FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

SYLLABI

FOR

Vocational Courses

2011-12
**PRINCIPLES AND PRACTICE OF INSURANCE**

Course: The course shall consist of six subjects, viz:-

1. Life Insurance  
2. General Insurance  
3. Fire & Marine Insurance  
4. Insurance Finance & Legislation  
5. Property & Liability Insurance  
6. Group Insurance & Retirement Benefit Schemes

<table>
<thead>
<tr>
<th>ANNUAL SYSTEM</th>
<th>SEMESTER SYSTEM</th>
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<tr>
<td><strong>First Year:</strong></td>
<td><strong>Second Year:</strong></td>
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</table>
Paper II: Genl. Insurance-I |
Paper III: Life Insurance-II  
Paper IV: Genl. Insurance-II |
| **Third Year:** | **Third Year:** |
Paper X: G.I. & R.B.S.-I |
Paper XII: G.I. & R.B.S.-II |

P.T.O.
Draft Syllabi

Ist Year

Paper I: Life Insurance

UNIT-I

Introduction
Need for security against economic difficulties: Risk and uncertainty, Individual value system; Individual Life Insurance. Nature and uses of Life Insurance: Life Insurance as a collateral, as a measure of financing business continuation. As a protection to property, as a measure of investment.

UNIT-II

Life Insurance Contract-
Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and alleatory nature of contrast. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment. Suicide and payment of insured amount, Loan to policy holders.

UNIT-III

Life Insurance Risk

UNIT-IV

Life Insurance Policies
Types and their applicability to different situations. Important Life insurance Policies issued by the Life Insurance Corporation of India. Life insurance enquiries. Important legal provisions and judicial pronouncements in India.
UNIT-V

Life Insurance Salesmanship-
Rules of agency: Essential qualities of an ideal insurance salesman, Rules to canvass business from prospective customers: After sale service to policy holders.

Suggested Books:


3. Meclean: Life Insurance


Paper II General Insurance

1. Introduction to risk and insurance
   (a) risk     (b) The treatment of risk

2. The structure and operation of the insurance business.
   a) Insurance contract fundamentals
   b) Insurance marketing
   c) Insurance loss payment
   d) Underwriting, rating, reinsurance and other functions.

   Working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

4. Health Insurance:
   a. A) Individual health insurance
   b. Group health insurance

5. Motor Insurance

6. Multiple line and All Lines Insurance-Such as Rural Insurance-Full Insurance, etc.

Suggested Reading

   Chapters;1 to 4, 13, 21 , 27 & 28.

2nd Year

Paper-I Fire and Marine Insurance

Unit- I Fire Insurance Contract

Origin of fire insurance; its nature, risks, hazards and indemnity legal basis; stipulation and conditions, contracts; Full disclosure of material facts; Inspecting and termination of coverage.
UNIT-II

Fire Insurance Policies-
Issue and renewal of policies, Different kinds; Risks covered: recovery of claims insurer’s option; Ex gratia a payment and subrogation- Policy conditions; Hazards not covered: Contribution and average; Reinsurance, double insurance and excess insurance. Types of fire protection policies issued by the General Insurance Corporation of India.

UNIT-III

Marine Insurance Contract

UNIT-IV

Marine Losses
Postal loss, partial loss, particular average loss and general average loss, Preparation of loss statement. Payment of Marine Losses-requirement of the insured, documents needed. Procedure for presentation of claim; Valuation of loss salvage: Limits of liability, Attachment and termination of risk.

Suggested Books:
Rodder : Marine Insurance (Prentice Hall, New Jersy)
Winter, W.D. : Marine Insurance
Godwen : Fire Insurance
Cabell H. : The Fire Insurance Contract Indian Policy-

(The rough Notes Co.)
Paper-II Insurance Finance and Legislation

UNIT- I
Introduction
Laws of probability: Forecast of future events
Construction of mortality tables; Mortality tables for annuities.

UNIT –II
Premium Determination-
Basic factors; Use of morality tables in premium
Determinations interest, compound interest functions, Net and gross premium; Mode and periodicity and premium payment; Mode of claim payment; Benefits to be provided; Mode of loading for expenses. Gross premium-general considerations, insurer’s expenses margin adjusting; premium for term insurance; Temporary insurance; Endowment insurance; level; and natural premium plan; Premium calculation for study of actual valuation.

UNIT – III
Reserves and Surplus
Nature, origin and importance of reserves; and; funds in life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value, reduced paid up values ;Settlement options; Automatic premium loan . Nature and sources of insurance surplus; Special form of surplus. Distribution of surpluses-extra dividend. Residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

UNIT- IV
Legislation-
A Brief study of Indian Insurance Act. 1938
Detailed study of Life Insurance Corporation of India Act, 1956.
Export Credit and Guarantee Corporation Act.

Suggested Books:
3rd Year
Paper I Property and Liability Insurance

UNIT-I

Introduction
Risk and insurance; Insurance and non-insurable risks; Nature of property and liability insurance, crop and cattle insurance; Type of liability insurance; Reinsurance.

UNIT-II

Bai Basic Concepts of Liability Insurance-
(a) Basic Concepts:- Specific and all risk insurance; Valuation of risk; Indemnity contracts and specific value Contracts. Average and contribution; Excess and short insurance care.

(b) Liability Insurance: Procedure for obtaining liability insurance. Legal position of insurance agent; Construction and issue of policy: Records of liability insurance; Policy conditions.

UNIT III

Types of liability Insurance Policy-
Mandatory Public, Liability Insurance
Dwelling property losses; Business interruption and related losses. Theft Insurance contracts, Budgetory covers. Auto Insurance, Medical Benefit Insurance; Dishonesty, disappearance and destruct insurance, Employer’s liability Aviation insurance: a Personal and residential insurance; Boiler machinery insurance; Commercial enterprises and industrial property insurance.

UNIT-IV

Insurance Problems of Institution-
Insurance problems of institutions- Insurance problems of Educational and religious Institutions, hospitals, clubs and associations; professional package contracts errors and missions insurance. Professional liability insurance; contracts liability insurance; limits on amount of insurance. Marketing and under-writing of liability insurance; finance of liability insurance.
UNIT-V

Adjustment of losses and Claims Compensation

Nature of losses and their Adjustment; Procedure of adjustment: Functions of adjuster’s : Responsibility of adjuster’s survey of losses. Procedure for preparing claims statements; Documents in use in claim settlement. Requirement of the insured in the event of loss. Appointment and loss valuation; statutory control over liability insurance in India. Liability polices by General Insurance Corporation of India.

Suggested Books:-

2. Cohn Carydon I : An Introduction to Liability Claims Adjusting Cinonati- (The National Underwriting Co.)

Paper II Group Insurance and Retirement Benefit Schemes

1. Introduction
2. Superannuation Scheme I
3. Superannuation Scheme II
4. Superannuation Schemes III
5. Gratuity Schemes
6. Group Life Insurance Schemes I
7. Group Life Insurance Schemes II
8. Provident Fund & Employees Family Pension and Deposit linked Insurance Schemes.
10 Taxation Treatment of Provisions (for Retirement Benefits-II
11. Groups Schemes and Data Processing

Recommended Course of Reading:

Group Insurance and Retirement Centers, Published by Federation of Insurance Institutions, Bombay.
PANJAB UNIVERSITY, CHANDIGARH

ENTREPRENEURSHIP DEVELOPMENT COURSE

IMPORTANT NOTE:

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

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Teaching Load  L + T  P         Total
5  1 period   6 period per
per week  week

1. Need Scope and characteristics of entrepreneurship  2
   Special Schemes for Technical Entrepreneurs, STED

2. Identification of Opportunities  1

3. Exposure to demand based, resource based, service
   based import substitute and export promotion industries  2

4. Market survey Techniques  2

5. Need scope & approaches for project formulation  1

6. Criteria for principles of product selection and development  2

7. Structure of project report  3

8. Choice of technology plant and equipment  3

9. Institutions financing procedure and financial Incentives.  2

10. Financial ratios and their significance  2

11. Books of accounts, financial statement and funds flow analysis  4

12. Energy requirement & Utilization  2


   Techniques (PERT) as planning tools for establishing SSI  3
15. a) Creativity and innovation 1
    b) Problem solving approach 1
    c) Strength Weakness Opportunity and Threat (SWOT) Techniques. 1
16. Techno-economic feasibility of the Project 3
17. Plant layout & Process Planning for the product 3
18. Quality control/quality assurance and testing of product 3
19. Elements of marketing & sales management 4
20. a) Nature of product and market strategy 2
    b) Packaging and advertising 2
    c) After Sales service 2
21. Costing and pricing 2
22. Management of self and understanding human behavior 2
23. Sickness in small scale Industries and their remedial measures. 2
24. Coping with uncertainties stress management & positive reinforcement. 2
25. a) Licensing registration 1
    b) Municipal bye laws and Insurance coverage 2
26. Important provisions of factory Act, sales of Goods Act, Partnership Act. 4
27. a) Dilution control 1
    b) Social responsibility and business ethics 2
28. Income tax, sales tax and excise rules 2

Practice 15 hrs Teaching Load:

1. Conduct of mini markets survey Data Collection through (one day exercise) questionnaire and personal visits
2. Entrepreneurial Motivation Through games role playing Training. discussions and exercises.
3. a) Working capital and fixed Practice Capital assessment and Management.
    b) Exercise on working capital Practice and fixed capital calculation.
4. a) Analysis of sample project report discussion
   b) Break even analysis Practice

5. Communication written and oral Practice

Suggested Reading Material:

1. Deshpande M.V. Entrepreneurship of Small-Scale Industries: Concept Growth & Management


3. Meredith GG, Practice of Entrepreneurship ILO
   Nelson Reetial Geneva, 1982


8. Department of Industrial Development Incentives & Concessions for Setting up Industries in Backward Areas, Deptt. of Industrial Development Govt. for India, New Delhi.


P.T.O.

-12-

Note: The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would be organized at the end of the second year.

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PANJAB UNIVERSITY, CHANDIGARH

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First Year, Second Year and Third Year Examinations in the Vocational subject of ADVERTISING SALES PROMOTION AND SALES MANAGEMENT.

Subject   ADVERTISING SALES PROMOTION AND SALES of Title:-MANAGEMENT

B.A./B.Sc. (General) First Year

Paper

I.  Marketing Communication  75
II. Advertising-I  75
    Practical Training After 1st year  50
    Report Writing and Viva-Voce
    Practical Training After 1st year

Second Year

I.  Advertising-II  75
II. Personal Setting & Salesmanship  75
    Practical Training After 2nd Year  50
    Report Writing and Viva-Voce
    Entrepreneurship Development Course  non-credit

Third Year

I.  Management of Sales Force  100
II. Sales Promotion and Public Relations  100

Examinations: 10 Questions out of fifteen should be concise and should be practical oriented.

Duration: 3 Hours-Theory

Note: The Entrepreneurship Development course will be taught in the Second Year programme of B.A./B.Sc. This course being a non-credit course. The examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), P. U. Chandigarh well before the commencement of the Annual Examination in April/May.
### SUMMARY CHART

**ADVERTISEMET, SALES PROMOTION AND SALES MANAGEMENT**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>YEAR</th>
<th>SEMESTER</th>
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<td>VI</td>
<td>Personal Selling &amp; Salesmanship-I</td>
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<td>VIII Personal Selling &amp; Salesmanship-II</td>
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<td>11.</td>
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<td>IX</td>
<td>Management of The Sale Forms</td>
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<td>12.</td>
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<td>X</td>
<td>Sales Promotion &amp; Public Relations</td>
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<td>13.</td>
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<td>XI</td>
<td>Project report And Report on the Job Training II &amp; II</td>
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ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Objectives:
This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication. So as to equip them to man junior and lower-middle level positions in the fast-growing and challenging business areas of advertising. Sales promotion, selling and sales management and public relations.

The course shall consist of six papers two each of the three years of Undergraduate programme in Indian Universities and other institutions. The six papers are:
1. Marketing Communication
2. Advertising I
3. Advertising II
4. Personal Selling and Salesmanship
5. Management of the sales-force
6. Sales promotion and public relations.

All the papers will be handled so as to have practical orientation, with Indian cases and examples.

Paper-I Marketing Communication

- Nature and Importance of Communication.
- Methods of Marketing Communication.
- Advertising, Personal Selling, Public Relations, Sales Promotion. Their meaning and distinctive characteristics.
- Setting up of targets-policies, strategies and methods of achievements

- Integrated communication in Marketing.

**Suggested Readings:**

   (Prentice-Hall of India, New Delhi 1991)

2. William J. Stanton & Fundaments of Marketing 8th Edition
   Charles Futroll (McGraw Hill Chap. 18)

3. Subroto Sen Gupta Case in Advertising and Communication
   Management in India (IIM Ahmedabad).
Paper-2: Advertising I

- Importance of advertising in modern marketing.
- Role of advertising in the national economy,
- Types of advertising Commercial and non-commercial
  Advertising: classified and display advertising, comparative advertising, co-operative advertising

- Setting of advertising objectives

- Setting of advertising budget. Factors affecting the advertising expenditure in accompany.


Suggested Readings:

2. Duna and Darban Advertising Its role in Modern Marketing (The Drydon Press) (relevant chapters).
3. Mehendra Mohan Advertising (Tata McGraw Hill) (relevant chapters)
4. Phillip Kotler Marketing Management 8th Ed. (Prentice Hall of India)
5. Subroto Sengupta Cases in Advertising and Communication Management in India (IIM Ahmedabad).
Paper-3 Advertising II

- Advertising Media Types of Medical print Media (News paper) and pamphlets, posters and brochures). Other Electronic Media (Radio, Television, Audio visuals cassettes), other Media (Direct mail, outdoor media).

Their characteristics, merits and limitations. Media scene in India. Problems of reaching rural audience and markets. Exhibition and mela. Press conference.

- Media planning. Selection of Media category. Their reach frequency and impact cost and other factors influencing the choice of Media.

- Media Scheduling.


- Regulation of advertising in India. Misleading and deceptive advertising and false claims.

- Advertising agencies: Their role and importance in advertising. Their organization patterns, Functions, selection of advertising agency commission and fee.

- Advertising Department: Its functions and organization.

Suggested Readings:

Same as for paper-2 (relevant chapters.)
Paper-4  Personal Selling  and Salesmanship

- Nature and importance of personal selling. Door to door selling situation. Where personal selling is more effective than advertising. Cost of advertising Vs cost of personal selling.

- Aida Model of Selling. Types of selling situations. Types of sales person.

- Buying Motives. Types of markets. Consumer and industrial markets, their characteristics and implications for the selling function.

- Process of affective selling prospecting pre-approach, approach, Presentation and demonstration handling objectives closing and sale post-sale activities.

- Qualities of the successful sales person with particular reference to consumer services.

- Selling as a career advantages and difficulties causes for making selling an attractive career.

- Distribution network relationship.


- Other problems in selling.

Suggested Readings:

1. Russel, Boach and Brskirk  
Selling (McGraw-Hill)

2. Still, Cundiff and Covill  
Sales Management. 
(Prentice Hall of India.)

3. J.S.K. Patel  
Salesmanship and Publicity (Sultan Chand & sons, New Delhi)

4. C.A. Kirkpatrik  
Salesmanship (South Western Publishing, Indian Reprint by J.Taraporewal Bomaby.)

5. Johnson Kiran and Sohucing  
Sales Management (McGraw Hill)


**Paper-5 Management of the Sales Force**

- Importance of the Sales force and its Management
- Functions of sales Manager
- Requirement and Selection
- Training and Direction
- Motivation and Compensation
- Appraisal of Performance
- Sales force size. Organization of the sales department; Geography, Product wise, Market based.
- Sales quota objectives principles of selling sales quota
- Sales and cost analysis Uses and Methods.

**Suggested Readings:**

1. Stanten and Brskirk Management of the Sales Force (Richard D. Itwin)

- Nature and importance of sales promotion. Its role in marketing.

- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.


- Conventions, conference and tradeshows, specialties and novelties.

- Developing and sales promotion programmes, pre-testing implementing, evaluating the results and making necessary modifications.

- Public relations Meaning features, growing importance, role in marketing similarities of publicity and public relations.

- Major tools of public relations news, speeches, special events, handouts and leaflets, audio-visual, public service activities Miscellaneous tools.

- Ethical and local aspects of Sales promotion and public relations.

Suggested Readings:

3. J & K. Patel Salesmanship and Publicity (Sultan Chand & sons, N.Delhi.)

P.T.O.
PANJAB UNIVERSITY, CHANDIGARH
ENTREPRENEURSHIP DEVELOPMENT COURSE

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Teaching Load

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<th>Periods</th>
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<tbody>
<tr>
<td>1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED</td>
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<td>5. Need scope &amp; approaches for project formulation</td>
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<td>6. Criteria for principles of product selection and development</td>
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<td>7. Structure of project report</td>
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<td>8. Choice of technology plant and equipment</td>
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<td>12. Energy requirement &amp; Utilization</td>
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<td>13. Resource management Men, Machine and Materials</td>
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<td>14. Critical Path Method (CPM) &amp; Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI</td>
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</table>
15. a) Creativity and innovation 1
   b) Problem solving approach 1
   c) Strength Weakness Opportunity and Threat (SWOT) Techniques. 1
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27. a) Dilution control 1
   b) Social responsibility and business ethics 2
28. Income tax, sales tax and excise rules 2

**Practices 15 hrs Teaching Load:**

1. Conduct of mini markets survey (one day exercise) Data Collection through questionnaire and personal visits
3. a) Working capital and fixed Capital assessment and Management. Practice
   b) Exercise on working capital and fixed capital calculation. Practice
4. a) Analysis of sample project report discussion
   b) Break even analysis Practice

5. Communication written and oral Practice

**Suggested Readings:**


8. Department of Industrial Development Incentives & Concessions for Setting up Industries in Backward Areas, Deptt. of Industrial Development Govt. of India, New Delhi.

Development Institute of India. (With special reference to S&T group).
Entrepreneurship. Development Institute of India.

Note: The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would be organized at the end of the second year.
**OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
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<tr>
<td>I.</td>
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<tr>
<td>II</td>
<td>Shorthand-I (Combine Paper 3 &amp; page 2) Practical Training 4 weeks Report Writing and Viva-Voce (Summer after 1st Year)</td>
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<td><strong>Second Year</strong></td>
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<td>II</td>
<td>Typewriting &amp; Shorthand-I (Combine Paper 7&amp;8) Practical Training 4 weeks Report Writing Viva-Voce</td>
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</table>

**THEORY PAPER-1 HOURS each) EXAMINATIONS PRACTICAL 3 HOURS**

Each paper has units-one question (at least) from each unit be set Answer five out of nine questions. Questions should be short and objective types.

**Note:** The Entrepreneurship Development course will be taught in the Second Year programme of B.A./ B.Sc. This course being a non-credit course, the examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), P. U. Chandigarh well before the commencement of the Annual Examination in April/May.
1. Subject Title: **OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**

2. Subjective objectives:

   1. To prepare students for immediate employment as Secretarial /office Assistant.

   3. To provide the knowledge of modern office procedures and practices.

   4. To develop skills required for preparing maintaining and handling of office records and informations.

   5. To trained the students in the skill of drafting various kinds of business and official letters and notes.

   6. To develop the skill of taking dictation in shorthand transcribing the matter on the typewriting/computer.

3. Job potential’

   (i) **Self Employments:**
   - Commercial/shorthand –Typing-Institute
   - Job work
   - Free lance Stenographer/Secretary

   (ii) - Wage Employment:
   - Stenographer
   - Personal/Private/Confidential Secretary or Assistant
   - Clerk-cum-typist
   - Instructor (Shorthand and Typing).

P.T.O
4. Permissible combination of Subject including pre-requisite of Admission:

(i) All subject available for Arts, Science and Commerce of three years Degree Course with new subject combination.

(ii) All 2 passed students except those who have studied stenography as a subject in academic or vocational stream.

5. Content:
Office Management and Secretariat Practice (English)

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper 1</td>
<td>Typewriting I</td>
</tr>
<tr>
<td>Paper 2</td>
<td>Typewriting II</td>
</tr>
<tr>
<td>Paper 3</td>
<td>Shorthand I</td>
</tr>
<tr>
<td>Paper 4</td>
<td>Shorthand II</td>
</tr>
</tbody>
</table>

Practicals:
Typewriting
Shorthand

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper 5</td>
<td>Office Practice II</td>
</tr>
<tr>
<td>Paper 6</td>
<td>Office practice II</td>
</tr>
<tr>
<td>Paper 7</td>
<td>Typewriting III</td>
</tr>
<tr>
<td>Paper 8</td>
<td>Shorthand III</td>
</tr>
</tbody>
</table>

Practical

<table>
<thead>
<tr>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Practice</td>
</tr>
<tr>
<td>Word-processing</td>
</tr>
<tr>
<td>Shorthand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper 9</td>
<td>Office 9 office practice III</td>
</tr>
<tr>
<td>Paper 10</td>
<td>Stenography</td>
</tr>
</tbody>
</table>

Paper XII (a) On the Job Training
Paper XII (b) On the Job Training

Note: Academic programme and scheme of examination is given in the Summary chart on Semester basis.

P.T.O
Paper-I Typewriting-I

UNIT-I

Typewriter and its Maintenance

- Typewriter- its use and importance, a standard typewriter.
- Makes and categories of typewriters
- Essential parts of a typewriter and their use
- Care and upkeep of a typewriter
- Ribbon changing and economy

UNIT-II

Methods of typewriting

- Touch
- Sight
- Approach of typing
- Horizontal
- Vertical

UNIT-III

Keyboard operation

- Need for proper type and aims tables and chairs for use by typist.
- Sitting postures
- Materials required
- Insection and removal of paper.
- Learning the second row (Home row) (guide keys and home keys)
- Learning the third row (upper row)
Paper 2: Typewriting II

UNIT-I
keyboard operations

- Learning the first row (bottom row)
- Learning the fourth row (number row)
- Special signs and symbols in the keyboard and their uses.

UNIT-II
Display in typewriting:

- Centering-horizontal, vertical.
- Types of headings.
- Margin and line spacing
- Use of punctuation Marks.
- Figures-Arabic and Roman
- Paragraphs-Type and Styles, Numbering, Pagination.
- Styles of typing different kinds of letters.
- Arrangements of tabular statements
- Syllabification
- Foot-notes.
PRACTICALS

Key Board operations

2. Practicing words sentences, paragraphs and passages.
3. Use of shift Keys and other non-character keys.
4. Typewriting of special symbol of the key Board and Fonctuation marks.

Speed Building

1. Different kinds of drills for typing.
2. Graded Speed test leading to accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in ten minutes.

Teaching guidelines

Alternative hand words, balanced hand hand words, same letters in different words drills of common words, drills of alphabetical sentence and words division drills.

Display Techniques

2. Ensuring proper margin line spacing.
3. Typing different types of readings including spaced heading

Latter Typing.

1. Typing exercises of personal and business letters.
   In different styles with proper display.
2. Typing off applications for jobs.
3. Addressing the envelops.
4. Using carbon papers for taking out multiple copies.
UNIT-I

Introduction

Origin Shorthand with particular emphasis on Pitman Shorthand, definition and importance of stenography, qualities of a successful stenographer writing techniques and materials

UNIT-II

Consonants

Definition, number, forms, classes, size thin thickness, directions and joining strokes.

UNIT-III

Vowels, Diphthongs and Diphones

Vowels-definition number sounds, signs, places position of outlines, intervening vowels.

Introduction of upwards downward strokes in stenography.

Diphthongs- Definition names sign placed

Joined diphthongs and triphones.

Diphones Definition names sign, placed

Joined diphthongs and triphones.

Diphongs Definition signs and application

Use of Vowels- Diphthongs and diphones in plural in Stenography.
Paper 4 Shorthand II

UNIT-I
Grammalogues and phraseography:

Grammalogues- Definition of grammalogues and logo gram, list of grammalogues, punctuation sign, phraseography- definition of phrases. How a phrase in written qualifies of a good phraseogram, Ist of Simple phrases.

UNIT-II
Circles, loop and hooks.

Circle-size and direction, application in phaseography, attachment with straight and curved Strokes, exception to the use of circle.

Loops: site Direction

Shorthand Practicals

1. Repeated practice of consonants, writing each consonant from the text material with particular attention to their formation length, angle, size and direction.

2. Repeated practice of vowels, diphthongs, diphonos and triphones by coping the text materials and other printed shorthand book and reading book the same.

3. Repeated practice of grammalogues and phrases.

4. Repeated practice on the use of circles, Ibops and hook.

5. Transportation from Shorthand into longhand.

6. Dictation from unseen passage.

7. Variety of drills reading shorthand from instant black-board, copying shorthand from black board cold note reading delayed writing students Dictate to the class from shorthand book, two minutes speches by students, reading printed shorthand matter.
Paper 5 office Practice I

UNIT-I
Office meaning, functions, importance, concept of an organisation, centralization vs decentralization of office services, principal departments of a modern office – correspondence, typing and duplicating, filling mailing, general office.

UNIT-II
Filling and indexing:
Filling meaning and importance essentials of a good filling system centralized vs decentralized filling system methods of filling, filling equipments.

UNIT-III
Office Appliances and Mechanies:
A study of various types of commonly used appliances and machines duplicators. Accounting mechanism cal-calculator, addressing machines, punch card machine franking machine, weighting and folding machine, sealing machine Dictaphone cheque protector, cash register, coin sorter sorter, time recorder and such other machines.

UNIT-IV
Modern office Machines:
Photocopier, computer, word processor, Scanner their operation and use in the office set up Introduction of computer hardware and software. Computer operation.

Word Processor Concept of word processing, creating and editing documents, taking print out, Do’s and Don’t in details from application point of view scanner introduction of scanner its importance and use in offices.
UNIT-I
Mailing Department
Meaning and importance of mail, centralization of mail handling of work-its advantages, mail room equipment sorting table and racks, letter openers, time and date stamps, postal franking machine, addressing machines, mailing scales, post office guide.

UNIT-II
Handling mail:
Inward Mail- Receiving, shorting opening, recording, marking distribution outward Mail.
Folding of letters, preparation of envelops, sorting scaling, weighting, stamping, entering in letter sent book or peon book. Dispatching rail parcel service, Air mail service, courier service.

UNIT-III
Office Correspondence:
Essentials of a good letter, drafting of business letter enquiry, quotation, order advice, making payment, trade reference, compliments, circular letters follow up letters, official letters demi official.

UNIT-IV
Assisting Vistors:
Office etiquettes, effective use of language preparation of appointment schedules and maintaining visitors diary, furnishing desired information, instructing co-workers.
PERCITALS:
Office Practice
1. Filing and indexing

   Practice in filing and indexing- Alphabetical
   Numerically, arranging files subject-wise
   Searching a particular file, transforming of old college library.

2. Drafting of the following (on the basis of actual) information.

   - Application for Job
   - Interview letter
   - Appointment letter
   - Letter of enquiry
   - Letter of order
   - Appointment letter
   - Letter of enquiry
   - Letter of order
   - Office Notes
   - Issue of Tenders

3. Recording of inward/outward mail.
UNIT-I

CARBON MANIFOLDING

Carbon Papers and their kinds carrying out corrections on carbon copies. Use of Eraser erasing shield. White correcting fluid etc. Sucessing and spreading, carbon economy.

UNIT-II

STENCIL CUTING AND DUPLICATING

Techniques of stencil curring correction of errors on stencil Papers-use of correcting, fluid, graft methods and use of Gum-Coated Paper Method, signatures and lining on stencil paper with the help of syllabus pen and backing sheet.

Duplicator, kinds of duplicators taking out copies on duplicators, Duplicating ink.

UNIT-III

ELECTRIC AND ELECTRONIC TYPEWRITERS

Importance and use of Electric Typewriters, Advantages Electric typewriter.

Salient features of Electronic typewriters.

UNIT-IV

CORRESPONDENCE

Business
-Official
UNIT-I

Carbon Manifolding

Taking out copies with the help of carbon papers. Carrying out corrections on carbon copies, carrying out corrections with squeezing and spreading methods, correction of drafts.

UNIT-II

Stencil cutting and Duplicating
Stencil Cutting, carrying out corrections on Stencil Papers with different methods cyclostyling.

UNIT-III

Electric and Electronic Typewriting.
Practice on above typewriters.

UNIT-IV

Correspondence
Typewriting of business letters.
Typewriting of official letters.

P.T.O.
Paper B. Shorthand III

UNIT-I
Extended use of certain Consonants
The Aspirate, tick and dot ‘H’
Downward and upward ‘R’, upward ‘Sh’

Compound consonants, Medical Semi-Circles.

UNIT-II

Halving and doubling Principles Halving-general
Principal and their exception, use of halving principle in Phraseography,
Doubling general principles and their exception, use of dubling principle in phraseography.

UNIT-III

Prefixes Suffixes, Contractions and Intersections
Prefixes and Suffixes-meaning and uses list of
Prefixes and suffixes contractions, general rules
And list of contractions.

Intersection-meaning and uses, list of
Intersection, writing of figures in shorthand
Note taking techniques and transcription on Typewriter.

PRACTICALS

Paper-B SHORTHAND

1. Practising the use of halving and doubling principles
Prefixes, suffixes from text book.
2. Repeated practice of contraction and intersection.
3. Taking dictation of passages for five minuted at a speed of
60 W.P.M. and transcription of the same on typewriter.
4. Taking dictation from tape-recorder.
5. Taking dictation from different voice.
6. Recording class lectures in Shorthand.

P.T.O.
UNIT-I

Office Stationery

Types of papers and envelopes, control of consumption of papers ink typewriting ribbons, carbon papers, pins clips, erasers etc. Issue there of stock and Stock record.

UNIT-II

Duplicating Methods
Photocopying

UNIT-III

Meeting:
Notice, Agenda Physical facilities, quorum
Providing Secretarial assistance.

UNIT-IV

Using information
Working knowledge of making use of information from different sources.


UNIT-V

Making Travel arrangement Preparing tour programme railway and air reservation, booking Hotel accommodation, filling of forum for Tour advance, preparing T.A. Bills.

PRACTICANS

1. Practice on operating Following machines

   Duplicator       6 hrs.
   Photocopies     6 hrs.
   Word Processor  20 hrs.
   Scanner         8 hrs.

2. Working in the office:

   - Maintenance 1 of Register
   - Preparation of notice, agenda, resolutions.

3. Telephone handling.
A. TYPING

UNIT-I

Manuscripts:
  Proof Corrections signs and their meaning, process of typing manuscripts, corrections of drafts.

UNIT-II

Tabulations
  Definition and importance part of tabulation, procedure for typing of Book-Notes, Typing of Balance sheet.

UNIT-III

Syllabification of Combination:
  Rules for division of words at line ends, exceptions, formation of special sign with combination of characters.

UNIT-IV

Correspondence
  Typing with proper display
  Typing of business letters
  Typing of official letters

B. SHORTHAND

UNIT-I

Advanced phraseography, Phraseology related to business, banking insurance and administration.

UNIT-II

Special list of words

UNIT-III

Arrangement of Materials on typewriter, desk to facilitate transcription.

UNIT-IV

Checking and Proof Reading transcription.

PRACTICALS

TYPING
  Typing writing of Manuscripts (Typed)
  Typewriting of manuscripts (Hand-written)
  Practice on carrying out corrections of drafts.
Typewriting of tabulations, Balance-Sheet, invoices, foot notes Syllabification and combination and combination.

Typewriting exercises-Breaking of words at line ends, breaking of words with syllabification rules, Typewriting of Characters not existing on key boards.

Correspondence
Typewriting un-arranged, misplet and wrongly typed letters by observing the rules of display.

Typewriting of business, official letters.

SHORTHAND

1. Taking information from other documents in completion of shorthand notes.
2. Office style dictation with amendments.
3. Submitting transmission materials for signature
4. Marketing and filling of shorthand notices after completion of transcription.

Recommended Drills

- Through out the course there should be constant emphasis on.
  - Fluency in shorthand, Special care should be taken on expose to students to variety of pronunciation.
  - Formatin of well construction shorthand outlines with the help of facility drills.
  - Auto-mobilization of grammaloges and phrases.
  - Daily practice in taking dictation starting at slow speed.
  - Practice in transcribing the long Hand.
  - Dictation each day should be on practice material to increase the speed and on new matter to 1 improve competence. It should be for timings of 1,3,5,7 and 10 minutes.
Paper XI (a) & XI (B) – ON-THE-JOB TRAINING

Probably work-sites where on-the-job training may be organized.

- Government Department offices
- Business/Commercial organization
- Industrial Establishments
- Hospitals
- Educational Institution
- Railways, Airlines and other transport undertakings
- Banking and insurance organisation
- Parliament and State Assemblies
- Job-work Centres.

This is a tentative list. Principal may be given the complete freedom to select any organisation. However, while selecting the institution Care should be taken to select such institution who show willingness to accept the tranees and have the scope for providing variety of experiences in office practice and stenography area.

Suggested department/Section for on-the-job training at the end of first year:

<table>
<thead>
<tr>
<th>Department/section</th>
<th>No.of Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reception/Inward and outward mail</td>
<td>1</td>
</tr>
<tr>
<td>2. Office establishment/filling/office equipment and/production.</td>
<td>1</td>
</tr>
<tr>
<td>3. Stenography work and typing with various executives and sections.</td>
<td>1</td>
</tr>
<tr>
<td>4. Sales Advertising and Publicity, Store and Accounts.</td>
<td>1</td>
</tr>
</tbody>
</table>

Suggested Department/Section for on-the-Job training at the end of SECOND YEAR.
<table>
<thead>
<tr>
<th>DEPARTMENT/Section</th>
<th>No. of Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Private Secretaries of Various Executives in different Departments Of the organisation.</td>
<td>1</td>
</tr>
<tr>
<td>2. Office establishment/Company/Secretary/Share Department</td>
<td>1</td>
</tr>
<tr>
<td>3. Accounts Department/Time office Reception.</td>
<td></td>
</tr>
<tr>
<td>4. Typing Pool/ Advertising/publicity</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td><strong>4 weeks</strong></td>
</tr>
</tbody>
</table>

Note: The purpose of the on-the-job. Training is to expose the student to the words of work and provide professional experience in real situation. The student shall have to maintain a diary and submit a detailed report of his activities which shall be certified by a responsible officer of the establishment. However, the teacher will also supervise the on-the-Job Training programme.
e) **SUGGESTED READING MATERIALS SHORTHAND**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pitman Shorthand Instructor</td>
<td>A.H. Wheeler &amp; Company</td>
</tr>
<tr>
<td>2. New Course in Pitman Shorthand</td>
<td>A. H. Wheeler &amp; Company</td>
</tr>
<tr>
<td>3. Pitman</td>
<td>A.H. Wheeler &amp; Company</td>
</tr>
<tr>
<td>5. Pitman Shorthand Reading</td>
<td>Pitman Shorthand School New Delhi</td>
</tr>
<tr>
<td>6. Pitman Shorthand Reading</td>
<td>Pitman shorthand School New Delhi</td>
</tr>
<tr>
<td>7. A commentary on pitman Shorthand by James WM Tylor.</td>
<td>Pitman shorthand School New Delhi</td>
</tr>
</tbody>
</table>

Note: Detailed catalogues of books on the subjects can be ordered from:

From:
1. A.H. Wheeler & Company  
   Dr.D.N. Road, Fort, Bombay.
2. Pitman Shorthand School  
   Darya Ganj, Delhi.
3. Sir Issac Pitman & Sons  
   Parker Street London.

b) **TYPEWRITING**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Manual of Typist and Stenographers by Dr. Prabhakar Raizada.</td>
<td>Sterling Publishers, Delhi</td>
</tr>
<tr>
<td>2. Methods &amp; Techniques of Typewriting Instruction by Dr. Prabhakar Raizada.</td>
<td>Sterling publishers, Delhi</td>
</tr>
<tr>
<td>3. Teacher's Guide in Typewriting</td>
<td>NCERT Publication</td>
</tr>
</tbody>
</table>
4. Typewriting complete course by H.A. Mehta
   Mehta Publishing Corporation Basant Mahal, Wadala (East) Bombay-400037

5. Typewriting Office Practice Set by H.A. Mehta
   Mehta Publishing Corporation, Basant Mahal, Wadala (East), Bombay-400037.

   Mehta Publishing Corporation, Basant Mahal, Wadala (East), Bombay-400037.

7. Typewriting by Md Khan
   Chittoor Publishing House, Chittor, A.P.
   Dictation Exercises

8. Lay outs and forms in Typewriting
   State Board of Technical Education, Hyderabad-500022.

8.  20th Century Typewriting
   South-western Publishing Company Clinical, Ohio, USA.

   South-Western publishing Company, Clinical, Ohio, USA.

10. Typewriting Drills for Speed and Accuracy.
    Gragg. Publishing Corporation, USA.

11. Graded lessons in Typewriting Theory
    Sir Issac Pitman & Sons London.

12. Practical Course in Touch Typewriting.
    Sir Issac Pitman & Sons London

13. High Powered Typewriting Drills
    Sir Issac Pitman & Sons London.

14. Hand Book of Typewriting
    Govt. of India Publication

C) OFFICE PRACTICE

1) Office Practice Made simple by G. Whitehead.

2) Office Practice by Mirza & Saida.
   Mac Graw Hill Publication
3. Office Management and Commercial Correspondence By Balraj Duggal. Kital Mahal Publication

4. Office Management and Secretarial Practice By Y.P. Singh Gyan Publishing House Delhi

5. Business Correspondence and Office Practice By Nagamia and Bhal Thakkar Publication Bombay

6. Business Communication by Doctor and Doctor Seth Publications, Bombay-4

7. Commercial Correspondence by Majumdar

8. Modern Commercial Correspondence by R.S. Sharma.

9. Modern Commercial Correspondence by Chandgakar & Tele

6. Unit Cost for 30 Students

Space requirement

1. One Typewriting/Shorthand Room Area 150 sq. meters
2. One general class-room 80 sq. meters.

List of Equipments

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Typewriters for students</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>Typewriter for Demonstration (Teacher)</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>L-Shaped tables for Students</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Demonstration table (Revolving) for teachers</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Revolving Chairs for Students with adjustment height</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Copy holders</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Wall clock with centre Second</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Stop Watches</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Bulletin Board</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>Warm up drill board like bus indicators for providing drill of frequently occurring words</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>Total kit with necessary tool</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Teachers Desk, Chair and an Almariah</td>
<td>1</td>
</tr>
<tr>
<td>13</td>
<td>Tape Recorder</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td>Dictaphone</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Audio Casette</td>
<td>1</td>
</tr>
<tr>
<td>16</td>
<td>Electric typewriter</td>
<td>1</td>
</tr>
<tr>
<td>17</td>
<td>Electronic typewriter</td>
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</tbody>
</table>
Modification

Modalities of Examination & Evaluation

Scheme of study & Examination

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Paper</th>
<th>Periods per week</th>
<th>No. of Papers</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Theory</td>
<td>Practical</td>
<td>Theory</td>
</tr>
<tr>
<td>1.</td>
<td>Typewriting I</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Typewriting II</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>Shorthand I</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Shorthand I</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>ON-THE-JOB TRAINING</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Office Practice-I</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>Office Practice II</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>Typewriting III</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>Shorthand III</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>9.</td>
<td>Office Practice-III</td>
<td>5</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>Stenography</td>
<td>2</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>11.</td>
<td>A. on the Job Training</td>
<td>4 weeks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>B. On-the-Job Training</td>
<td>4 weeks</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Modalities of Examination and Evaluation

1. The students may be evaluated through external examination as well as internal assessment.

2. 70% marks should be given to external examination and 30% to internal evaluation.

3. The internal evaluation in respect of theory papers shall be made no. of tests, assignments and quizzes.

4. The internal evaluation in respect of practical papers shall be based on the maintenance of records, the actual conduct of practical performance, Viva-Voice and other observation of the teacher concerned.

P.T.O
8. Linkages Up & Down

1. The student may vertically move to the course of Company secretary of any post-Graduate Diploma of a higher level in the related area of Master degree in their discipline.

2. Stenography is a skill based subject and is open to students at +3 level only to those who have not studied this subject at +2 level, there is no down ward linkage with stenography directly. However, students offering course based subject at +2 level might offer this at +3 level profitably for the purpose of mobility from the vacation to another in the same family of vocation.
## SUMMARY CHART

### ACADEMIC PROGRAMME-EXAMINATION SCHEME

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>No. of Papers</th>
<th>Name of Papers (Title)</th>
<th>LT.</th>
<th>P</th>
<th>Total exam. Load Mode</th>
<th>Hours</th>
<th>Mode on the job training</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1</td>
<td>2</td>
<td>Typewriting I</td>
<td>2</td>
<td>2</td>
<td>4 per week</td>
<td>4 per week</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Shorthand I</td>
<td>2</td>
<td>2</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
<td>Typewriting II</td>
<td>1</td>
<td>3</td>
<td>4 per week</td>
<td>4 per week</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Shorthand II</td>
<td>1</td>
<td>3</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(XTA) On the Job Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>III</td>
<td>2</td>
<td>Office Practice I</td>
<td>3</td>
<td>1</td>
<td>4 per week</td>
<td>4 per week</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Office Practice II</td>
<td>2</td>
<td>2</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td></td>
<td>2</td>
<td>Typewriting III</td>
<td>1</td>
<td>3</td>
<td>4 per week</td>
<td>4 per week</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Shorthand III</td>
<td>1</td>
<td>3</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>X</td>
<td></td>
<td>On the Job training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>V</td>
<td>2</td>
<td>Office Practice-II</td>
<td>4</td>
<td>3</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>VI</td>
<td></td>
<td>Stenography</td>
<td>2</td>
<td>6</td>
<td>4 per week</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** In the annual pattern of examinations where two papers have to be offered in each year the papers may be combined on the following pattern:

**First year**
- Paper I (Combine paper 1 & 2)
- Paper 2 (Combine paper 3 & 4)

**Second Year**
- Paper-1 (Combine 5 & 6)
- Paper-2 (Combine paper 7 & 8)

**On the job training**

**Third Year**
- Paper-I (Paper-9)
- Paper-2 (Paper-10)
PANJAB UNIVERSITY, CHANDIGARH
ENTREPRENEURSHIP DEVELOPMENT COURSE

IMPORTANT NOTE:

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

****

**Teaching Load**

<table>
<thead>
<tr>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>per week</td>
<td>week</td>
</tr>
</tbody>
</table>

**Periods**

1. Need Scope and characteristics of entrepreneurship  
   Special Schemes for Technical Entrepreneurs, STED  
   2
2. Identification of Opportunities  
   1
3. Exposure to demand based, resource based, service  
   Based import substitute and export promotion industries  
   2
4. Market survey Techniques  
   2
5. Need scope & approaches for project formulation  
   1
6. Criteria for principles of product selection and development  
   2
7. Structure of project report  
   3
8. Choice of technology plant and equipment  
   3
   2
10. Financial ratios and their significance  
    2
11. Books of accounts, financial statement and funds flow analysis  
   4
12. Energy requirement & Utilization  
    2
13. Resource management Men, Machine and Materials  
    2
14. Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI  
    3
15. a) Creativity and innovation 1  
   b) Problem solving approach 1  
   c) Strength Weakness Opportunity and Threat (SWOT) Techniques. 1  
16. Techno-economic feasibility of the project 3  
17. Plant layout & Process Planning for the product 3  
18. Quality control/quality assurance and testing of product 3  
19. Elements of marketing & sales management 4  
20. a) Nature of product and market strategy 2  
       b) Packaging and advertising 2  
       c) After Sales service 2  
21. Costing and pricing 2  
22. Management of self and understanding human behavior 2  
23. Sickness in small scale Industries and their remedial measures. 2  
24. Coping with uncertainties stress management & positive reinforcements. 2  
25. a) Licensing and registration 1  
       b) Municipal bye Laws and Insurance coverage 2  
26. Important provisions of factory Act, sales of Goods Act, Partnership Act. 4  
27. a) Dilution control 1  
       b) Social responsibility and business ethics 2  
28. Income tax, sales tax and excise rules 2  

**Practices 15 hrs Teaching Load:**

1. Conduct of mini markets survey (one day exercise)  
   Data Collection through questionnaire and personal visits  
2. Entrepreneurial Motivation Training.  
   Through games role playing Discussions and exercises.  
3. a) Working capital and fixed Capital assessment and Management.  
   Practice  
   b) Exercise on working capital and fixed capital calculation.  
   Practice  

P.T.O.
4. a) Analysis of sample project report discussion
   b) Break even analysis Practice

5. Communication written and oral Practice

**Suggested Readings Material:**

1. Deshpande M.V. Entrepreneurship of Small-Scale Industries: Concept Growth & Management,


8. Department of Industrial Development Incentives & Concessions for Setting up Industries in Backward Areas, Deptt. of Industrial Development Govt. of India, New Delhi.


P.T.O.

**Note:** The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would be organized at the end of the second year.
Outlines of tests syllabi and courses of reading for B.A./B.Sc./General) First Year, Second Year and Third Year in the Vocational Subject of “FOREIGN TRADE PRACTICE AND PROCEDURE” for the examination of 2011

Subject of Title: FOREIGN TRADE PRACTICES & PROCEDURE
(Vocational Course)

B.A./B.Sc. (General) First Year

<table>
<thead>
<tr>
<th>Paper</th>
<th>Periods</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Basics of Foreign Trade</td>
<td>30</td>
<td>75</td>
</tr>
<tr>
<td>II India’s Foreign Trade</td>
<td>30</td>
<td>75</td>
</tr>
<tr>
<td>Practical Training Report writing &amp; Viva-Voce</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

B.A./B.Sc. (General) Second Year

<table>
<thead>
<tr>
<th>Paper</th>
<th>Periods</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Elements of Export Marketing</td>
<td>30</td>
<td>75</td>
</tr>
<tr>
<td>II Export Finance &amp; Procedures</td>
<td>30</td>
<td>75</td>
</tr>
<tr>
<td>Practical Training &amp; Report Writing &amp; Viva –Voce</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

B.A./B.Sc. (General) Third Year

<table>
<thead>
<tr>
<th>Paper</th>
<th>Periods</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Shipping &amp; Insurance Practice and Procedure</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>II Foreign Trade, Documentation &amp; Procedure</td>
<td>30</td>
<td>100</td>
</tr>
</tbody>
</table>

Practical Training 3 to 4 weeks each at the end of First and Second Year each

Examination: 3 Hours (Theory)

Questions out of 15 are required to be attempted by the candidates. Concise, short, practical–oriented questions should be set.

Note: The Entrepreneurship Development course will be taught in the Second Year programme of B.A./B.Sc. Third course being a non–credit course, The examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (General), P. U. Chandigarh well before the commencement of the Annual Examination in April/May.

P.T.O.
**SUMMARY CHART**

**FOREIGN TRADE PRACTICES AND PROCEDURES**

**Annual Examination**

<table>
<thead>
<tr>
<th>Year</th>
<th>Papers</th>
<th>Course Details</th>
<th>Periods per Paper</th>
<th>Examination Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Year</td>
<td>2 Papers</td>
<td>(i) Basic of Foreign Trade (ii) India’s Foreign Trade</td>
<td>30</td>
<td>3 hours</td>
</tr>
<tr>
<td>III Year</td>
<td>2 Papers</td>
<td>(i) Elements of Export Marketing (ii) Export Finance &amp; Procedures</td>
<td>30</td>
<td>3 hours</td>
</tr>
<tr>
<td>III Year</td>
<td>2 Papers</td>
<td>(i) Shipping and Insurance &amp; Procedures (ii) Foreign Trade Documentation and Procedures</td>
<td>30</td>
<td>3 hours</td>
</tr>
</tbody>
</table>

Practical Training- 3 to 4 weeks each at the end of I & II years- 100 marks each.
Subject of Title: **FOREIGN TRADE PRACTICES & PROCEDURE**

**SUBJECT : OBJECTIVE**

1. To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.

2. To familiarize the students with the position of India’s foreign trade, import and export policies and various export promotion measures adopted by the Government.

3. To familiarize the students with the nature and scope of International Marketing as also the four Ps of International Marketing.

4. To familiarize the students with the various methods and procedure of foreign trade, financing, foreign exchange, rates, costing and pricing for exports and the various institutions involved in export finance.

5. To make the students aware of the shipping and insurance practices and procedures which constitute the essential services for the operation of foreign trade.

6. To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

**Job Potential :**

1. Self-employment can start an export business either singly or in partnership with fellow students, can take up export documentation work for other.

Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.

3. (i) Permissible combination of subjects:
   
   B.A – Any subject preferably with Economics, Psychology, Social Works, Foreign Languages.
   
   B.Com. – With Any subjects

(ii) Pre requisites of admission

10 + 2 preferably with economics or commerce.
FOREIGN TRADE PRACTICES AND PROCEDURES
Contents for Non-Semester Courses

Paper1  BASICS OF FOREIGN TRADE  Periods

Objectives: to familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.

- Why trade takes place? Theories of International trade 6
- Balance of trade and Balance of Payments 4
- Objectives of Trade Policy and role of foreign trade in economic growth 2
- Instruments of trade Policy tariffs, quantitative restrictions, exchange 9
  Control and exchange rate adjustments.
- International economic institutions- GATT, UNCTAD, IMF and World Bank. 6
- Trade Blocs and Regional Economic Cooperation 3
- Cultural Aspects in International Business 2
Paper –I-2 INDIA’S FOREIGN TRADE

Objectives: To familiarize the students with the position of India’s foreign trade, import and export policies and various promotion measures adopted by the Government.

Periods

- Analysis of India’s Foreign – Trade Growth trends, composition and direction. 4

- India’s Balance of Payments including invisibles 4

- Assessment of Prospects – Products and markets 4

- India’s Trade agreement 3

- Salient features of India’s export-import policy 4

- Institutional set-up for export promotion 3

- Export Assistance measures, free trade zones and 100%EOUs 4

- State trading in India 2

- Sources and analysis of foreign trade Statistics 2

Books for

Paper – I  International economics by P.T. Ellsworth
            International Economics by C.P. Kindelberger

Paper-II  Annual Reports of the Ministry of Commerce
           Annual Economics : Surveys

P.T.O.
Paper-II-I ELEMENTS OF EXPORT MARKETING

Objectives  To familiarize the students with the nature and scope of international marketing as also the four Ps of International marketing.

Periods

- Role of exports, scope of export marketing and why should a firm export 6
- Selection of export products. 2
- Selecting export markets. 4
- Direct and indirect export and role of export houses 3
- Channel selection and appointment of agents, agency agreement and payment of agency-commission. 3
- Promotion abroad, use of mailing lists, advertisement abroad, and participation in trade fairs and exhibitions. 4
- Legal aspect of export contract including INGO terms. 4
- Arbitration and settlement of disputes 4
- Consumer Behavior 2
- Export Development through Internet 2
- Quality Management in Export Trade 2

Books: Export Management by TAS Balagopal
Export Management by S.R. UIIel
International Marketing Management by Varshney and Bhattacharyya.
Objectives: To familiarizes the various methods and procedures of foreign trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export financing.

Periods
- Export Payment, Terms including letters of credit and their operation. 4
- Pre-shipment and post-shipment finance 4
- Import finance and letters of credit and operation thereof. 3
- Role of Banks in foreign trade finance 1
- Obtaining ECGC Policy and filling claims 3
- Obtaining long term export credit from EXIM/Banks 3
- Costing and Pricing for exports 6
- International capital markets, foreign exchange rates, Exchange fluctuations and obtaining forward cover. 6
- Export costing sheet 2

Books: Finance of Foreign Trade by Keshkamat

Finance of Foreign Trade by G.S.Lall

P.T.O
### PAPER- III – I SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

**Objectives**: To make the students aware of the shipping and insurance practices and procedures which constitute the essential services for the operation of foreign trade.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role of shipping liners and tramps bills of lading and Charter Party.</td>
<td>4</td>
</tr>
<tr>
<td>Determination of freight</td>
<td>2</td>
</tr>
<tr>
<td>Containerization and other developments</td>
<td>2</td>
</tr>
<tr>
<td>Air transport and procedures involved in the determination of freight</td>
<td>3</td>
</tr>
<tr>
<td>Multi-model transport and the procedures involved</td>
<td>2</td>
</tr>
<tr>
<td>Packing and marking for exports</td>
<td>2</td>
</tr>
<tr>
<td>Forwarding and clearing agents and their operations</td>
<td>3</td>
</tr>
<tr>
<td>Cargo insurance, its importance, basic principles, types of cover,</td>
<td>6</td>
</tr>
<tr>
<td>type of losses and determination of premium</td>
<td></td>
</tr>
<tr>
<td>Obtaining a cover a filing a claim</td>
<td>4</td>
</tr>
</tbody>
</table>

**Books**:
- Export Management by T. A.S. Balgopal
- Export Management by S.R. Ullal

P.T.O.
Objectives: To familiarizes the students with the basic documents involved in Foreign trade, processing of an export order, customs clearance of Export and import cargo and negotiation of documents.

- Need, rationale and types of documents 4
- Obtaining export and import licences 3
- Processing an export order 4
- Pre-shipment inspection and Quality control 2
- Foreign exchange and GR formalities 3
- Excise and customs clearance of export cargo 4
- Shipment of goods and port procedures 3
- Customs clearance of import cargo 3
- Post – shipment formalities and procedures 3
- claiming duty drawbacks and other benefits 3

Books: Handbook of Import and Export Procedures
       Export What, Where and How by Paras Ram
PANJAB UNIVERSITY, CHANDIGARH

ENTERPRENEURSHIP DEVELOPMENT COURSE

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Teaching Load  

<table>
<thead>
<tr>
<th>Periods</th>
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<tbody>
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<td>T</td>
</tr>
<tr>
<td>5</td>
<td>1 period</td>
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<tr>
<td>6</td>
<td>period per week</td>
</tr>
<tr>
<td></td>
<td>week</td>
</tr>
</tbody>
</table>

Periods

1. Need Scope and characteristics of entrepreneurship  
   Special Schemes for Technical Entrepreneurs, STED  
   2

2. Identification of Opportunities  
   1

3. Exposure to demand based, resource based, service based import substitute and export promotion industries  
   2

4. Market survey Techniques  
   2

5. Need scope & approaches for project formulation  
   1

6. Criteria for principles of product selection and development  
   2

7. Structure of project report  
   3

8. Choice of technology plant and equipment  
   3

   2

10. Financial ratios and their significance  
    2

11. Books of accounts, financial statement and funds flow analysis  
    4

12. Energy requirement & Utilization  
    2

    2

14. Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI  
    3
15. a) Creativity and innovation 1  
   b) Problem solving approach 1  
   c) Strength weakness Opportunity and Threat (SNOT) Techniques. 1  
16. Techno-economic feasibility of the Project 3  
17. Plant layout & Process Planning for the product 3  
18. Quality control/quality assurance and testing of product 3  
19. Elements of marketing & sales management 4  
20. a) Nature of product and market strategy 2  
   b) Packaging and advertising 2  
   c) After Sales service 2  
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22. Management of self and understanding human behavior 2  
23. Sickness in small scale Industries and their remedial measures. 2  
24. Coping with uncertainties stress management & positive reinforcements. 2  
25. a) Licensing Registration 1  
   b) Municipal bye laws and Insurance coverage 2  
26. Important provisions of factory Act, sales of Goods Act, Partnership Act. 4  
27. a) Dilution control 1  
   b) Social responsibility and business ethics 2  
28. Income tax, sales tax and excise rules 2

Practices 15 hrs Teaching Load:

1. Conduct of mini markets survey (one day exercise) Data Collection through questionnaire and personal visits  
2. Entrepreneurial Motivation Training. Through games role playing discussions and exercises.  
3. a) Working capital and fixed Capital assessment and Management. Practice  
   b) Exercise on working capital and fixed capital calculation. Practice

P.T.O.
4. a) Analysis of sample project report
discussion
b) Break oven analysis
Practice

5. Communication written and oral
Practice

Suggested reading Material:


2. Mc. Clelland DC    The Achieving Society, Princeton,


4. Pareek U & Rao TV    Personal Efficacy in Developing Entrepreneurship Learning systems,
New Delhi-1978.

5. Rao TV & Pareek U.    Developing Entrepreneurship-A Handbook,

6. Vyas JN    Planning an Industrial Unit-I Neelkunj
Neelkanth Park, OPP. Navrangpura,
Ahmedabad.


8. Department of Industrial Development    In Centives & Concessions for Setting up Industrial in Backward Areas, Deptt. of industrial Development Govt. of India, New Delhi.


P.T.O.
Note; The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in on the job, training which would be organized at the end of the second year.
**PANJAB UNIVERSITY, CHANDIGARH**


<table>
<thead>
<tr>
<th>B.A./B.Sc. (General) Part-I</th>
<th>Max, Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-I Income Tax Law and Practice-I</td>
<td>100</td>
</tr>
<tr>
<td>Paper-II Income Tax Law and Practice-II</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B.A./B.Sc.(General) Part-II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-III Tax Procedure and Practice</td>
</tr>
<tr>
<td>Paper-IV Wealth Tax and central sales Tax</td>
</tr>
<tr>
<td>Practical Training</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B.A./B.Sc.(General) Part-III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper-V Custom Law Procedure and Practice</td>
</tr>
<tr>
<td>Paper-VI Central Excise Procedure and Practice</td>
</tr>
<tr>
<td>Practical Training</td>
</tr>
</tbody>
</table>

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MODEL FOR PREPARATION OF OUTLINE OF COURSE

1. Subject Title: TAX PROCEDURE AND PRACTICE

15 weeks/Semester

2. Subject objectives general objectives
   (a) To familiarise the students with the Indian Tax System.
   (b) To acquaint the students with the procedure and practice of direct and indirect taxes.

3. Job Potential:
   (i) Self Employment
       Prepare returns and relevant documents, for small traders, small industries and people engaged in small and medium, business, necessary under direct and indirect tax law.
   (ii) Wage Employment
       Junior level positions in the various organisations such as:
       (a) Practising Chartered Accountant Firms
       (b) Business Houses
       (c) Industrial Undertakings and establishments,
       (d) Sales Tax and Income Tax departments.
       (e) Custom and Excise departments.
       (f) Accounts department of various Central, State, local, self, Govt. societies etc.
           (i) This can not go with Science subjects.
           (ii) It can go with Commerce (B.Com. Pass)
           (iii) It can go with B.A. Provided as student has done 10+2 with Accounting and Business Studies or Commerce.

4. Contents
   (a) Syllabus (Theory and Practicals – enclosed
   (b) Business lab should be equipped with the following.

   (i) All Bare Acts related to direct and indirect taxes and various tax forms/returns/documents.
## ii) Reference Books:

1. Paliwala - Income Tax
2. Chaturvedi & Pathisana

## iii) Text Books:

- Singhania –Direct Taxes
- H.C. Mehrotra –Income Tax Law & Practice

## iv) Journals:

- The Institute of Chartered Accountants of India
- Central Excise Law System Taxman

**Note:** In addition to the above books the new text books should be prepared on the lines of the prescribed syllabi. Equipment Computer facilities must be made available in the Business Lab.

## ii) On the Job Training (After 1st Year):

Proper training should be given to students, to prepare various returns/forms/documents etc. related to Income Tax and Sales Tax/Excise duty to enable the students to acquire necessary skills so that they can prepare these documents independently. Students can be attached for the purpose of training with local industrial houses, Excise and custom, Departments, income and sales tax departments and practicing firms of the Chartered Accountants.

## iii) On Job Training (After 2nd Year)

Students should be attached for practical training with the originsations as suggested in (ii). Students can prepare the necessary documents/returns/forms etc. related to direct and indirect taxes.

## 6. Unit cost for 30 students

(a) Building as per the norms of the UGC
(b) Rupees one lakh for books, Journals and equipments.

## 7. Modalities of examination & evaluation

(a) weightage between theory and practical should be 70% and 30% respectively.
(b) Continuous evaluation - Assignment, surprise test, Quiz competitions, participation in seminars and similar other activities a can be adopted.
(c) Practical on the Job training 50% in 1st year and 50% in 2nd year.

8. Linkages- Up & Down

(a) Backward Linkage

10+2 or equivalent examinations recognized with all streams Preference may be given to those who have done Mathematics/Accounting at the + 2 stage.

(b) Upward Linkage

Law Degree, chartered Accounts, Company, Secretary and Diploma in taxation from the Law Institute of India, Management courses of IGNOU and Correspondence Courses of various Universities.
## SUMMARY CHART

### TAX PROCEDURE & PRACTICE

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of Paper</th>
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<th>P</th>
<th>Total load teaching</th>
<th>Exam. T</th>
<th>P on the Job Trng.</th>
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<td>II</td>
<td>Income Tax Law and Practice-II</td>
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<td>III</td>
<td>Tax Procedure and Practice</td>
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<td>IV</td>
<td>Wealth Tax and Central Sales Tax</td>
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<td><strong>Practical Training</strong></td>
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<td>VI</td>
<td>Custom duty Procedure and Practice</td>
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P.T.O.
TAX PROCEDURE AND PRACTICE
FIRST YEAR
Paper-I
INCOME TAX LAW AND PRACTICE –I
Income Tax-Definitions, Distinction between capital and Revenue, Basis of charge (Residential Status) Incidence of tax, Exempted incomes, Heads of Income: Computation of income from salaries House property Income from Business and Profession including depreciation capital gains and Income from other sources.

Paper-II
INCOME TAX LAW AND PRACTICE _II
Income of other persons included in Assessee’s total Income (clubbing of Income), set off or carry forward and set off of Losses, Deductions out of Gross total Income, Computation of Total Income of Individual, H.U.F. partnership firm and A.O.P.

Note: The paper setter will consider the changes upto 30th September

SECOND YEAR

Paper-III
Tax procedure and Practice
Return of income and procedure of Assessment, Advance payment of Tax, deduction to collection of tax at source, Income tax authorities their powers and functions, Appeals and Revision, Penalties and Prosecution. Refunds, Interest payable by to Assesses: Value Added Tax (VAT application by (Panjab State).

Paper-IV
Wealth Tax and Central Sales Tax
Wealth Tax Act 1957 and CST Act- 1956

Practical Training
Note: The paper setter will consider the change upto 30th Sept.

P.T.O.
Third Year

Paper-I Custom Law Procedure and Practice 75 marks


Paper –II Central excise Procedrue and Practice 75 marks


Practical Training 50 marks

Note: The paper setter will consider the change upto 30th September.
**PANJAB UNIVERSITY, CHANDIGARH**

**ENTERPRENEURSHIP DEVELOPMENT COURSE**

**IMPORTANT NOTE:**

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

<table>
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<tr>
<th>Teaching Load</th>
<th>L + T</th>
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<th>Total</th>
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<tr>
<td>5</td>
<td>1 period</td>
<td>6 period per week</td>
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1. Need Scope and characteristics of entrepreneurship

Special Schemes for Technical Entrepreneurs, STED

2. Identification of Opportunities

3. Exposure to demand based, resource based, service Based import substitute and export promotion industries

4. Market survey Techniques

5. Need scope & approaches for project formulation

6. Criteria for principles of product selection and development

7. Structure of project report

8. Choice of technology plant and equipment


10. Financial ratios and their significance

11. Books of accounts, financial statement and funds flow analysis

12. Energy requirement & Utilization

13. Resource management Men, Machine and Materials

14. Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI
15. a) Creativity and innovation 1
   b) Problem solving approach 1
   c) Strength weakness Opportunity and Threat (SNOT) Techniques.
16. Techno-economic feasibility of the project 3
17. Plant layout & Process Planning for the product 3
18. Quality control/quality assurance and testing of product 3
19. Elements of marketing & sales management 4
20. a) Nature of product and market strategy 2
       b) Packaging and advertising 2
       c) After Sales service 2
21. Costing and pricing 2
22. Management of self and understanding human behavior 2
23. Sickness in small scale Industries and their remedial measures. 2
24. Coping with uncertainties stress management & positive Reinforcements. 2
25. a) Licensing Legistration 1
       b) Municipal bye laws and Insurance coverage 3
26. Important provisions of factory Act, sales of Goods Act, Partnership Act. 4
27. a) Dilution control 1
       b) Social responsibility and business ethics 2
28. Income tax, sales tax and excise rules 2

Practices 15 hrs Teaching Load:

1. Conduct of mini markets survey (one day exercise) Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training Through games role playing Discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management. Practice
    b) Exercise on working capital and fixed capital calculation. Practice

P.T.O.
4. a) Analysis of sample project report discussion
   b) Break oven analysis Practice

5. Communication written and oral Practice

**Suggested Reading Material:**

1. Deshponde M.V. Entrepreneurship of small-Scale Industries : Concept Growth & Management

2. Mc. Clelland DC The Achieving Society, Princeton,

3. Meredith GG, Melson Reetial Practice of Entrepreneurship ILO
   Geneva, 1982

4. Pareek U & Rao TV Personal Efficacy in Developing entrepreneurship Learning systems, Ne
   Delhi-1978.

5. Rao TV & Pareek U. Developing Entrepreneurship-A Handbook,

6. Vyas JN Planning an Industrial Unit-I Neelkunj
   Neelkanth Park, OPP. Mavrangpura,
   Ahmedabad.


8. Department of Industrial Incentives & concessions for setting up Industries in Backward Areas, Deptt. of
   Industries in Backward Areas, Deptt. of Industrial Development Govt. for India, New Delhi.

9. India Investment Industrial Centre Guide for Entrepreneurs India Investment Centre
   Jeevan Vihar Building Sansad Marg, New Delhi.

P.T.O.
10. Entrepreneurship Development Institute of India

Note: The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in on the job, training which would be organized at the end of the second year.