

Annexure – 15

(5.4)

**(Modular curricula Inter/multidisciplinary
approach)**



P. K. UNIVERSITY

SHIVPURI (M.P.)

University Established Under section 2(F) of UGC ACT 1956 Vide MP Government Act No 17 of 2015

Ref. No.

Date.....

The Required information in *Proforma for submission of information by State Private Universities* which is asked under 5. Curriculum, Teaching Learning Process/Method, Examination/Evaluation System, 5.4 Furnish details of the following aspects of curriculum design

Dual specialization program and multi-disciplinary subject are approved by Board of Studies as per the norms of NEP.

The copy of **Minutes of Board of Studies** is attached.

Vice Chancellor

P. K. University
Shivpuri (M. P.)
VICE CHANCELLOR
P.K. UNIVERSITY
SHIVPURI (M.P.)

Registrar

P. K. University
Shivpuri (M. P.)
REGISTRAR
P.K. UNIVERSITY
SHIVPURI (M.P.)



P.K. UNIVERSITY
SHIVPURI (M.P.)

University Established Under section 2F of UGC ACT 1956 Vide MP Government Act No 17 of 2015

Minutes of 10th Board of Management Meeting held on 13.10.2023

Ref No: EST/PKU/2023/RO-BOM-MINUTES/621A

Date: 13.10.2023

MINUTES OF 10th BOARD OF MANAGEMENT MEETING

The 10th meeting of Board of Management was held on 13 October 2023, Tuesday at 2:00 P.M. in Conference Hall at Administrative Block under the Chairmanship of Prof. (Dr.) Ranjit Singh Vice Chancellor of the University.

The committee members are as follows;

- | | |
|---|------------------|
| 1. Prof. (Dr.) Ranjit Singh (Vice-Chancellor) | Chairman |
| 2. Mr. J.K.Mishra | Member |
| 3. Prof. (Dr.) Balveer Singh | Member |
| 4. Mrs. Renubala Goswami | Member |
| 5. Mr. Syyed Adil | Member |
| 6. Mrs. Esther Pillai | Member |
| 7. Dr. Bhaskar Nalla | Member |
| 8. Dr. Deepesh Namdev (Registrar) | Member Secretary |

The Chairman welcomed all the learned members of the Board of Management, who attend the meeting. He requested the Registrar (Member Secretary) to present the agenda items for deliberation.



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REGISTRAR
P.K. UNIVERSITY
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SHIVPURI (M.P.)

ADD: VIL: THANRA, TEHSIL: KARERA, NH-27, DIST: SHIVPURI (M.P.) -475001
MOB: 7241115088, Email: registrar.pkuniversity@gmail.com



P.K. UNIVERSITY SHIVPURI (M.P.)

University Established Under section 2F of UGC ACT 1956 Vide MP Government Act No 17 of 2015

Minutes of 10th Board of Management Meeting held on 13.10.2023

Agenda 1: Confirmation of 9th Board of Management Meeting minutes held on 11.04.2023.

Minutes of the 9th meeting of Board of Management held on 11.04.2023 of P.K. University was circulated to the Hon'ble member of Board of Management. Since no comments have been received on minutes, therefore, minutes of 9th meeting of Board of Management is confirmed.

A Copy of the minutes of 9th Board of Management meeting is placed in agenda notes from page no. 04 to page no. 08.

Agenda 2: Approval of Action Taken on 9th Board of Management meeting minutes held on 11.04.2023.

The members of Board of Management discussed the action taken on the minutes of 9th Board of Management meeting held on 11.04.2023 and noted the same.

A copy of the action taken on the minutes of 9th meeting of Board of Management is placed in agenda notes from page no. 09 to page no. 10.

Agenda 3: Approval of 12th Academic Council meeting minutes held on 15.09.2023

The minutes of 12th meeting of Academic Council held on 15.09.2023 was put up for consideration and approval of the Board of Management. After brief discussion, the Board of Management approved the minutes of 12th meeting of Academic Council.

A Copy of the minutes is placed in agenda notes from page no. 11 to page no. 26.

Agenda 4: Approval of 8th Finance Committee meeting minutes held on 29.09.2023.

The minutes of 8th meeting of finance committee of P.K. University held on 29.09.2023 was put up for consideration and approval of Board of Management. After brief discussion, the Board of Management approved the minutes of 8th meeting of finance committee.

A copy of the minutes of 8th finance committee meeting held on 29.09.2023 was placed in the agenda notes page no. 27 to page no. 34.

Agenda 5: Approval of fees of Degree Certificate, Diploma Certificate, Transfer Certificate, Migration Certificate, Transcript Certificate for Diploma, UG, PG, Ph.D Programme.

Approval of fees of Degree Certificate, Diploma Certificate, Transfer Certificate, Migration Certificate, Transcript Certificate for Diploma, UG, PG, Ph.D. programme was put up for consideration and approval of Board of Management. After brief discussion, the Board of Management approved the same as given in the agenda item from page no. 35 to page no. 36.

Agenda 6: To approve of Annual Report of year 2022-23.

The annual report of P.K. University for the year 2022-23 was presented to the member of Board of Management. After brief discussion, the Board of Management approved the same as given in the agenda item from page no. 37 to page no. 116.

Agenda 7: To approve the balance sheet of the university along with the income and expenditure accounts, duely audited by the Chartered Accountant.

The Board of Management discussed the balance sheet of the university along with the income and expenditure accounts, duely audited by chartered accountant. After detail discussion the Board of Management approved the same as given in the agenda item no.-7 from page no. 117 to page no. 124.

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**VICE CHANCELLOR
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**REGISTRAR
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P.K. UNIVERSITY SHIVPURI (M.P.)

University Established Under section 2F of UGC ACT 1956 Vide MP Government Act No 17 of 2015

Minutes of 10th Board of Management Meeting held on 13.10.2023

Agenda 8: To Consider and Approve the list of Diploma, Degree (UG & PG), Ph.D issued so far.

The members of Board of Management gone through the list of Diploma, Degree (UG, PG) Ph.D. issued so far. After brief discussion approved the same as given in the agenda-08 from page no. 125 to page no. 154.

Agenda 9: Any other matter with the permission of Chairman.

Under the agenda item-9 (any other matter with the permission of chairman), the following points were discussed and approved:-

9(i) To approve the joining letter format as enclosed.

The format of the joining letter as given in the agenda item 9(i) at page no157 was discussed by the Board of Management and same was approved.

9 (ii) To approve the format of fee structure as enclosed.

The format of fee structure was discussed by the members of the Board of Management and same was approved as given agenda item 9(ii) at page no158.

9 (iii) To approve the format of self-attested letter by the students seeking permission to submit the required documents within 15 days.

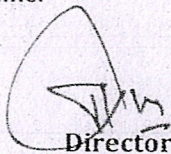
The format of self-attested letter by the students seeking permission to submit the required documents within 15 days, was discussed by the Board of Management and same was approved as given in the agenda item 9(iii) at page no159.

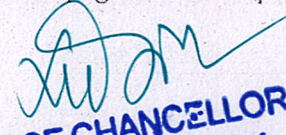
9(iv) To approve the self-attested letter written by the students giving undertaking that he is not studying in any other course of any other university.

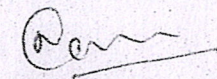
The Board of Management discussed the format of self-attested letter written by the students giving undertaking that he is not studying in any other course of any other university and approved the same as given in the agenda item 9(iv) from page no 160.

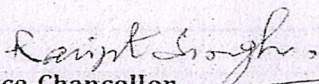
9(v) To approve the newly appointed employee of the P.K. University, Thanra, Shivpuri (M.P.) from 01.04.2023 to 05.10.2023 as reported below.

The Board of Management gone through the list of the newly appointed employee of the P.K. University, Thanra, Shivpuri (M.P.) from 01.04.2023 to 05.10.2023 as reported and given in the agenda item no 9(v) from page no 161 to page no 162 and after brief discussion approved the same.


Director


VICE CHANCELLOR
P.K. UNIVERSITY
SHIVPURI (M.P.)


Registrar

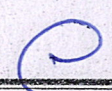

Vice-Chancellor
27-10-2023



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Multidisciplinary
S-3

भाग अ- परिचय

प्रथम वर्ष जेनेरिक ऐलेक्टिव वनस्पति शास्त्र

कार्यक्रम: प्रमाण पत्र

कक्षा: प्रथम वर्ष

वर्ष: 2023-24

सत्र: 2023-24

पेपर कोड - UNURS-11

पूर्णांक - 100

विषय: वनस्पति शास्त्र

उत्तीर्ण - 35

पाठ्यक्रम का कोड - S1-BOTA1G, पाठ्यक्रम का शीर्षक - नर्सरी प्रबंधन (प्रश्न पत्र

पाठ्यक्रम का प्रकार: (कोर कोर्स/ इलेक्टिव/जेनेरिक इलेक्टिव/वोकेशनल/.....) - ऐलेक्टिव

पूर्वापेक्षा (prerequisite) (यदि कोई हो) - इस पाठ्यक्रम को सभी विषयों के छात्रों द्वारा एक वैकल्पिक विषय के रूप में चुना जा सकता है। सभी के लिये उपलब्ध (open for all)

पाठ्यक्रम अध्ययन की परिलब्धियां (कोर्स लर्निंग आउटकम)(CLO)

. यह प्रत्यक्षरूपलघु और बृहद स्तर पर उधमिता से संबंधित हैं।

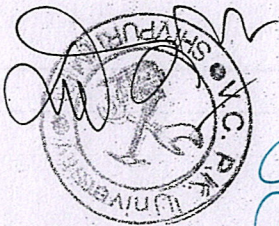
. यह प्रसारण के विधियों, तकनीकों की कार्यान्वयन, सूक्ष्म प्रसार के अग्रिम ज्ञान समझने का अवसर देता हैं।

. इस पाठ्यक्रम को पूरा करने के बाद उधम के रूप में हाई-टेक नर्सरी की स्थापना संभव हैं।

. यह नर्सरी स्थापना और संबंधित व्यवसायों जैसे कोकोपीट, खाद, हरी खाद, मृदा मिडिया और पेल्टाइट आदि के विपणन के लिये व्यावहारिक अनुप्रयोग का कौशल भी प्रदान

करता हैं।

क्रेडिट मान - 04क्रेडिट, कुलअंक: 25+75, न्यूनतम उत्तीर्ण अंक: 33



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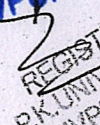
भाग ब- पाठ्यक्रम की विषयवस्तु

व्याख्यान की कुल संख्या - 60 ट्यूचंटे टोरियल- 00-प्रायोगिक-00 (प्रति सप्ताह 02 घंटे) : L-T-P:

इकाई -	विषय-	व्याख्यान की संख्या
1	रोपण का परिचय- 1.1 परिचय, नर्सरी उपकरण और गमले, नर्सरी के प्रकार । नर्सरी तकनीकें । पौधों की वृद्धि को प्रभावित करने वाले कारक , पादप वृद्धि नियामक । लैंडस्केप और लॉन बनाने का परिचय । नर्सरी प्रबंधन की विशेष विधि - सूक्ष्म प्रबंधन (पादप ऊतक संवर्धन/इन विट्रो कल्चर) मृदा रहित संबर्धन ।	15
2	कायिकप्रसार- लाभ, विधियाँ और बर्गीकरण । स्टोलन, रनर, ऑफसेट, बल्व, कॉर्म, रुटेड क्राउन, विभाजन, कलम, दाब के माध्यम से प्रसार । कलम बांधने और कलिकायन, मूलस्कंद - टॉप वर्किंग	15
3	नियमितनर्सरी प्रबंधन- नर्सरीसाईट- स्थान चयन, अभिविन्यस, अभिलेख संधारण, नर्सरी संरचनाएं, बीज उपचार, मिट्टी की तैयारी, पॉटिंग, रिपोर्टिंग । नर्सरी बेड तैयार करना और बीज बोना । संततिबागों की स्थापना एवं प्रबंधन ।	15
4	व्यावसायिक नर्सरी प्रबंधन भारत में प्रमुख फसलों का नर्सरी प्रबंधन, नर्सरी प्रत्यायन और प्रमाणन । नर्सरी प्रबंधन और उसके नियंत्रण में समस्याएँ । कीट एवं रोग प्रबंधन । हाई-टेक नर्सरी स्थापना और प्रबंधन ।	15


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बिपणन रणनीतियाँ ।

सार बिंदु (कीवर्ड)/ टैग: नर्सरी ओजार, नर्सरी तकनिक, लैंडस्केपिंग, कायिक प्रवर्धन, पादप ऊतक संबर्धन ।

नर्सरी संरचनाएं, बीजउपचार, संततिबाग । प्रमाणन, कीटऔर रोग प्रबंधन, बिपणन रणनीतियाँ, हाई टेक नर्सरी ।

भाग स-अनुशंसित अध्ययन संसाधन

पाठ्य पुस्तकें, सन्दर्भ पुस्तकें, अन्य संसाधन

शंसित सहायक पुस्तकें/ ग्रन्थ/ अन्य पाठ्य संसाधन/ पाठ्य सामग्री:

1. सिंह जितेन्द्र, बेसिक हॉर्टिकल्चर कल्याणी प्रकाशन, नई दिल्ली २०११
2. किराडकेएस, बारचे स्वाति और गुप्ता एनके, बागवानी के मूल सिद्धांत, ब्रिलियन प्रकाशन नई ।

अनुशंसित डिजिटल प्लेटफार्म वेब लिंक.....

अनुशंसित समकक्ष ऑनलाइन पाठ्यक्रम:.....

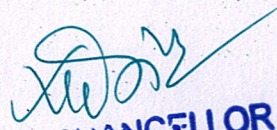
भाग द- अनुशंसित मूल्यांकन विधियां:

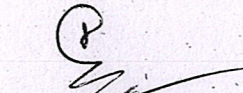
अनुशंसितसतत मूल्यांकन विधियां: , अधिकतम अंक: 100

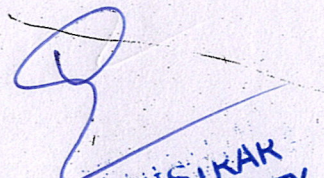
सतत व्यापक मूल्यांकन (CCE) अंक: 25 विश्वविद्यालयीन परीक्षा (UE) अंक: 75

आंतरिक मूल्यांकन:- सतत व्यापक मूल्यांकन (CCE): , क्लास टेस्ट- 15, असाईमेंट/प्रस्तुतीकरण(प्रेजेंटेशन) -10, कुलअंक: 25




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Format for syllabus of Theory Paper

Part A Introduction
Paper code - UNVRS5C 120
1st year Elective Course in Botany

Program: Certificate Class: 1st year year: 2023 Session: 2023-24

Subject: Botany

Course Code – S1-BOTA1G, Course Title – Nursery Management (paper)

Course Type (Core Course/Elective/Generic Elective/Vocational/.....)- Elective

Pre-requisite (if any) – This course can be opted as an elective by the students of any subjects/open for all.

Course Learning outcomes (CLO)

- . it is directly related with entrepreneurship development at small and large scale.
- . it gives an opportunity to understand the methods of propagation, techniques of Implementation, advance knowledge of micro propagation including
- . High-tech nursery establishment as a venture is possible after completing this course.
- . it also provides skills of practical application for nursery establishment and related business such as marketing of coco peat, compost, green manure, soil media and perlite etc.

Credit Value - 4 Credits Theory , Total Marks: 20+75, Min. passing Marks: 33

Part B- Content of the Course

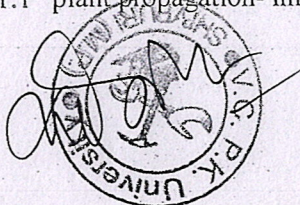
Total no. of lectures- 60 Hours Tutorials- 00-Practical-00 (2 hours per week): L-T-P

Unit	Topics	No. of Lectures
------	--------	-----------------

- | | | |
|----|---|----|
| I. | Introduction to nursery | 15 |
| | 1.1 introduction, nursery tools & containers, Types of nursery. | |
| | 1.2 Nursery techniques. | |
| | 1.3 Factors affecting plant growth plant growth regulators. | |
| | 1.4 Introduction to landscaping & Lawn making. | |
| | 1.5 Special practices in Nursery management- Micro-propagation (in vitro culture), soilless culture | |

II	Vegetative propagation-	
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- | | | |
|--|--|--|
| | 1.1 plant propagation- importance, advantages, methods and classification. | |
|--|--|--|



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- 1.2 Propagation through stolons, runners, offsets, bulbs, corms, rooted crowns, division, cuttings, layering.
- 1.3 Grafting and budding.
- 1.4 Rootstock-scion relationship. Top working.

III Regular nursery management-

- 1.1 Nursery- Site selection, lay out, Record Keeping
- 1.2 Nursery structures, seed treatments.
- 1.3 Soil preparation, potting, repotting.
- 1.4 Preparation of nursery beds and sowing of seeds.
- 1.5 Progeny orchard establishment and management.

IV Commercial nursery management

15

- 1.1 Nursery management of major crops in india.
- 1.2 Nursery accreditation and certification.
- 1.3 Problems in nursery management and its control.
- 1.4 Pest and disease management.
- 1.5 Hi-tech nursery establishment and management.
- 1.6 Marketing strategies.

Keywords/Tags: Nursery Tools, Nursery Techniques, Landscaping, Vegetative propagation; plant tissue culture seed treatment, progeny orchard. Pest and Disease Management, Marketing strategies, High tech nursery.

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Singh Jitendra, Basic Horticulture., Kalyani Publication, New Delhi 2011. Kirad ks,
2. Barche Swati and gupta NK, Fundamentals of Horticulture, Brillion Publishing, New Delhi
3. Chadha KL, Hand book of Horticulture, (ICAR) ICAR, New Delhi 2001.
4. Hartmann H.T, and Kester, D.E. Plant Propagation Principles and practices Prentice hall of india Pvt.Ltd., Bombay. 1976 (9th Edition 2018)
5. Saiprasad SV, Shri Dhar, Iqbal Sanjeeda and Choudhry j. Agri- Facts Objective Horticulture, New Vishal publication, Vew Delhi. 2017

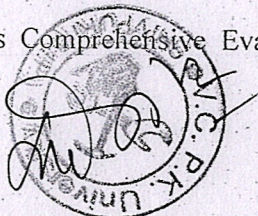
Suggested equivalent online courses:

Part D-Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100

Continous Comprehensive Evaluation (CCE) : 25marks University exam (UE) 75 Marks

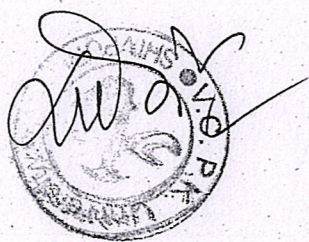



[Signature]
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Internal Assessment:	- class Test Assignment/Presentation	15
Continuous Comprehensive		10
Evaluation (CCE):		25
External Assessment : University exam	Section: 75 -Time : 02.00 Hours	
Section (A): Three Very Short Questions (50 Words Each)	- 03x03=09	
Section (B): Four Short Questions (200 words Each)	- 04x09=36	
Section (c): Two long Questions (500 Words Each)	- 02x15 30	Total 75




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कार्यक्रम, डिप्लोमा	कक्षा – बी.ए. द्वितीय वर्ष	सत्र . 2022.23
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विषय . वाणिज्य

1-	पाठ्यक्रम का कोड	UNVPL201
2-	पाठ्यक्रम का शीर्षक	नवीन उद्यम योजना
3-	पाठ्यक्रम का प्रकार	अन्य संकाय के लिये ओपन ऐच्छिक
4-	पूर्वा पेक्षा	इस पाठ्यक्रम को कला संकाय के अतिरिक्त अन्य संकाय द्वारा वैकल्पिक विषय के रूप में चुना जा सकता है ।
5-	पाठ्यक्रम अध्ययन की परिलक्षियाँ	पाठ्यक्रम पूर्ण होने पर, छात्र सक्षम हो सकेंगे— 1. विभिन्न तकनीकों का उपयोग करके एक व्यावसायिक विचार उत्पन्न करें और नवीन विचारों के स्रोतों का वर्णन कर सकेंगे । 2. एक केस स्टडी के साथ चल रहे उद्यम को प्राप्त करने के लाभों का मूल्यांकन कर सकेंगे । 3. विभिन्न सरकारी योजनाओं का तुलनात्मक विश्लेषण प्रस्तुत कर सकेंगे जो व्यवसायिक विचार के लिये उपयुक्त है । 4. एक व्यावसायिक विचार के लिये एक विपणन योजना विकसित कर सकेंगे । 5. एक सुविचारित व्यवसाय योजना तैयार कर और प्रस्तुत करेंगे ।
6-	क्रेडिटमान	6
7-	कुल अंक	अधिकतम अंक : 30+70 न्यूनतम उत्तीर्ण अंक 35

भाग ब – पाठ्यक्रम की विषय वस्तु

इकाई	विषय	व्याख्यान
	व्याख्यान की कुल संख्या – 90	
01.	नया उद्यम: अर्थ और विशेषतायें— अवसर की पहचान, नये विचारों की खोज। अभिनव विचारों का स्रोत। विचार उत्पन्न करने की तकनीक। उद्यमी कल्पना और रचनात्मकता: सोच की भूमिका। अपनी रचनात्मकता का विकास करना । रचनात्मकता में बाधाएँ।	15
02.	उद्यम आरंभ करने के तरीके— उद्यमियों के लिए नए उद्यम के रास्ते नए उद्यम बनाना। एक स्थापित उद्यम का अधिग्रहण: एक चल रहे उद्यम को प्राप्त करने के लाभ। प्रमुख मुद्दों की जाँच। फ्रैंचाइजिंग: फ्रैंचाइज कैसे काम करता है। मताधिकार कानून। फ्रैंचाइजिंग के अवसरों का मूल्यांकन	15
03.	उद्यमी पूंजी की खोज— वित्तपोषण के चरण। भारतीय उद्यमियों के लिये वित्तपोषण स्रोत। बैंक फंडिंग। सरकारी नीति पैकेज। राज्य वित्तीय निगम । बिजनेस इनक्यूबेटर और फैसिलिटेटर। अनौपचारिक जोखिम पूंजी: एंजेल निवेशक।	15
04.	नये उपकरणों के लिये व्यवसाय योजना की तैयारी— व्यवसाय योजना: अवधारणा। व्यापार योजना में बचने के लिये नुकसान। एक व्यापार योजना के लाभ। एक सुविचारित व्यवसाय योजना का विकास करना। एक बिजनेस प्लान के	15



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	तत्व,मार्केटिंग: उच्च श्रेणी बाजार और मार्केट शेयर। अनुसंधान,डिजाइन और विकास। संचालन। प्रबंध। वित्त। गंभीर जोखिम।		
05.	नये उद्यम के विपणन पहलू – एक विपणन योजना विकसित करना: ग्राहक विश्लेषण बिक्री विश्लेषण और प्रतिस्पर्धा विश्लेषण। बाजार अनुसंधान। बिक्री पूर्वानुमान। मूल्यांकन। मूल्य निर्धारण निर्णय।	15	
06.	नए उपक्रमों के लिये सरकारी योजनाएं– विभिन्न योजनाएं: जैसे- स्टार्ट-अप इंडिया स्टैंडअप इंडिया, मेक इन इंडिया,, उद्यम पूंजी सहायता योजना, आईटी अनुसंधान और विकास के लिये गुणक अनुदान योजना क्रेडिट गारंटी आदि विभिन्न का तुलनात्मक विश्लेषण सरकारी योजनायें।	15	
सार बिन्दु	नया उद्यम, अधिग्रहण, फ्रैंचाइजिंग, वित्तपोषण, विपणन योजना, बाजार अनुसंधान, सरकारी योजनायें।		
भाग स – अनुशासित अध्ययन संसाधन			
सं०	लेखक	पुस्तक का नाम	प्रकाशक एवं प्रकाशन स्थल
01	एस.पी.माथुर	भारत में उद्यमिता विकास	हिमालय पब्लिकेशन नागपुर
02	संजीत शर्मा	उद्यमिता	वी.के.पब्लिकेशन नई दिल्ली
डिजिटल प्लेटफार्म	Suggestive digital platforms, web links: 1- http://www.slideshare.net/sumanvashist2/planning-new-venture . 2- http://www.crectirupati.com/cgi-sys/suspendedpage.cgi		
भाग द – अनुशासित मूल्यांकन			
	अधिकतम अंक		100
	सतत व्यापक मूल्यांकन		30
	विश्वविद्यालय परीक्षा		70




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5	The Marketing Aspects of New Ventures- Developing a marketing Plan: Customer Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.	15
6	Government Schemes for new ventures :- Different schemes like: Start-up India, stand Up India, Make in India, The Venture Capital Assistance Scheme, Multiplier Grants Scheme MGS for IT Research and Development, Credit Guarantee etc, Comparative analysis of various government Scheme.	15

PART C : LEARNING RESOURCES

Sr.No.	Author	Book Title	Publisher
01	Sapna Bansal Tonye	New Venture Planning	JSR Publishing house New Delhi.
02	Holt, David H	Entrepreneurship: New Venture Planning	PHI Learning New Delhi.
	Suggestive digital platforms, web links: 1- http://www.slideshare.net/sumanvashist2/planning-new-venture . 2- http://www.crectirupati.com/cgi-sys/suspendedpage.cgi		
PARD D: ASSESSMENT AND EVALUATION			
Sr.No.	EVALUATION METHOD		MARKS
1-	Class Test (Objective type or descriptive) & Assignment and presentation of Assignment		30
2-	University Examination		70



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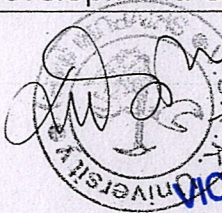
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Program; Diploma	Class; B.A. Second Year	Session 2022-23
Subject _Commerce		
1-	Course Code	UNVPL201
2-	Course Title	New venture planning.
3-	Course type	Elective for Other faculty
4-	Pre-requisite	This course can be selected a elective subject by other faculty students.
5-	Course learning out comes	As a result of taking this Courses,
6-	Credit Value	6
7-	Total Marks	Maximum Marks: 30+70 Mini. Passing Marks: 35

PART B : CONTENT OF THE COURSE

UNIT	TOPIC	NO. OF LECTURES
1	New venture: Meaning and features - Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking Developing your creativity. Impediments to creativity.	15
2	Methods to Initiate Ventures- The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring as established venture: Advantages of acquiring an ongoing venture. Examination of key issues franchising: How a franchise works. Franchise law. Evaluation the franchising opportunities.	15
3	The Search For Entrepreneurial Capital – The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals Evaluating the venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs Bank Funding. Government Policy Packages. State financial Corporation's (SFCs).Business incubators and facilitators. Informal risk capital: Angel Investors.	15
4	Business plan preparation for new ventures- Business plan: Concept. Pitfalls to Avoid in Business plan. Elements of a Business plan: Executive Summary. Business Description. Marketing: Market Niche and market share. Research, Design and development. Operations. Management. Finances Critical-Risk.	15


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Department of Arts & Social Science

B.A. IIIrd Year

Sr. No.	Subject	Subject Code	Paper Title	Maximum Marks(UE)	Paper Code
	Ability Enhancement Compulsory Course (AECC)	BC	English Language & Communication	50	UENGLBC301
		BC	Personality development and Character Building	50	UYOGABC302
		BC	Digital Awareness- Cyber Security	50	UENVIBC303
		BC	Bhasha Aur Sanskriti	50	UBHASBC304
		BC	Fundamental of Computer Theory	100	UCOMPBC305
		BC	Fundamental of Computer Lab Course/Practical	100	ULABCBC306
		AR	B.A. III rd Year Project in Major	100	UPROJAR307
2	Hindi Literature Major	HI	काव्यांग विवेचन एवं जनपदीय भाषा साहित्य(बुन्देली/मालवी/बघेली)	70	UKAVYHI308
			जनसंचार माध्यम सिद्धांत और अनुप्रयोग	70	UJANSHI309
3	English Literature Major	EN	Literary Criticism and Theories Paper-I	70	ULITEEN312
			Indian Writing in English Paper-II	70	UINDIEN313
4	Sanskrit Literature Major	SA	गीता दर्शन व्याकरण और भाषा विज्ञान	70	UGEETSA314
			काव्य छंद एवम् अलंकार	70	UKAVYSA315
5	Sociology Major	SO	Major Sociological Thinkers	70	UMAJOSO316
			Social Demography	70	USOCISO317
6	Political Science Major	PO	India's Foreign Policy भारत की विदेश नीति	70	UINDIPO318
			Public Administration लोक प्रशासन	70	UPUBLPO319
7	Home Science Major	HO	Landscape Decoration भूमि स्थल सज्जा, Paper-I	70	UIANDHO320
			Landscape Decoration Lab. Course भूमि स्थल सज्जा,	70	ULABCHO321
			Nutrition during lifecycle, Paper- II जीवन चक्र अवस्थाओं में पोषण	70	UIANDHO322
			Nutrition during lifecycle, Lab. Course जीवन चक्र अवस्थाओं में पोषण	70	ULABCHO323
8	History Minor	HT	History of freedom Movement in Madhya Pradesh (1836-1947CE) मध्यप्रदेश में स्वतंत्रता आन्दोलन (1836-1947CE)	70	UHISTHI310
9	Commerce Dept. Elective Paper	CM	Business Communication व्यावसायिक संप्रेषण	70	UBUSICM311



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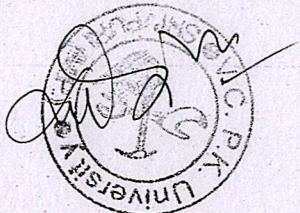
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डॉ० विक्रान्त शर्मा
विभागाध्यक्ष कला संकाय

Note: - Check by Mr.Praveen/ Dean Acadmic/Vice Chansllor

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भाग अ - परिचय		
कार्यक्रम उपाधि	कक्षा बी.ए. तृतीय वर्ष	सत्र: 2023-24
विषय: वाणिज्य		
1	पाठ्यक्रम का कोड	UBUSICM311
2	पाठ्यक्रम का शीर्षक	- व्यावसायिक सम्प्रेषण
3	पाठ्यक्रम का प्रकार	अन्य संकाय के लिए सामान्य वैकल्पिक
4	पूर्वापेक्षा(Prerequisite)	अन्य संकायों के लिए वैकल्पिक
5	पाठ्यक्रम अध्ययन की परिलब्धियां (कोर्स लर्निंग आउटकम) (CLO)	इस पाठ्यक्रम के सफल समापन पर, छात्र निम्नलिखित में सक्षम होंगे:- <ol style="list-style-type: none"> 1. व्यापार संचार की मूल अवधारणा, महत्व, प्रक्रिया और सिद्धांतों को समझना और प्रदर्शित करना। 2. लिखित, द्रश्य और मौखिक संचार में अभिव्यक्ति के तरीकों समझने और उचित रूप से लागू करने के लिए, अर्थात वर्णनात्मक, व्याख्यात्मक, वर्णनात्मक, वैज्ञानिक और आत्म-अभिव्यंजक उद्देश्य समझना। 3. व्यापार पूछताछ के आदेश और उनके निष्पादन को लागू करने में सक्षम होंगे। 4. व्यवसाय के बैंकिंग, बीमा, एजेंसी और ई-पत्राचार को समझना। 5. बिजनेस रिपोर्ट लिखने और प्रजेंटेशन देने की क्षमता विकसित करना। 6. एक प्रलेखित पेपर और/या मौखिक प्रस्तुति देने के लिए शोध करने और लिखने की क्षमता विकसित करना।
6	क्रेडिट मान	6
7	कुल अंक	अधिकतम अंक: 30=70 न्यूनतम उत्तीर्ण अंक: 35
भाग ब - पाठ्यक्रम की विषयवस्तु		
इकाई	विषय	व्याख्या की संख्या
1	संचार का परिचय-संचार और व्यवसायिक संचार के बीच अंतर, भारत में संचार का इतिहास व्यवसायिक संप्रेषण :- उद्देश्य, महत्व, व्यावसायिक सम्प्रेषण की प्रक्रिया, प्रभावशाली व्यावसायिक सम्प्रेषण के सिद्धांत, सम्प्रेषण नैतिकता।	
2	व्यापार पूछताछ, आदेश और उनके निष्पादन, क्रेडिट और स्थिति पूछताछ, शिकायतें और समायोजन, संग्रह पत्र, बिक्री पत्र, परिचय पत्र। व्यापार पत्र लेआउट	
3	बैंकिंग पत्राचार, बीमा पत्राचार एजेंसी पत्राचार, व्यवसाय में ई-पत्राचार।	
4	कंपनी सचिवीय पत्राचार - कार्यसूची, मिनिट सहित, रिपोर्ट लेखन: अर्थ - प्रकार रिपोर्ट लेखन की यांत्रिकी, रिपोर्ट की सामग्री। व्यापार रिपोर्ट प्रस्तुतियाँ	



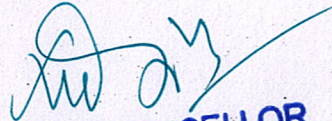
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5	आवेदन पत्र, बायोडाटा तैयार करना, साक्षात्कार- अर्थ, विभिन्न साक्षात्कारों के उद्देश्य और तकनीक, सार्वजनिक भाषण, एक अच्छे भाषण के अनिवार्य तत्व ।		
सारबिंदु	(कीवर्ड_टैग: संचार, व्यवसायिक सम्प्रेषण, व्यापार पूछताछ, आदेश, बैंकिंग, बीमा. ई- पत्राचार, रिपोर्ट लेखन, आवेदन पत्र		
भाग स - अनुशंसित अध्ययन संसाधन			
पुस्तकें;			
1	डॉ. के. डी. पाण्डेय	व्यावसायिक संचार	साहित्य भवन पब्लिकेशन आगरा.
2	जिनकौशल, देवेन्द्र ठीगरा	व्यवसायिक संचार	V.K. Global Publications Pvt. Ltd.
3	डॉ. मिश्र एवं शुक्ल	व्यावसायिक सम्प्रेषण.	SBPD Publishing House.
4	Manoj Kumar Garg.	Business Communication	Himalaya Publication Nagpur
सतत व्यापक मूल्यांकन (CCE) अंक: 30 विश्वविद्यालयीन परीक्षा (UE) अंक: 70			




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Report Writing: Meaning- Types- Mechanics of Report Writing, Content of Report. Business report presentations.

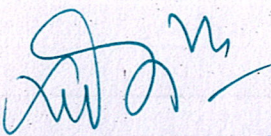
Unit-5th: Application letters, preparation of resume, interview- meaning, objective and techniques of various interviews, public speech, essentials of a good speech.


Keywords/Tags: Communication, Business Communication, Trade Banking, Insurance, Report, E-correspondence.

Suggested Readings:

1. Payal Mehra Business Communication for Managers (Publishers Pearson) (Max. Marks: 30/70)
2. Pradhan & Pradhan , Business Communication(Himalya Publication)
3. Monaj Kumar Garg Business Communication (Kitab Mahal Agra)
4. R. Pal Essentials of Business Communication (Sultan Chand & Sons)
5. Kaul Asha Business Communication (PHI Learning)




**VICE CHANCELLOR
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P.K. University Thanara Shivpuri (M.P.)

B.A. 3rd Year (Generic Elective)

Course Title : Business Communication

Course Code: UBUSICM 311

Course Credit: 6 credit

Max. Marks: 30+70

Min Passing Marks: 35

Pre- Requisite(if any): Open for all

Course Learning Outcomes (CLO): On successful completion of this course, the students will be able to:

1. To Understand and demonstrate the basic Concept, Importance, Process, and Principles of Business Communication.
2. To understand and appropriately apply modes of expression , i.e. descriptive, expositive, narrative, scientific, and self- expressive, in written, visual, and oral communication, objective.
3. To understand banking, insurance, agency and E- correspondence of business.
4. To understand and will be able to apply the trade inquiries orders and their executions.
5. To develop the ability to write a business report and give an presentation.
6. To develop the ability to research and write a documented paper and/or to give an oral presentation.

Total no. of Lectures- 90

Unit -1st: Introduction to communication -- Difference between communication & Business communication, history of communication ,in India.

Business Communication: Objectives, Importance, Process of Business Communication,
Principal of Effective Business Communication Ethics.

Unit-2nd: Trade inquiries orders and their executions credit and status enquiry complaints and adjustment collection letters sales letters circular letters. Business letter layout.

Unit 3rd: Banking correspondence, insurance correspondence, agency correspondence, E- correspondence in business.

Unit-4th : Company secretarial correspondence including agenda minutes.

