Software Development

Detailed Contents

Programming Using C

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

Section A

Unit I: Simple Program logic, Pseudo-code, Problem Identification, Analysis, Flowcharts, and algorithms

Unit II: C Programming: character set, Identifiers and keywords, Data types, Declarations, Statement and symbolic constants, Input-output statements.

Unit III: Operators and Expressions: Arithmetic, relational, logical, unary operators, others operators,

Unit IV: Control statements: Branching, looping using for, while and do-while Statements, Nested control structures, switch, break, continue statements.

Section B

Unit V: Functions: Declaration, Definition, Call, passing arguments, call by value, call by reference, Recursion, Use of library functions; Storage classes: automatic, external and static variables.

Unit VI: Arrays: Defining and processing arrays, Passing array to a function, Using multidimensional arrays, Solving matrices problem using arrays.

Unit VII: Strings: Declaration, Operations on strings.

Unit VIII: Pointers: Pointer datatype, Structures: Using structures and union

Suggested Reading:

1. Byron S Gottfried, Programming with C| 4th Edition (Schaum's Outlines)

2. Yashavant Kanetkar, Let Us C, 17TH EDITION

3. E Balagurusamy, Programming in ANSI C

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Object Oriented Analysis and Design Using UML

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

Section A

Unit I: Introduction to Object: Object Orientation, Development, Modeling, Object Modelingtechnique. Object modeling: Objects and classes, Links and Association, Generalization and inheritance

Unit II: Grouping constructs, Aggregation, Abstract Classes, Generalization as extension and restriction, Multiple inheritance

Unit III: Design Methodology, Analysis: Object modeling, Dynamic modeling, Functional modeling, Adding operations, Iterating Analysis.

Unit IV: Comparison of methodologies: Structured Analysis/ Structured Design, Jackson Structured Development.

Section B

Unit V: Implementation: Using Programming Language, Database System, outside Computer. Programming Style: Object Oriented Style, Reusability, Extensibility, Robustness, Programming in-the-large.

Unit VI: UML: Basics, Emergence of UML, Types of Diagrams. Use Case: Actors, Use Case Diagram, Relationships between Use Cases

Unit VII: Classes: Class Diagram, Classes, Objects, Attributes, Operations, Methods, Interfaces, Constraints, Generalization, Specialization, Association, Aggregation.

Unit VIII: Behavioral Diagrams: Activity Diagram, Collaboration Diagram, Sequence Diagram, State chart Diagram

Suggested Reading:

1. Ugrasen Suman, Object – oriented Analysis and Design Using UML, C engage publications

2. Michael Blaha, Object – Oriented Modeling and Design with UML IPearson

3. Sarnath Ramnath, Object – Oriented Analysis and Design,Springer

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Basics of Data Structure

Section A

Unit I: Basic concept of data, Problem analysis, algorithm complexity, Big O notation and time space trade off

Unit II: Introduction to array, stack, queue, add elements and remove elements in stack and queue at first ,last and nth location, application of stacks and queues,

Unit III: Linear and binary search, bubble sort, insertion sort, selection sort.

Unit IV: Link list, insertion, deletion, traversal

Section B

Unit V: Stack using Link list, Queue using link list,

Unit VI: double link list insertion and deletion

Unit VII: Tree terminology, Binary tree, Binary Search tree, tree traversal,

Unit VIII: Insert and remove element in BST, heap, quick sort, merge sort.

Suggested Reading:

1. Seymour Lipschutz, Data Structures (Revised First Edition)| Schaum's Outline Series

2. Michael H.Goldwasser, Data Structures and Algorithms in Python

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Programming Using C Lab

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 2
Pass Percentage: 40%

The programs in lab will be based on the contents covered in the theory syllabus.

IT Enabled Services

SEMESTER- I

FUNDAMENTALS OF IT (CREDITS: 6)

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 6
Pass Percentage: 40%

Section A

Unit I: Introduction of Computer: Characteristics of the Computer, Block diagram of a Computer, Classification and Generations of Computer, *Input Devices:* Keyboard, Mouse, Trackball, Space ball, Joystick, Light pen, Touch screen, Digitizer, Data Glove, Scanner, Speech Recognition Devices, Optical Recognition Devices: OMR, OBR, OCR, MICR, Video Cameras, *Output Devices:* Monitors, Printers and its types, Plotters and its types, Speakers, Multimedia Projector.

Unit II: Computer languages: Machine language, assembly language, high level language, 4GL. *Language Translators:* Compiler, Interpreter, and Assembler. *Software:* Types of Software: System Software, Application Software, and Firmware. *Memories:* Memory Hierarchy, Memory Types: Magnetic core, RAM, ROM, Secondary, Cache, Overview of storage devices: floppy disk, hard disk, compact disk, tape.

Unit III: Operating System: Functions of Operating System, Types of Operating System, Types of Operating System, Windows concepts, features, windows structure, desktop, taskbar, start menu

Unit IV: Basics of Computer: Turning on a computer, booting up, Desktop, Shortcut, Icons, Recycle Bin, Start Menu, My Computer, Computer's Devices and Drives, Storage, Removable Storage, CD/DVD Drive, floppy drive, and USB flash drive, Hard drive, Control Panel, The Window, Parts of Window, File Explorer, Files, Folders, Directories, Command, Menus, Keyboard, Function Keys, Normal Keys, Special keys, Direction keys, Numeric Keypad, Numeric Keys, Mouse: Left button, Right Button, Windows Accessories, Sharing Information between Programs. Virus, Antivirus, Peripherals can use with your computer

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Section B

Unit V: Computer Networks: Components of data communication, modes of communication, standards and organizations, Network Classification, Network Topologies; Network Types, Transmission media, network protocol; layered network architecture. Basic of Computer networks: LAN, MAN, WAN.

Unit VI: Introduction to Internet: Evolution and Applications of Internet, Web Essentials: Clients, Servers, and Communication, Different ways to connect to the Internet, downloading, uploading, Browser, Secure browsing, Working with different Web Browsers, Web Address, Website, Portal, Webpage, Internet Protocols, Internet chatting; Intranet, Extranet, Gopher, Mosaic, WAIS, Cybersecurity: hacking and ethical hacking.

Unit VII: Information Technology and Society: Applications of Information Technology in Business and Industry, Railway, Airline, Entertainment, Banking, Insurance, Inventory Control, Hotel Management, Education and Training, Mobile Phones, Information Kiosks, Weather Forecasting, Scientific Application

Unit VIII: Current Trends in IT Application: AI, Virtual Reports, Robots, Multimedia Technology. Advanced Trends in IT: Mobile Internet, GPS, 3G, 4G, Wi-Fi, Bluetooth, Cloud Technology, Virtual Reality, Nanotechnology

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OFFICE AUTOMATION (THEORY) (CREDITS: 4)

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

Section A

Unit I: Word Processing Package: Opening, saving and closing an existing document; renaming and deleting files. *Using styles and templates:* Introduction to templates and styles; applying, modifying, Using a template to create a document, creating a template, editing a template, organizing templates, examples of style use, changing document views

Unit II: Working with text: select, cut, copy, paste, find and replace, inserting special characters, setting tab stops and indents. *Formatting:* Formatting text, formatting paragraphs. Bullets and Numbering, Spell Check, Auto Correct, Auto Text, *Formatting pages:* Using layout methods, creating headers and footers, Numbering pages, Changing page margins, Adding comments to a document, Tabs.

Unit III: Creating a table of contents, Creating indexes and bibliographies, Printing a document, Tracking changes to a document. Formatting Text: Using RIGHT, LEFT, and MID functions; format text by usingUPPER, LOWER, and PROPER functions.
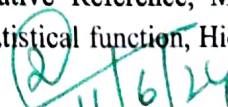
Unit IV: format text by using the CONCATENATE function, generating inference from Data: Pivot Table, Creating Charts, Data Cleaning: Removing duplicate values, Text to Columns,Converting a word document into various formats.

Section B

Unit V: Electronics Spreadsheets: Excel: Starting Excel, Excel Application Window, Components of Excel window, Anatomy of Excel Worksheet, Excel features, Undo and Redo, Printing, MS Excel Help,

Unit VI: Working with Workbook and Worksheet: Workbook: Creating Workbook, Opening and Exiting Workbook, Saving Copy, Closing Workbook. *Worksheet or Spreadsheet:* Inserting Worksheet, Deleting Worksheet, Renaming Worksheet, Cell, Cell Range, Manipulating Cell Contents, *Reference:* Absolute Reference, Relative Reference, Mixed Reference, Create and use basic formulas and functions. Different statistical function, Hide or unhide worksheets, Hide or unhide columns and rows

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Unit VII: Graphs & Charts: Pie chart, Series chart. Line and area chart, Column chart, Bar chart variation. Apply chart layout, Add label, Change the style of chart, financial data visualization using graph and charts. *Pivot Table:* Functions performed on Pivot Table, Creation of Pivot table, Pivot chart, Creation of Pivot chart, Pivot chart Vs table, and Pivot tool.

Unit VIII: PowerPoint: Introduction, Structure of the Presentation, Creating and opening presentation, closing presentation, saving presentation, Exporting presentation, sharing presentation. Inserting new slide, adding, copying and deleting slides, Customizing slides, Text in slides, Applying themes, Adding tables and charts in the presentation, Adding pictures, audio and video in the presentation, printing the presentation, play the presentation.

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E-COMMERCE & SOCIAL MEDIA (THEORY) (CREDITS: 4)

Section A

Unit I: Introduction to E-Commerce: Meaning and concept, Types of E-Commerce, Importance in the context of today's business, technical components, functions, advantages of e-commerce as compared with traditional system of commerce, disadvantages and scope of e-Commerce, difference between e-commerce and e-business, Internet and its relation to e-commerce. State of e-commerce in India, problems and opportunities of e-commerce in India.

Unit II: Framework of E-Commerce: B2B, B2C, C2C, and C2B. Supply Chain Management, product and service digitization; Planning Online-Business: Web sites as market place, E – commerce, pure online vs. brick and click business.
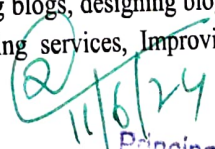
Unit III: Operations of E Commerce: Electronic Payment Systems: Special features required in payment systems for e-commerce, Types of e-payment system; cash and currency servers, e-cheques, credit cards, smart cards, electronic purses and debit cards, Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card E-Money, Bit Coins and Crypto currency, Electronic Fund Transfer (EFT), Unified Payment Interface (UPI), Immediate Payment System (IMPS), Digital Signature and Certification Authority. Risk management options for e - payment systems. E-Marketing: Concept, types of e-marketing, means of advertising [Banner, Pop-up, sponsored link, email], ebranding. E-Finance: Areas of e-financing: e-banking and e-trading; E-Accounting.

Unit IV: Security and Legal Aspects of E-Commerce: Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Law - Information Technology Act 2000: An overview of major provisions.

Section B

Unit V: Search Engine, E-mail, WWW, FTP, TELNET, IRC, Video conferencing, Skype, Zoom, Webex, Online shopping, *Blog Basics:* Introduction of blogs, developing blogs, designing blogs, RSS Reader, Blog services: Traditional blog services & Microblogging services, Improving blog's readability, Copyright in blog, Pinterest, Snapchat.

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Unit VI: *YouTube:* Introduction, Advertisements on YouTube, Searching videos on YouTube, Understanding and adjusting privacy settings, Parental controls and restricted mode, Creating your own YouTube channel, Uploading your own videos, Earning money through YouTube. *Whatsapp:* Introduction, Creating Whatsapp account, Text messages, Voice calls, Deleting a Whatspp account.

Unit VII: Creating a Facebook account, Need of Facebook privacy, Understanding and adjusting privacy settings, Timeline and tagging settings, Blocking unwanted communication, Sharing on Facebook, Social plug-ins, Chat and Messages, Unfollow and unfriend, Facebook groups, Creating Facebook page, Forget password and recovering account information, Deactivating Facebook account, Deleting Facebook account. Creating an Instagram account, Navigating Instagram, Sharing photos on Instagram, Sharing videos on Instagram, Searching and following on Instagram, Understanding and adjusting privacy settings, Deleting Instagram account

Unit VIII: LinkedIn: Introduction, Why LinkedIn, Creating a LinkedIn account, Navigating LinkedIn, Creating LinkedIn profile, Tips for an effective profile, Adding connections on LinkedIn, Searching for jobs on LinkedIn, Understanding and adjusting privacy settings, Deleting LinkedIn account. *Twitter:* Introduction, Creating a twitter account, Steps to tweet, What is hashtag?, Following and connecting on twitter, Customizing twitter account, Understanding and adjusting privacy settings. Deleting twitter account.
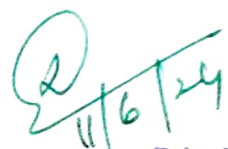
OFFICE AUTOMATION (LAB) (CREDITS: 2)

The programs in lab will be based on the contents covered in the theory syllabus.

1. Create, open, save and close a document.
2. Typing, coping, moving and deleting a word document.
3. Cut and copy, paste and paste special, save and save as
4. Text formatting: font size, font style, font color, subscript, superscript, upper/lower case etc.
5. Text alignment and character spacing
6. Indention and line spacing
7. Border and shading
8. Bullets and numbering
9. Find and replace and data sorting in a word document
10. Protect the document
11. Add chart in a word document. Create different types of charts in word document.
12. Size, margin, orientation of the page, hyphenation, columns and line numbers in word document.
13. Page color, page border, themes and watermarks in word document.
14. Adding tables, headers/footers, pictures, page numbers, special symbols, text box in word document.
15. Showing ruler, gridlines, document map, thumbnails, inserting word art, drop cap, hyperlink, and equation in word document.
16. Arranging, splitting windows in MS word.
17. Mail merge in MS word.
18. Create and run macros in MS word.
19. Set the print properties in word document.
20. Create, open, save and close a workbook.
21. Create a new worksheet, renaming, and moving sheet.
22. Entering, copying, moving and deleting data in cells and worksheets.
23. Insert and delete cells, columns and rows in MS Excel.
24. Formatting of data in cells.
25. Text formatting (font size, font style, font color, cell border etc.)
26. Text alignment

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27. Text orientation, text direction, text control
28. Find and replace data in a sheet
29. Perform data sorting and data filtering in MS Excel.
30. Protect your worksheet and workbook.
31. Enter and perform some basic formulas in MS Excel.
32. Perform some basic functions in MS Excel.
33. Create different types of charts in MS Excel.
34. Set a size, margin, orientation of page in MS Excel.
35. The print properties of a worksheet in MS Excel.
36. Hide and unhide row and column in MS Excel.
37. Set column width and row height in MS Excel.
38. Adding text box, header/footers, pictures and special symbols in worksheet.
39. Arranging, splitting and hiding windows in MS Excel. And also freezing panes.
40. Create and run macros in MS Excel.
41. Create five Power point slides. Each slide should support different format. In these slides explain areas of applications of IT. Make slide transition time as 10 seconds.
42. Create five Power Point slides to give advantages/disadvantages of computer, application of computers and logical structure of computer.
43. Create five Power Point slides detailing the process of internal assessment. It should be a self-running demo.

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E-COMMERCE & SOCIAL MEDIA (LAB) (CREDITS: 2)

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 2
Pass Percentage: 40%

The programs in lab will be based on the contents covered in the theory syllabus.

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Detailed Syllabus (Paper wise Distribution)

Paper-I: Creative Writing

Max. Marks: 100
External: 70
Internal: 30
Pass: 40%
Credits: 6

Section-A

Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms.

Section-B

Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing

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Max Marks: 50
Internal: 10
External: 40
Pass: 40%
Credits: 4

Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers

Types of Content writing: The process of Content Writing, Editing and Proof-Reading, Writing Styles; Types of Content writing-Print and web content development.

Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism, How to develop plagiarism-free content; T to check plagiarism, Copyright issues

Paper-III: Project

Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)

Recommended Books

1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.
2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge
3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008.Print.
5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009. Print.
6. Earnshaw, Steven (Ed). The Handbook of Creative Writing. Edinburgh: EUP, 2007
7. Field, Syd. The Screen Writer's Problem Solver. New York: Random House Publishing, 1998. Print.
8. Kundera, Milan. The Art of the Novel. London: Harper Perennial Modern Classics, 2003. Print.
9. Lajos, Egri. The Art of Dramatic Writing. USA: Merricat Publications, 2009. Print.
10. Spiro, Jane. Creative Writing Poetry. USA: Oxford University Press, 2004. Print.

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CCGST1: GOODS AND SERVICE TAX LAW AND PRACTICE

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
Credits: 6

Objective:
Develop a detailed understanding in the students mind regarding law and practice of Goods and Service Tax and the application of its provisions in a business set-up.

SECTION A

Unit I GST IN INDIA–A Synopsis, Background, Concept of GST, Definitions and related terminologies.

Unit II Supply under GST and related provisions.

UnitIII Charge of GST and relevant Definitions.

Unit IV EXEMPTIONS FROM GST:Goods exempt from tax,

Unit V Services exempt from tax.

SECTION B

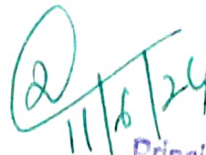**Unit VI** TIME AND VALUE OF SUPPLY :Its related definitions and provisions.

Unit VII INPUT TAX CREDIT: Definitions, Introductions to ITC and related provisions.

Unit VIII REGISTRATION: Persons liable for registration, Relevant procedures for the registrations and workings at GST portal in this regards.

Unit IX TAX INVOICE, CREDIT AND DEBIT NOTES: Knowledge about the Tax invoice, Credit notes, Debit notes, Revised Tax Invoice, Receipt Vouchers and other specified documents in the act.

Unit X RETURNS: Knowledge in respect of filing of GST returns at Portal.

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CCGST2 GST TAX ACCOUNTING, DOCUMENTATION AND E-FILING AT GST PORTAL

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
Credits: 6

Objective:
Develop a detailed understanding in the students mind regarding documents, records, books of accounts and tax returns, and the requirement for the payment of Goods and Service Tax using computer hardware and software packages in a business set-up.

SECTION A

Unit I Accounting Concepts. Maintenance of accounting records, Double Entry System,

Unit II Accounting Process leading to Preparation of Journal, Subsidiary Books , Ledger,

Unit III Trial Balance and final accounts.

Unit IV Knowledge regarding content of Tax invoice. Retail invoice, Credit notes, Debitnotes, Receipt vouchers etc.

Unit V Knowledge of financial statements like Balance Sheet, Trading and Profit and Loss Account. Documentation related to filing of GST returns.

SECTION B

Unit VI Knowledge of Form GST REG-06, GSTR1, GSTR2A, GSTR2B, GSTR3B, Form GST CMP – 08, Form GST PMT –06 Payment Challan, DRC03,

Unit VII Relevant offline tools on GST portal.

Unit VIII Working knowledge of GST portal like new registration and amendments of core and non-core fields,

Unit IX Ledgers balances at portal, Return Dashboard, e-way bill system, Payments, User Services and Annual Return Form No 9.

Unit X Verification of input tax credit system from portal vis a vis books of accounts and its adjustments.

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CCGST3 PROJECT REPORT

Credits: 6
External Marks: 100
Internal Marks: 0

(1) Every candidate will be assigned a project topic and project mentor/ guide in order to get the practical exposure about GST law and practice in India.

(2) Project guide would be from academics, industry or profession etc.

(3) Every candidate will submit a project report. The detailed guidelines of the project will be provided separately.

(4) Such a project report will be evaluated by external examiner to be appointed by the university.

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SHORT TERM COURSE- GOVT. OF PUNJAB

CERTIFICATE COURSE IN ENTREPRENEURSHIP, CREATIVITY AND INNOVATIONS IN BUSINESS

Objective:

The basic objective of this course is to help the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

Duration of the Course: 6 Months

Eligibility: Any student enrolled in degree programme of the College.

Learning outcomes:

This course will help the students to know about

1. Entrepreneurial process of creating new businesses,
2. role of Creativity and innovation in Entrepreneurial start-ups,
3. manage family-owned companies ,
4. context of social innovation and social entrepreneurship and
5. issues and practices of financing entrepreneurial businesses., and
6. live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India,
7. It helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations. This course is intended to be a foundation course for those who plan to work and start a business enterprise.

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PROGRAMME STRUCTURE

SR. NO.	COURSE TITLE	CREDIT
GC-ECI1	ENTREPRENEURSHIP, INNOVATION AND CREATIVITY	6
GC-ECI2	MANAGEMENT OF MSME	6
GC-ECI3	PROJECT PLANNING	6
	Total	18

11/6/24

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GC-ECI1 ENTREPRENEURSHIP, INNOVATION AND CREATIVITY

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Entrepreneurship- Concept, Theories, Characteristics, Entrepreneurial mindset. Innovation and creativity- meaning,Types of innovations, features, and need. Creativity : need and significance Latest innovations in manufacturing and service sectors. Social and commercial entrepreneurship. Types of entrepreneurship, Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship.

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SECTION B

Centre of Innovation, Incubation and Entrepreneurship- An expert Interview, Entrepreneurship, Role of stimulating creativity , Creative teams and managerial responsibilities ,Innovation and entrepreneurship:,Creativity and Innovations in Start Ups. Case studies of entrepreneurship, innovation and creativity.

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GC-ECI2   MANAGEMENT OF MSME

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

MSMEs –Concept, significance and types. Registration process and its procedure, Benefits of registration. MSMEs--- Seed Bed of Entrepreneurship; Start up- Its Concept, steps and need. Product Planning and Management; Marketing Management; Growth and Diversification Strategies.

SECTION B

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Logistics management—meaning, features, and its role in business enterprises. Role of MSMEs in the National Economy; Role of ecommerce and mcommerce in promoting small business. Small Business and Modern Technology. Tax Considerations/tax benefits to MSMEs; MSME'S Exemptions.

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GC-EC13   PROJECT PLANNING

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Concept of Project Planning and its Process, Project appraisal: Financial, technical, marketing and management appraisal. Developing a business proposal, contents of a business plan/project report; Project appraisal by external agencies. Business Planning. Entrepreneurial development and project planning : elements of project planning and project organization, project organization structure.

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