FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

SYLLABI for following Vocational Courses

2012-13

1. PRINCIPLES AND PRACTICE OF INSURANCE
2. ADVERTISING SALES PROMOTION AND SALES MANAGEMENT
3. FOREIGN TRADE PRACTICE AND PROCEDURE
4. TAX PROCEDURE & PRACTICE.
5. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE
PANJAB UNIVERSITY, CHANDIGARH

LIC OF INDIA N.ZONE NEW DELHI VOCATIONAL COURSE

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

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<th>ANNUAL SYSTEM</th>
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<td><strong>First Year:</strong></td>
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<td>Paper I Life Insurance</td>
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<td>Paper II: General Insurance</td>
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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.

3. General Insurance Corporation
   and other Insurance Institutions.

   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**

Irwin, Jie., Homewood, Illinois, Erwin-Dorsey limited, Gergstow, Ontario.
   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 an 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; E-xgratia 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 Jersey)
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.
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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<th>Teaching Load</th>
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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
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 1  
    (SWOT) 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 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 Training. Through games role playing discussions and exercises.  
3. a) Working capital and fixed Capital assessment and Practice  
    Capital assessment and Management.  
    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 Reading Material:

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

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

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

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


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

7. Welsh JA & Jerry FW Entrepreneurs Master Planning Guide-How to Launch A

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

9. India Investment Guide for Entrepreneurs India Investment Centre Industrial
   Centre Jeevan Vihar Buildin Building sansad Marg, 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.
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 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.

-1-
### SUMMARY CHART

**ADVERTISEMENT, SALES PROMOTION AND SALES MANAGEMENT**

<table>
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<th>Sr. No.</th>
<th>Year</th>
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<td>XI 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 Under-Graduate 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:**

1. Philip Ketler  
   Marketing Management 5th Edition  
   (Prentice-Hall of India, New Delhi 1991)

2. William J. Stanton & Charles Futroll  
   Fundamentals of Marketing 8th Edition  
   (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.

- Advertising message. Preparing an affective advertising copy. Elements of a print
  copy: Headlines, illustration body copy slogan, loge, seal of approval Role of
  colon, Elements of a broadcast copy. Copy for direct mail.

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 cases 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 Bombay.)

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

2. Identification of Opportunities 1 period

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

4. Market survey Techniques 2 periods

5. Need scope & approaches for project formulation 1 period

6. Criteria for principles of product selection and development 2 periods

7. Structure of project report 3 periods

8. Choice of technology plant and equipment 3 periods

9. Institutions financing procedure and financial Incentives. 2 periods

10. Financial ratios and their significance 2 periods

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

12. Energy requirement & Utilization 2 periods

13. Resource management Men, Machine and Materials 2 periods

14. Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI 3 periods
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<td>15. a) Creativity and innovation</td>
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<td>b) Problem solving approach</td>
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<td>28. Income tax, sales tax and excise rules</td>
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**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 Incentives & Concessions for Setting up Industries Development in Backward Areas, Deptt. of Industrial Development Govt. of India, New Delhi.


**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></td>
<td>50</td>
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</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></td>
<td>50</td>
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</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>Topics</th>
<th>Periods</th>
<th>Examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Year – 2</td>
<td>(i)</td>
<td>Basic of Foreign Trade</td>
<td>30 periods</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>(ii)</td>
<td>India’s Foreign Trade</td>
<td>for each paper</td>
<td>examination</td>
</tr>
<tr>
<td>II Year – 2</td>
<td>(i)</td>
<td>Elements of Export Marketing</td>
<td>30 periods</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>(ii)</td>
<td>Export Finance &amp; Procedures</td>
<td>for each paper</td>
<td>examination</td>
</tr>
<tr>
<td>III Year – 2</td>
<td>(i)</td>
<td>Shipping and Insurance &amp; Procedures</td>
<td>30 periods</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>(ii)</td>
<td>Foreign Trade Documentation and Procedures</td>
<td>for each paper</td>
<td>examination</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 procedure 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

Paper 1  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
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.
Paper –II – 2 FOREIGN TRADE FINANCING AND PROCEDURE

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

- 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 constitutes the essential services for the operation of foreign trade.

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

<table>
<thead>
<tr>
<th>Periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need, rationale and types of documents</td>
</tr>
<tr>
<td>Obtaining export and import licences</td>
</tr>
<tr>
<td>Processing an export order</td>
</tr>
<tr>
<td>Pre-shipment inspection and Quality control</td>
</tr>
<tr>
<td>Foreign exchange and GR formalities</td>
</tr>
<tr>
<td>Excise and customs clearance of export cargo</td>
</tr>
<tr>
<td>Shipment of goods and port procedures</td>
</tr>
<tr>
<td>Customs clearance of import cargo</td>
</tr>
<tr>
<td>Post – shipment formalities and procedures</td>
</tr>
<tr>
<td>claiming duty drawbacks and other benefits</td>
</tr>
</tbody>
</table>

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

ENTERPRISE 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.

Periods

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

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

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


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

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 DevelopingEntrepreneurship
    Learning systems, New Delhi-1978.


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.

9. India Investment Industrial Centre Guide for Entrepreneurs India InvestmentCentre
    Jeevan Vihar Building sansad Marg, 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>
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<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>
</tbody>
</table>

| Practical Training | 50 |

<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>
</tbody>
</table>

| Practical Training | 50 |

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 college 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.
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.

(i) 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 Ist 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
originations 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 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

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<tr>
<td>Week</td>
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</tr>
<tr>
<td>I</td>
<td>Income Tax Law and Practice</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
<td>3</td>
<td>-</td>
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<tr>
<td>II</td>
<td>Income Tax Law and Practice-II</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
<td>3</td>
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**On-the Job Training**

#### 2nd Year

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</thead>
<tbody>
<tr>
<td>III</td>
<td>Tax Procedure and Practice</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
<td>3</td>
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<tr>
<td>IV</td>
<td>Wealth Tax and Central Sales Tax Practical Training</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
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</table>

**On-the Job Training**

#### 3rd Year

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</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>Central Excise Procedure and Practice</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
<td>3</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>VI</td>
<td>Custom duty Procedure and Practice Practical Training</td>
<td>6</td>
<td>3</td>
<td>-</td>
<td>9</td>
<td>3</td>
<td>-</td>
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</tr>
</tbody>
</table>

P.T.O.
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.

INCOME TAX LAW AND PRACTICE –II
Income of other persons included in Asseesee’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

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).

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.
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.

Periods

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

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 Data Collection through (one day exercise) questionnaire and personal visits
2. Entrepreneurial Motivation Training Through games role playing Discussions and exercises.
3. a) Working capital and fixed Capital assessment and Practice management.
    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.


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.


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.

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PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Part I, Part II and III examinations in the vocational subject of OFFICE MANAGEMENT AND SECRETARIAL PRACTICE (New)

**SCHEME OF STUDIES**

**OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Name of the Paper</th>
<th>Period/week</th>
<th>Examination</th>
<th>Total Marks</th>
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<td>FIRST YEAR</td>
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<tr>
<td>A</td>
<td>Typography &amp; Computer Application</td>
<td>2 4 6</td>
<td>40</td>
<td>3</td>
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<tr>
<td>B</td>
<td>Shorthand</td>
<td>2 4 6</td>
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<td>SECOND YEAR</td>
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<tr>
<td>A</td>
<td>Office Management</td>
<td>6</td>
<td>60</td>
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<tr>
<td>B</td>
<td>Computer Application and Shorthand</td>
<td>2 4 6</td>
<td>40</td>
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<tr>
<td>Practical Training: 4 weeks (in summer vacations) Training Report and viva-voce</td>
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<td>THIRD YEAR</td>
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<tr>
<td>A</td>
<td>Organizational Behavioural &amp; Personality Development</td>
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<td>B</td>
<td>Computer Application and Shorthand</td>
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<td>Project &amp; Viva-Voca on Organizational Behaviour &amp; Personality Development in the form of presentation</td>
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</table>
Note:

i) The Question Paper will consist of Four Sections.

ii) Examiner will set total of NINE questions comprising TWO questions from each Unit and ONE Compulsory question of short answer type covering the entire syllabus.

iii) The students are required to attempt ONE question from each Section and the Compulsory question.

iv) All questions will carry equal marks.

Objective: The course enables the students to have working knowledge of different parts of the typewriter and to acquire typing speed of minimum 30 w.p.m. on manual typewriter. The course also enables the students to understand the fundamentals of Computer System and hardware & software components

UNIT - I

Typewriter & its Maintenance: Origin and development of typewriting, Importance and utility of typewriting, types of Machines – manual, portable, noiseless, electronic, electric, computers and laptops, essential Parts of typewriter, upkeep & maintenance of typewriter, Insertion and removal of papers, carriage operation, ribbon changing & ribbon economy

UNIT - II

Key-Board Operations: Sitting posture, touch and sight methods, learning home row, upper row, bottom row, learning number row, special signs and symbols & roman numbers

UNIT - III

Display Techniques: Types of headings, margins & line spacing, spacing after punctuation sings, paragraphs – types, styles, numbering and pagination; styles of typing different kinds of business letters, foot notes; Tabulation: Definition, Important parts of tabulation, procedure for typing tabular statement

UNIT - IV

Introduction to Computers: Introduction, characteristics of computer; hardware, software, firmware, history of computer; applications of computers; Input, process and output; classification of computers on size, working principles, generations; Input/Output devices; secondary storage devices; types of software; system and application software
References:

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<tr>
<th></th>
<th>Author</th>
<th>Title</th>
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<tbody>
<tr>
<td>1</td>
<td>R.C. Bhatia</td>
<td>Typewriting (Theory &amp; Practice)</td>
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<tr>
<td>2</td>
<td>O.P. Gupta</td>
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<td>3</td>
<td>Walmsley</td>
<td>Pitman Commercial Typewriting Horizontal Method</td>
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<td>4</td>
<td>Kartar Singh</td>
<td>Typewriting Instructor (Theory &amp; Practice)</td>
</tr>
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</table>

B.A.I Year

PAPER – A : TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL
Max. Marks : 60
Exam Hours : 3

Note: Students will be trained on manual typewriters and will be taught various functions as listed below:

- Sitting posture while using typewriter
- Inserting & removing paper
- Second row (home row), upper row & bottom row of typewriter
- Top row (signs, figures & symbols) of typewriter
- Typing of words & simple sentences & paragraphs
- Uses of shift keys & other non-printing keys & ensuring proper margins & line spacing
- Centring heading
- Envelop addressing
- Margin and line spacing
- Use of punctuation sings
- Typing Arabic & Roman numeric figures
- Paragraphs – types, styles, numbering and pagination
- Letter typing – Personal, Official & Business letters
- Simple tabular statements, syllabification and foot notes
B.A.I Year

PAPER – B: SHORTHAND (ENGLISH) THEORY

Max. Marks : 40

Exam Hours : 3

Note:

i) The Question Paper will consist of Four Sections.

ii) Examiner will set total of NINE questions comprising TWO questions from each Unit and ONE Compulsory question of short answer type covering the entire syllabus.

iii) The students are required to attempt ONE question from each Section and the Compulsory question.

iv) All questions will carry equal marks.

Objectives: The course enables the students to acquire knowledge and understand uses of Shorthand which is required to perform the duties of Stenographer/ Private Secretary.

UNIT- I

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

Consonants: Definition, their classification, arrangement and directions of consonantal strokes, joining of strokes

UNIT-II

Vowels: Long & short, places, following and preceding, intermediate vowels, place of joined strokes and vowels

Diphthongs: Definition and places, triphones, abbreviated W

UNIT-III

Grammalogues: Definition of grammalogues and logograms, list of grammalogues, punctuation signs

Phraseography: Definition of phrase, how a phrase is written, qualities of a good phraseogram, list of simple phrases

UNIT-IV

Circles, Loops & Hooks: Size and direction, application in phraseography, attachment with straight and curved strokes, exception to the use of circle, loops and hooks

• Reference:

| 1. | New Era, Wheeler Publishing | : | Pitman Shorthand Instructor and Key |
B.A.I Year

PAPER – B: SHORTHAND (ENGLISH) PRACTICAL

Max. Marks : 60
Exam Hours : 3

- Practice of consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
- Practice of vowels, diphthongs, triphones by coping the text materials and other printed shorthand book and reading the same.
- Practice of grammalogues and phrases
- Practice of circles, loops and hooks
- Transcription from Shorthand into longhand
B.A.II Year

PAPER – A: OFFICE PROCEDURES & PRACTICES (THEORY)  
Max. Marks : 60  
Exam Hours : 3

Note:

i) The Question Paper will consist of **Four Sections.**

ii) Examiner will set total of **NINE** questions comprising **TWO** questions from each Unit and **ONE** Compulsory question of short answer type covering the entire syllabus.

iii) The students are required to attempt **ONE** question from each Section and the Compulsory question.

iv) All questions will carry equal marks.

Objective: The course enables the students to understand the working and procedures of the Modern Office and develop the necessary skills required to perform various office operations efficiently.

**UNIT-I**

Office: Meaning, importance, functions, concept of an organisation, centralisation & Decentralisation of office services – their merits and demerits, qualities of a good office manager, Relations with other departments, allocation and distribution of office services

Handling Office Correspondence: Meaning & importance of correspondence, Incoming correspondence procedures, outgoing correspondence procedures, equipment & accessories required, ordinary post, registered post, parcel, registered parcel, speed post, courier, airmail & E-mail etc.

**UNIT-II**

Office Filing & Indexing: Meaning, essentials & importance, traditional & modern filings methods & equipment; Indexing – meaning, importance & methods

Modern Office Machines (their uses & operations) : Copy printer with attachment, photocopier, spiral binding machine, lamination system, digital duplicator, multi-functional inkjet printer

**UNIT-III**

Modern Communication Systems: Intercom, telephone, Fax, PBX, EPABX, public Address system, internet, E-mail, conference equipment, LCD monitor (plasma wall size), computer and its peripherals like scanner, printer

Meeting: Meaning of meeting, types of meeting, types of company meetings, notice, agenda, proxy, quorum, motion, resolution, minutes
UNIT-IV
Secretarial Functioning: Introduction, meaning of office secretary, qualities of a secretary – personal & professional, qualification duties & responsibilities of various types of secretaries.


References:

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<tr>
<td>1</td>
<td>Shashi Gupta and Sushil Nayyar</td>
<td>Office Management</td>
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<td>2</td>
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<td>Office Management</td>
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<td>3</td>
<td>Ghosh and Agarwal</td>
<td>Office Management</td>
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<td>4</td>
<td>Gupta, Bansal, Jain, Malik</td>
<td>Office Management</td>
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B.A.II Year
PAPER – B: COMPUTER APPLICATIONS & SHORTHAND (ENGLISH) (THEORY)
Max. Marks : 40
Exam Hours : 3

Note:

i) The Question Paper will consist of Four Sections.

ii) Examiner will set total of Nine questions comprising Two questions from each Unit and One Compulsory question of short answer type covering the entire syllabus.

iii) The students are required to attempt One question from each Section and the Compulsory question.

iv) All questions will carry equal marks.

Objective: The objective of the course is to understand the fundamentals of Computer System and hardware & software components. It enables the students to take dictation in shorthand and transcribe the same on the Computer. It also prepares the students for drafting and amending various types of Business Letters.

UNIT-I

MS – Word: Basics of word processing; opening, creating, saving, printing and quitting documents, using the Interface (Menu Toolbars), editing text (Copy, Delete, Move), finding and replacing text, spell check, autocorrect; auto text, character formatting, page formatting; Document Enhancement: Adding Borders and shading, adding headers and footers, setting up multiple columns, sorting blocks, adjusting margins and hyphenating documents, creating master document, creating data source, merging documents, using mail merge feature for labels and envelopes; Inserting pictures, tables, working with equations.
UNIT-II

Correspondence: Definition, types, essential parts, formats/styles; business correspondence: Enquiry letters (meaning, importance, quotations, catalogues, replies), order letters (placing of an order, follow up letters, acceptance of an order, cancellation of an order), complaints, claims and adjustments and circulars

Manuscript: Proof correction signs & their meaning, process of typing manuscript, correction of drafts

UNIT-III

Shorthand: Extended use of certain consonants: The aspirate, tick and dot form of ‘H’, downward and upward ‘R’, upward ‘Sh’, compound consonants, medial semi-circles

Halving and Doubling Principle: General principles and their exceptions, use of halving and doubling principles in phraseography

UNIT-IV

Shorthand; Prefixes and Suffixes: Definition, use of different prefixes and suffixes

Contractions: Simple & Special contractions

References:

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<tr>
<td>1.</td>
<td>V. Rajaraman</td>
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<td>2.</td>
<td>Henery Lucas</td>
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<td>3.</td>
<td>Wheeler Publishing</td>
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B.A.II Year

PAPER – B: COMPUTER APPLICATIONS & SHORTHAND (ENGLISH) (PRACTICAL)

Max. Marks: 60
Exam Hours: 3

Practical: The students will practice below listed functions/uses on computer systems, Voice Recorder, etc.

- MS WORD: Creating, formatting and page setting a document keeping the following areas in mind, folder creation, font – size, type, style, alignment – left, right, center, justify, page setting – left margin, right margin, top margin, bottom margin; spell check & corrections, saving in the newly created folder, printing the document, finding and replacing words, saving the changed/modified documents in the folder, reprinting the changed documents
- CORRESPONDENCE: Typing of un-arranged, misspelt and wrongly typed letters by observing the rules of display on computer, typing of all types of business letters on computers
- MANUSCRIPT: Practice of typing handwritten and typed manuscripts in MS Word and accordingly carrying out corrections
- Practising the use of halving and doubling principles, prefixes, suffixes from text book
- Repeated practice of contractions
• Taking dictation of passage for five minutes at a speed of 60 w.p.m. and transcription of the same on computer
• Taking dictation from voice-recorder
• Taking dictation from different voices
• Recording class lectures in Shorthand

B.A.III Year
PAPER – A: ORGANIZATIONAL BEHAVIOUR & PERSONALITY DEVELOPMENT

Max. Marks : 60
Exam Hours : 3

Note:

i) The Question Paper will consist of Four Sections.
ii) Examiner will set total of NINE questions comprising TWO questions from each Unit and ONE Compulsory question of short answer type covering the entire syllabus.
iii) The students are required to attempt ONE question from each Section and the Compulsory question.
iv) All questions will carry equal marks.

Objective: The course enables the students to understand the basic concepts of organizational Behaviour, Personality and Organizational Development, to understand the dynamics of working in an organisation.

UNIT-I
Organizational Behaviour: Meaning & features of organizational behaviour, objectives, elements of organizational behaviour
Perceptions and Attitudes: Meaning, features and importance, factors affecting perception, meaning and importance of attitudes, factors affecting attitude formation

UNIT-II
Group Behaviour: Meaning and importance of group, types of groups, reasons for joining groups, Inter and Intra group conflicts and resolving conflicts.
Basic of Inter-Personal Relations: Meaning and Importance of Inter-personal relations, motivation, theories of motivation, grievances, Incentives and their effects.

UNIT-III
Organizational Development: Meaning, features and factors affecting organisational culture; meaning and factors affecting organizational climate; meaning, techniques and importance of organisational development.
Personality Development: Meaning of personality, various stages of personality development, factors affecting personality, techniques for improvement of personality
UNIT-IV

Communication Skills: Definition, Introduction and process, objectives, media and modes, channels, barriers, listening skills, body language, humour in communication, silence in communication, essentials of effective communication, report writing, presentation skills, listening skills

References:

1. Dr. N.K. Sahni: Management Concepts and Organizational Behaviour
2. Singh and Chabbra: Organizational Behaviour
3. Stephen Robbins: Organizational Behaviour
4. Kanika: Organizational Behaviour
5. Kaul: Effective Business Communication
6. Ludlow and Panthon: The Essence of Effective Communication

B.A.III Year

PAPER – B: COMPUTER APPLICATIONS & SHORTHAND (ENGLISH) (THEORY)

Max. Marks: 40
Exam Hours: 3

Note:

i) The Question Paper will consist of Four Sections.
ii) Examiner will set total of NINE questions comprising TWO questions from each Unit and ONE Compulsory question of short answer type covering the entire syllabus.
iii) The students are required to attempt ONE question from each Section and the Compulsory question.
iv) All questions will carry equal marks.

Objective: The course enables the students to take dictation in shorthand and transcribe the same on the Computer and also to work in MS-Excel and MS-Power Point. It also prepares the students for drafting and amending various types of Official Letters.

UNIT-I

Excel: Worksheet overview, row, column, cells, menus, creating worksheet, opening, saving, printing worksheet; calculations, auto fill, working with formulae, data formatting (number formatting, date formatting), working with ranges, establishing work-sheet links; creating, sorting and filtering data base; creating chart, adding titles, legends etc to charts, printing charts, creating macros, record macros, Running Macros, assigning macros to buttons, functions (statistical, financial, mathematical, string, date and time)
Power Point: Creating, saving, printing presentations; selecting design templates, animations, slide show; custom slideshows, setup slide show, transitions & timing slide show.

UNIT-II

Internet: Internet and www: Evolution of Internet, services provided on Internet, access methods, future of Internet, browsing information from the web using popular Internet search engines; E-mail: Opening accounts, creating, reading, printing, deleting, replying, forwarding, e-mail with or without attachment
Computer Virus: Virus classifications, worm and trojan. effects of computer virus, the vulnerability of operating systems to virus, protection from virus and use of popular anti virus software.

UNIT-III

Official Correspondence: Noting in files, official letters, demi-official letters, office orders, memorandum/memo letters, notification, endorsement, Inter-departmental communication, circulars

UNIT-IV

Advanced Phraseography, phrases related to business, banking, insurance and administration
Intersections: Cutting of strokes for official and colloquial phrases; representation of round numbers and monetary units, their representative strokes; special list of words

References:

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<tr>
<td>1.</td>
<td>V. Rajaraman</td>
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<tr>
<td>3.</td>
<td>Sanjay Saxena</td>
<td>MS-Office 2000 for Everyone</td>
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</tbody>
</table>
B.A.III Year
PAPER – B: COMPUTER APPLICATION & SHORTHAND (ENGLISH) (PRACTICAL)
Max. Marks : 60
Exam Hours : 3

• Keyboard Operations: Inculcation of accuracy in key boarding skills for typing a paragraph by suing Typing Tutor Software. Minimum benchmark for accurate typing is the speed of 50 words per minute.

• MS EXCEL: Typing of spread sheet with at least 5-6 columns and 6-8 rows including main heading, column headings, calculations (max, min, sum, average, or simple arithmetic operations), formatting and page setting, saving and printing the same.

• MS Power Point: Creating a presentation with at least 7-8 slides including bulleted points, insertion of picture/clip arts, slide transition effects, custom animations, saving and printing the presentation

• Opening E-mail accounts, creating, reading, printing, deleting, replying, forwarding e-mail with or without attachment.

• Scanning computer HDD, documents, attachments, pendrive etc with Anti-Virus software. Removing viruses and updating antivirus software

• Taking dictation of passage seen and unseen for five minutes at a speed of 80 w.p.m. and transcription of the same on computer

• Practicing drafting & typing official letters

• Taking dictation from different voices

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