

Value Based Courses	Title of the paper	Total Credit 2/3	Department
	Business Ethics	3	Management
	India's Diversity & Business	3	Management
	Intellectual Property Rights	2	Management

## **BBA VAC1 – Business Ethics**

**Credit: 3**

**Max Marks: 50**

### **Course Objective/Course Description:**

The objective of this paper is to make the students aware about the importance of ethics and role of CSR in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

### **Course Outcome:**

CO1: Understand the importance of ethics and CSR in the day-to-day working of organizations

CO2: Learn the issues involved in maintaining ethics and how to deal with such situations

CO3: Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.

### **Course Content:**

#### **Unit 1: Business Ethics**

Business ethics: Meaning of ethics, why ethical problems occur in business. Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, Scope & Advantages of Business Ethics.

#### **Unit 2 : Ethics and other branches**

An alternative to moral principles: virtue ethics, teleological theories, egoism theory, relativism theory, Moral issues in business: Worker's and employee's rights and responsibilities. Ethics in Compliance, Ethics in Finance, Ethics in Human Resources, Ethics in Marketing, Ethics in Production

#### **Unit 3: Ethical Principles**

Ethical Principles In Business: introduction, Organization Structure And Ethics, Role of Board of Directors, Ethics Programme, Best Practices in Ethics Programme Features of Good Ethics Programme Code of Ethics, Code of Conduct, Model Code of Business Conduct & Ethics Credo, Ethics Training and Communication,

#### **Unit 4: Ethics Committee**

Ethics Committee: Meaning, Definition. Functions of Ethics Committee, Integrity Pact, Whistle Blower Policy and Whistle Mechanism Social and Ethical Accounting, Principles of social and ethical accounting Ethics Audit, Ethical Dilemma

#### **Unit 5: Corporate Social Responsibility**

Meaning and definitions of CSR, CSR is not philanthropy, CSR is a contract with society, why CSR is required ? , Factors influencing CSR, Triple bottom line approach of CSR, CSR under the Companies Act, 2013

### **Suggested Readings:**

1. Velasquez Manuel G: Business ethics- concepts and cases. (Chapter 1, 2, 6, 7)
2. Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 1, 2, 3, 4, 14, 15)
3. Crane Andrew & Matten Dirk: Business Ethics, Oxford. (Chapter 1, 7, 8)
4. Ghosh B N: Business Ethics & Corporate Governance, McGraw Hill (Chapter 9, 11)
5. DeGeorge Richard T.: Business Ethics, Pearson. (Chapter 13)
6. Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 6) Ghosh B N: Business Ethics & Corporate Governance, McGraw Hill (Chapter 10, 12, 13, 15)

## **BBA VAC2: Retail Management**

**Credit: 3**

**Max Marks: 50**

**Course Objective:** The course aims at introducing retailing as an emerging area of study and its importance in the context of marketing management. Through this course, students will be able to prepare for positions in the retail sector industry or venture out into retailing entrepreneurial activities.

### **Course Outcomes:**

CO 1: To gain clarity on the basic concepts and related terms in retailing, its types and theories.

CO 2: To understand the business operations of retail marketing, finance, human resources, organization and merchandise management.

CO 3: To comprehend and formulate the retail strategies to conduct retailing businesses.

CO 4: To identify and analyze the present as well as future trends in retailing.

### **Course Content**

#### **Unit I: Introduction to retailing**

Concept of retailing- Meaning of retail, retailer & retailing, retailing characteristics, the changing retailing environment; Socio and economic significance of retailing, Career opportunities in retailing; Types of retail formats- Store based and Non-Store based retailing, Theories of retailing evolution, Current scenario of retail sector in India.

#### **Unit II: Marketing, Finance and HR aspects of retail**

Buying Behaviour and process in retailing, Strategic retail planning process, Sustainable Competitive Advantages in retail; Measurement of financial performance, performance and productivity Measures; Selection and optimization of WorkForce in retail; HR Challenges in Retailing.

### **UNIT III: Retailing Strategies**

Retail life cycle; Marketing mix of a retailing business, Retail Promotion Mix and its objectives, Customer Service and satisfaction, Customer Relationship Management;

Retail Pricing strategies and price adjustments; Retail Distribution -In store and online stores; Branding strategies in retail.

### **Unit IV: Retail Organization and Merchandise management**

Factors influencing retail location, Types of location; Product Assortment and Display in retail; Retail store layouts, design and planning; Merchandise planning, merchandise decisions, Forecasting-merchandise types, Retail inventory method, Ethical and legal issues in purchasing merchandise.

### **UNIT V: Current, future trends of retailing and Other aspects**

E-Tailing, Critical Analysis of E-tailing Strategies- Omni Channel Marketing ,Shopping Campaigns, Social Media Promotions, Email Campaign ,Guerrilla Marketing; Retail Information system, Responsibilities of store Managers; Ethical issues in Retailing.

### **Suggested Readings:**

1. Levy & Weitz, Retailing Management , Tata McGraw hill
2. Swapna Pradan , Retailing Management, Tata Mcgraw Hill
3. Gibson G Vedamani , Retailing Management, Jaico books
4. David Gilbert, Retail marketing management, Pearson Education
5. Andrew J. Newman & Peter Cullen, Retailing Environment & Operations, Thomson Learner
6. Berman B and Evans J R., Retail Management (Pearson Edition)
7. Cox Roger and Brittain Paul- Retailing : An Introduction (Pearson Edition )
8. Sinha Uniyal- Managing Retailing, Oxford University press, Delhi

### **BBA VAC3: India's Diversity & Business**

**Credit: 3**

**Max Marks: 50**

### **Course Objective/Course Description:**

The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

**Course Outcome:**

CO1 – Develop the understanding of India’s diversity and to apply it to its advantages in businesses.

CO2 – Learn and appreciate the regional variations in the country and thus lead to respecting diversity.

**Course Content:****Unit I: Recognizing, Accommodating and Valuing Diversity**

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources; • Regional bases of India’s diversity: regional approach to understanding diversity in terms of India’s topography, drainage, soil, climate, natural vegetation, rural and urban settlements •

**Unit 2: Social Diversity**

Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

**Unit 3: People, Livelihood & Occupational Diversity**

Traditional livelihoods and their nature - agriculture, crafts, industry and services; • Region, occupation and employment

**Unit 4: Linkages between Diversity and India’s Socio-economic challenges**

Regional variations in terms of geographic and socio-economic factors- trends and emerging options; • Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;

**Unit 5: Diversity and Business**

Indian Consumers and marketing; Rural and Urban context · Diversity, manufacturing, industry and services; · Diversity and Innovation; · Workforce diversity and management

**Suggested Readings:**

1. Bose NK (1969) Unity in Indian Diversity in Desai AR (1969 ) Rural Sociology in India, reprinted 2009, Popular Prakashan
2. Thomas Kochan, KaterinaBezrukova, Robin Ely, et el, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21
3. Bhatt, B. L(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher ‘An Exploration of India- Geographical Perspectives on Society and Culture’. Cornell. Pages- 35-61 for Socio cultural regions.
4. Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3
5. Kaul, Vijay Kumar, ‘Innovation Revolution: Harnessing India’s Diversity’ Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>

**BBA VAC4: Intellectual Property Rights**

**Credits: 2**

**Max Marks: 50**

### **Course Objectives/Course Description:**

Students will learn various aspects of Intellectual Property Rights in terms of concepts, types, relevance, applications, opportunities and challenges.

- To enable students to identify various concepts of IPR.
- To enable students to apply relevant theories and concepts to various aspects of Intellectual Property Rights.
- To help the students be comfortable in application of IPR in various Entrepreneurial initiatives.
- To give insights on the Trademark registration process.
- To give an understanding on the role of GIs in economic growth.

### **Course Outcome:**

#### **CO1: Identify the role and importance of IPRs.**

CO2: Demonstrate the meaning and provisions of Product, Process Patents and the nature of copyrights.

CO3: Examine the importance of Trademarks Registration for an Entrepreneurial Initiative.

CO4: Explore the evolution of Industrial Designs for Innovation Management of MNEs.

CO5: Identify the role of GIs in understanding inclusive economic growth.

### **Course Content:**

#### **Unit 1: Overview of Intellectual Property**

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, IPR in India: Genesis and development.

#### **Unit 2: Patents**

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board.

#### **Unit 3: Copyrights**

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights.

#### **Unit 4: Trademarks**

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

#### **Unit 5: Geographical Indication (GI)**

Geographical indication: Meaning, difference between GI and trademarks - Procedure for registration, effect of registration and term of protection

**Suggested Readings:**

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Cornish, William Intellectual Property: Patents, Copyright, Trademarks and allied rights, (2010) 7<sup>th</sup> ed.,
3. Neeraj, P., &Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.

## VALUE ADDED COURSES

### SYLLABUS

#### MASS COMMUNICATION AND BROADCASTING

FULL MARKS: 50:3 credits

Unit –I (20marks)

Radio & TV Broadcasting

Theory *Mark: 10*

- a) Introduction to Mass Communication
- b) TV Broadcasting: *Introduction, Importance, Role, nature & essential elements*
- c) Radio broadcasting: *Introduction, Importance, Role, nature & essential elements*

Practical: *10 Marks*

- a) Visit to TV Studios and Radio stations to familiarise the students with the functioning of studios with special reference to the role of Programme Presenters and write Reports thereof.

Unit –II (10 marks)

News casting & Radio Programme Presentation

Theory: *10 Marks*

- a) News casting on TV: *Importance, role, requisite traits and qualities of a Newscaster*
- b) Radio programme Presentation-1 : *News Reading, Radio talk*

Unit –III (20 marks)

TV Programme Presentation

Theory: *10 Marks*

- a) TV Programme presentation: *Anchoring, Interviews & Interviewing, Talk Show – Role, importance, techniques, procedure & requisite traits, personality*

Practical: *10 Marks*

Practice Anchoring, Interviews & Interviewing, Talk Show for TV shows subsequently perform in real life situations

READING LIST:

1. Joshua Meyrowitz. *No Sense of Place-The Impact of Electronic Media on Social Behaviour.*
2. Wilpy, P & Conroy, A. *The Radio Handbook.*
3. S P Dhanavel. *English and Soft Skills.*

4. Fast Julius. *Body Language*.
5. Bleak M. *Journalistic Work and Television*.
6. Hagerman W L. *Broadcast Announcing*.
7. Hyde Stuart. *Television and Radio Announcing*.
8. Amal Datta. *Effects of Television and Viewers*.
9. Neeru Kapoor. *Television Advertising and Consumer Response*.
10. Sharda Kaushik. *Script to Screen: An Introduction to TV Journalism*
11. H.R Luthra. *Indian Broadcasting, New Delhi: Publications Division, 1986*.
12. Baruah, U.L. *This is All India Radio, Publications Division, New Delhi, 1983*.
13. Benson, W.A. *The Impact of Television*.
14. Halloran' J.D (Ed). *The Effects of Television*.
15. Masani, Mehra, *Broadcasting and People*
16. Ewbank Henry, Lawton Sherman P. *Broadcasting: Radio and Television*.

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## ADVERTISEMENT AND MEDIA

Full Marks:50: 3 credits

### Advertisement and Media

Unit-I: 15 marks

#### Advertisement

1. Role of Advertisement and Media
2. Types of advertisements
3. Advertising ethics
4. How to create advertisements/storyboards

#### Topics for Student Presentations:

- a. Creating an advertisement/visualization
- b. Enacting an advertisement in a group
- c. Creating jingles and taglines

Unit-II: 15 marks

#### Media Writing

1. Scriptwriting for TV and Radio
2. Writing News Reports and Editorials
3. Editing for Print and Online Media

#### Topics for Student Presentations:

- a. Script writing for a TV news/panel discussion/radio programme/hosting radio



programmes on community radio

b. Writing news reports/book reviews/film reviews/TV program reviews/interviews

c. Editing articles

d. Writing an editorial on a topical subject

**Unit-III: 20 marks**

**Introduction to Cyber Media and Social Media**

1. Types of Social Media

2. The Impact of Social Media

3. Introduction to Cyber Media

4. **Media Ethics, Employment and Ways of Promoting Employability**

Cybercrimes, how to control cybercrimes

**Reading List:**

Brierly S. *The Advertising Handbook*. Routledge, 1995.

Sissors, Jack Zanville and Roger B Baron. *Advertising Media Planning*. Mc Graw Hill, 2002

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Semester -	<b>VALUE ADDED COURSE: SOFT SKILLS</b>	Course Code:
Hours : 3		Credits : 3

### Objectives:

1. To make students capable of defining a team, understanding the core attributes of teamwork and stages of team development, addressing team conflicts, and participating in and enhancing team performance.
2. To help students comprehensively understand Emotional Intelligence (EI), differentiating it from interpersonal skills, and exploring its significant components and practical applications.
3. To equip students to differentiate adaptability from flexibility, understand neuroplasticity, cultivate resilience, leverage failures, and apply adaptability in varied contexts.
4. To impart an inclusive understanding of leadership, integrating foundational concepts with real-world applications.
5. To equip learners with a holistic understanding of problem-solving, from foundational theories to practical techniques.

### Course Outcomes:

Students should be able to

1. Define teams, recognize effective teamwork attributes, navigate team development stages, collaborate in diverse environments, resolve team conflicts, and actively contribute to positive team dynamics.
2. Distinguish between EI and interpersonal skills, understand its role in key areas like decision-making and leadership, and apply EI concepts effectively in real-world situations.
3. Master adaptability concepts, understand neuroplasticity, cultivate a growth mindset, navigate failures, and apply adaptable strategies in diverse settings.
4. Differentiate between leadership and management, understand the transformational impact of leadership, and apply core concepts in real-world scenarios.
5. Differentiate key phases, apply critical thinking, utilize established techniques, navigate complex challenges, and engage in real-world problem-solving applications effectively.

### Unit 1: Team Work

**Define the Concept:** Definition, differences between groups and teams and types of teams. **Understand Team Attributes:** Recognize qualities of effective teams, Trust, communication, collaboration, shared vision. **Navigate Team Development:** Explore Tuckman's model, Understand stages and associated challenges. **Collaborate with Diversity:** Value diverse team members, Strategies for inclusive collaboration. **Resolve Conflicts:** Identify sources of team conflicts, Apply resolution techniques.

### Unit 2: Emotional Intelligence (EI)

**Overview of the idea:** Distinguishing Emotional Intelligence (EI) from interpersonal skills. **Recognize Importance:** Decision-making, resilience, leadership. **Cultivate Self-awareness:** Recognizing emotions. **Embrace Empathy:** Understanding others' feelings. **Motivate & Drive:** Goleman's intrinsic principles. Apply Self-regulation: Mindfulness techniques. **Develop Social Skills:** Effective communication. Promote **Learning:** Insights from EI proponents.

### **Unit 3: Adaptability**

**Define the Concept:** Understanding adaptability; distinguishing between flexibility and adaptability. **Recognize the Need for Change:** Discerning change importance; acknowledging the impact of global shifts and dynamics. **The Science of Adaptability:** Introduction to neuroplasticity; the brain's ability to change and its role in adaptability. **Embrace Failures:** Understanding the importance of setbacks in personal growth; learning and evolving from failures. **Pivot and Adjust:** The art of personal and professional pivoting; adjusting strategies in response to changing scenarios. **Build Resilience & Antifragility:** The intertwined concepts of resilience and antifragility; thriving amidst adversity and challenges.

### **Unit 4: Leadership**

**Describe the notion:** Differentiation, Leadership, Management. **Recognize Importance:** Transformational Impact, Effective Leadership. **Cultivate Vision & Purpose:** Harnessing, 'Why', Organizational Direction. **Leadership Traits:** Cohesive Teams, Vulnerability, Strength. **Lead Through Change:** Navigation, Eight-Step Change Management. **Strengthen Decision-making:** Strategic Guidance, Optimal Results. **Enhance Communication:** Reliance, Shared Vision. **Continuous Growth & Learning:** Evolution, Leadership Journey.

### **Unit 5: Problem Solving**

**Define the idea:** Problem Identification, Analysis, and Decision-making. **Recognize Importance:** Critical Thinking, Effective Solutions, Real-world Impact. **Theoretical Foundations:** Historical Overview, Rational Choice Theory, Cognitive Process. **Problem Solving Techniques:** Brainstorming, Asking "Why?" repeatedly, Fishbone Diagrams. **Decision Making Processes:** Criteria Establishment, Risk Assessment, Ethical Considerations. **Navigating Complex Problems:** Ambiguity, Systemic Issues and Interdisciplinary Approach. **Reflection & Continuous Improvement:** Evaluation, Feedback Mechanisms, Iterative Problem Solving.

**NAGALAND UNIVERSITY**  
**SYLLABUS OF NCC (COMMON VALUE ADDED COURSE) AT UG LEVEL**

**Course Code : Theory**

**Course Name : NCC01**

**Total Credit : 3**

**Objective**

1. Mould the youth of the entire country into a united, secular and disciplined citizens of the nation
2. Teach positive thinking and attitude to the youth
3. Provide an ideal platform for the youth to showcase their ability nation building

**Outcome**

1. To create a human resource of organised trained and motivate youth, to provide leadership in all walks of life and always be available for the service of the nation
2. To develop character, comradeship, discipline, secular outlook and ideal of selfless service among the youth of the country.
3. To provide a suitable environment to motivate the youth to take up a career in the armed forces.

**UNIT I NCC ORGANIZATION**

Aim and Objectives, Organization structure, incentives of the NCC cadet's, B & C Certificate examinations , honours and awards, Introduction to SSB interview, Duties, Responsibilities and conduct of NCC cadets

**UNIT II BASIC FOOT DRILLS**

Aims and Objective and its importance, General word of command, attention, stand at ease, turning left., open and close march order, dressing the squad; Saluting at halt, getting on parade, dismissing and falling out, Marching length of pace, marching timing.

**UNIT III PERSONALITY DEVELOPMENT**

Introduction to personality, Decision making and problem solving, time management, importance of group /teamwork, interview skills.

**Recommended Books and References:**

1. Cadets training handbook common subjects (2017), D.G NCC Delhi-110030
2. DG, NCC Training directive
3. R Gupta ; NCC National Cadet Corps A, B & C Certificate Examination Book; Ramesh Publishing House, 2018.
4. Singh, Neeraj; A Hand Book of NCC; Kanti Prakashan Publisher
5. Cadet training hand book specialised subjects (2017)

**NAGALAND UNIVERSITY**  
**SYLLABUS OF NSS (COMMON VALUE ADDED COURSE) AT UG LEVEL**

**Course Code : NSS01**

**Course Name : NSS**

**Total Credit: 3**

**Objective**

1. To help learners to know about NSS in the context of youth, community and voluntary services
2. To appreciate the importance of health, hygiene and sanitation for a healthy nation.
3. To learn a healthy life style and to learn Yoga as a way of healthy living

**Outcome**

1. Learners will have the knowledge about NSS and its role in the fields of health, hygiene and sanitation so as to build a strong country.
2. They will be able to use Yoga for healthy living,

**UNIT I INTRODUCTION TO NSS**

Basic Component, Orientation, Organization, NSS Programme and Activities Directed by the Central and State Govt, and Volunteerism and Shramdan.

**UNIT II LIFE COMPETENCIES AND YOUTH LEADERSHIP**

Definition and Importance of Life Competencies, Communication and soft skills, using internet, Importance and Role of Youth Leadership

**UNIT III HEALTH, HYGIENE, SANITATION AND YOGA**

Importance of health, hygiene, and sanitation, various Govt., Programmes, Healthy life style, HIV /AIDS, drugs and substance abuse, First Aids, Yoga for healthy living

**SUGGESTED READINGS:**

1. NSS Manual
2. Nation Youth Policy Document
3. Communication skills by N Rao & RP Das (HPH)
3. Light on Yoga by BK Iyenger (Thorons)
4. National Service Scheme: A Youth Volunteers Programme for Under Graduate Students as Per UGC Guidelines (Jain, Amit Kumar, Brijesh Kumar Rathi & J D S Panwar) Published by Astral International (P) Ltd Daya, 2018.

## **B. Com: Semester - II**

### **Paper – VAC1: FINANCIAL LITERACY**

**Objective:** The objective of this paper is to offer students with basic knowledge of financial literacy financial for financial planning and budgeting.

#### **Unit 1: Introduction**

Meaning, importance and scope of financial literacy; level of education, numerical and communication ability; various financial institutions – banks, insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services.

#### **Unit 2: Financial Planning and Budgeting**

Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal Budget, Family Budget, Procedure for financial planning and preparing budget; avenues for savings from surplus, sources for meeting deficit.

#### **Unit 3: Savings, Investment and Protection**

##### **Banking and Post Office:**

Deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc; Cashless banking - Debit and Credit Card, and APP based Payment system; Schemes- Senior Citizen Savings Scheme (SCSS), Sukanya Samriddhi Yojana/ Account (SSY/SSA), etc.

##### **Investment in mutual fund:**

Mutual fund- Meaning, types, and benefits

##### **Insurance Services:**

***Life and Health Insurance Policies:*** Life Insurance- Term Life Insurance, Endowment Policies, Pension Policies, ULIP; Health Insurance and its Plans.

#### **Suggested Readings:**

1. Avadhani, V. A. (2019). *Investment Management*. Mumbai: Himalaya Publishing House Pvt. Ltd.
2. Chandra, P. (2012). *Investment Game: How to Win*. New Delhi: Tata McGraw Hill Education.

3. Kothari, R. (2010). *Financial Services in India - Concept and Application*. New Delhi: Sage Publications India Pvt. Ltd.
4. Milling, B. E. (2003). *The Basics of Finance: Financial Tools for Non-Financial Managers*. Indiana: Universe Company.
5. Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). *Financial Planning*. New Delhi: Sage Publications India Pvt. Ltd.
6. Zokaityte, A. (2017). *Financial Literacy Education*. London: Palgrave Macmillan.

## **B. Com: Semester - IV**

### **Paper – VAC2: FUNDAMENTALS OF COMPUTING**

**Objectives:** The objective of this paper is to provide students with the knowledge of computer fundamentals and enabling them to use computers for different applications.

#### **Unit 1: Computer Fundamentals**

Computer hardware: computer organization, CPU structure and functions, input/output devices, storage devices, computer memory. Computer software: operating system and utility programs, application software.

#### **Unit 2: Networking and Information System Development**

Computer network and communications: data communications, network topology, network software, communication applications. Information system development: Information systems: components, types and uses, system development life cycle.

#### **Unit 3: Database for Accounting and Business Applications**

Database Designs for Accounting and Business Applications: Reality- Expressing the Application; Creating Initial design in Entity Relationship (ER) Model; Transforming ER Model to Relational data model concepts.

#### **Suggested Readings:**

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, BPB, Publication.
3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
5. R. Hunt, J. Shelley, Computers and Common sense, Prentice Hall of India New Delhi
6. Leon, M. Leon, Fundamentals of Information Technology, Leon Vikas, (4) Software manuals.
7. Computer Fundamentals by P.K.Sinha, BPB Publications.
8. Fundamentals of Computers, by E Balagurusamy, Mc Graw Hill Education.



**B. Com: Semester - V**  
**Paper – VAC3: EVENT MANAGEMENT**

**Objective:** To give formal instructions and training to students to be future managers of the Event Industry. So that, they gain technical proficiency to effectively adjust, grow and excel in the field of Event Management.

**Unit 1: Introduction**

Understanding the concept of event and event management, concept and designing, size and type of event, Event Team, Planning and SWOT Analysis, Emergency planning, Code of ethics.

Event Organization- Operations and logistics, Catering, organizing accommodations, managing environment.

**Unit 2: Strategic Event Management**

Strategic alternatives for growth, Segmentation and targeting markets for event, Job opportunities in event management, Event tourism.

**Unit 3: Event Marketing and Advertising**

Nature of event marketing, Process of event marketing, Marketing mix, Sponsorship, Image, Branding, Advertising publicity and public relations.

**Suggest Readings:**

1. Singh, Sita Ram. Event Management, ATH Publishers, New Delhi.
2. Mahenda Datta, Vaibhav. Career in Event Management, Publisher Abhishek, Chandigarh.
3. Wagen Lynn Van Der. Event Management, Carlos Brenda R. Dorling Kindersley (India) Pvt. Ltd. and Pearson Education, Inc.
4. Mani K, Shulle, W.Ray. Event Processing, Tata Mc Graw Hill, New Delhi.
5. Saggere, Sanjay V.Gaur, Sanjaya Singh, Event Marketing and Mgt. Vikas Publishing House.
6. Divaker Sharma. Event Planning Management, Deep and Deep Publications.
7. Savita Mohan, Event Management and Public Relations. Enkay Publication House.
8. Successful Event Management by Anton Shone and Bryn Parry.

**UNDERGRADUATE COURSE IN PSYCHOLOGY  
(Incorporating Policies recommended by NEP 2020)**

**VALUE BASED COURSES**

**Syllabus**

**Department of Psychology  
Nagaland University**

**2023**

## VALUE BASED COURSES (3 Credits)

Value Based courses	Title of the paper	Total Credit	Department
	Leadership	3	Psychology
	Comprehensive sexual health education	3	Psychology

### VBC- PSY 1 - LEADERSHIP (3 Credits)

#### **Objective:**

Students will learn effective leadership skills that they will find applicable in various area of life.

#### **Unit 1: Introduction**

An introduction to leadership: Definition; Personal characteristic associated with leadership- leadership traits, leader performance, leader needs; Gender and leadership; Types of leadership.

#### **Unit 2: Leadership Skills**

Communication skills, conflict management, Planning and organizing, Team building, Training and mentoring.

#### Reading list

- Schermerhorn, J. R., Osborn, R. N., Hunt, J. G & Uhl-Bien, M. Organizational Behaviour. John Wiley and Sons Inc.
- Aamodt, M.G. Industrial/Organizational Psychology. Wadsworth Cengage Learning
- Robbins, S. P., Judge, T. A. Organizational Behaviour. Pearson

## **VBC- PSY 2- COMPREHENSIVE SEXUAL HEALTH EDUCATION(3 Credits)**

### **Objectives:**

- To help students learn about about sexuality and reproductive health.
- To help the students understand the issues of adolescents and the approaches to counselling
- To help young adults develop skills to interact with both genders comfortably and respectfully in appropriate ways with maturity and responsibility

**Unit -1 Introduction to Sexual Health-** sex and sexuality, changes in male and female body during puberty (physical anatomy), menstruation, sexual health and hygiene

**Unit-2 Creating awareness on adolescents sexuality issues-** identifying methods of abstinence that reduce the risk of pregnancy, STD/HIV, STI and safer sex, contraception.

### **References:**

Bhonsle, R & Bhonsle, M (2016). The complete book of sex education.1<sup>st</sup> edition; Jaico publishing house.

Geldard, K. & Geldard, D.(2010).Counselling Adolescents: The proactive approach for young people and Families, Sage Publications.

Hurlock,Elizabeth B.Developmental Psychology- a lifespan approach.Tata Mcgraw hill Publication

## **Course Title: Introduction to Work Ethics**

### **Course Description:**

This course provides an overview of work ethics, focusing on the principles and values essential for success in the workplace. Students will explore ethical dilemmas, develop critical thinking skills, and learn practical strategies for ethical decision-making.

### **Unit 1: Understanding Work Ethics**

(a) Introduction to Work Ethics

(Definition and importance of Work Ethics)

(b) Key Principles of Work Ethics

( Integrity, responsibility, respect)

(c) Ethical Decision Making

(Steps in ethical decision-making)

### **Unit 2: Ethics in the Workplace**

(a) Professional conduct

(Workplace etiquette and professionalism )

(b) Workplace Relationships

(Communication, teamwork, and conflict resolution)

(c) Diversity and Inclusion

(Respect for differences and promoting inclusivity)

### **Unit 3: Applying Work Ethics**

(a) Ethical Leadership

(Qualities of Ethical leaders)

(b) Ethical Challenges

(Handling ethical dilemmas in real-life scenarios)

(c) Personal Ethics and Career Development

(Aligning personal values with career goals)

## **Suggested books:**

1. *Ethics 101: What Every Leader Needs To Know* by John C. Maxwell
2. *The Power of Ethical Management* by Kenneth H. Blanchard and Norman Vincent Peale
3. *Ethical Leadership and Decision Making in Education: Applying Theoretical Perspectives to Complex Dilemmas* by Joan Poliner Shapiro and Jacqueline A. Stefkovich
4. *The Power of Integrity: Building a Life Without Compromise* by John G. Blumberg
5. *Ethical Intelligence: Five Principles for Untangling Your Toughest Problems at Work and Beyond* by Bruce Weinstein
6. *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg
7. *Leaders Eat Last: Why Some Teams Pull Together and Others Don't* by Simon Sinek
8. *The Art of Choosing* by Sheena Iyengar
9. *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change* by Stephen R. Covey
10. *Drive: The Surprising Truth About What Motivates Us* by Daniel H. Pink
11. *The Ethical Workplace: A Case Study Approach* by John C. Knapp
12. *A Theory of Human Action* by Alvin I. Goldman.