



R. C. Patel Educational Trust's
R. C. Patel Arts, Commerce and Science College
Shirpur-425405, Karvand Naka, Dist.- Dhule (Maharashtra)
E-mail - principal@repasc.ac.in

Affiliated to: K. B. C. North Maharashtra University, Jalgaon-425001

Self Study Report (SSR): 2024 (4th Cycle)



Criteria - 1
Curricular Aspects

Key Indicator - 1.3
Curriculum Enrichment

Metric No. - 1.3.1 (QIM)

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

Submitted to
National Assessment and Accreditation Council, Bangalore



R. C. Patel Educational Trust's

R. C. Patel Arts, Commerce and Science College

Karvand Naka, Shirpur 425405, Dist - Dhule, Maharashtra

☎: (02563) 299328

E-mail: principal@rcpasc.ac.in

President

Hon. Bhupeshbhai Patel

Principal

Dr. D. R. Patil

Date: 15/06/2024

Declaration

This is to declare that, the information, reports, true copies of the supporting documents, numerical data etc. submitted in these files is verified by Internal Quality Assurance Cell (IQAC) and it is correct as per the office record.

This declaration is for the purpose of NAAC accreditation of the HEI for the 4th cycle assessment period 2018-19 to 2022-23.

Place: Shirpur

Date: 15/06/2024

Dr. Sandip P. Patil

IQAC Co-ordinator

IQAC Coordinator

R. C. Patel Educational Trust's

R. C. Patel Arts, Commerce and Science College

Shirpur, Dist.-Dhule (M.S.) 425405



Dr. D. R. Patil

IQAC Chairman & Principal

PRINCIPAL

R. C. Patel Educational Trust's

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Shirpur, Dist.-Dhule (M.S.) 425405

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

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Dr. D. R. Patil
(Principal)



Kavayitri Bahinabai Chaudhari
NORTH MAHARASHTRA UNIVERSITY, JALGAON

Syllabus of F. Y. B. A. History

Semester First

Choice Based Credit System, Semester System

Core Course-(HIS. – DSC A 1)

HISTORY OF INDIA (1857-1950)

Marks 60 Period 52 Credits 03

Chapter 1: Socio-religious reform movements (Credits: 01, Marks: 20)

- a. Brahmo Samaj, Prathana Samaj, Ramkrishna Mission, AaryaSamaj
- b. Wahabi, Deoband, Aligarh and Singh Sabha Movement
- c. Debates around Gender
- d. Caste; Sanskritising and anti Brahminical trends

Chapter 2: Political Trends up to 1919 (Credits : 01, Marks:20)

- a. Political Ideology and Organization
- b. Formation of Indian National Congress
- c. Moderates and Extremists
- d. Swadeshi Movement
- e. Revolutionaries

Chapter 3: Nationalism and Social Groups: Interfaces (Credits :01, Marks:20)

- a. Landlords, Professionals and Middle Classes
- b. Peasants
- c. Tribal
- d. Labour
- e. Dalit
- f. Women

K.B.C. North Maharashtra University, Jalgaon
Syllabus for F.Y.B.A. Core Course Psychology

Semester - I

Course Title: Basic Principles in Psychology (Psy-101)

Course Code: CCPSY-I Total Marks: 100

Credit: 03 Internal Exams: 40

Total Period – 60 External Exams: 60

Total Hours: 50

Course Objectives:

1. To impart knowledge of the basic concepts and modern trends in Psychology.
2. To make the students aware of the applications of Psychological concepts in various fields.
3. To elaborate the concept of personality, types and trait theories of personality and self-concept as well as SWOT analysis and SMART.
4. To elaborate the concepts of motivation and emotions, its types and effect emotions on Physical and mental health to the students.

Unit-1. INTRODUCTION TO PSYCHOLOGY (20)

1.1 Nature of psychology: Meaning of psychology, Behavioural Science, Study of behaviour, Study of mental processes, Major goals of psychology- (Description and measurement of behaviour, Explain of behaviour, Prediction and control of behaviour, Behavioural change)

1.2. Modern perspectives of psychology: Behavioural, Bio-psychosocial, Developmental, Humanistic, Psychoanalytic and Cognitive

1.3 Branches of Psychology: Clinical Psychology, Counseling Psychology, Positive psychology, Industrial Psychology, Social Psychology, Developmental Psychology, Educational Psychology, Criminal & Forensic Psychology, Environmental psychology, Women psychology

1.4 Methods of Psychology: Observation method (Introspection, Naturalistic & Systematic), Case Study method, Interview method, Survey method, Experimental Method

1.5 Applying Psychology-Career in Psychology

Unit – 2. PERSONALITY AND SELF CONCEPT (20)

2.1 Nature of Personality- Factors of shaping Personality (Genetic Endowment, Physique, Endocrine Glands, Family, Friends and Neighbour Hood, School, Social, Cultural, Technology, Mass Media)

2.2 Type and Trait of Personality: (Hippocrates, Kretchmer, Jung), (Allport's, Cattell's, McCrae and Costa big – 5 model)

2.3 Theories of Personality –Freud's Psychoanalytical (Structure of Personality and Division of Personality), Bandura's Social learning, Personality Assessment: – Self report Measurement (questionnaire), Interview, Behavioural, Projective Techniques (Rorschach Inkblot test), TAT, Sentence completion test)

2.4 Self-Concept:- Nature of self-concept, Components of Self-concept (Self Awareness, Self-presentation, Self Esteem, Self-Respect, Self-control)

2.5 Applying Psychology- SWOT analysis, SMART analysis

Unit – 3. MOTIVATION & EMOTION (20)

3.1 .Motivation: Nature of motivation, Motivation cycle and Maslow's Hierarchical theory of motivation

3.2 Types of Motivation: Biogenic (Hunger, Thirst, Sex, Sleep, Temperature Regulation, Maternal) Social (Achievement, Power, Dependency, Affiliation, Acceptance and Aggression)

3.3 Frustration: Nature and reasons of Frustration, Conflicts-Nature and types of conflicts– (Approach–Approach, Avoidance-Avoidance, Approach–Avoidance, Double Approach–Avoidance), Conflict resolution-Direct and indirect ways, Effect of emotions on physical and mental health

3.4 Emotion: Nature and functions of emotions, Types of emotion (Primary and Secondary, Positive and Negative), Physiological changes and external expression of emotion.

3.5 Applying Psychology – Techniques of controlling emotions

Reference Books:

- 1) Baron, R. A. (2001). Psychology. New Delhi: Pearson Education Pvt. Ltd.
- 2) Santrock J.W. (2006) Psychology Essentials2; Tata McGraw-Hill Edition
- 3) Ciccarelli , Sandra, White N. (2011). Psychology: An Exploration (2nd edition), Pearson Publications
- 4) Ciccarelli, S and Meyer, G. E. (2011). Psychology, Pearson Publications, New Delhi.
- 5) Coon, D. & Mitterer, J. O. (2007). Introduction to psychology: Gateways to mind and behavior.Singapore: Thomson Wadsworth.
- 6) Feldman, Robert (2009). Understanding Psychology, 9th edition, Tata McGraw Hill.

॥ अंतरी पेटवू ज्ञानज्योत ॥

उत्तर महाराष्ट्र विद्यापीठ, जळगाव

Choice Based Credit System
शैक्षणिक वर्ष 2018-2019 पासून लागू

प्रथम वर्ष कला
F. Y. B. A.
Discipline Specific Core Course (DSC)
मराठी

DSC A – वाङ्मयीन मराठी

विशिष्ट वाङ्मयप्रकारांचा अभ्यास

सत्र पहिले

MAR G – 111(A)

DSC A 1 – विशिष्ट वाङ्मयप्रकाराचा अभ्यास—कथा

- पुस्तक : 'निवडक दहा कथा' – हमीद दलवाई, साधना प्रकाशन, पुणे. जुलै 2018.

टीप - सदर पुस्तकात 'लाट' (हमीद दलवाई, मौज प्रकाशन गृह, मुंबई. चौथी आवृत्ती : 25 मे 2016) या कथासंग्रहातील 'छप्पर', 'कफनचोर', 'बेकार (पण कलावंत) माणसाची गोष्ट', 'माणूस आणि गाढव', 'खुदा हाफिज' या पाच कथा आणि 'जमीला जावद आणि इतर कथा' (हमीद दलवाई, साधना प्रकाशन, पुणे. दुसरी आवृत्ती : 14 जुलै 2017) या कथासंग्रहातील 'बाबूखानचा ग्रामोफोन', 'दहा रुपयांची नोट', 'आहमद', 'कोल्हा आणि कोकरू', 'एका अव्यवहारी अपूर्णाकाची गोष्ट' या पाच कथा अशा एकूण दहा कथा समाविष्ट आहेत.

- अभ्यासक्रमाची उद्दिष्टे -
 1. कथा या वाङ्मयप्रकाराचे स्वरूप आणि त्याची वैशिष्ट्ये यांचे आकलन करून घेणे.
 2. कथारचनेच्या प्रमुख घटकांचे आकलन करून घेणे.
 3. कथेच्या महत्त्वपूर्ण अशा प्रकारांचा परिचय करून घेणे.
 4. मराठी कथेची वाटचाल ठळक टप्प्यांच्या आधारे जाणून घेणे.

5. हमीद दलवाई यांच्या निवडक दहा कथांच्या कथानकाचे आकलन करून घेणे आणि त्यातील व्यक्तिचित्रणाची वैशिष्ट्ये जाणून घेणे.
6. हमीद दलवाई यांच्या निवडक दहा कथांमधील प्रसंगवर्णने आणि वातावरणनिर्मिती यांचे विशेष जाणून घेणे.
7. हमीद दलवाई यांच्या निवडक दहा कथांतील संघर्ष, निवेदनशैली, भाषाविशेष या घटकांचे आकलन करून घेणे.

घटक विश्लेषण —

एकूण तीन (03) श्रेयांक

क्र.	घटक	श्रेयांक	तासिका (घट्याळी)
1.	अ) कथा या वाङ्मयप्रकाराची ओळख	01	15
	• कथा : संकल्पना व स्वरूप		
	• कथेचे घटक — कथानक, व्यक्तिचित्रण, प्रसंगवर्णन, संघर्ष, निवेदनशैली व भाषा		
	• अन्य वाङ्मयप्रकारांहून कथा या वाङ्मयप्रकाराचे निराळेपण		
	• कथेच्या प्रमुख प्रकारांचा परिचय — स्फुट गोष्ट, लघुकथा, दीर्घकथा		
	• मराठी कथेच्या वाटचालीचा परिचय		
2.	अ) हमीद दलवाई यांच्या निवडक दहा कथांची कथानके आणि त्या कथांमधील व्यक्तिचित्रणे	01	15
	ब) हमीद दलवाई यांच्या निवडक दहा कथांमधील प्रसंगवर्णने व वातावरणनिर्मिती		
3.	अ) हमीद दलवाई यांच्या निवडक दहा कथांची निवेदनशैली व भाषाविशेष	01	15
	ब) हमीद दलवाई यांच्या निवडक दहा कथांमधील जीवनचित्रण आणि संघर्ष		
	एकूण श्रेयांक व तासिका	03	45

संदर्भसाहित्य —

1. कथा : एक साहित्यप्रकार (लेख) — सुधा जोशी, साहित्य : अध्यापन आणि प्रकार, संपा. श्री. पु. भागवत व अन्य, पॉप्युलर व मौज, मुंबई. पृ. क्र. 279-300.
2. समाज आणि साहित्य — सदा कऱ्हाडे, लोकवाङ्मय गृह, मुंबई.
3. साहित्य आणि सामाजिक संदर्भ — रा. ग. जाधव, कॉन्टिनेन्टल, पुणे.
4. लघुकथा : तंत्र आणि मंत्र — ना. सी. फडके, व्हीनस, पुणे.
5. मराठी कथा : उगम आणि विकास — इंदुमती शेवडे, सोमैया, मुंबई.
6. कथा : संकल्पना आणि समीक्षा — सुधा जोशी, मराठी विभाग, मुंबई विद्यापीठ आणि मौज, मुंबई.
7. मराठी कथा : रूप आणि परिसर - म. द. हातकणंगलेकर, सुपर्ण, पुणे.
8. मराठी कथासाहित्य — म. ना. अदवंत, नीहारा, पुणे.
9. मराठी लघुकथेचा इतिहास — म. ना. अदवंत, नीहारा, पुणे.
10. मराठी कथेची स्थितिगती — अंजली सोमण, प्रतिमा, पुणे.
11. कथाशताब्दी — विजया राजाध्यक्ष, अशोक रानडे, ग्रंथाली, मुंबई.
12. मराठी कथा : स्वरूप आणि आस्वाद — दा. वि. कुलकर्णी, स्वाध्याय महाविद्यालय, पुणे.
13. मराठी साहित्य : प्रेरणा आणि स्वरूप — संपा. गो. मा. पवार, म. द. हातकणंगलेकर, पॉप्युलर, मुंबई.
14. मराठी नवकथा : रंग आणि रूप — सुभाष पुलावळे, चिन्मय, औरंगाबाद.
15. मुस्लिम मराठी साहित्य : स्वरूप आणि समीक्षा — नसीम एहतेशाम देशमुख, अध्यक्ष, महाराष्ट्र मुस्लिम मराठी साहित्य चळवळ, जळगाव.
16. मुस्लिम मराठी साहित्य : प्रेरणा आणि स्वरूप — फ. म. शहाजिंदे, फारुक तांबोळी
17. हमीद दलवाई : क्रांतिकारी विचारवंत — शमसुद्दिन तांबोळी, डायमंड, पुणे.
18. हमीद — अनिल अवचट, नीळकंठ, पुणे.
19. मी भरून पावले आहे — मेहरुत्रिसा दलवाई, साधना, पुणे.
20. दगडावरची पेरणी — सय्यदभाई, अक्षरमानव, पुणे.
21. मेकर्स ऑफ मॉडर्न इंडिया — रामचंद्र गुहा, पेंग्विन, दिल्ली.
22. हमीद दलवाई (लेख) — शमसुद्दिन तांबोळी, www.uniquefeatures.in
23. व्यक्तिवेध (नरहर कुरुंदकर यांच्या निवडक लेखनाचा पहिला खंड) — संपा. विनोद शिरसाठ, देशमुख आणि कंपनी, पुणे.
24. हमीद : द अनसंग ह्युमनिस्ट (लघुपट)
25. मुस्लिम सत्यशोधक मंडळाचे संकेतस्थळ.

टीप –

1. प्रत्येक विद्यार्थ्यांचे मूल्यमापन एकूण शंभर गुणांमध्ये होईल. त्यात साठ गुणांची विद्यापीठ परीक्षा होईल आणि चाळीस गुण अंतर्गत मूल्यमापनासाठी असतील.
2. अंतर्गत मूल्यमापनाच्या चाळीस गुणांची विभागणी पुढीलप्रमाणे—
 - विद्यार्थ्यांची तासिकांना हजेरी— 10 गुण, विद्यार्थ्यांचे वर्तन— 10 गुण आणि एक चाचणी—20 गुण

प्रश्नपत्रिकेचे स्वरूप

प्रश्न क्र. 1	प्रश्नांचे स्वरूप	गुण
अ)	योग्य पर्याय निवडा. (आठपैकी सहा)	06
ब)	एका वाक्यात उत्तरे लिहा. (आठपैकी सहा)	06
प्रश्न क्र. 2	थोडक्यात उत्तरे लिहा. (चारपैकी तीन)	12
प्रश्न क्र. 3	थोडक्यात उत्तरे लिहा. (पाचपैकी चार)	12
प्रश्न क्र. 4	दीर्घोत्तरी प्रश्न (दोनपैकी एक)	12
प्रश्न क्र. 5	टीपा लिहा. (तीनपैकी दोन)	12
	एकूण गुण	60

रूचि आधारित साख पद्धति
Choice Based Credit System (CBCS)
प्रथम वर्ष कला हिंदी
मुख्यांश पाठ्यक्रम(Core Course)
DSC HIN A I – सामान्य हिंदी I (3 क्रेडीट)

प्रथम सत्र पाठ्यक्रम

◆ पाठ्यक्रम का उद्देश्य :

- i) छात्रों को कथेत्तर गद्य की विविध विधाओं से परिचित करना।
- ii) कथेत्तर गद्य तथा पद्य की विविध रचनाओं के माध्यम से छात्रों में मानवीय मूल्यों के प्रति आस्था निर्माण करना।
- iii) कथेत्तर गद्य तथा पद्य की विविध रचनाओं के माध्यम से छात्रों की भाषिक और लेखन की क्षमता को विकसित करना।
- iv) कथेत्तर गद्य तथा पद्य की विविध रचनाओं के माध्यम से छात्रों में माध्यम से सामाजिक संवेदना को जागृत करना।

हिंदी अध्ययन मंडल द्वारा संपादित पाठ्यपुस्तकसाहित्य सरिता के निम्न रचनाकार एवं उनकी रचनाएं अध्ययनार्थ रखी गई हैं :-

(प्रथम सत्र) गद्य			
क्र	पाठ / कविता का शीर्षक	लेखक / कवि	विधा
1	पूस की रात	प्रेमचंद	कहानी
2	प्रायश्चित्त	भगवतीचरण वर्मा	कहानी
3	साहित्य की महत्ता	आचार्य महावीर प्रसाद द्विवेदी	निबंध
4	वैष्णव की फिसलन	हरिशंकर परसाई	व्यंग्य
5	रीढ़ की हड्डी	जगदीशचन्द्र माथुर	एकांकी
6	सुभान खा	रामवृक्ष बेनीपुरी	रेखाचित्र
(प्रथम सत्र) पद्य			
1	पद	तुलसीदास	काव्य
2	पद	सूरदास	काव्य
3	दोहे	कबीरदास	काव्य
4	पदावली	मीराबाई	काव्य
5	दोहे	बिहारी	काव्य
6	पदावली	भूषण	काव्य
व्याकरण - 1 विलोमार्थक शब्द 2 शब्द -संसाधन 3 पत्र-लेखन			

संदर्भ ग्रंथ:

- 1) साहित्य सरिता - संपा. हिंदी अध्ययन मंडल, कबचौउमवि, जलगाँव
- 2) प्रेमचंद की कहानियों का कालक्रमानुसार अध्ययन - कमल किशोर गोयनका
- 3) बीसवीं सदी का हिंदी साहित्य - डॉ. विश्वनाथप्रसाद तिवारी
- 4) हिंदी कहानी में गांधीवाद - निशा गहलौत
- 5) कहानी वस्तु और अंतर्वस्तु - शंभु गुप्त
- 6) अंतिम दशक की हिंदी लेखिकाओं की कहानी में अभिव्यंजित नारी मनोविज्ञान- डॉ. आशा बी. हिरेमठ
- 7) नई कविता के नए कवि - विश्वंभर मानव
- 8) समकालीन कविता - विश्वनाथप्रसाद तिवारी
- 9) समकालीन कविता - डॉ. सरजूप्रसाद मिश्र
- 10) आधुनिक हिंदी काव्यधारा - डॉ. सरजू प्रसाद मिश्र
- 11) देवनागरी लिपि तथा मानवीकरण, संपा. प्रो. अवनीश कुमार, केंद्रीय हिंदी निदेशालय, (भारत सरकार)
- 12) हिंदी व्याकरण - कामताप्रसाद गुरु, प्रकाशन संस्थान, नई दिल्ली
- 13) मानक हिंदी व्याकरण - डॉ. लक्ष्मीकांत पाण्डेय, विद्या प्रकाशन, कानपुर
- 14) शुद्ध हिंदी - डॉ. जगदीश प्रसाद कौशिक, साहित्यकार जयपुर
- 15) प्रयोजनमूलक मानक हिंदी - ओं कारनाथ वर्मा सुलभ प्रकाशन, लखनऊ
- 16) व्यावहारिक हिंदी - ओमप्रकाश सिंहल, पीतांबर पब्लिशिंग कंपनी, नई दिल्ली
- 17) व्यावहारिक हिंदी व्याकरण - डॉ. नामदेव उतकर, चंद्रलोक प्रकाशन, कानपुर
- 18) प्रयोजनमूलक हिंदी व्याकरण - डॉ. द्विजराम यादव, साहित्य रत्नाकर, कानपुर
- 19) प्रयोजनमूलक हिंदी - डॉ. उर्मिला पाटील, अतुल प्रकाशन, ब्रह्मनगर, कानपुर
- 20) व्यावहारिक हिंदी - डॉ. ईश्वरदत्त शील, विद्या विहार, गांधीनगर, कानपुर

FYBA Compulsory English
CENG-101 & 201

Syllabus (w.e.f. 2022-23)

Course Credits: 3 per Semester Examination Marks: External (60) + Internal (40)

Lectures Required: 45 hrs

Course Objectives:

- To introduce students with prose and poetic forms in English literature
- To enable students learn and appreciate literature and its genres like prose, short story, and poetry.
- To provide students opportunity to learn English language Communication skills in and outside classroom situation
- To help the students practice English grammar and make correct use in everyday English communication

Semester-I

Unit: 1 Prose

- a. The Mark of Vishnu- Khushwant Singh
- b. A Cup of Tea- Katherine Mansfield
- c. India's Message to the World- Swami Vivekanand

Unit: 2 Poetry

- a. Where the Mind is Without Fear- Rabindranath Tagore
- b. A Quality of Mercy- William Shakespeare
- c. The Bangle Sellers- Sarojini Naidu
- d. The Lake Isle of Innisfree- W.B. Yeats

Unit: 3 Communication Skills

- a. Comprehension
- b. Introduce Yourself
- c. Information Transfer- Verbal to Non-verbal

Unit: 4 Grammar

a. Parts of Speech:

- i) Noun
- ii) Pronoun
- iii) Verb
- iv) Adverb
- d. Articles

FYBA Optional English

OENG-101 & 201

Syllabus (w.e.f.2022-23)

Core Course - Discipline Specific Course 1- English (A) and (B)

Introduction to Literature: Short Story and Poetry

Course Credits: 3 per Semester Examination Marks: External (60) + Internal (40)

Lectures Required: 45 hrs

Course Objectives:

- To acquaint students with the forms, elements and types of literary genres like short story and poetry
- To enable students learn and appreciate literature and its forms
- To enable students to understand that literature is an expression of human values within a historical and social context
- To help the students learn the difference between day-today language and literary language

Semester-I

DSC-1(A) Introduction to Literature: Short Story

Unit: 1 Introduction to Short Story: Definitions and Elements

Unit: 2 Types of Short Story: Fable, Parable, Drabble, Anecdote, and Adventurous Story,

Unit: 3 Study in Texts:

- a. The Barber's Trade Union – Mulk Raj Anand
- b. A Horse and Two Goats- R.K.Narayan

Unit: 4 Study in Texts:

- a. The Necklace -Guy de Maupassant
- b. The Romance of a Busy Broker- O' Henry

Semester-II

DSC-1(B) Introduction to Literature: Poetry

Unit: 1 Introduction to Poetry: Definitions, Elements, & Major Figures of Speech

Unit: 2 Types of Poetry: Brief Introduction to Lyric, Sonnet, Ode, Elegy, Epic, Ballad

Unit: 3 Study in Poetry: Lyric, Sonnet, and Ode

- a. A Red, Red Rose - Robert Burns
- b. Shall I Compare Thee to a Summer's Day? (Sonnet-18) –William Shakespeare
- c. Ode to the West Wind- Percy Bysshe Shelley

Unit: 4 Study in Poetry: Elegy, Epic, and Ballad

- a. O Captain! My Captain!- : Walt Whitman
- b. From Paradise Lost-Book-I (First 26 Lines)-John Milton
- c. La Belle Dame sans Merci- John Keats

Recommended Reading

1. Abrams, M. H. A Glossary of Literary Terms. Delhi: Prism, 1999.
2. Goodman, W.R, A History of English Literature Vol. I and II, Delhi:Doaba House, 1994.
3. Hudson, W.H. An Introduction to the Study of English Literature. Delhi:Macmillan Press 1995.
4. www.poetryfoundation.or

Semester-II

Unit: 1 Prose

- a. The Lumber Room- Saki
- b. The Lottery Ticket – Anton Chekov
- c. A Lesson My Father Taught Me- Dr. A P J Abdul Kalam

Unit: 2 Poetry

- a. Stopping by Woods on a Snowy Evening- Robert Frost
- b. Poet. Lover and Bird Watcher- Nissim Ezekiel
- c. The Solitary Reaper- William Wordsworth
- d. Sea-Fever- John Masefield

Unit: 3 Communication Skills

- a. Greeting and Leave Taking
- b. Application Letter
- c. Information Transfer- (Non-verbal to Verbal)

Unit: 4 Grammars

- a. Parts of Speech
 - i) Adjective
 - ii) Preposition
 - iii) Conjunction
 - iv) Interjection
- b. Subject-Verb Agreement

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

(A' Grade NAAC Re-Accredited (3rd Cycle))

FACULTY OF COMMERCE & MANAGEMENT

F. Y. B. Com – CBCS From: - June 2022.

SEMESTER: I

Paper: 107 c - Elective - Marketing & Advertising

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60

Objectives:

1. To create awareness about marketing & advertising
2. To understand basic concepts of marketing & advertising
3. To establish link between business and marketing & advertising
4. To know the relevance of marketing & advertising in modern competitive world
5. To develop an analytical ability to plan for various marketing & advertising strategy.

1. Introduction to Marketing 10 Lectures

1.1 Meaning, Definitions, Nature, Scope of Marketing

1.2 Importance of Marketing as Business Function

1.3 Marketing Process

1.4 Functions of Marketing

1.5 Marketing Ethics

1.6 Rural & Green Marketing: Meaning, Definitions and Features

2. Market Segmentation & Buyer Behaviour 14 Lectures

2.1 Market Segmentation

2.1.1 Meaning, concepts and importance of segmentation

2.1.2 Bases for Segmenting Consumer Markets

2.1.3 Benefits & limitations of Market Segmentation

2.2 Buyer Behavior

2.2 .1 Meaning of buyer behaviour

2.2.2 Models of consumer/buyer behaviour

2.2.3 Determinants of consumer behaviour

2.2.4 The Buying Decision Process: The Five-Stage Model

2.2.5 Marketing implications of consumer behaviour

3. The Marketing Mix 8 Lectures

3.1 Introduction

3.2 Marketing Mix-The Traditional 4Ps,

3.3 The Modern Components of the Mix- The Additional 3Ps,

3.4 Developing an Effective Marketing Mix

4. Product Life-Cycle & Marketing Strategies 8 Lectures

4.1 Product Life Cycle

4.2 Marketing Strategies: Introduction Stage and the Pioneer Advantage

4.3 Marketing Strategies: Growth Stage

4.4 Marketing Strategies: Maturity Stage

4.5 Marketing Strategies: Decline Stage

5. Network Marketing 12 Lectures

5.1 Meaning, Definitions and Features

5.2 Process of Network Marketing

5.3 Advantages of Network Marketing

5.4 Disadvantages of Network Marketing

5.5 Problems in Network Marketing

5.6 Ethics in Network Marketing

6. Recent trends in Marketing 8 Lectures

6.1 Cloud Marketing

6.2 Drip Marketing

6.3 Email Marketing

6.4 Freebie Marketing

6.5 Mobile Marketing

6.6 Newsletter Marketing

6.7 Online Marketing

6.8 Social Media Marketing

Reference Books:

1. Philip Kotlar- Marketing Management

2. Sherlekar S.A., Sherlekar V. S.- Global Marketing Management – Himalaya Publishing House

3. Ghatpande Mahesh , Thakur Yogendra -Marketing A Challenges – Amol Prakashan

4. Kapoor D. L. -Marketing and Sales Management – S. Chand & Co. Ltd. New Delhi.

5. Kulkarni Mahesh – Modern Marketing Management

6. Rajan Saxena - Marketing Management
7. Memoria & others- Marketing Management
8. Dr. S.V. Kadvekar, Vipanan- Tatve Aani Padhdati- Continental Publications, Pune.(Marathi)
9. Dr. S.V. Kadvekar, Vipanan Vyavasthapan, Continental Publications, Pune.(Marathi)
10. Vakale, Sahane & Phadake, Vipanan, Vikray kala aani Prasadhi (Marathi)
11. Arun Kumar N. Meenakshi – Marketing Management- Vikas Publishing House Pvt. Ltd.
12. Anthony Games:- Network Marketing: The Complete Guide On How to Create a Profitable Network Marketing Business

Kavayitri Bahinabai Chaudhari
NORTH MAHARASHTRA UNIVERSITY, JALGAON

Syllabus for S.Y.B.A. (CBCS)

SEMESTER PATTERN

ENGLISH

(With effect from 2019-20)

Learning Outcome of SYBA Special English Syllabus

1. The papers framed for this course are in accordance with the norms of CBCS pattern
2. Discipline specific papers will acquaint the students with the rich legacy of English Literature and the contribution of legendary writers to the development of English Literature.
3. The papers of skill and ability enhancement are framed not only to orient the students the use of language but how to use the language creatively and professionally.
4. The paper of Project writing will inculcate the skills of explanation, interpretation and visualization in the students.
5. The Paper of Compulsory English is specifically framed from the viewpoint of value education which is the basis of quality life.
6. Selection of contents in all the courses will help the students to comprehend the worldly wisdom and commercial perception which will ultimately lead them to be successful and enjoy quality life.
7. The special papers will open up traditional job opportunities for the students but the papers of skill and ability enhancement will open up corporate, govt. and private sectors for the students of English literature.

S.Y.B.A.
Compulsory English
Text- English for Humanities

External – 60 marks

Internal- 40

marksSemester-III-

Credits -03 (45 clock

hours) Unit 1 – Literature

I) Short Stories:

1. The Lady or a Tiger?: Frank R. Stockton
2. Kabuliwala: Rabindranath Tagore

II) Essays:

1. Spoken English, Broken English: G. B. Shaw
2. Modern Improvements: John Ruskin

III) Poems:

1. A Red Red Rose: Robert Burns
2. All the world's a Stage: William Shakespeare

Unit 2 - Word Formation

1. Affixation
2. Compound Words

Unit 3 - Skills in writing

1. SMS
2. E-Mail
3. Net Lingo

Sem. IV- Compulsory English

Credits – 03 (45 clock hours)

Unit 1 - Literature

I) Short Stories:

1. Salt Inspector: Premchand
2. All About a Dog: A. G. Gardiner

II) Essays:

1. The Power of Prayer: A. P. J. Abdul Kalam
2. Values in Life: Rudyard Kipling

III) Poems:

1. Stopping by Woods On a Snowy Evening: Robert Frost
2. Ozymandias: P. B. Shelley

Unit 2 - Grammar

1. Sentences: Kinds and Functions
2. Clauses (Noun Clause, Adverbial Clause)

Unit 3 - Communication Skills

1. Situational Dialogues
2. Small News Writing
3. Information Transfer: Non-verbal, Verbal

S.Y.B.A.**DSE 1 A and B (Equivalent to S-I)****Title: 16th and 17th Century English Literature****External- 60 marks Internal- 40 marks****Credit Points- 03 (45 clock hours)****OBJECTIVES:**

1. To acquaint the students with the major literary trends and tendencies and prominent writers of the 16th and 17th Century English Literature.
2. To make the students aware about the literary history, salient features and socio-cultural background of the period.
3. To help the students to grasp the content and critically appreciate the prescribed texts.
4. To inculcate amongst students a liking for the Elizabethan and Post-Shakespearean literature.

Semester – III- DSE 1 A- 16th Century Literature**Prescribed Units****(i) Growth and development of Drama and Poetry in the 16th century.****(ii) Poetry:**A) **John Donne:** a) Good Morrow, b) The DreamB) **Edmund Spenser:** a) Ice and Fire, b) MutabilityC) **Philip Sidney:** a) Sleep, b) Reason**(iii) Drama:***The Merchant of Venice* by William Shakespeare**Semester - IV – DSE 1 B- 17th Century Literature-Credits- 03 (45 clock hours)****Prescribed Units****(i) Growth and development of Novel and Essay in the 17th century.****(ii) Essays:**A) **Francis Bacon:** a) Of Studies,

b) Of Anger,

c) Of Unity In Religion

B) **Jonathan Swift:** a) A Treatise on Good Manners and Good Breeding

b) Hints Towards an Essay on Conversation

c) Of the Education of Ladies

(iii) Novel:

Pilgrim's Progress by John Bunyan

Recommended Reading:

1. B. K. Mullik: (1964) *English Poetry (Its Background and Development)*: S. Chand & Co.
2. H. M. Williams & George Allen, (1972): *Six Ages of English Poetry*
3. Helen Gardner: (1973) *The Metaphysical Poets*: Penguin Books Ltd.
4. David Greene: *The Winged World: An Anthology of Poems for Degree Course*: The Macmillan Co. of India Ltd.
6. Mayhead Robin: (1965) *Understanding Literature*: Cambridge Univ. Press.
7. W. R. Goodman: (2006) *A History of English Literature: V-I, V-II*, DoabaHouse Delhi Shakespeare William. *The Merchant of Venice*. Orient Blackswan (Paperback), 2009
8. John Pitcher (Ed.). *The Essays* (1985)-by Francis Bacon, Penguin.
9. Kiernan, Michael (2000/1985) *The Essays or Counsels Civil and Moral*. New York: Oxford Univ. Press.
10. Whately R & Franklin Heard (2012) *Bacon's Essays (1561-1625)* Oxford: Oxford Univ. Press.
11. Emile Legouis (2007) *A Short History of English Literature*, Oxford Univ. press.
12. John Hayward ED.(1964) *The Penguin Book of English Verse* Penguin Books Ltd.

SYBA**DSE 2A and B (equivalent to Special Paper-II)****Title: 18th and 19th Century English Literature****External – 60 marks****Internal – 40 marks****Credit Points- 03 (45 clock hours)****(I) OBJECTIVES:**

1. To impart basic ideas about the 18th and 19th Century English Literature with special reference to Poetry and Novel.
2. To make the students aware about the literary history, salient features, socio-political and cultural background of the Romantic and Victorian age.
3. To help the students to grasp the content and critically appreciate the prescribed Texts.
4. To inculcate amongst students a liking for the Romantic and Victorian literature.

Semester – III DSE 2 A- 18th Century Literature**Prescribed Units**

- i) **Background study of poetry and novel in the 18th Century Literature.**
- ii) **William Wordsworth:** Lines Composed a Few Miles above Tintern Abbey
- iii) **S. T. Coleridge:** Rhyme to an Ancient Mariner
- iv) **John Keats:** Ode on a Grecian Urn.
- v) **P B Shelley:** One Word is too often Profaned
- vi) **Lord Byron:** She Walks in Beauty.
- (vii) **Jane Austen:** *Sense and Sensibility*. (Novel)

Semester – IV DSE 2 B- (19th Century Literature)-Credits- 03
(45 clockhours)

Prescribed Units

- (i) **Background study of Poetry and Novel of the 19th Century literature.**
- (ii) **Alfred Lord Tennyson: The Lotus Eaters**
- (iii) **Robert Browning: Rabbi Ben Ezra**
- (iv) **Matthew Arnold: Dover Beach**
- (v) **D G Rossetti: The Blessed Damozel**
- (vi) **G M Hopkins: Pied Beauty**
- (vii) **Thomas Hardy: *Tess of the d'Urbervilles*.(Novel)**

Recommended Reading:

1. H. M. Williams & George Allen, (1972): *Six Ages of English Poetry*
2. David Greene: *The Winged World: An Anthology of Poems for Degree Course*.The Macmillan Co. of India Ltd.
3. Mayhead Robin: (1965) *Understanding Literature*. Cambridge Univ. Press.
4. W.R. Goodman: (2006) *History of English Literature*. Doaba House Delhi
5. Victorian Poetry: (1988) *A Selection, Macmillan's Annotated Classics- V S* Seturaman
6. E Albert: (1997) *History of English Literature*. Oxford Univ. Press.
7. *Fifteen Poets*: (1994) Oxford University Press, Delhi.
- 8 Jane Austen: (2008) *Sense and Sensibility*, Oxford Uni. Press, 2008.
9. Thomas Hardy:() *Tess of the d'Urbervilles*. Orient Blackswan, 2014.

DSC 1 C (equivalent to Sp. English -General Paper II)

The Study of Novel and Drama

External- 60 marks

Internal- 40 marks (practical)

Total credits- 02- Theory- 01 credit (15 clock hours).

Practical – 01 credit is equal to 02 (30 clock hours)

SEM: III- DSC 1 C The Study of Novel

Objectives:

1. To develop the interest of students in reading/understanding novel and drama.
2. To acquaint students with Novel and Drama as genres of literature.
3. To develop students' competence to study, understand, analyse and interpret novel and drama.
4. To introduce students with the key terms useful in the study of novel and drama.
5. To orient students with major types of novel and drama.

Unit 1 A) Definitions of Novel

B) Aspects of Novel (only Introduction):

Plot, Characters (Flat, Round, Hero, Anti-hero), Theme, Setting, Point of view and Narration.

C) Types of Novel: Social, Historical, Picaresque, Psychological

D) Novel- *Passage to India*- E. M. Forster

SEM: IV – DSC 1 D- The Study of Drama

Total credits- 02- Theory- 01 credit (15 clock hours). Practical – 01 credit is equal to 02 (30 clock hours)

Unit 1 A) Definitions of Drama

B) Elements of Drama (only Introduction):

Plot, characters (protagonist, Antagonist), setting, dramatic devices (music, symbolism, parallelism and contrast, Irony)

C) Types of Drama: Tragedy, Comedy, Problem Play, Absurd Drama

D) Drama- *Arms and The Man*- G. B. Shaw

Recommended Reading:

1. Abrahms, M. H. *A Glossary of Literary Terms*. Banglore: Prism Books Pvt. Ltd.1993.
2. Bonn, Julien D. ed. *A Comprehensive Dictionary of Literature*. Chandigarh: AbhishekPublications, 2004.
3. Boulton, M. *The Anatomy of Novel*. London: Routledge and Kegan Paul Ltd. 1975.
4. Cuddon, J. A. *A Dictionary of Literary Terms and Literary Theory* (IVth edition). Delhi:Doaba House, 1998.
5. Davies Tony & Nigel Wooded., *A Passage to India: Theory in Practice*, Philadelphia,Open University Press, 1994.
6. Evans. T. F. *George Bernard Shaw*. Routledge, 2013.
7. Forster E. M. *Aspects of Novel*. New York: Hartcourt Brace, 1927.
8. Hoy, Cyrus. *Forster's Metaphysical Novel*. New Delhi: Creative Books, 2001.
9. Innes, Christopher. *The Cambridge Companion to George Bernard Shaw*. CUP, 2000.
10. Judy, Pearsall (Ed). *The Concise Oxford Dictionary*, 10th Edition. New Delhi: OxfordUniversity Press. 1999.
11. Luckhurst, Mary. *A Companion to Modern British and Irish Drama (1880-2005)*,Blackwell Publishing, 2006.
12. Rees, R. J. *English Literature: An Introduction for Foreign Students*. Delhi: Macmillan,2000

DSC 1 C (equivalent to Sp. English -General Paper II)

The Study of Novel and Drama

External- 60 marks

Internal- 40 marks (practical)

Total credits- 02- Theory- 01 credit (15 clock hours).

Practical – 01 credit is equal to 02 (30 clock hours)

SEM: III- DSC 1 C The Study of Novel

Objectives:

6. To develop the interest of students in reading/understanding novel and drama.
7. To acquaint students with Novel and Drama as genres of literature.
8. To develop students' competence to study, understand, analyse and interpret novel and drama.
9. To introduce students with the key terms useful in the study of novel and drama.
10. To orient students with major types of novel and drama.

Unit 1 A) Definitions of Novel

E) Aspects of Novel (only Introduction):

Plot, Characters (Flat, Round, Hero, Anti-hero), Theme, Setting, Point of view and Narration.

F) Types of Novel: Social, Historical, Picaresque, Psychological

G) Novel- *Passage to India*- E. M. Forster

SEM: IV – DSC 1 D- The Study of Drama

Total credits- 02- Theory- 01 credit (15 clock hours).

Practical – 01 credit is equal to 02 (30 clock hours)

Unit 1 A) Definitions of Drama

E) Elements of Drama (only Introduction):

Plot, characters (protagonist, Antagonist), setting, dramatic devices (music, symbolism, parallelism and contrast, Irony)

F) Types of Drama: Tragedy, Comedy, Problem Play, Absurd Drama

G) Drama- *Arms and The Man*- G. B. Shaw

Recommended Reading:

13. Abrahms, M. H. *A Glossary of Literary Terms*. Bangalore: Prism Books Pvt. Ltd. 1993.

14. Bonn, Julien D. ed. *A Comprehensive Dictionary of Literature*. Chandigarh: Abhishek Publications, 2004.
15. Boulton, M. *The Anatomy of Novel*. London: Routledge and Kegan Paul Ltd. 1975.
16. Cuddon, J. A. *A Dictionary of Literary Terms and Literary Theory* (IVth edition). Delhi: Doaba House, 1998.
17. Davies Tony & Nigel Wooded., *A Passage to India: Theory in Practice*, Philadelphia, Open University Press, 1994.
18. Evans. T. F. *George Bernard Shaw*. Routledge, 2013.
19. Forster E. M. *Aspects of Novel*. New York: Hartcourt Brace, 1927.
20. Hoy, Cyrus. *Forster's Metaphysical Novel*. New Delhi: Creative Books, 2001.
21. Innes, Christopher. *The Cambridge Companion to George Bernard Shaw*. CUP, 2000.
22. Judy, Pearsall (Ed). *The Concise Oxford Dictionary*, 10th Edition. New Delhi: Oxford University Press. 1999.
23. Luckhurst, Mary. *A Companion to Modern British and Irish Drama (1880-2005)*, Blackwell Publishing, 2006.
24. Rees, R. J. *English Literature: An Introduction for Foreign Students*. Delhi: Macmillan, 2000

Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon
Syllabus of S.Y.B.A. History
Semester IV
Choice Based Credit System
DSC - HIS - 241 History of the Marathas (A.D.1605 - A.D 1750)
 Uni. Exam. Marks: 60
 Internal/Practical: 40 Clock Hours: 45 Credits: 02

Objectives:-

1. To Create and enhance interest about regional History among the students.
2. To acknowledge students how Shivaji Maharaj created the empire in adverse circumstances.
3. To motivate students for the research work of the Maratha History
4. Useful for the preparation of the competitive examinations.

Chapter 1 Chhatrapati Sambhaji 15

- a. Achivements of Sambhaji
- b. Chhatrapati Sambhajis Relation with Mughal, Siddi, Portuguese, British

Chapter 2 Marathas War of Independence 15

- a. Contribution of Rajaram Maharaj, Maharani Tarabai, Santaji Ghorpade, and Dhanaji Jadhav
- b. Significance of Marathas War of Independence

Chapter 3 Chhatrapati Shahu Maharaj and Rise of Peshwas Balaji Vishwanath

- a. Bajirao - I (Peshwa)

Achivement of North and Saouth

- b. Balaji Bajirao

Achivement of North and Saouth

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

Syllabus of S.Y.B.A. History

Semester - IV

Choice Based Credit System

DSE - HIS - 242 History of United States of America (A.D. 1776 - A.D.1945)

Uni. Exam. Marks: 60

Internal/Practical: 40 Clock Hours: 45 Credits: 03

Objectives:-

- 1) To understand the importance of America (USA) in the world history.
- 2) To study the foreign policy of America (USA).
- 3) Focus on the Role of America (USA) in world politics.
- 4) To evaluate the progressive era of America (USA) and its important the world.
- 5) To study and the Role of America between two world wars.
- 6) Focus on the Human Rights Movement in America (USA)

Chapter 1: Capitalism of USA 15

- a) Rise and Growth of Industrialization.
- b) Labour Movements
- c) Plantation Economy
- d) Slave Society and Culture - Resistance of Slave

Chapter 2: Civil War 15

- a) Causes of Civil War.
- b) Civil War
- c) Impact of Civil War.

Chapter 3: America and World Wars 15

- a) Theodore Roosevelt and its policy
- b) Woodrow Wilson and role of USA in World War - I
- c) Causes and Impact of Great Deal on U.S.A.
- d) New Deal Programme
- e) Impact of Great Depression on USA

Books for Study and References:

1. Andre, Maurois - A New History of the United States
2. Beard, Charles - An Economic Interpretation of the Constitution of the United States (Free Press, 1986)
3. Beard, Charles & Mury R. - History of the United States

4. Bemis, S.F.- A Diplomatic History of the United States
5. Bemis, S.F.- United States as a World Power
6. Black & Black - Contemporary America
7. B. P. Dalal, Alimpses of American History, Vol I & II, Vora & co. Publishers Pvt. Ltd., Bombay,1976.
8. Brown, Dee. - An Indian History of the American West, Bury My Heart at Wounded Knee (WSP,1984)
9. Carnoll, Peter and David Noble - Free and Unfree : A New History of the United States
10. Commager - Oxford History of U.S.A.
11. Current, Williams & Friedel - A History of the United States Since 1865
12. Dulles, Foster R. - The United States Since 1865
13. Epsom, H.W. - History of the United States America
14. Faulkner, H.U.- American Political & Social History
15. Faulkner, H.U.- Economic History of the United States of America
16. Foner, Eric - America's Black Past
17. Franklin, John Hope - From Slavery to Freedom (Knopf, 1979)
18. Friedel, Frank -America in the 20th Century
19. Gerald N. Grob and George A Billias, Interpretations of American History, The free Press, New York,1967.
20. Grobb, Gerals and George A. Billias- Interpretation of American History : Patterns and Perspectives,2 Vol. (Free Press, 1987)
21. Haries, Owen (ED.) - America's Purpose : New Vision of U.S. Foreign Policy (S.G.Wasani, New Delhi -1991)
22. Harold C. Syrett, American Historical Documents, Barnes & Boble, New York, 1970.
23. Hick, John D. - The Federation Union : A History of U.S.A. Since 1865
24. Hofstadter, Richard - The Age of Reform Bryan to FDR (Random, 1960)
25. Kaushik, R.P. - Significant Themes in American History (Ajantha, Delhi, 1983)
26. Kennedy, David M., Thomas Bailey and Mel Piehl - The Brief American Pageant (Health & Co.,1986)
27. Kristol, Irving, Gordon Wood al. - America's Continuing Revolution (Am. Enterprises, 1975)
28. La, Feber, Walter - America, Russia & the World War, 1945-1990, (McGraw Hill Inc., 1991)
29. Parkes, H.B. - The United States - A History

30. Pratt - W.A. - History of the United States Foreign Policy
31. Randall, James etc. - The Civil War and Reconstruction (Health & Co., 1969)
32. Richard N. Current and other, The Essentials of American History, Alfred A. Knopf, New York, 1976.
33. R. K. Mujumdar, A. N. Strivastva, Hisotry of United States of America (from colonization to 1865 A.D.), Surjeet Books Depot. Delhi, 1977.
34. R. K. Mujumdar, A. N. Strivastva, History of United States of America (From 1845 to Present day), Surjeet Book Depot, Delhi, 1977.
35. Schiesinger - The Rise of Modern America
36. Shihan, Donald - The Making of American History : The Emergence of a Nation, Vol. I & II
37. Spanier, John - American Foreign Policy Since World War-II
38. Stmap, Kenneth - The Peculiar Institution, Slavery in the Ante-bellum South (Random, 1989)
39. Swami / Pandey -History of America 12
40. Tripathi, Dwijendra and S.C.Tiwari - Themes and Perspectives in American History
41. Turner, Frederick Jackson - The Frontier in American History (Krieger, 1976)
42. Zane L. Milletr, The Urbanization of Modern America A Brief History, Harcourt Brace Jovanovich, INC., Yew York, 1973

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Syllabus of S.Y.B.A. History

Semester - IV

Choice Based Credit System

DSE-HIS- 243 History of Ancient India (B.C 600 - A.D 1206)

Uni. Exam. Marks: 60

Internal/Practical: 40 Clock Hours: 45 Credits: 03

Objectives:

1. To acquaint the students with different sources of Ancient Indian History. To enable the
2. Students to understand the Political, Socio-Economic and Cultural Developments in the Periods under study and appreciate the rich Cultural Heritage in India.
3. To Survey the Sources of History of Ancient India. The Course intends to Provide and
4. Understanding of the Social, Economic, Religious and Institutional Bases of Ancient India.

Uni. Exam. Marks: 60

Internal/Practical: 40 Clock Hours: 45 Credits: 03

Chapter 1: The Mauryan & Post Mauryan Period. 15

- a) Chandragupta & his Achievement
- b) Ashoka & his Achievement
- c) Political, Social & Economical Life
- d) Decline of Mauryan Empire.
- e) Post Mauryan Dynasties – Shunga, Kushanas & Satavahanas.

Chapter 2: Gupta Empire & Vardhana Dynasty. 15

- a) Gupta Empire
 - i) Achivement of Chandragupta I, Samudragupta & Chandragupta II.
 - ii) Political, Social & Econamical Life.
 - iii) Classical Age.
- b) Vardhana Dynasty & Rajput Age
 - i) The Age of Harshavardhana
 - ii) Religious Policy
 - iii) The Rise of Rajputas

Chapter 3: South India 15

- i) Rashtrakutas
- ii) Chalukyas of Badami.
- iii) Pallavas.
- iv) Cholas.

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Syllabus for S.Y.B.A. Psychology

[Discipline Specific Core Course- DSC-C (02)]

SEMESTER- III

Subject- Human Developmental Psychology- Early Life (PSY 231 C)

Total marks = 60 Theory + 40 Practical Periods – 60

Credit = 02 Clock Hour Period -45

Objectives:

1. To equip the learner with an understanding of the concept and process of human development across the life span.
2. To impart an understanding of the various domains of human development.

Chapter- I -Introduction to Human Development Periods - 15

1.1 The Concept of Human Development: Definition, Domains of Development, Basic Issue in Life Span Development.

1.2 The Life Span Perspective: Development as Lifelong, Development as Multidimensional & Multidirectional, Development as Plastic, Development as Embedded in Multiple Contexts.

1.3 Theories on Development: Freud-Psychoanalytical, Erikson- Psychosocial, Piaget- Cognitive Development.

1.4 Designs for Studying Development: Longitudinal, Cross-Sectional, Sequential .

1.5 Human Development in Indian Context.

Chapter- II- Prenatal Development, Birth and Toddlerhood Periods - 15

2.1 Genetic Foundation: Genetic Code, Sex Cells, Multiple Births, Pattern of Genetic inheritance, Genetic Counseling.

2.2 Prenatal Development: Conception, Period of the Zygote, Period of the Embryo, Period of the Fetus.

2.3 Childbirth: The Stages of Childbirth, Types of births, Complications of Childbirth.

2.4 Physical Development in Infancy and Toddlerhood : Body Growth, Influences on Early Physical Growth, Motor Development

2.5 Cognitive, Social & Emotional Development in Infancy and Toddlerhood: Piaget's Theory, Erikson's Theory, Emotional Development, Development of Attachment.

Chapter- III- Early and Middle Childhood Periods - 15

3.1 Physical Development: Body Growth, Common Health Problems, Motor Development and Play

3.2 Cognitive & Language Development: Piaget's Theory, Vocabulary, Grammar, Pragmatics.

3.3 Emotional Development : Understanding Emotion, Emotional Self- Regulation, Self-Conscious Emotions, Empathy

3.4 Social Development: Erikson's Theory, Self- understanding, Peer relations, Family influences

3.5 Parenting Style, Children with Disabilities

Books for Reading

- Berk L.E.(2007) Development Through Life Span,3rd Edition, Pearson Education.
- Diane E. Papalia, Sally Wendkos Olds, Ruth Duskin Feldman (2004) Human Development, 9th Edition. Tata McGraw- Hill Publishing Co. Ltd. Delhi.
- Elizabeth Hurlock (1998) Development Psychology: A Life Span Approach, TMH 5th Ed. Tata McGraw- Hill Publishing Co. Ltd. Delhi.
- Elizabeth Hurlock (1978) Child Growth and Development, TMH 5th Ed. Tata McGraw- Hill Publishing Co. Ltd. Delhi.
- Martha L and Suzanne V. F. (2017), Lifespan Development: A Psychological Perspective,

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FACULTY OF COMMERCE AND MANAGEMENT

S.Y. B.Com – w.e.f. AY 2019-20

SEMESTER III

Paper: 301 Business Skills

60+40 Pattern: External Marks 60, Internal Marks 40. Maximum Total Marks: 100

Required Lectures: 60

Objectives:

1. To equip students with the necessary soft skills to enhance their competitive edge in the job market
2. To imbibe in students positive attitude towards life and work
3. To help students excel in their individual and professional lives using the soft skills

Course Outcomes

Student shall be able to –

- Understand the significance and essence of a wide range of soft skills
- Learn how to apply soft skills in a wide range of routine social and professional settings.
- Learn how to employ soft skills to improve interpersonal relationships.
- Learn how to employ soft skills to enhance employability and ensure workplace and career Success.

UNIT .1 Soft Skills [L-10][M-10]

1.1. Introduction – Meaning & Definition of Soft skills, Importance of Soft Skills, Types of Soft Skills, Soft skill development Process, Soft Skills Vs Hard Skills

1.2. Understanding yourself: Self-assessment through SWOT Analysis

1.3. Developing Positive Thinking and Attitude, Driving out Negativity; Self Confidence

UNIT .2 Etiquette and Manners [L-10][M-10]

2.1. Meaning and Definition

2.2. Business etiquettes

2.3. Body Language

2.4. Relationship with the others

2.5. Basics of the table manner

2.6. Telephone/Mobile etiquettes; tone and pitch of the voice

UNIT .3 Time Management [L-10][M-10]

3.1 Concept & Importance

3.2 Need of time management

3.3 Time Management Strategies and Tools

3.4 Activities Log, To-do lists, Action Programs, Multitasking

3.5 Planning in Advance: Prioritizing and Scheduling

UNIT .4 Basics of Communication [L-10][M-10]

4.1 Meaning & Objectives of communication,

4.2 Process of communication, Importance of communication, Grapevines

4.3 Steps of Effective Communication

4.4 Methods of Communication Verbal & Non verbal

UNIT .5 Learning & Listening Skills [L-10][M-10]

5.1 Listening Skills

5.1.1 Concept, Listening Vs Hearing

5.1.2 Advantages & Barriers of listening

5.1.3 Process of Listening,

5.1.4 Types of Listening

5.1.5 Techniques for effective listening

5.2 Learning Skills

5.2.1 Concept of learning

5.2.2 Memorizing Techniques

5.2.3 Mind mapping: Taking notes effectively

5.2.4 Using ICT for efficient learning

UNIT .6 Reading Skills [L-10][M-10]

6.1 Introduction, Need for developing efficient reading skills,

6.2 benefits of effective reading, speed of reading,

6.3 basic steps to effective reading, overcoming common obstacles,

6.4 Types, Methods of reading

6.5 Approaches, Tips for effective reading

Reference Books:

1. Communication Skills 2nd Edition – Sanjay Kumar, Pushpalata – Oxford University press

2. Personality Development and Soft Skills - Mitra, Barun K. (Oxford University Press, 2011)

3. Effective Communication and Soft Skills - Bhatnagar, Nitin and Mamta Bhatnagar (Pearson India, 2011)

4. Soft Skills Training: A Workbook to Develop Skills for Employment -Wentz, Frederick H. (Create Space Independent Publishing Platform, 2012)
5. An Introduction to Professional English and Soft Skills - Das, Bikram K.(Cambridge University Press, 2009)
6. Soft Skills: Know Yourself & Know the World - Alex, K. (S Chand & Company, 2012)
7. Managing Soft Skills for Personality Development – by B.N. Ghosh, McGraw Hill India, 2012.
8. English and Soft Skills – S.P. Dhanavel, Orient Blackswan India, 2010.
9. Soft Skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
10. Personality Development and Soft Skills – Oxford University Press by Barun K. Mitra.

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SEMESTER III

Paper: 306 (b) – Consumer Protection & Business Ethics

60+40 Pattern: External Marks 60, Internal Marks 40. Maximum Total Marks: 100

Required Lectures: 60

Objectives

1. To know the Consumer Movement.
2. To understand the Role of Voluntary Consumer Organization.
3. To review the Consumer Protection Act.
4. To know the Standard of Weight and Measures Act.

Outcomes

1. Identify causes for complaint
2. Apply legislation
3. Present oral or written complaint File and record details
4. Carry out simple research into consumer products.

Utilities

1. To stop business malpractices
2. To improve customers confidences
3. To survive businesses
4. To safeguard consumers rights
5. To protect stakeholders

Unit 1. Introduction to Consumer

[L-10][M-10]

- 1.1 Consumer: Meaning & Concept, Features
- 1.2 Consumerism: Meaning, Objectives, Benefits - Consumerism in India
- 1.3 Three Dimensional Concept of Consumer.
 - a) Consumer as a King
 - b) Consumer as a King-pin of democracy
 - c) Consumer as a Capital
- 1.4 Rights and Responsibilities of Consumers

Unit 2.Consumer Movement [L-10][M-10]

2.1 Consumer Movement: Meaning, Importance, Scope, Features, Need, Objectives

2.2 Role of Consumer Movement, Government and Consumer Movement

2.3 Barriers in Development of Consumer Movement in India

2.4 Future of Consumer Movement in India

Unit 3. Voluntary Consumer Organization [L-10][M-10]

3.1 Origin and Importance

3.2 Functions of VCO's

3.3 Limitations of Voluntary Consumer Organization.

3.4 Role of Voluntary Consumer Organization in Controlling Objectionable Advertisement

3.5 Challenges before VCO's

Unit 4. Problems of Consumer [L-10][M-10]

4.1 Causes and Nature of Consumers Problem

4.2 Problems of Rural and Urban Consumers

4.3 Individual and Collective Problems

4.4 Problems Related to Goods and Deficiencies in Services

4.5 Problem Solving through VCO's and Legal Procedure

Unit 5. Consumer Protection Act 1986 [L-10][M-10]

5.1 Background, Need, Scope and Features

5.2 Consumer Protection Councils, Composition

5.3 Working and Role

a) District Consumer Protection Council

b) State Consumer Protection Council

c) National Consumer Protection Council

5.4 Methods of Filing Complaints.

5.5 Mechanism of Redressal Forum

Unit 6. Standards of Weight & Measures Act 1976 [L-10][M-10]

6.1 Provisions of the Act and Importance.

6.2 Rights of Consumers as regards Weights and Measures.

6.3 Offences and Penalties

6.4 The Standards of Weights & Measures (Packaged Commodities) Rules, Contents.

Reference Books

1. Consumer Grievance Redressal under CPA by Deepa Sharma.

2. Consumer Protection Act in India by Niraj Kumar.

3. Consumer Protection Act in India by V.K.Agarwal.
4. Commentary of Consumer Protection Act by Dugar S.M.
5. Consumer Protection Administration by GambhirCheena
6. Consumer Protection and Satisfaction by Gulshan S.S.
7. Law of Consumer Protection by Reddy G.B.

Discipline Specific Elective 3 A (DSE 3 A)

DSE 3 ENG A :Twentieth Century English Literature

SEM –V

External- 60 marks

Internal- 40 marks

Credits – 03 (45 clock hrs)

Objectives-

1. To explain the students development of poetry in English
2. To acquaint the students with features and types of modern poetry, drama and novel
3. To introduce the students with major poets, novelists and dramatists in modern English literature.

Credits-03

Unit1. Background: i) Literary Trends and Tendencies in British Poetry, Drama and Novel
ii) Contribution of the major poets, dramatists and novelists to English Literature.

Unit 2. Poetry Section :

- | | |
|---|-----------------------------------|
| I) W. B. Yeats- i. <i>A Prayer for My Daughter.</i> | ii. <i>Sailing to Byzantium.</i> |
| II) T.S. Eliot - i. <i>Journey of Magi.</i> | ii. <i>Morning at the Window.</i> |
| III) W.H. Davies- i. <i>The Kingfisher</i> | ii. <i>Money.</i> |

Unit 3. Drama: *Waiting for Godot*- Samuel Beckett.

Discipline Specific Elective 3 B (DSE 3 B)

DSE 3 ENG B: Twentieth Century English Literature

SEM-VI

External- 60 marks

Internal- 40 marks

Credits – 03 (45 clock hrs)

Unit 1. Background: i) Literary Trends, Tendencies in twentieth century British Poetry, Drama and Novel.

ii) Contributions of the major poets, dramatists and novelists to British Literature.

Unit2. Poetry Section:

I) Dylan Thomas - i. *A Fern Hill*

ii. *The Hunchback in the Park.*

II) Wilfred Owen – i. *Dulce et Decorum Est.*

ii. *Futility.*

III) W.H. Auden - i. *The Shield of Achilles*

ii. *Now the leaves are Falling Fast.*

Unit 3. Novel: *Lord of the Flies*- William Golding

Recommended Books:

1. Abrams, M. H. *A Glossary of Literary Terms*, 3rd edn. Macmillan Company of India Ltd. 1978.
2. Blamires, Harry. *Twentieth Century English Literature*. Macmillan, 1982.
3. Boris Ford, ed. *The Pelican Guide to English Literature*, Vol. VII 3rd Edn. Penguin Books Ltd. New York, 1973.
4. C.B. Cox and A. E. Dyson, ed. *Poems of This Century*. 1970.
5. Cronin, A. *Samuel Beckett: The Last Modernist*. London : Flamingo, 1997
6. Esslin, Martin. *The Theatre of the Absurd*, revised and enlarged edition, Penguin Books, 1976.
7. John Hayward, edit. *The Penguin Book of English Verse*, 1987.
8. Laura Marcus and Peter Nicholls. Ed. *The Cambridge History of Twentieth Century English Literature*, Cambridge University Press, 2004.
9. Margaret Drabble. edit. *The Oxford Companion to English Literature*. O.U.P. 1996
10. Press. John. *A Map of Modern English Verse*. London: Oxford University Press, 1969.
11. Philip Larkin, edit. *The Oxford Book of Twentieth Century English Verse*. O.U.P. U.K. 1973
12. Scully, James. *Modern Poets on Modern Poetry: A Critical Introduction*. New York: Oxford University Press, 1960.
13. Sheppard, C.A. ed. *A Pageant of Poems*. Orient Longman Ltd. New Delhi, 1977.
14. Tuma Keith, ed. *Anthology of Twentieth Century British and Irish Poetry*. O.U.P. 2001.

*Discipline Specific Elective 3 A (DSE 3 A)***DSE 3 ENG A: Twentieth Century English Literature
Question Paper Format
SEM- V**

Time -2 Hrs.		Marks- 60
A.1. A) Multiple Choice Questions (on all prescribed units)	(6/8)	(06 marks)
B) Answer the following questions in One sentence each (on all prescribed units)	(6/8)	(06 marks)
Q.2. A) Long Answer Question on Background		(12 marks)
OR		
B) Write Short Notes on Background (3/5)		
Q. 3. Long Answer Question on prescribed Poems (1/2)		(12 marks)
Q.4. Long Answer Question on prescribed Drama (1/2)		(12 marks)
Q. 5. Short Notes on prescribed Poems and Drama (3/5)		(12 marks)

*Discipline Specific Elective 3 B (DSE 3 B)***DSE 3 ENG B: Twentieth Century English Literature
Question Paper Format
SEM- VI**

Time -2 Hrs.		Marks- 60
A.1. A) Multiple Choice Questions (on all prescribed units)	(6/8)	(06 marks)
B) Answer the following questions in One sentence each (on all prescribed units)	(6/8)	(06 marks)
Q.2. A) Long Answer Question on Background		(12 marks)
OR		
B) Write Short Notes on Background (3/5)		
Q. 3. Long Answer Question on prescribed Poems (1/2)		(12 marks)
Q.4. Long Answer Question on prescribed Novel (1/2)		(12 marks)
Q. 5. Short Notes on prescribed Poems and Novel (3/5)		(12 marks)

KAVYITRI BAHINABAI CHAUDHARI NORTH MAHARASHTRA UNIVERSITY,
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Faculty of Commerce and Management Syllabus for

T. Y. B. Com. Semester- V-Syllabus

Subject: 505 a -Human Resource Management

W.e.f. 2020-21

Total Lectures: 60

[Total Marks: 60 External + 40 Internal = 100 Marks]

Objectives:

- To introduce the concept, Principles and Practices of H. R. M. to the students.
- To familiarize students with concepts of Human Resource Planning, Job Analysis, Recruitment and selection procedures.
- To introduce the concept of placement, induction and tools of placement.

Outcomes / Utility:

- Students can know concepts, principles and practices of HRM.
- Familiar with concepts of HR Planning, job analysis, recruitment and selection.
- Development in total personality of students as future human resource of India.
- Acquaint the knowledge of recent trends in HRM.

1. Introduction to Human Resource Management: Lectures: 10

1.1 Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management.

1.2 Importance of Human Resource Management, Human Resource Practices.

1.3 Difference between H. R. M. and Personal Management.

1.4 Qualities and Role of Human Resource Manager.

1.5 Challenges to H. R. M.

2. Human Resource Planning: Lecture: 10

2.1 Concept of Human Resource Planning (HRP), Factors in HRP.

2.2 Advantages and Limitations of HRP.

2.3 Process of HRP.

2.4 Growing Importance of H. R. Planning.

2.5 Types of H. R. Planning.

3. Job Analysis and Design: Lecture: 10

3.1 Job Analysis- Importance, Tools, Process of Job Analysis.

3.2 Job Description, Writing a Job Description.

3.3 Job Specification.

3.4 Job Design.

4. Recruitment

Lecture: 10

4.1 Meaning, Definition, Objectives, Importance, Recruitment Policy.

4.2 Factors Affecting Recruitment

4.3 Centralized and Decentralized Recruitment.

4.4 Sources of Recruitment.

4.5 Walk in Body-Shopping, Outsourcing, E-recruitment.

5. Selection

Lecture: 10

5.1 Meaning, Definition, Importance.

5.2 Selection Policy and Selection Procedure.

5.3 factors affecting on Selection.

5.4 Evaluation of Selection Procedure.

5.5 E-selection.

6. Placement and Induction

Lecture: 10

6.1 Meaning, Definition of Placement, Problems in Placement.

6.2 Tools of effective placement.

6.3 E-placement. Meaning,

6.4 Verification before placement verification.

6.5 Definition of Induction, Objectives, Nature.

6.6 Importance of Induction.

References:

1. Human Resource Management By – K. Ashwatghappa, Tata-Mc-Graw Hill
2. A Textbook of 'Human Resource Management', R.S. Dwivedi, Vikas Publishing House Pvt.Ltd.
3. 'Human Resource Management', Dr.Anjali Ghannekar, Everest Publishing House.
4. 'Human Resource Management' (Text and Cases) by – Appannaiah Reddy, Aparna Rao,Himalaya Publishing House.
5. 'Personal and Human Resource Management' (Text and Cases), by – P.Subba Rao,Himalaya Publishing House.
6. 'Human Resource Management and Organizational Behaviour', Dr.P.K.S. Menon.
7. 'Management Challenges in Twenty First Century', by Vivek Deolankar.
8. 'Manavi Sansadhananche Vyavasthapan', Prof.Dr.Prabhakar Deshmukh