



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, ઉધના-મગદલા 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(Foreign Trade) પ્રોગ્રામનું સ્ટ્રક્ચર તથા સેમેસ્ટર-૧ અને ૨ નો અભ્યાસક્રમ બીબીએ વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૧૮/૦૬/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક : ૦૬ 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.૦૧/૦૩/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક : ૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.ચા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./સિલેબસ/પરિપત્ર/૧૫૬૯૨/૨૦૨૪
તા. ૧૮-૦૭-૨૦૨૪

Wife
કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોના આચાર્યશ્રીઓ.
..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.
- 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 સારું.

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)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

PROGRAM STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (Foreign Trade)

(WITH EFFECT FROM 2024-25)

BBA – Foreign Trade (Semester 1)

Semester	Course Type	Course Name	Credits
I	Major	Principles of Management	4
I	Major	Basic Mathematics and Statistics	4
I	Minor	Global Business Communication and Public Relations	4
I	MDC	Economics for Managers	4
I	SEC	SEC-1	2
I	VAC	Indian Knowledge System	2
I	AECC	MIL-1	2
			22

BBA – Foreign Trade (Semester 2)

Semester	Course Type	Course Name	Credits
II	Major	Organisation Behaviour	4
II	Major	Principles Of Marketing	4
II	Minor	Financial Accounting	4
II	MDC	Economic & Commercial Geography	4
II	SEC	SEC-2	2
II	VAC	Indian Knowledge System	2
II	AECC	MIL-2	2
			22

VEER NARMAD SOUTH GUJARAT UNIVERSITY

PROGRAM STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (FOREIGN TRADE)

(WITH EFFECT FROM 2024-25)

BBA – Foreign Trade (Semester 3)

Semester	Course Type	Course Name	Credits
III	Major	Global Business Environment	4
III	Major	Marketing Management	4
III	Major	International Trade Theory	4
III	MDC	Business Statistics	4
III	SEC	SEC-3	2
III	VAC	Indian Knowledge System	2
III	AECC	MEL-1 Any one Foreign Language	2
			22

BBA – Foreign Trade (Semester 4)

Semester	Course Type	Course Name	Credits
IV	Major	Export Import Policy and Authorities	4
IV	Major	Import Management	4
IV	Major	Export Procedure and Documentation	4
IV	MDC	Foreign Trade Information System	4
IV	SEC	SEC-4	2
IV	VAC	Indian Knowledge System	2
IV	AECC	MEL-2 Any one Foreign Language	2
			22

VEER NARMAD SOUTH GUJARAT UNIVERSITY

PROGRAM STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (FOREIGN TRADE)

(WITH EFFECT FROM 2024-25)

BBA – Foreign Trade (Semester 5)

Semester	Course Type	Course Name	Credits
V	Internship	Summer Internship Project	4
V	Major	Strategic Management in Business	4
V	Major	Research Methodology	4
V	SEC	SEC-5	2
V	DSE	Export Finance	4
V	DSE	Import Finance	4
			22

BBA – Foreign Trade (Semester 6)

Semester	Course Type	Course Name	Credits
VI	Project	Project	8
VI	Major	Entrepreneurship Development	4
VI	SEC	SEC-6	2
VI	DSE	Quality Control TQM ISO 9000	4
VI	DSE	Packing & Distribution Channels	4
			22

BBA – Foreign Trade (Semester 7)

Semester	Course Type	Course Name	Credits
VII	Training	Global Country Report / Capstone Project	4
VII	Major	Academic Writing	4
VII	DSE	Risk Management & Settlement of Claims In Foreign Trade	4
VII	DSE	Global Business Laws & Taxation	4
VII	DSE	Transportation & Material Handling In Foreign Trade	22

BBA – Foreign Trade (Semester 8)

Semester	Course Type	Course Name	Credits
VIII	Major	Global Market Research and Demand Forecasting	8
VIII	DSE	Advertising and Sales Promotion in Foreign Trade	4
VIII	DSE	State Trading in India	2
VIII	Training	Live project preparation and Report	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
BACHLOR OF BUSINESS ADMINISTRATION (BBA)
(FOREIGN TRADE)

Semester - 1

Subject	Principles of Management	Semester	I
Credits	4	Type	Major

Learning Outcomes:

LO1	Understand evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.
LO2	To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization.
LO3	Integrate between different types of planning
LO4	Apply how to build organizational chart and evaluate process for organizational control

Course Content

Module	Content	Weightage
Unit 1	Nature and Scope of Management Definitions of Management, Conceptual understanding of management, Features/Characteristics, Roles of Managers, Management: Science, Art or both, Universality of Management, Management as a profession, Code of conduct suggested by AIMA, Management thoughts: Empirical Approach, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach	25%
Unit 2	Planning & Decision Making Planning: Concept, Definitions, Process, Characteristics, Types of planning – (Corporate, Functional, Strategic, Tactical, Long Term, Short Term, Proactive, Reactive, Formal & Informal), Premises (Controllable – Uncontrollable, Internal – External, Tangible – Intangible), Significance, Limitations, Decision Making: Concept, Definitions, Process, Individual vs. Group Decision Making.	25%
Unit 3	Organizing & Staffing	25%

	<p>Concept, Definitions, Process of Organizing, Principles, Organizational Structures (Line, Line & Staff, Matrix, Committee) & its features, merits and demerits, Departmentation & its various bases, Centralization and Decentralization (Benefits and Limitations), Formal vs. Informal Organizations, Delegation of Authority: Meaning, Definition, Process, principles, Blocks to effective delegation.</p> <p>Staffing: Definition, Features, Difference between Recruitment and Selection, Sources of Recruitment</p>	
Unit 4	<p>Coordination and Control Coordination: Meaning, Definition, Types, Need, Techniques. Direction: Meaning, Definition, Features, Principles. Control: Meaning, Definitions, Process, Reasons for Resistance to control, Methods: TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting.</p>	25%

Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
1	Principles of Management	L.M.Prasad	Sultan Chand and Sons
2	Management	VSP Rao	Excel Publications
3	Management - Concept, Practice and Cases;	Karminder Ghuman and K. Aswathapa	Tata McGraw Hill
4	Principles of Business Management	Gupta, Sharma and Bhalla	Kalyani Publications

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(FOREIGN TRADE)

Semester - I

Subject	Basic Mathematics and Statistics	Semester	I
Credits	4	Type	Major

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

LO1	understand the concept of mathematical and statistical techniques.
LO2	Understand the mathematical techniques used in foreign trade.
LO3	Understand various statistical tools needed for analyzing and interpreting business facts and graphic presentation.

Course Content

Module	Content	Weightage
I	Interest Rate Mathematics	20%
	<ul style="list-style-type: none"> • Day Count Fractions, Yield Concepts and the Bond Price Equation, Compounding Frequencies and Continuous Compounding, • Bond Price-Yield Relationship, Yield Curve and Forward Rates • Exchange Arithmetic: Ready and Forward Exchange Rates. 	
II	Role of Statistics in Foreign Trade	30%
	<ul style="list-style-type: none"> • Collection, Analysis and Interpretation of Primary and Secondary Data using Graphs and charts • Sampling Theory: Random and Non-Random Sampling 	
III	Measures of Central Tendency	30%
	<ul style="list-style-type: none"> • Practical Examples of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Range and Standard Deviation. 	
IV	Analysis of Business Chance and Relationship	20%
	<ul style="list-style-type: none"> • Time Series and its Components, Theory of Linear Regression and Correlation. 	

Reference Books:

1. J.J. Cox, Ingersc, A Theory of Term Structure of Interest Rates.

2. Apte P.G. (2002). International Financial Management. New Delhi, Tata McGraw - Hill Publishing Company Limited.
3. Gupta, S.P. (1995). Statistical Methods. New Delhi, Sultan Chand and Sons.
4. Elhance, D.N., Elhance, V. and Aggrawal.B. M. (1999.) Fundamentals of Statistics. Allahabad, Kitab Mahal.
5. Dick A. Leabe, Business Statistics.
6. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New Delhi, Sultan Chand and Sons.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(FOREIGN TRADE)

Semester - I

Subject	Global Business Communications and Public Relations	Semester	I
Credits	4	Type	Minor

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

LO1	understand the special terminology used in export import business.
LO2	Write global business letters concerning all aspects of Foreign Trade.
LO3	Get overview of global correspondence.

Course Content

Module	Content	Weightage
I	Objectives of Export Correspondence	20%
	<ul style="list-style-type: none"> Essentials of Successful Letters, Advantages of Export Correspondence - Building Confidence and Establishing Strong Trade Relations. 	
II	Terminologies used in International Business	30%
	<ul style="list-style-type: none"> Meaning of Special Terms Used in Export and Import Business: Inco- Terms and Terms of Payment. 	
III	Market Reports	20%
	<ul style="list-style-type: none"> Reading, Comprehending and Writing of Market Reports Relating to Export and Import of Different Goods. 	
IV	Correspondence	20%
	<ul style="list-style-type: none"> Practice in Writing of Business Letters Relating to all Aspects of Export and Import of Visible and Non-Visible Items: Filing and Indexing. 	
V	Public Relations	10%
	<ul style="list-style-type: none"> Significance, Art and Methods 	

Reference Books:

1. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
2. Michael, V. P. (2001). Communication and Research for Management, Mumbai, Himalaya Publishing House.
3. Murphy, Effective Business Communication.
4. Sigband, Norman, Communication for Business and Management.
5. Rai, V.S. and Rai, S. M. Business Communication.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHLOR OF BUSINESS ADMINISTRATION (BBA)
(FOREIGN TRADE)

Semester - I

Subject	Economics for Managers	Semester	I
Credits	4	Type	MDC

Learning Outcomes: Students shall be able to...

LO1	<ul style="list-style-type: none"> • To demonstrate how applications of economic theory can improve decision making. • Apply the knowledge of the mechanics of supply and demand to explain working of markets
LO2	<ul style="list-style-type: none"> • Describe how changes in demand and supply affect markets • Understand the choices made by a rational consumer
LO3	<ul style="list-style-type: none"> • Explain relationships between production and costs • Define key characteristics and consequences of different forms of markets
LO4	<ul style="list-style-type: none"> • Understand effect of Inflation in Business policy and managerial Decision

Course Content

Module	Content	Weightage
Unit 1	Introduction to Managerial Economics <ul style="list-style-type: none"> • Introduction -What Managerial Economics is about? Definitions of Managerial Economics • Nature & Scope of Managerial Economics • Chief characteristics of Managerial Economics • Significance of Managerial Economics • Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting and Equi-Marginal) • Role & Responsibilities of a Managerial Economist in Business. 	20%
Unit 2	Market structure Analysis-I <ul style="list-style-type: none"> • Perfectly competitive Market ✓ Price Determination under perfect competition ✓ Features of a Perfectly competitive market ✓ Demand curve facing the Firm & Industry under Perfect competition ✓ Equilibrium of the Firm & Industry under Perfect competition 	20%

	<p>in Short-run & Long run</p> <ul style="list-style-type: none"> • Monopoly ✓ Price Determination under Monopoly ✓ Features & causes of Monopoly ✓ Nature of Demand curve & Marginal revenue curve under Monopoly ✓ Price & output under Monopoly in Short-run & Long-run • Price Discrimination ✓ Meaning of price discrimination ✓ Forms of price discrimination ✓ Degrees of price discrimination ✓ Conditions under which Price discrimination is possible & profitable 	
Unit 3	<p>Market Structure Analysis-2</p> <ul style="list-style-type: none"> • Price Determination under Monopolistic competition ✓ Features of Monopolistic competition ✓ Nature of Demand curve (AR) & Marginal Revenue (MR) curves ✓ Concept of Group Equilibrium Price & Output determination in short-run & Long Run under Monopolistic Competition • Oligopoly: Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages) 	25%
Unit 4	<p>Production Analysis</p> <ul style="list-style-type: none"> • Production Function ✓ Meaning & classification of Factors of production ✓ Meaning & significance of production Function-in Business ✓ Cobb-Douglas production function • Theory of production ✓ Concept of Total Product, Average Product and Marginal Product ✓ Law of variable proportions ✓ Returns to scale • Production Function with Two variable Inputs ✓ Meaning & General properties of Iso-Quants ✓ Marginal Rate of Technical Substitution (MRTS) • Optimum Factor combination ✓ Concept of Iso-Cost Lines ✓ Least Cost Combination of Factors (Choice of Inputs) ✓ The Economic Region of production (Ridge Lines) ✓ Expansion path. 	25%
Unit 5	<p>Inflation</p> <p>Meaning of Inflation, Causes of Inflation, Types of Inflation (Demand pull and Cost push)</p>	10%

inflation), Effects of Inflation, Anti-Inflationary Measures.	
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Suggested Readings:

- I. Managerial Economics - Analysis, Problems and Cases - P. L. Mehta, Sultan Chand
- II. Managerial Economics in a Global Economy - Domi-nick Salvatore, Thomson South Western
- III. Managerial Economics: Application, Strategy & Tactics -Moyers, Harris
- IV. Managerial Economics - D M Mithani, Himalaya Publishing House
- V. Essentials of Managerial Economics -P. N. Reddy, Himalaya Publishing House
- VI. Managerial Economics - G S Gupta, TataMc Graw-Hill
- VII. Modern Microeconomics: Theory & Application -H L Ahuja, Sultan Chand
- VIII. Advanced Economic Theory: Microeconomic Analysis -H L Ahuja, Sultan Chand
- IX. Principles of Microeconomics-H L Ahuja, Sultan Chard
- X. Business Economics -H. L. Ahuja, Sultan Chand
- XI. Advanced Microeconomic Theory - M J Kennedy, Himalaya PublishingHouse
- XII. Economics -Paul Samuelson, William Nordhaus, TataMCGraw-Hill

u/f/2012-2



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

**BKS Syllabus for all
UG Programmes
Semester-1**

Designed by,

Centre For Hindu Studies

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

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

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:

1. Kapoor Kapil, Singh Avadhesh (2021). "Indian Knowledge Systems Vol – I & II", Indian Institute of Advanced Study, Shimla, H.P.
2. B. Mahadevan, Introduction to Indian Knowledge Systems, IISC Bangalore
3. R. C. Majumdar, Ancient India, Motilal Banarsidas, Publishers, New Delhi, First edition , Vransi 1952, reprint 2003.
4. Basham, A.L. (ed.). A Cultural History of India, New Delhi, Oxford University Press, 1975.
5. Sri Aurobindo, The Foundation of Indian Culture, SABDA, Sri Aurobindo Ashram, Pondicherry, 1972. Also available in Gujarati Translation as "Bhatatiya Sanskruti Na Paya."
6. Sri Aurobindo, India's Rebirth, SABDA, Sri Aurobindo Ashram, Pondichery, 1972.
7. Swami Vivekananda, Bharat Ma Aapela Bhashano, Books Libraria, 2020
8. Sharad Hebalkar, Bharatiya Sanskruti No Vishva Sanchar, Sahitya Sadhana Trust, Ahmedabad, 2004.
9. Sri Aurobindo and The Mother, Char Tapasyao ane Char Mukti, SABDA, Sri Aurobindo Ashram, Pondicherry.
10. Swami Vivekananda, Sapanao Nu Bharat, Diamond Books, New Delhi.
11. B S Shah, Shikshan Chintakonu Shikshan Darshan, B S Shah Prakashan,
12. V H Patel, Hindu Dharma Ni Mahanata, Pravin Prakashan, Rajkot, 2015
13. V K Bhatt, Sri Aravind Nu Tatva Darshan, University Granth Nirmana Board, Gandhinagar.
14. Katdare Indumati, Kutumb Aur Kutumb Shiksha, Punarutthan Vidyapith, Ahmedabad.



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

**BKS Syllabus for all
UG Programmes
Semester-1**

**Designed by,
Centre For Hindu Studies
भारतीय ज्ञान संपोषण केन्द्रम्,
वीर नर्मद दक्षिण गुजरांत 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">➤ ભારતનાં સ્વ નો સાક્ષાત્કાર.➤ ગૌરવશાળી ભારત અને તેની જ્ઞાનપરંપરા.➤ ભારતીય સંસ્કૃતિ અને સભ્યતાની મહાયાત્રા.➤ ભારતીય જ્ઞાનપરંપરાનો વિશ્વસંચાર અને વિશ્વને ભારતનું યોગદાન.➤ ભારતમાં જ્ઞાન અને વિજ્ઞાનની ઉજ્જવળ પરંપરાનો આલેખ.
૨	<p><u>ભારતીય જ્ઞાન પરંપરામાં જીવન દર્શન.</u></p> <ul style="list-style-type: none">➤ ભારતીય જ્ઞાન પરંપરામાં જીવનદ્રષ્ટિ અને દર્શન.➤ ભારતીય જ્ઞાન પરંપરામાં નિહીત વિભાવનાઓ<ul style="list-style-type: none">• જન્મ મરણ, જીવન પુર્નજન્મ, કર્મનો સિદ્ધાંત, સુખની અવધારણા, આદર્શજીવન, પુણ્ય-પાપ, મોક્ષ.➤ ભારતીય જ્ઞાન પરંપરામાં માનવીય સમાજ માટેની દ્રષ્ટિ.➤ સહઅસ્તિત્વ, ઉપવાસનાનું વૈવિધ્ય, પ્રકૃતિ અંગેના વિચાર.➤ વિશ્વ કલ્યાણની ભાવનાથી વસુધૈવ કુટુંબકમનાં ઉત્કર્ષ સુધી.➤ ભારતીય વાંગ્મય અને સમાજની જીવન પદ્ધતિમાં રહેલ જ્ઞાનપરંપરા.➤ ભારતીય જ્ઞાનપરંપરામાં નિહિત ચાર પુરુષાર્થ

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.

સંદર્ભ ગ્રંથ:

1. કપૂર કપિલ, સિંહ અવધેશ (2021). "ઇન્ડિયન નોલેજ સિસ્ટમ્સ વોલ્યુમ - I અને II", ઇન્ડિયન ઇન્સ્ટિટ્યુટ ઓફ એડવાન્સ સ્ટડી, શિમલા, એચ.પી.
2. બી. મહાદેવન, "ઇન્ડ્રોડક્શન ટુ ઇન્ડિયન નોલેજ સિસ્ટમ્સ", આઈઆઈએસસી બેંગ્લોર
3. આર.સી. મજુમદાર, "એન્થિયન્ટ ઇન્ડિયા", મોતીલાલ બનારસીદાસ, પબ્લિશર્સ, નવી દિલ્હી, પ્રથમ આવૃત્તિ, વારાણસી, 1952, પુનઃમુદ્રણ 2003.
4. બેશમ, એ.એલ. (એડ.) "એ કલ્ચરલ હિસ્ટરી ઓફ ઇન્ડિયા", નવી દિલ્હી, ઓક્સફર્ડ યુનિવર્સિટી પ્રેસ, 1975.
5. શ્રી અરબિંદો, "ધ ફાઉન્ડેશન ઓફ ઇન્ડિયન કલ્ચર", SABDA, શ્રી અરબિંદો આશ્રમ, પોંડિચેરી, 1972. ગુજરાતી ભાષાંતર તરીકે પણ ઉપલબ્ધ છે "ભારતીય સંસ્કૃતિનાં પાયા"
6. શ્રી અરબિંદો, "ઇન્ડીયાસ રીબર્થ", SABDA, શ્રી અરબિંદો આશ્રમ, પોંડિચેરી, 1972.
7. સ્વામી વિવેકાનંદ, "ભારત મા આપેલા ભાષણો", બુક્સ લાઇબ્રેરીયા, 2020
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 ઈન્દુમતી, "કુટુમ્બ ચૌર કુટુમ્બ શિક્ષા", પુનરુત્થાન વિદ્યાપીઠ, અમદાવાદ

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

એકમ -૩. વિરામચિહ્ન, કહેવતો અને રૂઢિપ્રયોગો અર્થ આપી વાક્યમાં વાપરો.

એકમ- ૪. વિચાર વિસ્તાર , મુદ્દા પરથી વાર્તા , ફકરો આપીને પ્રશ્નો

સંદર્ભ ગ્રંથ :

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

૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર

૩. ભગવદ્ ગો- મંડળ (ભાગ-૧ થી ૯) સં. : મહારાજા ભગવતસિંહ, પ્રવીણ પુસ્તક ભંડાર, રાજકોટ

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

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

૬. સાહિત્યાચન - બાબુ દાવટનપુરા, પાર્થ 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 विलोम, 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 (आठ में 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:

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Bachelors of Business Administration (BBA)

(FOREGIN TRADE)

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

Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
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
(Foreign Trade)
Semester - II

Subject	Principles of Marketing	Semester	II
Credits	4	Type	Major

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

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

Course Content

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

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

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
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(FOREIGN TRADE)

Semester - II

Subject	Financial Accounting	Semester	II
Credits	4	Type	Minor

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

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

Semester - II

Subject	Economic and Commercial Geography	Semester	II
Credits	4	Type	MDC

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

LO1	The objective of this course is to acquaint the students to the economic and commercial situation prevailing in different nations of the world with whom India has trade relations or which could be emerging markets for export and import of goods.
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Course Content

Module	Content	Weightage
	Course Content	100%
	<ul style="list-style-type: none"> • Physical Geography of the World-Continents, Latitudes/Longitudes, Oceans, Trade Routes. • Economic and Commercial Geography of Important Trading Nations of <ul style="list-style-type: none"> • (a) Asia and Australia • (b) Africa • (c) Africa - North and South, Canada • (d) Europe • This will include a study of agriculture, forest and mineral resources, industrial infrastructure, ports and major items of export and import of different nations of each continent. The faculty will decide the names of the nations to be studied each year. 	

Reference Books:

1. Khanna K.K. and Gupta V.K. (2001), Economic and Commercial Geography, Sultanchand & Sons, New Delhi.
2. C.B. Mamoria, Economic and Commercial Geography, Sahitya Bhawan

3. J.W. Alaxender, Economic Geography, Prantice Hall
4. L.D. Stamp, Commercial Geography, Longman.
5. A. Loesch, Economic Location, Yale University.

Value Education in Bhartiya Knowledge System

Semester: 2

Course Title : Value Education in Bhartiya Knowledge System	
Course Code:	No. of Credits: 02
Learning Hours: 02 Hours /Week	
Course Type: Core VAC	
Offered in Academic Year : 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(fromChandogya 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. एकवर्ण यथा दुग्धं भिन्नवर्णासु धेनुषु ।
तथैव धर्मवैचित्र्यं तत्त्वमेकं परं स्मृतम् ॥
2. अयं निजः परो वेति गणना लघुचेतसाम् ।
उदारचरितानां तु वसुधैव कुटुम्बकम् ॥
3. कुलस्यार्थे त्यजेदेकम् गांस्स्यार्थे कुलमत्यजेत् ।
गामं जनपदस्यार्थे आत्मार्थे पृथिवीम् त्यजेत् ॥
4. उद्यमेन हि सिध्यन्ति कार्यणि न मनोरथैः ।
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ॥
5. सत्यं ब्रूयात् प्रियम् बुयान्नब्रूयात् सत्यमप्रियम्
प्रियम् च नानृतम् बुयादेशः धर्मः सनातनः ॥
6. असतो मा सद्गमय तमसो मा ज्योतिर्गमय
मृत्योर्मा अमृतं गमय । बृहदारण्यक उप.
7. कः कालः कानि मित्राणि को देशः को व्यागमौ ।
कस्याहं का च मे शक्तिः इति चिन्त्यं मुहुर्मुहुः ॥
8. नमन्ति फलिनो वृक्षाः नमन्ति गुणिनो जनाः ।
शुष्ककाष्ठश्च 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 ।
धर्मैव 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 પત્રપત્રનાં 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 , પોપ્ચુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્ચુલર 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)