

UNIVERSITY OF CALCUTTA



SEMESTER WISE FOUR YEARS (Under Curriculum & Credit Framework, CCF 2022)

B.Voc (Honours) Degree in Retail Management

Course Structure:

(Under Curriculum & Credit Framework-CCF, 2022)

(For 1st & 2nd Semester)

Semester	Core Paper	Minor (m1 & m2)	IDC	AEC	SEC	CVAC	Total Credit
1 st Semester	1x4=4 3TH+1P/TU	1x4=4 (m1) 3TH+1P/TU	1x3=3 2TH+1P/TU	1x2=2 2TH+0P/TU	1x4=4 3TH+1P/TU	2x2=4	21
2 nd Semester	1x4=4 3TH+1P/TU	1x4=4 (m1) 3TH+1P/TU	1x3=3 2TH+1P/TU	1x2=2 2TH+0P/TU	1x4=4 3TH+1P/TU	2x2=4	21

Category of subjects:

- 1. Core Vocational Course (CVC): Retail Management**
- 2. Skill Enhancement Courses (SEC):** Based on Retail Management (Core subject) in first three semesters.
- 3. Minor:** Minor courses will come from two subjects (m1, m2) other than the core vocational subject.
- 4. Inter Disciplinary Course (IDC):** There shall be three IDCs of 3 credits each, other than core and Minor course
- 5. Ability Enhancement Course (AEC):**
 - a) Compulsory English
 - b) MIL/Alternative English
MIL includes Bengali, Hindi & Urdu
- 6. Common Value Added Course (CVAC):** In the 1st semester, there shall be one compulsory CVAC in ENVIS & one compulsory CVAC in Constitutional Values. In the 2nd semester, there shall be one compulsory CVAC in ENVIS & the students

shall select the other CVAC from a pool of courses.

Detailed Syllabus:

Core Vocational Course (CVC): Retail Management

YEAR-I

SEMESTER-I

CVC-1: BASICS OF RETAIL MANAGEMENT

Total Marks: 100

Semester-end Examinations: 75

marks Practical-25 marks

Unit-I:-Overview:

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing-Stores Location – Steps in choosing a retail location.

Unit-II:-Classification:

Retail outlets by Ownership & Organisation - Retail categories - Types of business organisation- Types of Retail store ownership - Classification on the basis of ownership - Classification on the basis of Merchandise mix, Non store retailing - Other retail models.

Unit-III:-Retail service:

Services & Quality in Retailing - Factors constituting retailing - The service – product concept - The intangible-tangible product continuum - A classification of service and quality - Implementation of service management - Growing emphasis on control of quality - Key terms of quality - Characteristics of quality and Long term Benefit.

Unit-IV:-Retail Location:

Retail in India - The origin of retail in India - Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location- Drivers of retail change in India - Changing income profiles - Difference between rural and urban India - Changes in consumption patterns - Foreign direct investment in retail.

Unit-V:-Emerging Trends in Retailing:

Modern retail formats- Organised retailing-The size of retail in India - Clothing, textiles and fashion accessories - Food and food services - Books and music - Other emerging sectors - Retail realities - Challenges to retail development in India.

Suggested Readings:

- *Gibson G. Vedamani, Retail Management: Functional Principles and Practices, Jaico Publishing, Bengaluru.*
- *Michael Levy and Barton A Weitz, Retailing Management, McGraw-Hill Inc., US, (15th Editions).*
- *R. Sudharshan, S. Ravi Prakash and M. Subrahmanya Sarma, Retail Management: Principles & Practices, New Century Publications, New Delhi*

Question Pattern (Semester-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks:

3x5=15 Group-B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

Practical Syllabus:

(Practical Marks: 25)

Unit-I:-Basic Hygiene:

Tips on Basic Hygiene - Basic Health Care - How Hygiene affect Customers - Cleanliness of mind & Body.

Unit-II:-Basic Grooming:

Dress Code - Decent Dressing - Hair Styling - Maintaining Neat & Pleasant Look.

Unit-III:-Manners & Etiquettes:

Body Language - Face & Body Expressions - Self Presentation - Voice Modulations.

Minor-1: Principles and Practice of Management

Total Marks: 100

**Semester-end Examinations: 75
marks Tutorial-25 marks**

Unit-I: -Introduction:

Management-definition, importance, functions, levels of management, managerial tasks and skills, Management theories - Classical (Taylor & Fayol), Neo-classical (Elton Mayo & Mary Parker Follet) and Modern School of management (Peter Drucker & Michael Porter) Managerial roles (Mintzberg), Social Responsibility of Management and its significance.

Unit-II: -Planning:

Meaning, nature, purpose, types, premises, elements of planning and limitations of planning; Strategic planning concept, process and importance, Decision Making - concept, importance; Environment analysis and SWOT analysis [concept and elements].

Unit-III: -Organizing:

Concept, need, principles, steps in organising, different organization structure [line, staff, functional, project and new organisational structure – basic concepts] Departmentation-need, basis, Delegation of Authority-elements, principles; Centralization and Decentralization of Authority; Span of Management; concept and factors determining span of management.

Unit-IV: -Directing and Leadership:

Directing: concepts, elements and importance; Leadership: Concept, importance, types, Major theories of Leadership (Likert's system four theory, Blake and Mouton's Managerial Grid theory, Fred Fiedler's situational leadership, Tannenbaum & Schmidt's Behavioural Model, Trait theory of leadership).

Unit-V: -Motivation, Co-ordination and Control:

Motivation: Concept, steps, importance, Motivation theories: Maslow's Need-Hierarchy theory, Herzberg's Two factor theory and McGregor's theory of X and Y; Coordination: concepts, importance, principles; Control: concepts, importance and Managerial tools of control.

Suggested Readings:

- Kaul, V.K., *Business Management*, Vikash
- Koontz & Weirich, *Essentials of Management*, TMH
- Principles of Management, Meenakshi Gupta, PHI
- Stoner & Freeman, *Management*, PHI
- Drucker, P.F., *Managing Challenges for the 21st Century*, Butterworth, Oxford
- Mitra, J.K., *Principles of Management*, Oxford
- Debnath S.K. & Dutta S.P., *Principles and Practice of Management*, Tee Dee Pub. (P) Ltd.
- Kaul Vijay Kumar, *Business Management*, Vikas Publishing House

Question Pattern (Semester-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks:

3x5=15 Group-B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

IDC-1: Microeconomics

Total Marks: 75

**Semester-end Examinations: 50
marks Tutorial-25 marks**

Unit-I: -Introduction:

Definition of Microeconomics, Macroeconomics--positive and normative economics—
Basic concepts--scarcity and choice--Production Possibility Curve--Central Problem of
the Economy--concept of slope

Unit-II: -Theory of Demand and Supply:

- (A) Demand and Supply--Concepts of Demand-derived demand--Demand function--
Determinants of demand -- Law of Demand & its expectations--Movement along
the Demand curve and shift of the Demand curve-- Concepts of Supply and Supply
function--Law of Supply --Movement along the supply curve and shift of the
supply curve--Market equilibrium and Determination of price--Effect of change in
the Demand and Supply on Equilibrium price
- (B) Elasticity of Demand and Supply-- Price elasticity of demand --Determinants and
Measurement of price elasticity--Relationship between slope and price elasticity of
demand--Income elasticity of demand--Cross price Elasticity of Demand --
Elasticity of Supply

Unit-III: -Theory of Consumer Behaviour:

Concept of Utility and Marginal utility--The Law of Diminishing marginal Utility--
Cardinal Utility Theory-Concept and significance of Consumer Surplus--Consumer's
Equilibrium in case of single and two commodities--Concept of Ordinal utility theory--
Indifference curve and its properties-- Marginal Rate of Substitution--Budget Line and
Budget equation--Consumer's Equilibrium.

Unit-IV: -Theory of Production and Cost:

Concept of Production Function--Fixed and Variable inputs--Short run and Long run-- Relation among Total, Average and Marginal Product--Law of Variable Proportion-- Return to Scale--Isoquants, Isocosts and Producer's equilibrium (Graphical Explanation) -- Concepts of Economic Cost and Opportunity Cost--Short Run and Long run Cost Functions--Relation among Average Cost, Average Variable Cost and Marginal Cost-- Long run Average Cost Curve from Short Run Average Cost curves.

Unit-V: -Revenue and Market:

Definition and different forms of Market--Revenue under Different Market Structure-- Relation among Total Revenue, Average revenue and Marginal Revenue--Perfect Competition and Monopoly--Features, Equilibrium of the firm (Short Run and Long Run) --Short run supply curve of a firm under perfect competition--Price discrimination under monopoly--concepts and conditions.

Suggested Readings:

- *Microeconomics, Mukherjee sampat, Mukherjee Mallinath & Ghosh Amitava, PHI*
- *Pindyck R and Rubinfeld D.L, Micro Economics, Pearson*
- *Gould & Ferguson, Micro Economic Theory*
- *Mankiw.N.G., Principles of Microeconomics, Cengage*
- *Dasgupta P and Khan P, Microeconomics and Statistics, Elegant Publication*
- *Bhattacharyya S, Microeconomics and Indian Economics, Oxford University Press*
- *Majumdar D and Banerjee A, Microeconomics and Statistics, ABS Publishing House*
- *Dwivedi, D.N., Managerial Economics, Vikash Publications*
- *Sarkhel J, Salim S and Dutta S, Microeconomics and Statistics, Book Syndicate*
- *De Bipul, Microeconomics, Tee Dee Publications (P) Ltd. (Bengali & English Version)*
- *Jana Diparna, Microeconomics 1, Law Point*

AEC-1:COMPULSORY ENGLISH

TotalMarks:50

Semester-end Examinations: 50

marksTutorial-NA

Unit-I: -Poetry:

- LORD TENNYSON, BREAK BREAKBREAK
- THOMAS HARDY: AFTERWARDS
- RABINDRANATH TAGORE: WHERE THE MIND IS WITHOUT FEAR

Unit-II:-Prose:

- R.K. NARAYAN: OUT OF BUSINESS
- PREM CHAND: THE CHILD
- MARTIN LUTHER KING, JR: I HAVE A DREAM

SEC-1:Entrepreneurship Development

TotalMarks:100

Semester-end Examinations: 75

marksTutorial-25 marks

Unit-I: -

Entrepreneur: meaning, features, functions and different types (Innovative, imitating, fabian, drone, social, intrapreneur, technopreneur, ecopreneur); Entrepreneurship Meaning, elements, determinants and importance; need for creativity and innovation in Entrepreneurship; Role of family business in India; The contemporary role models in Indian business [including Women Entrepreneur]: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution.

Unit-II:-

Public and private system of stimulation, support and sustainability of entrepreneurship, requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of Industries/entrepreneur's associations and self-help groups, The concept, role and functions of business Incubators, angel investors, venture capital and private equity fund.

Unit-III:-

Sources of business ideas [concept and features] and tests of feasibility [concept and objective], innovation life cycle, creative process, Significance of writing the business plan/project proposal; Concept, importance and contents of business plan/project proposal; Designing business processes, location, layout, operation, planning & control; preparation of feasibility study report and project report [Unit to be studied along-with Case Studies as far as practicable].

Unit-IV: -

Mobilizing Resources for entrepreneurship, Need for finance in entrepreneurship; Micro, Small and Medium Enterprises: meaning, advantages and disadvantages; Startup: mobilizing resources for start-up: Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers, basic start-up problems, methods to solve startup problems.

Suggested Readings:

- *Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.*
- *Sharma, S., Entrepreneurship Development, PHI*
- *Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education*
- *Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.*
- *Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.*
- *Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.*
- *Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.*
- *Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.*
- *SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.*
- *K Ramachandran, Entrepreneurship Development, McGraw-Hill Education*
- *SIDBI Reports on Small Scale Industries Sector.*
- *Mukherjee & Roy, Entrepreneurship Development, Oxford*
- *Chandra B & Biswas B, Entrepreneurship Development, Tee Dee Pub (P) Ltd (Bengali & English Version)*

QuestionPattern(Semester-endExaminations):75marks

Group-A:Answer three questions out of five questions each carrying 5 Marks:

3x5=15Group-B:Answerfourquestionsoutofsixquestionseachcarrying15Marks:4x15=60

CVAC-1:Fundamentals of Environment

TotalMarks:50

**Semester-end Examinations: 50
marksTutorial-NA**

Unit-I: -Introduction to environmental studies:

- Multidisciplinary nature of environmental studies
- Scope and importance
- Concept of sustainability, sustainable development, and sustainability goals
- Low carbon lifestyle: Mission LIFE

Unit-II:-Ecology and Ecosystems:

- Concept of ecology, ecosystem, and ecosystem services
- Structure and function of ecosystem
- Energy flow in an ecosystem's
- Ecological pyramid
- Food chain and food web (Terrestrial and aquatic ecosystems)
- Basic concept of population and community ecology
- Ecological succession

Unit-III:-Natural Resources:

- Concept of renewable and non-renewable resources
- Land resources and land use change; land degradation, soil erosion and desertification.
- Forest resources: importance" Deforestation- causes. consequences, and remedial measures
- Water: use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Environmental impacts of energy generation, use of alternative and nonconventional energy sources. Green energy.
- Natural resource accounting

Unit-IV: -Biodiversity and Conservation:

- Levels of biological diversity: genetic, species and ecosystem diversity
- Biogeographic zones of India, Biodiversity hot spots, Endemism, India as a mega diversity nation
- Threats to biodiversity. IUCN threat categories
- In-situ and Ex-situ conservation of biodiversity, protected area network
- Role of indigenous communities in biodiversity conservation, Peoples Biodiversity
- Register, Bioprospecting and Biopiracy

Unit-V: -Environmental Pollution:

- Environmental pollution: concepts and types,

- Air, water, soil, noise and marine pollution- causes, effects and controls
- Concept of hazards waste and human health risks
- Solid waste management: Control measures of municipal, biomedical and e-waste.
- Climate change, global warming, ozone layer depletion, acid rain and their impacts on human communities and agriculture

CVAC-2:Constitutional Values and Fundamental Duties

TotalMarks:50
Semester-end Examinations: 50
marksTutorial-NA

Course Objectives:

- To enrich students with knowledge and relevance of the Indian Constitution.
- To develop awareness about values of basic tents and Duties.
- To inculcate a sense of Constitutionalism.

Learning outcomes:

- To understand the Constitution and its relevance.
- To appreciate the values and goals embedded in the Constitution.
- To recognise the importance of Fundamental Duties enshrined in the Constitution.

Module I:

- Concept of renewable and non-renewable resources
- Land resources and land use change; land degradation, soil erosion and desertification.
- Forest resources: importance" Deforestation- causes, consequences, and remedial measures
- Water: use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources: Environmental impacts of energy generation, use of alternative and nonconventional energy sources. Green energy.
- Natural resource accounting

Module II:

1. The Constitution of India and Constitutionalism. Constitutional Values--- Justice, Liberty,Equality, Fraternity
2. Fundamental Rights; Rule of Law; Separation of Powers
3. Sovereignty, Socialism, Secularism, Democracy, Republic

SuggestedReadings:

- *D. D. Basu, et al., Introduction to the Constitution of India (latest edition)*
- *G. C. Hiregowderet. al.: The Indian Constitution--- An Introduction.*
- *S.K. Chaube: The Making and Working of the Indian Constitution*
- *M. P. Singh, V.N. Shukla: Constitution of India.*
- *Sudhir Krishnaswamy: Democracy and Constitutionalism in India*

SEMESTER-II

CVC-2:RETAIL STORE OPERATIONS

TotalMarks:100

Semester-end Examinations: 75

marksPractical-25 marks

Unit-I:-Introduction to Stores operations & Type of Retail Store:

Introduction; Store Operations; Objectives of the Store Function; Managing the Store.

Retail Store Organization; Centralized and Decentralized Retail Stores; Types of Retail Stores; Location of Retail Store; Site Selection of Retail Store; Importance of store operations, responsibility of store operations, store maintenance; Merchandise Management in Retail Store; Merchandise Handling in Retail Store.

Unit-II:-Store Management and its Operations:

Store Management and its Operations, meaning and importance; principles of effective store organization and management; formal organizational structure, informal organization – objectives policies and procedures, Store Management Responsibilities; Motivating Retail Store Employees; Retail Store Operation Management; Store Format, Size and Space Organization; Retail Store Security; Retail Store Environment and Brand Building.

Unit-III:-Store Layout and Merchandise Management:

Objective of Store Layout Design; Selecting a Layout; Division of Merchandise by Department; Locating Departments Within the Store; Merchandise Management and Principles of Merchandise Management. Space Management, Retail Store; Layout; Layout Planning; Layout as an Indicator of Competitiveness; Layout Types.

Unit-IV:-Store design and engineering:

Store design and retailing strategy, store design and facilities planning, store layout and departmentalizing, department space requirement, departmental locations, internal layout of departments.

Unit-V:-Atmospherics:

Lighting; Address the Senses; Housekeeping Standards; Store Windows; Creative Displays; Signage and Graphics; Color; Music; Scent. Interactive Windows.

SuggestedReadings:

- *Retail Store Operation, by Paul H Nystrom, Publisher: Ronald Press, New York*
- *Basics of Design: Layout and Typography for Beginner by Lisa Graham, Publisher: Cengage*
- *Learning*
- *William R. Green, Store Design: A complete guide to Designing Successful Retail Stores, Zippy Books*
- *Bajaj, Tuli&Srivastava, Retail Management, Oxford University Press, New Delhi.*
- *David Gilbert, Retail Marketing Management, Pearson Education.*
- *Ebster&Garaus, Store Design and Visual Merchandising, Business Expert Press.*
- *SwapnaPradhan, Retailing Management By, Tata McGraw Hill, New Delhi.*

QuestionPattern(Semester-endExaminations):75marks

Group-A:Answer three questions out of five questions each carrying 5 Marks:

3x5=15 Group-B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

Practical Syllabus:

(Practical Marks: 25)

Unit-I:-Customer Dealing:

How to Build Patience - Developing Listening Skills - Humour in Conversation - Understanding the Customer Needs - Anger Control.

Unit-II:-Conversational Skills Development on Phone:

How to Make calls • Answering the Calls • Representing the Company • Following the Company's Procedure.

Unit-III:-Role Playing:

Admiring the Ideal • Role play • Real Life Clippings on Retail.

Unit-IV:-Developing Relationships:

Memory Skills • Feedback from Customers • Giving Personal Attention.

Minor-2: Marketing Management and Human Resource Management

Total Marks: 100

Semester-end Examinations: 75

marks Tutorial-25 marks

Module-I Marketing Management

(Theory Marks: 40)

Unit-I: -Introduction:

Meaning of market, Objectives and Importance of Marketing; Societal Marketing concept, Selling vs. Marketing; Marketing mix [concepts, components], Marketing environment: concept, importance, and components.

Unit-II: -Market Segmentation:

Market segmentation: concept, importance and bases; Product differentiation vs. market segmentation.

Unit-III: -Product:

Concept and importance, Product classifications; Concept of product mix; Branding- Concept, packaging and labelling; Product life-cycle [concept], New Product Development Process.

Unit-IV: -Pricing and Distribution:

Pricing [Meaning, objectives, Significance and methods] Factors affecting price of a product. Pricing policies and strategies, Distribution Channels - meaning and importance; Types of distribution channels.

Unit-V: -Promotion and Recent developments in marketing:

Promotion: Nature and importance of promotion; Types of promotion: advertising, personal selling, publicity & sales promotion, Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism.

Module-II Human Resource Management

(Theory Marks:35)

Unit-I: -Nature and Scope:

Concept and meaning of HR, Understanding the Nature and Scope of HRM, Functions and importance of HRM.

Unit-II: -Human Resource Planning:

Market segmentation: concept, importance and bases; Product differentiation vs. market segmentation.

Unit-III: -Recruitment and Selection:

Training and Development Meaning and purpose of training, Benefits of training to organization and employees –Training methods.

Unit-IV: -Training and Development:

Training and Development Meaning and purpose of training, Benefits of training to organization and employees –Training methods.

Unit-V: -Job Evaluation and Performance Appraisal:

Job evaluation- objectives, scope, Job analysis, Job description, Job Specification-basic concept and significance, Performance Appraisal-Concept.

Suggested Readings:

- Kotler, P., *Marketing Management*, Pearson
- Ramaswamy and Namakumari, *Marketing Management*, McMillan
- *Marketing Management*, Govindarajan, M., PHI
- *Principles of Marketing*, Kapoor, N., PHI
- Bhagwati, Pillai, *Marketing Management*, S.Chand
- Verma, Duggal, Haldar & Sarkar, *Principles of Marketing*, Oxford
- Samanta, S R, *Human Resource Management*, PHI
- Mahajan, Reeta, *Human Resource Management*, Vikash
- Haldar & Sarkar, *Human Resource Management*, Oxford
- Sinha, Sekhar & Bala, *Human Resource Management*, Cengage
- Jyothi & Venkatesh, *Human Resource Management*, Oxford
- Praharaj & Praharaj, *Principle of Marketing and Human Resource Management*, Tee Dee Pub (P) Ltd. (Bengali & English Version)
- Ghosh Sudipta & Joshi Lalit Kumar, *Marketing Management and Human Resource Management*, Law Point

Question Pattern (Semester-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks:

3x5=15 Group-B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

IDC-2: Macroeconomics

TotalMarks:75
Semester-end Examinations: 50
marksTutorial-25 marks

Unit-I: -Basic Concepts:

Macroeconomics, Concepts, Scope, macroeconomic variables, objectives, Differences with microeconomics.

Unit-II: -National Income:

National income accounting, Concepts and measurement of GDP, GNP, NNP, NDP, PI, DPI, Circular flow of income (2 sectors & 3 sectors economy), Real and Nominal GDP and GDP Deflator.

Unit-III: -Determination of equilibrium income in Simple Keynesian Model:

Theory of Income determination- Simple Keynesian model; Consumption, Saving, Investment functions; National Income determination; Investment multiplier, Government expenditure multiplier (Graphical Analysis), Tax multiplier and Balanced budget multiplier (concepts).

Unit-IV: -Money and inflation:

Concept of demand for money and supply of money, Measures of supply of money, High powered money, money multiplier, Concept of Inflation, Demand pull and Cost push Inflation. Inflationary gap. Monetary and fiscal measures to control inflation.

Unit-V: -Public Finance:

Government budget-meaning and components, Classifications of receipts –revenue and capital receipts; Classification of expenditure-revenue and capital expenditure. Measures of Government Deficit-Revenue deficit, Fiscal deficit, Primary deficit.

Suggested Readings:

- *Branson W.H. Macro Economic Theory and Policy,*
- *Dornbusch, Fischer & Startz, Macroeconomics, TMH*
- *Samuelson & Nordhaus, Macroeconomics, McGraw Hill*
- *Ghosh C & Ghosh A., Macroeconomics, PHI*
- *Parchure, S., Macroeconomics, PHI*
- *Bhattacharyya S and Das I, Macroeconomics and Advanced Business Mathematics, , Oxford University Press*
- *Majumdar D and Chatterjee N, Macroeconomics and Advanced Business Mathematics, ABS Publishing House*
- *Dasgupta P and Chakraborty G, Samashtigoto Orthoneti o uchhotoro Banijyik Gonit, Dey Book Concern*
- *De Bipul, Macroeconomics, Tee Dee Publications (P) Ltd. (Bengali & English Version)*

AEC-2:COMPULSORY ENGLISH

TotalMarks:50
Semester-end Examinations: 50
marksTutorial-NA

Unit-I: -Poetry:

- WILLIAM WORDSWORTH: LUCY GRAY
- ELIZABETH BARRET BROWNING: HOW DO I LOVE THEE
- WILFRED OWEN: ANTHEM FOR DOOMED YOUTH

Unit-II:-Prose:

- O. HENRY: THE LAST LEAF
- RUSKIN BOND: THE THIEF'S STORY
- RABINDRANATH TAGORE: RAM MOHAN ROY

**SEC-2:Information Technology and
It's Application in Business**

**TotalMarks:100
(Theory-50+Practical-50)**

**Module I
Theory (50 Marks)**

Unit-I: -Fundamentals of Computer:

Components of a Computer System, Applications of Computers, Advantages and Disadvantages of Computers, Software and its Types: System Software, Application Software, Operating System, Mobile Operating System, Free and Open Software.

Unit-II:-Internet Services & Security measure:

Key technology concepts, Packet switching, TCP/IP, IP addresses, Types of Internet Services, World Wide Web (WWW), Uniform Resource Locator (URL), Domain Names, Web Browsers. Internet of Things: Concept, Smart Device, RFID and it's use cases, Wireless Sensor Networks and it's applications, Information Rights, Privacy and Freedom in an Information Society, Principles of Cyber Security, Computer Malwares, Well-known attacks (Fishing, Spoofing etc) and it's prevention measures like CAPTCHA Code, Password etc. Use of Blockchain technique for security measures.

Unit-III:-Current Computing Paradigm:

Cloud Computing: Service Oriented approach, Virtualization, Business Model, Use cases, Green computing, Edge computing, Quantum computing, Challenge of Big Data.

Unit-IV: -Business Data Handling:

Transaction processing, Analytical processing-Concepts, Techniques, Difference, Concept of Data Mining including Text Mining and Web Mining, Evolution of AI, Importance of Artificial Intelligence in Business Data handling through use cases, Basic Concepts of an Expert system in context of Business Data Management, Basic concepts of Machine learning including supervised and unsupervised learning, Application of Machine learning in Banking and Finance, Basic concepts on ERP based Business Software Solutions. Intelligent Agents (Concepts & Application).

Unit-V: -IT Act. 2000and Cyber Crimes:

IT Act 2000(as amended thereon)- Definitions of different terms, Digital signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signatures Certificates, Duties of Subscribers, Penalties and Adjudication, Appellate Tribunal, Offences and Cyber-crimes.

Module II

Practical (50 Marks)

Unit-I: -Word processing:

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders; Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders; Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa; Create newspaper columns, indexes and table of contents, Spell check your document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text; Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography; Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else; Linking and embedding to keep things together. (Creating Business Documents using the above facilities; Hands-on experience in using spreadsheet software.

Unit-II:-Spreadsheet:

Working with cell and cell addresses, entering and editing data, finding and replacing data, selecting a range, moving, cutting, copying with paste, inserting and deleting cells, freezing cells, cell formatting options, adding, deleting and copying worksheet with in a workbook, renaming a worksheet, Cell reference – relative, absolute - Elements of spreadsheet charts – categories, create a chart, choosing chart type, edit chart axis, titles, labels, data series and legend, adding a text box, rotate text in a chart. Hands-on experience in using spreadsheet software.

Unit-III:-Presentation:

Introduction, creating presentations – using auto content wizard, using templates, using blank presentation, formatting background, adding sounds, slide show, slide sorter, setting animation, slide transition, setting intervals, saving and printing, presentations, adding and playing audio clips in presentations, creating hyperlinks in presentations, converting the presentations into a video clip, Morph Transition. (**Creating Business Presentations using above facilities**). Creating professional presentations using software.

Suggested Readings:

- *Introduction to Computer Application (As per NEP) by Ashok Arora. [S.Chand and Co. Ltd.]*
- *Fundamentals of Computers by Reema Thareja; Oxford Publisher*
- *Computer Fundamentals by Pradeep K Sinha; BPB Publication*
- *Experiencing MIS by Kroenke and Boyle. [Pearson]*
- *Essentials of MIS by Laudon & Laudon. [Pearson, 14th Edition]*
- *New Perspectives Microsoft® Office 365® & Office 2019 Introductory by Patrick Carey, Dan Oja, June*
- *Jamrich Parsons, Katherine T. Pinard, Ann Shaffer, Mark Shellman [Cengage]*
- *Information Technology and its Application in Business, S Dawn and P Banerjee, Tee Dee Pub. Ltd.*
- *Introduction to Computer Application, Ashok Arora, Vikas Publishing House,*
- *Computer Applications -I, Anirban Das & Shantanu Chakraborty, Law Point*
- *Computer Applications in Business, Deepak Jain, Law Point*

Question Pattern (Semester-end Examinations): 75 marks

Group-A: Answer three questions out of five questions each carrying 5 Marks:

3x5=15 Group-B: Answer four questions out of six questions each carrying 15 Marks: 4x15=60

CVAC-3: Environmental Education

Total Marks: 50

**Semester-end Examinations: 50
marks Tutorial-NA**

Unit-I: -Environmental Education:

- Concept, definition, and significance of environmental education
- Genesis of environmental education. Tbilisi Declaration 1977
- Philosophy of environmental education
- Environmental awareness vis a vis environmental education

Unit-II: -Rules and regulations of environment:

- Necessity of rules and regulations, different types of rules and regulations, mistakes in implementing of environmental rules, problems in implementing environmental rules.
- Environment Laws in India: Wildlife (Protection) Act; Forest (Conservation) Act;
- Water (Prevention and control of Pollution) Act; Air (Prevention & Control of Pollution) Act; Environment Protection Act; Biodiversity Act.
- International agreements: Montreal Protocol, Kyoto protocol and climate negotiations; Convention on Biological Diversity (CBD).

Unit-III: -Human Communities and the Environment:

- Human population growth: Impacts on environment. human health. and welfare.
- Concept of Resettlement and rehabilitation.
- Environmental movements: Bishnois. Chipko. Silent valley. Big dam movements.
- Environmental ethics: Types. ecofeminism, role of cultures in environmental conservation.

Unit-IV: -Disaster Awareness:

- Fundamentals of hazard. disaster. risk and vulnerability
- Disaster classification, Natural Disasters-floods, earthquake, cyclones, tsunami and landslides; Manmade Disaster.
- Case Studies: Minamata disaster, Bhopal gas disaster, Fukushima nuclear disaster. Kedarnath flood, Cyclone Aila, COVID- 19
- Disaster management, Disaster warning systems

Unit-V: -Role of environmental education in protecting environment:

- Lifelong learning procedure. Pedagogy in environmental education; Formal and informal environmental education (Exhibition, role playing ability, quiz, debate, field trip, demonstration, project, poster presentation, seminar, eco-club)
- Role of NGOs and government institutions
- Role of information technology and mass media: Print, Electronic and social media

Suggested Readings:

- Reference: Das. S., (2023) *Environmental education*, SanjibPrakasan, Kolkata



