



**1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum**

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List of courses integrating cross cutting issues in the curriculum

S. No	Program Name	Course Code	Name of the course	Year	Cross Cutting Issue			
					Professional Ethics	Gender	Human Values	Environment & Sustainability
1	MBA	FT101-C	PRINCIPLES AND PRACTICE OF MANAGEMENT	I	Yes			
2	MBA	FT104-C	IT & E-BUSINESS FUNDAMENTALS	I	Yes			
3	MBA	FT106-C	ORGANIZATION BEHAVIOUR	I	Yes		Yes	
4	MBA	FT203-C	ENTREPRENEURSHIP	I	Yes	Yes		
5	MBA	FT205-C	MARKETING MANAGEMENT	I				Yes
6	MBA	FT207-C	BUSINESS ETHICS AND INDIAN ETHOS IN MANAGEMENT	I	Yes		Yes	
7	MBA	FT-303H	INDUSTRIAL RELATIONS AND LEGISLATIONS	II	Yes		Yes	
8	MBA	FT-305H	SOCIAL PSYCHOLOGY	II	Yes		Yes	
9	MBA	FT-403M	INTERNATIONAL MARKETING	II	Yes			Yes
10	MBA	FT-405H	ORGANIZATION DEVELOPMENT	II	Yes		Yes	
11	BBA	M1-BBAA2T	COMMUNICATIONA SKILLS	III	Yes			
12	BBA	V1-COS-IT	INFORMATION TECHNOLOGY	I	Yes			
13	BBA	M2-BBAA2T	ORGANIZATIONAL BEHAVIOUR	II	Yes		Yes	
14	BBA	M2-BBAB2T	MARKETING RESEARCH	II	Yes			
15	BBA	M3-BBAB1D	ADVERTISING AND SALES MANAGEMENT	III	Yes			
16	BBA	M3-BBAB2D	CONSUMER BEHAVIOUR	III			Yes	
17	BCOM	C3-COME2T	BUSINESS ETHICS AND HUMAN VALUES	III	Yes		Yes	Yes
18	BBA(FT)	MAJBFT-101	PRINCIPLES OF BUSINESS ADMINISTRATION	I	Yes		Yes	
19	BBA(FT)	MAJBFT-102	GLOBAL BUSINESS ENVIRONMENT AND COMMUNICATION	I				Yes
20	BBA/BBA(FT)/BCOM	X1-FCAC1T	ENVIRONMENTAL EDUCATION	I				Yes
21	BBA/BBA(FT)/BCOM	X1-FCEA1T	LANGUAGE AND CULTURE(HINDI)	I			Yes	
22	BBA/BBA(FT)/BCOM	X1-FCHB1T	ENGLISH LANGUAGE AND INDIAN CULTURE	I				Yes
23	BBA/BBA(FT)/BCOM	X2-FCAC1T	ENTREPRENEURSHIP DEVELOPMENT	II		Yes		
24	BBA/BBA(FT)/BCOM	X2-FCAD1T	WOMEN EMPOWERMENT	II		Yes		
25	BBA/BBA(FT)/BCOM	X2-FCEA1T	LANGUAGE AND CULTURE(HINDI)	II	Yes		Yes	
26	BBA/BBA(FT)/BCOM	X3-FCAC1T	PERSONALITY DEVELOPMENT AND CHARACTER BUILDING	III	Yes		Yes	
27	BBA/BBA(FT)/BCOM	X3-FCBD1T	DIGITAL AWARENESS AND CYBER SECURITY	III	Yes			





## Syllabus of courses integrating cross cutting issues in the curriculum

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### FT-101 C PRINCIPLES AND PRACTICE OF MANAGEMENT

#### COURSE OBJECTIVE

The course is aimed at delivering an insight in to the field of management. The course aims at explaining various concepts of management and contemporary management practices, highlighting the functions and responsibilities of the manager, making the students aware about professional challenges faced by the managers and acquainting the students with the tools and techniques that are used for handling the challenges of managerial jobs along with an understanding of the work environment.

#### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

#### COURSE OUTCOMES

After studying the course, the students would be able to gain:

- CO 1. Understanding of various management concepts functions and practices
- CO 2. Understanding of the role of managers
- CO 3. Learn about integrating management practices in work environment.
- CO 4. Enhance their decision-making through the use of analytical skills of management

#### COURSE CONTENTS

##### UNIT I

**Concept of Management** Concept and Nature of Management, Functions and Responsibilities of Managers, Management Thought: Fayol, Taylor & Weber's Contribution to Management, The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers

##### UNIT II

**Planning and Concept of Objectives** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Objectives (Nature and Types), MBO (Process, benefits and limitations)

##### UNIT III

**Strategies and Policies** Strategic Planning (Concept, Types and Process) and its Models

w.e.f Academic year 2019-20



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(TOWS Matrix, Porter's Generic Competency Model), Forecasting, Decision Making  
Nature, Types & Scope of Managerial decision Making process, Models of decision making,  
Policy and its types, Principles of policy formulation.

**UNIT IV**

Organizing Nature and Purpose of Organizing, Bases of Departmentation, Span of  
Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff  
Conflict, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of  
Decentralization.

**UNIT V**

Directing and Staffing Concept, Importance and Elements of Directing, Direction Process,  
Principles of effective direction, Leadership, Staffing Concept, Importance and Steps,  
Knowledge Worker.

**UNIT VI**

Controlling Concept and Process of Control, Control Techniques, Human Aspects of  
Control, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and  
Loss Control, Control Through Return on Investment, The Use of Computer for Controlling  
and Decision Making, The Challenges Created by IT as a Control Tool.

**UNIT VII**

Contemporary Management Issues and its Challenges Cross cultural issues in  
management-Diversity and the new work force, Organization ethics and social responsibility,  
New ways of managing the workforce-Neuromanaging, Globalization and its complexity,  
Service economy, Management communication and technology, Knowledge management  
and knowledge economy.

**TEXT READINGS**

1. Essentials of Management -Horold Koontz, O'Donnell and Heinz Wehrich, New Delhi, Tata McGraw Hill, Latest Edition.
2. Organization and Management R.D. Agrawal., New Delhi, Tata McGraw Hill, Latest Edition.
3. Principles and Practices of Management - Dr. T.N. Chhabra, Delhi Dhanraj Rai & Co, Latest Edition.

**SUGGESTED READINGS**

1. Management: A Global Perspective - Horold koontz, Heinz Wehrich, New Delhi Tata McGraw hill, Latest Edition
2. Management - Stephen Robbins, New Delhi Pearson, Latest Edition
3. Principles of Management - Richard L. Daft, India New Delhi, Cengage Learning, Latest Edition



*Sangeetha*  
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Academic year 2019-20



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### FT-104 C IT & E-BUSINESS FUNDAMENTALS

#### COURSE OBJECTIVES

The objective of this course is to help the student acquire the basic knowledge of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.

#### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/presentation/quiz/class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for <sup>Extensive viva</sup> viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

#### COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To understand basics of Information Technology and E-Business fundamentals
- CO2. To gain knowledge of Computer fundamentals and applications of MS-Office in business.
- CO3. To have awareness of E-business, Cyber security threats & other related issues
- CO4. To Learn optimum uses of e-resources like websites, search engines, shopping sites, etc.

#### COURSE CONTENTS

##### UNIT I

**Introduction to Computer:** Hardware: Input / output devices, storage devices and memory. Software: System and Application Software. Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Internet: Concepts & Services, Hardware and software requirements, type of Internet connections. Operating Systems WINDOWS XP: Basic Operations, utilities and features.

##### UNIT II

Application Software (MS-Office)

1. MS Word: word basics, formatting text and documents, introduction to mail merge & macros.
2. MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating "what-if" projects.

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- MS PowerPoint : PowerPoint basics, creating presentation MS Access Database creation, screen/form design, report generation using wizard

**UNIT III**

**E-Business: Fundamentals, E-Business framework, E-Business application, Technology Infrastructure for E-Business: Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.**

**UNIT IV**

**E-Business Models: Elements of Business models, B2B, B2C models Payment Systems: Type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment**

**UNIT V**

**Security Environment: Security Threats, Technology Solutions, Client-server security, data and message security, document security, firewalls. Ethical Social and Political issues in e-commerce.**

**UNIT VI**

**Inter-organization Business: EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI**

**UNIT VII**

**Online Marketing Concepts: Process, Marketing Communication, Marketing Tools Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business, Making Money on net, Web portals and vortals concepts. Introduction Search Engine Optimization**

**TEXT READINGS**

- Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Pearson Education, Reprint, New Delhi, Latest Edition
- R. Kalakotta & M. Robinson, "E-Business Roadmap for Success", Pearson Education Reprint, New Delhi, Latest Edition
- Rayudu C. S. e-Business, Himalaya Publishing House, Latest Edition
- Daniel Amor, "The E-Business (R) Evolution", PHI Learning, New Delhi, Latest Edition
- Hanson, E-Commerce & Web Marketing, Cengage Learning, India, Latest Edition
- Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi, Latest Edition
- Joseph E-commerce: Indian Perspective, PHI, Latest Edition
- Murthy C. S. V., e-Commerce, Himalaya Publishing House, Latest Edition
- Sinha and Sinha, Computer Fundamentals, BPB Publications, Latest Edition
- R. K. Taxali PC Software for windows Made Simple, Tata McGraw Hills, New Delhi, Latest Edition
- Sumitabha Das, Unix concepts and applications, Tata McGraw Hills, New Delhi, Latest Edition

w.e.f. Academic year 2019-20





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**FT-106C ORGANIZATION BEHAVIOUR**

**COURSE OBJECTIVES**

The Objective of this course is to help students to understand human behaviour in organizations so that they improve their managerial effectiveness

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examinations

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/presentation/quiz/class participation. Best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

**COURSE OUTCOMES**

After the completion of the course the students should be able to

- CO1 Demonstrate an understanding of key terms, theories' concepts and practices within the field of OB
- CO2 Demonstrate competence in development and problem solving in the area of management.
- CO3 Analyze the key issues related to administrating the human elements such as Perception Learning, Motivation, Leadership, Team Building and others
- CO4 Know the meaning of terminology and tools used in managing employees effectively

**COURSE CONTENTS**

**UNIT I**

**Foundations of Individual Behaviour:** The organization and the individual: Personality Determinants and Attributes, Attitudes, Learning and Learning Theories, Perception OB models

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**UNIT II**

**Motivation:** Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification

**UNIT III**

**Foundations of Group Behaviour and Conflict Management and Negotiation:** Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations  
Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques, Negotiation Process, Bargaining Strategies

**UNIT IV**

**Emotional Intelligence and Leadership :** Nature and Significance of leadership, leadership in different cultures, leadership theories and Styles: Trait theories, Behavioural theories- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories- Fiedler's Model, Hersey and Blanchard's Situational theory, Path Goal theory, Recent Development in Leadership Theory.

Emotional intelligence: Framework of Emotional Intelligence, EI implications for an individual and managerial effectiveness.

**UNIT V**

**Organizational Culture and Organizational Change:** Concept, Relationship of Culture with organizational behaviour, Levels of organizational culture, Analyzing, managing and changing organizational culture, Implications for managers at national and global level. Forces for Change, Resistance to Change, Approaches to managing organizational change

**UNIT VI**

**Time Management and Stress Management:** Stress, Work Stress and its Management. Concept of Time Management, Barriers to Effective Time Management, Tools and Techniques for Effective Time Management.

**TEXT READINGS**

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour". Pearson Education, Latest Edition
2. Nelson, Organisational Behaviour, Cengage Learning, India, Latest Edition
3. R. S. Dwis, ed. "Human Relations and Organizational Behaviour: A Global Perspective" Macmillan Latest Edition
4. Jerald Greenberg and Robert A. Baron. Behaviour in Organisations, PHI Learning, Latest Edition.

W.e.f. Academic year 2019-20







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**FT-203C ENTREPRENEURSHIP**

**COURSE OBJECTIVES**

The objective of this course is to exhibit knowledge of fundamentals of entrepreneurship, application of tools & techniques to setup an entrepreneurial venture.

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/ quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain two or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

**COURSE OUTCOMES**

After completion of the course the students should be able to

CO1 Understanding the bases of Entrepreneurship and real life issues therein.

CO2 Apply Theoretical concepts into practice while facing business problems.

CO3 Contribute to Developing Reasoning and Analytical Skills to solve Decision Making.

CO4 Nurture Entrepreneur Skills and Leadership Abilities.

**COURSE CONTENTS**

**UNIT I**

Fundamentals of Entrepreneurship: Factors Encouraged to be an Entrepreneur, Entrepreneur Decision-Making Process, Role of Entrepreneurship in the Growth of Start-ups, Forms of Ownership, Women Entrepreneurs & Challenges.

**UNIT II**

Planning and Organizing Entrepreneurial Venture: Characteristics of Entrepreneurial Venture, Organizing Business, Research Techniques, Financing of Entrepreneurial Venture, Life Cycle of Venture, Growth and Challenges, Problem Solving, Innovation and ways of financing new venture.





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**UNIT III**

**Creating a Business Plan:** Define the elements of a business plan. Create a basic business plan, Recognize and describe the role marketing plays in business (Digital Media), Explain a marketing plan, Explain the considerations in the purchasing cycle, Launching Formulates

**UNIT IV**

**New venture Expansion & Exit Strategies:** Expansion Strategies: Understanding joint ventures, acquisitions, merger, franchising. Exit Strategies: Introduction, Reasons for existing and long-term preparation, short-term preparation.

**UNIT V**

**Institutional support to Entrepreneurship:** EDP Movement in India Institutional Support System, Centre for Entrepreneurship Development (CED), National Institute for Entrepreneurship and Small Business Development (NIES BUDI), Institute for Entrepreneurship Development (IED), Science and Technology Entrepreneurship Parks (STEPs), National Alliance of Young Entrepreneurs (NAYE), Technical Consultancy Organisations (TCOs), National Small Industry Corporation (NSIC), Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI), Rural Development and Self Employment Training Institute (RUDSEI), Rural Development and Human Development Training, programmes, Technology Transfer programmes.

**UNIT VI**

**Start-Up Funding & Strategies for future:** Funding Alternatives for Start-up Venture Capital System for Start-up, Determining Funding Sources, Where Investors Look For a Profit Funding, Current Funding Options available in global Market.

**UNIT VII**

**Risk Management & Regulatory Global Concerns:** Risk Aversion for entrepreneurs & Strategies for Risk Management. Discuss Different types of regulations that apply to businesses, Understanding legal & Ethical responsibilities of entrepreneurs. Identify key concepts and relationships in a business environment. Discuss the business considerations for entering the global market. Recognize and describe the roles of global partners in an international and global business.

**TEXT READINGS**

1. Chandrajit Singh, Entrepreneurship, Business Development and Business Strategy, Vikas Publication, Latest Edition.
2. Kourilsky & Hurd, Entrepreneurship, Planning and Growth, McGraw-Hill, 1997, 10th Edition.
3. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalya Publication, 11th Edition.
4. David H Holt Entrepreneurship, New Venture Creation, PHI, Latest Edition.
5. Rajeev Roy, Entrepreneurship, Oxford University Press, Latest Edition.





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### FT-205C MARKETING MANAGEMENT

#### COURSE OBJECTIVES

The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

#### EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 30 end semester examination.

There will be 20 marks for internal evaluation. Three internal evaluations will be conducted out of which two will be written test and third will be assignment/presentation/quiz/class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

#### COURSE OUTCOMES

After completion of the course the student should be able to:

- CO1 Understand the dynamics of marketing in business
- CO2 Relate marketing theories to practical situation
- CO3 Develop unique marketing mix
- CO4 Construct sales plan and professional interactive presentation

#### COURSE CONTENTS

##### UNIT I

Marketing Concepts: Concepts, Nature, Scope and importance of marketing; Marketing concept and Philosophies; Building and delivering customer value and satisfaction; retaining customers; Value Chain; Scanning the Marketing Environment - macro and micro components and their impact on marketing decisions; Marketing Mix Elements; Difference





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between marketing and Selling Introduction to digital marketing, Emerging Trends in Marketing, Multi Level Marketing, CRM, Green Marketing, Event Marketing, Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

**UNIT II**

**Market Segmentation-Targeting-Positioning and Consumer Behavior.** Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy, Analyzing consumer markets & buyer behavior, factors affecting consumer behavior, types of buying decision behavior.

**UNIT III**

**Product Decision:** Concept of product, Product Classification, product mix and product line decisions, Product Life Cycle Strategies, Product Diffusion Process, Equity, Repositioning, Branding, Packaging, and Introduction of Labeling, New Product Development Process

**UNIT IV**

**Pricing Decision:** Concept of Pricing, Pricing Objectives, Factors affecting price determination, significance of pricing decisions, Pricing Methods and Strategies, Pricing policies and strategies, Discounts and rebates

**UNIT V**

**Distribution Decisions:** Functions and Types of Distribution Channel, Design of Distribution Channel, channel management decisions, channel dynamics- VMS, HMS, MMS, whole selling, retailing, e-retailing.

**UNIT VI**

**Promotion Decisions:** Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix - Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing

**UNIT VII**

**Marketing Strategies for Leaders, Challenges, Followers and Nichers:** Analyzing competitors, competitive forces, Identifying competitive strategies, industry, concept of competition, devising the market strategies for market leaders, market challengers, market followers and market niches

**TEXT READINGS**

1. Kotler, Keller, Kestry, Jha, Marketing-Management - A South Asian Perspective, Pearson, Latest Edition
2. Kotler, Principles of Marketing, Cengage Learning, India, Latest Edition

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**FT-207 C BUSINESS ETHICS & INDIAN ETHOS IN MANAGEMENT**

**COURSE OBJECTIVES**

The objective of this course is to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/presentation/quiz/class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections. Section-I: Short questions worth 60 marks will have six theory questions out of which students will be asked to attempt any four questions. Section-II: carrying 20 marks will contain two questions on cases/practical.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

**COURSE OUTCOMES**

After completion of the course the students should secure:

- CO1: Understand the relevance of Indian Ethics for better governance of Indian leadership.
- CO2: Understand application of several important concepts and frameworks for analyzing and resolving a complex business issue.
- CO3: Apply ethics to business, management, and decision making.
- CO4: Provide insights to participants for developing a business that is socially, environmentally and ethically responsible.

**COURSE CONTENTS**

**PART – I BUSINESS ETHICS**

**UNIT I**

The Nature and Purpose of Ethical Behaviour, The Role of Ethics of Ethics, Moral Behaviour, Characteristics of Moral Behaviour, Business Ethics, Managerial Ethics, Moral Demands and Interest, Relative systems in Business, Moral Standards in Business, The Role of Ethics in Business, Theory of Voluntary Managers, Business Ethics, Business Ethics in the Business Environment, Theories of Virtue, Case Study: Trade in Human Organ.



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between marketing and Selling, Introduction to digital marketing, Emerging Trends in Marketing, Multi Level Marketing, CRM, Green Marketing, Event Marketing, Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

**UNIT II**

**Market Segmentation-Targeting-Positioning and Consumer Behavior:** Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy, Analyzing consumer markets & buyer behavior, factors affecting consumer behavior, types of buying decision behavior.

**UNIT III**

**Product Decision:** Concept of product, Product Classification, product mix and product line decisions, Product Life Cycle Strategies, Product Diffusion Process, Equity, Rebranding, Branding, Packaging, and Introduction of Janhata, New Product Development process.

**UNIT IV**

**Pricing Decision:** Concept of Pricing, Pricing Objectives, Factors affecting price determination, significance of pricing decisions, Pricing Methods and strategies, Pricing policies and strategies, Discounts and rebates.

**UNIT V**

**Distribution Decisions:** Functions and types of Distribution Channel, Assessment of Distribution Channel, channel management decisions, channel structure, VMS, DMS, MMS, whole selling, retailing, e-tailing.

**UNIT VI**

**Promotion Decisions:** Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix - Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

**UNIT VII**

**Marketing Strategies for Leaders, Challengers, Followers, and Nichers:** Identifying competitors, competitive forces, Identifying competitors, strategies, analysis of competition, devising the market strategies for market leaders, market challengers, followers and market nicher.

**TEXT READINGS**

1. Kotler, Keller, Köstly, Jha, Mukherjee, Mahapatra, N. Srinivasan, et al., Latest Edition.
2. Kotler, Principles of Marketing, European Edition, Prentice Hall, Latest Edition.





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**TEXT READINGS**

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson, Latest Edition
2. Weiss, **Business Ethics concept & cases**, Cengage Learning, Latest Edition
3. Velasquez, **Business Ethics, Concepts & Cases**, PII, Latest Edition
4. Murthy, **Business Ethics**, Himalaya Publishing House, Latest Edition
5. Al Gini, **Case Studies in Business Ethics**, Pearson Education, Latest Edition
6. Ronald D Francis, Mukti Mishra, **Business Ethics : An Indian Perspective**, The Tata McGraw Hill Companies, Latest Edition

**SUGGESTED READINGS**

1. Shastri J.L. **Ancient Indian Traditions and Mythology**, Jyoti, Motilal Banarsidas, New Delhi, Latest Edition
2. F. Max Muller, **Sacred Books of East**, Motilal Banarsidas, New Delhi, Latest Edition
3. S.K. Chakraborty, **Ethics in Management-Vedantic Approach**, New Delhi: Sri Ganga Jyoti Ltd, Latest Edition
4. Swami Jitrananda, **Indian Ethos for Management**, Bunkar, Bangalore, India, Latest Edition
5. Swami Sureswarananda, **Indian Wisdom for Management**, Alorahabad, AIES, Latest Edition
6. Swami Ranganathananda, **Universal Message of the Bhagvad Gita**, Sri Sri Advaita Ashrams, Latest Edition

*A.S. pre*  
*Pravin*  
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*Sangh*  
*Chin*  
*Chin*





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**PT-303H INDUSTRIAL RELATIONS AND LEGISLATIONS**

**COURSE OBJECTIVES**

Industrial Relations play an important role in organizations. Organisational efficiency and performance are intricately interlinked with industrial relations. This course will expose students to the conceptual and practical aspects of industrial relations at the macro and micro levels.

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/presentation/quiz/class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which student will be required to attempt any four questions. Section B carrying 20 marks will contain two or more case-studies/practical.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

**COURSE OUTCOMES**

After completion of the course the students should be able to

- CO1: Acquaint with industrial relations framework in our country.
- CO2: Know the importance of the maintenance of industrial peace and efforts to reduce the incidence of strike and lock-out.
- CO3: Critically examine the provisions in the various industrial legislation for the prevention and settlement of industrial disputes.
- CO4: Learn underlying the disciplinary enquiry for misconduct and to understand the scope of acquittal, misconduct and procedure in the industrial relations laws and to understand the constitutional provisions relating to it.

**COURSE CONTENT**

**UNIT-I**

**Introduction:** Overview of Industrial Relations - Historical development since independence period. Scope, objectives, importance and development. Role of various participants. Approaches to industrial relations. Goals of Discipline, Development relating to labor, ILO and its influence on Labor Movement in India.

*Handwritten signatures and notes:*  
Soye, Garg, etc.





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**UNIT-II**

**Collective Bargaining & Negotiation:** Collective Bargaining: Concept, essential conditions for the success of collective bargaining, functions, importance, process, and prerequisites for collective bargaining, implementation and administration of agreements. Negotiations: Types of Negotiations-Problem solving attitude, Techniques of negotiation, negotiation process, essential skills for negotiation. Workers Participation in Management.

**UNIT-III**

**Trade Union:** Trade Unions: Meaning, Trade Union Movement in India. The role of the Trade Unions in Modern Industrial Society of India, functions of Trade Unions, objectives and importance of Trade Unions, The Trade Union Act, 1926, Procedure for registration of Trade Union, Grounds for the withdrawal and cancellation of registration. Demands and Rights and Responsibilities, Penalties for offences of trade unions, Differences between a Registered and a Recognised Trade Union, Problems of Trade Unions, Future Trends of Trade Union Movement in India.

**UNIT-IV**

**Grievance procedure and Discipline management:** Grievances: Objective, various approaches to grievance, redressal, Grievance procedures, and model grievance procedure. Discipline - Causes of Indiscipline - Maintenance of discipline - Principles of Natural Justice - Judicial approach to discipline, Domestic enquiries, Disciplinary procedures, approaches to manage discipline in industry - Principles of Holistic approach.

**UNIT-V**

**Industrial Conflicts:** Industrial conflict - Postponement - Nature of conflict and its manifestations causes and types of Industrial conflicts - Prevention of industrial conflict - Industrial disputes act of 1947, Settlement Machinery of industrial disputes, Parity Act from industrial relations to employee relations - Shift in focus, difference, employee relations management at work, culture and employee relations, Nature of employee relations.

**UNIT-VI**

**Industrial Legislation**

Factories Act, 1948, Maternity Benefit Act, 1961, Contract Labour Act, 1970, Child Labour (Prohibition & Regulation) Act, 1948, Industrial Employment Act, 1946, Industrial Employment (Standing orders) Act, 1948, Industries, Staff, Direction, 1946, Industrial Disputes Act, 1947, Employment (Consolidation) Act, 1947.

**TEXT READINGS**

1. Sir, Industrial Relation in India. Macmillan Publishers, London Edition.
2. Sinha Industrial Relations, Trade Unions, 1961, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025.
3. B.D. Singh, Industrial Relations and Labour Laws, Eastern Law Books, Calcutta.
4. Manappa, A.M. - Industrial Relations, 15th Edition, 1980.
5. Taximian, Labour Laws, Taximian, Law, London.



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**FT-30511 SOCIAL PSYCHOLOGY**

**COURSE OBJECTIVES**

The objective of the Social Psychology Course is to impart knowledge of the basic concepts and modern trends in Social Psychology, to foster interest in Social Psychology as a field of study and research and to make the students aware of the applications of the various concepts in Social Psychology in the Indian context.

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted, out of which two will be written test and third will be assignment/presentation/group class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed comparatively.

**COURSE OUTCOMES**

After completion of the course the students should be able to

- CO1: Instill understanding of Human Behaviour Concepts at work place.
- CO2: Enhance creative application of Non-Verbal Communication skills to enhance overall efficiency of employees.
- CO3: Help realize significance of Non-Verbal Communication in organization.
- CO4: Educate and make young minds realize the significance of safety management in organization.

**COURSE CONTENTS**

**UNIT I**

The Field of Social Psychology:

- a) Social Psychology: what it is and what it does.
- b) Social Psychology: its cutting edge.
- c) A brief look at history, the scope and area of application of Social Psychology.

**UNIT II**

Social Cognition:

- a) Schemas: Mental Frameworks for Organizing and Interpreting Social Information



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b) Potential Sources of Error in Social Cognition

**UNIT III**

**Social Perception:**

- a) Nonverbal Communication: The unspoken Language of Expressions, Gazes and Gestures
- b) Attribution: Understanding the Causes of others' Behaviour
- c) Impression Formation and Impression Management

**UNIT IV**

**Attitude Formation:**

- a) How Attitudes Develop
- b) When and why do Attitudes influence behaviour?
- c) How do attitudes guide behaviour?
- d) The Fine Art of Persuasion: how Attitudes are changed?
- e) Resisting Persuasion attempts
- f) Cognitive Dissonance: What it is and how to manage it?

**UNIT V**

**The Self:**

- a) Personal and Social Identity
- b) Self Esteem
- c) Self Presentation and Self Regulation

**UNIT VI**

**Social Influence:**

- a) Conformity: Group Influence in Action
- b) Compliance: To Ask - Sometimes - Is to Receive
- c) Symbolic social influence: how we are influenced by others even when they are not there
- d) Obedience to Authority
- e) The Prevention and Control of Violence: Some Social Learning

**UNIT VII**

**Employment testing:**

- a) Testing Abilities
- b) Testing Personality
- c) Testing Skills & Achievement
- d) Interview Techniques

**TEXT READINGS**

1. Baron, R. A., Branscombe, N. R. & Brown, D. (2004). G. Latest Edition.
2. Social Psychology, New Delhi: Pearson Education for the subcontinent, 2004, 11th Edition.





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**FT-403M INTERNATIONAL MARKETING**

**COURSE OBJECTIVES**

The objective of this course is to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

**EXAMINATION SCHEME**

Student shall be evaluated on two components, 40 internal and 60 external examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment. In internal exam, class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will be divided into two sections A and B. Section A worth 60 marks will have six theory questions (one of them compulsory) and 10 marks to attempt any four questions. Section B carrying 20 marks will contain three or four short answer cases/practicals.

**Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.**

**COURSE OUTCOMES**

After completion of the course the students should be able to:

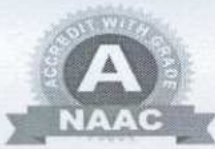
- CO1: Apply basic international marketing theories and concepts in a global business environment.
- CO2: Understand international environment in order to develop, promote international marketing objectives and strategies.
- CO3: Develop unique international marketing plans.
- CO4: Design and implement effective total marketing strategies to influence consumer behavior.

**COURSE CONTENTS**

**UNIT I**

International Marketing - Definition, scope and importance of international marketing, management process for international marketing, international theories: Difference between Domestic and international marketing, 4Ps of international marketing - Influence of economic, social, cultural, political and legal environment on international marketing decisions.





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**UNIT II**

**Factors Affecting International Trade:** Screening and selection of market, international market entry methods, and types of Regional agreements, role of IMF and WTO in international trade, salient features of foreign trade policy.

**UNIT III**

**Process and Formalities, Export Procedure, documentation and custom clearance, Export incentives and institutional support for export promotion in India**

**UNIT IV**

**Product:** Identifying new products, international product planning, product design, labeling, packaging, branding, product elimination, adoption and diffusion of new products, target product decisions-product features and quality, managing product line, product standardization vs. adaptation, International trade-product life cycle.

**UNIT V**

**Pricing Strategies:** Factors Affecting International Pricing strategies, Methods of Pricing, Pricing in International Product, Transfer Pricing, Exchange Rates and its Impact on Pricing, High Sea Pricing, counter trade as a pricing tool, international distribution.

**UNIT VI**

**Distribution System for International Markets:** Direct and Indirect Channels, Factors Affecting International Channel, International Channel Management, Wholesaling and Retailing.

**UNIT VII**

**Promoting Products / Services in Overseas Markets:** Perspectives of International Advertising, Standardization vs. Localization, Global Media Decisions, Global Advertising Regulations, and industry self-regulation, international marketing through internet, ethical concerns and international marketing ethics.

**TEXT READINGS**

1. Cateora Philip, International Marketing (SR), McGraw Hill, Latest Edition.
2. Czinkota International Marketing, George Leonard, Latest Edition.
3. Gillespie International Marketing, South Western, Latest Edition.
4. Kotla, International Marketing: An Asia Pacific Focus, Wiley India, Latest Edition.
5. Orlowski & Shaw, International Marketing, PHI Education, Latest Edition.
6. Prajwal, John, International Marketing, Prentice Hall, New Delhi, Latest Edition.
7. Jain S.C. International Marketing, Prentice Hall, New Delhi, Latest Edition.
8. Kwon, W. and J. Global Marketing: Management Practice, Harlow, UK, Prentice Hall, Latest Edition.
9. Palumbo, Steven J., The Essence of International Marketing, Prentice Hall, New Delhi, Latest Edition.
10. Srivastava, R and V. Tejshira, International Marketing, Prentice Hall, New Delhi, Latest Edition.



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**FT-405H ORGANISATION DEVELOPMENT**

**COURSE OBJECTIVES**

The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.

**EXAMINATION SCHEME**

Student shall be evaluated on two components: 20 internal and 80 end-semester examination.

There will be 20 marks for internal evaluation, three internal examinations will be conducted out of which two will be written test and third will be assignments/practical/observational participation. Best two out of 3 evaluations will be considered for internal marks.

The semester examination carrying 80 marks will have two sections: A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will have two practical questions for conceptualisation.

Note: Relevant Case Studies (at least two cases per unit) will be given out compulsorily.

**COURSE OUTCOME**

After the completion of the course the student should be able to:

- CO1 To learn methods and techniques to assess an organization's internal and external functioning and relationship.
- CO2 To offer insights into organization design, development and delivery of OD programmes for improved interpersonal and group processes.
- CO3 To acquaint the student learning objectives, to assess organizational effectiveness, effective communication and conflict resolution and organizational productivity and funds.
- CO4 To acquaint the students learn interpersonal and group skills, apply to solve organizational important problems, construct the future vision of organization.

**COURSE CONTENTS**

**UNIT I**

Organization Development Overview

General introduction to OD, the nature and purpose of OD, OD process and the practitioner.



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**UNIT II**

**OD Intervention Overview**

Entering into the OD relationship, clarifying the organizational issue, determining the relevant client, selecting an OD practitioner, and personal process norms in entering and contracting

**UNIT III**

**Diagnosing Organizations, Groups, and Jobs**

Need for diagnostic models, the open systems model, and comprehensive model for diagnosing organization systems, organization, group, and individual level diagnosis

**UNIT IV**

**Collecting & Feeding Back Diagnostic Information**

Methods for collecting data, sampling techniques for analyzing data, and the use of diagnostic models to feed back characteristics to the client/organization

**UNIT V**

**Designing and Evaluating Organization Development Interventions**

Efficacy interventions, overview of needs process, techno structural, human resource management, and strategic interventions, how to design efficacy interventions, implementation and evaluation feedback, measurement, research design, and institutionalizing interventions. Discussion of intervention templates to be used in individual intervention projects

**UNIT VI**

**Leading and Managing Change & Emerging Trends in OD**

Managing change, overcoming resistance to change, leading a vision for change, developing political support, managing the transition, and sustaining momentum of the change. Special emphasis on future organizations

**UNIT VII**

**Human Process Interventions: Individual and Group Levels & Organization Level**

Topics Covered: Coaching, training, and development, conflict resolution process, mediation, third party interventions, and team building

**TEXT READINGS**

1. David A. Morgan Organization Design and Development, 3rd Edition, Prentice Hall, 2006
2. David A. Morgan Organization Change and Development, 2nd Edition, Prentice Hall, 2006
3. Wendell T. French and Gerald M. Bell, Organization Development: Practice and Research, 2nd Edition

*A. S. Jaiswal*  
*Dr. Jaiswal*  
*Sangam*  
*Dr. Jaiswal*  
*Dr. Jaiswal*



**Format for Syllabus of Theory Paper**

Part A Introduction		
Program: Certificate		Class': BBA I Year
		Year:2021
		Session:2021-2022
Subject: COMMUNICATION SKILLS		
1	Course Code	M1-BBAA2T (Group-1)
2	Course Title	BBA
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)
4	Pre-requisite (if any)	Not Required (Open for All)
5	Course Learning outcomes (CLO)	1. Imagination, Ethical Theory and Skills to Interact, Students can learn how to do this ethically and effectively. 2. Students can learn and practice group communication skills. They will learn how to respond in discussions, interviews, conferences. 3. Students can learn nonverbal communication, listening and organizational culture. 4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.
6	Credit Value	(Credit) 6
7	Total Marks	Max. Marks: 25+75   Min. Passing Marks:33
Part B- Content of the Course		
Total No. of Lectures-Tutorials-Practical (in hours per week):3 Hours		
L-T-P: 90		
Unit	Topics	No. of Lectures
1	Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.	18
2	Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18
3	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18
4	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter.	18
5	Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18
Keywords/Tags:		
Part C-Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings:		
<ul style="list-style-type: none"> <li>• Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopaldaswamy Ramesh, Pearson India</li> <li>• Rao N.and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai.</li> <li>• Mehta D. &amp; Mehta N. K., A Handbook of Communication Skills Practices, Radha Pub.,</li> </ul>		

*S.K. Khatik*  
28.5.2021  
Prof. Dr. S.K. Khatik,  
Chairman, Central Board of Studies  
Professional Mgt. BBA Course.







- New Delhi.
- Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
  - Murphy A. & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.
  - Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

**Suggested web links:**

[https://books.google.co.in/books/about/Effective\\_Business\\_Communication.html?id=Dzo1joiJV0IC](https://books.google.co.in/books/about/Effective_Business_Communication.html?id=Dzo1joiJV0IC)

**Suggested equivalent online courses:**

**Part D-Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 25marks University Exam (UE) 75 marks

<b>Internal Assessment:</b>	Class Test	15
Continuous Comprehensive Evaluation (CCE):25	Assignment/Presentation	10
<b>External Assessment:</b> University Exam Section: 75 Time: 02.00 Hours	<b>Section(A):</b> Three Very Short Questions (50 Words Each)	03 x 03 = 09
	<b>Section (B):</b> Four Short Questions (200 Words Each)	04 x 09 = 36
	<b>Section (C):</b> Two Long Questions (500 Words Each)	02 x 15 = 30 Total 75

**Any remarks/ suggestions:** Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.


28.5.2021

Prof. Dr. S. K. Khatik,  
Chairman, Central Board of Studies,  
Professional Mgt. BBA Course.





Part A Introduction		
Program: Under Graduate Course	Level – Beginner	Session: 2022-23
Course Code	V1-COS-IT	
Course Title	Information Technology	
Course Type	Vocational	
Pre-requisite (if any)	No Pre-requisite	
Course Learning outcomes (CLO)	After completing the course, student will be able to – <ul style="list-style-type: none"><li>• Get an understanding of the basic components, use and application of different Information Technology systems.</li><li>• Understand the impact of current and new technologies on methods of working in the outside world</li><li>• Function as discerning students in an increasingly digital society</li><li>• Access various tools and applications for learning and skill development opportunities</li><li>• Practice safe, legal and ethical means of using Information Technology</li></ul>	
Expected Job Role / Career opportunities	Job Role – Back Office Coordinator, Computer Operator, Office Assistant, IT Lab Technician, Desktop Administrator, School/College Technical Officer, ICT Helpdesk Technician.  Career Opportunities – Some typical employers – <ul style="list-style-type: none"><li>❖ All private and govt. offices</li><li>❖ Showrooms, Printing Press</li><li>❖ Clinics, Hospitals</li><li>❖ Online Facility Center</li><li>❖ Educational Institutions</li><li>❖ Any organisation that uses computer systems</li><li>❖ Self-employment/freelance work is often possible for individuals with appropriate experience.</li></ul>	
Credit Value	2 (Th) + 2 (Pr) = 4	

  
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Chairman, Central Board of Studies, Computer Science



Part B- Content of the Course		
Total No. of Lectures + Practical (in hours per week): L-1 Hr / P-1 Lab Hr		
Total No. of Lectures/ Practical: L-30hrs/P-30hrs		
Module	Topics	No. of Hours
I	<p><b>Information Technology</b> –Introduction to IT, Objectives, Evolution, Purpose (Connecting , Creating, Interacting ),Usefulness, Applications, Types of IT, Creating textual, visual and audio-video communication.</p> <p><b>IT application areas in everyday life</b> - E-Commerce, E-governance, Banking, Agriculture, Education, Medicine, Defense, Transport, Publicity, Manufacturing, Finance, Travel &amp; Leisure, Libraries, Expert Systems, Retail.</p> <p>Advantages of IT in everyday life, its Disadvantages.</p> <p><b>IT Terminology</b> - The Internet and its uses and services,WWW,Web Browser, Search Engine, Website, Portal, Internet Service Provider (ISP), structure of a web address, URL, Hyperlink, Cloud,</p>	05
II	<p><b>Computers, Data Storage and Peripherals:</b> Types and classification of computers, Block diagram of computer.</p> <p>Inside a computer - SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, different processors and clock speed.</p> <p><b>Input Devices:</b> Characteristics and uses of keyboard, numeric keypad, pointing devices, remote control, joystick/driving wheel, touch screen, scanner, barcode reader, camera, microphone, sensors, light pen.</p> <p><b>Output Devices:</b> Characteristics and uses of monitors, touch screen, multimedia projector, different types of printers, plotter, 3Dprinters, speaker, actuator.</p>	04
III	<p><b>Storage devices:</b> Hard Disks and its types – PATA, SATA, SCSI, SSD, NVM Express etc., Compact Disc – CD-ROM, CD-RW, VCD, DVD, DVD-RW, USBDrives, Blue Ray Disc, SD/MMC Memory cards, Zip Drive, Formatting &amp; Scanning a HD, Partitioning a HD..</p> <p><b>Computer Software:</b>Definition, Characteristics, Relationship with hardware, Types of Software: system software, Application Software, Firmware, Role of System Software, Types of system Software: Operating Systems, Language Translator, Utility Programs, Communication software, Antivirus Software.</p>	04
IV	<p><b>Application Software</b>–Types - Database, Graphics, Education, Entertainment Software, Mobile App Software, Social Media Software: Instant Messaging, Email, Chat Bot, Web Blogs. Free Open Source Software (FOSS).</p> <p>Application software uses - Word Processing, Spreadsheet, Presentation, Database, Graphics, Designing, Recording sound and video, newsletters, posters, websites, multimedia presentations, audio, video, media streaming and E-publications, blog, forum, wiki, social networking.</p> <p>Using office tools - any of MS-Office/ Libre Office,</p> <p>Cloud based services- Google Workplace – working with Mail, Google Docs, Sheets, Forms, Slides, Calendar, Meet, Drive, Zoho Mail, WPS Office, Office Suite, Polaris Office, Only Office Docs, Word Perfect etc.</p> <p>Utility Software - PDF Creator, File Archiving and Storage, File Converter</p> <p>Collaboration tools –Docs, Chat, forum, wiki, online groups, audio/video conferencing, social bookmarking. Tools for social networking and Web Conferencing.</p>	10

*Abhilasha*

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Chairman, Central Board of Studies, Computer Science



V	<p><b>Managing files</b> - Locate stored files, Open and import files of different types, Save files in a planned hierarchical directory/folder structure, Save files using appropriate file names.</p> <p>Save and print files in a variety of formats including a document, screenshots, database reports, data tables, graphs/charts, a web page in browser view, a web page in HTML view Save and export in the file format of an application package including .docx, .doc, .xlsx, .xls, .sdb, .sdc, .acedb, .odb, .rtf, .pptx, .ppt, Save and export in a generic file format including .csv, .txt, .rtf, .pdf, .css, .htm, .jpg, .png</p> <p><b>File formats</b> - Characteristics and uses of file formats including css, csv, gif, htm, .jpg, .pdf, .png, .rtf, .txt, .zip, rar</p> <p><b>Compress files</b> - Reduce file sizes for storage or transmission where necessary using file compression including .zip, .rar</p> <p><b>File compression</b> - The need to reduce file sizes for storage or transfer, tools for file compression.</p>	07
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*Abhilasha*  
Abhilasha Kumar  
Chairman, Central Board of Studies, Computer Science



Practical		
<b>Hardware Lab</b>	<ol style="list-style-type: none"> <li>1. Prepare a list of various computer peripherals. (e.g. CPU, Mother Board, RAM, Hard Drive, Optical Drive, Solid State Drive, Monitor, Keyboard, Mouse, Speaker, Web cam, Printer, Scanner, microphone, speakers, modem, projector etc).</li> <li>2. Identify common ports, associated cables, and their connectors.</li> <li>3. Observe various connectors, ports back and front side of the computer. Write their purpose and specifications. (e.g. Power, PS/2 keyboard and mouse, Serial and parallel, USB, VGA, LAN, Audio &amp; microphone, Firewire, HDMI, games, SATA etc.)</li> </ol>	30 (2 Hrs Each)
<b>MS Office/ Libre Office</b>	<ol style="list-style-type: none"> <li>1. Create a document and apply different formatting options.</li> <li>2. Design a Greeting Card using word art and smart arts for different festivals.</li> <li>3. Create a document and insert header and footer, page title, borders and shading etc.</li> <li>4. Create a document, set the margins, orientation, size, Column, Water mark, page, color and page borders etc.</li> <li>5. Insert a table into the document. Prepare a mark sheet of your class subjects.</li> <li>6. Prepare an invitation letter in MS-WORD and apply mail-merge</li> <li>7. Apply the creating, editing, saving, printing securing &amp; protecting operations to an excel spreadsheets.</li> <li>8. Prepare a bar chart &amp; pie chart for analysis of five year results of your institute.</li> <li>9. Work on the following exercise on a workbook:</li> <li>10. Copy an existing Sheet</li> <li>11. Rename the old Sheet</li> <li>12. Insert a new Sheet into an existing Workbook</li> <li>13. Delete the renamed Sheet.</li> <li>14. Prepare an Attendance sheet of 10 students for any 6 Subjects of your syllabus. Calculate their total attendance, total percentage of attendance of each student &amp; average of attendance, if formulae for calculating grade based on percentage.</li> <li>15. Create a worksheet on Students list of any 4 faculties and perform following database functions on it.               <ol style="list-style-type: none"> <li>a. Sort data by Name</li> <li>b. Filter data by Class</li> <li>c. Subtotal of no. of students by Class.</li> </ol> </li> <li>16. Apply themes and layouts to power point slides and insert pictures. Graphics, shapes, and tables into presentation.</li> <li>17. In power point slide make use of adding transitions with sound effect and animation &amp; Working with master Slides.</li> </ol>	
<b>File/ Folder Management</b>	<ol style="list-style-type: none"> <li>1. Create folder(s) and file(s) using different ways.</li> <li>2. Apply different types of copy/cut/paste options.</li> <li>3. Managing the desktop icons, screen resolution and backgrounds.</li> <li>4. Making shortcuts to your files/folders on desktop.</li> <li>5. Compress a folder and mail it to your own self.</li> <li>6. Extract a zipped file to a folder in E drive.</li> <li>7. Convert doc to pdf and pdf to jpg.</li> </ol>	

*Abhilasha Kumar*

Abhilasha Kumar  
Chairman, Central Board of Studies, Computer Science





**Collaborative online working**

1. Create a mail-id for yourself in any one of the facilities available online.
2. Host a meeting on zoom/Google meet, share the screen/pdf/documents, use board/annotations.
3. Host a meeting on Google meet, and record it on zoom.
4. Create a Google sheet, share it with 6 more participants and work simultaneously.
5. Create a Google doc, apply different types of formatting.
6. Create a Google form for youth festival to input their name, class, contact number and event participated and save the data to a Google sheet.
7. Create a Google slide to make certificate for different names in the above program using autocrat.

Project/ Field trip:

Abhilasha Kumar  
Chairman, Central Board of Studies, Computer Science



**Format for Syllabus of Theory Paper**

Part A Introduction			
Program: Diploma		Class: BBA	Year: <u>II</u>
Session: 2022-2023			
Subject: ORGANISATIONAL BEHAVIOUR			
1	Course Code	M2-BBAA2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group I Paper II - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers, and manager's jobs.</li> <li>Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively</li> <li>Analyze various Stress management and coping strategies.</li> <li>Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+76	Min. Passing Marks: 33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Concept of Organizational Behavior, Contributing disciplines to organizational Behavior; Background/historical perspective and framework of OB.	18	
2	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression	18	



	management, Attitudes and Values, Learning and Reinforcement.	
3	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
4	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
5	International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation.	18

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list

**Part C-Learning Resources**

Textbooks, Reference Books, Other resources

**Suggested Readings:**

- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010- International Edition)
- Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18<sup>th</sup> Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
- French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
- K. Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

**Suggested web links:**

**Suggested equivalent online courses:**

**PART D: ASSESSMENT AND EVALUATION (THEORY)**

Maximum Marks:	100 Marks
Continuous Comprehensive Evaluation (CCE):	30 marks
University Exam (UE):	70 Marks
Time:	3 Hours
<b>Internal Assessment:</b>	<b>Class Test</b>
Continuous Comprehensive Evaluation (CCE)	Assignment/Presentation
	<b>Total</b>
<b>External Assessment:</b>	Section (A): Objective type Questions
University Exam	Section (B): Short Questions
	Section (C): Long Questions
	<b>Total</b>

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Chairman, Central Board of Studies  
Professional Management, BBA Course





## Format for Syllabus of Theory Paper

Part A Introduction			
Program: Diploma		Class: BBA II	Year: II Session: 2022-2023
Subject: MARKETING RESEARCH			
1	Course Code	M2-BBAB2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group II Paper II - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.</li> <li>Provide a detailed overview of the stages in the market research process.</li> <li>Develop research questions and objectives that can be addressed in a research design.</li> <li>Develop an appropriate market research design for the clients.</li> <li>Manage the data collection process Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data Interpret data analysis in the context of the identified business problem</li> <li>Communicate research results in written report and oral presentation formats</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B: Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Definition, Concept and Objectives of Marketing research. Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18	

  
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2	Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.	18
3	Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research designs. Decision Theory and decision Tree.	18
4	Methods of data collection - observational and survey methods. Questionnaire, Design attitude measurement techniques.	18
5	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	18

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list

**Part C-Learning Resources**

**Textbooks, Reference Books, Other resources**

**Suggested Readings:**

- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4<sup>th</sup> Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7<sup>th</sup> Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

**Suggested web links:**

**Suggested equivalent online courses:**

**PART D: ASSESSMENT AND EVALUATION (THEORY)**

Maximum Marks:	100 Marks
Continuous Comprehensive Evaluation (CCE):	30 Marks
University Exam (UE):	70 Marks
Time:	03 Hours
<b>Internal Assessment:</b>	Class Test
	Assignment/Presentation
	<b>Total</b>

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**Theory Paper**

Part A Introduction			
Program: Degree		Class : BBA	Year: III
Session: 2023-24			
Subject: Advertising and Sales Management			
1	Course Code	M3-BBAB1D	
2	Course Title	BBA (Group B) - Marketing	
3	Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)	DSE I Sub Group Paper SA 1	
4	Pre-requisite (if any)	The student must have studies this group in 2 <sup>nd</sup> year (Diploma)	
5	Course Learning outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills required for effective selling.</li> <li>2. Student will be aware of developing and managing dynamic customers and business relationships.</li> <li>3. Students will be groomed with customer centric creative thinking and strong communication to be effective in the area of marketing and sales.</li> <li>4. Open up to the numerous future possibilities of higher education as well as of getting placed with reputed corporate in the country.</li> </ol>	
6	Credit Value	6 Credits	
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks:35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures (1 Hour Each)	

  
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1	<b>Advertising-</b> Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising	18
2	<b>Pre-launch Advertising Decision-</b> Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal	18
3	<b>Message Design and Development -</b> Advertising copy development, types of appeal, Advertising copy testing. Measuring Advertising Effectiveness-Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness	18
4	<b>Personal Selling-</b> Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling. <b>Control process-</b> Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.	18
5	<b>Sales Organization -</b> Setting up a sales organisation, planning process,principles of determining sales organization. <b>Sales Planning-</b> Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.	18

**Keywords/Tags:**


**Part C-Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings:**

1. Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
2. C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
3. Pillai R. S. N., Marketing Management, S Chand & Co Ltd.

**Suggested equivalent online courses:**

  
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## Theory Paper

Part A Introduction			
Program: Degree		Class : BBA	Year: III
Session: 2023-24			
Subject : Consumer Behavior			
1	Course Code	M3-BBAB2D	
2	Course Title	BBA (Group B) - Marketing	
3	Course Type (Core Course/ Discipline Specific Elective/Elective/Generic Elective/Vocational/.....)	DSE - 1 Sub Group Paper SA 2	
4	Pre-requisite (if any)	The student must have studies this group in 2 <sup>nd</sup> year (Diploma)	
5	Course Learning outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>To create understanding about Consumers Behavior</li> <li>To impart knowledge regarding process of decision making motivation and cultural influence</li> <li>To familiarize students influence with</li> <li>Opinion leadership and consumer protection.</li> </ul>	
6	Credit Value	6 Credits	
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures (1 Hour Each)	
1	Introduction to Consumer Behavior, Concept, Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction.	18	
2	Consumer Decision Making Process, Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.	18	

  
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3	Consumer Motivation, needs and goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception, Conceptual Frame Work. Cultural Influence, Dynamism of culture.	18
4	Consumer attitude and change. Influence of personality and self-concept on buying behavior. Diffusion of innovations, Diffusion Process, the Adoption Process	18
5	Reference group influence, profile of consumer's opinion leadership, Industrial buying behavior, CRM and Consumer Protection.	18

Keywords/Tags:

**Part C-Learning Resources**

Text Books, Reference Books, Other resources

Suggested Readings:

Suggestive digital platforms/ web links

Suggested equivalent online courses:

**Part D-Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE):70 Marks

<b>Internal Assessment :</b> Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
<b>External Assessment :</b> University Exam Section Time: 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) :Long Questions	70

Any remarks/ suggestions:



**Part A Introduction**

Program: Degree		Class : B.COM	Year: III	Session: 2023-24
Subject:		Commerce		
1	Course Code	C3-COM E 2T		
2	Course Title	BUSINESS ETHICS AND HUMAN VALUES		
3	Course Type	Elective For commerce Faculty		
4	Pre-requisite	NO		
5	Course Learning outcomes (CLO)	After the completion of the course, the students shall be able :- 1. To define, explain and illustrate the theoretical foundations of business ethics 2. To Gain skills and techniques related to the successful implementation of business ethics into praxis. 3. To Recognize and resolve ethical issues in business. 4. To Reflect and critically examine their own values and the importance of the ethical dimension in business. 4. To understand sources of organizational ethical culture and deviant behavior. 5. To develop ethical leadership skills. 6. To Learn about morals, values & work ethics. 7. To Learn to respect others and develop civic virtue. 8. To learn the values and implement in their careers		
6	Credit Value	6		
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks: 35	

**Part B- Content of the Course**

Total No. of Lectures-		90	
Unit	Topics	No. of lectures	
1	<b>Introduction</b> -Business Ethics: Meaning, Importance; Business Ethics- An Indian Perspective Sustainability: A Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical Decision Making and Decision- Making Process, Relevance of Ethics and Values in Business; Codes of Ethics; Ethical Behaviour of Manager. Ethical theories: Normative and descriptive ethical theories.	18	
2	<b>Business Ethics Management</b> - Management process and ethics, Ethos of Vedanta in management, Hierarchism as an organizational value, Business Ethics & Cultural Ethos; role of various agencies in ensuring ethics in corporation; Setting standards of ethical Behaviour; Managing stakeholder relations; Assessing ethical performance.	18	
3	<b>Human Values &amp; Business</b> - Meaning of Human Values; Formation of Values: Socialization; Types of Values: Societal Values, Aesthetic Values, Organizational Values, Spiritual Values; Value Crisis in Management; concept of knowledge management and wisdom management, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma	18	
4	<b>Moral Issues in Business</b> - Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Trade secrets, Insider trading; Equal employment opportunity, Affirmative action, Consumerism; Environmental protection	18	
5	<b>Corporate Social Responsibility (CSR)</b> - Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and adherence	18	

to Standards. Scope, Principles and certification of Social Responsibility.



Keywords/Tags: Business Ethics, Management, Human Values, Moral Issues, CSR.

**Part C-Learning Resources**

Text Books, Reference Books, Other resources

**Suggested Readings:**

S.n.	Author	Book title	Publisher
1.	DeGeorge	Business Ethics	Pearson
2	Aswathappa & Rani	Business Ethics	Himalaya Publications Nagpur
3	Senthil & Senthil	Business Ethics and Values	Himalaya Publications Nagpur
4.	Roy C K	Business Ethics	Vikas Publishing House pvt. ltd
5,	S.G. Hundekar	Business Ethics and Human Values	Excel Books
6.	Govindarajan M	Professional Ethics and Human Values	PHI
7.	M.P.Hindi Granth Academy books		

**Suggestive digital platforms, web links:**

- [https://www.academia.edu/8844628/Professional\\_Ethics\\_and\\_Human\\_Values\\_Notes](https://www.academia.edu/8844628/Professional_Ethics_and_Human_Values_Notes)
- <https://www.distanceeducationju.in/pdf/BCom%20Sem%20II%20BCG%20202.pdf>
- <https://ecsuniversity.ac.in/bridge-library/pdf/MCA-I-Human-values-and-Ethics.pdf>
- [https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/Business%20ethics.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Business%20ethics.pdf)
- <https://www.eshiksha.mp.gov.in>

**Part D-Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks

<b>Internal Assessment :</b> Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
<b>External Assessment :</b> University Exam Section Time : 03.00 Hours	<b>Section (A) :</b> Very Short Questions <b>Section (B) :</b> Short Questions <b>Section (C) :</b> Long Questions	70

**Any remarks/ suggestions:**



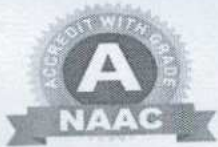
(PROF. PAVAN MISHRA)

Chairman

Central Board of Studies (Commerce)  
Department of Higher Education Govt. of M.P.







Major-I MAJBT-101 Principles of Business Administration

Course Objective

The objective of this course is to give an overview of major issues confronting Managers in the export-import business in the structuring of their organization and making optimal use of the resources to achieve the objective of the organization.

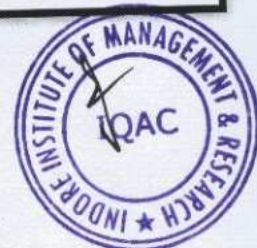
Course Contents

1. Meaning and Significance of Management; Managerial Functions; Evolution of Managerial Theories, Systems and Contingency Approaches to Management.
2. Planning and Decision Making Processes; Forecasting.
3. Organization Structure, Coordination, Group Dynamics, Delegation; Line and Staff Relationship.
4. Motivation, Leadership, Communication and Organizational Behavior; Staffing; H.R.D.
5. Management Control Process and Techniques, Conflict Management, Dynamics of Change.

Books

1. Koontz, H. and Weihsieb, H. (1990). *Essentials of Management*. Singapore, M:GrawHill Publishing Company.
2. Dauster, Peter, *Practice of Management*.
3. Terry, G.R. and Franklin, S.G. (1994). *Principles of Management*. New Delhi: All India Traveller Book Seller.

*Dr. J. B. Singh*  
*Dr. P. K. Singh*  
*Dr. S. Singh*





**Major-2 MAJBT-102 -Global Business Environment & Communication**

**Course Objective**

The objective of this course is to familiarize the students with the environment factors which have profound impact on export business and to explain how to adjust with changing macro-economic environmental situations. It also enables the student with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

**Course Contents**

**Part A:**

1. Macro and Micro Environment, Environmental Change, Techniques for Environmental Analysis, Strategic Management.
2. Global Environment - Political and Economic Environment, Social and Technological Environment, Commercial Policy of Governments.
3. Challenges of Multinational Corporation - Problems and Benefits, Joint Ventures, Liberalization and Globalisation, Foreign Direct Investment.
4. Globalisation - Emergence of Global Marketing, Business Planning and Marketing Strategy, Environment Approach, Marketing Segmentation on a Global Scale.
5. International Financial Markets, Trends in World Trade and Problems of Developing Countries, Balance of Payment, Euro Currency, Transfer of Technology.

**Part B:**

1. Objective of Export Correspondence, Essentials of Successful Letters, Advantages of Export Correspondence - Building Confidence and Establishing Strong Trade Relations.
2. Terminology - Meaning of Special Terms Used in Export and Import Business - Incoterms and Terms of Payment.
3. Market Reports - Reading, Comprehending and Writing of Market Reports Relating to Export and Import of Different Goods.

*Handwritten signatures and initials*





Foundation Course: ENVIRONMENTAL EDUCATION

PART A: Introduction			
Program: UG Level Certificate	Class: UG 1 Year	Year: FIRST Year	Session: 2021-22 onwards
Subject: Environmental Education			
1.	Course Code	XL-FCAC1T	
2.	Course Title	Environmental Education	
3.	Course Type (Core Course/Elective/Generic Elective/ Vocational)	Foundation Course	
4.	Pre-Requisite (if any)	A course intended to create awareness about the life of human beings which is an integral part of environment; and to inculcate the skills required to protect the environment from all sides  To study this course, the student must have a knowledge about the environmental components, pollution, biodiversity, and ecosystem at senior secondary, class 12 <sup>th</sup> level.	
5.	Course Learning Outcomes (CLO)	<ol style="list-style-type: none"><li>1. To understand various aspects of life forms, ecological processes, and the impacts on them by the human during Anthropocene era.</li><li>2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions.</li><li>3. To develop empathy for all life forms, awareness, and responsibility towards environmental protection and nature preservation.</li><li>4. To develop the critical thinking for shaping strategies such as: scientific, social, economic, administrative &amp; legal, environmental protection, conservation of biodiversity, environmental equity and sustainable development.</li><li>5. To prepare for the competitive exams.</li></ol>	
6.	Credit Value	2 Credit	
7.	Total Marks	Max.Marks : 50	Min. Passing Marks:17

AB  
(डा. अर्चना पंचोली)



PART B: Content of the Course		
Total No. of Lectures-15 Hrs. (01 hours per week):		
Total No. of Lectures: 15		
Unit	Topics	No. of Lectures
I	<b>Environment and Natural Resources:</b> <ul style="list-style-type: none"> <li>Multidisciplinary nature, Scope and Importance of Environment</li> <li>Components of Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere.</li> <li>Brief account of Natural Resources and associated problems: Land Resource, Water Resource, Energy Resource</li> <li>Concept of Sustainability and Sustainable Development</li> </ul> <i>Keywords: Environment, Forest, Mineral, Food, Land, Water, Energy, Sustainable Development</i>	5 Hrs.
II	<b>Biome, Ecosystem and Biodiversity:</b> <ul style="list-style-type: none"> <li>Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine</li> <li>Ecosystem: Structure function and types their Preservation &amp; Restoration</li> <li>Biodiversity and its conservation practices.</li> </ul> <i>Keywords: Biome, Ecosystem, Biodiversity</i>	4 Hrs.
III	<b>Environmental Pollution, Management and Social Issues:</b> <ul style="list-style-type: none"> <li>Pollution: Types, Control measures, Management and associated problems.</li> <li>Environmental Law and Legislation: Protection and conservation Acts.</li> <li>International Agreement &amp; Programme.</li> <li>Environmental Movements, communication and public awareness programme.</li> <li>National and International organizations related to environment conservation and monitoring.</li> <li>Role of information technology in environment and human health.</li> </ul> <i>Keywords: Pollution, Environmental Legislation, Environmental Movement, Environmental programme and organization.</i>	6 Hrs.

Suggested activities: (at least one)

- Visit to an area to document environmental assets: rivers / forest / flora / fauna.
- Visit to a local polluted site Urban / Rural/ Industrial / Agricultural
- Study of simple ecosystem.

AB  
(श. अरुणा पंचोली)



आधार पाठ्यक्रम: प्रथम प्रश्न पत्र हिन्दी भाषा

(भाग ए) परिचय

कार्यक्रम - यूजी लेवल प्रमाण-पत्र	कक्षा बी.ए./बी.बी.ए./बी.एससी /बी.एच.एससी /बी.सी.ए. /बी.बी.ए. (प्रथम वर्ष)	सत्र 2021-21 2021-22 2022
विषय -	आधार पाठ्यक्रम	
1 कोर्स कोड	XI-FCEAIT	
2 कोर्स का शीर्षक	भाषा और संस्कृति	
3 कोर्स का प्रकार	आधार पाठ्यक्रम	
4 कोर्स अपेक्षित	कक्षा 12वीं उत्तीर्ण विन्ती भी विषय समूह से।	
5 कोर्स अधिगम उपलब्धि (लैमिंग आउटकम) (CLO)	1 उत्कृष्ट साहित्यिक पाठों के अध्ययन से रूचि का विकास करना। 2 सांस्कृतिक धेतना और राष्ट्रीय भावना का विकास करना। 3 भाषा-ज्ञान। 4 सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना। 5 विशिष्ट शब्दावली (बीज शब्द / की बद्ध) से परिचित करवाते हुए बोध के स्तर को विकसित करना। 6 प्रतियोगी परीक्षाओं हेतु तैयार करना।	
6 क्रेडिट मान	02 क्रेडिट	
7 कुल अंक	50 अंक	
8 उत्तीर्ण अंक	17 अंक	

01/11/21





(भाग - बी) कोर्स सामग्री		
व्याख्यान की कुल संख्या वर्ष में अधिकतम 15 परे		
यूनिट	विषय	समय-सीमा
इकाई- एक	1. वैदिकीकरण युग परिचय पाठ: मातृभूमि (कविता) 2. प्रेमचन्द परिचय पाठ: शतरंज के खिलाड़ी (कहानी) 3. जयप्रकाश नारायण जीवनी- जीवन पर संसार इतिवृत्त	5 घण्टे
इकाई- दो	1. वैचारिक-भारतीय भाषाओं में राम 2. आचार्य रामचन्द्र शुक्ल परिचय पाठ: उपसाह (भावमूलक निबंध) 3. रामदासी सिंह दिनकर परिचय पाठ: भारत एक है (संस्कृति) 4. आदिशंकराचार्य- जीवन व दर्शन	5 घण्टे
इकाई- तीन	1. पर्यायवाची शब्द- किलोम शब्द, अनेक शब्द को लिए एक शब्द (हिन्दी व्याकरण) 2. लिंग और उसके प्रकार (हिन्दी व्याकरण) 3. शीघ्र शब्द- धर्म, अर्थ, धर्म, धर्म अवधारणा, उदासीकरण।	5 घण्टे
सत्र विन्दु (की परी)/ टर्म		
सर्वे करें		
वैदिकीकरण युग	वैदिकीकरण युग की कविता मातृभूमि	
प्रेमचन्द	प्रेमचन्द शतरंज के खिलाड़ी	
रामदासी सिंह दिनकर	भारत एक है रामदासी सिंह दिनकर	

उत्तर





PART A: Introduction			
Program: UG Level	Class: I Year	Year: 2021-22	Session: 2021-22 onwards
Subject: Foundation Course (English)			
1. Course Code	X1-FCHB11		
2. Course Title	English Language and Indian Culture		
3. Course Type (Core Course/Elective/Generic Elective/ Vocational)	Foundation Course		
4. Pre-Requisite (if any)	To study this course, a student should have basic knowledge of English language. This course will be studied by all the students of UG level under the Foundation Course category.		
5. Course Learning Outcomes (CLO)	Through this course the students will be able to: 1. Prepare for various competitive exams by developing their English language competence. 2. Promote their comprehension skills by being exposed to a variety of texts and their interpretations. 3. Build and enhance their vocabulary. 4. Develop their communication skills by strengthening grammar and usages. 5. Inculcate values which make them aware of national heritage and environmental issues, making them responsible citizens.		
6. Credit Value	2 Credit		
7. Total Marks	Max. Marks: 50	Min. Pass Marks: 17	
PART B: Content of the Course			
Total No. of Lectures-Tutorials- Practical (in hours per week): L-T-P			
Total No. of Lectures:			
Unit	Topics	No. of Lectures	
I	Reading, Writing and Interpretation Skills: 1. Where The Mind is Without Fears- Rabindranath Tagore [Key Word: Patriotism] 2. National Education - M. K. Gandhi [Key Word: Edification] 3. The Axe- R.K Narayan [Key Word: Environment] 4. The Wonder That Was India- A.L. Basham (an excerpt) [Key Word: Indianness] 5. Preface to the Mahabharata C. Rajagopalachari [Key Word: Indian Mythology]	05	
II	Comprehension Skill: Unseen Passage followed by Multiple choice questions	05	
III	Basic Language Skills 1: Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word substitution. 2: Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles,	05	





Part A : Introduction			
Program: <b>DIPLOMA</b>	Class: B. Sc./B. Com/B.A./B.H.Sc. II Year	Year: <b>II</b>	Sessions: 2022-2023
Subject: Entrepreneurship Development			
1.	Course code	<b>X2-FCACIT</b>	
2.	Course Title	<b>Entrepreneurship Development</b>	
3.	Course Type (Core/Elective/Generic/Elective/Vocational/...)	<b>Foundation</b>	
4.	Pre-requisite (if any)		
5.	Course learning outcomes (CLO)	<p>This course introduces the students to the basics of entrepreneurship and small business management. Students gain an understanding of how to establish and manage a small business.</p> <ul style="list-style-type: none"> <li>• Helps in building the skills, framework and knowledge of entrepreneurship and new venture creation.</li> <li>• Helps the students in understand the importance of the planning process and learn how to develop, write and present an effective business plans for a new venture.</li> </ul>	
6.	Credit Value	<b>02</b>	
7.	Total Marks	Max Marks: <b>50</b>	Min Marks: <b>17</b>

3





Part B: Content of the course
Total Lectures: 30 Hours
Topics
<p><b>1. Introduction:</b></p> <p><b>Entrepreneurship Development</b> – Concept, types and Importance of entrepreneurs and significance of entrepreneurship in economic development, Startup process</p> <ul style="list-style-type: none"> <li>• Need, Problems, Challenges and solutions- women entrepreneurship and rural entrepreneurship</li> <li>• <b>Report preparation:</b> Profiling of entrepreneurs after visiting Small Scale Entrepreneurs</li> </ul>
<p><b>2. Sources of Business Ideas And Tests of Feasibility:</b></p> <ul style="list-style-type: none"> <li>• Generation of startup ideas, Innovation vs Creativity</li> <li>• Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal/DPR (Detail Project Report)</li> <li>• Project submission/ presentation and appraisal thereof by external agencies, such as financial /non-financial institutions.</li> </ul>
<p><b>3. Regulatory Institutions and Schemes:</b></p> <ul style="list-style-type: none"> <li>• Role of Regulatory Institutions;</li> <li>• Micro, Small &amp; Medium Enterprises,</li> <li>• District Industries Centers</li> <li>• Khadi and Village Industries Commission</li> <li>• National Small Industries Corporation</li> <li>• Small Industries Development Bank of India</li> <li>• Commercial banks and various Self Employment Oriented grant and schemes;</li> <li>• The concept, role and functions of self-help groups, business incubators, angel investors, venture capital and private equity fund in startup ideas.</li> </ul>

**Key Words:** Entrepreneurship, Entrepreneurship Development, Startup, Women Entrepreneurship, Business Plan, Detail Project Report.





Part A - Introduction			
Program : Diploma Course	Class B.A. II Year	Year: 2022	Session : 2022-2023
Subject : Women Empowerment			
1 Course Code			
2 Topic of Course	Women Empowerment		
3 Type of Course (Core Course)	Foundation Course, Second Paper		
4 Prerequisites (If any)	This is a Compulsory Question Paper of the Foundation Course for all the students of the second year of Graduation.		
5 Course Learning Outcomes (CLO)	After going through this course, students will be able to understand the following : 1. Understand the history, concept and various dimensions of women empowerment in India. 2. Will be able to understand the constitutional provisions, laws and policies related to women empowerment. 3. Get knowledge of various issues, challenges and agencies supporting women empowerment. With this, you will be able to get acquainted with the glory story of the powerful women leadership of India. 4. Present study related to women empowerment will provide employment opportunities to the students in government, private and non-government organizations.		
6 Credit Value	Theoretical - 2		
7 Total Marks	Maximum Marks : 50	Minimum Passing Marks : 17	
Part B - Content of Course			
Number of Total Lectures - Tutorial : 30 Hours (Per Week Two Hours) L-T P : 2-0-0			



Sl. No.	Subject	Number Lectures
I	<p>1. History of Women Empowerment in India Ancient Period, Medieval and Modern Period.</p> <p>2. Concept of Women Empowerment : Meaning, forms, Need and Importance.</p> <p>3. Dimensions of Women Empowerment : Social, Religious, Economic, Educational and Political.</p> <p><b>Key Words :</b> Women Empowerment, Social, Religious, Economic, Educational and Political Dimensions.</p>	10
II	<p>1. Women Empowerment : Constitutional Provisions and Law s</p> <p>2. Women Empowerment Policy and Schemes A. Central Level B. State Level ( With Special Reference to Madhyapradesh),</p> <p><b>Key Words :</b> Constitutional Provisions, Policy, Central Schemes, State Schemes.</p>	10
II	<p>1. Women Empowerment : Issues and Challenges.</p> <p>2. Supporting Agencies : NGOs, Self Help Groups and Panchayati Raj Institutions.</p> <p>3. Powerful Women Leadership of India : Ahilya Bai Holkar, Rani Durgavati, Savitri Bai Phule, Mary Kom, Sindhutai Sakpal, Tessy Thomas, Indira Nooyi, Gaura Devi.</p> <p><b>Key Words :</b> NGOs, Self Help Groups, Panchayati Raj, Women Leadership.</p>	10

*[Handwritten Signature]*



आधार पाठ्यक्रम प्रथम प्रश्नपत्र हिन्दी भाषा -

(भाग-ए)परिचय

क्र	कार्यक्रम : यू.जी. लेवल डिप्लोमा	कक्षा : बी.ए./बी.कॉम./बी.एससी./बी.एच.एससी./बी.सी.ए. द्वितीय वर्ष	वर्ष-2022	सत्र 2022-23
	विषय	आधार पाठ्यक्रम		
1	कोर्स कोड	X2-FCEAIT		
2	कोर्स का शीर्षक	भाषा और संस्कृति		
3	कोर्स का प्रकार	आधार पाठ्यक्रम		
4	कोर्स अपेक्षित	स्नातक प्रथम वर्ष उत्तीर्ण किसी भी विषय समूह से।		
5	कोर्स अंतिम उपलब्धि (लर्निंग आउटकम) (CLO)	1. भारतीय ज्ञान परंपरा से विद्यार्थियों को अवगत एवं लागूगर्त करना। 2. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रुचि का विकास करना। 3. सांस्कृतिक धेतना और राष्ट्रीय भावना का विकास करना। 4. भाषा - ज्ञान। 5. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना। 6. विशिष्ट शब्दावली (बीज शब्द / की बड़ी) से परिचित करवाते हुए बोध के स्तर को विकसित करना।		
6	क्रेडिट मान	02 क्रेडिट		
7	कुल अंक	50 अंक		
8	उत्तीर्ण अंक	17 अंक		
9	समय	2 घंटा		

Indore



व्याख्यान की कुल संख्या : वर्ष में अधिकतम 15 घंटे

(भाग-बी) कोर्स सामग्री		
इकाई	विषय	व्याख्यान घंटा
I	1.समसामयिक सन्दर्भ:श्रीमद्भगवद्गीता-कर्मयोग 2.सूर्यकान्त त्रिपाठी निराला : परिचय पाठ : जागो फिर एक बार (दो) (कविता) 3. अमरकान्त : परिचय पाठ : दोपहर का भोजन (कहानी) 4. महादेवी वर्मा : परिचय पाठ : गिल्लू (रिखाचित्र)	05
II	1. हजारी प्रसाद द्विवेदी : परिचय पाठ : नाखून क्यों बढ़ते हैं (ललित निबन्ध) 2. मध्य प्रदेश की लोककलाएँ (संकलित) 3. मध्य प्रदेशकालोकसाहित्य (संकलित)	05
III	1. मुहावरे और कहावतें (भाषा) 2. समास : परिभाषा और भेद (शब्द-रचना / व्याकरण) 3. बीज शब्द (Key Words / अवधारणा मूलक शब्द) उद्योग; सन्धता; संस्कृति; शिक्षा; रूचना-समाज।	05
सार बिंदु (की वर्ड) टैग		
संचे करे :-		
सूर्यकान्त त्रिपाठी निराला	जागो फिर एक बार (कविता कोर्स)	
अमरकान्त	दोपहर का भोजन	
महादेवी वर्मा	गिल्लू (गद्य कोर्स)	
हजारी प्रसाद द्विवेदी	नाखून क्यों बढ़ते हैं (गद्य कोर्स)	
उद्योग		
सन्धता		
संस्कृति		
शिक्षा		
रूचना-समाज		
मुहावरे और कहावतें		
समास परिभाषा और भेद (शब्द रचना / व्याकरण)		

9/11/21



Part A- Introduction		
Program: Degree	Class: B.A. / B.Sc. / B.Com.	Year - III Session: 2023-24
Subject- Foundation Course		
1	Course Code	X3-FCAC1T
2	Course Title	Personality Development and Character Building
3	Course Type	Ability Enhancement Compulsory Course
4	Pre-requisite (if any)	Compulsory for all Students
5	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> <li>1. Students will acquire the conceptual knowledge of Personality Development.</li> <li>2. Students will develop insight into character building.</li> <li>3. Students will be able to become global visionary citizens.</li> <li>4. Students will be able to understand Indian knowledge tradition.</li> <li>5. Students will be able to understand the difference between nature, culture and distortion.</li> <li>6. This course will help in character building and overall development of personality of the students.</li> </ol>
6	Credit Value	2

Part B- Content of the Course		
Total No. of Lectures + Practical (in hours per week): L-1 Hr / P-1 Lab Hr (=2 Hrs)		
Total No. of Lectures/ Practical: L-30 /P-0 (30 Hrs)		
Unit	Topics	No. of lectures (Total 30)
1	<ul style="list-style-type: none"> <li>• Personality development (Physical, mental, intellectual and spiritual development) meaning, concept, factors of personality development.</li> <li>• Character building (personal and national character): Meaning, concept, factors of character and means of character building.</li> <li>• Panchkosha, Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vigyanmaya Kosha and Anandamaya Kosha general introduction meaning purpose and importance.</li> <li>• Benefits of Panchkosh development and means of developing Panchkosh.</li> </ul>	<p>06 Theoretical</p> <p>04 Experiential</p>
2	<ul style="list-style-type: none"> <li>• Physical and mental development</li> <li>• Meaning, concept of physical and mental development</li> <li>• Ideal daily routine, balanced diet, routine, subtle exercise</li> <li>• Ashtanga Yoga-Yama Niyam, Ishwar Pranidhan, self-study, contentment, patience, virtue, practice of discipline.</li> <li>• Past glory, social and citizenship awareness, equal respect to all sects and scientific outlook</li> <li>• Nation, Nationality, Democracy, Independence, Suraj, Vasudhaiva Kutumbakam, Coexistence</li> </ul>	<p>06 Theoretical</p> <p>04 Experiential</p>



3	<ul style="list-style-type: none"> <li>• Moral and mental development</li> <li>• Difference among happiness, joy and pleasure.</li> <li>• Ashtanga Yoga, Pranayama, Pratyahara, Dharana, Dhyana, Samadhi.</li> <li>• Continuity of Karmayoga, Bhaktiyoga, Jnanayoga in life according to one's own will</li> <li>• Indian time calculation.</li> <li>• Self-respect and contemplation of mother tongue and Indian knowledge tradition.</li> <li>• Biographies of Legends.</li> <li>• Practice of service, tolerance, charity, dedication and self-examination. Self reliance</li> </ul>	<p>06 Theoretical</p> <p>04 Experiential</p>
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### Part C- Learning Recourses

#### Text Books, Reference Book, Other resources

#### Suggested Readings:-

- 1- उच्च शिक्षा भारतीय दृष्टि- श्री अतुल कोठारी
- 2- अदम्य साहस - डॉ.ए.पी.जे. अब्दुल कलाम
- 3- व्यक्तित्व विकास - स्वामी विवेकानंद रामकृष्ण मिशन
- 4- आत्मतन्त्र का विस्तार - श्रुतम प्रकाशन जोधपुर
- 5- भारतीय मनोविज्ञान - श्री लज्जाराम तोमर
- 6- उपनिषद् विशेषांक - गीता प्रेस गोरखपुर
- 7- भारतीय ज्ञान परम्परा बोध - हिंदी ग्रंथ अकादमी म.प्र.

#### Suggested digital platforms web links:-

21-04-2023  
Prof. H.K. Nagwani





Part A Introduction			
Program: Degree	Class: B.A./B.Sc./B.Com./B.H.Sc./BCA	Year: III Year	Session: 2023-24
Subject: Foundation Course			
1.	Course Code	X3-FCBD1T	
2.	Course Title	Digital Awareness - Cyber Security	
3.	Course Type	Ability Enhancement Compulsory Course	
4.	Pre-requisite (if any)	Compulsory for all Third Year students	
5.	Course Learning outcomes (CLO)	After completing the course, student will be able to : <ul style="list-style-type: none"><li>● Make optimum use of web browsers, search engines and Chatbots</li><li>● Creating e-mail account, sending, receiving and managing emails.</li><li>● Describe reporting procedure of phishing emails.</li><li>● Identify email phishing attack and preventive measures.</li><li>● Configure security settings in Mobile Wallets and UPIs.</li><li>● Practice safe, legal and ethical means of using Information Technology.</li><li>● Practice and use the various online financial and government services of day-to-day use.</li><li>● Understand the basic concepts related to E-Commerce and digital payments.</li><li>● Discuss cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.</li><li>● Explore and learn the online available courses of his/her interest.</li><li>● Use the Digilocker and Academic Bank of Credit.</li><li>● Describe the concept of Cyber security and issues and challenges associated with it. .</li><li>● Explain the process of reporting cyber crime at Cyber crime Police Station/ at online platform.</li><li>● Appreciate various privacy and security concerns on online Social media</li><li>● Guide through the reporting procedure of inappropriate content.</li><li>● Perform privacy and security settings for popular Social media platforms.</li></ul>	
6.	Credit Value	2	
7.	Total Marks	Max. Marks: 50	Min. Marks:





Part B – Content of the Course		
Total No. of Lectures 30 (01 hour per week)		
Unit	Topics	No. of Lectures
I	<p>Overview of Computer and Web-technology, Architecture of cyberspace, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society.</p> <p><b>Use of Internet:</b> Web browsers, search engines and Chatbots, Difference between Website &amp; Portal, E-mail: Account opening, sending &amp; receiving e-mails, managing Contacts &amp; Folders.</p> <p><b>Computer Security:</b> Issues &amp; protection, firewall &amp; antivirus, making secure online transactions, Internet safety and digital security, Ethical use of digital resources, Measures of Online Self Protection.</p> <p><b>Keywords:</b> <i>Browser, Search Engine, Website, Virus, Security, Firewall, Cyber Ethics.</i></p>	05
II	<p><b>Digital Payments and e-Commerce:</b></p> <p><b>Internet Banking:</b> National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Immediate Payment Service (IMPS)</p> <p><b>Digital Financial Tools:</b> Understanding OTP [One Time Password], QR [Quick Response] Code, UPI [Unified Payment Interface], AEPS [Aadhaar Enabled Payment System], USSD [Unstructured Supplementary Service Data], Card [Credit / Debit], eWallet, PoS [Point of Sale]</p> <p><b>Definition of E-Commerce-</b> Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Online Bill Payment, Digital payments related common frauds and preventive measures, RBI guidelines and provisions of Payment Settlement Act, 2007.</p> <p><b>Keywords:</b> <i>Internet Banking, Digital Financial Tools, eWallet, e-Commerce Security.</i></p>	07
III	<p><b>e-Governance Service-</b></p> <p>Overview of e-Governance Services like Railway Reservation, passport, eHospital; Accessing various e-Governance Services on Mobile Using "UMANG APP". Exploring services and resources of Government of India Portal (<a href="https://www.mygov.in/">https://www.mygov.in/</a>).</p> <p><b>Digi-Locker:</b> About digilocker, features and benefits of digilocker, Registering, accessing and getting various certificates and mark sheets on digilocker.</p> <p><b>Academic Bank of Credit (ABC):</b> About ABC, features and benefits of ABC, Registering, accessing, getting and sharing academic credits.</p> <p><b>Exploring Online Learning resources:</b> Online learning through SWAYAM Central, (<a href="https://swayam.gov.in/">https://swayam.gov.in/</a>) and e-pathshala (<a href="https://epathshala.nic.in/">https://epathshala.nic.in/</a>).</p> <p><b>Keywords:</b> <i>Internet Banking, NEFT, RTGS, IMPS, OTP, UPI, QR Code, AEPS, E-Governance, Umang.</i></p>	06



IV	<p><b>Introduction to Cyber security-</b> Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security. Definition of cyber crimes and offences, Cyber crime targeting computers and mobiles, Cyber crime against women and children, Cyber bullying, Financial frauds, Social engineering attacks, Malware and Ransomware attacks, zero day and zero click attacks, Cyber criminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Organisations dealing with Cyber crime and Cyber security in India, Case studies. Keywords: Cyber Space, Cyber Security, Cyber Offences, Zero Click Attack, Zero Day Attack, Ransomware, Reporting Cyber Crimes, Cyber Crimes Case Studies.</p>	05
V	<p><b>Social Media Overview and Security-</b> Introduction to Social Networks, Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies. Keywords: Social Media Platforms, Hashtagging, Social Media Marketing, flagging of contents in social media.</p>	06

**Part C-Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings:**

- Praveen Kumar Shukla, Surya Prakash Tripathi, Ritendra Goel "Introduction to Information Security and Cyber Laws" Dreamtech Press.
- Vivek Sood, "Cyber law simplified", Tata McGrawHill, Education (India).
- T. Bradley "Essential Computer Security: Everyone's Guide to Email, Internet, and Wireless Security".
- Cyber Crime Impact in the New Millennium, by R. C Mishra, Auther Press. Edition 2010.
- Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
- Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver.
- Create Space Independent Publishing Platform. (Pearson, 13th November, 2001)
- Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
- Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
- Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
- Fundamentals of Network Security by E. Maiwald, McGraw Hill

**Reference Books:**

- M. Stamp, "Information Security: Principles and Practice", Wiley.
- David J. Loundy, "Computer Crime, Information Warfare, And Economic Espionage", Carolina Academic Press.



## List of Events conducted to enrich curriculum on cross cutting issues

S. No	Name of the Activity	Date	Crosscutting issue	Participants/Resource Person
1	How to handle failures/obstacles and how to concentrate and enhance will power	23/08/2023	Human Values	Shri Arun S Bhatnagar, and 80+ students of BBA, BBAFT, BCOM first year attended
2	Plantation Drive during Induction Ceremony (UG)	24/08/2023	Environment & Sustainability	80+ students of BBA, BBAFT, BCOM first year
3	Plantation Drive during Induction Ceremony (PG)	25/09/2023	Environment & Sustainability	80+ students of MBA first sem
4	Swachchanjali and Guest Session on "Adhunik Parivesh me Gandhi ki Prasangikta"	02/10/2023	Human Values Environment & Sustainability	Dr. Pushpendra Dubey, Prof & Head MRSC, Indore
5	Oath Ceremony on Meri Mati Mera Desh- Amrit Kalash Yatra	10/10/2023	Environment & Sustainability	
6	National Pollution Control Day	02/12/2023	Environment & Sustainability	
7	3D Working Model Competition on National Energy Conservation Day	14/12/2023	Environment & Sustainability	All the students of first year UG Programmes
8	Raksham Program	16/12/2023	Gender	20 students
9	Guest Session on "Exploring Personal Growth through Self Exploration" on the occasion of Swami Vivekanand Birth Anniversary	12/01/2024	Human Values	Mr. Abhijeet Vyas, Associate Director, Marketing & Sales(SAP) Infosys
10	National Youth Day	12/01/2024	Human Values	





11	7 days NSS Camp in Moklai Village	29 /02- 06/03/2024	Human Values Environment & Sustainability	20 students
12	Session on Women Empoerment and Gender Equity on occasion of International Women's Day	9 <sup>th</sup> March 2024	Gender	Dr. Renu Jain, Vice Chancellor DAVV, Ms. Harshika Singh, Commisioner Indore Municipal Corporation
13	Oath Ceremony on Earth Day	22/04/2024	Environment & Sustainability	
14	Seminar on Water Connservation	23/04/2024	Environment & Sustainability	Dr. Rajendra Singh, Waterman of India





Session on How to handle failures/obstacles and how to concentrate and enhance will power during Induction (UG) 23<sup>rd</sup> August 2023

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE

Event Report

Name of the Event: "ABHIGYATA PARV 2023" (UG INDUCTION PROGRAMME)

Date of Event- 23<sup>rd</sup> -24<sup>th</sup> August 2023

Faculty Coordinator- Dr. Anuradha Pathak, Dr. Pooja Srivastava

Student Coordinator- Riya Dixit, Ayush Singh Thakur, Sargam Sharma, Arham Ali Rizvi, Hemang Kataria, Shivansh Patel

Indore Institute of Management and Research hosted an Induction Ceremony "Abhigyata Parv 2023-24", for first year admitted students of BBA, BBA (Foreign Trade) and B. Com on 23<sup>rd</sup> and 24<sup>th</sup> August 2023. The objective of this induction program for undergraduate (UG) students was to provide them with a smooth transition into university life, facilitate their adjustment to academic and social settings, and set the stage for a successful and fulfilling college experience. More than 100 students from UG courses attended the program. Faculty and student volunteers worked extensively to ensure the proper and smooth conduction of the event. The following report includes the schedule and brief notes on the various events conducted as part of the induction program.

The first day, 23<sup>rd</sup> August 2023 started with Registration and Kit distribution to the students followed by some basic academic formalities of KYS and Biometric attendance registration.

The event began in a traditional way by welcoming the new batch with Tilak. Students were gathered in the institute's Auditorium to mark the beginning of the academic year and formal Induction Programme. The programme then followed by Saraswati Vandana. Shri Arun S. Bhatnagar, Group Advisor, SEWS, along with, Principal IIMR Dr. Rishi Dubey inaugurated the programme with lamp lightening and seeking blessings from Goddess Saraswati. The occasion was graced by beautiful Kathak Dance performance of Ms. Sargam Sharma of BBA FT III Yr. to symbolize the welcoming and celebration of new members, making them feel valued and appreciated.

Principal IIMR, Dr. Rishi Dubey, welcomed students to a world of knowledge, ideas, and experiences and asked them to challenge their intellect and broaden their horizons. He highlighted how the institute has evolved to get NAAC "A" Grade Accreditation in its very first cycle and the commitment of institution to the-pursuit of knowledge and personal development. Sir emphasized upon the Holistic Development of students through making them industry ready with academic imparting industry required skills.

*AP*

*Rishi Dubey*

Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)





Chief Guest Shri Arun S. Bhatnagar Sir welcomed new students. In his address, he said that "While academic excellence is at the core of our mission, IIMR is also a place where you will develop essential life skills". He said that education is not just about academics; it's also about character development. The institute aims to instill values such as integrity, empathy, and social responsibility. It's a place where you will learn the importance of teamwork, critical thinking, adaptability, and resilience. These skills will not only serve well in academic pursuits but also in future careers and personal lives. He asked students to be mindful of the impact they can have on the world. He also made students acquaint with the concept of "Eat Your FROG" and "Five seconds window". He highlighted the importance of mental wellbeing in the process of evolving better.

As a formal process of stepping in the Higher Education System, students were given ceremonial blessings from the dignitaries, through Diksha Sutra Ceremony. The Diksha Sutra Ceremony was conducted as a pivotal moment to initiate students to adhere to the teachings and processes of the institute.

The first session concluded with Vote of Thanks given by Dr. Pooja Srivastava. A group photograph was held to memoir the very first day of Batch 2023-26 followed by refreshments to the students.

Institute has a regular practice of tree plantation during the induction programme, there by sensitizing students towards Mother Nature and making them environment conscious. Tree plantation was conducted in the post-lunch session under the aegis of Green Waves Club and NSS. First year students planted the saplings and assured to take care of the saplings planted by them.

The day concluded with some fun filled ice-breaking activities conducted by UG Senior Students.

On Second Day of Induction 24th August 23, the day started with the continuing session on "How to handle failures-obstacles and how to concentrate and enhance will power" by Shri Arun S. Bhatnagar sir. Sir explained in a very simple language about the meaning of success and how to achieve it overcoming failures.

During the day students were explained about the academic processes and comprehensive learning system followed in the institute. Dean Academics, Dr. Simranjeet Kaur Sandhar explained the newly enrolled students about Academic Systems and Process, Teaching pedagogy, Internal Assessment Scheme, Attendance Policy and Comprehensive learning system practiced in the Institute.

*A. K. Jain*

*[Signature]*

Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
INDORE (M.P.)



There are various students' activity clubs in the Institute for organizing co-curricular and extra-curricular events. The session on "Introduction to Student Activity Clubs and SIGs" was conducted by Mr. Hanish Kukreja wherein he briefed the students to the clubs of the institute, the benefits of joining them and advised the students to take part in them. The institute focuses on holistic development, knowledge, skills and attitude of students which helps them to grow more. He encouraged the students to join the club as per their passion and interest and learn various skills like teamwork.

He also informed about the industry based skill enhancing certificates (SIGs: Skill Improvement Groups) offered by the institute. Sir briefed about SIGs that will be conducted during their course of progression in the undergraduate programme. He shared that two SIGs would be conducted every year.

The day progressed with interaction of students with Dr. Veena Dadwani, Director, and Career Development Cell. She stressed upon the power of Communication, stating "To Communicate, is the biggest ability in the world". Dr. Veena explained how to enhance the communication skills the impact good communication has on others.

A session was conducted by Mr. Abhishek Bhatnagar on "Vedic Maths & Logical Puzzles" wherein sir shared various tips and techniques to solve the mathematics problems 15 times faster that would help these students in any competitive examination.

The program was then taken over by Mr. Rohit Inani (Director- Corporate Relations) who uncovered the Placement Activity with the students. He explained the placement process that is being followed in the institute and how to get ready for good placements during these years of graduation.

The second half of the day was conducted by Dr. Puneet Duggal (CAO- IIST/IIP/IIMR) throwing light on Institute's Policy on Discipline, anti-ragging, organic farming, canteen, infrastructure, bus services and other safety norms. He informed the students about disciplinary committees of the institute and also explained the various guidelines to be followed and the steps that could invite severe punishments. He also advised the students not to indulge in acts of indiscipline and informed them about the code of conduct in campus, hostel and buses.

At the end of the day, a brief Library orientation was given by Librarian Mr. Vicky Kushwaha. He explained students about the Institute's rich library as a resource, numbers of books that can be issued and submission time along with the digital library, journal and library rules.

As planned, all the events were conducted very smoothly. Approximately 100 students of batch 2023-24 marked their presence.

*A. Pathan*



*P. S. 2*  
Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)



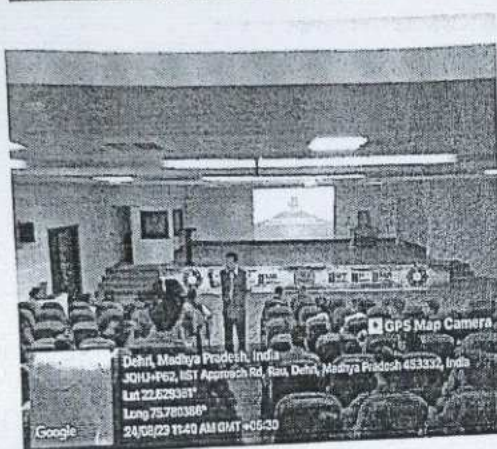


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Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)



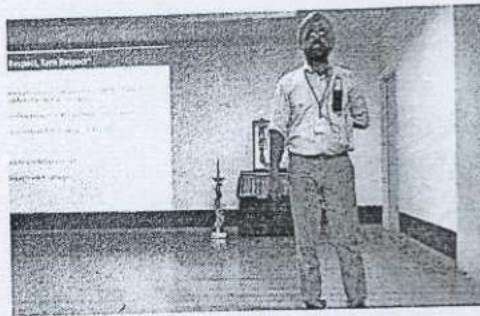
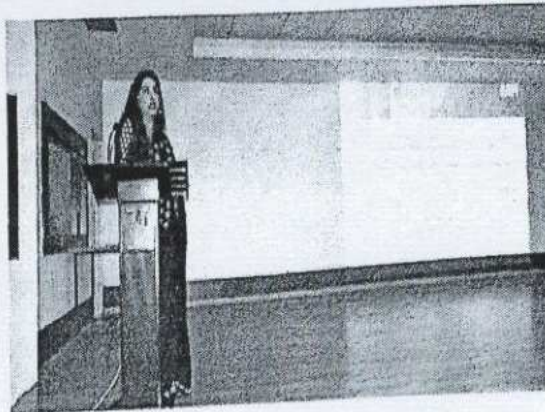




*A. Pathan*

*[Signature]*  
Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)

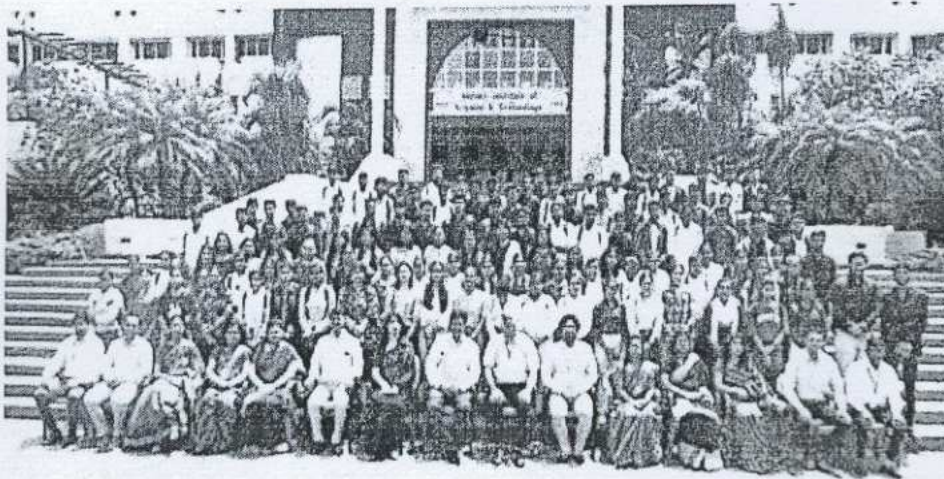
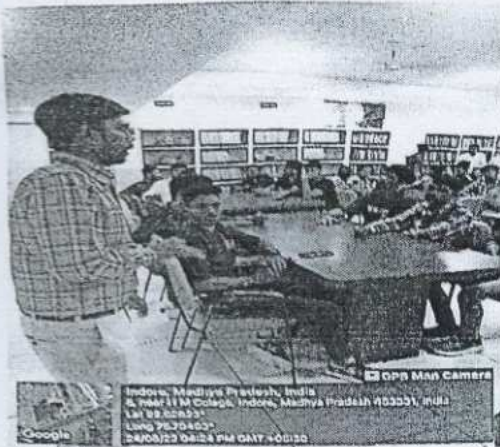




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Principal  
Indore Institute of Management  
and Research  
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INDORE (M.P.)





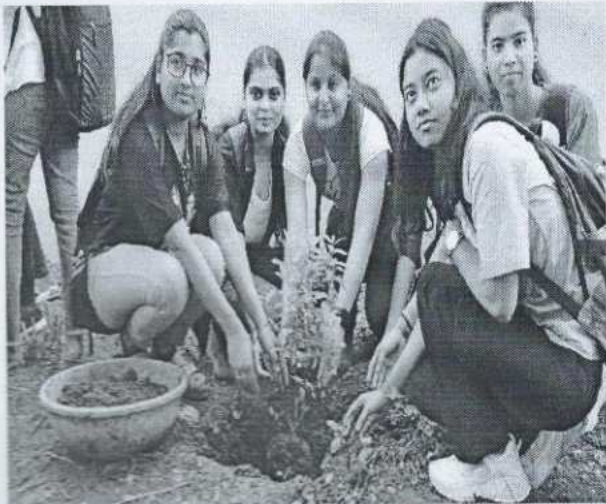
*A. Patil*



*[Signature]*  
Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
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Tree Plantation during Induction (UG)- 23<sup>rd</sup> August 2023





**Indore Institute of Management & Research**  
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

## Tree Plantation during Induction (PG) 25<sup>th</sup> September 2023



**Indore Institute of Management & Research**  
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Date: 25<sup>th</sup> to 27<sup>th</sup> September 2023

Time: 09:00 AM

Venue: Auditorium - 2, IIST

### MBA Induction Program Report 2023

IIMR organised a three days induction programme '*Abhigyata Parv- 2023*' for the new batch of MBA students.

#### **Day 1: Lecture by Hon. Group Advisor Sir (DG Sir)**

The MBA Induction Program commenced on 25/09/23, with an inspirational inaugural lecture by the Hon. DG Sir, Shri Arun S Bhatnagar, Chief Guest of the day. His compelling speech motivated the incoming students, setting a positive tone for the entire program. He emphasized the importance of leadership, innovation, and adaptability in the ever-evolving business landscape.

After the session the NSS wing of the college organised a plantation drive within the campus.

Later the same day, Mr. Rohit Inani Head Placements Addressed the students and sensitized them about the training and placement practices and procedures of the institution. The students also actively participated and their queries were also addressed.

#### **Day 2: Guest Lecture by Dr. Uttam Sahay (Director Strategies, Morish Foods Ltd., Ex-VP, HR Idea Vodafone Ltd.) and IMA Student Chapter, Inauguration**

On the second day, in the first session, students had the privilege of attending a lecture by Mr. Sahay, a renowned industry expert. His insights provided valuable real-world perspectives, enriching the students' understanding of the practical applications of their MBA studies. Following the lecture, the official inauguration of the IMA Student Chapter took place, marking a significant milestone for the institution. This event showcased the commitment to fostering a community of future business leaders.

A session about the institutions academic know-how and best practices was taken by Dean Academics, Dr Simranjeet Kaur Sandhar. She also highlighted about the attendance and examinations. Followed by a clubs, SIG's and Faculty introduction by Prof. Hanish Kukreja.

#### **Guest Lecture by Mr. Rasmirathi Tiwari (CEO, Gyrix Techno Labs)**

Later that day, students were treated to an engaging lecture by Mr. Tiwari, an expert in the field of technology. His lecture delved into the latest advancements and challenges in the industry, offering students a glimpse into a vital sector of the economy. After this a small interaction on Communication and Team work was taken by session by Prof. Veena Dadwani, Director, Career Development Cell.





**Day 3: Special Lecture by Dr. VK Gupta from IIM Indore and Recreational Trip to Nakhrali Dhani**


The final day of the induction program featured a prestigious guest lecture by Dr. VK Gupta, a distinguished professor from IIM Indore. Dr. Gupta's comprehensive lecture provided deep insights into the strategic aspects of financial management and banking industry, further enhancing the students' knowledge base. His expertise and engaging presentation style left a lasting impression on the attendees, inspiring them to pursue excellence in their academic endeavours.


The day concluded with a recreational trip to Nakhrali Dhani, providing students with an opportunity to unwind and connect with their peers outside the classroom environment. This excursion allowed for informal networking and the development of strong bonds among the incoming MBA cohort.

In conclusion, the three-day MBA Induction Program was a resounding success, offering a well-rounded experience to the incoming students. The combination of motivational talks, industry insights, and networking opportunities laid a strong foundation for their MBA journey, empowering them to face the challenges of the business world with confidence and determination.

Hon. DG Sir also applauded the program and congratulated the organising committee and the HOD for their meticulous planning and efforts for the same.

Faculty Coordinator:

Dr. Ajay Patil 

  
Dr. Vishal Geete

O/C PRINCIPAL

PRINCIPAL

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and Research  
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ACCREDITED WITH GRADE A NAAC

*Student Chapter*

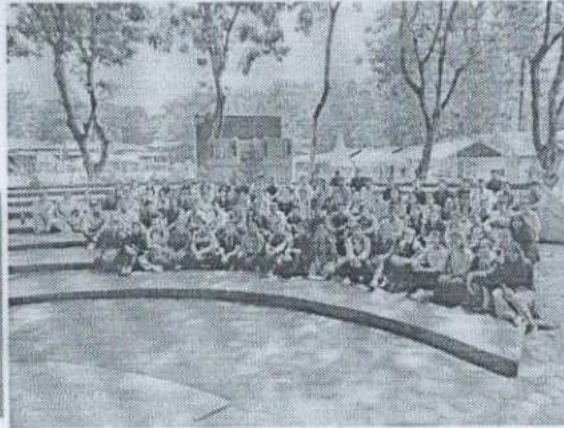
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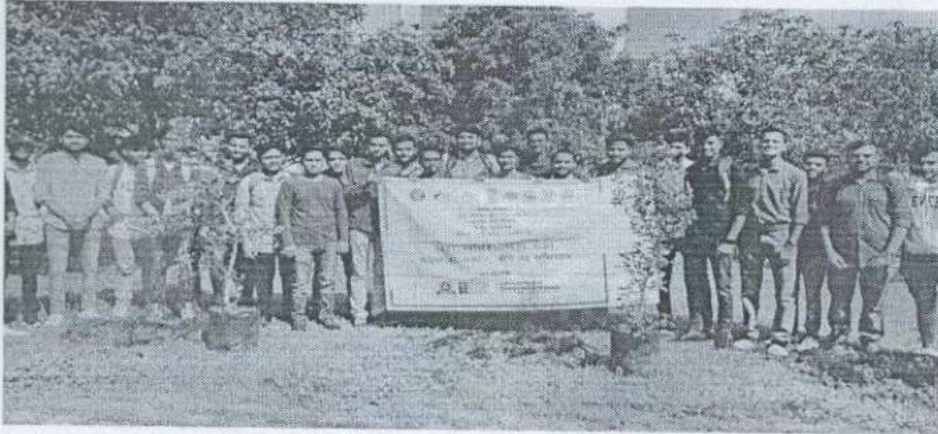
**Center of Excellence**

**The Art of Start**

26

26th September 2019  
11:30 AM - 02:30 PM











Gandhi Jayanti Celebration 2<sup>nd</sup> October 2023

स्वच्छता अभियान

“ स्वच्छांजलि एवं व्याख्यान आधुनिक परिवेश में गाँधी की प्रासंगिकता ”

रिपोर्ट

शैक्षणिक सत्र: 2023-24

दिनांक: 02/10/23 रविवार

समय: 10:45 प्रातः से 1.30 बजे तक

स्थान: आय आय एस टी ऑडिटोरियम

शिक्षक समन्वयक: डॉ. विशाल गीते

मुख्य वक्ता: डॉ. पुष्पेंद्र दुबे

गांधी जयंती राष्ट्रपिता को श्रद्धांजलि देने, उनकी महान उपलब्धियों को स्वीकार करने और अहिंसा, सत्य और शांति के उनके सिद्धांतों को आगे बढ़ाने का अवसर है। यह दिन स्वच्छता और सफाई पर जोर देने के लिए प्रसिद्ध है। महात्मा गांधी स्वच्छता के प्रबल समर्थक थे और उन्हें लगता था कि यह व्यक्तिगत और सामाजिक कल्याण दोनों के लिए महत्वपूर्ण है। स्वच्छ और स्वच्छ भारत के गांधी के सपने ने स्वच्छ भारत अभियान (स्वच्छ भारत मिशन) को प्रेरित किया, जिसे हाल के वर्षों में शुरू किया गया था। इस वर्ष, प्रधानमंत्री नरेंद्र मोदी ने भी भारत के नागरिकों से एक तारीख, एक घंटा, एक साथ अभियान के तहत श्रमदान करने का आग्रह किया है।

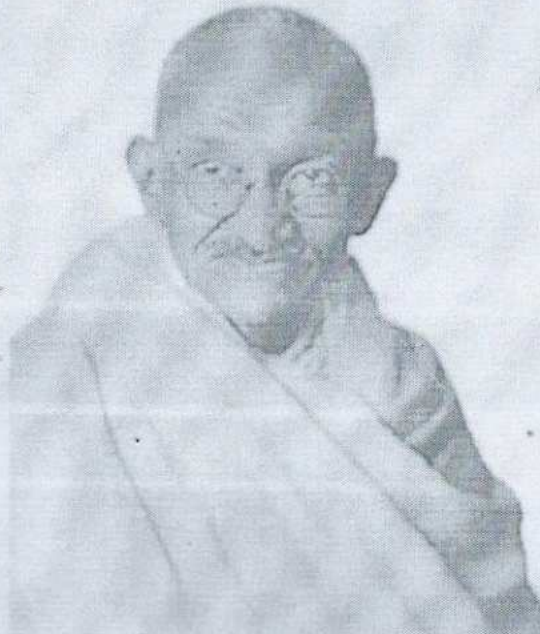
आय आय एस टी ग्रुप में भी राष्ट्रपिता महात्मा गांधी की जयंती (वर्ष दो हजार तेवीस में) स्वच्छता ही सेवा के रूप में मनाई गई। व्याख्यानमाला, स्वच्छता शपथ एवं स्वच्छता अभियान का आयोजन डॉ. पुष्पेंद्र दुबे, प्रोफेसर एवं हेड महाराजा रणजीत सिंह कॉलेज इंदौर के नेतृत्व में किया गया। उन्होंने अपने उद्बोधन में कहा कि स्वच्छता हमारा लक्ष्य ही नहीं होना चाहिए बल्कि यह हमारे राष्ट्र की आत्मा का अंश होना चाहिए। कार्यक्रम में राष्ट्रीय सेवा योजना के छात्र-छात्राओं एवं महाविद्यालय के अधिकारी एवं कर्मचारियों ने सहभागिता की। इस मौके पर विद्यार्थियों और स्टाफ सदस्यों ने बड़-चढ़कर हिस्सा लेकर अपने परिसर को साफ-सुथरा बनाया।





Affiliated to - RGPV(Bhopal) | DAVV(Indore) & Approved by - AICTE(New Delhi) | PCI(New Delhi)

# GANDHI 2<sup>nd</sup> October Jaynti



स्वच्छता अभियान "स्वच्छंजलि"  
एवं  
व्याख्यान  
"आधुनिक परिवेश में  
गांधी की प्रासंगिकता"



**Dr. Pushendra Dubey**  
Professor & HOD (Arts)  
Maharaja Ranjitsingh College,  
Indore



**स्वच्छता**

हमारा लक्ष्य ही नहीं होना चाहिए,

बल्कि यह  
हमारे राष्ट्र की आत्मा  
का अंश होना चाहिए।

- महात्मा गांधी



B.Tech. | M.Tech. | D.Pharm | B.Pharm | M.Pharm  
BBA | BBA(FT) | B.Com.(Hons) | B.Sc.(Math, CS, Stat) | MBA





**Indore Institute of Management and Research**

**Swachhta Abhiyan**

**"Swachhanjali and Lecture on the Relevance of Gandhi in the Modern Context"**

**Report**

**Academic Session 2023-24**

**Date: 02/10/23, Sunday**

**Time: 10:45 AM to 1:30 PM**

**Venue: IIST Auditorium**

**Teacher Coordinator: Dr. Vishal Geete**

**Chief Speaker: Dr. Pushendra Dubey**

Gandhi Jayanti is an occasion to pay tribute to the Father of the Nation, acknowledge his great achievements, and promote his principles of non-violence, truth, and peace. This day is also renowned for emphasizing cleanliness and hygiene. Mahatma Gandhi was a staunch advocate of cleanliness, believing it to be essential for both personal and societal well-being. Gandhi's dream of a clean and healthy India inspired the Swachh Bharat Abhiyan (Clean India Mission), which was launched in recent years. This year, Prime Minister Narendra Modi has also urged Indian citizens to participate in a collective effort to dedicate one date and one hour for contributing towards cleanliness.

At IIST Group, the birth anniversary of the Father of the Nation, Mahatma Gandhi, was celebrated in the year 2023 under the theme of "Swachhta Hi Seva" (Cleanliness is Service). A lecture series, cleanliness oath, and cleanliness campaign were organized under the leadership of Dr. Pushendra Dubey, Professor and Head of Maharaja Ranjit Singh College, Indore. In his address, he emphasized that cleanliness should not only be our goal but also an essential part of the soul of our nation.

The event was attended by the students of the National Service Scheme (NSS) and college officials.





GPS Map Camera

Dehri, Madhya Pradesh, India

JQHJ+P62, IIST Approach Rd, Rau, Dehri, Madhya Pradesh 453332, India

Lat 22.629375°

Long 75.780314°

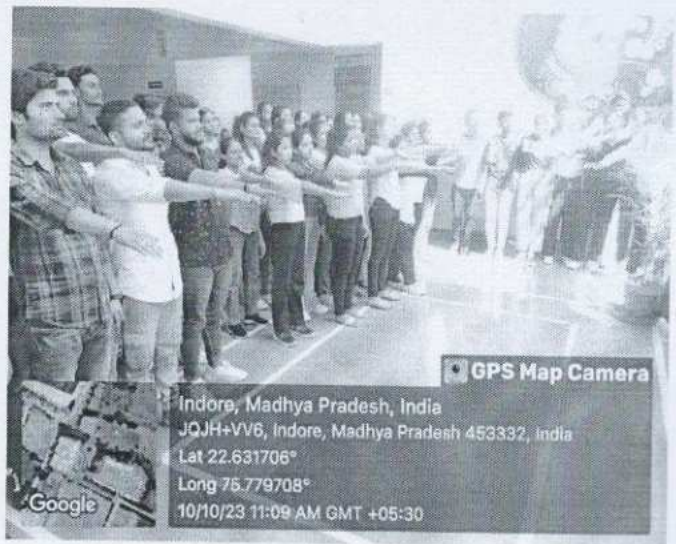
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Google





Oath Ceremony on Meri Mati Mera Desh 10<sup>th</sup> October 2023 – Glimpses





National Pollution Control Day, 2<sup>nd</sup> December 2023

**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**

**National Pollution Control Day**

**An innovative Public Awareness Drive**

**Dt 2<sup>nd</sup> November 2023 (Saturday)**

*December*

Objective:- To pay homage to the victims of Bhopal gas tragedy and sensitize general public about the harms of various pollutions and thus learn from our past mistake

National Pollution Control Day is observed in memory of those who lost their lives in the Bhopal Gas tragedy on 2nd December 1984. The day aims to bring awareness about the fatalities caused due to polluted water, land, and air. The primary goal of our event was to observe National Pollution Control Day by leveraging the power of social media platforms to raise awareness about environmental issues and encourage individuals to adopt sustainable practices. The day being a non-academic day, the entire event was conducted by the students from the comfort of their home and sensitizing people in their nearby communities.

The students used social media handles of Facebook and Instagram to further spread the word of awareness. To enhance the reach and engagement of our campaign, we created and promoted specific hashtags like #NationalPollutionControlDay and #IIMR. Users were encouraged to share their thoughts, experiences, and tips for pollution control using these hashtags. Leveraging the reach of social media influencers in the environmental and sustainability space, some students even collaborated with influencers to share informative content and promote the campaign. This significantly increased our visibility among diverse audiences. The winners were declared on the basis of maximum shares and likes of the posts.

The winner was Harshita Kasliwal with a maximum shares on Facebook and Instagram as well as collaboration.

*Shijji 27th Dec*  
Report Prepared By

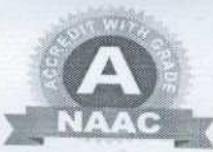
Dr. Shijji Shukla

Coordinator (IIMR Library and Resource Centre)

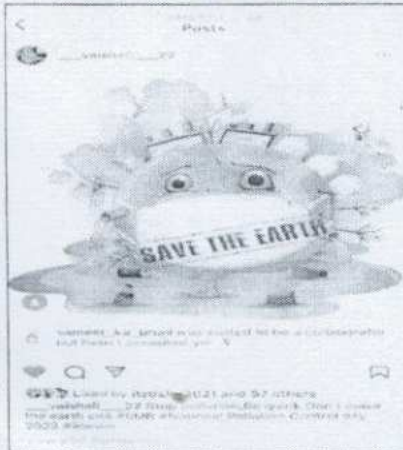
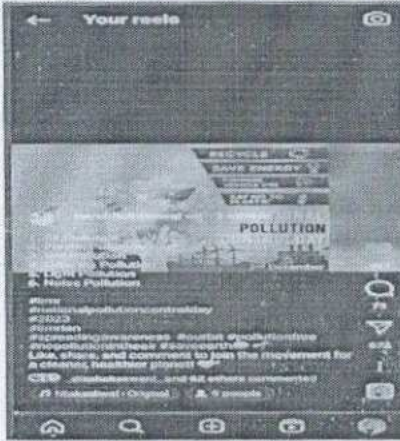
*Dr. Dhanendra Sharma*  
Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
RAU, INDORE (M.P.)







Photos of the Event



*Dr. DA. ARABANK  
(MOU/24)*



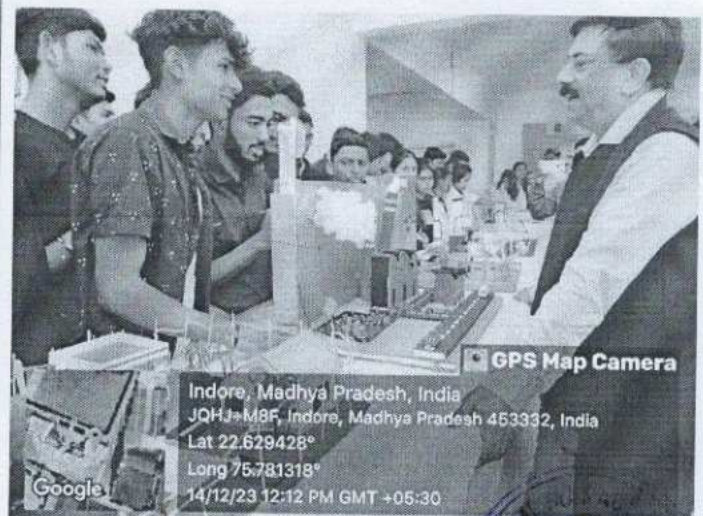
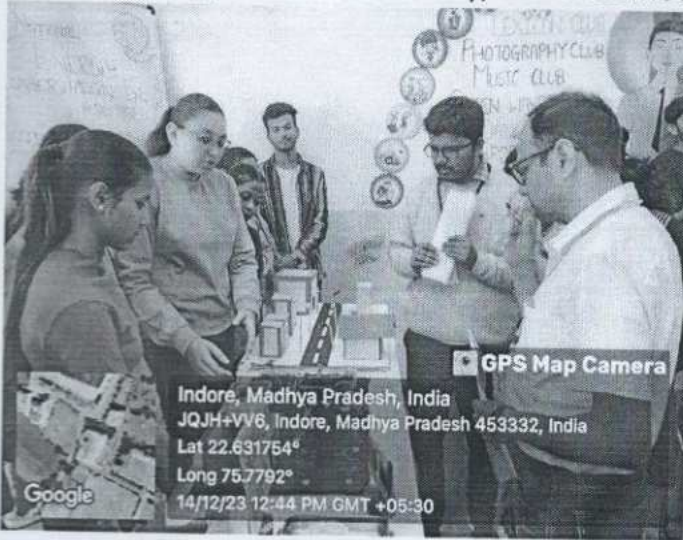


**INDORE INSTITUTE OF MANAGEMENT AND RESEARCH**  
**NATIONAL POLLUTION CONTROL DAY PARTICIPATION (dt: 2nd December 2023, Saturday)**

Timestamp	Email Address	Name of the Team Leader/ Individual Participant	Program Name (MBA/ BBA/ BBAFT/ B.C. om.)	Year	Type of Participation	Name of Team Members	Upload Facebook Screenshot	Upload Instagram Screenshot
12/2/2023 17:57:02	prachi.shende@gmail.com	Prachi Shende	MBA	II Year	Individual participation	Option 1		<a href="https://www.instagram.com/prachishende1110">https://www.instagram.com/prachishende1110</a> <a href="https://www.facebook.com/prachishende1110">https://www.facebook.com/prachishende1110</a>
12/2/2023 18:24:43	Harshita.Kesriwal@ipic2022@indoreinstitute.com	Harshita Kesriwal	MBA	II Year	Group Participation	7 members	<a href="https://www.facebook.com/indoreipic2022">https://www.facebook.com/indoreipic2022</a> IPIC2022	<a href="https://www.instagram.com/indoreipic2022">https://www.instagram.com/indoreipic2022</a> <a href="https://www.facebook.com/indoreipic2022">https://www.facebook.com/indoreipic2022</a>
12/2/2023 18:26:05	nayidini.war9505@gmail.com	Nayidini Twar	BBA	I year	Individual participation	Option 1		<a href="https://www.instagram.com/nayidiniwar9505">https://www.instagram.com/nayidiniwar9505</a> <a href="https://www.facebook.com/nayidiniwar9505">https://www.facebook.com/nayidiniwar9505</a>
12/2/2023 18:31:12	varshitaadar2022@indoreinstitute.com	Varshita padar	MBA	II Year	Individual participation			<a href="https://www.instagram.com/varshitaadar2022">https://www.instagram.com/varshitaadar2022</a> <a href="https://www.facebook.com/varshitaadar2022">https://www.facebook.com/varshitaadar2022</a>
12/2/2023 18:31:18	anshika123kashwal@gmail.com	Anshika Kashwal	MBA	II Year	Individual participation	Option 1		<a href="https://www.instagram.com/anshika123kashwal">https://www.instagram.com/anshika123kashwal</a> <a href="https://www.facebook.com/anshika123kashwal">https://www.facebook.com/anshika123kashwal</a>



National Energy Conservation Day, 14<sup>th</sup> December 2023 Glimpses



Raksham Program

इन्दौर इंस्टीट्यूट ऑफ मेनेजमेन्ट एण्ड रिसर्च, इन्दौर

“रक्षम कार्यक्रम”

रिपोर्ट

शैक्षणिक सत्र: 2023-2024

कार्यक्रम दिनांक : 16<sup>th</sup> December, 2023

समय : 09.30- 12.30 P.M.

स्थान - नेहरू स्टेडियम, इन्दौर

शिक्षक समन्वयक : डॉ. वैभव मोडक (“रा.से.यो.” कार्यक्रम अधिकारी)

दिनांक 16.12.2023 शनिवार को नेहरू स्टेडियम में म.प्र. जिला शासन, कलेक्टर कार्यालय द्वारा मुख्यतः छात्राओं हेतु “रक्षम कार्यक्रम” (सेल्फ डिफेंस प्रोग्राम) “ज्वाला” आयोजित किया गया जिसमें इन्दौर इंस्टीट्यूट ऑफ मेनेजमेन्ट एण्ड रिसर्च, महाविद्यालय राज. इन्दौर से 20 छात्र/छात्राओं एवं राष्ट्रीय सेवा योजना कार्यक्रम अधिकारी डॉ. वैभव मोडक ने भाग लिया। इस कार्यक्रम में विभिन्न खेल प्रशिक्षकों द्वारा छात्राओं को आत्म सुरक्षा की तकनीकों एवं गुर बतलाए गये जिससे छात्राएं संकट की घड़ी में असामाजिक एवं शरारती तत्वों से कैसे अपने आप को बचाये व उन्हें हरा सके।

इन तकनीकों में शरीर के विभिन्न अंगों एवं स्नायु संस्थानों के बारे में बतलाया गया कि कैसे हम उन बिन्दुओं या अंगों पर आघात करके दुश्मनों को मात दे सकते हैं एवं चौटिल कर सकते हैं। विभिन्न बचाव तकनीकों का प्रदर्शन वृहद् स्क्रीन पर दर्शाया गया जिसे छात्र/छात्राओं ने देख कर दोहराया। जिला शासन द्वारा सभी सहभागी छात्र/छात्राओं को इस रक्षम कार्यक्रम के प्रशिक्षण प्रमाण-पत्र भी प्रदान किये गये। इस संबंध में महाविद्यालय प्राचार्या डॉ. आराधना चौकसे ने भी छात्र-छात्राओं हेतु आत्मरक्षा की तकनीकों की जानकारी एवं प्रशिक्षण को महत्वपूर्ण बतलाया।

इस संबंध में संस्था के प्रमुख महानिदेशक श्री अरुण एस. भटनागर द्वारा भी छात्र-छात्राओं को अभिप्रेरणा प्रदान की गई एवं उन्होने भी लडकियों को मजबूत, आत्मनिर्भर एवं निर्भीक रहने पर बल दिया।




इन्दौर इंस्टीट्यूट ऑफ मेनेजमेन्ट एण्ड रिसर्च, इन्दौर

रक्षम कार्यक्रम हेतु नेहरू स्टेडियम में दिनांक 16/12/2023 सहभागी विद्यार्थियों की सूची

क्रमांक	गणविद्यालय का नाम	विद्यार्थी का नाम	मोबाईल नंबर	कक्षा	प्रभारी शिक्षक
1	IIMR College	Kashish singh	7973325491	B.Com. I Year	Dr. Vaibhav Modak
2	IIMR College	Avinash dhakar	9644606004	B.Com. I Year	Dr. Vaibhav Modak
3	IIMR College	Nikhil meena	7389638464	B.Com. I Year	Dr. Vaibhav Modak
4	IIMR College	Sujal Bedi	8982580111	B.Com. I Year	Dr. Vaibhav Modak
5	IIMR College	Gopal tomar	8815639691	B.Com. I Year	Dr. Vaibhav Modak
6	IIMR College	Om Soni	7879547373	B.Com. I Year	Dr. Vaibhav Modak
7	IIMR College	Chetna Gupta	9753807022	B.Com. I Year	Dr. Vaibhav Modak
8	IIMR College	Lukish Sharma	9981880698	B.Com. I Year	Dr. Vaibhav Modak
9	IIMR College	Shivam Agrawal	9981085641	B.Com. I Year	Dr. Vaibhav Modak
10	IIMR College	Dhruv Pawar	7987652642	BBA I Year	Dr. Vaibhav Modak
11	IIMR College	Anshita jain	9977475979	BBA I Year	Dr. Vaibhav Modak
12	IIMR College	Annu Mishra	8400671773	BBA I Year	Dr. Vaibhav Modak
13	IIMR College	Virendra parihar	6263277627	BBA I Year	Dr. Vaibhav Modak
14	IIMR College	Talha Siddiqui	8261950772	BBA I Year	Dr. Vaibhav Modak
15	IIMR College	Praveen pawar	8871927694	BBA I Year	Dr. Vaibhav Modak
16	IIMR College	Satish borana	9770121776	BBA I Year	Dr. Vaibhav Modak
17	IIMR College	Raghav joshi	9171297733	BBA I Year	Dr. Vaibhav Modak
18	IIMR College	Shraddha Rathore	9098525266	BBA I Year	Dr. Vaibhav Modak
19	IIMR College	Rishita Rathore	9589914871	BBA I Year	Dr. Vaibhav Modak
20	IIMR College	Himanshu Chourey	9340026130	BBA I Year	Dr. Vaibhav Modak

V. Modak

  
प्रो. (डॉ.) आराधना वीकरे  
प्राचार्या  
Principal  
Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
Indore (M.P.)

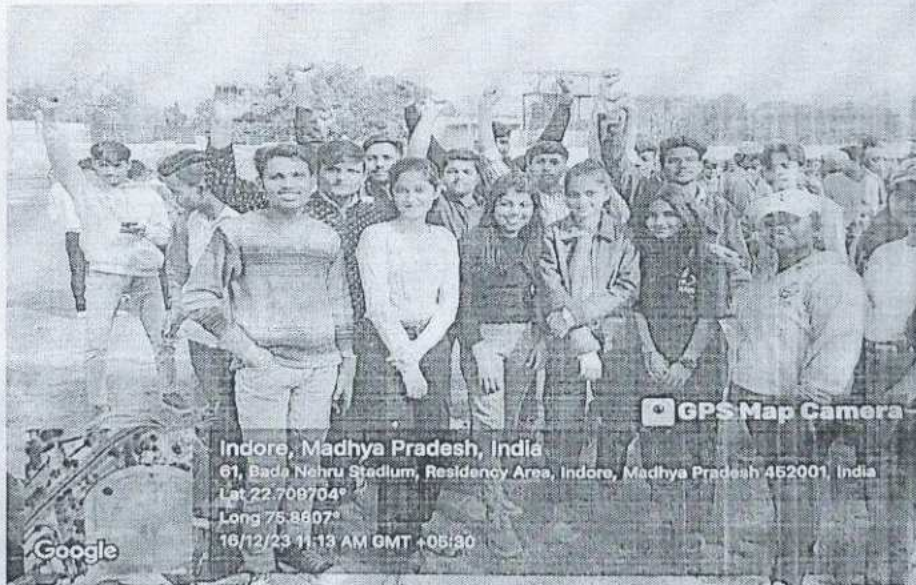
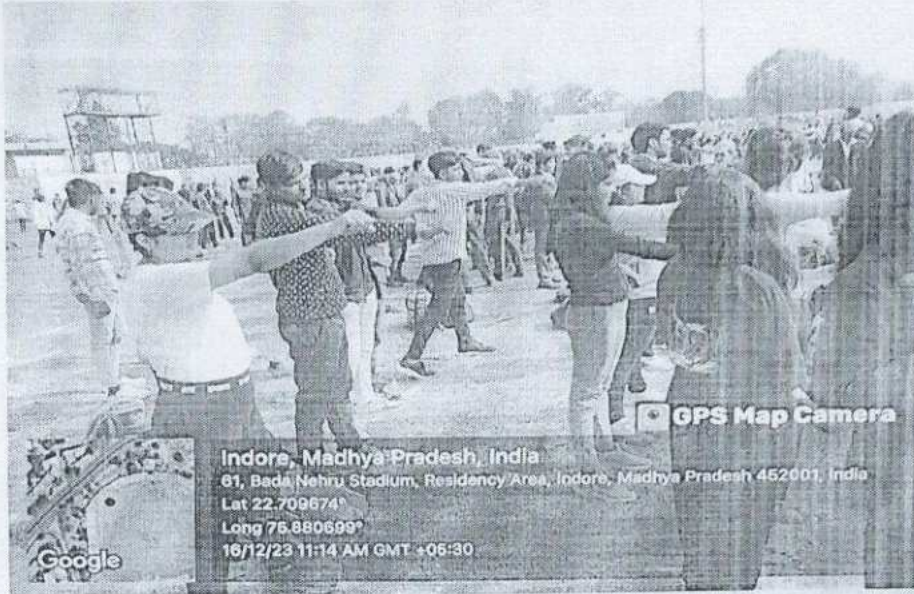




# Indore Institute of Management & Research

Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)







# RAKSHAM

World's Largest Self-Defence Workshop

## Certificate of Participation

This Certificate Present to:

Annu Mishra, B.B.A. I year

Of Institute:

Indore Institute of Management & Research

Has actively Engaged in the Historic Self-Defense training event at Nehru  
Stadium, Indore on December 16th, 2023.

Dr. Ilayaraja T  
COLLECTOR INDORE

Dr. Divya Gupta  
FOUNDER, IWALA



# RAKSHAM

World's Largest Self-Defence Workshop

## Certificate of Participation

This Certificate Present to:

Chetna Gupta, B.com. I Year

Of Institute:

Indore Institute of Management & Research

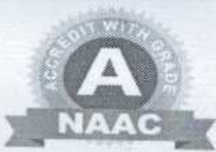
Has actively Engaged in the Historic Self-Defense training event at Nehru  
Stadium, Indore on December 16th, 2023.

Dr. Ilayaraja T  
COLLECTOR INDORE

Dr. Divya Gupta  
FOUNDER, IWALA









Session on Exploring Personal Growth Through Self Reflection 12<sup>th</sup> January 2024

**Indore Institute of Management and Research, Indore**

**Swami Vivekanand Birth Anniversary Celebration 2024**

Event Report

Academic Year: 2023-2024

Session: January-June 2024

Name of Event: Swami Vivekanand Birth Anniversary

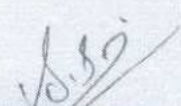
Date of Event: 12 January 2024.

Time: 10:00 AM Onwards

Venue: Seminar Hall 2

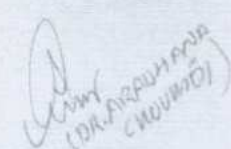
Report on Swami Vivekanand Birth Anniversary Celebration

Swami Vivekananda, which is marked as National Youth Day was celebrated in IIMR on 12<sup>th</sup> January 2024. The celebrations commenced with the garlanding of Swami ji's portrait by Hon. Group Advisor Shri Arun S Bhatnagar Sir and Principal IIMR, Dr. Aradhana Chouksey. Expert speaker of the session, Mr. Abhijeet Vyas- Associate Director Marketing and Sales (SAP), Infosys, Indore (M.P.) highlighted the topic of the session- "Exploring Personal Growth through Self Reflection" and said that the illustrious life and deeds of Swami Vivekananda were an inspiration for all. He also said that the development of the country depends on the youth and asked the youngsters to emulate Swami Vivekananda. The aim of the session was to sensitize the students about the philosophies, principles, and ideas of Swami Vivekanada. The students were motivated to be good citizens of India, thus contributing to the development of the country.

  
Dr. Shubhangi Jain

Faculty Coordinator

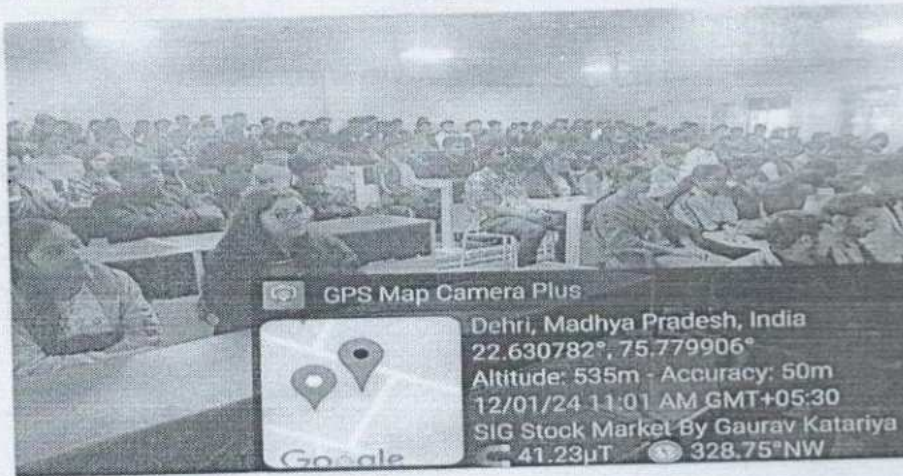


  
Dr. Aradhana Chouksey

Principal, IIMR



Glimpses of the Event:



*Handwritten signature*





National Youth Day, 12<sup>th</sup> January 2024

### National Youth Day

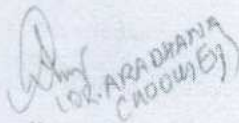
The seminar on National Youth Day conducted on 12 January 2024 for the students of IIMR proved to be an enlightening experience, offering a platform for profound insights and learnings. The event, which celebrated the ideals and philosophies of Swami Vivekananda, aimed at instilling a sense of inspiration and purpose among the youth. The distinguished speakers touched upon various aspects of leadership, resilience, and the role of the youth in shaping the nation's future.

One key takeaway emphasized the importance of self-belief and confidence in navigating the challenges of professional and personal life. The speakers shared anecdotes from Swami Vivekananda's life, illustrating the power of determination and the ability to overcome adversity. Additionally, discussions revolved around the significance of holistic development, integrating ethical values into decision-making processes.


The seminar served as a platform for networking and fostering a sense of camaraderie among the students of IIMR. The shared experiences and reflections from the event are anticipated to leave a lasting impact, influencing the academic and professional journeys of the participants. Overall, the seminar on National Youth Day served as a catalyst for personal and collective growth, aligning with the ethos of Swami Vivekananda's teachings.

The Seminar was attended by 115 students of IIMR in Auditorium II

Event Coordinators:  
Simnelika Kushwaha

  
Dr. Aradhana Chouksey  
PRINCIPAL

Signature with Date:

  
12/01/24



**7 Days NSS Special Residential Camp**

इंद्र २१२८८८८८ जाइ म११म८ २० १२११

“राष्ट्रीय सेवा योजना सात दिवसीय विशेष आवासीय शिविर”

(NSS SEVEN DAY'S SPECIAL RESIDENTIAL CAMP)

रिपोर्ट



शैक्षणिक सत्र: 2023-24

दिनांक: २९ फरवरी 2024, गुरुवार से ६ मार्च २०२४, बुधवार तक

स्थान: ग्राम मोकलाय

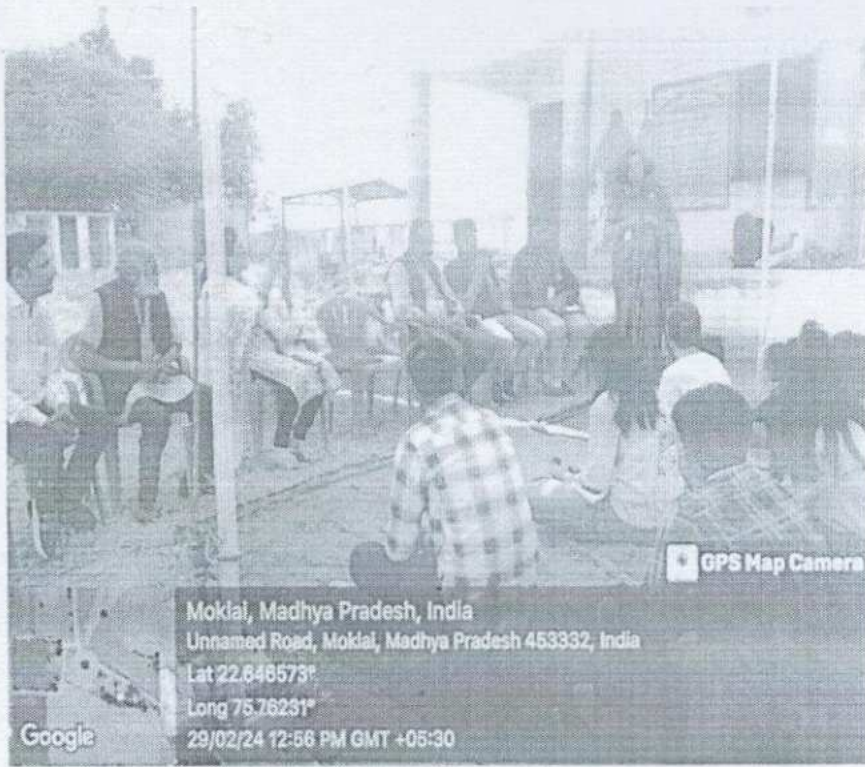
शिक्षक समन्वयक: डॉ. वैभव मोड़क (कार्यक्रम अधिकारी रासेयो)

1) प्रथम दिवस 29 फरवरी 2024

प्रथम दिवस, इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट की रासेयो इकाई द्वारा ग्राम मोकलाय में सात दिवसीय शिविर का उद्घाटन नरलाये मिडिल स्कूल प्रिंसिपल मुकेश शर्मा जी, प्राइमरी स्कूल प्रभारी सुनील चौहान जी, इंस्टिट्यूट प्रिंसिपल डॉ. आराधना चौकसे मैडम द्वारा किया गया। इस दौरान कार्यक्रम अधिकारी डॉ. वैभव मोड़क, डीन स्पोर्ट्स डॉ. सुखदेव भम्बोरिया, कार्यपालन अधिकारी अभय सहस्त्रबुद्धे ही उपस्थित थे। छात्रों ने स्कूल कैंपस और शिविर जगह की साफ सफाई की रासेयो गीतों का अभ्यास किया गया स्वच्छ अभियान एव जल बचाव शिविर की प्रमुख गतिविधिया रहेंगी।

V. Modak





## 2) द्वितीय दिवस 1 मार्च 2024

इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट एंड रिसर्च सात दिवसीय आवासीय शिविर ग्राम मोकलाय में दूसरे दिन शुरुवात सुबह फेर्री से की गयी। इसके बाद विद्यार्थियों ने योग व्यायाम एवं मैडिटेशन किया परियोजना के दौरान विद्यालय के परिसर की साफ़ सफाई की गयी एव प्राथमिक विद्यालय में विद्यार्थियों को पढ़ाया गया बौद्धिक सत्र में डॉ. विजय ग्रेवाल असिस्टेंट प्रोफेसर डिपार्टमेंट ऑफ कॉमर्स झाबुआ गवर्नमेंट कॉलेज ने मुख्या वक्त के रूप में छात्रों को सम्बोधित किया एवं व्यक्तित्व विलास में राष्ट्रीय सेवा योजना का योगदान पैर अपने विचार रखे। आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया। साथ में असिस्टेंट प्रोफेसर सिम्रलिका कुशवाह भी उपस्थित थी।

V. Mudan



3) तृतीय दिवस 2 मार्च 2024 - इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट एंड रिसर्च सात दिवसीय आवासीय शिविर ग्राम मोकलाय में तीसरे दिन की शुरुवात सुबह फेरी से की गयी। इसके बाद विद्यार्थियों ने योग, व्यायाम एवं मैडिटेशन किया परियोजना के दौरान ग्राम के परिवारों का सर्वे किया गया एवं व्यक्तिगत जानकारी जैसे शिक्षा, कोरोना बचाव के लिए टीकाकरण, बीमारिया, मेडिकलेम इन्श्युरन्स, अन्य जानकारी इकट्ठा की गयी एवं बौद्धिक सत्र में डॉ. विशाल गीते, प्रोफेसर एंड डीन एकेडेमिक्स, हेड - डिपार्टमेंट ऑफ मैनेजमेंट ने मुख्य वक्ता के रूप में छात्रों को "ओब्जेक्टिवेस सेटिंग फॉर स्टूडेंट सक्सेस" विषय पर सम्बोधित किया। आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया। इस अवसर पर प्राचार्य डॉ. आराधना चौकसे, डीन रिसर्च डॉ. रक्षिता पुराणिक मैडम, अन्य वरिष्ठ प्राध्यापकगण एवं ऑफिस स्टाफ भी मौजूद थे।



*V. Modak*





4) चतुर्थ दिवस 3 मार्च 2024- इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट एंड रिसर्च सात दिवसीय आवासीय शिविर ग्राम मोकलाय में चतुर्थ दिन की शुरुवात सुबह फेरी से की गयी। इसके बाद विद्यार्थियों ने योग, व्यायाम एवं मैडिटेशन किया परियोजना के दौरान ग्राम के परिवारों को मतदान हेतु रैली के माध्यम से जागरूक किया गया।

इंस्टिट्यूट के ग्रुप एडवाइजर सर माननीय श्री अरुण एस भटनागर सर ने भी मुख्य अतिथि के रूप में छात्रों को सम्बोधित किया एवं अपने सपनों को सार्थक करने हेतु उद्देश्य या लक्ष्य निर्धारित करने पर बल दिया एवं बौद्धिक सत्र में डॉ. जीतेन्द्र तलारेजा असिस्टेंट प्रोफेसर, मेडीकैप्स यूनिवर्सिटी ने मुख्य वक्ता के रूप में छात्रों "आनंदमयी विद्यार्थी जीवन" विषय पर सम्बोधित किया एवं आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया। इस अवसर असिस्टेंट प्रोफेसर अर्पिता बिंजवा मेडम, रूपल मेडम एवं डीन स्पोर्ट्स सुखदेव भम्बोरिया उपस्थित थे।

*V. Modak*







5) पंचम दिवस 4 मार्च 2024- इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट एंड रिसर्च सात दिवसीय आवासीय शिविर ग्राम मोकलाय में पंचम दिन की शुरुवात सुबह प्रभात फेरी से की गयी। इसके बाद विद्यार्थियों ने योग व्यायाम एवं मैडिटेशन किया लक्ष गीत का अभ्यास किया। परियोजना कार्य के दौरान ग्राम के परिवारों को जल सरक्षण हेतु रैली के माध्यम से जागरूक किया गया। बौद्धिक सत्र में प्रो. तपेश सरोसदिया, असिस्टेंट प्रोफेसर आए.इ.टी., डिपार्टमेंट ऑफ इलेक्ट्रॉनिक्स एंड इंस्ट्रुमेंटेशन, देवी अहिल्या विश्वविद्यालय खंडवा रोड ने मुख्य वक्ता के रूप में छात्रों " स्वामी विवेकानंद एक प्रेरक व्यक्तित्व" विषय पर सम्बोधित किया। उन्होंने छात्रों को बतलाया की वे कैसे स्वयं की क्षमताओ पहचाने एवं जीवन में आगे बढ़े। आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया।

V. Modak



ऑफ मैनेजमेंट एंड रिसर्च सात दिवसीय आवासीय शिविर ग्राम मोकलाय में षष्ठम दिन की शुरुवात सुबह प्रभात फेरी से की गयी। इसके बाद विद्यार्थियों ने योग व्यायाम एवं मैडिटेशन किया लक्ष गीत का गान किया। परियोजना कार्य के दौरान शा.प्राथमिक विद्यालय, मोकलाय के विद्यार्थियों को स्टेशनरी -कापियों एवं पेंसिल किट प्रदान किया गया। बौद्धिक सत्र में प्रो. स्वप्निल व्यास, असिस्टेंट प्रोफेसर एवं पर्यावरणविद, महर्षि इंस्टिट्यूट ऑफ मैनेजमेंट ने मुख्य वक्ता के रूप में छात्रों को "पर्यावरण संरक्षण में युवाओं की भूमिका" विषय पर सम्बोधित किया आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया।



7) सप्तम दिवस 6 मार्च 2024- दि. 6 मार्च 2024 बुधवार को इंदौर इंस्टिट्यूट ऑफ मैनेजमेंट एंड रिसर्च के सात दिवसीय राष्ट्रीय सेवा योजना के शिविर का समापन ग्राम मोकलाय में सादगीपूर्वक हुआ। शुरुवात सुबह प्रभात फेरी से की गयी। इसके बाद विद्यार्थियों ने योग व्यायाम एवं मैडिटेशन किया। लक्ष गीत का गान किया गया।

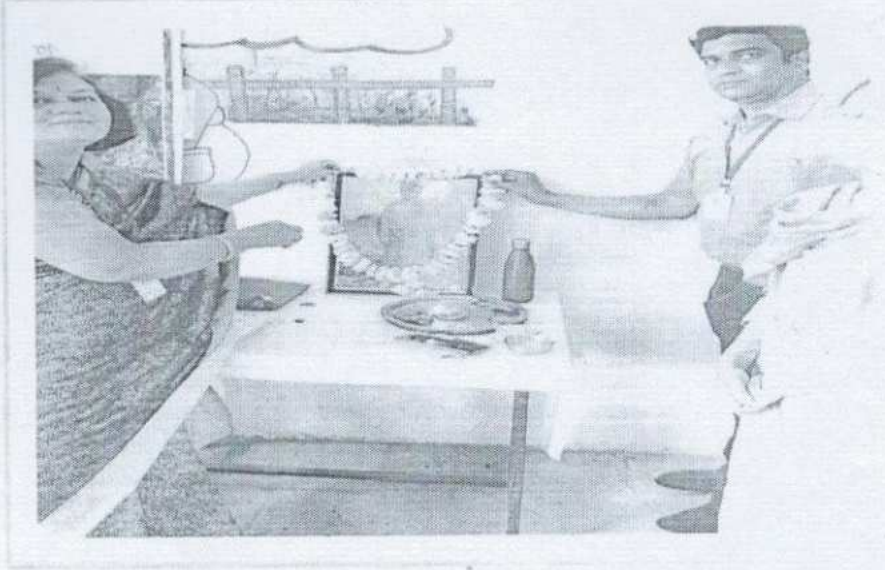
महाविद्यालय की प्राचार्य डॉ. आराधना चौकसे मैडम ने मुख्य वक्ता के रूप में छात्रों को सम्बोधित किया एवं बतलाया की किस प्रकार कैप विद्यार्थियों के जीवन में बदलाव ला सकता है। शिविर के दौरान किये कार्य एवं दिनचर्या को स्टूडेंट्स रोजमर्रा की जिंदगी में भी अपनाने पर बल दिया। सभी विद्यार्थियों ने अपने अनुभव कठिनाई एवं सुझाव बतलाये। विद्यार्थियों को राष्ट्रिय सेवा योजना के सात दिवसीय शिविर के प्रमाण पत्र वितरित किये गए। इस अवसर पर असिस्टेंट प्रोफेसर अर्पिता बिजवा मैडम भी उपस्थित थी।

6

*V. Modak*



आभार प्रदर्शन रासेयो अधिकारी डॉ. वैभव मोडक ने किया। सभी ने आनंदपूर्वक शिविर से प्रस्थान किया।



*V. Modak*





International Women's Day, 9<sup>th</sup> March 2024

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

**Car Rally and Guest Session- Women's Day Celebration 2024**

Event Report

Academic Year: 2023-2024

Session: January- June 2024

Date of Event: 09<sup>th</sup> March, 2024

Time: 9:00 AM Onwards

Venue- Auditorium I

Faculty Coordinator: Dr. Shubhangi Jain & Dr. Asha Mishra (Assistant Professor, IIMR)

Student Coordinator: Arundhati Dehariya (MBA I (A) Year), Nancy Soni (BBA II Year)

**Expert- Women Empowerment & Gender Equity Session**

Dr. Renu Jain- Vice Chancellor (DAVV, University)

Ms. Harshika Singh (IAS)- Commissioner, Indore Municipal Corporation

**Car Rally Team-**

Ms. Shreshtha Goyal and Team- Group Leader (Adventurous Group of Car Rally)

To celebrate the International Women's Day, 2024, IIMR has organized a Special Lecture on **Women Empowerment & Gender Equity Session**. The event was graced by Honourable Group Advisor Sir Shri Arun Bhatnagar, Dr. Aradhana Chouksey (Principal IIMR), Dr. Keshav Patidar (Principal, HST), Dr. Nimita Manocha (Principal IIP), Dr. Puneet Duggal (CEO), Principals of renowned schools (Sathya Sai, Daly College), Dr. Renu Jain- Vice Chancellor (DAVV, University) Ms. Harshika Singh (IAS)- Commissioner, Indore Municipal Corporation came together to begin the pooja by praying and offering flowers to Goddess Saraswati. The lecture on the theme- "**Women Empowerment & Gender Equity Session**" was delivered by the **Expert**, Dr. Renu Jain- Vice Chancellor (DAVV, Indore) and Ms. Harshika Singh (IAS)- Commissioner, Indore Municipal Corporation. Distinguished speakers delivered keynote addresses highlighting the importance of women's empowerment and gender





equity in achieving a more just and equitable society. They emphasized the need for collective action, policy interventions, and cultural shifts to address systemic barriers and biases that hinder women's progress.

Also, IIMR hosted an empowering event, **The Women's Car Rally**, aimed at celebrating women's independence, driving skills, and promoting gender equality. 34 teams participated the event in totality. The event garnered significant attention and participation from both students and faculty members, fostering a spirit of empowerment and solidarity among attendees. Best decorated car for the mentioned theme award was presented to Rashmi Saji.

Dr. Shubhangi Jain

Dr. Asha Mishra

Faculty Coordinator

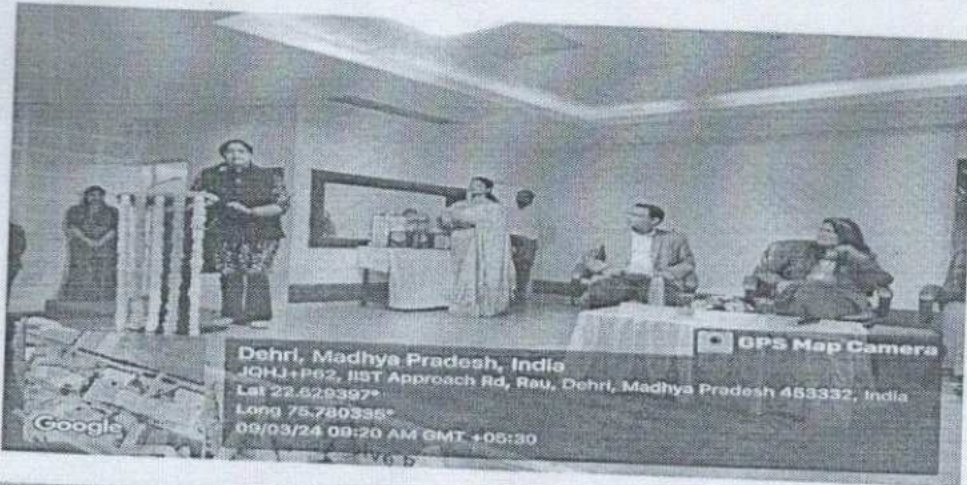
*Dr. Aradhana Chouksey*  
Dr. Aradhana Chouksey  
Principal

Indore Institute of Management  
and Research  
Opp. IIM, Pithampur Road,  
Principal, IIMR



Glimpses of the Event











**Indore Institute of Management & Research**  
Affiliated to - DAVV(Indore) & Approved by - AICTE(New Delhi)

Earth Day 22<sup>nd</sup> April 2024

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

"EARTH DAY"

Report

Academic Year: 2023-24

Date of Event: 22/04/24

Time: 10:45 A.M. to 11.30 A.M.

Venue: IIMR UG Wing, Opposite Library Area

Faculty Coordinator: Dr. Vaibhav Modak

Under the Green Wave Movement Club, On 54th Earth Day Monday, April 22, 2024, IIMR celebrated the Earth Day. All the Faculty Members, Non-Teaching Staff & Students have taken oath to save environment and protect natural resources. we believe that we are stewards of nature, plants, and our lands and that the individual responsibility lies with each of us. Our planet needs our help to thrive. Earth Day activities can range from river cleanups to removals of invasive plants.

On this occasion Principal Dr. Aradhana Chouksey Madam motivated the students & provided tips to save environment. She also discussed with the students that how we can contribute to reduce climate change and protect our natural resources by making small changes that make a big difference. Students should seriously think about it and they can take initiative by their own. On this occasion Dr. Vishal Puranik Sir, Principal, Oxford International College is also presented.

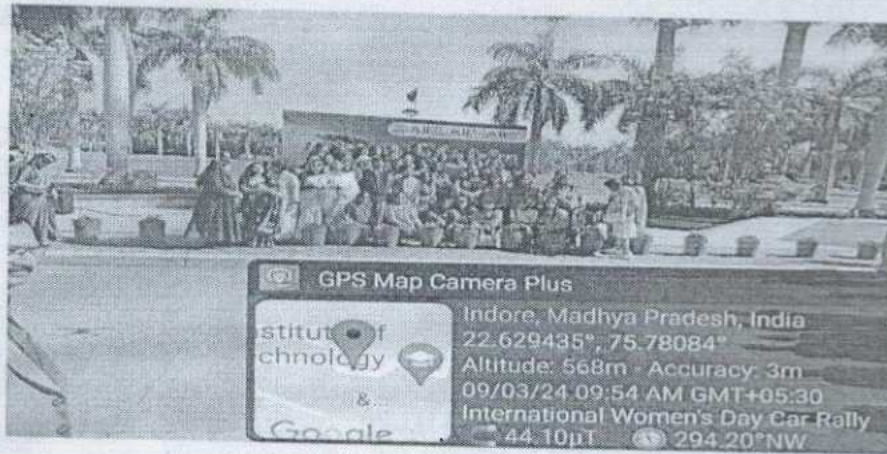
Dr..Vaibhav Modak NSS Program Officer has coordinated the entire program.

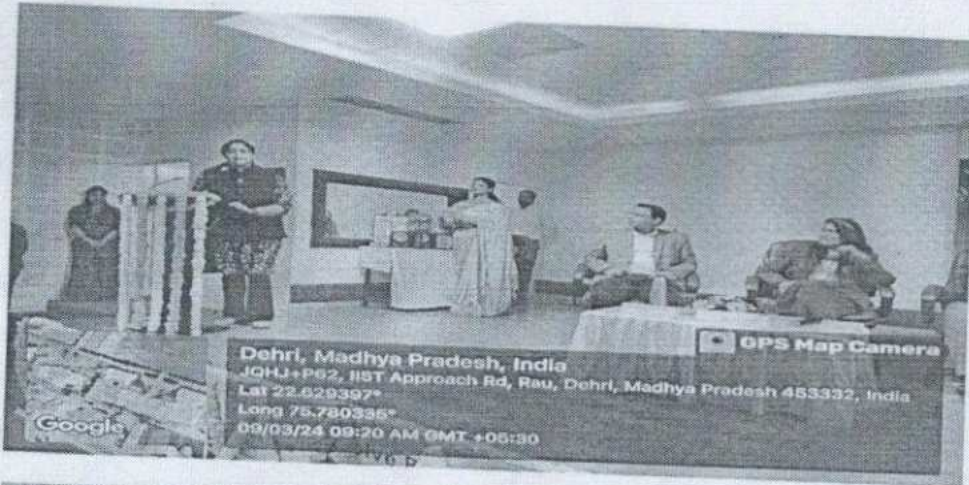


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Glimpses of the Event







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## Expert Session on Water Conservation 23<sup>rd</sup> April 2024

Indore Institute of Management and Research

Name of the Event: Expert Session on Water Conservation  
Date of the Event: 23<sup>rd</sup> April 2024  
Resource Person: Dr. Rajendra Singh, "Waterman of India."  
Faculty Coordinator: Dr. Vaibhav Modak

The IIST Group of Institutes hosted a transformative dialogue on April 23, 2024, featuring Dr. Rajendra Singh, widely revered as the "Waterman of India." Dr. Singh's profound expertise in water conservation and environmental sustainability resonated with attendees, fostering a deeper understanding of the challenges and opportunities in preserving our planet's most vital resource.

Dr. Rajendra Singh, a distinguished environmentalist and recipient of numerous accolades, including the Ramon Magsaysay Award, Stockholm Water Prize, and Jamnalal Bajaj Award, shared his wealth of knowledge and experiences during the session. His pioneering efforts in revitalizing rivers and water bodies across India have inspired a generation of environmental activists and advocates.

The expert session was graciously hosted by Shri Arun S Bhatnagar IRS, the Group Advisor of the IIST Group. Mr. Bhatnagar's strategic leadership and commitment to promoting sustainable practices within the institute served as a catalyst for meaningful discussions on water conservation and management.

The session delved into a range of topics, including innovative water conservation techniques, community-based initiatives, and the importance of fostering partnerships across sectors to address water-related challenges effectively. Attendees, comprising students, faculty members, researchers, and professionals, actively engaged in the discussions, reflecting the shared commitment to safeguarding our planet's natural resources.

The expert session underscored the importance of collective action and collaboration in addressing the urgent challenges posed by water scarcity and pollution. It served as a call to action for individuals and organizations to prioritize environmental conservation and adopt sustainable practices in their daily lives and operations.

The expertise and insights of Dr. Singh inspired the IIST Group and the audience to redouble their efforts in promoting sustainable practices and environmental stewardship within the institution and beyond. His presence sparked a strong interest in caring for the environment and saving water. Mr. Singh's talk was like a guiding light, helping us understand the urgent global water crisis and suggesting practical solutions. His passionate words deeply touched everyone present, motivating both students and faculty to take active steps in protecting our planet's most valuable resource.

We extend our gratitude to our advisor, Shri Arun S Bhatnagar sir, for providing such an opportunity to IIST/HP/IIMR Family.

*V. Modak*





Some Glimpses of the Event



Press Coverage

आइएमआर की मुद्रा है 'संरक्षण का विकास विचार' पूरा है डॉ. राजेंद्र सिंह  
**ल संरक्षण नहीं किया तो मग्न भी हो जाएगा बे-पा-**

वर्षों से मुद्रा के प्रति जो ध्यान नहीं दिया जा रहा है, वह मुद्रा के विकास में बाधा है। डॉ. राजेंद्र सिंह ने कहा कि मुद्रा के विकास के लिए संरक्षण का विकास विचार को लागू करना जरूरी है।



मुद्रा के विकास के लिए संरक्षण का विकास विचार को लागू करना जरूरी है। डॉ. राजेंद्र सिंह ने कहा कि मुद्रा के विकास के लिए संरक्षण का विकास विचार को लागू करना जरूरी है।

संरक्षण के लिए कदम नहीं उठे तो मध्यप्रदेश भी हो जाएगा बिन पानी

आइएमआरसटी युव ऑफ इंडीयन यूथ्स में खाटरमन ऑफ इंडिया डॉ. राजेंद्र सिंह का व्याख्यान

संस्था सेवा सुनिश्चित कार्यक्रम में बोले पानी कते वावा शहर की नदी सूख जाती है वहां लोगों के प्राण संकट में आ जा



