



Re-Accredited 'B++' 2.86 CGPA by NAAC

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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## **-: પરિપત્ર :-**

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર BBA(Digital Marketing) પ્રોગ્રામનું સ્ટ્રક્ચર તથા સેમેસ્ટર-૧ અને ૨ નો અભ્યાસક્રમ બીબીએ વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૧૯/૦૬/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૦૫ અન્વયે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાના અધર ધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ની સભા ના ઠરાવ ક્રમાંક : ૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.યા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./સિલેબસ/પરિપત્ર/૧૫૬૯૧/૨૦૨૪  
તા. ૧૯-૦૭-૨૦૨૪

*W. J. J.*  
કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.  
..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારૂ.
- ૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા,
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.
- ૪) એકેડેમિક વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.
- ૫) જોડાણ વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.  
.....તરફ જાણ તેમજ અમલ સારૂ.

# **Veer Narmad South Gujarat University, Surat**



## **Business Administration under Commerce Faculty**

**As per NEP-2020**

**To be implemented from Academic Year: June, 2024-2025 (Including Winter Session)**

## **PROGRAM STRUCTURE**

### ***BACHELOR OF BUSINESS ADMINISTRATION (DIGITAL MARKETING)***

#### ***BBA – DIGITAL MARKETING (Semester 1)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
I	Major	Fundamentals of Commerce	4
I	Major	Accounting For Managers	4
I	Minor	Fundamentals of Marketing	4
I	MDC	Business Organization	4
I	SEC	SEC-1	2
I	VAC	Indian Knowledge System	2
I	AECC	MIL/MEL	2
			<b>22</b>

#### ***BBA – DIGITAL MARKETING (Semester 2)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
II	Major	Organisational Behaviour	4
II	Major	Fundamentals of Digital Marketing	4
II	Minor	Search Engine Optimization	4
II	MDC	Environmental & Ecological Management	4
II	SEC	SEC-2	2
II	VAC	Indian Knowledge System	2
II	AECC	Communication Skills	2
			<b>22</b>

***BBA – DIGITAL MARKETING (Semester 3)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
III	Major	Service Management	4
III	Major	Social Media Marketing	4
III	Major	Search Engine Marketing	4
III	MDC	Business Statistics	4
III	SEC	SEC-3	2
III	VAC	Indian Knowledge System	2
III	AECC	MIL/MEL	2
			22

***BBA – DIGITAL MARKETING (Semester 4)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
IV	Major	Startup and Innovation Management	4
IV	Major	Search Engine Marketing	4
IV	Major	SEMRush	4
IV	MDC	Banking and Financial Institution	4
IV	SEC	SEC-4	2
IV	VAC	Indian Knowledge System	2
IV	AECC	MIL/MEL	2
			22

***BBA – DIGITAL MARKETING (Semester 5)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
V	Internship	Summer Internship Project	4
V	Major	Research Methodology	4
V	Major	Entrepreneurship Development	4
V	SEC	SEC-5	2
V	DSE	IT Tools for Digital Marketing	4
V	DSE	AI in Digital Marketing	4
			<b>22</b>

***BBA – DIGITAL MARKETING (Semester 6)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
VI	Project	Project	8
VI	Major	Strategic Management in Business	4
VI	SEC	SEC-6	2
VI	DSE	Content marketing	4
VI	DSE	Email marketing	4
			<b>22</b>

**BBA – DIGITAL MARKETING (Semester 7)**

Semester	Course Type	Course Name	Credits
VII	Major	Academic Writing	4
VII	DSE	WEB Analytics	4
VII	DSE	Content Management System	4
VII	DSE	Affiliate Marketing	4
VII	Training	Global Country Report	6
			22

**BBA – DIGITAL MARKETING (Semester 8)**

Semester	Course Type	Course Name	Credits
VIII	Major	Project Management	4
VIII	DSE	Cyber Law	4
VIII	DSE	Social media marketing	4
VIII	Training	Live project preparation and Report	10
			22

Program Passing Rules:	As per University rules.
Program Fees: (Per Semester)(One time fees and exam fees are additional as prescribed by the university) (w.e.f. Academic Year : 2024-25)	Semester Tuition Fees : Rs. 25000/-Semester University Exam Fees : Rs. 900/- [Other one time /affiliation /exam fees, will be as per the norms of the University] [The fees for all certificate courses, Skill Enhancement Courses and Value Addition Courses; fees will be as per the prescribed limit for per credit as per the SOP of certificate courses decided by the university.]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(DIGITAL MARKETING)**

**Semester - I**

<b>Subject</b>	<b>Fundamentals of Commerce</b>	<b>Semester</b>	I
<b>Credits</b>	4	<b>Type</b>	Major

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Identify the role commerce in Economic Development and Societal Development.
<b>LO2</b>	Equip with the knowledge of imports and exports and Balance of Payments.
<b>LO3</b>	Acquire knowledge on micro and micro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.
<b>LO4</b>	Develop the skill of accounting and accounting principles.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.</li> </ul>	
<b>II</b>	<b>Economic Theory</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.</li> </ul>	
<b>III</b>	<b>Accounting Principles</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.</li> </ul>	
<b>IV</b>	<b>Taxation</b>	<b>20%</b>

	<ul style="list-style-type: none"> <li>• Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs &amp; Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).</li> </ul>	
<b>V</b>	<b>Computer Essentials</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions.</li> </ul>	

### **Lab Exercise:**

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail
- Estimate the customer behavior and provide necessary suggestions regarding the products of his interest.

### **Activities:**

- Assignment on GAAP.
- Group Activates on Problem solving.
- Collect date and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

### **Reference Books:**

1. S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand

3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**(DIGITAL MARKETING)**

**Semester - I**

Subject	Accounting for Managers	Semester	1
Credits	4	Type	Major

**Learning Outcomes:**

LO1	Understand financial accounting and develop skill for bookkeeping activity
LO2	Evaluate techniques in preparing the final accounts of firms and companies for the users of accounting information
LO3	Lear to prepare Cost sheet, Stock Register and budget for financial Planning
LO4	Evaluate cost information for profit and Break even Planning

**Course Content**

Module	Content	Weightage
1	<b>Introduction of Financial, Cost and Management Accounting:</b> <ul style="list-style-type: none"> <li>• Definition of Financial, Cost and Management Accounting.</li> <li>• Advantages and Limitation of Financial, Cost and Management Accounting</li> <li>• Difference between Management accounting with Financial and cost accounting</li> </ul>	10%
2	<b>Concepts of Financial and Cost Accounting:</b> <ul style="list-style-type: none"> <li>• Accounting cycle, Double Entry Bookkeeping System: Preparation of Journal and Subsidiary books (Purchase Book, Sales book, Purchase Return Book &amp; Sales Return Book)</li> <li>• Three Columnar Cashbook (Numeric), Ledger and Trial Balance (Brief Concept)</li> <li>• Financial Statement of Company as per company act 2013 (Only Format)</li> <li>• Stock Register (Numeric based on First In First Out Method, Last In First Out Method, Weighted Average Method)</li> </ul>	35%
3	<b>Analysis of Financial Statements:</b> <ul style="list-style-type: none"> <li>• Techniques of Financial Statement Analysis (Calculation of Ratios from the given financial statement as per company act 2013)</li> <li>• Liquidity and Solvency Ratios – Current Ratio, Liquid Ratio, Proprietary Ratio, Debt – Equity Ratio.</li> </ul>	20%

	<ul style="list-style-type: none"> <li>• Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Operating Profit Ratio, Return of Capital Employed Ratio, Return on Equity Shareholder’s Fund</li> <li>• Efficiency Ratios – Stock Turnover Ratio, Debtors Ratio, Creditors Ratio, Operating Ratio</li> </ul>	
4	<b>Budget and Budgetary Control:</b> <ul style="list-style-type: none"> <li>• Meaning of Budget and Budgetary Control,</li> <li>• Preparation of Cash Budget (Numeric),</li> <li>• Zero Base Budgeting</li> </ul>	20%
5	<b>Cost Volume Profit Analysis:</b> <ul style="list-style-type: none"> <li>• Meaning and Significance of Marginal Costing</li> <li>• Break Even Analysis</li> <li>• Numeric based in Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety.</li> </ul>	15%

**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Introduction of Accounting	T. S. Grewal	Sultan Chand & Co
2	Principles of Accounting	Rupal Gupta	Sultan Chand & Co
3	Modern Accounting	Hanif and Mukharjee	Tata McGrew Hill
4	Cost and Management Accounting	M. N. Arora	Himalaya Publication House

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(DIGITAL MARKETING)**

**Semester - I**

<b>Subject</b>	<b>Fundamentals of Marketing</b>	<b>Semester</b>	<b>I</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Minor</b>

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Understand basic concepts related to marketing and marketing management.
<b>LO2</b>	Understand various marketing strategies and programs for business organisations.
<b>LO3</b>	Prepare marketing plan of business organisations.
<b>LO4</b>	Generate awareness of marketing.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction to Marketing</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Marketing - Definition, Functions, Importance, Scope,</li> <li>• Difference between marketing and selling,</li> <li>• Core Concepts of Marketing,</li> <li>• Philosophies of Marketing: Production, Product, Selling, Marketing, Social Marketing, Holistic Marketing</li> <li>• Definition, Functions, Importance and Scope of Marketing Management</li> </ul>	
<b>II</b>	<b>Marketing Mix - I</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Product: Definition, Levels, Product Mix Decisions, Packaging and Labelling</li> <li>• Price: Definition, Objectives, Factors affecting Pricing Decisions,</li> </ul>	
<b>III</b>	<b>Marketing Mix - II</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Place: Meaning and Concept of Distribution Channel, Types of Distribution Channel, Factors affecting choice of a distribution channel, Packaging and its functions, Labelling</li> <li>• Promotion: Definition of Promotion, importance of Promotion, IMC, and its significance, Meaning, Merits and Demerits of Promotional mix</li> </ul>	

<b>IV</b>	<b>Buying Behaviour</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Consumer Buying Behaviour: Meaning, Factors affecting, Process</li><li>• Industrial Buying Behaviour: Meaning, Factors affecting, Process</li></ul>	

**Reference Books:**

1. Kotler, P. & Keller, K.L., Marketing Management, Pearson
2. Nargundkar R., Marketing Management
3. Gupta Seema, Digital Marketing, McGraw Hill, 2017 1e

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
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**Semester - I**

<b>Subject</b>	<b>Business Organisation</b>	<b>Semester</b>	I
<b>Credits</b>	4	<b>Type</b>	MDC

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	understand the concept of Business Organization along with the basic laws and norms of Business Organization.
<b>LO2</b>	understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
<b>LO3</b>	The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Business</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>• Concept, Meaning, Features, Stages of development of business and importance of business,</li> <li>• Classification of Business Activities,</li> <li>• Meaning, Characteristics, Importance and Objectives of Business Organization,</li> <li>• Difference between Industry &amp; Commerce and Business &amp; Profession,</li> <li>• Modern Business and their Characteristics</li> </ul>	
<b>II</b>	<b>Promotion of Business</b>	<b>30%</b>
	<ul style="list-style-type: none"> <li>• Considerations in Establishing New Business.</li> <li>• Qualities of a Successful Businessman.</li> <li>• Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies &amp; Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company,</li> </ul>	

	<ul style="list-style-type: none"> <li>• Concept of One Person Company.</li> </ul>	
<b>III</b>	<b>Plant Location and Layouts</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Plant Location: Meaning, Importance, Factors affecting Plant Location, Methods to choose location,</li> <li>• Plant Layout: Meaning, Objectives, Importance, Types of Layouts, Factors affecting Layout.</li> <li>• Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.</li> </ul>	
<b>IV</b>	<b>Business Combination</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>• Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.</li> </ul>	
<b>V</b>	<b>Computer Essentials</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>• Milestones of Computer Evolution – Computer, Block diagram, generations of computer</li> <li>• Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications –</li> <li>• Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection</li> </ul>	

#### Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

#### Reference Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab

Mahal, (2014).

3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

ગુજરાતી વિષયનો અભ્યાસક્રમ

## સેમેસ્ટર -૧

વર્ષ ૨૦૨૩-૨૦૨૪, ૨૦૨૪-૨૦૨૫, ૨૦૨૫-૨૦૨૬

### ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે, સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. કક્કો બારાખડી સમજાવી કોશ જોતા શીખવવું

(અ) સમાનાર્થી શબ્દો

(બ) વિરુદ્ધાર્થી શબ્દો

(ક) શબ્દ એક અર્થ અનેક

(ડ) અર્થ એક શબ્દ અનેક

એકમ -૨. નામ , સર્વનામ

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સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગૂજરાત વિદ્યાપીઠ , અમદાવાદ.

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૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભાંડારી, પિંકી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ

૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ

૬. સાહિત્યાયન - બાબુ દાવટનપુરા, પાર્શ્વ પબ્લિકેશન, અમદાવાદ

૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાહોડ, ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ

૮. વ્યાકરણવિમર્શ - ઊર્મિ ઘનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.

परिशिष्ट-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदीभाषा-कौशल

सेमेस्टर-1

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदीभाषा सामर्थ्य और जीवन कौशल (Hindi Proficiency & Life Skills)

Ability Enhancement Courses-01 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

इकाई-1 वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग।  
शब्द-ज्ञान-पर्याय, विलोम, अनेकार्थी, समश्रुत शब्दों का परिचय  
कहावत-मुहावरे-लोकोक्ति का परिचय।

इकाई-2 संज्ञा और सर्वनाम का सामान्य परिचय।

इकाई-3 विरामचिह्न, कहावत और मुहावरों का वाक्य में प्रयोग।

इकाई-4 भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध-लेखन।

अंक- विभाजन-

प्रश्न 1. इकाई 1, 2 और 3 से पाँच (आठमें से) बहुविकल्पी प्रश्न (5 x 2=10 अंक)

प्रश्न 2 और 3. इकाई 1 और 2 से एक-एक आलोचनात्मक प्रश्न (13 x 2 = 26 अंक)

प्रश्न 4. इकाई 3 से सात संक्षिप्त प्रश्न (07 x 1 = 07 अंक) और इकाई 4 से पल्लवन, कहानी अथवा निबंध-लेखन

पर आधारित एक प्रश्न (07 x 1 = 07 अंक)

सहायक ग्रंथ:

u/fafaw2 - 2



**VEER NARMAD SOUTH  
GUJARAT UNIVERSITY, SURAT.**

**BKS Syllabus for all  
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Semester-1**

**Designed by,**

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**भारतीय ज्ञान संपोषण केन्द्रम्,**

**वीर नर्मद दक्षिण गुजरात यूनिवर्सिटी, सूरत.**

Veer Narmad South Gujarat University Surat

Year: 2023-24

Course: Bharatiya Knowledge Systems –an Introduction Semester: 1

Credits: 2, Hours: 30

<b>Unit -1</b>	<b>Bharatiya Knowledge Systems and Tradition</b>
	<ul style="list-style-type: none"><li>➤ Self - Revelation of Bharat.</li><li>➤ Knowledge Tradition of Glorious Bharat.</li><li>➤ The Sublime Journey of Bharatiya Culture &amp; Civilization.</li><li>➤ Dissemination and contribution of Bharatiya Knowledge systems in the world Glorious tradition of Science and Art in Bharat.</li></ul>
<b>Unit -2</b>	<b>The Way of Life/ Jivan Darshan in Bharatiya Knowledge Systems</b>
	<ul style="list-style-type: none"><li>➤ Way of life as Bharatiya Knowledge Systems.</li><li>➤ The Implicit Concepts in Bharatiya Knowledge Systems. Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, Ideal of Life, Paap – Punya, Moksha.</li><li>➤ Social Viewpoint in Bharatiya Knowledge systems.</li><li>➤ Co - existence of Nature and Human Nature, Manifold Paths of Upasana, Value of Harmonious Existence- Ritam.</li><li>➤ Idea of Vasudhaivkutumbkam.</li><li>➤ Bhartiya Vangmaya and Implication of Wisdom in Social Life.</li><li>➤ Four Purusharthas of Bharatiya Knowledge System.<ul style="list-style-type: none"><li>❖ Dharma</li><li>❖ Artha</li><li>❖ Kama</li><li>❖ Moksha</li></ul></li></ul>

### Objectives

- To uphold perspective and reception of the Indian knowledge system among the students.
- To acquaint students to the real essence of Bharat and what is actually Bharatiya Asmita.
- To cultivate the understanding of the concept of traditional knowledge and its importance among the students.
- To provide a platform for discussion, exchange of ideas, and engagement on the Indian knowledge system.
- To explore the contemporary relevance and application of Indian knowledge systems in society and academia.
- Creating sensitivity towards knowing the need and importance of protecting traditional knowledge.

### Outcomes

- Students will have an understanding of the basics of the Indian knowledge system and its relevance and applications to various fields.
- This will ideally also inspire future research and applications of these systems in their respective academic disciplines.
- IKS can enhance a student's creative skills by allowing them to inculcate novel thought process.
- Additionally, it will help the students build their self-confidence.
- It will enhance their aesthetic creativity by nurturing them to be more open-minded and confident.

**Reference Books:**

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वीर नर्मद दक्षिण गुजरात यूनिवर्सिटी, सूरत.

સ્નાતક(UG) સ્તરે ભારતીય જ્ઞાન પરંપરા અભ્યાસક્રમ.

ભારતીય જ્ઞાન પરંપરાનો પરિચય

Veer Narmad South Gujarat University Surat

Year:2023-24

Course: Bharatiya Knowledge Systems –an Introduction Semester: 1

Credits: 2, Hours: 30

યુનિટ	વિષય
૧	<p><u>ભારતીય જ્ઞાન પ્રણાલી અને પરંપરા.</u></p> <ul style="list-style-type: none"><li>➤ ભારતનાં સ્વ નો સાક્ષાત્કાર.</li><li>➤ ગૌરવશાળી ભારત અને તેની જ્ઞાનપરંપરા.</li><li>➤ ભારતીય સંસ્કૃતિ અને સભ્યતાની મહાયાત્રા.</li><li>➤ ભારતીય જ્ઞાનપરંપરાનો વિશ્વસંચાર અને વિશ્વને ભારતનું યોગદાન.</li><li>➤ ભારતમાં જ્ઞાન અને વિજ્ઞાનની ઉજ્જવળ પરંપરાનો આલેખ.</li></ul>
૨	<p><u>ભારતીય જ્ઞાન પરંપરામાં જીવન દર્શન.</u></p> <ul style="list-style-type: none"><li>➤ ભારતીય જ્ઞાન પરંપરામાં જીવનદ્રષ્ટિ અને દર્શન.</li><li>➤ ભારતીય જ્ઞાન પરંપરામાં નિહીત વિભાવનાઓ<ul style="list-style-type: none"><li>• જન્મ મરણ, જીવન પુર્નજન્મ, કર્મનો સિધ્ધાંત, સુખની અવધારણા, આદર્શજીવન, પુણ્ય-પાપ, મોક્ષ.</li></ul></li><li>➤ ભારતીય જ્ઞાન પરંપરામાં માનવીય સમાજ માટેની દ્રષ્ટિ.</li><li>➤ સહઅસ્તિત્વ, ઉપવાસનાનું વૈવિધ્ય, પ્રકૃતિ અંગેના વિચાર.</li><li>➤ વિશ્વ કલ્યાણની ભાવનાથી વસુદૈવ કુંટુમ્બકમનાં ઉત્કર્ષ સુધી.</li><li>➤ ભારતીય વાંગમય અને સમાજની જીવન પદ્ધતિમાં રહેલ જ્ઞાનપરંપરા.</li><li>➤ ભારતીય જ્ઞાનપરંપરામાં નિહિત ચાર પુરુષાર્થ</li></ul>

### ઉદ્દેશ્યો

- વિદ્યાર્થીઓમાં ભારતીય જ્ઞાન પ્રણાલીના પરિપ્રેક્ષ્ય ની સમજ કેળવાય અને તેના વિશે સ્વીકૃતિ નો ભાવ કેળવાય.
- વિદ્યાર્થીઓને ભારતના મૂળભૂત સત્વ નો ખ્યાલ સ્પષ્ટ થાય અને ભારતીય અસ્મિતા શું છે તેનાથી પરિચિત કરવા.
- આપણાં પરંપરાગત જ્ઞાન અને તેના ખ્યાલની સમજ કેળવવી.
- ભારતીય જ્ઞાન પ્રણાલી પર ચર્ચા, વિચારોનું આદાન-પ્રદાન અને જોડાણ માટે પ્લેટફોર્મ પૂરું પાડવા માટે.
- સમાજ અને શિક્ષણમાં ભારતીય જ્ઞાન પ્રણાલીઓની સમકાલીન સુસંગતતા અને આવશ્યકતા વિશે જાગૃત કરવા.
- સમાજ અને શિક્ષણમાં ભારતીય જ્ઞાન પ્રણાલીઓની સમકાલીન સુસંગતતા અને આવશ્યકતા વિશે જાગૃત કરવા.
- ભારતીય જ્ઞાનનાં રક્ષણની જરૂરિયાત વિષે અને તેનાં મહત્વને જાણવા પ્રત્યે સંવેદનશીલ માનસ કેળવવું.

### અધ્યયન નિષ્પત્તિ

- વિદ્યાર્થીઓમાં ભારતીય જ્ઞાન પ્રણાલીની મૂળભૂત બાબતોની સમજ અને કેળવાશે તથા તેની સુસંગતતા અને વિવિધ ક્ષેત્રોમાં તેની ઉપયોગીતા વિષયક જાગૃતિ આવશે.
- આ અધ્યયન સંબંધિત શૈક્ષણિક શાખાઓનાં ભાવી સંશોધનોમાં અને તેની વર્તમાન ઉપયોગીતામાં પણ પ્રેરણારૂપ થશે.
- IKS, વિદ્યાર્થીના સર્જનાત્મક કૌશલ્યને તથા નવિનનતમ વિચારને પ્રેરીત કરશે.
- વધુમાં, તે વિદ્યાર્થીઓને તેમનો આત્મવિશ્વાસ વધારવામાં મદદ કરશે.
- આ અધ્યયન દ્વારા વિદ્યાર્થી વધુ ખુલ્લા મન થી વિચારતો થશે તથા તેનામાં વધેલા આત્મવિશ્વાસથી તેમની સૌંદર્યલક્ષી સર્જનાત્મકતામાં વધારો થશે.

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8. શરદ હેબાલકર, "ભારતીય સંસ્કૃતિ નો વિશ્વ સંચાર", સાહિત્ય સાધના ટ્રસ્ટ, અમદાવાદ, 2004.
9. શ્રી અરબિંદો અને શ્રી માતાજી, "ચાર તપસ્યાઓ અને ચાર મુક્તિ",SABDA, શ્રી અરબિંદો આશ્રમ, પોંડિચેરી.
10. સ્વામી વિવેકાનંદ, "સપનાઓ નુ ભારત", ડાયમંડ બુક્સ, નવી દિલ્હી.
11. બી એસ શાહ, "શિક્ષણ ચિંતકોનુ શિક્ષણ દર્શન", બી એસ શાહ પ્રકાશન,
12. વી એચ પટેલ, "હિન્દુ ધર્મ ની મહાનતા", પ્રવિણ પ્રકાશન, રાજકોટ, 2015
13. વી કે ભટ્ટ, "શ્રી અરવિંદ નુ તત્વ દર્શન", યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, ગુજરાત રાજ્ય, ગાંધીનગર.
14. કાટધરે ઇન્દુમતી, "કુટુમ્બ ઓર કુટુમ્બ શિક્ષા", પુનરુત્થાન વિદ્યાપીઠ, અમદાવાદ

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## Bachelors of Business Administration (BBA)

### (DIGITAL MARKETING)

#### Semester - II

Subject	Organisational Behaviour	Semester	II
Credits	4	Type	Major

**Learning Outcomes:** The students will be able to

LO1	Demonstrate the applicability of the concepts of Organizational behavior of people in the organization
LO2	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization
LO3	Analyze the complexities associated with management of the group in the organization
LO4	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization

#### Course Content

Module	Content	Weightage
<b>Unit 1</b>	<b>Introduction to OB</b> Definition, Concept, Contributing Discipline	<b>10%</b>
<b>Unit 2</b>	<b>Perception</b> Meaning and Definitions, Perceptual Process, Factors affecting perception, Perception and Organization, Perceptual Distortion	<b>20%</b>
<b>Unit 3</b>	<b>Attitude and Personality</b> Concept and Meaning of Attitude, Definition, Factors affecting Formation of Attitude, Types and Characteristics of Attitude, Attitude and Behavior, Concepts of Personality, Determinants of Personality, Personality Traits.	<b>25%</b>
<b>Unit 4</b>	<b>Group Dynamics</b> Concepts and Meaning, Process of Formation of group, Types of Groups, Usefulness of groups in organization, pitfalls of group dynamics	<b>20%</b>
<b>Unit 5</b>	<b>Conflict in Management</b> Concepts in meaning, Process of Development of Conflict, Functional V/S Dysfunctional Conflict, Levels of Conflicts, Levels of Conflicts, Conflict Resolution, Managerial implication	<b>25%</b>

**Reference Books:**

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
1	Organisational Behaviour	K. Aswathappa	Himalaya Publishing House
2	Organisational Behaviour	L.M. Prasad	Sultan Chand & Sons
3	Organisational Behaviour	Stephen Robbins	Pearson Education Ltd.
4	Organisational Behaviour	Subba Rao	Himalaya Publishing House
5	Organisational Behaviour	Fred Luthans	McGraw Hill

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(DIGITAL MARKETING)**

**Semester - II**

<b>Subject</b>	<b>Fundamentals of Digital Marketing</b>	<b>Semester</b>	II
<b>Credits</b>	4	<b>Type</b>	Major

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Understand basics of digital marketing.
<b>LO2</b>	Grasp the applications of digital marketing
<b>LO3</b>	Understand applications and usage of E-mail advertising and mobile marketing.
<b>LO4</b>	Understand the importance of digital marketing and its applications.

**Course Content:**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction Digital Marketing</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM,</li> <li>• Concept and approaches to DM, Examples of good practices in DM.</li> </ul>	
<b>II</b>	<b>Marketing Automation</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Marketing Automation: Definition, Advantages,</li> <li>• Marketing Automation Software: CRM, Sales force, Analytics; Customer Experience (CX),</li> <li>• How does marketing automation help marketers, Marketing automation tools.</li> </ul>	
<b>III</b>	<b>Digital Marketing Mix and Influencer Marketing</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting.</li> <li>• Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.</li> </ul>	
<b>IV</b>	<b>Basics of E-Mail Marketing</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• E-mail Marketing- Need for E-mails, Types of E-mails, options in E-mail advertising, Features of MailChimp,</li> </ul>	

	<ul style="list-style-type: none"> <li>• Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.</li> </ul>	
<b>V</b>	<b>Blogs</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular</li> <li>• Blog Platforms, what are Tags, Widgets, Blog Optimization, and Blog Stats.</li> </ul>	

**Reference Books:**

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the mom (2023) Email Marketing Planner: Organize and Track Your Emails

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(DIGITAL MARKETING)**

**Semester - II**

<b>Subject</b>	<b>Search Engine Optimization</b>	<b>Semester</b>	II
<b>Credits</b>	4	<b>Type</b>	Minor

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
<b>LO2</b>	Appreciate the constructs of search engine-friendly Web sites.
<b>LO3</b>	Attract inbound Links from other Web Sites.

**Course Content:**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction to SEO</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.</li> </ul>	
<b>II</b>	<b>Managing SEOs</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Search Engine Optimization analysis, crawler issues, remove URLs, sitemap submission</li> </ul>	
<b>III</b>	<b>On-Page SEO</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt</li> </ul>	
<b>IV</b>	<b>Off-Page SEO</b>	<b>20%</b>

	<ul style="list-style-type: none"> <li>Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation</li> </ul>	
<b>V</b>	<b>Applications of SEO</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds,</li> <li>Blogosphere, social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places</li> </ul>	

**Reference Books:**

- Search Engine Optimization: Your Visual Blueprint for effective Internet marketing, 3rd Edition (MISL-Wiley)-Kristopher B Jones
- Search Engine Optimization: An Hour a Day-Jenni pegrappone, Gradiva Cousin-Wiley

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(DIGITAL MARKETING)**

**Semester - 2**

Subject	Environmental & Ecological Management	Semester	II
Credits	4	Type	MDC

**Learning Outcomes:**

LO1	Understand various kinds of renewable and non-renewable resources.
LO2	Understand role of an individual in prevention of pollution and pollution related issues.
LO3	Define the principles of science, and sustainability, and recognize their role in evaluating and establishing a viable human society within Earth's systems.
LO4	Describe ecosystems in terms of how they vary, are structured, and function both internally and as part of the larger biosphere.

**Course Content**

Module	Content	Weightage
<b>Unit 1</b>	<b>Multidisciplinary Nature of Environmental Studies</b> Definition, scope and importance, Need for public awareness - Institutions in Environment, People in Environment.	15%
<b>Unit 2</b>	<b>Natural Resources: Renewable and non-renewable resources:</b> Natural resources and associated problems, Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, Role of an individual in conservation of natural resources	25%
<b>Unit 3</b>	<b>Ecosystems :</b> Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem-1 .The water cycle, 2.The Carbon cycle, 3.The Oxygen cycle, 4, The Nitrogen cycle, 5.The energy cycle, 6.Integration of cycles in nature, Ecological succession, Food chains.	30%
<b>Unit 4</b>	<b>Environmental pollution and social Issues</b> 1 . Definition, Causes, effects and control measures of - Air pollution,	30%

	Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, 2. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. 3. Role of an individual in prevention of pollution, Pollution case studies, 4. Disaster management: floods, earthquake, cyclone and landslides. From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, water shed management.	
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**Reference Books:**

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
1	Textbook of Environmental Studies for Undergraduate Courses	Erach Bharucha	Universities Press
2	Environmental Studies	D.K.Asthana, Meera Asthana	S Chand & Company
3	Environmental Biology	Agarwal KC	Nidi Publishers Ltd
4	The Biodiversity of India	Bharucha Erach	Map in Publishing Pvt.Ltd

**Value Education in Bhartiya Knowledge System**

*Semester: 2*

<b>Course Title :</b> Value Education in Bhartiya Knowledge System	
<b>Course Code:</b>	<b>No. of Credits:02</b>
<b>Learning Hours:</b> 02 Hours /Week	
<b>Course Type:</b> Core VAC	
<b>Offered in Academic Year :</b> 2023-24	

**Objectives:**

1. The main objective of this course is to stimulate ethical reflection, awareness, responsibility, and compassion in young students .
2. To provide them with insight into important ethical principles and values.
3. To equip them with intellectual capacities for responsible moral Judgment.
4. To cultivate not just knowledgeable individuals but also morally upright citizens who contribute positively to society.

**Outcomes:**

After completing this course the students would be able to meet the following Outcomes.

1. The learners would develop a strong sense of right and wrong.
2. The course would promote qualities such as honesty, patriotism, integrity and empathy
3. This qualities could not only contribute to their personal growth but also would contribute for building a harmonious and compassionate society.

**Unit -1**

1. Moral Stories : 1.The Story of the Blue Jackal (from Panchtantra)
2. The Brahmin and the Crooks (from Panchtantra)
3. Satyakama : The seeker of Truth ( from Chandogya Upanishad)
4. Shvetaketu( from Chandogya Upanishad)
5. Little Prince No – Father (The Power of Truth) ( from Jataka Katha)
6. Dirty Bath Water ( from Jataka Katha)

## Unit -2

(A)

- **Yamas and Niyamas** (Patanjali's Yoga Sutras)(Only introductory explanations required relating to **Five Yamas**– Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha and **Five Niyamas** – Saucha, santosha, Tapas, Swadhyaya and Ishvara Pranidhana )

(B)

### Subhashitani

1. एकवर्णं यथा दुग्धं भिन्नवर्णासु धेनुषु ।  
तथैव धर्मवैचित्र्यं तत्त्वमेकं परं स्मृतम् ॥
2. अयं निजः परो वेति गणना लघुचेतसाम् ।  
उदारचरितानां तु वसुधैव कुटुम्बकम् ॥
3. कुलस्यार्थे त्यजेदेकम् गाम्स्वार्थे कुलमत्यजेत् ।  
गामं जनपदस्यार्थे आत्मार्थे पृथिवीम् त्यजेत् ॥
4. उद्यमेन हि सिध्यन्ति कार्यणि न मनोरथैः ।  
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ॥
5. सत्यं ब्रूयात् प्रियम् ब्रूयान्नब्रूयात् सत्यमप्रियम्  
प्रियम् च नानृतम् ब्रूयादेषः धर्मः सनातनः ॥
6. असतो मा सद्गमय तमसो मा ज्योतिर्गमय  
मृत्योर्मा अमृतं गमय । बृहदारण्यक उप.
7. कः कालः कानि मित्राणि को देशः को व्ययागमौ ।  
कस्याहं का च मे शक्तिः इति चिन्त्यं मुहुर्मुहुः ॥
8. नमन्ति फलिनो वृक्षाः नमन्ति गुणिनो जनाः ।  
शुष्ककाष्ठुश्च मूर्खश्च न नमन्ति कदाचन ॥
9. अपि स्वर्णमयी लंका न मे रोचति लक्ष्मण ।  
जननीः जन्मभूमिश्च स्वर्गादपि गरियसी ।
10. न राज्यं न राजाऽऽसीत् न दण्डयो न च दाण्डिकः ।  
धर्मणैव प्रजास्सर्वा रक्षन्त स्म परस्परम् ॥

## સેમેસ્ટર -૨

વર્ષ ૨૦૨૩-૨૦૨૪ , ૨૦૨૪-૨૦૨૫ , ૨૦૨૫-૨૦૨૬

### ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

#### ગુજરાતી પ્રત્યાય ન કૌશલ્ય - ૦૧

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ પ્રત્યાયનનું મહત્વ સમજે અને સાચી રીતે પ્રત્યાયન કરી શકે.

એકમ - ૧. પ્રત્યાયનનો અર્થ , પત્રોના પ્રકાર ( વ્યક્તિગત , જાહેર , સંસ્થાકીય ) , ભાષા વિવેક અને દરેક પ્રકારના પત્રોનું માળખું.

એકમ - ૨. વિવિધ પ્રકારની અરજીઓ અને ફરિયાદો

એકમ - ૩. કોઈપણ પ્રકારના નિમંત્રણ પત્ર અને પ્રમાણપત્ર ( સંસ્થાગત , વ્યક્તિગત )

એકમ - ૪. સંવાદ લેખન : - ભારતીય સંસ્કૃતિ અને પાશ્ચાત્ય સંસ્કૃતિ , ગુજરાતની અસ્મિતા , આજનું ભારત આવતીકાલનું ભારત , સ્ત્રી પુરુષ સમભાવ , રેડિયો કે ટી.વી પર વાત કરવી જાહેર સભાને સંબોધવી , અંગત મિટિંગને સંબોધવી. ( નમૂના રૂપ )

સંદર્ભ ગ્રંથ :-

૧. વાણિજ્ય પત્રવ્યવહાર - દક્ષિણ ગુજરાત પ્રાધ્યાપક પુસ્તક પ્રકાશન.
૨. સાહિત્યાયન- બાબુ દાવલપુરા , પાર્શ્વ પબ્લિકેશન, અમદાવાદ
૩. પત્ર, અરજી અને અહેવાલ લેખન : રતિલાલ સાં. નાયક
૪. ગુજરાતી નિબંધો - જયંત પાઠક , પોપ્યુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્યુલર પ્રકાશન.
૬. વાણિજ્ય અને ભાષા વિવેક - શ્રી ગજાનન પુસ્તકાલય.

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी प्रत्यायन-कौशल

सेमेस्टर-2

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदी प्रत्यायन-कौशल (Advance Skills in Hindi: Theory & Practice)

Ability Enhancement Course-02 (Credits 02) (Total Marks-25)

अध्ययन के लिए निर्धारित क्षेत्र-

- इकाई-1 संप्रेषण की अवधारणा और महत्व  
पत्राचार-प्रकार। तथा अंग के पत्र
- इकाई-2 विभिन्न प्रकार के आवेदन पत्र-शिकायती पत्र,
- इकाई-3 निमंत्रण पत्र और प्रमाणपत्र-लेखन-वैयक्तिक एवम् संस्थाकीय।
- इकाई-4 रेडियो-टी.वी. से बात-चीत, जन-सभा को संबोधन,  
अलग-अलग विषयों पर सामूहिक चर्चा-भारतीय संस्कृति पर पाश्चात्य  
प्रभाव,  
आज का भारत, टेक्नॉलॉजी: शाप या अभिशाप, गुजरात की अस्मिता,  
सामाजिक समरसता आदि।

अंक-विभाजन-

प्रश्न-1. सभी इकाईयों से पाँच (आठ में से) बहुविकल्पी प्रश्न (5×2=10 अंक)

प्रश्न-2 और 3. इकाई 2 और 3 से एक-एक आलोचनात्मक प्रश्न (13×2=26 अंक)