

# **DHARM COLLEGE MUZAFFARNAGAR- 251001(U.P.)**

*Maa Shakumbhari University, Saharanpur*

## **CRITERION 1**

### **CURRICULAR ASPECTS**

#### **1.3 CURRICULUM ENRICHMENT**

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

### **PROFESSIONAL ETHICS**

ISO 9001 : 2015, ISO 14001: 2015

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<b>S. NO.</b>	<b>CLASS / SUBJECT</b>	<b>COURSE / PAPER</b>	<b>UNIT / TOPIC</b>	<b>PAGE NO.</b>
1.	BVOC (IT) (Sem-V)	BVOC 504 Personality Development And Soft Skills	<b>Unit- III Time</b> Management and effective planning	01
2.	B.Com. (Sem VI)	C010606T Business Ethics and Corporate Governance	<b>Unit- I Loyalty</b> and Ethical Behavior, Business Ethics- Nature, Characteristics and Needs, Ethical Practices in Management  <b>Unit- III</b> Law and Ethics	02
3.	M.Com (Sem II)	I: 2003 Corporate Law and Governance	<b>Unit- IV</b> Business Ethics vis-à- vis CG	03
4.	M.Com (Sem IV)	I: 4004 Marketing Management	<b>Unit- IV</b> Ethical and legal aspects of Marketing	04
5.	M.Com (Sem IV)	I: 4005 International Marketing	<b>Unit- V</b> Ethical and Social Issues in International Marketing	05
6.	M.Sc. (Textile and Clothing)	012 Fashion Marketing and Merchandising	<b>Unit- V</b> Ethical, social and legal aspects of Marketing in India, Consumer Protection- Education and Consumer Movement	06
7.	B.A. (Library and Information Science) Sem-VI	A180602T Library, Information and Society	<b>Unit -II</b> Librarianship as a profession; Library Ethics	07 - 08

# DEPARTMENT OF B.VOC. (IT)

## BVOC 504

### Personality development and soft skills

#### Unit I (Marks 10)

##### Introduction to Personality

- a) Basic of Personality
- b) Human growth and Behavior
- c) Theories in Personality
- d) Motivation

#### Unit II (Marks 10)

##### Communication skills and Personality Development

- a) Intra personal communication and Body Language
- b) Inter personal Communication and Relationships
- c) Leadership Skills
- d) Team Building and public speaking

#### Unit III (Marks 10)


##### Techniques in Personality development I

- a) Self confidence
- b) Mnemonics
- c) Goal setting
- d) Time Management and effective planning

#### Unit IV (Marks 10)

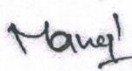
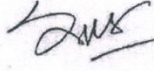

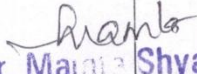
##### Techniques in Personality Development II

- a) Stress Management
- b) Meditation and concentration techniques
- c) Self hypnotism
- d) Self acceptance and self growth

  
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Prof. Sudhir Kumar Pundir  
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# DEPARTMENT OF COMMERCE

Programme :B.Com.	Year: Third	Semester: Sixth
Subject: Commerce		
Course Code: C010606T	Course Title: Business Ethics and Corporate Governance	
Credits: 5	Core Compulsory / Elective: Elective	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures: 75		
Unit	Topics	No. of Lectures
I	Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour. Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management. Indian Value System and Business Ethics.	17
II	The Ethical Value System – Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.	26
III	Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well-being of Customers.	16
IV	Corporate Governance: Issues, need, corporate governance code, transparency & disclosure, role of auditors, board of directors and shareholders; Global issues of governance, accounting and regulatory framework, corporate scams, committees in India and abroad, corporate social responsibility.	16
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Kitson Alan- Ethical Organisation, Palgrave</li> <li>2. L. T. Hosmer : The Ethics of Management, Universal Book.</li> <li>3. D. Murray : Ethics in Organizational, Kogan Page.</li> <li>4. S. K. Chakraborty : Values and Ethics in Organisation, OUPNote- Latest edition of the text books should be used.</li> </ol> <p>This course can be opted as an elective by the students of following subjects:Open for all</p> <div style="text-align: right; margin-right: 50px;">    </div> <div style="text-align: center; margin-top: 20px;">   <b>Prof. Sudhir Kumar Pundir</b>                  Principal  <b>S.D. College,</b>  <b>Muzaffarnagar</b> </div> <div style="text-align: left; margin-top: 20px;">   <b>Dr. Manish Shyam</b>                  Coordinator (NAAC Accreditation Committee)  <b>S.D. College,</b>  <b>Muzaffarnagar</b> </div>		



**CORPORATE LAW AND GOVERNANCE: (I-2003)**

**Unit I : The Insolvency and Bankruptcy Code ,2016**

**Unit II : The Competition Act , 2002**

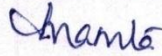
**Unit III : Documentation & Filing relating to ROC and MCA - 21**

**Unit IV : Corporate Governance 1.** Conceptual Framework of corporate Governance; Principles of corporate Governance; Theories of Corporate Government; Legislative and Regulatory Frameworks of Corporate Government in India. , Business ethics Vis-a-vis CG.

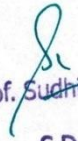
**Unit V : Corporate Governance 2.** Codes and Practices in Corporate-Government in India; Best Practices of Corporate-Government; Case studies on corporate Government Indian Prospective.



**Head of the Department**



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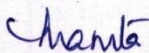
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## MARKETING MANAGEMENT I 4004

**Learning Objective:** The objective of this course is to facilitate understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.

- Unit I:** **Introduction:** Concept, nature, Scope and importance of marketing concept and its evolution, Marketing mix, Strategic marketing planning –an overview.  
Market analysis and selection: marketing environment –macro components and their organizational buyers, Consumer decision-making process.
- Unit II:** **Product decision :** concept of a product, Classification of product, Major product decisions, Product line and product mix, Branding, Packaging and labeling product life cycle, Strategic implications, New product development and consumer adoption process.
- Unit III:** **Pricing decisions:** factors affecting price determination, Pricing policies and strategies, Discount and rebates. Distribution channels and physical distribution decisions: nature, Functions and types of distribution channels, Distribution channel intermediaries, Channel management decisions, Retailing and wholesaling
- Unit IV:** **Promotion decision :** communication process, Promotion-mix-advertising, Personal selling, Sales promotion, Publicity and public relations, Determining advertising budget, Copy designing and its testing, Media selection, Advertising effectiveness, Sales promotion-tools and controlling techniques. Marketing research : meaning , Scope and process.
- Unit V:** **Marketing organization and control:** social , Ethical and legal aspect of marketing, Marketing of services, Green marketing, Cyber marketing, Relationship marketing and other development in marketing .

  
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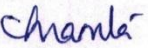



### International Marketing I 4005

**Learning Objective:** The objective of this course is to expose students to conceptual framework of international marketing management?

- Unit I:** **Introduction to international marketing:** Nature, Significance, Complexities in international marketing, Transition from domestic to international marketing, International market orientation-EPRG framework, And International market entry  
International marketing environment: internal environment, External environment-geographical, Demographic, Economic, Socio-cultural, Political and legal environment.
- Unit II:** **Foreign market selections:** global market segmentation, Selection of foreign markets, International positioning Product decisions : Product planning for global markets, Standardization vs. product adaptation, New product development, Management of international brands, Packaging and labeling, provision of sales related services.
- Unit III:** **Pricing decisions:** environmental influences on pricing decisions, International pricing policies and strategies. Promotion decisions: complexities and issues, International advertising, Personal selling, Sales promotion and public relations.
- Unit IV:** **Distribution channels and logistics:** functions and types of channels, Channel selection decision, Selection of foreign distributors, Agents and managing relations with them, international logistics decisions.  
International marketing planning, Organizing and control: issues in international marketing planning, International marketing information system, Organizing and controlling, International marketing operations.
- Unit V:** **Emerging issues and developments in international marketing:** ethical and social issues international marketing information technology and international marketing, Impact of globalizaton, WTO.

  
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# DEPARTMENT OF HOME SCIENCE (C & T)

## PAPER XII FASHION MARKETING AND MERCHANDISING TH-50, IA-50

### UNIT I

- a) Introduction - Nature & Scope, importance of marketing, Modern concept of marketing & marketing mix.
- b) Marketing Environment.
- c) Marketing Analysis- Sales Forecast, market segmentation.

### UNIT II

Consumer behaviour analysis-

- a) Factors affecting consumer behaviour.
- b) Process of consumer buying, decision making.

### UNIT III

Product Planning & development-

- a) Concept of Product line.
- b) Product mix & Product classification
- c) Development of new products.
- d) Brand name & trade marks.
- e) Packaging
- f) Product line cycle.

### UNIT IV

- a) Pricing- factors affecting Price determination.
- b) Channels of distribution – their role & functions, selection, motivation & control.
- c) Methods of Promotion.
  - i) Advertising - Role & functions, Selection of media designing of message, Regulation of advertising in India.
  - ii) Personal selling- Selling as a career, characteristics of personal selling.
  - iii) Management of sales force selection, recruitment training motivation, compensation & evaluation & sales performance.

### UNIT V

- a) Export marketing.
- b) Ethical social & legal aspects of marketing in India.
- c) Consumer Protection- consumer education and consumer movement.

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*Paiw*  
Head of the Department



# DEPARTMENT OF LIBRARY SCIENCE

1. <https://lisstudymaterials.wordpress.com/>
2. <http://egyankosh.ac.in/>
3. <http://library-soup.blogspot.com/>

This course can be opted by the students of BA

Suggested Continuous Evaluation Methods:

**Internal Evaluation 25 Marks :** 20 Marks (2 Tests –10 Marks each) 05 Marks (Assignment)

**External Evaluation 75 Marks:** The paper will be divided into Three Sections A, B and C.

**Section A** will consist of **Five** Short Answer Type questions not exceeding 75 words. The examinee will attempt all questions. Each question carries 2 marks.

**Section B** will consist of **Three** questions not exceeding 200 words. The examinee will attempt **Two** questions. Each question carries 10 marks.

**Section C** will consist of **Five** questions in detail. The examinee will attempt **Three** questions. Each question carries 15 marks

Course prerequisites: To study this course, a student must have had passed XII in any combination of subjects with a minimum of 45% in aggregate.

Suggested equivalent online courses: Courses on Swayam / MOOCS/NPTEL

Further Suggestions:

## B.A. Library and Information Science

Programme/Class: Certificate	Year: Third	Semester: VI
Subject: Library and Information Science		
Course Code: A180602T	Course Title: Library, Information and Society(Theory)	
<b>Course Outcome</b>		
After studying the paper, students shall be able to understand the development of civilization, growth of knowledge and information. To know the society and its informational needs. Evolution of libraries and role of library in the development of the society.		
Credits: 4	<b>Core Compulsory*</b>	
Max. Marks: 25+75	Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
I	Introduction and definition of libraries. Purpose of libraries.	Prof. Sudhir Kumar Pundir Principal


	Functions of libraries. Modern society and libraries.	15
II	Librarianship as a profession; Library Ethics; User Education; Public relation	15
III	Library Path Finders; Social functions of Libraries; Types of documents and their utility	10
IV	Information and library. Role of libraries in the development of society	10
V	Role of libraries in Higher Education. Role of UGC in the development of Libraries	10
VI	Role of libraries in research and development. Role of National and International Organisations such as UGC; ILA; UNESCO.	10
VII	Role of libraries in information dissemination. Role of libraries in promotion and development of culture.	10
VIII	Role of libraries in recreation and leisure. Role of libraries in moral, ideological and spiritual development	10

**Suggested Readings:**

1. Altay, Ahmet. The Role of the Libraries in the Information Society. Available at <http://www.kirklareli.edu.tr/download/by-files/31796092.html> accessed on 05.02.14 at 22:00 hours IST.
2. Khanna, J. K. (1994). Library and Society, 2nd rev. ed. New Delhi, EssEss Publication.
3. Ranganathan, S R(1990). Library Manual. Bangalore, Sarda Ranganathan Endowment for Library Science.
4. Ranganathan, S.R.(1961).Reference Service. Bangalore, Sarda Ranganathan Endowment for Library Science.
5. Sahai, Shrinath (1973). Library and the Community. New Delhi, Today and Tomorrow's Printer & Publishers.

**Suggestive digital platforms web links**

1. <https://lisstudymaterials.wordpress.com/>
2. <http://egyankosh.ac.in/>
3. <http://library-soup.blogspot.com/>

  
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**Elective Paper**