



# CHRISTIAN EMINENT COLLEGE, INDORE

(Academy of Management, Professional Education & Research)

An Autonomous Institution Established in 1996

NAAC (UGC) Accredited WITH GRADE "A"

F-Sector, H.I.G., Ravi Shankar Shukla Nagar Main Road, Indore (M.P.) – 452011

2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T101 – ACCOUNTING & FINANCIAL MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 per Hour

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Introduction:</b> Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting. <b>Conceptual Frame work:</b> Accounting Concepts, Principles and Conventions, Accounting Standards concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates. <b>Recording of transactions:</b> Journal, Ledger and Trial balance based on double entry book keeping.	
<b>Unit-II</b>	<b>08 Lectures</b>
<b>Subsidiary Books:</b> Need, uses and types, Cash Book, Purchase book, Sales book, Purchase Return Book, Sales Return Book,	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Depreciation:</b> Meaning, need & importance of depreciation, methods of charging depreciation. (WDV & SLM). Cash flow statement (as per accounting standard). Preparation of final accounts: Preparation of Trading Account, Profit & Loss Account, and Balance Sheet of sole proprietary business.	
<b>Unit-IV</b>	<b>16 Lectures</b>
Theory of financial management. Analysis of Financial Statement-Financial ratio, Liquidity Ratio, Profitability Ratio.	
<b>Unit-V</b>	<b>08 Lectures</b>
Leverage: Meaning, Importance and types of Leverage. Computation of various Leverage. Working Capital: Meaning and Concept, Capital Structure and practical problems.	

### BOOKS:

1. Introduction to Accountancy By T.S. Grewal
  2. Accounting Principles By Robert Anthony
  3. Advanced Accountancy By R.I. Gupta
  4. An Introduction to Accounting by Maheshwary S.N.
  5. Accounting and Financial Management by Dr. S.M. Shukla, Dr. S.P. Gupta
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2022-23

## *Syllabus –*

**SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)**

**SKEG-P102 – BASIC COMPUTERIZED ACCOUNTING (PRACTICAL COURSE)**

**MAX. MARKS: 100**

**MIN. PASS MARKS: 40**

**No. of Laboratory per week: 08 Hours**

**Total Lectures: 128**

The objective of this course is to create IT Skills in accounting so that students can work as accountant in business organizations. The content are, practical manual accounting, any financial accounting software. The software to be installed in computer Lab and Software to be taught in computer Labs only. There shall be following assignments to be submitted by students.

1. MS Excel: Features and Formula.
2. Comprehensive problem covering all type of financial transactions. Developing Primary books, trail balance final accounts manually on any financial accounting software.
3. Generating Summarized and detailed reports through any financial accounting software.
4. Rectification of errors of all types through manually, any financial accounting software.
5. Adjustments in final accounts

The above work is to be submitted as Report .This Report will carry 50 marks. A Test on the work shall be of 30 Marks and Viva Voce of 20 Marks.

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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T 103 – COMMUNICATIVE ENGLISH

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>09 Lectures</b>
<b>Air-Stream Mechanism -</b> <ol style="list-style-type: none"><li>1. The Organs of Speech – Respiratory, Phonatory, Articulatory Systems</li><li>2. Air-Stream Mechanism – Pulmonary, Glottic, Velaric Air-Stream Mechanisms</li><li>3. The Vowels of English - Place and Manner of Production of Vowels</li><li>4. The Consonants of English- Voiceless and Voiced, Oral and Nasal Sounds</li></ol>	
<b>Unit-II</b>	<b>09 Lectures</b>
<b>Speech Mechanism</b> <ol style="list-style-type: none"><li>1. Consonant Clusters in English- Definition, Types- Initial, Final Consonant Clusters</li><li>2. Word Accent- Definition, Types- Primary, Secondary, Word Accent Rules, Syllables</li><li>3. Intonation- Definition, Types- Falling, Rising, Falling-Rising</li><li>4. Phonetics- Definition, Importance, Phonetic Symbols</li></ol>	
<b>Unit-III</b>	<b>09 Lectures</b>
<b>Grammar and Usage</b> <ol style="list-style-type: none"><li>1. Parts of speech and their uses</li><li>2. Tenses and their Uses</li><li>3. Articles and their uses</li><li>4. Prepositions and Conjunctions</li><li>5. Word formation: Prefixes and Suffixes, Synonyms, Antonyms</li></ol>	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Writing Skills</b> <ol style="list-style-type: none"><li>1. Paragraph Writing - Definition, Current Topics</li><li>2. Formal and Informal letters- Definition, Structure, Seven C's, Business Letters</li><li>3. Report Writing – Definition, Structure, Types, Characteristics of a Good Report</li></ol>	
<b>Unit-V</b>	<b>07 Lectures</b>
<b>Writing Skills</b> <ol style="list-style-type: none"><li>1. Dialogue Writing on City and Village life</li><li>2. Indoor and Outdoor Games</li><li>3. Print and Electronic Media</li><li>4. CBSE and MP Board etc.</li><li>5. Telephone Conversations</li><li>6. Situational Conversation</li><li>7. Making and Responding to Inquiries and Grievances</li></ol>	
<b>Practical Part</b>	<b>08 Lectures</b>
<b>Conversation in English</b> <ol style="list-style-type: none"><li>1. Greeting</li><li>2. Introducing Oneself</li><li>3. Invitation</li><li>4. Making Request</li><li>5. Expressing Gratitude</li><li>6. Expressing Sympathy</li><li>7. Apologizing</li><li>8. Complimenting and Congratulating</li><li>9. Asking for Information &amp; Seeking Permission</li></ol>	

#### BOOKS:

1. **A Text Book of English Phonetics for Indian Students** by T. Balasubramaniam. (Macmillan India Limited)
2. **A Practical Course in English Pronunciation** by J.Sethi, Kamlesh Sadanand & D.V.Jindal (Prentice-Hall of India Private Limited)
3. **Strengthen your English** by Bhaskaran & Horsburgh (Oxford University Press)



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## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T- 104 – DEVELOPMENT OF ENTREPRENEURSHIP

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Entrepreneurship</b> - Definition, Characteristics and Importance, Types and Functions of an Entrepreneur, Motivational factors of Entrepreneurship.	
<b>Unit-II</b>	<b>08 Lectures</b>
Motivation to achieve targets and Establishment of Ideas. Setting targets and facing challenges. Resolving problems and creativity. Sequenced planning and guiding capacity.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>Project Report -</b> Evaluation of selected process - Detailed Project Report:-Preparation of Main Part of Project Report Pointing Out Necessary and Viability. Selecting the Form of Organization- Meaning and Characteristics of Sole Proprietorship, Partnership and Cooperative Committees, Element Affecting Selection of a Form of an Organization.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>Project Report -</b> Economic Management - Role of Banks And Financial Institutions Banking, Financial Plan, Working Capital- Evaluation and Management, Cost and Price determination and Evaluation of Profit. <b>Production Management</b> , Methods of Purchase of Raw Material,, Management of Movable Assets/Goods, Quality Management, Employee Management	
<b>Unit-V</b>	<b>12 Lectures</b>
1. Role of Regulatory Institutions- District Industry Center, Pollution Control Board. 2. Role of Development Organization, Khadi and Village, Commission/Board, MP Finance Corporation, Scheduled Banks.. 3. Self-Employed-Oriented Schemes, Prime Minister’s Employment Generation Programmer, Mukhya Mantri Yuva Udhmi Sawrojgar Yojna, Mukhaya Mantri Sawrojgar Yojna, Mukhaya Mantri Aarthik Kalyaan Yojna. Mudra Loan: Meaning, Importance and Eligibility of loan.	

### BOOKS:

1. Dr. Milind Kothari, Dr. V. K. Mishra, Dr. M.P. Sahu, Udyamita Vikas.
  2. S.S. Khanka, Entrepreneurial Development, S. Chand & Company Ltd. New Delhi.
  3. G.S. Sudha, Dynamics of Business Entrepreneurship, RBCA Publishers.
  4. Dr. Sudhir Sharma, Wisdom Publication, New Delhi.
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SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T105 – DIGITAL MARKETING E-COMMERCE AND E-PAYMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Basic of Digital Marketing:</b> Definition, types of Digital Marketing, advantages of Digital Marketing, What is Digital Media? Digital Media Vs. Traditional Media, Digital Marketing strategy for websites, Types of Websites for Digital Marketing.	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>HTML:</b> Heading, Paragraph, Font, Image, Hyperlink, Frame, list, Table. (Take examples related to Digital Marketing). <b>DHTML</b> (without Scripting Language).	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>E-commerce Technologies:</b> Overview, Definition, difference with traditional commerce & E-Commerce, advantages and disadvantages of e-commerce, Types of ecommerce, Infrastructure requirements for e-commerce, Different ecommerce website and their features.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>Electronic Payment System:</b> Introduction of e-payment, Benefits of e-payment, Security measures for e-payment, Resource requirements for e-payments. <b>Types of e- payment System:</b> Payments through Internet Banking: Immediate Payment Service (IMPS), National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS).	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>Types of e- payment System (Continue):</b> Bank Cards (PREPAID CARDS, DEBIT CARD, CREDIT CARDS) , e-Wallets, UPI, Aadhaar Enabled Payment System (AEPS), BHIM app, Unstructured Supplementary Service Data (USSD) based Mobile Banking (*99#), Point of Sale (POS).	

### BOOKS:

1. Diwan Parag & Sunil Sharma, Electronic Commerce - A Managers Guide to E-business, Venity Books Intern., Delhi
2. Parag Diwan & Sunil Sharma, E-Commerce - A Managers Guide to E-Business: Excel Book
3. Ravi Malhotra & Andrew Whinstone: Frontiers of Electronic Commerce
4. Agarwala K.N.& Deeksha Ararwala : Business on the Ne: What & how of E-commerce : Macmillan, New Delhi
5. Web Technology, Achyut s. Godbole, Atul Kahate, Tata McGraw-Hill Education
6. Social Media, Brad Johns
7. Programming in Web Designing By V.Jain
8. Web Designing, Kamal Prakashan
9. [http://niti.gov.in/writereaddata/files/Step-bystep%20presentation%20on%20digital%20payments\\_English.pdf](http://niti.gov.in/writereaddata/files/Step-bystep%20presentation%20on%20digital%20payments_English.pdf)



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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T106 –EVENT MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>INTRODUCTION TO EVENTS AND EVENT MANAGEMENT:</b> , Meaning of Event Management, 5C'S of Event Management, Role of Event Manager, Types of Event, Principles of Event Management, Functions of Event Management, Event Marketing, Event Designing.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>PLANNING, CREATIVITY, EVENT FEASIBILITY</b> , Event Infrastructure, the Competitive Environment Setting Realistic Objectives, Taking A Brief, Time Lines and Budgeting, Protocols, Dress Codes, Staging, Staffing, Major Risks And Emergency Planning, Incident Reporting, Emergency Procedures.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>CONCEPT OF PRODUCT:</b> Price, Promotion in Event, Designing Corporate Events that meet Customer's Needs, Fundamentals of Corporate Hospitality, Ensuring ROI (Return on Investment), Exhibition, Managing Customer Expectations, Types of Corporate Events.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>CONFERENCE PROGRAMMING:</b> Speaker Selection, Venue Selection and Site Visits, Conference Budgeting, Conference Marketing Strategies (International, National and Regional), Audio Visual Requirements, Simultaneous Translation, Risk Analysis and Risk Reduction Technique, Attendee Evaluation.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>PUBLIC RELATION :</b> PR in Event Management, Creating a PR Plan for Event, Press and Broadcast Media Relations, Media Coverage, Briefing Journalists, Briefing and Sharing Details of Event with Photographers, Maximizing Publicity Opportunities for Event, Evaluation of Event Performance.	

#### BOOKS:

1. Tulsian P C – Business Organisation & Management
  2. Successful Event Management By Anton Shone & Bryn Parry
  3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
  4. Event management, a professional approach By Ashutosh Chaturvedi
  5. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
  6. Event Management By Lynn Van Der Wagen & Brenda R Carlos. Amarchand D "Government and Business" Tata McGraw Hill, New Delhi, 1991
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## Syllabus –

**SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)**

**SKEG-T107 – FUNDAMENTAL OF BANKING & INSURANCE**

**MAX. MARKS: 70 + 30**

**MIN. PASS MARKS: 28 + 12**

**No. of Lectures per week : 03 per Hour**

**Total Lectures: 48**

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
Introduction to Bank - Definition and classification of banks, Functions of Banks.	
<b>Unit-II</b>	<b>12 Lectures</b>
Development Banking in India : An Introduction – IFCI, IDBI, ICICI, SIDBI, EXIM Bank.	
<b>Unit-III</b>	<b>10 Lectures</b>
Reserve Bank of India – Functions, Control of Credit by RBI : Meaning, Need, Objective, Powers of RBI.	
<b>Unit-IV</b>	<b>08 Lectures</b>
Insurance: - Introduction, Meaning, Need Types, Functions and Principles. Insurance Agent- Rights and Role of Insurance Agent, Requisites Qualifications of Agent.	
<b>Unit-V</b>	<b>10 Lectures</b>
Life Insurance : Introduction, Need, Importance, Elements of Contracts and Life Insurance Contract, IRDA : An Introduction	

### BOOKS:

1. Dr. Balchandra Srivastava – Principles of Insurance
  2. Dr. Ramesh Mangal - Principles of Insurance (Hindi)
  3. Dr. R. L. Nolakha - Principles of Insurance, R.B.D. Jaipur
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## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T108 – HEALTH EDUCATION

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>HEALTH AND HEALTH EDUCATION</b> Introduction ,Meaning of Health, Definition of Health, Dimensions of health, objective of health education ,Principles of health education, Importance of health education.	
<b>Unit-II</b>	<b>08 Lectures</b>
<b>NUTRITION AND PERSONAL HYGIENE</b> Introduction, Balanced diet, Daily Energy Requirements, Nutrient Balance, Nutritional Intake, Eating & competition , Nutritional Tips, Meaning of personal hygiene, Importance of Personal hygiene, Cleanliness.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>FIRST AID</b> Introduction, Types of first aid, first aid box, principles of first aid, functions of first aider, The first aid and emergency treatment in various cases.	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>OCCUPATIONAL HEALTH</b> Introduction, meaning of occupational health, scope of occupational health, classification & management of occupational health, factor responsible for occupational health hazards and diseases.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>COMMUNICABLE AND NON COMMUNICABLE DISEASES &amp; PREVENTION AND CONTROL</b> Introduction, HIV/ VIRAL, Hepatitis, Tuberculosis, Malaria, Rabies, Tetanus. Rheumatic heart disease, Infective carditis, Respiratory disease, Liver disease, Eye disease, Dental disorder, Psychiatric disorder.	

### BOOKS:

1. Dr. Ajmer Singh, Essential of Physical Education, Kalyani Publication.
  2. Dr. Sanjay Kundra, Candid Text Book of Physical Education, Evergreen Publication.
  3. Choudhary, Khan, Health & Physical Education, Vishvas Publication
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## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T109 – INTRODUCTION TO PHARMACEUTICAL BIOTECHNOLOGY

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>09 Lectures</b>
<b>Pharmaceuticals, biologics and biopharmaceuticals:</b> Introduction to pharmaceutical Biology; Biopharmaceuticals: current status and future prospects; pharmaceutical biotechnology.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>Gene manipulation and recombinant DNA technology:</b> Tools of R-DNA Technology; Introduction of Recombinant DNA into Host Cells; Identification of Recombinants; DNA Library; DNA Probes; Hybridization Techniques; Polymerase Chain Reaction (PCR); DNA Sequencing; Site-directed Mutagenesis.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>Sources of biopharmaceuticals:</b> Production of biopharmaceuticals proteins (Insulin and Glucagon, Blood clotting factors) and problems associated with production of recombinant proteins using bacterial host.	
<b>Unit-IV</b>	<b>09 Lectures</b>
<b>Techniques used for Isolation of Recombinant Product:</b> Cell disruption, Chromatographic purification (Size-exclusion chromatography, Ion-exchange chromatography, Affinity chromatography, HPLC).	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>Production of vaccine using recombinant technology</b> (DNA vaccine, Recombinant protein/Sub unit vaccine) <b>Product validation using sequencing</b> (Protein and DNA).	

### BOOKS:

1. Pharmaceutical Biotechnology Concepts and Applications, 2007, Gary Walsh
  2. Gene cloning and DNA analysis- An introduction, 2010, T.A. Brown
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SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T110 – INTRODUCTION TO AGRO BIOTECHNOLOGY

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>09 Lectures</b>
<b>Conventional Plant Breeding: Application of Biotechnology in plant breeding,</b> Aims and objectives of plant breeding; Significance of plant breeding in crop improvements. Plant quarantine.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>Introduction to Plant Biotechnology:</b> Introduction Definition, Classical v/s modern biotechnology, Tools of Genetic Engineering: Cloning vehicles, Restriction enzymes, Modifying enzymes, DNA ligase, Polymerase etc.	
<b>Unit-III</b>	<b>10 Lectures</b>
Transformations techniques (Agrobacterium mediated gene transfer, Direct Gene transfer- Chemical methods, Electroporation, Particle Gun Method, Microinjection, Lipofection) in Plant breeding and their applications.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Genetically modified plants and their applications: Bt Cotton, Flavr- Savr tomato, Golden rice, Improvement of starch quality, oil quality and seed protein quality.	
<b>Unit-V</b>	<b>09 Lectures</b>
<b>Agricultural Microbiology:</b> Beneficial microorganisms in Agriculture: Biofertilizer (Bacterial Cyanobacterial and Fungal). Biopesticides.	

### BOOK:

1. B. D. Singh, Expanding Horizons
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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T111 – INTRODUCTION TO ORGANIC FARMING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>ORGANIC FARMING AND SUSTAINABLE AGRICULTURE</b>	
Scope, definition and Concept of organic farming. Objectives of organic farming. Importance of organic farming. Component of organic farming and their role in sustainable crop production. Principles of organic farming. Organic farming in relation to soil health and quality production. Nutrient management in organic farming.	
<b>Unit-II</b>	<b>09 Lectures</b>
<b>SOIL SCIENCE AND AGRICULTURAL CHEMISTRY</b>	
Fundamentals of Soil Science: Soil- Definition and components of soil. Physical properties of soil - Soil texture, soil structure, Plant Nutrition, Manures and Fertilizers Credit 3(2+1) Mineral nutrients-Definition of plant nutrients and soil fertility. Type of bio-fertilizers and their potential. Merits and constraints of bio-fertilizers. Precautions for the use of bio-fertilizers.	
<b>Unit-III</b>	<b>09 Lectures</b>
<b>WATER MANAGEMENT</b>	
Irrigation–definition and objectives. Water management definition. Advantages and disadvantages of irrigation. Water resources and irrigation development in Madhya Pradesh. Form of soil moisture: Physical classification and Biological classification of water. Approaches for scheduling irrigation: Methods of irrigation in detail – surface methods (only definition and examples), flooding, check basin method, Basin method,	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>VEGETABLE CULTURE AND NURSERY MANAGEMENT I</b>	
Importance and scope of the vegetable cultivation, classification of vegetables, Study of climate and environment effect on plant growth, study of climatic and soil requirement, varieties, sowing/planting times and methods, seed rate, seed treatment, nutritional and irrigation requirement, intercultural operations, physiological disorders,	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>VEGETABLE CULTURE AND NURSERY MANAGEMENT II</b>	
Cool season vegetables (Potato, Cole crops-Cabbage, Cauliflower , Knol-Khol, Root crops-Carrot, radish, Beetroot, Bulb crops- Onion, Garlic, Peas, Leafy vegetables). Warm season vegetables (Tomato, Brinjal, Chilli , Capsicum, Okra, Cluster bean, Cucurbits(Pumpkin, Cucumber, Pointed gourd, Bitter gourd , Bottle gourd), Cassava, Sweet potato, Leafy vegetables- Basella, Fenugreek), Perennial vegetables (Drumstick , Curry leaf).	

#### BOOKS:

1. Vegetable Science and Technology in India, Vishnu Swarup
2. Vegetable for the tropical region Prem Nath, S. Velayadhan and D. P. Singh
3. Principles of Agronomy, T. Y. Reddy and G. H. Sankar Reddy
4. Principles of Agronomy, S. R. Reddy
5. The Nature and Properties of Soil, N. C. Brady and Ray R. Weil
6. Manures and Fertilizers, K. S. Yawalkar, J.P. Agrawal and S. Bokde
7. Soil Conditions and Plant Growth –E. W. Russel and E.J. Russell
8. Agrometeorology and remote sensing, D. D. Sahu
9. Text book of Agricultural Meteorology -Edited by M.C. Varshney
10. Introduction to Agrometeorology, H. S. Mavi
11. Crops and Weather, S. Venkataraman and A. Krishnan (ICAR)
12. Climate, Weather and Crops in India, D. Lenka
13. Principles of Agricultural Engineering, Vol I by A. M. Michael and T. P. Ojha



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2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T112 – INCOME TAX PROCEDURE AND PRACTICE

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>12 Lectures</b>
General Introduction of Indian Tax System: Indian Tax structure, brief introduction and various taxes imposed by Government of India. Agriculture Income, Residence and Tax Liability. Merits and Demerits of Indian Tax system.	
<b>Unit-II</b>	<b>08 Lectures</b>
Introduction of Income Tax: Meaning, features and contribution to Public revenue. Important definitions - Income, Gross Total Income, total Income, Assesses, Previous year, Assessment year, person, Casual Income, Clubbing of Income.	
<b>Unit-III</b>	<b>08 Lectures</b>
Introduction – Exempted Incomes U/S 10 - Restricted to Individual Assesses. Various heads of Income- General Idea and introduction to various heads of Incomes.	
<b>Unit-IV</b>	<b>10 Lectures</b>
DEDUCTIONS FROM GROSS TOTAL INCOME. Deductions u/s: 80 C, 80 CCC, 80 CCD, 80 D, 80 DD, 80 E, 80 G, 80 GG, 80 GGA, 80 QQB and 80 U. (theory Only)	
<b>Unit-V</b>	<b>10 Lectures</b>
Tax rate for Individual assessee, Tax Deducted at Source-An overview. Tax Administration: Income Tax authorities.	

### BOOKS:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
  2. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
  3. Income Tax Procedure & Practice- Saklecha and Saklecha, Satish Printers.
  4. Income Tax Procedure & Practice- Dr. Kamlesh Bhandari, Yashraj Publications.
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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T/P113 – INTRODUCTION TO ICT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<u>Unit-I</u>	<u>06 Lectures</u>
<p>Generation of Computer, Types of PC's: Desktop, Laptop, Notebook, Workstation &amp; their Characteristics. Basic Components of a Computer System: Control Unit, ALU, Input/output unit &amp; their functions. Memory: RAM, ROM, PROM and EPROM.</p> <p><b>Input Devices:</b> Keyboard, Mouse, Trackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Light pen, Touch Screen.</p> <p><b>Output Devices:</b> Monitors, characteristics and types of monitors, Printers: Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer. Plotters.</p> <p><b>Storage Devices:</b> Primary v/s Secondary, Various Storage Devices : Magnetic Tape, Hard Disk Drives, Floppy Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.</p>	
<u>Unit-II</u>	<u>06 Lectures</u>
<p><b>Introduction to Operating System:</b> Introduction to operating systems, its functioning and types, Basic commands of DOS &amp; Windows operating System.</p> <p><b>DOS Commands:</b></p> <ul style="list-style-type: none"><li>• <b>Internal:</b> DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc.</li><li>• <b>External:</b> CHKDSK, SCOPE, PRINT DISKCOPY, DOSKEY, TREE, MOVE, LABEL, APPEND FORMAT, SORT, FDISK, ATTRIB HELP, and SYS etc.</li></ul>	
<u>Unit-III</u>	<u>07 Lectures</u>
<p><b>Word Processing:</b></p> <ul style="list-style-type: none"><li>• Introduction to Word Processing.</li><li>• MS Word: features, Creating, Saving and Operating Multi document windows.</li><li>• Editing Text: Selecting, Inserting, Deleting Moving Text.</li><li>• Previewing Documents, Printing Document</li><li>• Formatting Documents: Paragraph formats, Aligning Text and Paragraph, Borders and Shading, Headers and Footers.</li></ul> <p><b>Introduction to Excel:</b></p> <ul style="list-style-type: none"><li>• Worksheet basic.</li><li>• Creating worksheet, entering data into worksheet, heading information, data types: dates, alphanumeric values, saving &amp; quitting worksheet.</li><li>• Toolbars and Menus, keyboard shortcuts.</li><li>• Working with single and multiple workbooks coping, renaming, moving, adding and deleting.</li><li>• Working with formulas &amp; cell referencing.</li><li>• Auto sum</li><li>• Coping formulas</li><li>• Absolute &amp; Relative addressing</li></ul>	



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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T/P113 – INTRODUCTION TO ICT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

#### Unit-IV

07 Lectures

##### Introduction to Power Point

- Creating presentation using Slide master and template in various colour scheme.
- Working with slides makes new slide move, copy, delete, duplicate, lay outing of slide, and zoom in /out of a slide.
- Editing and formatting text: Alignment, editing, inserting, deleting, selecting, formatting of text, find and replace text.
- Bullets, footer, paragraph formatting, spell checking.
- Printing presentation Print slides, notes, handouts and outlines.
- Inserting objects drawing and Inserting objects using Clip Arts picture and charts.
- Slide sorter, slide transition effect and animation effects.

#### Unit-V

06 Lectures

**Internet Concepts:** Evolution, Protocol, concept, Internet, Dial-up connectivity, leased line, VSAT, Broad band, URLs, Domain names, Portals. E-mail, Pop & web based Email. Basic of sending and receiving Emails, Email & Internet Ethics, Computer virus, Antivirus software, Web Brewers.

#### Practicals

32 Lectures

The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.

#### BOOKS:

1. Learn Microsoft Office, Russell A. Shultz, BPB Publication
2. Microsoft Office, Complete Reference, BPB Publication
3. Courter, G Marquis (1999), Microsoft Office 2000: Professional Edition, BPB Publication
4. PC Software, Shree Sai Prakashan, Meerut
5. डॉ. एस. के. विजय, डॉ. पंकज सिंह : कम्प्यूटर विज्ञान एवं सूचना प्रौद्योगिकी, मध्यप्रदेश हिन्दी ग्रंथ अकादमी
6. डॉ. पंकज सिंह कम्प्यूटर अध्ययन, राम प्रसाद एंड संस
7. डॉ. त्रिभुवननाथ शुक्ल – हिन्दी कंप्यूटिंग, विकास प्रकाशन, कानपुर



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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T/P114 – INTRODUCTION TO ICT I

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
INTRODUCTION TO ICT: Definition of ICT, Applications of ICT, Use of Computer for ICT. INTRODUCTION TO COMPUTER: Definition of Computer, Generation of Computers, Types of Computers, Block Diagram of Computer, ALU, CPU, Difference between Hardware & Software.	
<b>Unit-II</b>	<b>06 Lectures</b>
MEMORY UNIT: Types of Memory- Primary memory & Secondary Memory, RAM, ROM, PROM, EPROM, EAPROM, Hard-disk, CD-ROM, DVD, Pen-Drive. INPUT-OUTPUT UNIT: Keyboard, Mouse, Monitor and its types, Scanner and types, Printers and its types, Joy-Stick, Mike, Micro-phone and Speaker, Web Cam.	
<b>Unit-III</b>	<b>06 Lectures</b>
COMPUTER SOFTWARES: Types of Software, System S/W and Application S/W, System Operating Systems, Types of Operating Systems, Functions of Operating System. WORD PROCESSING: Introduction to Word processing, Names of some commonly used word processing software. Introduction to MS-Word: Features, Creating, Saving, and Opening documents in word. Toolbars, Working with Menus and submenus of MS-Word. Editing text: Selecting, Cut, Copy, Paste, Insert etc. Printing Documents.	
<b>Unit-IV</b>	<b>07 Lectures</b>
MS-Word : Formatting Documents: Paragraph formats, aligning text and paragraph, Page Layout (page setup), Border & Shading, Auto formatting, Auto correct, Bullets & Numbering. Features of MS-Word: Spell Check, Thesaurus, Find & Replace, Inserting- Header, Footer, page number & pictures. Working with Tables	
<b>Unit-V</b>	<b>07 Lectures</b>
HTML Programming: Introduction, Head, Body, Colors, Attributes, Lists, ordered and unordered, Linking Web Pages, Images: Putting an Image on a Page, Using Images as Links, Putting an Image in the Background. Tables & Forms: Creating a Table Forms.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Computer Fundamentals by P.K.Sinha
2. Fundamentals of Information Technology by A. Leon & M. Leon
3. P C Software MS Office by Nitin K Nayak
4. MS-Office Interactive course by Greg Perry, Techmedia
5. MS Office Complete Reference TMH Publication.
6. HTML in 24 Hours, Tech Media



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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T/P115 – INTRODUCTION TO ICT II

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
OVERVIEW OF COMPUTER NETWORKS: Define Networks, Types of Network: LAN, WAN, MAN, Evolution of Internet, Advantages and disadvantages of Internet, Domain Names and Internet Organization (.edu, .com, .mil, .gov, .net etc.), Internet Service Provider, World Wide Web.	
<b>Unit-II</b>	<b>06 Lectures</b>
INTRODUCTION TO EXCEL: Excel & Worksheet: Worksheet basic. Creating worksheet, entering data into worksheet, data types: text, dates, alphanumeric values, saving & quitting worksheet. Opening and moving around in an existing worksheet. Toolbars and Menus, keyboard shortcuts. Working with single and multiple workbooks coping, renaming, moving, adding and deleting. Coping entries and moving between workbooks.	
<b>Unit-III</b>	<b>08 Lectures</b>
EXCEL: Working with formulas & cell referencing. Auto Sum. Coping formulas Absolute & Relative addressing INTRODUCTION TO POWER POINT: Features and various versions. Creating presentation using Slide master and template in various colour scheme. Working with slides, make new slide move, copy, delete, duplicate, lay outing of slide, zoom in and Zoom out of a slide.	
<b>Unit-IV</b>	<b>06 Lectures</b>
POWER POINT: Editing and formatting text: Alignment, editing, inserting, deleting, selecting, formatting of text, find and replace text. Bullets, paragraph formatting, spell checking. Printing presentation Print slides, notes, handouts and outlines. Inserting objects, drawing and Inserting objects using Clip Arts picture and charts. Slide sorter, slide transition effect and animation effects.	
<b>Unit-V</b>	<b>06 Lectures</b>
Multimedia Applications: Multimedia: Introduction to multimedia, Components, Uses of multimedia. Hypermedia & Hypertext. Images: Still Images – Bitmaps, Vector Drawing, Image File Formats. Sound: Digital Audio, Audio File Formats. Video: How Video Works, Video File Formats Animation: Animation Techniques.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Computer Fundamentals by P.K.Sinha
2. Fundamentals of Information Technology by A. Leon & M. Leon
3. P C Software MS Office by Nitin K Nayak
4. MS-Office Interactive course by Greg Perry, Techmedia
5. MS Office Complete Reference TMH Publication.





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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T116 – MANAGERIAL SKILLS

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>Managerial Skills:</b> Definition and Characteristics of Managerial Skills, Managerial Skills and their Contribution in Professional Life, Skills of an effective Manager. <b>Personal Effectiveness:</b> Setting goals and objectives for skill enhancement, Time management for skill acquiring, Personal Development Plan, Identifying styles of learning, Decision making skills.	
<b>Unit-II</b>	<b>09 Lectures</b>
<b>Communication:</b> Nature, Process and Importance, Channels and Types. <b>Presentation Skill practice:</b> Preparing in presentation, Delivery of presentation, Oral Presentation, Power Point Presentation.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>Self Management:</b> Meaning and Importance of Self Management, Self Evaluation, Self Discipline, Self Criticism, Recognition of one's own limits and deficiencies, Self Awareness, Impression Management, Process of Impression Management.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>Team Building / Coordination Skills:</b> Developing Team and Team Work, Advantages of Team Work, Skills Development and Application of Team Work, Team Building Practices through group exercises , team task / role play , Ability to mixing & accommodation ,Ability to work together	
<b>Unit-V</b>	<b>09 Lectures</b>
<b>Developing Reading and Writing Skills:</b> Identify the purpose of Reading, Factors Effecting Reading, Learning how to think and read, Developing effective reading habits, Reading tactics, Writing Skills - Report Writing, Letter Writing and Types of Letters.	

#### BOOKS:

1. V. S. P. Rao, Managerial Skills, Excel Books,2010, New Delhi
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. Ramnik Kapoor, Managerial Skills Path Makers, Bangalore
4. Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010
5. Monipally, Mutthukutty, Business Communication Strategies, Tata McGraw Hill.
6. Krishnamohan & Meera Banerjee, Developing Communication Skills, McMillan India Ltd.1998 ,New Delhi
7. Ragendra Pal & Korlahali J.S., Essentials of Business Communication, Sultan Chand Sons,1996,NewDelhi



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2022-23

## Syllabus –

**SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)**

**SKEG-T/P117 – .NET PROGRAMMING (DOT NET PROGRAMMING) (USING C#)**

**MAX. MARKS: 70 + 30**

**MIN. PASS MARKS: 28 + 12**

**PART A : THEORY**

**MAX. MARKS: 50 + 30**

**MIN. PASS MARKS: 20 + 12**

**No. of Lectures per week : 02 Hours**

**Total Lectures: 32**

**PART B : PRACTICALS**

**MAX. MARKS: 20**

**MIN. PASS MARKS: 08**

**No. of Laboratory per week: 02 Hours**

**Total Lectures: 32**

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
Introducing C#, .NET Framework Architecture, Overview of C#, Literals, Variables, Data types, Expressions, Branching, Looping, Methods, Arrays, Strings, Structures, and Enumerations.	
<b>Unit-II</b>	<b>06 Lectures</b>
Classes, Objects, Inheritance, Polymorphism, Interfaces, Operator Overloading, Delegates, Events, Errors and Exceptions.	
<b>Unit-III</b>	<b>06 Lectures</b>
Building Windows Applications, Accessing Data with ADO.NET, Database: Connections, Data adapters, and datasets, Data Reader, Connection to database with server explorer.	
<b>Unit-IV</b>	<b>06 Lectures</b>
Programming Web applications with Web Forms, Programming Web Services.	
<b>Unit-V</b>	<b>06 Lectures</b>
Assemblies, Versioning, Attributes, Reflection, Viewing Meta Data, Validation Controls, Marshalling, Threads, Introduction to AJAX.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

### BOOKS:

1. Programming in C#, E.Balagurusamy (Unit I, II)
  2. Programming in C#, J. Liberty 2<sup>nd</sup> Edition – O'Reilly (Unit III, IV, V)
  3. Herbert Schildt, "The Complete Reference: C# 4.0", Tata Mc Graw Hill, 2012
  4. <https://csharpdotnet.wordpress.com/syllabus/>
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2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T118 – ORGANIC PRODUCT AND FARMING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>09 Lectures</b>
Scope, definition and Concept of Organic Farming. Objectives of Organic Farming.	
<b>Unit-II</b>	<b>09 Lectures</b>
Importance of Organic Farming and components of Organic Farming: Principles of Organic Farming, Disease and Pest Management in Organic Farming, Conservation of natural resources using Organic Farming.	
<b>Unit-III</b>	<b>10 Lectures</b>
Water Management: Definition and Objectives of Water Management, Physical and Biological classification of Water.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Vermicompost and its Management : Practices for maintaining vermicompost culture ( Temperature, Humidity and protection from predator. Value addition through enrichment of vermin compost.	
<b>Unit-V</b>	<b>10 Lectures</b>
Definition and objective of Farm Management. Types of Farm and Farm Structure. Classification of Organic Farming System.	

### BOOKS:

1. Vegetable Science and Technology in India-Vishnu Swarup
  2. Vegetable for the tropical region- PremNath, S. Velayadhan and D.P. Singh
  3. Irrigation Principles and Practices- O.W. Israelsen and V.E.Hansen
  4. Irrigation and Drainage-D. Lenka
  5. Irrigation, Theory and Practices- A.M.Michael 4. Agricultural Drainage : Principles and Practices- U.S.Kadam
  6. Modern weed management- O.P.Gupta
  7. Principles of Weed science- V.S.Rao
  8. Weed Management- V.N.Saraswat, V.M.Bhan and N.T.Yaduraju (ICAR)
  9. All about weed control- S. Subramaniam, A. Mohamed Ali and R Jaykumar
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2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG- T119 – PERSONALITY DEVELOPMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Personality:</b> Meaning and Definition, Components of Personality: Physical Traits, Mental Traits, Character Traits, Attitude and Behaviour. <b>Personality Development:</b> Meaning, How to develop Personality. Character Building.	
<b>Unit-II</b>	<b>08 Lectures</b>
<b>Communication Skills,</b> Public Speaking and Presentation Skills, Listening Skills, Telephonic Skills, Interview Skills: Preparing and facing Interview, Grooming for Interview	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>SWOC Analysis:</b> Personality Development through SWOC Analysis and Introspection, Interpersonal Skills, Charisma: Meaning and Ways to develop Charismatic Personality.	
<b>Unit-IV</b>	<b>08 Lectures</b>
<b>Self Awareness: "JOHARI WINDOW APPROACH"</b> Self Acceptance, Self Confidence, Ways to build up Self Confidence. Non-Verbal skills, Etiquettes, Do's and don'ts of Ideal Behavior.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>Stress Management:</b> Time Management, Meditation and Concentration Techniques, Ways to overcome Stage Phobias, Ways to get rid of Nervousness, Ways to Speak Fluently and Confidently.	
<b>Practicals</b>	<b>08 Lectures</b>
<ul style="list-style-type: none"><li>• Scanning Oneself</li><li>• Questionnaire on Etiquettes</li><li>• Mock Interviews</li><li>• Group Discussions</li><li>• Personality Development Games</li></ul>	

### BOOKS:

1. Personality Development and Soft Skills: Barun K Mitra, Oxford university Press.
  2. Professional Speaking Skills: Aruna Koneru, Oxford university Press.
  3. Business Communication: Sahitya Bhavan Publication.
  4. व्यवसायिक संचार: साहित्य भवन प्रकाशन
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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T120 – PRACTICAL ACCOUNTING - I

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Introduction To Accounting:</b> Accounting: Objectives, Advantages and Limitations, Types of Accounting Information; Users of Accounting Information and Their Needs. Process of Accounting. Basic Accounting Terms: Business Transaction, Account, Capital, Drawings, Liability (Non - Current And Current); Asset (Non - Current; Tangible and Intangible Assets and Current Assets), Receipts (Capital and Revenue), Expenditure (Capital, Revenue and Deferred), Expense, Income, Profits, Gains and Losses, Purchases, Purchases Returns, Sales, Sales Returns, Stock, Trade Receivables (Debtors and Bills Receivable), Trade Payables (Creditors and Bills Payable), Vouchers, Discount - Trade and Cash.	
<b>Unit-II</b>	<b>08 Lectures</b>
<b>Accounting: Basic Assumptions and Principles</b> (A) Basic Assumption: Accounting Entity, Money Measurement, Going Concern, Accounting Period.(B) Basic Principles: Duality, Verifiability and Objectivity of Evidence, Historical Cost, Revenue Recognition, Matching, Full Disclosure.(C) Modifying Principles: Materiality, Consistency, Prudence. (D) Accounting Standards: Meaning, Nature and Need. Bases of Accounting - Cash Basis and Accrual Basis.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Recording Of Transactions:</b> Accounting Equation: Analysis of Transactions Using Accounting Equation. Rules of Debit and Credit. Books of Original Entry: Format and Recording - Journal.	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>Cash Book:</b> Simple Cash Book, Cash Book With Discount Column and Cash Book With Bank and Discount Columns, Petty Cash Book. Other Books: Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Journal Proper. <b>Ledger</b> - Format, Posting From Journal, Cash Book and From Other Subsidiary Books,.	
<b>Unit-V</b>	<b>12 Lectures</b>
Trial Balance: Objectives and Preparation. Bank Reconciliation Statement. <b>Errors And Their Rectification:</b> Meaning, Types of Errors, Methods of Rectifying Error, Entries for Rectification of Errors and Preparation of Suspense Account.	

#### BOOKS:

1. Dr. Ramesh Mangal, Financial Accounting, Satish Printers
  2. T. S. Grewal , Financial Accounting
  3. Monga, L.R. Ahuja, Girish and Ashok Sahgal, Accounting, Sultan Chand & Sons, New Delhi
  4. S. M. Shukla, Financial Accounting, Sahitya Bhawan Publications
  5. M. C. Shukla, T.S. Grewal & S.C Gupta, Advance Accounts, Sultan Chand & Sons, New Delhi
  6. Dr. A.K. Jain, Advanced Accounting
  7. Dr. P.K. Jain, Financial Accounting
  8. Gupta, R.L., Radhasawamy M., Financial Accounting. Sultan Chand & sons, New Delhi
  9. Mehta Brahmabhatt, Financial Accounting, Devi Ahilya Prakashan
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2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T121 – PRACTICAL ACCOUNTING II

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 per Hour

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Financial Statements:</b> Meaning, Objective and Importance. Trading and Profit and Loss Account: Gross Profit, Operating Profit and Net Profit. Balance Sheet: Need, Grouping and Marshalling of Assets and Liabilities.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>Depreciation</b> (Fixed, Annuity and Diminishing Balance Methods): Meaning, Need and Factors affecting depreciation. Methods- Fixed Installment Method, Diminishing Balance Method (Excluding change in method) Disposal of asset.	
<b>Unit-III</b>	<b>12 Lectures</b>
<b>Preparation of Financial Statements:</b> Financial Statements Adjustments in Preparation of Financial Statement.: Trading Account, Profit and Loss Account and Balance Sheet.	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>Single Entry Accounting System-</b> Concept and Meaning, Nature and Characteristics, Difference Between Single and Double Entry Accounting System, Calculation of Profit/ Loss of Business Through Statement of Affairs Method.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Annual Report:</b> Meaning, Importance and Characteristics. Annual Report of Companies- Essentials of a good Annual Report.	

### BOOKS:

1. Gupta, R.L., Radhasawamy M., Financial Accounting. Sultan Chand & sons, New Delhi.
  2. Monga, L.R. Ahuja, Girish and Ashok Sahgal, Accounting, Sultan Chand & Sons, New Delhi.
  3. S.M. Shukla, Financial Accounting, Sahitya Bhawan Publications.
  4. M.C. Shukla, T.S. Grewal & S.C. Gupta, Advance Accounts, Sultan Chand & Sons, New Delhi.
  5. Dr. A.K. Jain, Advanced Accounting.
  6. Dr. P.K. Jain, Financial Accounting.
  7. Dr. Ramesh Mangal, Financial Accounting, Satish Printers.
  8. Mehta Brahmabhatt, Financial Accounting, Devi Ahilya Prakashan.
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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG – T122 – PC SOFTWARE & INSTALLATIONS

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<u>Unit-I</u>	<u>07 Lectures</u>
Introduction to MS-Word: Features, Creating, Saving, and Opening documents in Word. Toolbars, Rulers and its use, working with Menus and submenus of MS-Word, Keyboard shortcuts. Editing text: selecting, Cut, Copy, Paste, Insert etc. Previewing & Printing documents. Formatting Documents: Paragraph Formats, Aligning text and paragraph, Page Layout (page setup), Border & Shading, Auto formatting, Auto correct, Bullets & Numbering. Advanced Features of MS-Word: Spell Check, Thesaurus, Find & Replace, Inserting- Header, Footer, page number & pictures. Working with Tables, Mail Merge.	
<u>Unit-II</u>	<u>06 Lectures</u>
Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advance features of MS-Excel: Pivot table & Pivot Chart, Linking and Consolidation.	
<u>Unit-III</u>	<u>07 Lectures</u>
Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.	
<u>Unit-IV</u>	<u>06 Lectures</u>
Introduction to Computer Hardware, Components of Mother-boards & its types, Ports, Slots, Connectors, add on cards, Power supply units, and cabinet types. Storage devices: Primary & Secondary storage medium.	
<u>Unit-V</u>	<u>06 Lectures</u>
Steps for Installation of Windows operating system. Software Trouble Shooting for DOS and Windows. Hardware Trouble Shooting for Installation of Printers, Floppy drive, Microphone, Monitor, Mother Board, Sound Card, Video Card, Tips on trouble shooting.	
<u>Practicals</u>	<u>32 Lectures</u>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### TEXT BOOKS:

1. Learn Microsoft Office – Russell A. Shultz – BPB Publication
2. COMPUTER HARDWARE: Installation, Interfacing, Troubleshooting and Maintenance, Kindle Edition by K. L. James (Author)

#### REFERENCES BOOKS:

1. Microsoft Office – Complete Reference – BPB Publication
  2. Courter, G Marquis (1999). Microsoft Office 2000: Professional Edition, BPB
  3. PC Software – Shree Sai Prakashan, Meerut
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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG – T/P123 – PHP PROGRAMMING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Web Technology:</b> Introduction to WWW, web browsers, web servers, HTTP, URL. <b>HTML:</b> Introduction, Objective, HTML Command Tags: Text, List, Table, creation of links, inserting graphics, forms. <b>Cascading style sheets:</b> Introduction to CSS, creating style sheets, Types of CSS.	
<b>Unit-II</b>	<b>06 Lectures</b>
A Brief History of PHP, PHP Characteristics, Installing and Configuring PHP on Windows, PHP Language Basics: Lexical Structure, Data Types, Variables, Expressions and Operators, Decision Statements, Flow Control Statements, Embedding PHP in Web Pages.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Strings:</b> String Constants, Printing Strings, Accessing Individual Characters, String Handling Functions: length, Word count, string position, reverse, replace. <b>Arrays:</b> Indexed Arrays, Associative Arrays, Identifying Elements of an Array, Storing Data in Arrays, Multidimensional Arrays, Traversing Arrays, Sorting. <b>Functions:</b> Calling a Function, Defining a Function, Variable Scope, Function Parameters, Return Values, Variable Functions, Anonymous Functions.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Object Oriented Programming Concepts:</b> Classes, Objects, Member Functions, Encapsulations, Inheritance, and Polymorphism. (only basic definitions of these topics) <b>Form Handling in PHP:</b> Setting Up Web Pages to Communicate with PHP, Handling Text Fields, Text Areas, Check Boxes, Radio Buttons, List Boxes,	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Database Access :</b> Using PHP to access a database. Introduction to MySql, connectivity with MySql. <b>File Handling:</b> Working with files and directories, File Open and Read, File Create and Write, Reading and writing Character in file, reading entire file, Rename and Delete File. Introduction of Boot Strab.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Programming PHP, Rasmus Lerdorf and Kevin Tatroe , O'Reilly Publication
2. Beginning PHP 5, Wrox Publication
3. PHP web services, Wrox Publication
4. AJAX Black Book, Kogent Solution
5. Mastering PHP, BPB Publication
6. www.php.net.in





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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG– T124 – PHP PROGRAMMING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Web Technology:</b> Introduction to WWW, web browsers, web servers, HTTP, URL. <b>HTML:</b> Introduction, Objective, HTML Command Tags: Text, List, Table, creation of links, inserting graphics, forms. <b>Cascading style sheets:</b> Introduction to CSS, creating style sheets, Types of CSS.	
<b>Unit-II</b>	<b>06 Lectures</b>
A Brief History of PHP, PHP Characteristics, Installing and Configuring PHP on Windows, PHP Language Basics: Lexical Structure, Data Types, Variables, Expressions and Operators, Decision Statements, Flow Control Statements, Embedding PHP in Web Pages. <b>Strings:</b> String Constants, Printing Strings, Accessing Individual Characters, String Handling Functions: length, Word count, string position, reverse, replace.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Arrays:</b> Indexed Arrays, Associative Arrays, Identifying Elements of an Array, Storing Data in Arrays, Multidimensional Arrays, extracting multiple values, converting between arrays and variables, Traversing Arrays, Sorting. <b>Functions:</b> Calling a Function, Defining a Function, Variable Scope, Function Parameters, Return Values, Variable Functions, Anonymous Functions. <b>Object Oriented Programming Concepts:</b> Classes, Objects, Member Functions, Encapsulations, Inheritance, and Polymorphism. (only basic definitions of these topics)	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Form Handling in PHP:</b> Setting Up Web Pages to Communicate with PHP, Handling Text Fields, Text Areas, Check Boxes, Radio Buttons, List Boxes, Password Controls, Hidden Controls, Image Maps. <b>File Handling:</b> Working with files and directories, File Open and Read, File Create and Write, Reading and writing Character in file, reading entire file, Rename and Delete File, getting information of files, ownership and permissions.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Database Access :</b> Using PHP to access a database. Introduction to MySql, connectivity with MySql. <b>XML:</b> What is XML? XML document structure, PHP and XML, XML parser, the document object model, the simple XML extension, changing a value with simple XML.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Programming PHP by Rasmus Lerdorf and Kevin Tatroe, O'Reilly Publications
2. Beginning PHP5 by Wrox Publication
3. Mastering PHP : BPB Publication
4. PHP 5.1 for beginners by Evan Bayross and Sharman Shah, SPD Publications
5. PHP 5.2 The Complete Reference by Steven Holzner, Mc Graw Hill Edition 2008



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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG– T125 – PHP PROGRAMMING - I

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Web Technology:</b> Introduction to WWW, web browsers, web servers, HTTP, URL. <b>HTML:</b> Introduction, Objective, HTML Command Tags: Text, List, Table, creation of links, inserting graphics, forms. <b>Cascading style sheets:</b> Introduction to CSS, creating style sheets, Types of CSS.	
<b>Unit-II</b>	<b>06 Lectures</b>
A Brief History of PHP, PHP Characteristics, Installing and Configuring PHP on Windows, PHP Language Basics: Lexical Structure, Data Types, Variables, Expressions and Operators, Decision Statements, Flow-Control Statements, Embedding PHP in Web Pages.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Strings:</b> String Constants, Printing Strings, Accessing Individual Characters, String Handling Functions: length, Word count, string position, reverse, replace. <b>Arrays:</b> Indexed Arrays, Associative Arrays, Identifying Elements of an Array, Storing Data in Arrays, Multidimensional Arrays, Traversing Arrays, Sorting. <b>Functions:</b> Calling a Function, Defining a Function, Variable Scope, Function Parameters, Return Values, Variable Functions, Anonymous Functions.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Object Oriented Programming Concepts:</b> Classes, Objects, Member Functions, Encapsulations, Inheritance, and Polymorphism. (only basic definitions of these topics) <b>Form Handling in PHP:</b> Setting Up Web Pages to Communicate with PHP, Handling Text Fields, Text Areas, Check Boxes, Radio Buttons, List Boxes, Password Controls, Hidden Controls, Image Maps.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Database Access :</b> Using PHP to access a database. Introduction to MySql, connectivity with MySql. <b>File Handling:</b> Working with files and directories, File Open and Read, File Create and Write, Reading and writing Character in file, reading entire file, Rename and Delete File, getting information of files, ownership and permissions.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Programming PHP by Rasmus Lerdorf and Kevin Tatroe, Orilly Publications
2. Beginning PHP5 by Wrox Publication
3. Mastering PHP : BPB Publication
4. PHP 5.1 for beginners by Evan Bayross and Sharman Shah, SPD Publications
5. PHP 5.2 The Complete Reference by Steven Holzner, Mc Graw Hill Edition 2008



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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG– T126 – PHP PROGRAMMING - II

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

PART A : THEORY

MAX. MARKS: 50 + 30

MIN. PASS MARKS: 20 + 12

No. of Lectures per week : 02 Hours

Total Lectures: 32

PART B : PRACTICALS

MAX. MARKS: 20

MIN. PASS MARKS: 08

No. of Laboratory per week: 02 Hours

Total Lectures: 32

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>XML:</b> What is XML?, XML document Structure, PHP and XML, XML parser, The document object model, The simple XML extension, Changing a value with simple XML. <b>Email:</b> Email background, Internet mail protocol, Structure of an Email message, sending Email with PHP, Email id validation and verification.	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Classes and Objects:</b> Terminology, Creating an Object, Accessing Properties and Methods, Declaring a Class. <b>Web Techniques:</b> HTTP Basics, Variables, Server Variables, Server Information, Processing Forms, Setting Response Headers, Session, cookies, Maintaining State, SSL.	
<b>Unit-III</b>	<b>08 Lectures</b>
<b>Data Validation:</b> Performing Data Validation, Checking: entered data, requiring text. <b>Working With Database:</b> Relational Databases and SQL, Mysql database Basics, Execute SQL Queries In PHP. <b>Accessing Database In PHP:</b> Connecting to the database, Reading, Displaying, Closing Connection, <b>Database Manipulation:</b> Inserting, Updating, Sorting and Deleting Records.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>PHP with AJAX :</b> What is AJAX, How AJAX Works with PHP, Working With Ajax as Background Process. <b>JQuery:</b> What is JQuery? How JQuery Works?, How it is Created?, Using JQuery with PHP.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Web Services:</b> Web services concepts, WSDL, Introduction to SOAP, XML-RPC, creating web services, calling web services.	
<b>Practicals</b>	<b>32 Lectures</b>
The Students have to perform Laboratory work as per the syllabus requirement under the guidance of respective faculty.	

#### BOOKS:

1. Programming PHP by Rasmus Lerdorf and Kevin Tatroe, Orilly Publications
2. Beginning PHP 5, Wrox Publication
3. Mastering PHP : BPB Publication
4. PHP Web Services, Wrox Publication
5. AJAX Black Book, Kogent Solution
6. PHP 5.1 for beginners by Evan Bayross and Sharman Shah, SPD Publications
7. PHP 5.2 The Complete Reference by Steven Holzner, Mc Graw Hill Edition 2008



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2022-23

## Syllabus –

**SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)**

**SKEG– T127 – RETAIL STORE MANAGEMENT**

**MAX. MARKS: 70 + 30**

**MIN. PASS MARKS: 28 + 12**

**No. of Lectures per week : 03 per Hour**

**Total Lectures: 48**

**The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.**

<b>Unit-I</b>	<b>10 Lectures</b>
Introduction: Meaning of Retail Stores Management, Setting up Retail Organization, Size and space allocation, Location Strategy, Factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good Store Design.	
<b>Unit-II</b>	<b>10 Lectures</b>
Store Layout and Space Planning, Types of Layouts, Role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.	
<b>Unit-III</b>	<b>10 Lectures</b>
Store Management, Responsibilities of Store Manager, Store Security, Parking Space, Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall Management, Factor influencing Mall establishments.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Logistic and Information System, Improved Product Availability, Improved Assortments, Strategies, Quick Response System. Store Operations Management; Deciding Stores Layout. Store Design and Displays; Energy Management; Loss Prevention and Security Issues.	
<b>Unit-V</b>	<b>08 Lectures</b>
Development and Conducting Sales Training Programme, Designing and Administering Compensation Plans, Motivating Sales Staff, Incentives Planning, Evaluating Sales Force Performances.	

### BOOKS:

1. Swapana Pradhan- Retailing Management
  2. David Gilbert- Retail Marketing
  3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
  4. A. J. Lamba- The Art of Retailing
  5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
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2022-23

## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG– T128 – RETAIL MARKETING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
Retailing - Meaning, Nature, Classification, Growing Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a career.	
<b>Unit-II</b>	<b>10 Lectures</b>
Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, The changing Structure of retail, Classification of Retail Units.	
<b>Unit-III</b>	<b>09 Lectures</b>
Building and Sustaining Relationships in Retailing Strategic, Planning in Retailing, Retail Institutions by Ownerships - Retail Institutions by Store-Based Strategy Mix, Non-Store Based.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Variety of Merchandising Mix, Retail Models and Theory of Retail Development, Business Models in Retail, Concept of Life cycle Retail.	
<b>Unit-V</b>	<b>09 Lectures</b>
FDI in Retailing, Emergence of Organized Retailing, Retailing in Rural India. Traditional and Modern Retailing: Concept and Types. Difference between Traditional and Modern Retailing	

### BOOKS:

1. Gilbert David: Retail Marketing Management, Pearson Education, Delhi
  2. Pradhan Swapna: Retailing Management: Text & Cases. Tata McGraw Hill, New Delhi
  3. Bermans & Evans: Retail Management – A Strategic Approach, Prentice Hall of India, New Delhi
  4. Lamba: The Art of Retailing, Tata McGraw Hill, New Delhi
  5. Mcgoldrick, P.: Retail Marketing, McGraw Hill, U.K.
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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T129– RURAL MARKETING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>RURAL MARKETING</b> : Characteristics and Dimensions of Rural Markets, Rural Market Profile, Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India, Constraints in Rural Marketing and Strategy to Overcome the Constraints. Rural Consumer vs Urban Consumers – A Comparison.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>RURAL MARKET STRUCTURE</b> : Rural Consumer Buying Behaviour, Rural Market Environment, Rural Marketing Information System, Research and Forecasting, Rural Demand, Segmentation, Targeting, Positioning, Rural Marketing Agencies.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>RURAL MARKETING MIX</b> : Product Decisions, Pricing Decisions, Promotion Decisions, Distribution, Channel Management, Relationship Management Physical Distribution, Sales Force Management. Creating Advertisements for Rural Audiences.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>CHARACTERISTICS OF RURAL CONSUMER</b> : Age and Stages of the Life Cycle, Occupation and Income, Economic Circumstances, Lifestyle, Personality and Brand Belief, Information Search and Pre-Purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>RURAL CONSUMER BEHAVIOR</b> : Consumer Buying Behavior Models, Factors Affecting Consumer Behavior, Social Factors, Technological Factors, Economic Factors, Political Factors.	

#### BOOKS:

1. Rural Marketing, Sanal Kumar Velayudhan, 2/e, Response, SAGE Publication
  2. Rural Marketing, Pradeep Kashyap and Siddhartha Raut, Biztantra
  3. Rural Marketing - C G Krishnamacharyulu, Lalitha Ramakrishnan - Pearson Education
  4. Rural Marketing – Badi & Badi – HPH
  5. Rural Marketing – Dogra, Ghuman – TMH
  6. Rural Marketing – K. Ramakrishnan – Pearson
  7. Rural Marketing – Kashyap, Raut – Biztantra
  8. Rural Marketing – T.P. Gopaldaswamy – Vikas
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2022-23

## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T130 – RESEARCH METHODOLOGY I

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
Introduction to Research Methods: Role and objectives of research, types of research and various research design (exploratory, descriptive, experimental and diagnostic research), research process: Overview, Problems encountered by researcher.	
<b>Unit-II</b>	<b>10 Lectures</b>
Types of Research (descriptive vs. analytical, fundamental vs. applied, qualitative vs. quantitative, conceptual vs. empirical, empirical vs. simulation based, conclusion oriented vs. decision oriented, historical vs. a-historical etc.).	
<b>Unit-III</b>	<b>10 Lectures</b>
Research Methodology, methods and Techniques: differences among them, the logical framework of investigation, the nature of problem and appropriate methodology, problems in aggregation.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Data and their Collection: Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.	
<b>Unit-V</b>	<b>08 Lectures</b>
Formulation of research problem: identification and operationalization of the problem, development of working hypothesis, preparation of research design, investigation in availability of information, sampling design, error minimization, evaluation of time and cost, Measurement scales, collection of information.	

#### BOOKS:

1. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan
2. P. C. Tripathi: A Textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
3. Goodle William J. Hatt Paul K.: Methods in Social Research, McGraw-Hill Book Company.
4. Bhattacharyya D.K. Research Methods, Excel Books
5. Scotter A Miller 2007 Developmental Research Methods, Sage Publication.
6. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
7. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.
8. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
9. David Nachmias and Chava Nachmias, "Research Methods in the Social Sciences", New York:



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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T131 – RESEARCH METHODOLOGY II

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
Sampling, Sampling Methods, Sampling Plans, Sampling Error, Sampling Distributions Theory and Design of Sample Survey, Census vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.	
<b>Unit-II</b>	<b>10 Lectures</b>
Review of statistical tools/methods for research : for univariate and bivariate Analysis. F- Test, ANOVA-one way and two way. Significance of correlation coefficient, Significance of regression coefficient.	
<b>Unit-III</b>	<b>10 Lectures</b>
Hypothesis and Hypothesis testing Parametric & non-parametric tests, introduction to sample tests for univariate and bivariate analysis using normal distribution, t-test for single mean and difference between two mean, z- test for single mean and difference between two mean, chi square test.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Interpretations and Report Writing: Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.	
<b>Unit-V</b>	<b>08 Lectures</b>
Pictures and Graphs, report writing : Mechanics of report writing, preliminary pages, main body and appendices including bibliography, oral presentation, diagrammatic and graphical presentation of data. Limitations of RM: Ethics in Research, emerging issues in Research.	

#### BOOKS:

1. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan
2. P. C. Tripathi: A Textbook of Research Methodology in Social Sciences, Sultan Chand & Sons
3. Goodle William J. Hatt Paul K.: Methods in Social Research, McGraw-Hill Book Company.
4. Bhattacharyya D.K. Research Methods, Excel Books
5. Scotter A Miller 2007 Developmental Research Methods, Sage Publication.
6. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.
7. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.
8. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.
9. David Nachmias and Chava Nachmias, "Research Methods in the Social Sciences", New York:





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## Syllabus –

### SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

#### SKEG-T132 – STRESS MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
Concept of Stress: Meaning of Stress, Nature and Characteristic of Stress, Stages of Stress, Factors that determine Stress. Individual and Organizational Stress. Types of Stress.	
<b>Unit-II</b>	<b>10 Lectures</b>
Causes of Stress, Sources of Stress: Organisational Factors, Environmental Factor. Consequences of Stress: Physiological, Psychological, Behavioural Consequences.	
<b>Unit-III</b>	<b>10 Lectures</b>
Stress at Work: Work Pressure and Stress, Role Relationship and Stress, Relationship between Work Stress and Job Performance, Job Satisfaction.	
<b>Unit-IV</b>	<b>09 Lectures</b>
Develop knowledge and understanding of the Stress: Illness and Disease Preventions and Stress Management Technique. Need for Stress Management Program Process and Approaches of Stress Management Program.	
<b>Unit-V</b>	<b>09 Lectures</b>
Stress Management Strategies: Individual and Organisational Stress Coping Strategies: Stress Diary, Exercise, Nutrition, Sleep, Adopting a Healthy Life Style, Right Attitude, Thought Awareness. Relaxation Methods: Breathing Techniques, Meditation Techniques, Visualization Techniques. Emotional Intelligence is a Tool of Stress Management.	

#### BOOKS:

1. Ann Edworthy, Managing Stress Open University Press, Buckingham, Philadelphia.
  2. K.Hari Gopal, Organisation Stress, University Press
  3. Cary L. Cooper, Theories of Organizational Stress, Oxford University Press
  4. Irene Renzenbrink ,Caregiver Stress and Staff Support in Illness, Dying and Bereavement, Oxford University Press
  5. Schafer, W., Stress Management for Wellness., Australia: Thomson & Wadsworth.
  6. Sthephen P. Robbins, Organisational Behaviour, Pearson Education.
  7. Kamran Sultan, Organisational Behaviour, Dreamtech Press.
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## Syllabus –

SKEG – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)

SKEG-T133 – WATER MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
Water Quality: Water Quality Characteristics : Physical, Chemical and Biological Characteristics of Water. PH, Turbidity, Total Solids, Alkalinity, Hardness., Bacteriological Indicators and determination of Coliforms, Dissolved Oxygen Balance.	
<b>Unit-II</b>	<b>10 Lectures</b>
Water Pollution: Natural factors affecting water quality and pollution from various wastes. Sources and Mechanisms of Groundwater Pollution. Thermal Pollutions.	
<b>Unit-III</b>	<b>10 Lectures</b>
Water Resources Management: Utilization of water: Household, Commercial and Agriculture.	
<b>Unit-IV</b>	<b>10 Lectures</b>
Water, Sanitation and Health: Water borne diseases: Viral, Bacterial, Fungal, Protozoan and Algal diseases and their control measures.	
<b>Unit-V</b>	<b>08 Lectures</b>
Harvesting of Water: Uses of Rain Water, Recycling of Water for Agriculture and other Purposes. Water Resources Assessment, Development, Conservation and Control.	

### BOOKS:

1. David Molden, Water for Food, Water for Life, 2007
  2. Santhanam R, Velayutham, P. Jegatheesan, G.A Manual Of Freshwater Ecology: An Aspect Of Fishery Environment, 1989
  3. M. Dinesh Kumar, Thirsty Cities: How Indian Cities Can Meet Their Water Needs.
  4. S.R. Mishra, Assessment of Water Pollution.
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