

SEMESTER-2 (BASKET FOR SEC/AEC/VAC)

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| SEC | Family Business |
| | Investment and Trading In Equity |
| | New Venture Planning and Development |
| | Stress Management |
| | Personality Dynamics |
| | Tally Intermediate |
| AEC | Business English-2 |
| | Life skills-2 |
| | Learning Strategies |
| | Functional Communication-1 |
| | Social Media and Blog Writing |
| VAC | Human Rights |
| | Indian Constitution-1 |
| | Indian Economy and Business Model |
| | Ayurveda |
| | Physical Education, Health and Well Being |



Semester-2

| Course Title | Credit | Minimum weeks per Week (15 hours) |
|-----------------|--|-----------------------------------|
| Family Business | 02 | Course Category: SEC |
| Unit-1 | <p>Introduction to Family Business</p> <p>1. The concept of family business: Definition, characteristics, and unique challenges.</p> <p>2. Evolution and importance of family businesses</p> <p>3. Types of family businesses: Small and medium-sized enterprises (SMEs), multinational corporations (MNCs), and everything in between.</p> <p>4. Family dynamics and their impact on business: Roles, responsibilities, and relationships within the family.</p> | |
| Unit-2 | <p>Family governance: Establishing effective systems for decision-making, conflict resolution, and communication.</p> <p>Leadership development: Nurturing and preparing the next generation of family leaders.</p> <p>Ethical considerations and social responsibility: Aligning family values with business practices.</p> <p>balancing family and business interests</p> | |
| Unit-3 | <p>Strategic Planning for Family Businesses</p> <p>Developing a strategic vision and mission for tile family business</p> <p>Conducting a SWOT analysis to identify internal strengths and weaknesses, as well as external opportunities and challenges.</p> <p>Setting strategic gnats and objectives aligned with the family's values and long-term vision</p> <p>Exploring diversification strategies and expansion into new markets</p> | |
| References: | | |



Structure of Course Examination

Evaluation for each course shall be done by a Continuous and Comprehensive Evaluation (CCE) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

Internal Evaluation System

| | |
|---|-----------------|
| Internal Tests | 15 Marks |
| Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised),quizzes etc. | 10 Marks |
| Total | 25 Marks |

Component, the end semester examination, which will be a written-type examination of at least 2:00 hours duration. , would also form an integral component to the evaluation. The ratio of marks to be allotted to Continuous and Comprehensive Evaluation (CCE) and to end semester examination is 50 : 50.

| Question No. . | Unit | Type of Questions | Marks |
|----------------|------|---|-------|
| 1 | 1 | Essay question with choice OR Short Notes | 10 |
| 2 | 2-3 | Essay question with choice OR Short Notes | 10 |
| 3 | All | Objective Type Questions/ Definitions/ Fill in the blanks/ Short questions/ True- False/ Match A with B | 05 |



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| Investment and Trading In Equity | 02 | Course Category: SEC |
| Unit-1 | Investment what is investment Investment vs. speculation and Gambling, Different investment alternatives risk & return profile | |
| Unit-2 | Types of market and Trading system types of market primary and secondary market Introduction of Trading Difference Between Intraday & Regular Trading 2.4How to select stock for trading? basics of intraday trading intraday trading – features intraday trading indicators intraday trading vs delivery trading | |
| Unit-3 | Demat Account Demat account why Demat account require Benefit of Demat account Documentation of Demat Account Trading Account difference between Demat account and Trading Account best intraday trading strategies | |
| References: | Punithavathypandian edition 2011 Security analysis and portfolio management, vikas publishing house Security analysis and portfolio management By. S Kevin, second edition 2015 PHI learning pvt ltd. | |



| Course Title | Credit | Minimum weeks per Week (15 hours) |
|----------------------|--|--|
| Personality Dynamics | 02 | Course Category: SEC |
| Unit-1 | Introduction to Personality Development The concept of personality - Dimensions of personality – Theories of Freud & Erikson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis | |
| Unit-2 | Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to demotivation Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking. | |
| References: | 1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill. 2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall. | |

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| New Venture Planning and Development | 02 | Course Category: SEC |
| Unit-1 | <p>New Venture: Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring and established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.</p> | |
| Unit-2 | <p>Legal Challenges in Setting up Business</p> <p>Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organization and their procedures and compliances.</p> | |
| Unit-3 | <p>Search for Entrepreneurial Capital</p> <p>The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New- Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors. Government schemes for new ventures like: Startup India, Stand Up India, Make in India, etc.</p> | |
| Unit-4 | <p>Marketing Aspects of New Ventures</p> <p>Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.</p> | |



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| References: | Allen, K.R. (2015). <i>Launching New Ventures: An Entrepreneurial Approach</i> . Boston: Cengage Learning Barringer, B.R., & Ireland, R.D. (2015). <i>Entrepreneurship: Successfully Launching New Ventures</i> . London: Pearson. Kuratko, D.F., & Rao, T.V. (2012). <i>Entrepreneurship: A South-Asian Perspective</i> . Boston: Cengage Learning |
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| 2 | 3-4 | Essay question with choice OR Short Notes | 10 |
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| Stress Management | 02 | Course Category: SEC |
| Unit-1 | Concept, Nature and Dimensions of Stress, Stress: Its effects, causes and ways of coping | |
| Unit-2 | Stress Management tips, Relaxation techniques, stress and faith healing Common meditation techniques 1) Positive forces of nature 2) Relaxation by music 3) Exercise, yoga and meditation | |
| References: | Stress Management Publisher: Himalaya Author: Dr Satish Pai, Dr S Ravishankar, Dr H L Kaila, Shri S V Kamat Edition: Students Edition | |

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| Tally Intermediate | 02 | Course Category: SEC |
| Unit-1 | Inventory Management Introduction to Inventory, Inventory Masters Inventory Creation Creating, Stock Groups, Unit of Measures, Stock Items, Godown, Stock Categories. Inventory Vouchers Creation/alteration of Inventory Vouchers, Invoicing | |
| Unit-2 | Advance Features in Tally Maintaining Bill wise details, New Reference, Against Reference Advance, On account Cost Centers Cost Category, Cost Center Creation of Cost Category and cost Center MIS Reports Trial Balance Profit and Loss Account Balance Sheet Day Book Purchase Register Sales Register Bills Book | |
| References: | Tally ERP 9 Training Guide – By Ashok K Nandani, PBP Publication Tally Essential Level 2 – By Tally Education Pvt. Ltd., Sahaj Enterprise | |

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