



Shri Shivaji Education Society, Amravati's  
**Dhanwate National College**  
Congress Nagar, Nagpur



**Established in 1935**

**College with Potential for Excellence status by UGC, New Delhi**  
**PM-USHA 3.00 Grant for College Strengthening**  
**Re-Accredited 'B+' Grade, CGPA 2.53 by NAAC, Bangalore**  
**Centre of Higher Learning and Research**  
**Institutional Member of APQN, Shanghai**

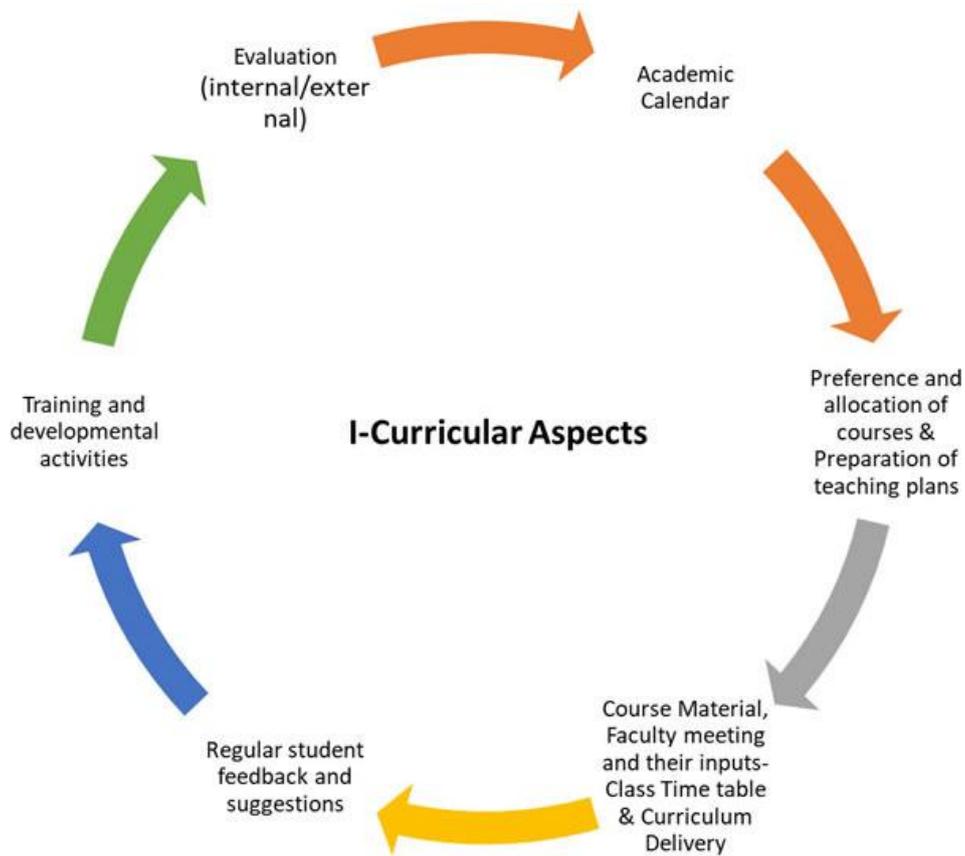


**4<sup>th</sup> Cycle**

**Assessment & Accreditation by NAAC**

# AQAR 2023-2024

## CRITERIA I: CURRICULAR ASPECTS



### 1.2 - Academic Flexibility

1.2.1 - Number of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented



**Dr. Panjabrao alias  
Bhausaheb Deshmukh**  
Founder President



Estd. 1935

Shri Shivaji Education Society, Amravati's (Regd. No. F. 89)  
**DHANWATE NATIONAL COLLEGE**  
Congress Nagar, Nagpur.

'College with Potential for Excellence' (C.P.E.) By U.G.C. Delhi  
NAAC ACCREDITED 'B+' GRADE, CGPA 2.53  
RECOGNISED CENTER FOR HIGHER LEARNING AND RESEARCH  
INSTITUTIONAL MEMBER OF ASIA PACIFIC QUALITY NETWORK, SHANGHAI

**Hon. Shri Harshwardhan P. Deshmukh**  
President

**Dr. Omraj S. Deshmukh**  
M.Sc., Ph.D.  
Principal

No./DNC /\_ **248/2023-2024**

Date : **26/12/2023**

### **Self Declaration**

This is to certify that, the information, report true copies of the supporting documents, numerical data and weblinks furnished in this file are verified by IQAC and the head of the institution and found correct.

Hence this certificate is issued.

**Dr. K. D. Meghe**  
IQAC Coordinator



**Dr. O. S. Deshmukh**  
Principal

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## **1.2.1 - Number of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented**

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# STRUCTURE AND CREDIT DISTRIBUTION OF POST GRADUATE DEGREE PROGRAM

M.A Economics (All Affiliated College)

From the Academic Session 2023-24

PG Diploma after 3 Years Degree

Year	Level	Semester (2 Years)	Major		RM	OJT/FP	RP	Cumulative Credit	
			Mandatory	Credit					Electives (Choose Any One)
	6.0	Semester - I	1. Micro-Economic Theory – I	4	1. Agricultural Economics	Research Methodology	-	-	22
			2. Macro-Economic Theory – I	4	2. Industrial Economics				
			3. Statistics for Economics	4	3. Mathematics for Economics				
			4. Maharashtra Economy	2					
			<b>Credit</b>	<b>14</b>	<b>4</b>	<b>4</b>			
	Semester - II	1. Micro-Economic Theory – II	4	1. Applied Econometrics	-	On Job Training/Appre nticeship or Field Projects	-	22	
	2. Macro-Economic Theory– II	4	2. Labour Economics						
		3. Economics of Micro-Finance	4	3. Political Economy					
		4. Economics of Industrial Organization	2						
		<b>Credit</b>	<b>14</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>22</b>	
		<b>Cumulative Credit for PG Diploma</b>	<b>28</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>-</b>	<b>44</b>	

Exit Option : PG Diploma (44 Credits) after 3 years UG Degree

*Signature*

Year	Level	Semester (2 Years)	Major		RM	OJT/FP	RP	Cumulative Credit	
			Mandatory	Credit					Electives (Choose Any One)
6.0		Semester - III	1. Economics of Development & Growth - I	4	1. Indian Public Finance 2. Indian Economy – Issues & Policies 3. Economics of Environment	-	-	Research Project	22
			2. International Trade – Theory & Policy	4					
			3. Economics of Money & Banking	4					
			4. Economics of Sustainable Development	2					
			<b>Credit</b>	<b>14</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>22</b>
		Semester - IV	1. Economics of Development & Growth - II	4	1. Entrepreneurship Development 2. Energy and Infrastructure Economics 3. Welfare Economics	-	-	Research Project	22
			2. International Trade & Investment	4					
3. Urban & Rural Economy	4								
	<b>Credit</b>	<b>12</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>22</b>		
	<b>Cumulative Credit for PG Diploma</b>	<b>26</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>10</b>	<b>44</b>		
	<b>Cumulative Credit for 2 Year PG Degree</b>	<b>54</b>	<b>16</b>	<b>4</b>	<b>4</b>	<b>10</b>	<b>88</b>		
<b>2 Years – 4 Semester (88 Credits) after Three Year UG Degree or 1 Year : Two Semester PG Degree (44 Credits) after Four Year UG Degree</b>									
8.0			Course Work	4	Training in Teaching/Education/ Pedagogy	4	-	-	Ph.D Work
			Course Work	4					
			Course Work	4					
	<b>Credit</b>	<b>12</b>		<b>4</b>				<b>16</b>	

Abbreviations: OJT – On Job Training; Internship/Apprenticeship; FP – Field Projects; RM – Research Methodology; RP - Research Project;  
Cumulative Credits : Cum.Cr

*Ca*

**RTM Nagpur University, Nagpur**  
**New Syllabus as per NEP – 2020**  
**Implementation from the Academic Session 2023-24**  
**Post Graduate Syllabus in Economics**  
**M.A (Part-I) First Semester Examination**  
**(Under Choice Based Credit System/CBCS)**

**MAJOR - MANDATORY – 1**

(Credit – 4)

**MICRO-ECONOMIC THEORY – I**

**Learning Objectives:**

1. To provide a good understanding and a base to students in applying the concepts and methods of micro-economics in practical field
2. To equip the students themselves in a comprehensive manner with various aspects of micro-economic theory.
3. To develop the ability to synthesize knowledge

**Learning Outcomes:**

1. The knowledge of consumer behavior enables the students in recommending rational buying decisions and will also help to suggest firm to design suitable marketing strategies.
2. Students get equipped with knowledge and skill in suggesting effective decisions under uncertain market situations
3. Students understand the importance of time application and household management
4. The students will develop the skill for converting technical information into economic relationship between input and output
5. The students will develop skill to identify homogeneity level in production function and be able to estimate production function and shall be able to estimate level of output.
6. The course will help students to give recommendations on allocation of quantities of different factors of production to achieve economies of production and use of learning curves
7. The students will learn about maintain existence of firm in markets and shall be able to recommend to earn profit.

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## Content of Syllabus

Allocation of Teaching Hours: 20 Hrs. of Each Units

Units No.	Content
1	<b>Advances in the theory of Consumer Behavior</b> - Derivation of demand curve by using of indifference curve approach and revealed preference approach- Hicksian Revision of demand theory, modern utility analysis of choices involving risk and uncertainty- Bernoulli, Neuman-Morgenstern, Friedman-savage, Hypothesis
2	<b>Theory of Production and Cost</b> – Relation between return to factor and return to scale – multi product firm- production function-Cobb-Douglas, CES, VES; technical change and production function, Concept of Cost – Derivation of short-run and long-run cost curves- total, average and marginal- economies and diseconomies of scale and cost curves, Modern development in cost theory
3	<b>Theory of Firm and Price-Output determination in various market structures</b> – marginal analysis as an approach to price and output determination: Perfect competition – short run and long run equilibrium of firm and industry, monopoly short run and long run equilibrium, price determination, degree of monopoly power, regulation and control of monopoly, Oligopoly – non-collusive oligopoly, kinked demand curve model – collusive Oligopoly – Cartels, mergers, price leadership models, Monopolistic Competition, firm and group equilibrium with product differentiation and selling costs analysis, excess capacity
4	<b>Advanced approaches to pricing and optimization</b> – Advanced approaches to pricing and optimization – composite demand and composite supply pricing- Average or full cost pricing – Mark-up pricing, limit pricing - Bains and Silos-Labini model

### Books for References:

1. Koutsoyiannis, A. (2005) - Modern Microeconomics, Macmillan press, London
2. Layard, P.R.G. and Walters, A.W. (2001) - Microeconomic Theory, McGraw Hill, London.
3. Sen A(2005). - Microeconomics: Theory and Application, Oxford University Press, New Delhi
4. Stigler, G (2008). - Theory of Price, PHI, New Delhi
5. Varian, H.R.(2005) - Microeconomic Analysis, W.W.Norton, NewYork
6. Mankiw, N.G. (2009), Economics: Principles and Applications, Cengage Learning, India edition
7. Baumol, W.J.(1998): Economic Theory and Operations Analysis, Prentice Hall of India Private Limited
8. Henderson, J.M. & Quandt, and R.E.: Micro Economic Theory, McGraw Hill.
9. Nicholson Walter (2007)- Microeconomic Theory, The Drydon Press, London
10. E.K .Browning and J.M. Browning (2003) - Microeconomics; Theory and Applications, Kalyani Publisher, New Delhi.
11. Maddala, G.S. and Miller, E.: Microeconomics, Theory and Applications; McGraw Hill
12. Pindyck, R.S., Rubinfeld, D.L. & Mehta: Micro Economics, Pearson Education
13. Salvatore. D.: Micro Economics, Theory and Applications, Oxford University Press.
14. Hall Varian: 'Micro Economic Analysis,' Viva
15. Snyder and Nicholson: 'Micro Economics- Basic principles and Extensions' Cengage learning

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## ELECTIVES – 1

(Credit – 4)

### AGRICULTURAL ECONOMICS

#### Objectives:

1. To provide an understanding to the students about nature and functioning of agrarian economy of India.
2. To enable students to apply economic principles to traditional subsistence agriculture.
3. To equip students to understand process of value generation in agriculture.

#### Learning Outcomes:

1. The knowledge of nature of Indian Agriculture will enable students to derive suggestions for planning farm operations, for acquiring farm inputs and marketing strategy for selling farm output.
2. It will develop the skills to students for under technical information into economic relation between inputs and output in agriculture.
3. The students will enable to understand the economies of the production and marketing of agricultural products and shall be enable to draw suggestion for practical use.
4. It will help the students to analyse the implication on agricultural policy of government and shall enable them to make practical suggestions for improvement in traditional Indian agriculture.
5. Students are equipped with the knowledge of the emergence of different organizational structures of the farming in India.
6. It will develop the skill in students for analyzing business phenomenon in agriculture in terms of transactions and cost savings.

#### Content of Syllabus

Allocation of Teaching Hours: 20 Hrs. of each Units

Units No.	Content
1	<b>Agriculture and the Economy</b> - Agriculture and economic development – Role of agriculture in Economy, Theories of Agricultural Development – Schultz's views on Transformation of Traditional Agriculture, Lewis, Ranis and Fie models, organizational aspects of farming-Traditional peasant farming, commercial farming, conditions of Indian farmers, farm management
2	<b>Production function in Agriculture</b> – Law of variable return and returns to scale in agriculture, rational and Irrational stages in agricultural production function, problem of allocation of resources and least cost combination in agriculture, optimum combination of two products in agriculture Risk and uncertainty in agriculture, WTO and Indian Agriculture- Farm size and agricultural productivity; Mechanization in agriculture; Research and extension in Agriculture, Agricultural technology and green revolution

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3	<b>Marketing of agriculture produce</b> – Demand and Supply of agricultural products – factors affecting the demand for agricultural products, supply behaviour of agricultural products-Individual and aggregate supply of farm products, Behaviour of agricultural prices-Instability of agricultural prices, agricultural price policy of government, Agricultural Marketing – Approaches to agricultural marketing; problems of agricultural marketing; price spread, marketing margin; marketing efficiency, marketing integration, institutions and organization for agricultural marketing, processing of agricultural products,
4	<b>Factor Market for Agriculture</b> –Role of Land, labour and capital in farming, Land Tenancy and efficiency of farming-Land rental contract relationship. Labour market for agriculture – categories of labour, wage good and labour market – Agricultural Credit - characteristics of agricultural, Credit Sources of agricultural credit, Labour in agriculture, Role of land in agriculture, Non-agricultural uses of land

**Books for References:**

1. Subba Reddy, P.Raghu Ram, T.V. Neelakanta Sastry and I. Bhavani Devi(2008): 'Agricultural Economics' Oxford
2. Sadhu, A.N. & A. Singh: Fundamentals of Agricultural Economics, Himalaya publishing House, Bombay.
3. Soni, R.N.: Leading Issues in Agricultural Economics, Sobhanlal Nagin Chand & Co. Jalandhar
4. Debraj Ray(2012) : 'Development Economics' Oxford India
5. Basu, Kaushik: 'Agrarian Questions' Oxford India 6. Bruch L. Gardner and Gordon C. Rausser : Handbook of Agricultural Economics, North Holland



**RTM Nagpur University, Nagpur**  
**M.A (Part-II) Third Semester Examination**

**Post Graduate Syllabus in Economics**  
**(Under Choice Based Credit System/CBCS -NEP)**

**CORE SUBJECTS**

**1. ECONOMICS OF DEVELOPMENT AND GROWTH – I**

**Objectives of the course: -**

The course will introduce students with exciting and challenging branch of economics in fast moving, global economic order, there is a persistent demand to synchronize the approaches, theories and development issues for a better understanding of the problems of developing economies by students.

There is a need for synchronization that necessitates considerable restructuring and continuous adoption in tune with the specific socio-economic setting of these countries by students.

The program will empower the students to understand the nature of development which will be more sustainable and equitable. The modules incorporated here are intended to serve the purpose.

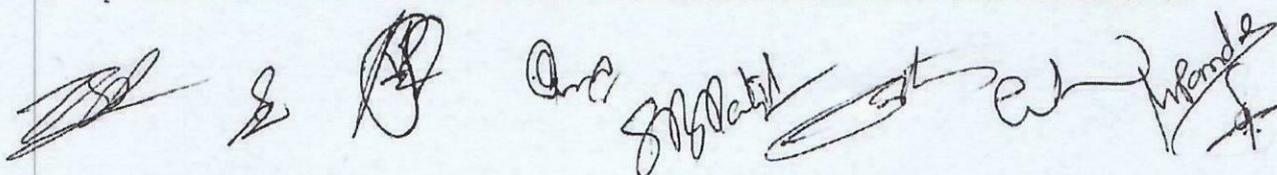
**Learning Objectives of the course: -**

1. To equip the students with theoretical and empirical material for increasing their capability to understand the basic problems faced by developing societies.
2. To develop conceptual clarity on various aspects of development with in student community.
3. To enable students to identify the strategic factors in development of less developed countries (LDC's)
4. To make students capable to evolve new strategies for achieving sustainable development and inclusive growth.

**Content of Syllabus**

Allocation of Teaching Hours: 20 Hrs. of Each Module/Units

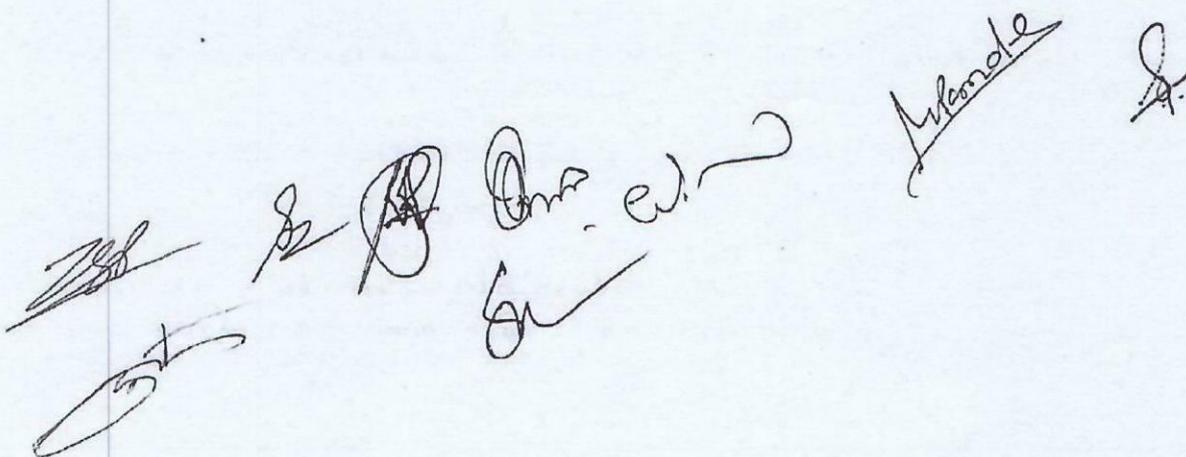
Module/Units No.	Content
1	<b>Economic Development An Overviews</b> Economic Growth and Development meaning and indicator factors determining the economic Growth and Development- Characteristics of developing and developed countries- Vicious Circle of poverty. Poverty and underdevelopment. Measurement of Economic Development – Conventional measurement, HDI, GDI, MPI and PQLI, Basic needs approach, Hunger Entitlement and capabilities Human Development and Economic Development – Development Gap – Convergence of Development levels
2	<b>Theories Of Economic Growth</b> Basic features of modern economic Growth, Growth models Harrod Domar Model, Solow-Model, Meade's Model, Golden Rule of accumulation, Kaldors Model, Kuznets hypothesis about economic growth and income distribution, Theories of balanced and unbalanced economic growth, Theories of Social and technological dualism



3	<b>Theories of Economic Development</b> Classical theories of Economic Development Schumpeter's theory of Development, Marxian theory of Economic Development. Neo classical theory of counter revolution, Dualism, Centre-periphery model, Gunnar Myrdals theory of Economic development.
4	<b>Problems and Policies</b> Population and Human Capital in Economic Development Population and growth trends, Population and economic development, Human capital formation, Technological change and development, Choice of technique, Environmental and development Environmental degradation, Externalities and market failures

**Books for References:**

- 1) Debraj Ray (1998) – Development Economics- Princeton University Press.
- 2) Michael P Tudaro (2017) Economic Development – Pearson Education
- 3) Misra and Puri – Growth and development- Himilaya Publication (2007) Mumbai.
- 4) Foster, Greer and Thorbecke- Poverty Measures- Institute of International Economic Policy- Suite
- 5) Gunnar Myradol – Economic theory of Underdeveloped region – (1957) London Duckworth.
- 6) Enclyclopedia Britanika- Development theory, the neoclassical theory of counter revolution.
- 7) Dov cherimichovsky and Linda Zangil- Micro Economic Theory of Howeholds- World Bank Documents.
- 8) Jean Marie Baland- Natural Resources and Economic Growth – Oxford Adademic Pub.


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**M.COM (BUSINESS STUDIES)**  
**W.E.F.2023-24**

**Program Specific Outcomes**

PSO 1	Develop necessary professional knowledge and skills in various functional areas of business and commerce
PSO 2	Demonstrate the ability to apply various theories of business management to solve business problems
PSO 3	Demonstrate effective oral and written business communication
PSO 4	Implement traditional and modern strategies and practices of business management, business economics and allied areas
PSO 5	Develop competency in students to make them employable in the corporate world

**Teaching and Examination Scheme**

A teaching and examination scheme for students admitted to the M. Com. (Business Studies) Program shall be as follows:

**Master of Commerce (Business Studies)**  
**Semester I**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks SEE (TH) *	Max Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Organizational Behavior		4	-	4	80	-	20	100	40	4
2.	Core	Business Laws		4	-	4	80	-	20	100	40	4
3.	Core	Managerial Economics		4	-	4	80	-	20	100	40	4
4.	Elective	Fundamentals of Financial Management		4	-	4	80	-	20	100	40	4
		International Business										
5.	Core	Research Methodology		4	-	4	80	-	20	100	40	4
				20	-	20	400	-	100	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student



**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all semesters and the CIE shall be conducted by colleges on behalf of the University for all Semesters.

**Master of Commerce (Business Studies)  
Semester II**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks SEE (TH) *	Max Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Indian Financial System		4	-	4	80	-	20	100	40	4
2.	Core	Company Law		4	-	4	80	-	20	100	40	4
3.	Core	Project Management		4	-	4	80	-	20	100	40	4
4.	Elective	Advanced Financial Management Basics of GST		4	-	4	80	-	20	100	40	4
5.	Core	On Job Training		-	8	8	-	100	-	100	50	4
				20	-	20	320	100	80	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student

**Note:**

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**Master of Commerce (Business Studies)  
Semester III**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours Per Week			Max. Marks	Max Marks		Total Marks	

				Theory	Practical	Total	SEE (TH) *	SEE (PR)	Max. Marks (CIE)		Min. Passing Marks	
1.	Core	Human Resource Management		4	-	4	80	-	20	100	40	4
2.	Core	Service Sector Management		4	-	4	80	-	20	100	40	4
3.	Core	Cooperation and Rural Development		4	-	4	80	-	20	100	40	4
4.	Elective	Agricultural Economics		4	-	4	80	-	20	100	40	4
		Indian Banking System										
5.	Core	Research Project		-	8	8	-	100	-	100	50	4
				16	8	24	320	100	80	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student

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**Master of Commerce (Business Studies)  
Semester IV**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max. Marks	Max. Marks	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)	Max. Marks (CIE)			
1.	Core	Entrepreneurship Development		4	-	4	80	-	20	100	40	4
2.	Core	Corporate Social Responsibility		4	-	4	80	-	20	100	40	4
3.	Core	Marketing Management		4	-	4	80	-	20	100	40	4
4.	Elective	International Marketing		4	-	4	80	-	20	100	40	4
		Insurance Procedures and Practices										



## ANNEXURE – II

M.COM (ACCOUNTING AND TAXATION)  
W.E.F.2023-24

## Program Specific Outcomes

PSO 1	The student will be able to <b>apply</b> professional knowledge of accounting and taxation in real life business situations
PSO 2	The student will be able to <b>interpret and analyse</b> the financial statements
PSO 3	The student will be able to <b>demonstrate</b> effective oral and written business communication
PSO 4	The student will be able to <b>implement</b> traditional and modern strategies and practices of costing, management, auditing and taxation
PSO 5	<b>Develop</b> competency in students to make them employable in the accounting and taxation industry

## Teaching and Examination Scheme

A teaching and examination scheme for students admitted to the M. Com. (Accounting and Taxation) Program shall be as follows:

## Master of Commerce (Accounting and Taxation)

## Semester I

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks SEE (TH) *	Max. Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Advanced Financial Accounting – I		4	-	4	80	-	20	100	40	4
2.	Core	Advanced Cost Accounting		4	-	4	80	-	20	100	40	4
3.	Core	Indian Financial System		4	-	4	80	-	20	100	40	4
4.	Elective	Advanced Statistics		4	-	4	80	-	20	100	40	4
		Advanced Auditing										
5.	Core	Research Methodology		4	-	4	80	-	20	100	40	4
				20	-	20	400	-	100	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student

## Note:

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**Master of Commerce (Accounting and Taxation)  
Semester II**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)				
1.	Core	Advanced Financial Accounting – II		4	-	4	80	-	20	100	40	4
2.	Core	Cost Control and Analysis		4	-	4	80	-	20	100	40	4
3.	Core	Financial Analysis and Control		4	-	4	80	-	20	100	40	4
4.	Elective	Business Ethics and Corporate Social Responsibility Advanced Financial Management		4	-	4	80	-	20	100	40	4
5.	Core	On Job Training		-	8	8	-	100	-	100	50	4
				20	-	20	320	100	80	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student

**Note:**

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**Master of Commerce (Accounting and Taxation)  
Semester III**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks	Max Marks	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total	SEE (TH) *	SEE (PR)				

1.	Core	Advanced Management Accounting		4	-	4	80	-	20	100	40	4
2.	Core	Income Tax		4	-	4	80	-	20	100	40	4
3.	Core	Special Areas in Accounting		4	-	4	80	-	20	100	40	4
4.	Elective	Operations Research		4	-	4	80	-	20	100	40	4
		Strategic Management										
5.	Core	Research Project		-	8	8	-	100	-	100	50	4
				16	8	24	320	100	80	500	250	20

\* Semester End Examination which is mandatorily required to be appeared by every student

**Note:**

1. TH = Theory, CIE= Continuous Internal Evaluation
2. SEE for Theory as well as Practical examinations as mentioned above shall be conducted by the University for all semesters and the CIE shall be conducted by colleges on behalf of the University for all Semesters.

**Master of Commerce (Accounting and Taxation)  
Semester IV**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours Per Week			Max. Marks SEE (TH) *	Max Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total						
1.	Core	Accounting for Managerial Decisions		4	-	4	80	-	20	100	40	4
2.	Core	Business Tax Assessment and Planning		4	-	4	80	-	20	100	40	4
3.	Core	Indirect Taxes		4	-	4	80	-	20	100	40	4
4.	Elective	Human Resources Accounting		4	-	4	80	-	20	100	40	4
		Tax Assessment: Process and Appeals										
5.	Core	Research Project		-	12	12	-	100	-	100	50	4
				16	12	28	320	100	80	500	250	20

**RASTRASANT TUKADOJI MAHARAJ  
NAGPUR UNIVERSITY  
NAGPUR**

**SYLLABUS**

**FACULTY OF INTERDISCIPLINARY STUDIES**

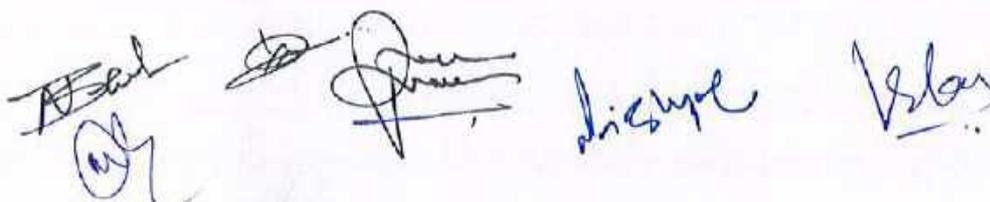
**BACHELOR OF ARTS  
(MASS COMMUNICATION)**

**With Choice Based Credit System**

**2022 - 2023**

**B.A. (Mass Communication)**

**Course structure with effect from 2022-23 onwards**



SEMESTER I

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	EC-101	4		4	4	80	20	100	40
2	II	FMC-102	4		4	4	80	20	100	40
3	III	HM-103	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	IV	CA-104	4		4	4	80	20	100	40
5	V	VC-105	4		4	4	80	20	100	40
6	VI	WES-106	4		4	4	80	20	100	40
7	VII	FC-107	4		4	4	80	20	100	40
<b>Practical</b>										
8	Practical	P-108		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-101= Effective communication -I, FMC-102 = Fundamentals of Mass Communication, HM-103 = History of Media, CA-104 = Current Affairs, VC-105 = Visual Communication, WES-106 = Writing and Editing Skills, FC-107 = Foundation Course I, P-108 = Practical

SEMESTER II

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	EC-201	4		4	4	80	20	100	40
2	II	IJ-202	4		4	4	80	20	100	40
3	III	IA-203	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	IV	MGC-204	4		4	4	80	20	100	40
5	V	CW-205	4		4	4	80	20	100	40
6	VI	FWWSJ-206	4		4	4	80	20	100	40
7	VII	FC-207	4		4	4	80	20	100	40
<b>Practical</b>										
6	Practical	P-208		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EC-201= Effective communication -II, IJ-202 = Introduction to Journalism, IA-203 = Introduction to Advertising, MGC-204 = Media, Gender and Culture, CW-205 = Content Writing, FWWSJ-206 = Features and Writing for Social Justice, FC-207 = Foundation Course II, P-208 = Practical

*[Handwritten signatures and marks]*

### SEMESTER III

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	EM-301	4		4	4	80	20	100	40
2	II	CCPR-302	4		4	4	80	20	100	40
3	III	MS-303	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	IV	IP-304	4		4	4	80	20	100	40
5	V	FC-305	4		4	4	80	20	100	40
6	VI	CM-306	4		4	4	80	20	100	40
7	VII	WEM-307	4		4	4	80	20	100	40
<b>Practical</b>										
8	Practical	P-308		12	12	2	100		100	40
			20	12	32	22	500	100	600	240

Paper Code EM-301 = Electronic Media, CCPR-302 = Corporate Communication and Public Relation, MS-303 = Media Studies, IP-304, Introduction to Photography, FC-305 = Film Communication-I, CM-306 = Computers and Multimedia, WEM-307 = Writing and Editing for Media, P-308 = Practical

The core courses are compulsory. Student may choose any two from the electives.

### SEMESTER IV

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	EM-401	4		4	4	80	20	100	40
2	II	MMR-402	4		4	4	80	20	100	40
3	III	MLE-403	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	III	FC-404	4		4	4	80	20	100	40
5	IV	CM-405	4		4	4	80	20	100	40
6	V	EC-406	4		4	4	80	20	100	40
7	VI	TJ-407	4		4	4	80	20	100	40
<b>Practical</b>										
8	Practical	P-408		12	12	2	100		100	50
			20	12	32	22	500	100	600	250

Paper Code EM-401 = Electronic Media-II, MMR-402 = Mass Media Research, MLE-403 = Media Laws and Ethics, FC-404 = Film Communication-II, CM-405 = Computers and Multimedia-II, EC-406 = Environmental Communication, TJ-407 = Television Journalism, P-407 = Practical.

The core courses are compulsory. Student may choose any two from the electives.

*[Handwritten signatures and marks]*

### SEMESTER V

S. N	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	R-501	4		4	4	80	20	100	40
2	II	CW-502	4		4	4	80	20	100	40
3	III	MJNM-503	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	IV	BFJ-504	4		4	4	80	20	100	40
5	V	BB-505	4		4	4	80	20	100	40
6	VI	SMM-506	4		4	4	80	20	100	40
7	VII	FNFC-507	4		4	4	80	20	100	40
<b>Practical</b>										
8	Practical	P-508		12	12	2	100		100	40
			<b>20</b>	<b>12</b>	<b>32</b>	<b>22</b>	<b>500</b>	<b>100</b>	<b>600</b>	<b>240</b>

Paper Code R-501=Reporting, CW-502= Copy Writing, MJNM-503 = Mobile Journalism and New Media, BFJ-504 = Business and Financial Journalism, BB-505 = Brand Building, SMM-506 = Social Media Marketing, FNFC-507 = Fake News and Fact Checking, P-507 = Practical

The core courses are compulsory. Student may choose any two from the electives.

### SEMESTER VI

S. N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credit	Examination Scheme			
			T	P	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
<b>Core Subjects</b>										
1	I	DM-601	4		4	4	80	20	100	40
2	II	AD-602	4		4	4	80	20	100	40
3	III	PTJ-603	4		4	4	80	20	100	40
<b>Elective Subjects (Select any two from Four)</b>										
4	IV	CR-604	4		4	4	80	20	100	40
5	V	BM-605	4		4	4	80	20	100	40
6	VI	RMA-606	4		4	4	80	20	100	40
7	VII	DAFM-607	4		4	4	80	20	100	40
<b>Practical</b>										
8	Practical	P-608		12	12	2	100		100	40
			<b>20</b>	<b>12</b>	<b>32</b>	<b>22</b>	<b>500</b>	<b>100</b>	<b>600</b>	<b>240</b>

Paper Code DM-601 = Digital media, AD-602 = Advertising Design, PTJ-603 = Photo and Travel Journalism, CR-604 = Crime Reporting, BM-605 = Brand Management, RMA-606 = Rural Marketing and Advertising, DAFM-607, Documentary and Ad Film Making, P-608 = Practical.

The core courses are compulsory. Student may choose any two from the electives.

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## RASHTRASANT TUKDOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

### Absorption Scheme for BA Mass Communication 2022-23 onwards

The students of the course immediately preceding the course under this direction shall be given a chance to appear for three more consecutive examinations according to old syllabus and regulations under Direction 06 of 2015. However, students who had taken admission in the session 2022-23 shall be governed by a new syllabus and course structure provided that : The candidate passed in First Year BAMC in yearly pattern would be eligible for Third Semester. The candidate passed in Second Year BAMC in yearly pattern would be eligible for Fifth Semester.

### Multiple Exit Scheme for BA Mass Communication

If student leaves the course after passing all subjects of Semester I examination he/she shall be awarded **Certificate in Mass Communication (CMC)** whereas on leaving the course after passing all subjects of Semester I and Semester II examination he/she shall be awarded **Advance Certificate in Journalism and Mass Communication (ACJMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II and Semester III examination he/she shall be awarded **Diploma in Media Studies (DMS)**, whereas on leaving the course after passing all subjects of Semester I, Semester II, Semester III and Semester IV examination he/she shall be awarded **Advance Diploma in Mass Communication (ADMC)**. If the student leaves the course after passing all subjects of Semester I, Semester II, semester III, Semester IV and Semester V examination he/she shall be awarded **Advance Diploma in Journalism and Mass Communication (ADJMC)**.

### Grading System:

The marks secured by a student from maximum 100 will be converted into a letter grade. The grade points are the numerical equivalent of letter grade assigned to a student in the 07 points scale as given below in Table 01,

Table 01

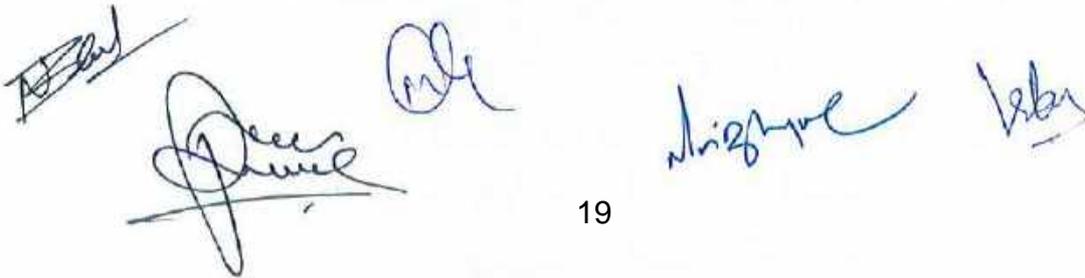
Range of Marks obtained out of 100 or Equivalent Fraction	Letter Grade	Grade Point	Description
90-100	A+	10	Outstanding
70-89	A	9	Excellent
60-69	B+	8	Very Good
50-59	B	7	Good
45-49	C+	6	Fair
40-44	C	5	Average
Less than 40	F	0	Dropped or Fail

### Calculation of Semester Grade Point Average (SGPA):

- Performance in a semester will be expressed as Semester Grade Point Average (SGPA).
- Cumulative performance of all the semesters together will reflect performance in the whole programme and it will be known as Cumulative Grade Point Average (CGPA). This CGPA is the real indicator of a student's performance.

The formula for calculation of SGPA and CGPA is given below:

- The marks will be allotted in all examinations which will include college assessment marks and the total marks for each Theory/Practical shall be converted into Grades as



per Table No.1

02 SGPA shall be calculated based on Grade Points corresponding to percentage of marks as given in Table No. 01 and the Credits allotted to respective Theory / Practical shown in the scheme for respective semester.

03 SGPA shall be computed for every semester as per formulae (1) and CGPA shall be computed only in VI semester.

$$SGPA = \frac{C_1 \times G_1 + C_2 \times G_2 + \dots + C_n \times G_n}{C_1 + C_2 + \dots + C_n} \quad (1)$$

Where:

C = Credit of individual Theory / Practical

G = Corresponding Grade Point obtained in the respective Theory / Practical. n =

Number of subject heads in a given semester

04 The CGPA shall be calculated based on SGPA of I to IV semester taken together as per formulae (2)

$$CGPA = \frac{(SGPA)_I \times (Cr)_I + (SGPA)_{II} \times (Cr)_{II} + (SGPA)_{III} \times (Cr)_{III} + (SGPA)_{IV} \times (Cr)_{IV} + (SGPA)_{V} \times (Cr)_{V} + (SGPA)_{VI} \times (Cr)_{VI}}{(Cr)_I + (Cr)_{II} + (Cr)_{III} + (Cr)_{IV}} \quad (2)$$

Where:

(SGPA) I = SGPA of I Semester (Cr) I = Total Credits for I Semester

(SGPA) II = SGPA of II Semester (Cr) II = Total Credits for II Semester

(SGPA) III = SGPA of III Semester (Cr) III = Total Credits for III Semester (SGPA)

IV = SGPA of IV Semester (Cr) IV = Total Credits for IV Semester

(SGPA) V = SGPA of V Semester (Cr) V = Total Credits for V Semester

(SGPA) VI = SGPA of VI Semester (Cr) VI = Total Credits for VI Semester

SGPA = Semester Grade Point Average

CGPA = Cumulative Grade Point Average

- i. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- ii. CGPA equal to 8.25 and above shall be considered as equivalent to First Class with distinction and CGPA equal to 6.75 or more but less than 8.25 shall be considered as First Class and soon as mentioned in table 02.
- iii. The cumulative grade point average will be calculated as the average of the SGPA of the four semesters, as shown above.

Table 02

CGPA	Division
8.25 or more	First Class with distinction
6.75 or more but less than 8.25	First Class
6.25 or more but less than 6.75	Higher second Class
5.75 or more but less than 6.25	Second Class
Less than 5.75	Dropped or Fail

Equivalent percentage calculation shall be based on the following formula:

$$\text{Equivalent \%} = (CGPA - 0.75) \times 10$$

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# **Bachelor of Business Administration**

## **SEMESTER - I**

**R.T.M.Nagpur University, Nagpur**  
**Syllabus**  
**Bachelor of Business Administration (BBA)**

**Course Objectives**

1. To be well versed in all the four language skills- Listening, Speaking, Reading and Writing.
2. To enhance their study skills
3. To familiarize the students with Business Communication skills and soft skills.
4. To develop insight and critical thinking through the prescribed prose and poems.
5. To inculcate 21 century skills in the students
6. To develop life skills in the students through ethics, morals and mould the character of the students through the diligently chosen texts.
7. To instil self- confidence in the students through inspiring examples of successful people.

**Learning Outcomes**

1. The students will be able to listen and comprehend the English Language through the prescribed poems and prose.
2. The students will be able to read with comprehension a fairly complex English text.
3. The students will be able to speak, converse, deliver a speech, narrate and describe in English.
4. The students will be able to express their emotions and ideas in English in spoken and written form.
5. The students will be able to draft various letters and reports.
6. The students will be able to analyse, interpret, discuss and debate on different topics on the basis of the prescribed prose and poems
7. The students will be inspired and motivated to look at life with a positive attitude.
8. The students will be able to make constructive use of ICT and social media.
9. The students will develop logical reasoning and will be able to form and give their personal opinions and take decisions on various topics
10. The students will develop creativity through the ideas and activities in the text

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## Bachelor of Business Administration (BBA)

### Semester – I English(1T1)

#### Prescribed Text: INSPIRATIONS –Raghav Publishers

Edited by Dr Indrajit Orke, Dr.Manjushree Sardeshpande, Dr.Maroti Wagh, Dr.Narayan Mehare,  
Dr.Veena Ilame

#### UNIT-I -Prose

1. Home coming Dr. Tapati Dey
2. The Lighthouse Keeper of Aspinwall –Henry Sienkiewicz
3. Ilyas-Leo Tolstoy

#### Unit-II - Prose

1. Social Media- Dr.Sujata Chakravorty
2. World of Advertising- Dr.Pranjali Kane
3. OYO -Reinventing Hospitality

#### Unit III:

##### (A)-Communication

Communication Process: Sender, Channel, Message, Receiver and Response

Types of Communication:

- a. According to mode: a. Oral b. Written
- b. According to Medium: a. Electronic b. Print
- c. According to number of participants : a. Dyadic b. Group
- d. According to Direction: a. One-way b. Two-way
- e. According to Purpose: a. General b. Business (Specific)

##### (B)-Communication

i)Business Manners- Body Language, Gestures, Telephone etiquette, E-mail etiquette.

#### Unit IV

##### (A) -Business Correspondence

Business Letter Writing- Enquiries and replies, Placing and fulfilling orders , Complaints and follow-up letters , Sales letters, Circular letters, Application for employment , Claim and Adjustment Letters,

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**(B)-Language Study**

i) **Grammar:-**Use Correct Tense Forms of the Verb, Preposition, Articles, Punctuation.

ii) **Enriching Vocabulary:** Synonyms and Antonyms, Change of Word from Noun to Adjective & vice-versa.

**Reference Books:**

**UNIT-I & II**

**Prescribed Textbook: INSPIRATIONS – Raghav Publishers**

Edited by Dr.Indrajit Orke, Dr.Manjushree Sardeshpande, Dr.Maroti Wagh, Dr. Narayan Mehare,Dr. Veena Ilame

**UNIT-III & IV**

1. Business Communication and Management
2. Dr.K.R.Dixit (Vishwa Publishers, Nagpur)
3. Business Communication: Urmila Rai, S.M. Rai- (Himalaya Publishing House)
4. Business Correspondence and Report Writing – R. C. Sharma& Krishna Mohan (Tata McGraw-Hill)
5. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)
6. A Course in English Grammar by R.N.Bakshi - Orient Longman, 2003-2007.
7. Grammar for All, N Ramlingam, Himalaya Publishing House, 2nd Edition 2014.
8. English Grammar – N.D.V. Prasada Rao (S.Chand)
9. Developing Communication Skills –Krishna Mohan & MeeraBanerji (Macmillan)

**Synonyms & Antonyms from the prescribed text INSPIRATIONS**

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**Bachelor of Commerce (Computer Application) (OB & CBCS) Examination**

**Scheme of Examination for Bachelor of Commerce with Computer Application (BCCA) Outcome Based & Choice Based Credit System (OB & CBCS) from Academic Session 2022-23**

*As Approved by the Academic Council vide Item No. 23 in its meeting held on 8<sup>th</sup> July 2022*

**1. Details of eligibility for BCCA semester 1 examination**

A) For the **BCCA 1<sup>st</sup> Semester**, Examinee shall have Passed the 12<sup>th</sup> Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education/CBSE/ICSE, with English at Higher or Lower level and any Modern Indian Language at higher or lower level with any combination of optional subjects;

**OR**

B) XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competition vocation course (MCVC).

**OR**

C) Any other Equivalent Examination of any State in (10+2) pattern with any combination of subjects.

**2. Teaching and Examination Scheme****Course Nomenclature:**

CC – Core course

AE - Ability Enhancement Courses

SE – Skill Enhancement Course

DSE – Discipline Specific Electives

GE – Generic Elective

ODL – Open and Distance Learning

**Bachelor of Computer Application (BCCA)****BCCA – Semester I**

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH) *	Max. Marks (IM)	Total Marks		
1	1AE1	English and Business Communication – I	1T1	5	80	20	100	40	100	4
2	1CC2	MS Office (IT)	1T2	5	80	20	100	40	100	4
3	1CC3	Fundamentals of Computers	1T3	5	80	20	100	40	100	4
4	1GE4	Professional Ethics & Human Values OR	1T4	5	80	20	100	40	100	4

		Personal Wellbeing								
<b>Practical</b>										
5	ICC5	Tally I (ERP 9)	1P5	9	100	-	100	40	100	4
		<b>Total</b>		<b>29</b>	<b>420</b>	<b>80</b>	<b>500</b>	<b>200</b>	<b>500</b>	<b>20</b>

**Notes:**

- i. Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
- ii. TH = Theory, PR = Practical, IA = Internal Assessment.
- iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- iv. The practical shall be treated as a separate passing head.
- v. Record should be prepared for Practical. Both Components should be included in Practical Record.
- vi. The candidate has to pass theory papers and Practical Paper separately.
- vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- viii. Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- ix. Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
- x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

**BCCA – Semester - II**

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	2AE1	English and Business Communication – II	2T1	5	80	20	100	40	100	4
2	2CC2	Principles of Business Management	2T2	5	80	20	100	40	100	4
3	2CC3	Data Base Management System	2T3	5	80	20	100	40	100	4
4	2SE4	E-Commerce and Web Designing	2T4	5	80	20	100	40	100	4
<b>Practical</b>										
5	2CC5	Tally II (ERP 9)	2P5	9	100	-	100	40	100	4
		<b>Total</b>		<b>29</b>	<b>420</b>	<b>80</b>	<b>500</b>	<b>200</b>	<b>500</b>	<b>20</b>

**Notes:**

- i. Duration of one Theory period is 48 minutes and Practical period is  $48 \times 2 = 96$  minutes.
- ii. TH = Theory, PR = Practical, IA = Internal Assessment.
- iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- iv. The practical shall be treated as a separate passing head.
- v. Record should be prepared for Practical. Both Components should be included in Practical Record.
- vi. The candidate has to pass theory papers and Practical Paper separately.
- vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- viii. Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- ix. Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
- x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

**BCCA – Semester - III**

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	3AE1	Environmental Studies & Community Engagement	3T1	5	80	20	100	40	100	4
2	3CC2	Business Studies	3T2	5	80	20	100	40	100	4
3	3AE3	CSS & Java Script	3T3	5	80	20	100	40	100	4
4	3GE4	Ethical Hacking <u>OR</u> Computer Network <u>OR</u> Content Writing & Analysis	3T4	5	80	20	100	40	100	4
<b>Practical</b>										
5	3CC5	CSS & Java Script and Statistical Techniques using Excel	3P5	9	100	-	100	40	100	4
<b>Total</b>				<b>29</b>	<b>420</b>	<b>80</b>	<b>500</b>	<b>200</b>	<b>500</b>	<b>20</b>

**Notes:**

- i. Duration of one Theory period is 48 minutes and Practical period is  $48 \times 2 = 96$  minutes.
- ii. TH = Theory, PR = Practical, IA = Internal Assessment.
- iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- iv. The practical shall be treated as a separate passing head.

- v. Record should be prepared for Practical. Both Components should be included in Practical Record.
- vi. The candidate has to pass theory papers and Practical Paper separately.
- vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- viii. Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- ix. Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
- x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

**BCCA – Semester – IV**

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	4CC1	Business Economics	4T1	5	80	20	100	40	100	4
2	4GE2	Business Law & Cyber Security <i>OR</i> Research Methodology	4T2	5	80	20	100	40	100	4
3	4DSE3	Cloud Computing <i>OR</i> AI & ML <i>OR</i> MIS	4T3	5	80	20	100	40	100	4
4	4SE4	PHP & MySQL	4T4	5	80	20	100	40	100	4
<b>Practical</b>										
5	4CC5	PHP & My SQL	4P5	9	100	-	100	40	100	4
		<b>Total</b>		<b>29</b>	<b>420</b>	<b>80</b>	<b>500</b>	<b>200</b>	<b>500</b>	<b>20</b>

**Notes:**

- i. Duration of one Theory period is 48 minutes and Practical period is 48 x 2 = 96 minutes.
- ii. TH = Theory, PR = Practical, IA = Internal Assessment.
- iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- iv. The practical shall be treated as a separate passing head.
- v. Record should be prepared for Practical. Both Components should be included in Practical Record.
- vi. The candidate has to pass theory papers and Practical Paper separately.
- vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- viii. Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- ix. Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
- x. Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

*[Handwritten signatures and initials]*

## BCCA – Semester – V

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	SCC1	Python	ST1	5	80	20	100	40	100	4
2	SAE2	Internet of Things	ST2	5	80	20	100	40	100	4
3	SOSE3	Big Data OR Block chain Technology OR Software Project Management	ST3	5	80	20	100	40	100	4
4	SCC4	Internship	ST4	5	00	00	100	40	100	4
<b>Practical</b>										
5	SCC5	Practical of Python & Data Visualization	SP5	9	100	-	100	40	100	4
<b>Total</b>				<b>29</b>	<b>340</b>	<b>60</b>	<b>500</b>	<b>200</b>	<b>500</b>	<b>20</b>

## Notes:

- Duration of one Theory period is 48 minutes and Practical period is  $48 \times 2 = 96$  minutes.
- TH = Theory, PR = Practical, IA = Internal Assessment.
- Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- The practical shall be treated as a separate passing head.
- Record should be prepared for Practical. Both Components should be included in Practical Record.
- The candidate has to pass theory papers and Practical Paper separately.
- One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.
- Each semester will consist of 15 – 18 weeks of Academic Work equivalent to 90 actual teaching days.

## BCCA – Semester – VI

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	BSE 1	Web Technology and Multimedia	6T1	5	80	20	100	40	100	4

2	6SE 2	Entrepreneurship Skill Development	6T2	5	80	20	100	40	100	4
3	6GE 3	Digital Marketing OR Company law & Secretarial practices	6T3	5	80	20	100	40	100	4
4	6CC4	Project	6P4	10	00	00	200	80	200	8
				25	240	60	500	200	500	20

**Notes:**

- i. Duration of one Theory period is 48 minutes and Practical period is  $48 \times 2 = 96$  minutes.
- ii. TH = Theory, PR = Practical, IA = Internal Assessment.
- iii. Minimum passing marks shall be 40 including internal assessment & University theory papers put together.
- iv. The practical shall be treated as a separate passing head.
- v. Record should be prepared for Practical. Both Components should be included in Practical Record.
- vi. The candidate has to pass theory papers and Practical Paper separately.
- vii. One credit is equivalent to one hour of Teaching or two hours of Practical Work per week.
- viii. Viz. Theory - 48 Minutes \* 5 = 240 Minutes = 4 Hours i.e. 4 Credits
- ix. Practical - 48 Minutes \* 10 = 480 Minutes = 8 Hours i.e. 4 Credits.

**Course Composition Matrix:**

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Courses
CC	3	3	2	2	3	2	15
AE	1	1	2	0	1	0	5
SE	0	1	0	1	0	2	4
DSE	0	0	0	1	1	0	2
GE	1	0	1	1	0	1	4
Total Credits per semester	20	20	20	20	20	20	
<b>Total Credits</b>	<b>120</b>						<b>30</b>

**List of Core Courses, Ability Enhancement Courses, Skill Enhancement Courses, Discipline Specific Elective and Generic Electives**

A) List of Core Courses\*

Sr. No.	Compulsory Core Courses (CC) in each semester	Name of course
1	Compulsory Core Courses ( Sem I)	MS Office (IT)
2	Compulsory Core Courses ( Sem I)	Fundamentals of Computers
3	Compulsory Core Courses ( Sem I)	Practical of Tally I & MS Office (IT)
4	Compulsory Core Courses ( Sem II)	PBM
5	Compulsory Core Courses ( Sem II)	DBMS
6	Compulsory Core Courses ( Sem II)	Practical Tally II
7	Compulsory Core Courses ( Sem III)	Business Studies

8	Compulsory Core Courses ( Sem III)	Practical of CSS & Java Script and Statistical Techniques using Excel
9	Compulsory Core Courses ( Sem IV)	Business Economics
10	Compulsory Core Courses ( Sem IV)	Practical (PHP & My SQL)
11	Compulsory Core Courses ( Sem V)	Python
12	Compulsory Core Courses ( Sem V)	Internship of 120 Hrs.
13	Compulsory Core Courses ( Sem V)	Practical of Python Data Visualization
14 & 15	Compulsory Core Courses ( Sem VI)	Project

B) List of Ability Enhancement Courses\*

Sr. No.	Ability Enhancement (AE) course in each semester	Name of AE course
1	AE Ability Enhancement Courses ( Sem I)	English and Business Communication - I
2	AE Ability Enhancement Courses ( Sem II)	English and Business Communication - II
3	AE Ability Enhancement Courses ( Sem III)	Environment Studies and Community Engagement
4		CSS & Java Script
5	AE Ability Enhancement Courses ( Sem V)	Internet of Things

C) List of Skill Enhancement Courses\*

Sr. No.	Skill Enhancement (SE) course in each semester	Name of SE course
1	Skill Enhancement Courses Sem II	E Commerce & Web Designing
2	Skill Enhancement Courses Sem IV	PHP & My SQL
3	Skill Enhancement Courses Sem VI	Entrepreneurship Skill Development
4	Skill Enhancement Courses Sem VI	Web Technology & Multimedia

D) List of DSE [Discipline Specific Electives]\*

Sr. No.	Discipline Specific Elective (DSE) course in each semester	Name of DSE course
1	Discipline specific Elective Sem IV	Cloud computing OR AI & ML OR MIS
2	Discipline specific Elective Sem V	Big Data OR Block Chain Technology OR Software Project Management

E) List of Generic Elective Courses\*

Sr. No.	Generic course in each semester	Name of generic course
1	Generic Elective Courses Semester I	Professional Ethics and Human Values OR Personal Wellbeing
2	Generic Elective Courses Semester III	Ethical Hacking

		OR Computer Network OR Content Writing & Analysis
3	Generic Elective Courses Semester IV	Business Law & Cyber Security OR Research Methodology
4	Generic Elective Courses Semester VI	Digital Marketing OR Company law & secretarial Practices

\*Detailed curriculum contents of courses in 1<sup>st</sup> and 2<sup>nd</sup> Semester are mentioned in Appendix A.

If the student wishes to opt for any course, other than offered by the University, He / she can register for any other equivalent credit ODL (Open and Distance Learning) courses and submit the passing certificate.

### 3. Assessment

- The final total assessment of the candidates is made in terms of an internal assessment (Sessional) and an external assessment for each course/subject taken together.
- For each paper (other than Practical, Internship and Project), 20 marks will be internal assessment and 80 marks for semester end examination (external assessment) to be conducted at college level (Odd semesters examinations) and RTM Nagpur University level (Even semester examinations)

#### Internal Assessment

1a	Attendance of the student during a particular semester	05 marks
1b	An assignment based on curriculum to be assessed by the teacher concerned	05 marks
1c	Subject wise class test/learning activities conducted by the teacher concerned	10 marks
1	<b>Internal assessment Total marks</b>	<b>20</b>
2	<b>Semester wise End Examination marks</b>	<b>80</b>
<b>Total Marks Per Course</b>		<b>100</b>

- There shall be no separate / extra allotment of workload to the concerned teacher. He/ She shall conduct the internal assessment activity during the regular teaching days / periods as a part of regular teaching activity.
- The internal marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by university. These marks will be considered for the declaration of the results.
- The record of internal marks, evaluation & result should be maintained for a period of one year by respective institute/college for verification by competent authority.
- The maximum and minimum marks which each subject carries in BCCA Semester - I, Semester - II, Semester - III, Semester - IV, Semester - V & Semester - VI Examination are as indicated in Paragraph 11. A, B, C, D, E & F respectively.

#### Internship/ Field Survey/ Research Projects and its evaluation

At the end of fourth semester, all students will have to undergo internship/ Field Survey/ Research Projects of 6-10weeks (Minimum 120 hours) with an industrial, business, service or social organization by taking a project study. The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time. Alternatively Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student. Each student will be required to

submit a project report to the Department/ College/ Institute for the work undertaken during this period within three weeks of commencement of the third semester for the purpose of evaluation in the third semester. The evaluation will be of 100 marks. The evaluation will be internal at college level. The detailed parameters for evaluation of Internship/ Field Survey/ Research projects will be provided by the colleges at the time of its assessment and evaluation.

**Project and Evaluation of Project**

Project Work shall carry 200 marks

Evaluation Pattern

Evaluation Type	Max. Marks
Project Report and Documentation Evaluation by External Examiner appointed by the University	100
Presentation and Open Defence Seminar (External Examiner)	50
Presentation and Open Defence Seminar (Internal Examiner)	50
<b>Total</b>	<b>200</b>

- i. For Project work, a group of **Maximum 3 students can be formed**. The Guide/Supervisor has to be allotted by the Institute. The Guide/Supervisor shall act as an internal examiner for project Examination.
- ii. The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to BCCA/ MCM Programme or PhD supervisor in Business Management.
- iii. **The External examiner shall be appointed from the list of full-time approved teaching faculty of the BCCA/MCM program by the University.**
- iv. One copy of Project work (Printed or Typewritten) shall be submitted to the College/Department, at least **One Month** prior to the date of commencement of Semester-VI Examination for evaluation purpose. The College/Department shall retain the copy of Project Work and the list of 'Project Work Titles' shall be submitted to the University.
- v. A Candidate shall submit with his/her project work, a certificate from the Supervisor to the effect-
  - a. That the candidate has satisfactorily completed the Project work for not less than one session and
  - b. That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.
- vi. Candidate shall submit his declaration that the Project is the result of his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.
- vii. The Project work shall be evaluated through seminar and open defence and Viva-voce at the College/ Department by internal and external examiners appointed by university before Semester VI examination.
- viii. A student appearing for BCCA Semester VI Examination will have to pay additional fees as prescribed by the University from time to time.

**4. Standard of Passing**

The scope of the subject, percentage of passing in Theory and Project and Internal Assessment will be governed as per following rules:

(i) In order to pass the Bachelor of Business Administration (B.C.C.A.) 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examinations, an examinee shall obtain not less than 40 % marks in each paper, that is to say combined in the written Examination conducted by the University and in internal assessment put together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fresh fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

5. Credit and Grade Point System:

A) **Conversion of Marks to Grades and Calculations of SGPA (Grade Point Average) and CGPA (Cumulative Grade Point Average):** In the Credit and Grade Point System, the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows: -

Abbreviations and Formulae Used

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades)

SGPA =  $\frac{\sum CG}{\sum C}$ : Sum of Product of Credits & Grades points /  $\sum C$ : Sum of Credits points

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.

**CGPA to Percentage (%) conversion formula: Percentage (%) = (CGPA) \* 10**

After calculating the SGPA for an individual semester and the CGPA for entire program, the value can be matched with the grade in the Grade Point table as per the ten (10) Points Grading System and expressed as a single designated GRADE such as O, A, B, C, D, P and F

Sr. No.	Letter Grade	Grade Points	Mark Range	Performance
1	O	10	Above 90 upto 100	Outstanding
2	A+	9	Above 80 upto 90	Excellent
3	A	8	Above 70 upto 80	Very Good
4	B+	7	Above 60 upto 70	Good
5	B	6	Above 50 upto 60	Above Average
6	C	5	Above 45 upto 50	Average
7	P	4	40 to 45	Pass
8	F	0	Below 40	Fail
9	AB	0	Absent	Fail

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

- B) Division at the BCCA semester VI examination shall be declared on the basis of the aggregate marks at the BCCA semester I, semester II, semester III, semester IV, semester V and semester VI examination taken together and the CGPA will be calculated and notified
- C) The successful examinees at the BCCA semester VI examination shall be awarded division based on CGPA.

**6. Promotion to Higher Semester (A.T.K.T.):**

The unsuccessful candidate of any semester examination shall be ALLOWED TO KEEP THE TERM (ATKT) in accordance with the following table: (Theory and Internal assessment of that theory subject shall be jointly considered as single passing head).

Admission to academic year	Candidate should have passed All courses of the following examination	Candidate should have filled the examination form and appeared for the following examinations	Candidate should have passed in Minimum 50% courses of the following examination
1 <sup>st</sup> Semester	<b>H.S.S.C/equivalent</b>	-----	-----
2 <sup>nd</sup> Semester	-----	<b>1<sup>st</sup> Semester</b>	-----
3 <sup>rd</sup> Semester	-----	<b>2<sup>nd</sup> Semester</b>	<b>50% courses of 1<sup>st</sup> and 2<sup>nd</sup> Semesters taken together</b>
4 <sup>th</sup> Semester	-----	<b>3<sup>rd</sup> Semester</b>	<b>As Above</b>
5 <sup>th</sup> Semester	<b>1<sup>st</sup> and 2<sup>nd</sup> Semesters</b>	<b>4<sup>th</sup> Semester</b>	<b>50% courses of 3<sup>rd</sup> and 4<sup>th</sup> Semesters taken together</b>
6 <sup>th</sup> Semester*	<b>As Above</b>	<b>5<sup>th</sup> Semester</b>	<b>As Above</b>

**Note: (\*)** A candidate admitted to Final Semester can appear for Final Semester examination however the result of the Final Semester examination will be withheld unless the candidate clears all the lower examinations of the **BCCA Course**.

**7. Guideline of Project Work**

Towards the end of the second year of study, a student will be examined in the course —Project Work

Project Work may be done individually or in groups (Maximum 3 students) in case of bigger projects. However, if project is done in groups, each student must be given a responsibility for a distinct module and care should be taken to monitor the progress of individual student.

The Project Work should be done using the tools covered in B.Com. [Computer Application] (BCCA).

The Project Work should be of such a nature that it could prove useful or be relevant from the commercial / management domain.

**The project work will carry 200 marks.**

Project Work can be carried out in the Institute or outside with prior permission of the Institute.

The external viva-voice examination for Project Work would be held as per the Examination Time Table of the Third year of study, by a panel of one external to be appointed by the University and one Internal Examiner (Project Guide/Supervisor).

**Types of Projects**

As majority of the students are expected to work out a project in some industry / research and development laboratories / educational institutions / software export companies, it is suggested that the project is to be chosen which should have some direct relevance in day-to-day activities of the candidates in his/her

institution. The Applications Areas of project – Financial / Marketing / Database Management System / Relational Database Management System / E-Commerce / Internet / Manufacturing / web Designing / Scientific / ERP etc using CSS Javascript, Advanced Xcel and Dashboard, PHP MySQL, Python, Data Visualisation, Java, Android Programing, Wordpress and DotNet Technologies.

\*Project based on any application development platform/programming language which a student might have learnt in ODL is also allowed.

**Project Proposal (Synopsis)**

The project proposal should be prepared in consultation with the guide. The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to BCCA/ MCM Programme or PhD supervisor in Business Management. The project proposal should clearly state the objectives and environment of the proposed project to be undertaken. It should have full details in the following form:

**Format of Synopsis for Desktop Application**

- I. Title of the Project.
- II. Objectives of the Project.
- III. Project Category (DBMS / RDBMS / DOPS etc.).
- IV. Tools / Platform and Languages to be used
- V. Complete Structure of the System
- VI. Numbers of Modules and its Description
- VII. Modular Chart / System Chart
- VIII. Data Structures or Tables
- IX. Process Logic of each Module
- X. Types of Report Generation
- XI. References

**Format of Synopsis for Web Application**

- I. Title of the Project.
- II. Objectives of the Project.
- III. Project Category (DBMS / RDBMS / OOPS etc.).
- IV. Tools / Platform and Languages to be used.
- V. Complete Structure of the System:
  - a. Number of pages and links their short description.
  - b. Use / Information of Pages.
  - c. Feedback Form (if any).
- VI. References.

**Note:** Synopsis should not be more than 3-4 pages.

**Project Report Formulation**

- Front Page
- College Certificate Page
- Declaration Page
- Acknowledgment Page
- Project Profile
- Index or Content Page.

a) \*Contents

**Appendices**

- a) List Figures, Tables & Charts.
- b) Approved copy of Synopsis.

**Glossary**

\* Contents.

*(Handwritten signatures and marks)*

- a) Introduction.
- b) Objectives.
- c) Preliminary System Analysis.
  - Preliminary Investigation
  - Present System in Use
  - Flaws in Present System
  - Need of New System
  - Feasibility Study
  - Project Category
- d) Software Engineering Paradigm Applied
  - Modules
  - System / Modular Chart
- e) Software & Hardware Requirement Specification.
- f) Detailed System Analysis.
  - Data Flow Diagram
  - Numbers of Modules and Process Logic
  - Data Structures and Tables
  - Entity-Relationship Diagram
- g) System Design
  - Form Design
  - Source Code
  - Input screen & Output Screen
- h) Testing & Validation Checks
- i) System Security Measures
- j) Implementation, Evaluation and Maintenance
- k) Future Scope of the project.
- l) Suggestion & Conclusion
- m) Bibliography & References

Note: -

- I. A Student is expected to complete the Assignments based on Syllabus of Practical subjects and submit the same in the form of a files (assignment Record) at the end of Academic Session for the evaluation purpose.
- II. A student should submit internal assessment of each theory paper prescribed by the subject teacher.
- III. A Student is expected to deliver a seminar on any course curricular subject / latest trends in IT relevant subject per semester for internal assessment

#### 8. Provision for Multiple Exit and Multiple Entry

The BCCA program offered under this direction provides an opportunity to students for multiple exit from the program as per following conditions:

- a. A student can exit the program after successful completion of 1<sup>st</sup> and 2<sup>nd</sup> Semester courses and obtaining 40 credits. Such a student is eligible to be awarded 'Certificate in Commercial Computer Applications' by the University provided, the student has successfully completed at least one 'Skill Based Course'.
- b. A student can exit the program after successful completion of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Semester courses and obtaining 80 credits. Such a student is eligible to be awarded 'Diploma in Commercial Computer Applications' by the University provided, the student has successfully completed at least one 'Skill Based Course'.

- c. A student who has completed the 3 years program and earned 120 credits will be considered eligible for award of 'Bachelor of Business Administration' degree by the University.
- d. A student who wishes to exit the program before completion of 3 years is required to apply to the university through Principal.
- e. A student who opted for exit from the program before completion of 3 years (a & b) above shall be eligible for admission to next year of the program in any subsequent academic session. However, if at the time of admission, if this scheme of examination is not in force, the student will have to complete the program according to the provisions made under the direction prevailing at the time of such admission.

#### 9. Provision for Transfer of Credits

The BCCA program offered under this direction provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL/EdX/Coursera in lieu of a course (except Core Course and Discipline Specific Electives) mentioned in this scheme of examination. The mechanism for transfer of credits earned through these courses to be adhered is mentioned here:

1. Any Core Course or Discipline Specific Elective mentioned in this scheme of examination cannot be opted out by a student.
2. A student can opt out any course other than Core Course/Discipline Specific Elective and earn equal number of credits by completing any ODL or Online course/s from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL/EdX/Coursera.
3. If a student is willing to opt out any such course, he/she will have to mention this while submitting the examination form to the University for respective semester.
4. A certificate of completion of such an ODL/Online course shall be submitted by the student to the University through college before end term evaluation.
5. Such a certificate shall mandatorily have the number of credits, duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.
6. The college shall submit the grades and marks obtained by the student to the University along with Internal Assessment marks for the concerned examination.
7. If a student has opted for an ODL/Online course in a particular semester and failed to submit the certificate within prescribed time, the student will be marked for 'Absent' for a particular course in that examination. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.

#### 10. Eligibility for award of Degree:

In order to become eligible for award of 'Bachelor of Commerce (Computer Application)' degree, a student has to fulfil the following conditions:

- a. A student has to earn minimum 120 credits in not less than 3 years.
- b. A student has to successfully complete (pass) all Core Courses and Discipline Specific Electives mentioned in this direction.

**NOTE:** This scheme of teaching and examination for Bachelor of Commerce (Computer Application) program shall be effective from the academic session 2022-23 and a comprehensive direction for other regulations in this connection shall be soon issued by the University.

*(Handwritten signatures and initials)*

**RASTRASANT TUKADOJI MAHARAJ  
NAGPUR UNIVERSITY, NAGPUR**

**SYLLABUS**

**FACULTY OF INTERDISCIPLINARY STUDIES**

**MASTER OF ARTS  
(MASS COMMUNICATION)**

Choice Based Credit System (CBCS)

2023 - 2024

*Dr. J. D. Patil*  
*Dr. V. M. Patil*  
*Dr. A. S. Patil*  
*Dr. P. S. Patil*  
*Dr. P. S. Patil*  
*Dr. P. S. Patil*

## **Regulations for M.A. (Mass Communication)**

### **Choice Based Credit System**

1. The Master of Arts in Mass Communication Choice Based Credit system programme shall be a full time programme of two academic years. The programme shall be constructed through "Semester System" and there shall be in all four semesters.
2. Subject to the compliance with the provisions of the Ordinance governing the course and any other ordinances in force from time to time an applicant for admission to :

Master of Arts (Mass Communication) shall possess a Bachelor's degree (at under-graduate level in any stream) of any statutory university or any other degree recognized as equivalent thereto with minimum 45 % marks or equivalent grade, or a higher degree specialised in Mass Communication/ Journalism. A relaxation of 5% of marks, from 45 to 40% or an equivalent relaxation of grade, may be allowed for those belonging to S.C./S.T./O.B.C. (Non-Creamy Layer)/V.J.N.T ./S.B.C./differently abled and other categories of candidates as per the University Grants Commission 's Regulations , 2016. The eligibility Marks of 45% (or an equivalent grade in a point scale wherever grading system is followed) and the relaxation of 5% to the categories/class of candidates mentioned above are permissible only on the qualifying marks without including the grace mark procedure.

3. Admission:
  - I. The Admission to the programme shall be through an Entrance Test of 100 marks to be conducted by Department /Institution if the number of applicants on the last date of application exceeds the intake capacity or at the discretion of the Head of the Department/ Institution, or through a Centralised Admission Process as directed by the University.
  - II. The intake capacity for this programme should not exceed 30.
  - III. The reservation policy of the university and Govt. of Maharashtra shall be applicable.
  - IV. The Entrance Test fee shall be Rs. 200/-
  - V. The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.
4. Minimum Standard of Instructions  
There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of vocation-oriented programme of Mass Communication. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in a single question paper.
5. Examinations will be conducted for all Semesters twice in a year by the RTM Nagpur University as per the scheme of examination given in Appendix 1. The examination shall be at such places and on such dates as notified by the University.
6. The theory and practical papers shall together add up to overall 22 credits per semester.
7. One credit course of theory will be of one clock hour per week of 25 marks running for 15 weeks and four credit course of theory will be of four clock hours per week of 100 marks running for 15 weeks.



8. One credit course of practical will consist of two clock hours of practical exercise of 25 marks running for 15 weeks and six credit course of practical will consist of 12 hours of practical exercise of 150 marks running for 15 weeks.
9. However, to suit functional convenience, the college/institution/department reserves the right to schedule more theory/ practical classes (hours) than the prescribed formula, in certain weeks.
10. The student shall get requisite credit from the concerned college/ department where he/ she is mutually permitted on terms mutually agreed to complete the same and be eligible to appear for the Semester End Examination conducted by the Department.
11. There will be four units in each theory paper.
12. There shall be combined minimum passing marks in each subject/ paper. That is, there shall not be separate minimum passing marks for theory examination and internal assessment components of the theory papers. The total marks for the term-end theory examination shall be 80% and for Internal Assessment the total marks shall be 20%, as per the scheme of teaching and examination and the syllabus.
13. For external candidates the internal marks shall be assigned in proportion to the marks scored by the candidate in the theory examination.
14. The minimum passing marks in each head of passing shall be 50%.
15. Without prejudice to other provisions of Ordinance No. 6 relating to the examination in general, provisions of Para 5, 8, 9, 10, 26, 21 and 32 of the said Ordinance shall apply to every student admitted to this degree.
16. The classification of the examinee successful at the semester end examinations and at the end of the final semester examination shall be as per the rules and regulations of Credit Based system.
17. The provisions of Direction No. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subjects(s) as updated from time to time shall apply to the examination under this section.
18. The provisions of ordinance regarding improvement of grade/ division shall be applicable.
19. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance no. 6 relating to examinations in general.
20. Examinees successful at the final examination shall, on payment of the prescribed fees, be entitled to the award of the degree in the prescribed form signed by the Vice-Chancellor.
21. The programme will be regulated by guidelines and regulations issued by the University from time to time.
22. Division at the MA in Mass Communication (CBCS) examination shall be declared on the basis of the aggregate marks of Semester I, II, III and IV examinations taken together and the CGPA will be calculated and notified. The successful examinees at the MA in Mass Communication Semester IV examination shall be awarded division on the basis of CGPA. The percentage of passing marks in each subject shall be as indicated in the Scheme of Examination (Appendix A).
23. For declaring the result, verification and revaluation the existing relevant ordinances are applicable.

24. The candidate may take all the examinations as per the provisions of ATKT simultaneously but his/her result of final semester shall not be declared unless he/ she is declared successful at all lower examinations.
25. **Exit Option:** A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a Post Graduate Diploma in Mass Communication. This option will be available to those who have entered the PG programme after obtaining a Three Year degree.
26. **Absorption Scheme:**
- a. Students appearing in M.A. (Mass Communication) Semester – II to be held in Summer 2024 examination and all Ex and External students appeared earlier shall be given additional three chances i.e. winter examination of 2024 and summer and winter examinations of 2025. Those who fail to clear M.A. (Mass Communication) Semester – II examination during the above period shall have to opt for the present syllabus right from Semester – I.
  - b. Students appearing in M.A.(Mass Communication) Semester – IV examination to be held in summer of 2024 and all Ex and External students shall be given three additional chances, i.e., winter 2024 and summer and winter examinations of 2025. Those who fail to clear the M.A. (Mass Communication) Semesters I, II, III and IV examinations as above shall have to opt for the present syllabus right from Semester – I.
27. The list of subjects and scheme of teaching and examination are as per Appendix-A.



**Appendix - 3**  
**Detailed Course Syllabus for MBA Program**  
**SEMESTER - I**

<b>Semester</b>	<b>I</b>	<b>Course Code</b>	<b>00</b>	<b>Type of Course</b>	<b>Core</b>
<b>Course Name</b>	<b>INDUCTION cum FOUNDATION COURSE</b>				
<b>Credits</b>	<b>None</b>	<b>Number of 1 hour lectures:</b> Min. 40		<b>4-8 hours per day</b>	
<b>Detailed Course Objectives</b>					
<b>CO1</b>	Given a presentation/ debatable topic, discussion, training, the students will be able to <b>understand</b> voice modulation, nuances of diction and articulation which will in turn help them in <b>developing</b> effective communication skills.				
<b>CO2</b>	Given a workplace setting, the students will not only be <b>aware</b> about their inner qualities, inner potential and importance of human qualities but also will be able to <b>critically assess</b> the relationship between theory and practice in the formulation of values.				
<b>CO3</b>	The Students will be able to <b>perform</b> calculations based on elementary statistics and accountancy				
<b>CO4</b>	Given a stressful or demanding situation the students will <b>develop</b> skills like team work, leadership, time management and will also be able to develop self confidence, handle conflicts, be patient and work under pressure.				
<b>CO5</b>	Given a problematic situation/ a dilemma/ a choice the students will be able to <b>distinguish</b> between the ethical and unethical ways and <b>chose</b> the right way of doing things in professional and personal life.				
<b>Detailed Contents:</b>				<b>Reference Book, Publisher, Edition, Page No.</b>	
<b>Module 1</b>	<b>Acting Techniques (Duration -2 hours)</b> Incorporates different renowned techniques which helps in understanding, analysing and applying the craft of Acting. History of Acting: traditional and classical modes of Acting, modern Acting i.e. method Acting / realistic form of Acting and the post-modern, i.e. contemporary methodologies, to comprehend the art of performance more efficiently.			Drama Games and Acting Exercises: 177 games and activities, Rod Martin, 1 <sup>st</sup> Edition, Meriwether Publishing Ltd	

## SEMESTER - III

Semester	III	Course Code	3P1	Type of Course	Core/ Elective
Course Name	<b>SUMMER INTERNSHIP PROJECT (SPECIALIZATION BASED)</b>				
Credits	6	Number of days:		45 to 60	
<b>Detailed Course Objectives</b>					
CO1	Student is able to <b>construct</b> the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.				
CO2	For his / her organization of internship, the student is able to <b>assess</b> its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to <b>determine</b> the challenges and future potential for his / her internship organization in particular and the sector in general.				
CO3	Student is able to <b>test</b> the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.				
CO4	Student is able to <b>apply</b> various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.				
CO5	Student is able to <b>analyze</b> the functioning of internship organization and <b>recommend</b> changes for improvement in processes.				
<b>GENERAL RULES &amp; GUIDELINES</b>					
<ul style="list-style-type: none"> <li>• At the end of second semester, all students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization by taking up a Summer Internship Project (SIP).</li> <li>• The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time.</li> <li>• Alternatively Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student.</li> <li>• Each student will be required to give a presentation to the Department/ College/ Institute on the project undertaken during the SIP. The presentations should be scheduled within FOUR weeks of commencement of the third semester for the purpose of evaluation in the third semester. (Suggested Annexure II)</li> <li>• Each student will be required to submit a project report as per format suggested in Annexure I to the Department/ College/ Institute for the work undertaken during this period within SIX weeks of commencement of the third semester for the purpose of evaluation in the third semester.</li> <li>• Each student will be required to submit a feedback report from the SIP organisation as suggested in Annexure III to the Department/ College/ Institute.</li> </ul>					

	relations across countries	
<b>Other Reference books and sources</b>	1. International Human Resource Management, K. Aswathappa & Sadhna Dash, McGraw Hill Education; 2 edition, ISBN-13: 978-0071077941 2. International Human Resource Management, Anne-Wil Harzing, Ashly Pinnington, SAGE Publications India Private Limited; Fourth edition, ISBN-13: 978-9386062895 3. International Human Resource Management, Peter J. Dowling, Marion Festing , Allen D. Engle , Cengage Learning India Private Limited, ISBN-13: 978-9386668585 4. International Human Resource Management, P.L. Rao, Excel Books, ISBN-13: 978-8174465962	

<b>Semester</b>	<b>IV</b>	<b>Course Code</b>	<b>4P5</b>	<b>Type of Course</b>	<b>Elective</b>
<b>Course Name</b>	<b>PROJECT WORK AND VIVA VOCE</b>				
<b>Credits</b>	<b>4</b>	<b>Number of hours:</b>	<b>40</b>		
<b>Detailed Course Objectives</b>					
<b>CO1</b>	In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate & state a research problem				
<b>CO2</b>	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable				
<b>CO3</b>	For a selected research topic, student manager will be able to plan a research design including the sampling, observational, statistical and operational designs if any				
<b>CO4</b>	For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable				
<b>CO5</b>	Based on the analysis and interpretation of the data collected, student manager will be able to arrive at logical conclusions and propose suitable recommendations on the research problem				
<b>CO6</b>	Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners				
<b>Detailed Contents:</b>				<b>Reference Book, Publisher, Edition, Page</b>	