

MADHYA PRADESH HIGHER EDUCATION
BBA (Foreign Trade)

Syllabus

B.B.A (Foreign Trade) Three/Four Years Degree Program
Annual System - I to IV

Proposed as per NEP-2020

to be implemented from academic year 2021-22

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B.B.A (Foreign Trade) Three/Four Years Degree Program

Annual System - I to IV

Proposed as per NEP-2020 to be implemented from academic year 2021-22

Nomenclature and Course Outline

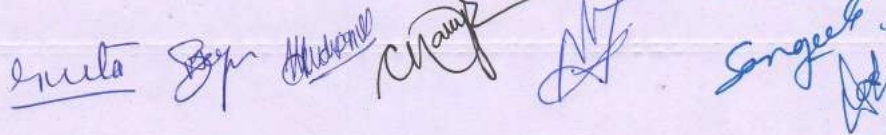
First Year

BBA (Foreign Trade)- First year

Course Type	Subject Name
Major-1	Principles of Business Administration
Major-2	Global Business Environment & Communication
Minor	Basic Mathematics & Statistics
Elective	Select any one from the elective subject list
Vocational	Select any one from the vocational subject list
Foundation-1	Hindi + English
Foundation-2	Environmental Studies + Yoga and Meditation
Internship	Field Projects/internship/ Apprenticeship/ Community engagement and service

B.B.A. (Foreign Trade): First Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
Major-1	MAJBFT-101	Principles of Business Administration	6	6
Major-2	MAJBFT-102	Global Business Environment & Communication	6	12
Minor	MINBFT-103	Basic Mathematics & Statistics	6	18
Elective	Code as per list attached	Select any one from the elective subject list	6	24
Vocational	Code as per list attached	Select any one from the vocational subject list	4	28
Foundation-1	FOUBFT-104	Hindi	2	30
	FOUBFT-105	English	2	32
Foundation-2	FOUBFT-106	Environmental Studies	2	34
	FOUBFT-107	Yoga and Meditation	2	36
Internship	INTBFT-108	Field Projects/internship/ Apprenticeship/ Community engagement and service	4	40
Total credits for I Year				40



List of Elective subjects BBA (Foreign Trade)- First year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	ELCBBAFTR-001	Business Law
2	ELCBBAFTR-002	International Trade Theory

List of Vocational Subjects BBA (Foreign Trade)- First year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	VOCBBAFTR-001	International Logistics & Supply Chain Management
2	VOCBBAFTR-002	Indian Economy & Trade Policies
3	VOCBBAFTR-003	International Marketing Management

Smrita *Agar* *Mishra* *Chauhan* *Sangeetha*

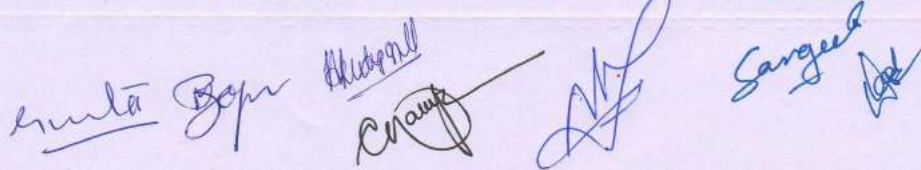
Second Year

BBA (Foreign Trade)- Second Year

Course Type	Subject Name
Major-1	Export Import Procedure & Documentation
Major-2	Export & Import Finance
Minor	Financial Accounting
Elective	Select any one from the elective subject list
Vocational	Select any one from the vocational subject list
Foundation-1	Hindi + English
Foundation-2	Startups & Entrepreneurship + Women Empowerment
Internship	Field Projects/internship/ Apprenticeship/ Community engagement and service

B.B.A.(Foreign Trade): Second Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
Major-1	MAJBFT-201	Export Import Procedure & Documentation	6	46
Major-2	MAJBFT-202	Export & Import Finance	6	52
Minor	MINBFT-203	Financial Accounting	6	58
Elective	Code as per list attached	Select any one from the elective subject list	6	64
Vocational	Code as per list attached	Select any one from the vocational subject list	4	68
Foundation-1	FOUBFT-204	Hindi	2	70
	FOUBFT-205	English	2	72
Foundation-2	FOUBFT-206	Startups & Entrepreneurship	2	74
	FOUBFT-207	Women Empowerment	2	76
Internship	INTBFT -208	Field Projects/internship/ Apprenticeship/ Community engagement and service	4	80
Total credits for II Year				80



 Sunita Bapu, Akshay, Anant, A.K., Sangeeta

List of Elective subjects BBA (Foreign Trade)- Second Year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	ELCBBAFTR-003	Foreign Language (French)
2	ELCBBAFTR-004	Foreign Language (German)

List of Vocational Subjects BBA (Foreign Trade)- Second Year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	VOCBBAFTR-004	Merges, Acquisition, Corporate Regulation
2	VOCBBAFTR-005	International Business Negotiation
3	VOCBBAFTR-006	E-business & E-commerce

Smrita Singh *Chaitanya* *Chaitanya* *Sangeet*

Third Year

BBA (Foreign Trade)- Third Year

Course Type	Subject Name
Major-1	Packaging, Distribution Channel & Material Handling in Foreign Trade
Major-2	New Techniques in Multinational marketing & Foreign Collaboration
Minor	Foreign Exchange & Risk Management
Elective	Select any one from the elective subject list
Vocational	Select any one from the vocational subject list
Foundation-1	Hindi + English
Foundation-2	Digital Awareness+ Personality Development and Character Building
Internship	Field Projects/internship/ Apprenticeship/ Community engagement and service

B.B.A.(Foreign Trade): Third Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
Major-1	MAJBFT-301	Packaging, Distribution Channel & Material Handling in Foreign Trade	6	86
Major-2	MAJBFT-302	New Techniques in Multinational marketing & Foreign Collaboration	6	92
Minor	MINBFT-303	Foreign Exchange & Risk Management	6	98
Elective	Code as per list attached	Select any one from the elective subject list	6	104
Vocational	Code as per list attached	Select any one from the vocational subject list	4	108
Foundation-1	FOUBFT-304	Hindi	2	110
	FOUBFT-305	English	2	112
Foundation-2	FOUBFT-306	Digital Awareness	2	114
	FOUBFT-307	Personality Development and Character Building	2	116
Internship	INTBFT -308	Field Projects/internship/ Apprenticeship/ Community engagement and service	4	120
Total credits for III Year				120

List of Elective subjects B.B.A.(Foreign Trade): Third Year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	ELCBBAFTR-005	Quality Control TQM ISO 9000
2	ELCBBAFTR-006	Computer Application to Foreign Trade

List of Vocational Subjects B.B.A.(Foreign Trade): Third Year

(As per NEP-2020):

SN	Subject Code	Subject Name
1	VOCBBAFTR-007	International Human Resource Management
2	VOCBBAFTR-008	International Advertising and Brand Management
3	VOCBBAFTR-009	International Economics
4	VOCBBAFTR-010	Overseas Project Management

Pranta Bora *Abhishek* *Arjun* *M.P.* *Sangeeta*

Fourth Year

BBA (Foreign Trade)- Fourth Year

Course Type	Subject Name
Major-1	Advertising, Sales Promotion & Market Research in Foreign Trade
Major-2	Export Pricing, Incentives & Institutional Support
Major-3	World Trade Organization & Foreign Trade
Compulsory-1	Research Methods
Compulsory-2	Thesis Work (MRP)
Internship-1	Field Projects/internship/ Apprenticeship/ Community engagement and service
Internship-2	Field Projects/internship/ Apprenticeship/ Community engagement and service

B.B.A.(Foreign Trade): Fourth Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
Major-1	MAJBFT-401	Advertising, Sales Promotion & Market Research in Foreign Trade	6	126
Major-2	MAJBFT-402	Export Pricing, Incentives & Institutional Support	6	132
Major-3	MAJBFT-403	World Trade Organization & Foreign Trade	6	138
Compulsory-1	CMPBFT-404	Research Methods	6	144
Compulsory-2	CMPBFT-405	Thesis Work	4	148
Internship-1	INTBFT -406	Field Projects/internship/Apprenticeship/ Community engagement and service	6	154
Internship-2	INTBFT -407	Field Projects/internship/Apprenticeship/ Community engagement and service	6	160
Total credits for IV Year				160



 Sunita Singh, Anurag Singh, Anurag Singh, Anurag Singh, Anurag Singh, Anurag Singh

DEVI AHILYA VISHWAVIDYALAYA, INDORE

BBA (FOREIGN TRADE) –4 YEARS

CURRICULUM

B.B.A. (Foreign Trade): First Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credit Hours
Major-1	MAJBFT-101	Principles of Business Administration	6	6
Major-2	MAJBFT-102	Global Business Environment & Communication	6	12
Minor	MINBFT-103	Basic Mathematics & Statistics	6	18
Elective	Code as per list attached	Select any one from the elective subject list	6	24
Vocational	Code as per list attached	Select any one from the vocational subject list	4	28
Foundation-1	X1-FCEA1T	Hindi	2	30
	X1-FCHB1T	English	2	32
Foundation-2	X1-FCAC1T	Environmental Studies	2	34
	A1-YOSC1F	Yoga and Meditation	2	36
Internship	INTBFT-108	Field Projects/internship/ Apprenticeship/ Community engagement and service	4	40
		Total credits for 1 Year		40

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**List of Elective subjects BBA (Foreign Trade)- First year
(As per NEP-2020):**

SN	Subject Code	Subject Name
1	ELCBBAFTR-001	Business Law
2	ELCBBAFTR-002	International Trade Theory

**List of Vocational Subjects BBA (Foreign Trade)- First year
(As per NEP-2020):**

SN	Subject Code	Subject Name
1	VOCBBAFTR-001	International Logistics & Supply Chain Management
2	VOCBBAFTR-002	Indian Economy & Trade Policies
3	VOCBBAFTR-003	International Marketing Management

Smriti Bapna *Abhishek* *AK* *Sangeet*

Major-1 MAJBFT-101 Principles of Business Administration

Course Objective

The objective of this course is to give an overview of major issues confronting Managers in the export-import business in the structuring of their organization and making optimal use of the resource to achieve the objective of the organization.

Course Contents

1. Meaning and Significance of Management Managerial Functions Evolution of Managerial Theories. Systems and Contingency Approaches to Management.
2. Planning and Decision Making Processes, Forecasting.
3. Organization Structure, Coordination, Group Dynamics, Delegation Line and Staff Relationship.
4. Motivation, Leadership, Communication and Organizational Behavior, Staffing, H.R.D.
5. Management Control Process and Techniques, Conflict Management, Dynamics of Change.

Books

1. Kooniz, H. and Weihsich, H. (1990). **Essentials of Management**. Singapore, McGrawHill Publishing Company.
2. Drucker, Peter, **Practice of Management**.
3. Terry, G.R. and Franklin, S.G. (1994). **Principles of Management**. New Delhi All India Traveller Book Seller.

Santa *Bapu* *Abhishek* *Chaitanya* *Sangeeta*

Major-2 MAJBFT-102 Global Business Environment & Communication
Course Objective

The objective of this course is to familiarize the students with the environment factors which have profound impact on export business and to explain how to adjust with changing macro-micro environmental situations. It also enables the student with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course Contents

Part A:

1. Macro and Micro Environment, Environmental Change; Techniques for Environmental Analysis; Strategic Management.
2. Global Environment - Political and Economic Environment, Social and Technological Environment, Commercial Policy of Governments.
3. Challenges of Multinational Corporation - Problems and Benefits; Joint Ventures, Liberalization and Globalisation, Foreign Direct Investment.
4. Globalisation - Emergence of Global Marketing, Business Planning and Marketing Strategy, Environment Approach, Marketing Segmentation on a Global Scale.
5. International Financial Markets, Trends in World Trade and Problems of Developing Countries, Balance of Payment, Euro Currency, Transfer of Technology.

Part B:

1. Objective of Export Correspondence: Essentials of Successful Letters, Advantages of Export Correspondence - Building Confidence and Establishing Strong Trade Relations.
2. Terminology : Meaning of Special Terms Used in Export and Import Business : Inco-Terms and Terms of Payment.
3. Market Reports : Reading, Comprehending and Writing of Market Reports Relating to Export and Import of Different Goods.

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4. Correspondence: Practice in Writing of Business Letters Relating to all Aspects of Export and Import of Visible and Non-Visible Items : Filing and Indexing.

5. Public Relations : Significance Art and Methods.

Books

1. Aswathappa, K. (2000). **Essentials of Business Environment**, Himalaya Publishing, New Delhi.
2. Cherunilam, F. (1999). **Business Environment**, Himalaya Publishing House, 8th Ed., New Delhi.
3. Chopra R.K., **Business Environment**.
4. Aswathappa, K. **Legal Environment of Business**.
5. IIFT, **Government Grading in India and France**.
6. Sherlekar, S.A. **Marketing Segmentation**.
7. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. New Delhi, Himalaya Publishing House.
8. Michael, V. P. (2001). **Communication and Research for Management**, Mumbai, Himalaya Publishing House.
9. Murphy, **Effective Business Communication**.
10. Sigband, Norman, **Communication for Business and Management**.
11. Rai, V.S. and Rai, S. M. **Business Communication**.

Sanjay *Aswathappa* *Chopra* *R.K.*

Sangeetha

Minor MINBFT-103 Basic Mathematics & Statistics

Course Objective

The Objective of this course is to expose the students to various mathematical techniques used in foreign trade and to teach him the statistical tools needed for analyzing and interpreting business facts and graphic presentation.

Course Contents

1. Linear Algebra: Determinants, Row and Column Operations of Matrix, adjoint, Inverse, Cramer's Rule for Solving Simultaneous Linear Equations :
Multiplication, Addition and Subtraction of Matrices.
2. (a) Interest Rate Mathematics : Day Count Fractions, Yield Concepts and the Bond Price Equation, Compounding Frequencies and Continuous Compounding, Bond Price-Yield Relationship, Yield Curve and Forward Rates.

(b) Exchange Arithmetic : Ready and Forward Exchange Rates.
3. Role of Statistics in Foreign Trade : Collection, Analysis and Interpretation of Primary and Secondary Data, Sampling Theory
4. Measurement of Central Tendency : Mean, Mode, Median, Geometric Mean, Harmonic Mean, Range and Standard Deviation.
5. Analysis of Business Chance and Relationship : Time Series and its Components, Theory of Linear Regression and Correlation.

Books

1. J.J. Cox, Ingers, A Theory of Term Structure of Interest Rates.
2. Apte P.G. (2002). International Financial Management. New Delhi, Tata McGraw -Hill Publishing Company Limited.
3. Gupta, S.P. (1995). Statistical Methods. New Delhi, Sultan Chand and Sons.
4. Elhance, D.N., Elhance, V. and Aggrawal.B. M. (1999.) Fundamentals of Statistics. Allahabad, Kitab Mahal.

Lueta *Pran* *Alkandhari* *Aravind* *Sanjeev* *Adarsh*

5. Dick A. Leabe, **Business Statistics.**

6. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New
Delhi, Sultan Chand and Sons.

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Elective - Select any one from the elective subject list

Elective 1.

ELCBBAFT-001 Business Law

Course Objective

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework.

Course Contents

1. (a) The Sale of Goods Act
(b) The Indian Contract Act
(c) Law of Agency
2. The Companies Act: Formation. Share Capital. Resolutions. Appointment and Remuneration of directors.
3. (a) The Monopolies and Restrictive Trade Practices Act.
(b) The Foreign Exchange Regulation Act.
4. The Negotiable Instrument Act.
5. The Partnership Act.

Books

1. Kapoor, N.D. (1995). Elements of Business and Economic Laws. New Delhi, Sultan Chand and Sons.
2. Sen, A.K. and Mitra, J.K. (1996). **Commercial Law Including Company Law and industrial Law.** Calcutta, The World Press Private Limited.
3. Kapoor, N.D. (1993). **Elements of Company Law.** New Delhi, Sultan Chand and Sons.
4. Shukla, M. C. (1994). **Mercantile Law.** New Delhi, Sultan Chand and Sons.
5. Kuchhal, M.C. (1995). **Business Law.** New Delhi. Vikas Publishing House Pvt.Ltd.

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Elective 2.

ELCBBAFT-002 International Trade Theory

Course Objective

The course aims at clarifying the conceptual background of foreign trade and explains the significance and benefits of global business operations.

Course Contents

1. Historical Perspective of International Trade, Significant and Benefits of Foreign Trade to the Nation and World at Large.
2. Theories of Internal Trade - The Classical Theories of Comparative Cost, Modern Theory of International Trade, Comparisons of Modern Theory with The Classical Theory.
3. International Product Life Cycle Theory, Theory of Oligopoly Applied to Direct Investment.
4. Paradox Trade Theory, Technology Gap Model, Preference Similarity Hypothesis.
5. Free Trade Vs. Protection.

Books

1. Rao, S. (2002). **International Business** : Text and Cases, Himalayas Publishing House, Mumbai.
2. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. Himalaya Publishing House, New Delhi.
3. Thakur, Devendra, **International Business**.
4. Sack Onkvisit and John J. Shaw (1998). **International Marketing Analysis and Strategies**, PHI, New Delhi.
5. Keegan, W.J. (2002). **Global Marketing Management**. Seventh Edition. Pearson Education, New Delhi.

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Vocational - Select any one from the Vocational subject list

Vocational-1

VOCBBAFTR-001 International Logistics & Supply Chain Management

Objective: The objective of this paper is to understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.

UNIT- 1 Basics of Logistics management

Introduction to physical distribution, Logistics management, Logistics Management and its elements, Modern Concepts in Logistics, Role of logistics in strategy, Inbound and outbound supply chain management, Container – types, Different types of cargo, Packaging and Material Handling

UNIT- 2 Basics of multimodal transport

Introduction to Multimodal Transport, Carriage by Air, Carriage By Sea, Carriage By Road, Carriage By Rail, Types of Vessels, Operators (Vessel and other), Freight Forwarders and NVOCC, Outsourcing of Logistics Services, Overview of MMTG Act (1993), Shipping Intermediaries and Formalities

UNIT- 3 Commercial geography

Definition, Nature and Scope of Commercial Geography, Role of Industries in Economic Development, Factors of Industrial Location, Weber's theory of Industrial Location, Major Industrial Regions of India, Need and importance of transportation in Commercial Development, Geographical factors affecting International Trade, Major logistics routes in India, Major trade routes in world, International logistics and economic development, Role of intermediaries in international trade

UNIT- 4 Warehousing and supply chain management

Introduction to supply Chain Management (SCM), Sourcing, Transportation, Indian supply chain architecture, Introduction to warehousing, Warehouse functions, Warehouse types, Warehouse providing value added services, Warehouse internal operations, Warehousing equipment, Inventory, Safety and security in warehouses, Future trends in warehousing

UNIT- 5 Inventory Management

Introduction, concept types, functions of inventory in logistics & supply chain Management. Elements of Inventory costs, just in-time system, Quick response system. Warehousing Counts, Types, Functions, costs, Warehousing strategy & design.

Essential Readings:

Business Logistics Management R.H. Ballou

Logistics Management, by Ganapathi, Nandi

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Vocational-2

VOCBBAFTR-002 Indian Economy & Trade Policies

Objective: The paper is on overall social, political and economic environment influencing policy decisions. To develop all these themes, the course is divided into specific modules.

UNIT- 1 Indian Economy: Meaning, Nature, Structure and Characteristics; Natural Resources and Economic Development: Land, Water, Soil Erosion, Forest and Minerals; Indicators of Development: Physical Quality of Life Index (PQLI), Human Development Index (HDI), Gender Development Indices (GDI), Purchasing Power Parity (PPP).

UNIT- 2 Human Infrastructure and Resource of Indian Economy: Health, Nutrition, Education, Knowledge and Skills, Housing and Sanitation; Demographic Features in India, Problems and Causes of Increase of India's Population and Measures, Census 2011, Rural-Urban Migrations; Demographic Dividend; Population and Economic Development.

UNIT- 3 Unemployment And Poverty in India: Nature, Concept, Estimates and Causes of Unemployment in India, Unemployment in Urban and Rural Areas, MGNREGA. Concept and Estimates of Poverty, Poverty Gap Index, Squared Poverty Gap Index, Multi Dimensional Poverty Index (MPI); Effects of Economic Growth on Rural Poverty.

UNIT- 4 Agricultural Sector in India: Role or Importance and Nature of India's Agriculture; Cropping Pattern, Factors Determining Cropping Pattern; Causes and Measures to Increase of Low Production and Productivity; Technological Changes and Mechanization in Agriculture; National Agriculture Policy; Agricultural Holdings: Causes, Defects and Remedies; Green Revolution.

UNIT- 5 Agricultural Finance and Agricultural Marketing: Agricultural Finance: Meaning Means: Commercial Banks, SBI, RRBs, NABARD and RBI, Difficulties and Suggestions. Agricultural Marketing: Present Scenario, Defects and Measures; Agriculture Price Policy; Food Based Safety Net in India: Public Distribution System, ICDS and Mid-Day Meals, WTO and Indian Agriculture.

Essential Readings:

- Dantwala, M.L. (1996), Dilemmas of Growth: The Indian Experience, Sage Publications, New Delhi.
- Datt, R. (Ed.) (2001), Second Generation Economic Reforms in India, Deep & Deep Publications, New Delhi.
- Brahmananda, P.R. and V.R.Panchmukhi (Eds.) (2001), Development Experience in the Indian Economy: Inter-State Perspectives, Bookwell, Delhi.

Ermita Bapu *Mudhupani* *Chand* *M.K.P.* *Sangeetha*

Vocational-3

VOCBBAFTR-003 International Marketing Management

Course Objective- The objective of this course is to help student learn the essentials of marketing tricks, strategies and plans. Also, to handle foreign market and customers efficiently with workable marketing plans.

Course Contents

1. Marketing: Defining Marketing, Role, importance and functions of Marketing, Marketing Concepts/philosophies, Role of marketing manager.
2. Marketing Environment: Define marketing environment- Micro and Macro, Factors affecting international marketing environment, Latest key point in global trade environment.
3. Product: What is product? Layers of Product, Product classification, International Product Management, Product Management Process, International Product Folio for MNCs/Global firms.
4. Accessing International Market: Common problems of scanning international market, Foreign market entry system, Use of IT and MIS to assess and access international market, Procedure and documents of export and import, Global expansion strategies, criteria for selecting foreign market.
5. International Marketing Mix : Component of international marketing mix, Product decision, Pricing decision, promotion decision and placement decision, factors influencing international marketing mix, global marketing communication decision.
6. International Pricing Strategies: Penetration strategies, Skimming strategy, Premium Price Strategy, Follow the Leader Strategy, Blue Ocean Pricing, Red Ocean Pricing, Bundle Pricing, Discount pricing.
7. Global STP Strategy: What is segmentation? Essential elements of global market segmentation, types of segment, Targeting- meaning, methods, problems, Positioning- meaning, positioning strategies, problems.
8. Global Communication: Define marketing communication, IMC, Network Marketing,

Arul *Deepa* *Harshvardhan* *Aravind* *Aravind* *Sangeetha* *Aravind*

Common communication challenges, essential of establishing communication network, role of technology in marketing communication, methods of marketing communication

9. Digital Marketing: Role and importance, types of digital marketing, how digital marketing helps in international marketing, scope of digital marketing,
10. Marketing strategies: For market leader, follower and challenger.
11. International Distribution: Define distribution, explain international distribution channel, factors affecting international distribution channel selection, VMS and HMS.

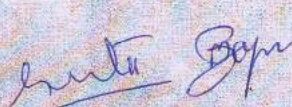
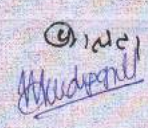
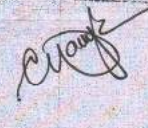


Books

- Terpstra, Foley & Sarathy, **International Marketing**, 10th edition, Naper Publishing. 9780981729350, Naper Publishing Group; 10th edition (2012).
- Mathur, U. C. (2008). **International marketing management: text and cases**. SAGE Publications India. Morschett, D., Schramm-Klein, H., & Zentes, J. (2015).
- **Strategic international management** (pp. 978-3658078836). Springer Morschett, D., Schramm-Klein, H., & Zentes, J. (2015).
- Keegan, WJ.(2002). **Global Marketing Management**, Seventh Edition. Pearson Education, New Delhi.
- Rathore, B.S. and Rathore, J.S.(1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
- Philip Kotler (1999). **Principles of Marketing Management**, Prentice Hall of India, Millennium Edn., New Delhi.
- Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**. Ninth Edition. Sultan Chand and Sons, New Delhi.
- Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**. Himalaya Publishing House, New Delhi.
- Cherunilam, F. (2004). **International Business : Text and cases**, Third Edition, Prentice - Hall India, New Delhi.
- Sharma, R.; **Export Management**.

Sanjay Singh *Chauhan* *M. K. Singh* *Gangesh* *Sharma*

आधार पाठ्यक्रम: प्रथम प्रश्न पत्र - हिन्दी भाषा

		(भाग-ए) परिचय	वर्ष 2021	वर्ष 2021	2022
	कार्यक्रम : यूजी लेवल प्रमाण-पत्र	कक्षा : बी.ए./बी.कॉम/बी.एससी /बी.एच.एससी./बी.सी.ए./बी.बी.ए (प्रथम वर्ष)			
	विषय :-	आधार पाठ्यक्रम			
1	कोर्स कोड:	XI-FCEAIT			
2	कोर्स का शीर्षक:	भाषा और संस्कृति			
3	कोर्स का प्रकार	आधार पाठ्यक्रम			
4	कोर्स अपेक्षित	कक्षा 12वीं उत्तीर्ण किसी भी विषय समूह से।			
5	कोर्स अधिगम उपलब्धि (लर्निंग आउटकम) (CLO)	1. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रुचि का विकास करना। 2. सांस्कृतिक चेतना और राष्ट्रीय भावना का विकास करना। 3. भाषा-ज्ञान। 4. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना 5. विशिष्ट शब्दावली (बीज शब्द/की वर्ड) से परिचित करवाते हुए बोध के स्तर को विकसित करना। 6. प्रतियोगी परीक्षाओं हेतु तैयार करना।			
6	क्रेडिट मान	02 क्रेडिट			
7	कुल अंक	50 अंक			
8	उत्तीर्ण अंक	17 अंक			

(भाग - बी) कोर्स सामग्री

व्याख्यान की कुल संख्या : वर्ष में अधिकतम 15 घंटे

यूनिट	विषय	व्याख्यान की संख्या
इकाई- एक	1. मैथिलीशरण गुप्त: परिचय पाठ: मातृभूमि (कविता) 2. प्रेमचन्द: परिचय पाठ: शतरज के खिलाड़ी (कहानी) 3. व्यंग्य: शरद जोशी-जीप पर सवार इतलियों	5 घण्टे
इकाई- दो	1. वैचारिक-भारतीय भाषाओं में राम 2. आचार्य रामचन्द्र शुक्ल: परिचय पाठ: उत्साह (भावमूलक निबन्ध) 3. रामधारी सिंह दिनकर: परिचय पाठ: भारत एक है (संस्कृति) 4. आदिशंकराचार्य-जीवन व दर्शन	5 घण्टे
इकाई- तीन	1. पर्यायवाची शब्द; विलोम शब्द; अनेक शब्द के लिए एक शब्द. (हिन्दी व्याकरण) 2. संधि और उसके प्रकार (हिन्दी व्याकरण) 3. बीज शब्द- धर्म, अद्वैत, भाषा, अवधारणा, उदासीकरण।	5 घण्टे
सार बिन्दु (की यर्डी) / टैग सच करे:		
मैथिलीशरण गुप्त	मैथिलीशरण गुप्त की कविता मातृभूमि	
प्रेमचंद	प्रेमचंद शतरज के खिलाड़ी	
रामधारी सिंह दिनकर	भारत एक है रामधारी सिंह दिनकर	

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आचार्य रामचन्द्र शुक्ल	उत्तरांच विद्या रामचन्द्र शुक्ल
स्वामी त्रिविक्रमचन्द्र	शिकारी व्याख्या
एवं जया है	
अद्वैत	
भाषा विवरण	
भाषा परिभाषा	
अवधारणा का अर्थ एवं परिभाषा	
उदासीकरण की विशेषता	
पर्यायवाची शब्द	
विलोम शब्द	
अनेक शब्द के लिए एक शब्द	

(भाग सी)

अनुशासित अध्ययन संसाधन

पाठ्य पुस्तकें, सन्दर्भ पुस्तकें, अन्य संसाधन

1	प्रेमचन्द- मानसरोवर, खण्ड:3
2	आचार्य रामचन्द्र शुक्ल- चिन्तामणि, भाग 1
3	डॉ. वासुदेव नन्दन प्रसाद: आधुनिक हिन्दी व्याकरण और रचना, भारती भवन, ठाकुर बाड़ी रोड, पटना, बिहार
4	डॉ. राजेश्वर चतुर्वेदी, हिन्दी व्याकरण- उपकार प्रकाशन, आगरा उ.प्र.
5	
6	हिन्दी ज्ञान कोश
7	इन्टर नेट सामग्री- टैग में उल्लेखित

(भाग डी)

निरंक

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Shyam
Shukla

अध्यापक
श्री. शिवर सुन्दर
हिन्दी अध्यापक-शिक्षक
म. वि. वि. उदयपुर (म.प्र.)

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PART A: Introduction			
Program: UG Level	Class: I Year	Year: 2021-22	Session: 2021-22 onwards
Subject: Foundation Course (English)			
1.	Course Code	X1-FCHBIT	
2.	Course Title	English Language and Indian Culture	
3.	Course Type (Core Course/Elective/Generic Elective/ Vocational)	Foundation Course	
4.	Pre-Requisite (if any)	To study this course, a student should have basic knowledge of English language. This course will be studied by all the students of UG level under the Foundation Course category.	
5.	Course Learning Outcomes (CLO)	Through this course the students will be able to: 1. Prepare for various competitive exams by developing their English language competence. 2. Promote their comprehension skills by being exposed to a variety of texts and their interpretations. 3. Build and enhance their vocabulary. 4. Develop their communication skills by strengthening grammar and usages. 5. Inculcate values which make them aware of national heritage and environmental issues, making them responsible citizens.	
6.	Credit Value	2 Credit	
7.	Total Marks	Max. Marks: 50	Min. Pass Marks: 17
PART B: Content of the Course			
Total No. of Lectures-Tutorials- Practical (in hours per week): L-T-P			
Total No. of Lectures:			
Unit	Topics		No. of Lectures
I	Reading, Writing and Interpretation Skills: 1. Where The Mind is Without Fear- Rabindranath Tagore [Key Word: Patriotism] 2. National Education - M. K. Gandhi [Key Word: Edification] 3. The Axe- R.K Narayan [Key Word: Environment] 4. The Wonder That Was India- A.L Basham (an excerpt) [Key Word: Indianness] 5. Preface to the Mahabharata C. Rajagopalachari [Key Word: Indian Mythology]		05
II	Comprehension Skill: Unseen Passage followed by Multiple choice questions		05
III	Basic Language Skills 1: Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word substitution. 2: Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles,		05

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Time and Tense			
PART C: Learning Resources			
Textbooks, Reference Books, Other Resources			
Suggested Readings			
Essential English Grammar – Raymond Murphy, Cambridge University Press.			
▪ Practical English Grammar Exercises I- A. J. Thomson & A. V. Martinet, Oxford India.			
▪ Practical English Usage - Michael Swan, Oxford			
▪ English Grammar in Use – Raymond Murphy, Cambridge University Press.			
Part D: Assessment and Evaluation			
Max Marks: 50	Min Marks: 17	University Exam (UE)	Total: 50
U.E. Time 2 Hours			
External Assessment (UE)		Time: 2 Hours	
Fifty Multiple Choice /Objective/True-False type questions to be asked. Each question carries one mark			

Dr. A.S. Kushwah
21.5.21

Dr. A.S. Kushwah
Chairman BOS Jiwaji University, Gwalior

Dr. A.S. Kushwah
31/05/21
प्राचार्य
शा.एस.एल.पी. स्नातकोत्तर महाविद्यालय
मुबार, ग्वालिअर

Dr. A.S. Kushwah
Dr. A.S. Kushwah

Dr. A.S. Kushwah
Dr. A.S. Kushwah
Dr. A.S. Kushwah

Foundation Course: ENVIRONMENTAL EDUCATION

PART A: Introduction			
Program: UG Level Certificate	Class: UG I Year	Year: FIRST Year	Session: 2021-22 onwards
Subject: Environmental Education			
1.	Course Code	XI-FCAC1T	
2.	Course Title	Environmental Education	
3.	Course Type (Core Course/Elective/Generic Elective/ Vocational)	Foundation Course	
4.	Pre-Requisite (if any)	<p>A course intended to create awareness about the life of human beings which is an integral part of environment; and to inculcate the skills required to protect the environment from all sides.</p> <p>To study this course, the student must have a knowledge about the environmental components, pollution, biodiversity, and ecosystem at senior secondary, class 12th level:</p>	
5.	Course Learning Outcomes (CLO)	<ol style="list-style-type: none"> 1. To understand various aspects of life forms, ecological processes, and the impacts on them by the human during Anthropocene era. 2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions. 3. To develop empathy for all life forms, awareness, and responsibility towards environmental protection and nature preservation. 4. To develop the critical thinking for shaping strategies such as; scientific, social, economic, administrative & legal, environmental protection, conservation of biodiversity, environmental equity and sustainable development. 5. To prepare for the competitive exams. 	
6.	Credit Value	2 Credit	
7.	Total Marks	Max.Marks : 50	Min. Passing Marks:17

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PART B: Content of the Course

Total No. of Lectures-15 Hrs. (01 hours per week):

Total No. of Lectures: 15

Unit	Topics	No. of Lectures
I	Environment and Natural Resources: <ul style="list-style-type: none">• Multidisciplinary nature, Scope and Importance of Environment• Components of Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere.• Brief account of Natural Resources and associated problems: Land Resource, Water Resource, Energy Resource• Concept of Sustainability and Sustainable Development <i>Keywords: Environment, Forest, Mineral, Food, Land, Water, Energy, Sustainable Development</i>	5 Hrs.
II	Biome, Ecosystem and Biodiversity: <ul style="list-style-type: none">• Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine• Ecosystem: Structure function and types their Preservation & Restoration• Biodiversity and its conservation practices. <i>Keywords: Biome, Ecosystem, Biodiversity</i>	4 Hrs.
III	Environmental Pollution, Management and Social Issues: <ul style="list-style-type: none">• Pollution: Types, Control measures, Management and associated problems.• Environmental Law and Legislation: Protection and conservation Acts.• International Agreement & Programme.• Environmental Movements, communication and public awareness programme.• National and International organizations related to environment conservation and monitoring.• Role of information technology in environment and human health. <i>Keywords: Pollution, Environmental Legislation, Environmental Movement, Environmental programme and organization.</i>	6 Hrs.

Suggested activities: (at least one)

1. Visit to an area to document environmental assets: rivers / forest / flora / fauna.
2. Visit to a local polluted site Urban / Rural/ Industrial / Agricultural
3. Study of simple ecosystem.

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PART C: Learning Resources

Textbooks, Reference Books, Other Resources

- Singh; J.S., Singh S.P. and Gupta, S.R.; "Ecology; Environment Science and Conservation", S Chand publishing, New Delhi, (2018)
- Divan, S. and Rosencranz, A., "Environmental Law and Policy in India :Cases, Material & Status" Oxford University Press, India, (2002) 2nd Edition.
- Odum, E.P., "Fundamentals of Ecology", Philadelphia Saunders, (1971)
- Bharucha, Erach, "Environmental studies" Universities Press India Pvt. Ltd. Hyderabad (2014) (Hindi Edition also available).
- Kaushik, Anubha, Kaushik, C.P. "Perspectives in Environmental Studies" New age International Publishers, (2018), 6th Edition.
- Asthana, D. K Asthana Meera, "A Textbook of Environmental Studies", S. Chand Publishing, New Delhi, (2007)
- National Digital Library (<https://ndl.iitkgp.ac.in/homestudy/science>)
- Epg- pathshala (<https://epgp.inflibnet.ac.in/Home/Download>)
- NPTEL (<https://nptel.ac.in/course.html>)
- Coursera (<https://www.coursera.org/search?query=environmental+science&page=1>)
- इराक भरूचा, पर्यावरण अध्ययन, ओरियन्ट ब्लैकस्वान प्राइवेट लिमिटेड नई दिल्ली (2014)
- दयाशंकर त्रिपाठी, पर्यावरण अध्ययन, मोतीलाल बनारसीलाल पब्लिशर्स दिल्ली.(2005)
- रतन जोशी, पर्यावरण अध्ययन, साहित्य भवन पब्लिकेशन्स.(2018)

Suggested equivalent online course –

- i. The Health Effects of Climate Change (edx)
- ii. Climate Change: Financial Risks and Opportunities (edx)
- iii. Introduction to Environmental Law and Policy (coursera)
- iv. Women in environmental biology (coursera)
- v. Our Earth: It's Climate, History, and Processes (coursera)
- vi. Ecology, physiology, environmental science (national digital library)

Sunita Bapu Hurdwarr

Aravind

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Foundation Course: Yoga and Meditation

Part-A: Introduction			
Program: Certificate course	Class: UG 1 Year	Year: 2021	Session: 2021 – 2022
Subject: Yogic Science			
1.	Course Code	A1-YOSC1F	
2.	Course Title	Yoga and Meditation (Paper-2)	
3.	Course Type	Foundation Course	
4.	Pre-requisite (If any)	For BA I Year students, this course is compulsory for all.	
5.	Course Learning Outcomes	After studying this course, students will be able to: • Take care of their own Physical Mental emotional, social and spiritual health.	
6.	Credit Value	Theory-2	
7.	Total Marks	Max. Marks: 50	Min. Passing Marks: 17

Part-B: Content of the Course

Total numbers of Lectures (in hours per week): 2 hours per week

Total Lectures: 30 hours; L – T – P: 2 – 0 – 0

Units	Topics	No. of Lectures
I	Introduction to Yoga and Yogic Practices 1. Yoga: Etymology, definitions, aim, objectives and misconceptions 2. Yoga: Its Origin, history and development 3. Rules and regulations to be followed by Yoga Practitioners 4. Introduction to Yoga practices 5. Shatkarma: meaning, purpose and their significance in Yoga Sadhana 6. Introduction to Yogic Loosening practices and Surya Namaskar Key Words: History and Development of Yoga, Shatkarma, Common Yogic Practices.	10
II	Breathing Practices and Pranayama 1. Sectional Breathing (Abdominal, Thoracic and Clavicular)	10

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	<p>2.Yogic Deep Breathing</p> <p>3.Concept of Puraka, Rechaka and Kumbhaka</p> <p>4. Concept of Bandha and Mudra</p> <p>5. Anulmoa Viloma/NadiShodhana</p> <p>6. Shitali 7. Bhramari</p> <p>Key Words:Sectional breathing, Deep breathing, Bandha & Mudra, Shitali, Bhramari.</p>	
III	<p>Practices leading to Meditation</p> <p>1.Recitation of Pranava Mantra</p> <p>2. Recitation of Hymns, in vocations and prayers</p> <p>3. Anter Maun</p> <p>4. Breath Meditation</p> <p>5. Om Dhyana</p> <p>Key Words: Pranav Mantra, Antermaun, Breath Meditation, Om Dhyana.</p>	10

Part-C: Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Singh S. P & Yogi Mukesh: Foundation of Yoga, Standard Publication, New Delhi, 2010.
2. Swami Dharendra Brahmchari: Yogasana Vijnana, Dharendra Yoga Publication, New Delhi, 1966.
3. Saraswati, Swami Satyanand: Asana, Pranayama, Mudra, Bandha (APMB), Yoga Publication Trust, Munger, 2013.
4. H. R. Nagendra: Asana, Pranayama, Mudra, Bandha, Swami Vivekananda YogPrakashan, Bangalore, 2002.
5. Ishwar Bhardwaj: Saral Yogasana, Satyam Publishing House, New Delhi, 2018.
6. Shri Rai Singh Chouhan: Mudra Rahasya, Bhartiya Yog Sansthan, New Delhi, 2014.
7. Dr. Vishwanath Prasad Sanha: Dhyana Yoga, Bhartiya Yog Sansthan, New Delhi, 1987.
8. Shri Deshraj: Dhyana Sadhana, Bhartiya Yog Sansthan, New Delhi, 2015.

Suggestive digital platforms web links:

1. www.rishikeshnathyogshala.com

Suggested equivalent online courses: 1. <https://sahayji.com/hathayoga-course>

2. <https://theyogainstitute.org/>

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Part D: Assessment and Evaluation

Maximum Marks:	50	
University Examination (Objective)	50	
Time:	01.00 Hour	
External Assessment:	Objective questions	50
University Examination		
	Total	50
Any Remarks/suggestions:		

Amrita Boyer Aludipattu Aravind Alk Sangeetha Adh

Internship INTBFT-108 Field Projects/internship/ Apprenticeship/ Community engagement and service

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