

SEMESTER-4 (BASKET FOR SEC/AEC/VAC)

SEC	Stock Market and Operations-2
	E-Filling of IT Returns
	Social Media Marketing
	Commerce and AI tools
	Business Through AI
	Advanced Tally
AEC	Business English - 4
	Soft Skills-2
	Marketing and Mass Communication
	Corporate Law
	Human Values and Ethics
VAC	Vedic Maths-2
	Self Defense
	Women Empowerment
	Renewable Energy
	Swachh Bharat
	Emotional Intelligence



Semester-4

Course Title	Credit	Minimum weeks per Week (15 hours)
Stock Market and Operations-2	02	Course Category: SEC
Unit-1	Secondary Market Concept; Functions and Importance; Mechanics of Stock Market Trading-Different Types of Orders, Screen Based Trading, Internet-Based Trading and Settlement Procedure; Types of Brokers.	
Unit-2	Regulatory Framework SEBI (Issue of Capital and Disclosure Requirements) Regulation 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.	
Unit-3	Demat Trading Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.	
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



Course Title	Credit	Minimum weeks per Week (15 hours)
E-Filing of IT Returns	02	Course Category: SEC
Unit-1	Conceptual Framework Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing. Types of e-filing; e-filing process: relevant notifications.	
Unit-2	Income tax and E-filing of ITRs Introduction to income tax - basic terminology. types of assesses, income taxable under different heads, basics or computation or total income and tax liability, deductions available from gross total income, PAN card, due date or filing of income tax return . Instructions for filling out form ITR-1. ITR-2, ITR-3. ITR-4. ITR-4S. ITR-S, ITR-6. Introduction to Income tax Portal: preparation of electronic return (practical workshops).	
References:	Ahuja, Girish .. and Gupta. Ravi. Systematic Approach to Income Tax. Bharat Law house. Delhi	

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Course Title	Credit	Minimum weeks per Week (15 hours)
Social Media Marketing	02	Course Category: SEC
Unit-1	Fundamental of Marketing Marketing Strategy Customer Leveraging Funnel Mind Mapping (Practical) How to Choose Your Digital Marketing Strategy Correctly Target Base Marketing Understanding Strategy Digital Marketing Making Methodology Keywords Understand and Analysis Keyword Research Tools	
Unit-2	Google My Business Set Up Your Google My Business Store Local SEO Optimization Tips and Techniques	
Unit-3	Importance of Graphics Science of Creativity Give Your Brand Premium Look and Feel Process of Creative Designing	
References:	Zero to One: Notes on Start Ups, or How to Build the Future By Blake Masters, Peter Thiel Sell Like Crazy : How to Get As Many Clients, Customers and Sales As You Can Possibly Handle By Sabri Suby	

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Course Title	Credit	Minimum weeks per Week (15 hours)
Commerce and AI tools	02	Course Category: SEC
Unit-1	Introduction to AI AI tools for accounting and finance AI tools for designing AI tools for productivity AI tools for video editing	
Unit-2	Application of Artificial Intelligence: Meaning of Artificial Intelligence (AI); Benefits of AI; Applications of AI in business: Sales and Business Forecasting, Process Automation, Voice to Text Feature, Chatbots, Big Data, Natural Language Processing, Machine Learning, AI in marketing and customer services	
References:	- Mather, B. Artificial Intelligence Business Applications: Artificial Intelligence Marketing and Sales Applications. Publisher: Bob Mather. - Goel, L. Artificial Intelligence: Concepts and Applications. Wiley Publications.	

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Course Title	Credit	Minimum weeks per Week (15 hours)
Business Through AI	02	Course Category: SEC
Unit-1	Intro to AI and its applications in Business Management Definition of AI and its applications in Business Management Types of AI: Supervised, Unsupervised, and Reinforcement Learning AI Ethics and Bias Business use cases of AI Business Applications of AI AI for Customer Service AI for Marketing and Advertising	
Unit-2	Business Applications of AI AI for Operations and Management AI for Financial Services AI for Healthcare Use case analysis Future of AI and Business Management Emerging trends in AI for Business Management Ethics, Governance and Regulation of AI Opportunities and Challenges of AI for Business Management	
References:	Artificial Intelligence for Business by Niraj Kumar Artificial Intelligence Strategy for Business – By Niraj Kumar	

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Course Title	Credit	Minimum weeks per Week (15 hours)
Advanced Tally	02	Course Category: SEC
Unit-1	Advanced Accounting a. Cost centers and cost categories b. Cost center class c. Budgets & controls d. Variance Analysis i. Budget & Actual Comparison ii. Deviations and how it is derived iii. Basic knowledge of std. costing e. Ratio Analysis f. Funds Flow g. Cash Flow h. Information regarding TDS i. Reversing and Memorandum JV (Journal Voucher)	
Unit-2	Advanced Inventory a. Reorder levels b. Pre-closure of orders c. Item cost tracking d. Price level & price list e. POS	
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