategy, Technologies, and Applications" by David Whiteley, published by TMH

12	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing In Internal and External Examination : 60%</b>
13	<b>Continuous Evaluation through:</b>	1. Case study 2. PPT Presentation 3. Group activity  <b>REFER DETAIL SYLLABUS DOCUMENT</b>
14	<b>Format of Question Paper: for the final examination</b>  <b>FOR DETAILS REFER DETAIL SYLLABUS DOCUMENT</b>	

**Sign of Chairman  
Dr. Sunil Karve  
Chairman of Banking &  
Insurance and  
Investment  
Management**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant  
Balkrishna Sangurde  
Faculty of Commerce**

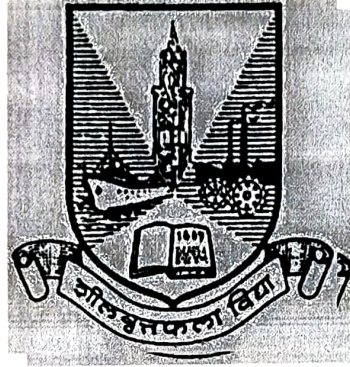
**Sign of the  
Offg. Associate Dean  
Prin. Kishori Bhagat  
Faculty of Management**

**Sign of offg. Dean  
Prof. Kavita Laghate  
Faculty of Commerce &  
Mangement**

AC -20.04.2024  
Item No. -5.4 (N)  
Sem II (7a)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of OE</b>	
<b>Board of Studies in Psychology</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>I) Psychology of Adjustment I</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

## OE3: Psychology of Adjustment I

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but Not limited to:</b>	This course introduces a learner to Psychology of adjustment. It explains how adjustment is playing an important role in human life. It also introduces to how to use psychology for better life, and deal with issues like body-image, mental-health, and promote wellness. It introduces to aspects of making decisions and how emotions and motivation is in influence our decision-making process. In the last two units, the course explains some common mental health problems and counselling and psychotherapy techniques to deal with those problems. All in all, the course provides an introductory but sound understanding of how to use human emotion, motivation and adjustment to live a better life even for someone who is not having psychology background.
2	<b>Vertical:</b>	<del>Major/Minor/ Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System</del>
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> 1. To introduce psychology of adjustment as a field of study to students. 2. To make students aware of health and coping with illness, understanding and managing motives and emotions.	

8	<b>Course Outcomes:</b> After completing this course, students will able to ... 1. Demonstrate a comprehensive understanding of the psychology of adjustment as a distinct field of study 2. Acquire knowledge about various aspects of health, illness, and coping mechanisms. 3. Demonstrate an understanding of human motives and emotions, including how they influence behaviour and decision-making.	
9	<b>Modules...</b>	
	<b>Module 1: Towards Better Health (15 Hours)</b>  1. Health and the mind-body relationship 2. Body image 3. Coping with illness 4. Promoting wellness  <b>Module 2: Taking Charge and Managing Motives and Emotions (15 Hours)</b>  1. Personal control, decision making 2. Decisions and personal growth 3. Understanding human motivation 4. Understanding human emotions	
10	<b>Text Books:</b> 1. Kirsh, S. J.; Duffy, K. G. & Atwater, E. (2014). Psychology for Living: Adjustment, Growth and Behaviour Today. 11th Edition. New Jersey: Pearson.	
11	<b>Reference Books:</b> 1. Abascal, J.R., Brucato, L., & Chauhan, D. (2001). Stress Mastery: The Art of Coping Gracefully. Indian subcontinent adaptation 2012, New Delhi: DorlingKindersley India pvt Ltd. 2. Bam, B.P. (2008). Winning Habits: Techniques for Excellence in Sports. NewDelhi: Pearson Power, Dorling Kindersley India pvt Ltd.	
12	<b>Internal Continuous Assessment: 40%</b>  <b>20 marks</b>	<b>External, Semester End Examination 60%</b> <b>Individual Passing in Internal and External Examination : 30 marks</b>

13	<p><b>Continuous Evaluation through: (20 marks)</b></p> <p><b>a) Question Paper Pattern for Class Test Examination (10 Marks)</b></p> <p>1. Fill in the Blanks/ match pairs/ MCQ/True False (All are compulsory): <b>5 Marks</b></p> <p>2. Short Notes (Any Three out of Five) <b>5 Marks</b></p> <p><b>b) Completion of following activities as a part of CIE (10 Marks)</b></p> <p>Classroom Presentations/ Assignments /Movie Review / Essay Submission/ Book review/ Field Visit Report / Educational Activity Report/ Presentation / Role play/ creative writing assignment: <b>10 Marks</b></p>	
14	<p><b>External / Semester End Examination      Marks: 30      Time: 1 Hours</b></p> <p><b>Each question is for 15 marks. Two out of Three questions to be attempted.</b></p> <p>Q.1      Fill in the blanks (Based on all units). Marks 15</p> <p>Q.2      Essay Type Questions (Attempt Any One out of two Based on Unit I). Marks 15</p> <p>Q.3      Essay Type Questions (Attempt Any Three out of five Based on Unit II). Marks 15</p>	

**Sign of the BOS  
Chairman  
Name of the Chairman  
Name of the BOS**

**Sign of the  
Offg. Associate Dean  
Name of the Associate Dean  
Name of the Faculty**

**Sign of the  
Offg. Dean  
Name of the Offg. Dean  
Name of the Faculty**

AC – 20/04/2024  
Item No. – 6.6 Sem. II (6a)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of Open Elective Courses</b>	
<b>Board of Studies in Computer Science</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>I) Social Media Marketing</b>	<b>2</b>
<b>D)</b>	
<b>From the Academic Year</b>	<b>2024 – 2025</b>

## Open Elective Courses

**Name of the Course: Social Media Marketing**

Sr. No.	Heading	Particulars
1	Description the course:	<p><b>Introduction:</b></p> <p>This course serves as an introduction to the dynamic world of social media marketing, offering students the foundational knowledge and practical skills needed to thrive in this rapidly evolving field.</p> <p><b>Relevance:</b></p> <p>Social media marketing has become an integral part of modern marketing strategies, as businesses increasingly rely on platforms like Facebook, LinkedIn, and Twitter to connect with their target audience, build brand awareness, and drive sales. Understanding how to leverage these platforms effectively is crucial for success in today's digital landscape.</p> <p><b>Usefulness:</b></p> <p>The skills learned in this course are highly practical and applicable across various industries and sectors. Whether students aspire to work in e-commerce, advertising, public relations, or entrepreneurship, a solid understanding of social media marketing is invaluable.</p> <p><b>Application:</b></p> <p>Through hands-on exercises and practical assignments, students will apply theoretical concepts to real-world scenarios, such as creating Facebook ad campaigns, optimizing LinkedIn profiles, and analyzing YouTube analytics. This approach ensures that students develop tangible skills that they can immediately put into practice.</p> <p><b>Interest:</b></p> <p>Social media marketing is a dynamic and creative field that appeals to students with a passion for digital communication, branding, and analytics. The course's emphasis on practical learning and creativity will engage students and foster their interest in exploring new marketing strategies and techniques.</p> <p><b>Connection with Other Courses:</b></p>

**Practical:** Optimize your LinkedIn profiles and develop a sample content strategy for a professional networking scenario

### **Influencer Marketing**

Understanding the role of influencers in social media marketing

Identifying and collaborating with influencers to amplify brand reach and engagement

**Practical:** Identify potential influencers for a given scenario and create a collaboration plan

### **X Marketing (formerly Twitter Marketing)**

Developing content strategies for X (replace X with any emerging platform)

Utilizing X advertising tools for promoting businesses

Engaging with the audience and building brand presence on X

**Practical:** Create sample tweets and design a mock X ad campaign targeting a specific audience

## **Module 2 Advanced Digital Marketing Techniques (30 hours)**

### **YouTube Marketing**

Optimizing video content for YouTube

Promoting businesses through YouTube ads and sponsored content

Monetization strategies and leveraging YouTube analytics for insights

**Practical:** Create and upload a sample promotional video on YouTube and analyze its performance using YouTube analytics

### **Email Marketing**

Understanding different types of emails and email marketing tools

Building and managing mailing lists for effective email campaigns

Implementing email marketing automation and analyzing email deliverability

**Practical:** Design and send out a sample email campaign using an email marketing platform and analyze the campaign metrics

### **Content Marketing and SEO**

Introduction to content marketing and its importance in SMM

Creating and optimizing content for social media platforms

Overview of SEO techniques for improving website visibility and Google rankings

**Practical:** Create sample social media posts and develop a content calendar for a content marketing campaign, with a focus on SEO optimization

		<p>This course complements other courses in marketing, advertising, communications, and digital media by providing a focused understanding of social media platforms and their role in contemporary marketing strategies. Students can apply the knowledge and skills gained in this course to enhance their understanding of broader marketing principles and practices.</p> <p><b>Demand in the Industry:</b></p> <p>With the increasing importance of digital marketing, there is a growing demand for professionals with expertise in social media marketing. Businesses of all sizes are seeking skilled individuals who can effectively navigate and leverage social media platforms to achieve their marketing goals. By completing this course, students will position themselves as valuable assets in the job market.</p> <p><b>Job Prospects:</b></p> <p>Graduates of this course will be well-equipped to pursue various roles in the field of social media marketing, including social media managers, digital marketing specialists, content creators, and marketing analysts. The practical skills and industry-relevant knowledge gained from this course will enhance students' employability and open up a wide range of career opportunities in the rapidly expanding digital marketing sector.</p>
2	<b>Vertical:</b>	Open Elective
3	<b>Type:</b>	Practical
4	<b>Credits:</b>	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	<b>Hours Allotted:</b>	60 hours
6	<b>Marks Allotted:</b>	50 Marks
7	<p><b>Course Objectives (CO):</b></p> <p><b>CO 1.</b> To provide students with a comprehensive understanding of social media marketing principles, strategies, and best practices.</p> <p><b>CO 2.</b> To familiarize students with the various social media platforms and their respective features, audiences, and advertising capabilities.</p> <p><b>CO 3:</b> To equip students with the practical skills needed to create, manage, and optimize social media marketing campaigns across different platforms.</p> <p><b>CO 4.</b> To cultivate students' ability to analyze social media metrics and use data-driven insights to refine marketing strategies and enhance campaign performance.</p>	

	<p><b>CO 5.</b> To explore emerging trends and technologies in social media marketing and their implications for future marketing practices.</p> <p><b>CO 6.</b> To encourage critical thinking and creativity in developing innovative social media marketing solutions to meet business objectives.</p>
8	<p><b>Course Outcomes (OC):</b>  After successful completion of this course, students would be able to -</p> <p><b>OC 1.</b> Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement.</p> <p><b>OC 2.</b> Identify the strengths and weaknesses of different social media platforms and select the most appropriate channels for achieving specific marketing objectives.</p> <p><b>OC 3.</b> Develop proficiency in using social media management tools and advertising platforms to create and manage effective marketing campaigns.</p> <p><b>OC 4.</b> Analyze social media metrics to assess the performance of marketing campaigns, identify areas for improvement, and make data-driven decisions.</p> <p><b>OC 5.</b> Demonstrate creativity and problem-solving skills by developing original social media marketing concepts and campaigns that resonate with target audiences.</p> <p><b>OC 6.</b> Effectively communicate their ideas, insights, and recommendations through written reports, oral presentations, and collaborative group discussions focused on social media marketing topics.</p>
9	<p><b>Modules:</b></p> <p><b>Module 1: Introduction to Digital Marketing (30 hours):</b></p> <p><b>Introduction to Social Media Marketing</b></p> <p>Definition and purpose of Social Media Marketing (SMM)</p> <p>Importance of SMM in the digital landscape</p> <p>Overview of different social media platforms and their significance</p> <p><b>Facebook Marketing</b></p> <p>Creating and managing a Facebook business page</p> <p>Strategies for engaging with the audience on Facebook</p> <p>Utilizing Facebook advertising tools and creating effective ad campaigns</p> <p>Practical: Create a Facebook business page for a fictional business and design a sample ad campaign</p> <p><b>LinkedIn Marketing</b></p> <p>Leveraging LinkedIn for business marketing and networking</p> <p>Crafting a LinkedIn marketing strategy to reach the target audience</p> <p>Lead generation techniques and content strategy on LinkedIn</p>

	<p><b>Mobile Marketing</b></p> <p>Exploring the role of mobile devices in marketing strategies</p> <p>Understanding mobile advertising and engagement techniques</p> <p>Developing mobile-specific campaigns and measuring mobile marketing ROI</p> <p>Practical: Design a mobile-friendly ad campaign for a fictional product or service and assess its performance metrics</p> <p><b>Emerging Trends and Web Analytics</b></p> <p>Exploring new and emerging trends in social media marketing</p> <p>Understanding how to leverage trends like live streaming, augmented reality, and chatbots</p> <p>Introduction to web analytics and tools like Google Analytics</p> <p>Practical: Analyze website performance using Google Analytics and identify areas for optimization and improvement</p>													
10	<p><b>Text Books</b></p> <p>1. Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition</p>													
11	<p><b>Reference Books</b></p> <p>1. Fundamentals of Digital Marketing, Punit Singh Bhatia, Pearson, 2nd Edition</p> <p>2. "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation", Damian Ryan, Calvin Jone. Kogan Page, 4th Edition</p>													
12	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>												
13	<p>The internal evaluation will be determined by the completion of practical tasks and the submission of corresponding write-ups for each session. Each practical exercise holds a maximum value of 10 marks. The total evaluation, out of 100 marks, should be scaled down to a final score of 20 marks.</p> <hr/> <p><b>Total: 20 marks</b></p>	<p><b>A Semester End Practical Examination of 2 hours duration for 30 marks as per the paper pattern given below.</b></p> <p><b>Certified Journal is compulsory for appearing at the time of Practical Exam</b></p> <hr/> <p><b>Total: 30 Marks</b></p>												
14	<p><b>Format of Question Paper:</b></p> <p><b>Total Marks: 30</b> <span style="float: right;"><b>Duration: 2 Hours</b></span></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Question</th> <th style="width: 33%;">Practical Question Based On</th> <th style="width: 33%;">Marks</th> </tr> </thead> <tbody> <tr> <td>Q. 1</td> <td>Module 1</td> <td>12</td> </tr> <tr> <td>Q. 2</td> <td>Module 2</td> <td>12</td> </tr> <tr> <td>Q. 3</td> <td>Viva</td> <td>06</td> </tr> </tbody> </table>		Question	Practical Question Based On	Marks	Q. 1	Module 1	12	Q. 2	Module 2	12	Q. 3	Viva	06
Question	Practical Question Based On	Marks												
Q. 1	Module 1	12												
Q. 2	Module 2	12												
Q. 3	Viva	06												

**Sign of the BOS Chairman**  
**Dr. Jyotshna Dongardive**  
Ad-hoc BOS (Computer Science)

**Sign of the Offg. Associate Dean**  
**Dr. Madhav R. Rajwade**  
Faculty of Science & Technology

**Sign of Offg. Dean**  
**Prof. Shivram S. Garje**  
Faculty of Science & Technology

## Startups (VSC) Credits 2

### Description of the course:

"Startups" explores the entrepreneurial journey from idea conception to business establishment and growth. It covers topics such as business planning, funding strategies, market validation, and scalability, aiming to equip students with the knowledge and skills to navigate the challenges and opportunities of startup ventures effectively. The subject also emphasizes innovation, creativity, and adaptability in the dynamic startup ecosystem.

### Aims & Objectives:

1. To introduce the students to the concept of Startups and Entrepreneurship.
2. To provide the knowledge of becoming an entrepreneur by identifying business opportunities and developing business plans.
3. To understand the concept of entrepreneurship and identify the dimensions and resources required to establish a start-up.

### Course outcomes:

1. Students will be able to start his/ her own business by understanding the opportunities that are lying in front of them.
2. Students will learn how to make a business plan and how to approach funding agencies for getting their loans sanctioned.
3. Students will learn to identify the various sources of finance for a new venture and role of central and state government in promoting entrepreneurship

Sr. No.	Modules	No. of Lectures
1	Startup Ecosystem and Legal Environment	15
2	Survival, Growth and Exit Strategies	15
<b>Total</b>		<b>30</b>

Sr. No.	Modules
1	<p><b>Startup Ecosystem and Legal Environment</b></p> <p><b>A) Unit I: Start-up opportunities: The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of the startup economy - The Six Forces of Change- The Start-up Equation - The Entrepreneurial Ecosystem – Entrepreneurship in India. Government Initiatives.</b></p> <p><b>B) Unit II: Startup Capital Requirements and Legal Environment: Identifying Startup Capital Resource requirements - estimating Startup cash requirements - Develop financial assumptions- Constructing a Process Map - Positioning the venture in the value chain - Launch strategy to reduce risks- Startup financing metrics - The Legal Environment- Approval for New Ventures- Taxes or duties payable for new ventures.</b></p>
2	<p><b>Survival, Growth and Exit Strategies</b></p> <p><b>A) Unit I: Start-up Survival and Growth: Stages of growth in a new venture- Growing with the market - Growing within the industry- Venture life patterns- Reasons for new venture failures- Scaling Ventures – preparing for change - Leadership succession. Support for growth and sustainability of the venture.</b></p> <p><b>B) Unit II: Planning for Harvest and Exit: Dealing with Failure; Bankruptcy, Exit Strategies- Selling the business - Cashing out but staying in-being acquired- Going Public (IPO) – Liquidation.</b></p>

**References:**

- **Startup India: Insights for Aspiring Entrepreneurs" by Dr. Prashant Prabhu (Publisher: Vision India Publications)**
- **The Ultimate Guide to Startups in India" by Anand Srinivasan (Publisher: Notion Press)**
- **Entrepreneurship Management: Concepts, Theory and Practice" by Sadhana Dash, published by PHI Learning Pvt. Ltd.**
- **Entrepreneurship Development: A Handbook for Entrepreneurs" by S. S. Khanka, published by S. Chand Publishing**

## Insurance Broking and Advisory (SEC) Credits 2

### Description of the course:

"Insurance Broking and Advisory" delves into the principles and practices of insurance intermediation. It covers topics such as risk assessment, policy selection, claims management, and regulatory compliance, equipping students with the knowledge and skills to provide expert insurance advice and solutions to clients. The subject also explores the evolving role of insurance brokers in the insurance market and the importance of ethical conduct and professionalism in insurance advisory services

### Aims & Objectives:

1. To provide students with a comprehensive understanding of insurance principles, products, and markets.
2. To develop students' skills in insurance broking and advisory services.
3. To ensure students are familiar with regulatory requirements governing insurance broking.

### Course outcomes:

1. Students will be able to find a policy that best suits your needs for a reasonable price.
2. Students will understand client's insurance needs and provide ethical and professional advice
3. Students will understand the working and functioning of the Insurance Sector.

Sr. No.	Modules	No. of Lectures
1	Insurance Brokerage Essentials: Understanding Policies, Ethics, and Regulations	15
2	Brokerage Client Management and Insurance Advisory Practices	15
<b>Total</b>		<b>30</b>

Sr. No.	Modules
1	<p><b>Insurance Brokerage Essentials: Understanding Policies, Ethics, and Regulations</b></p> <ul style="list-style-type: none"> <li>• Definition and importance of insurance, Life insurance vs. general insurance, Different types of insurance policies (term, whole life, health, property, etc.)</li> <li>• Functions of Direct / Composite / Reinsurance Brokers.</li> <li>• Registration and Licensing of Brokers: eligibility and qualifications of person, manpower and infrastructure requirements.</li> <li>• Requirement of Capital for Direct broker/Composite Broker / Reinsurance Broker a. Forms of capital to be brought in Equity /Assets/Cash</li> <li>• Code of Conduct or Professional Ethics.</li> <li>• Remunerations of Brokers in various lines of Insurance Business: General Insurance, Life Insurance, Pension, Annuity, Group Insurance, etc.</li> <li>• Professional Indemnity Insurance for Brokers</li> </ul>
2	<p><b>Brokerage Client Management and Insurance Advisory Practices</b></p> <ul style="list-style-type: none"> <li>• Responsibility of Broker to the insured - Understanding of client's requirement – nature of business and Risk Management of client, Preparation of Insurance Slip, Premium Collection, assistance in claims and preparation of claim documentation.</li> <li>• Responsibility of Brokers to the Insurance Company in Selection of Risks, Presentation of Products, Remittance of Premium, assistance in Claim Settlement and Consumer Grievances.</li> <li>• Insurance Advisory Process - Client needs analysis and risk assessment, Product selection and recommendation</li> </ul>

**References:**

- "Insurance Broking Practice and Procedures" by Dr. M. N. Mishra (Publisher: Taxmann Publications Pvt. Ltd.)
- "Principles and Practice of Insurance Broking" by Sunita Sharma and Lallan Prasad (Publisher: Sultan Chand & Sons)
- "Insurance Broking in India: Challenges and Opportunities" by Dr. K. C. Mishra and Dr. J. K. Pandey (Publisher: New Century Publications)
- "Insurance Broking in India: Regulations, Processes, and Practices" by Raj Kumar (Publisher: Bharat Law House Pvt. Ltd.)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of AEC</b>	
<b>Board of Studies in Marathi</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits</b>
लेखन कौशल्ये १- (कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार)	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

Sl. No.	Heading	Particulars
1	<b>Description the course :</b>  <b>Including but Not limited to :</b>	<p style="text-align: center;"><b>लेखन कौशल्ये १-</b> <b>(कार्यालयीन लेखनव्यवहार आणि पत्रव्यवहार)</b></p> <p>लेखन ओळख ते लेखन कौशल्य हा बराच मोठा प्रवास आहे. वाचन आणि लेखनाच्या सरावाने, लेखन कौशल्य विकसित करता येते. बहुतेक वेळा आपण मिळवलेले ज्ञान हे लिखित स्वरूपात मांडावे लागते. त्यासाठी आपण लेखन कौशल्याचे योग्य उपयोजन करतो. लेखन म्हणजे मजकूर तंतोतंत उतरवणे नव्हे. एखादे निवेदन, वृत्त, निबंध, पुस्तकाची टिपणे, अर्ज यांसाठी लेखन आवश्यक असते. कार्यालयीन पत्रव्यवहार, कार्यवृत्ते, नोंदी, जाहिरात, टिप्पणी ही सर्व उपयोजित लेखन कौशल्ये आहेत. कार्यालयीन पत्रव्यवहार करणे हे एक वेगळ्या प्रकारचे कौशल्य आहे. त्यातील काही उपयोजन कौशल्यांचा विचार या अभ्यासपत्रिकेत अपेक्षित आहे. कार्यालयीन लेखन व्यवहार आणि पत्रव्यवहार या अभ्यासपत्रिकेत शिकविला जाईल.</p>
2	<b>Vertical :</b>	Ability Enhancement Course
3	<b>Type :</b>	Theory + Practical
4	<b>Credit:</b>	02 (1 credit = 15 Hours for Theory in a semester)
5	<b>Hours Allotted :</b>	30
6	<b>Marks Allotted:</b>	50
7	<b>Course Objectives: ( List some of the course objectives )</b>	
	<ol style="list-style-type: none"> <li>१. कार्यालयीन लेखन व्यवहार स्वरूप समजावून सांगणे.</li> <li>२. कार्यालयीन पत्रव्यवहाराचे स्वरूप समजावून सांगणे.</li> <li>३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या क्षमता आणि तंत्रांचा परिचय करून देणे.</li> </ol>	
8	<b>Course Outcomes: ( List some of the course outcomes )</b>	
	<ol style="list-style-type: none"> <li>१. विद्यार्थ्यांना कार्यालयीन लेखन व्यवहाराचे स्वरूप समजेल.</li> <li>२. विद्यार्थ्यांना कार्यालयीन पत्रव्यवहाराचे स्वरूप समजेल.</li> <li>३. प्रभावी कार्यालयीन लेखनासाठी आवश्यक असणाऱ्या तंत्रांचा विद्यार्थ्यांना परिचय होईल.</li> </ol>	
9	<b>Modules:- Per credit One module can be created</b>	
	<b>घटक एक घटक एक : कार्यालयीन लेखनव्यवहार -</b>	
	<ol style="list-style-type: none"> <li>१. जाहीर निवेदन आणि माहितीपत्रक</li> <li>२. इतिवृत्त लेखन</li> <li>३. टिप्पणी लेखन (६० मिनिटांच्या १५ तासिका) श्रेयांकन १.</li> </ol>	

घटक दोन : घटक दोन : पत्रव्यवहार -२

१. कार्यालयीन/प्रशासनिक पत्र
२. नोकरीसाठी अर्जलेखन
३. पत्रात्मक लेखन : नवी रूपे (शुभेच्छा, निमंत्रण)  
(६० मिनिटांच्या १५ तासिका) श्रेयांकन १.

10 Text Books: N.A.

11 Reference Books: संदर्भसूची :

१. प्रशासनिक लेखन, भाषा संचालनालय, महाराष्ट्र शासन, मुंबई, १९६६
२. भाषिक सर्जन आणि उपयोजन, राजन गवस, अरुण शिंदे, गोमटेश्वर पाटील, दर्या प्रकाशन, पुणे, २०१२
३. परब प्रकाश, व्यावहारिक मराठी, मिथुन प्रकाशन, डोंबिवली पूर्व, मुंबई, १९८९
४. नाईक सदानंद, राजभाषा मराठी, व्यावहारिक मराठी, प्रका-नागरी सेवा प्रबोधिनी, मुंबई, २००२
५. तावरे स्नेहल (संपा.), व्यावहारिक मराठी, स्नेहवर्धन प्रकाशन, पुणे, चौथी आवृत्ती, २०११
६. केतकी मोडक, संतोष शेणई, सुजाता शेणई (संपा.), उपयोजित मराठी, पद्मगंधा प्रकाशन, २०१२
७. नसीराबादकर ल. रा., व्यवहारिक मराठी, भाषा विकास संशोधन संस्था, कोल्हापूर २०२३

12 Internal Continuous Assessment: 40%

External, Semester End Examination 60%  
Individual Passing in Internal and External  
Examination

13 Continuous Evaluation through:

Quizzes, Class Tests, presentation,  
project, role play, creative writing,  
assignment etc. ( at least 3 )

अंतर्गत चाचणी परीक्षा : २० गुण

चाचणी परीक्षा /लेखी/ ऑनलाईन/ प्रकल्प/ गृहपाठ - २० गुण

14 Format of Question Paper: for the final examination

बहिर्गत परीक्षा ३० गुण (वेळ एक तास)

- एकूण तीन प्रश्न विचारावेत.
- प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत.
- तिसरा प्रश्न हा घटक १ आणि २ वर आधारित अंतर्गत पर्यायासह दोन टीपा/लघुप्रश्न स्वरूपाचा असावा.

Sign of the BOS  
Chairman  
Name of the  
Chairman  
Name of the BOS

Sign of the  
Offg. Associate Dean  
Name of the Associate  
Dean  
Name of the Faculty

Sign of the  
Offg. Dean  
Name of the Offg. Dean  
Name of the Faculty

AC –  
Item No. –

**As Per NEP 2020**

# University of Mumbai



<b>Syllabus for Basket of VES</b>	
<b>Board of Studies in Value Education</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits 2</b>
<b>I) Environmental Management &amp; Sustainable Development -II</b>	
<b>From the Academic Year</b>	<b>2024-25</b>

**Name of the Course: Environmental Management  
& Sustainable Development -II**

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>This introductory course explores the interconnectedness of our environment and the challenges it faces. Designed for students from all faculties, it equips you with a foundational understanding of:</p> <ul style="list-style-type: none"> <li>• Ecosystems and biodiversity: Explore the intricate web of life on Earth and the importance of species diversity.</li> <li>• Human impact: Analyse how human activities affect natural resources, climate, and pollution.</li> <li>• Sustainability: Discover principles for living in harmony with the environment and meeting our needs without compromising future generations.</li> </ul> <p>Regardless of major, environmental awareness is crucial. This course empowers learner to:</p> <ul style="list-style-type: none"> <li>• Become an informed citizen: Make responsible choices and advocate for environmental protection.</li> <li>• Understand complex environmental issues: Gain a holistic view of challenges like climate change and pollution.</li> </ul> <p>Explore solutions and career paths: Discover potential careers in environmental management, conservation, or sustainable development.</p>
2	Vertical :	<b>Open Elective</b>
3	Type :	Theory / Practical
4	Credit:	2 credits / ( 1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester )
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To create and disseminate knowledge to the students about environmental problems at local, regional and global scale.</li> <li>2. To introduce about ecosystems, biodiversity and to make aware for the need of</li> </ol>	

conservation.

3. To sensitize students towards environmental concerns, issues, and impacts of human population.

4. To prepare students for successful career in environmental departments, research institutes, industries, consultancy, and NGOs, etc.

**Course Outcomes:**

1. Use principles of Environmental Science for explaining sustainable development and its related ethical concerns

2. Display scientific perspective for issues confronting our present day environment.

8 3. Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution.

4. Explain the Role of an individual in relation to human population and environmental pollution.

5. Recognize the importance of collective efforts for environmental sustainability as reflected in various treaties, conventions and laws

9 **Modules:-**

**Unit I: Environmental Pollution and Health (8 lectures)**

Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.

Air pollution: Sources of air pollution; Primary and secondary pollutants; Criteria pollutants- carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter and Sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.

Water pollution: Sources of water pollution; River, lake and marine pollution, groundwater pollution; water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.

Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.

Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.

Thermal and Radioactive pollution: Sources and impact on human health and ecosystems.

**Unit II: Environmental Management (7 lectures)**

Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; Introduction to environmental legislations on the forest, wildlife and pollution control.

Environmental management system: ISO 14001

Life cycle analysis; Cost-benefit analysis

Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme. Introduction to Millennium Development Goals, Sustainable Development Goals, & Mission Life.

**Unit III: Environmental Treaties and Conventions (8 lectures)**

1) Major International Environmental Agreements: Stockholm Conference on Human Environment, 1972, Ramsar Convention on Wetlands, 1971, Montreal Protocol, 1987, Basel Convention (1989), Earth Summit at Rio de Janeiro, 1992, Kyoto Protocol, 1997, Earth Summit at Johannesburg, 2002.

2) Major Indian Environmental Legislations: The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002

**Unit IV: Case Studies and Field Survey (7 lectures)**

The students are expected to be engaged in some of the following or similar identified activities:

- Discussion on one national and one international case study related to the environment and sustainable development.
- Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- One student one tree initiative.
- Documentation of campus biodiversity.
- Campus environmental management activities such as solid waste disposal, water management, and sewage treatment.

10

**Text Books**

1. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).
2. Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
3. Masters, G. M., & Ela, W. P. (2008). Introduction to environmental engineering and science (No. 60457). Englewood Cliffs, NJ: Prentice Hall.
4. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) Integrated Environmental Management, A transdisciplinary Approach. CRC Press.
5. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
6. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press.
7. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
8. UNEP (2007) Multilateral Environmental Agreement Negotiator's Handbook, University of Joensuu, ISBN 978-952-458-992-5
9. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf>
10. Ministry of Environment, Forest and Climate Change (2019) A Handbook on International Environment Conventions & Programmes. <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf>
11. India Code - Digital repository of all Central and State Acts: <https://www.indiacode.nic.in/>
12. University Grants Commission, D.O.No.F. 14-5/2015(CPP-II) dated 2<sup>nd</sup> August 1 2019.

12	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, Field Visits, Case Studies, assignments, One Student one tree initiative etc. (at least 4)	
14	<p><b>Format of Question Paper:</b> for the final examination  For OE: External - 30 Marks (2 Credits)  Internal - 20 Marks  Question Paper Format for 30 Marks  Format of Question Paper: 30 Marks per paper Semester End Theory Examination:</p> <ol style="list-style-type: none"> <li>1. Duration - These examinations shall be of one hour and 30 minutes duration.</li> <li>2. Theory question paper pattern:  There shall be 04 questions each of 10 marks out of which students will attempt ANY THREE</li> </ol>	

**Signature:**  
**Prof. Kavita Laghate**  
**Chairman of Board of Studies in Value Education**

**UNIVERSITY OF MUMBAI****Semester II****NSS CC****Sub: - Leadership and Community Engagement****Credits: 02****Marks: 50**

<b>Unit Number</b>	<b>SEMESTER 2 Title of the Unit</b>	<b>No. of Lecture</b>	<b>No. of Credits</b>
1	<b>Leadership &amp; Personality development:</b> Meaning, definition, qualities, and characteristics of a Leader. Meaning of personality, Dimensions of personality. Personality and Leadership nexus.	15	
	Universal Human Values and Ethics for youths Sustainable Development Goals		
2	<b>Activity Based Programmes</b> (Suggestive list given below. Colleges can plan various social activities for learners and make a detailed report) Activities can be conducted throughout the academic year .Evaluation will be based on record keeping of the attendance of the learner.	30	
	<b>Shramadhan</b> – Plantation, Cleaning, Watering, Weeding, Any other activities.		
	<b>Awareness Programmes</b> – Seminar, Workshops, Celebration of National and International days, Personality Development Programmes, Group Activities, etc.,		
	Rally, Visit to Adopted villages, Swatchatha Programme, Visit and Conserving Ancient monuments and heritage site, Socio Economic Survey of village/slum, Nature Camp, Environmental Education, Women Empowerment Programme, Health Camps, Blood grouping awareness and Blood donation, Legal awareness Programme, Literacy Programme, Water Conservation Programme, One Day Special Camp in a village (preferably in adopted village/Adopted areas/Slums/MR Schools etc).		

**Note:**

1. Above Paper will be exempted if the learner is involved in NSS as Volunteer and Successfully completes 60 hours in each Semester.

2. If learner as a NSS Volunteer attends any Camps at National/State/University/District/ College Special Camp will be exempted from either Sem II OR Sem IV Paper provided they produce Certificate of Participation or Attendance in Camp certified by the Programme Officer.

## Evaluation Pattern

### Internal Assessment

Assessment Criteria	Marks
Assignment / Project / Quiz/Presentations	10
Attendance, Class and Activity Participation	10
<b>Total</b>	<b>20</b>

### External Assessment Question Paper Pattern

Time: 1:00 Hours

Total Marks: 30

- Introduction:-*
1. All questions are compulsory.
  2. Figure to the Right indicates full marks.
  3. Draw neat labeled drawings wherever necessary.

---

Q.1) Rewrite the following by choosing the correct options given below  
(with four alternatives) 6 Objectives question of 1 mark each **06 marks.**

1. a)                      b)                      c)                      d)  
2. a)                      b)                      c)                      d)

Q.2) Short Notes . (Any Two out of Four) **06marks**

- 1.
- 2.
- 3.
- 4.

Q.3) Answer the following questions (Any Three out of Five) **18 marks**

- 1.
  - 2.
  - 3.
  - 4.
  - 5.
- .....

## References:

1. National Service Scheme Manual 2006, Government of India
2. Salunkhe P.B. Ed, Chhtrapati Shahu the Pillar of Social Democracy
3. National Service Scheme Manual, Govt. of India
4. Training Programme on National Programme Scheme TISS
5. Orientation Courses for N.S.S. Programme Officers, TISS
6. Hans Gurmeet, Case Material as a Training Aid for Field Workers
7. Tarachand, History of the Freedom Movement in India Vol.II
8. Kapil K. Krishan, Social Service Opportunities in Hospitals (TISS)
9. Ram, Social Problems in India.
10. Arnold, K. (2018). What is R.E.S.P.E.C.T. When it comes to teamwork? Available at: <https://www.extraordinaryteam.com/what-is-r-e-s-p-e-c-t-when-it-comes-to-teamwork/>
11. Barnard, I. C. (1938). Functions of the Executive. Boston: Harvard Press.
12. Barrett, R. (2013). The Values-driven Organisation: Unleashing Human Potential for Performance and Profit. London: Fulfilling Books
13. Barret Values Center (2018). Values-based leadership. Available at: <https://www.valuescentre.com/mapping-values/leadership/values-based- leadership>
14. Bauman, D. C. (2013). Leadership and the three faces of integrity. The Leadership Quarterly, 24(3), 414-426.
15. Bishop, W. H. (2013). Defining the Authenticity in Authentic Leadership. The Journal of Values-Based Leadership, 6(1), Article 7. Available at : <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1077&context=jvbl>
16. Bourne, P. A. (2016). Leadership as a service: a new model for higher education in a new century – a bookreview. Review of Public Administration and Management, 4, 196. Available at: <https://www.omicsonline.org/open-access/leadership-as-a-service-a-new-model-for-higher-education-in-a-newcentury--a-book-review-2315-7844-1000196.php?aid=83165>
17. Cameron, K. (2008). Positive Leadership. San Francisco: Berret-Koehler.
18. Clarke, S. (2018). Why your values are key to your leadership. Leaderonomic.com Available: <https://leaderonomics.com/leadership/values-key-leadership>
19. Clarke, N. (2011). An integrated conceptual model of respect in leadership