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-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.
Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No.- 0261 2388888
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન મેનેજમેન્ટ વિદ્યાશાખા હેઠળની B.Voc. in Industrial Management વિષય ચલાવતી કોલેજોનાં આચાર્યશ્રીને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫–૨૬ થી અમલમાં આવનાર NEP 2020 અંતર્ગત B.Voc. in Industrial Management વિષયનાં સેમ.૧થી ૪ નું સ્ટ્રકચર અને અભ્યાસક્રમ બિઝનેશ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિનાં ચેરમેનશ્રીએ અભ્યાસ સમિતિ વતી અને મેનેજમેન્ટ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ મેનેજમેન્ટ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ની સભાનાં ઠરાવ ક્રમાંકઃ૩૫૩ અન્વયે માનનીય કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણઃ ઉપર મુજબ

ક્રમાંકઃઓથો./પરિપત્ર/સિલેબસ/૨૩૩૮૧/૨૦૨૫
તા.૦૧–૦૯–૨૦૨૫

કુલસચિવ(I/C)

પ્રતિ,

૧) મેનેજમેન્ટ વિદ્યાશાખા હેઠળની B.Voc. in Industrial Management વિષય ચલાવતી કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.

૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારૂ.

STRUCTURE FOR ERP PROGRAM NAME :**B.Voc in Industrial Management**																
SEMESTER : I																
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	DSCC101	Occupational Safety And Health	Occupational Safety And Health	100	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC102	General Production Process – I	General Production Process – I	100	2	8	-	3	-	4	-	50	-	50	-	100
MINOR	DSE101	Principles of Management	Principles of Management	100	2	4	1	1	2	2	25	25	25	25	50	50
MDC	MDC101	Business Economics	Business Economics	100	2	4	1	1	2	2	25	25	25	25	50	50
AEC	AEC101	Functional English-I	Functional English-I	100	2	-	1	-	2	-	25	-	25	-	50	-
SEC	SEC101	Computing Skills – I	Computing Skills – I	100	2	4	-	1	-	2		25	-	25	-	50
VAC	VAC101	Bhartiya Knowledge System	Bhartiya Knowledge System	100	2	-	1	-	2	-	25	-	25	-	50	-
Total									08	14						

IMPORTANT NOTES:-

1) UGC has clearly laid down guidelines establishing the framework for B.Voc. Courses. According to the said guidelines the B.Voc. Syllabus has to be designed assigning at least 60% credits to Practical (Skill Component) and 40% to Theory (General Education).The above credit structure complies with the said Guidelines.
2) Government of Gujarat has issued SOP for implementation of NEP in July 2023. Chapter 3 Adoption of Common Curriculum and Credit Framework is complied with respect to allocation of credits to different subjects. Chapter 7 Evolution Reforms is also complied.

STRUCTURE FOR ERP PROGRAM NAME :**B.Voc in Industrial Management** SEMESTER : II																	
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	DSCC201	General Production Process – II	General Production Process – II	100	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC202	Environmental Regulation	Environmental Regulation	100	2	8	-	3	-	4	-	50	-	50	-	100
MINOR	DSE201	Organisational Behaviour	Organisational Behaviour	100	2	4	1	1	2	2	25	25	25	25	50	50
MDC	MDC201	Statistics for Industry	Statistics for Industry	100	2	4	1	1	2	2	25	25	25	25	50	50
AEC	AEC201	Communication Skills	Communication Skills	100	2	-	1	-	2	-	25	-	25	-	50	-
SEC	SEC201	Computing Skills – II	Computing Skills – II	100	2	4	-	1	-	2		25	-	25	-	50
VAC	VAC201	Bhartiya Knowledge System	Bhartiya Knowledge System	100	2	-	1	-	2	-	25		25		50	-
Total									08	14						

STRUCTURE FOR ERP PROGRAM NAME :**B.Voc in Industrial Management** SEMESTER : III																
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	DSCC301	General Production Process - III	General Production Process - III	200	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC302	Fundamentals of Human Resource Management – I	Fundamentals of Human Resource Management – I	200	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC303	Supply Chain Management – I	Supply Chain Management – I	200	2	8	-	3	-	4	-	50	-	50	-	100
MDC	MDC301	Digital Marketing - I	Digital Marketing - I	200	2	4	1	1	2	2	25	25	25	25	50	50
AEC	AEC301	English for Industry	English for Industry	200	2	-	1	-	2	-	25	-	25	-	50	-
SEC	SEC301	Computing Skills – III	Computing Skills – III	200	2	4	-	1	-	2	-	25	-	25	-	50
VAC	VAC301	Introduction to Indian Knowledge Tradition (BKS)	Introduction to Indian Knowledge Tradition (BKS)	200	2	-	1	-	2	-	25	-	25	-	50	-
Total									06	16						

STRUCTURE FOR ERP PROGRAM NAME :**B.Voc in Industrial Management** SEMESTER : IV																	
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	DSCC401	General Production Process - IV	General Production Process - IV	200	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC402	Fundamentals of Human Resource Management – II	Fundamentals of Human Resource Management – II	200	2	8	-	3	-	4	-	50	-	50	-	100
MAJOR	DSCC403	Supply Chain Management – II	Supply Chain Management – II	200	2	8	-	3	-	4	-	50	-	50	-	100
MINOR	DSE401	Entrepreneurship	Entrepreneurship	200	2	4	1	1	2	2	25	25	25	25	50	50
AEC	AEC401	Correspondence for Industry	Correspondence for Industry	200	2	-	1	-	2	-	25	-	25	-	50	-
SEC	SEC401	Business Soft Skills	Business Soft Skills	200	2	4	-	1	-	2		25	25	-	-	50
VAC	VAC401	Bhartiya Knowledge System (Inculcation of human values and professional ethics-1)	Bhartiya Knowledge System (Inculcation of human values and professional ethics-1)	200	2	-	1	-	2	-	25		25		50	-
TOTAL									06	16						

DETAILED SYLLABUS

BACHELOR OF VOCATIONAL STUDIES

B.Voc in Industrial Management

B.Voc Semester I & Semester II

(REVISED DRAFT)

1. INTRODUCTION

It has been a long-felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate.

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the National Skill Qualification Framework (NSQF). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would incorporate skill component along with general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

2. OBJECTIVES

1. To provide judicious mix of skills relating to a profession and appropriate content of General Education.
2. To ensure that students have adequate knowledge and skills, so that they are work ready at each exit point of the program.
3. To provide flexibility to the students by means of pre-defined entry and multiple exit points.
4. To integrate NSQF within the undergraduate level of higher education to enhance employability of the students and meet industry requirements. Such students apart from meeting the needs of local and national industry are also expected to equipped to become a part of the global workforce.
5. To provide vertical mobility to students admitted in such vocational courses.
6. The certification levels will lead to Diploma/Advance Diploma/B.Voc. Degree in Industrial Management.

7. B.Voc. program offers multiple entry and exit as per "*UGC Curriculum and Credit Framework for Undergraduate Programmes"* which is mentioned as follows:-

Award	**On Completion of**	**Cumulative Credits to be gained**
Certificate	Two Semesters	44
Diploma	Two Semesters	84
B.Voc. Degree	Six Semesters	120

3. OUTCOMES

After successfully completing this vocational course, the student would have acquired relevant appropriate and adequate technical knowledge together with the professional skills and competencies in the field of Industrial Management so that he/she is properly equipped to take up gainful employment in this Vocation. Thus he/she should have acquired:

A. Understanding of

a) The relevant basic concepts related to industrial safety, health and manufacturing processes.
b) Basic concepts related to environmental regulation with respect to industrial set up.
c) Practices related to Human Resource and Legal compliances.
d) Importance of Industrial Database Management System.
e) Basic concepts related to supply chain management and organizational behavior.
f) Various compliance-audits and enterprise resource planning and documentation with respect to industries.
g) Basic concepts related to Total Quality Management, Waste Management and Industrial Automation.

B. Adequate Professional Skills and Competencies in

a) Overseeing/Supervising the manufacturing process considering safety and health measures as well as environmental regulations.
b) Carrying out Human Resources and Legal operations.
c) Storage and Security of Industrial Data.
d) Procuring and sourcing raw materials and managing inventory as well as end to end logistics.
e) Preparing for various industrial audits
f) Managing Enterprise Resource Planning and Documentation
g) Implementing various tools and techniques related to total quality management.
h) Implementing best practices in waste management

C. Healthy and Professional Attitude so the He/She has

a) An analytical approach while working on job.
b) An open mind while locating or rectifying faults.
c) Respect for all who are working with him/her.
d) Respect for honesty, punctuality and truthfulness.
e) A positive and spiritual approach towards work as well as people.
f) An attitude to constantly improve own self.
g) Adaptability to resist and move with the change.
h) Adequate decision-making skills.

4. COURSE CURRICULUM AND STRUCTURE

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development component. The structure of the course will consist of **60% of skill development component** and **40% of general education component** complying with the UGC guidelines. The skill development component will be catered through **Internships with the Industry Partners.**

Framework of B.Voc in Industrial Management
Semester I & Semester II

Semester	Discipline Specific Core Courses (DSCC)	Discipline Specific Electives (DSE)	Multi-Disciplinary Courses (MDC)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	RP/OJT	Total Credits / Hours
I	(1)Occupational Safety & Health **Practical** 04 Credits 120 Hours (2)General Production Processes – I **Practical** 04 Credits 120 Hours	(3)Principles of Management **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours	(4)Business Economics **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours	(5)Functional English **Theory** 02Credits 30 Hours	(6)Computing Skills – I **Practical** 02 Credit 60 Hours	(7) Bhartiya Knowledge System **Theory** 02 Credit 30 Hours	**14 Credits 420 Hours**	**22 Credits 540 Hours**
II	(1)General Production Processes – II **Practical** 04 Credits 120 Hours (2)Environmental Regulation **Practical** 04 Credits 120 Hours	(3)Organizational Behaviour **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours	(4)Statistics for Industry **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours	(5)Communication Skills – I **Theory** 02 Credits 30 Hours	(6)Computing Skills – II **Practical** 02 Credit 60 Hours	(7) Bhartiya Knowledge System **Theory** 02 Credit 30 Hours	**14 Credits 420 Hours**	**22 Credits 540 Hours**

Important Note

As per "*UGC Curriculum and Credit Framework for Undergraduate Programmes*"

One Credit for Theory means One hour of engagement per week

One Credit for Practical means Two hours of engagement per week

Teaching and Examination Scheme of B.Voc in Industrial Management

Semester I and Semester II

Semester 1

Teaching & Examination Scheme

Sr.No.	Course	Credit Bifurcation		Total Credits	External Theory	External Practical	Internal Assessment T + P	Total Marks	Min. Marks for Passing	Duration of Exams (Hrs.)	
		T	P							T	P
1.	DSCC -1	-	4	4	00	50	00 + 50	100	36	-	3
2.	DSCC -2	-	4	4	00	50	00 + 50	100	36	-	3
3.	DSE	2	2	4	25	25	25 + 25	100	36	1	1
4.	MDC	2	2	4	25	25	25 + 25	100	36	1	1
5	AEC	2	-	2	25	-	25+00	50	18	1	-
6.	SEC	-	2	2	-	25	00+25	50	18	-	1
7.	VAC	2	-	2	25	-	25+00	50	18	1	-
	Total	**08**	**14**	**22**				**550**	-	-	

Semester 2

Teaching & Examination Scheme

Sr.No.	Course	Credit Bifurcation		Total Credits	External Theory	External Practical	Internal Assessment T + P	Total Marks	Min. Marks for Passing	Duration of Exams (Hrs.)	
		T	P							T	P
1.	DSCC -1	-	4	4	00	50	00 + 50	100	36	-	3
2.	DSCC -2	-	4	4	00	50	00 + 50	100	36	-	3
3.	DSE	2	2	4	25	25	25 + 25	100	36	1	1
4.	MDC	2	2	4	25	25	25 + 25	100	36	1	1
5.	AEC	2	-	2	25	-	25+00	50	18	1	-
6.	SEC	-	2	2	-	25	00+25	50	18	-	1
7.	VAC	2	-	2	25	-	25+00	50	18	1	-
	Total	**08**	**14**	**22**				**550**	-	-	

Important Note Regarding Examination Paper Pattern

Students will be evaluated in theory subjects following paper pattern of Commerce Faculty directed in *VNSGU Circular Dated 09.02.2024 bearing no. S/Commerce/Circular/3151/2024*.

Notes:-

1. DSCC Proficiency Assessment:

- Students' proficiency in Discipline Specific Core Courses (DSCC) will be evaluated through a comprehensive assessment method by the **Industry Training Partner**.
- This assessment may include:
  - Viva voce
  - Practical demonstration

- Project work
- Assignments
- Or a combination of these methods.

2. Internal Assessment:

- Internal Assessment will be divided into two components:
- Internal Exam: 20 Marks
- Attendance: 5 Marks

3. Practical Assessments:

- Both Internal and External Practical Assessments will be conducted by the respective teaching faculty.
- Students will be evaluated based on their performance in assigned tasks during practical sessions.

  The maximum score for each practical assessment is 25 marks.

4. Practical Credit:

Practical credit will be awarded for successful completion on either or combination of the following:

a) Practical or Field work
b) Project work (individual or group)
c) Internships
d) On-the-Job Training (OJT)

5. Passing Criteria:

A candidate must pass based on a combined score of External, Internal Theory, and Practical exams.

B.Voc in Industrial Management
Semester – I
Occupational Safety and Health

Course	**B.Voc in Industrial Management (Semester – I)**
Course	**Major in Industrial Management**
Course Title	**Occupational Safety and Health**
Type of Course	**Discipline Specific Core Course (DSCC-1)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. The students must be aware of the safety and health standards and practices. 2. The guidelines must be followed in respective industry
Course Outcome	The students will be prepared to handle any sort of occupational hazards and would learn to adopt preventive measures in the respective industry

Course Content

Unit 1: Introduction to OSH in manufacturing (Weightage – 15%)

Definition and Context of OSH, Objectives and Principles, Workplace and Health, Occupational Health, Hygiene and Ergonomics

Unit 2: Hazard Identification, Evaluation and Control (Weightage – 50%)

What is an accident? Accident Analysis, Monitoring of Hazards, Reporting and Investigation of Accidents, Safety through Design, Building and Facility Layout, Construction of Facilities and Maintenance of Facilities, Boilers, Electrical Safety and Personal Protective Equipment, Fire Protection, Flammable and Combustible Material, Fall Hazards; Material Handling and Storage, Hoisting and Conveying Equipment

Unit 3: Emergency Preparedness and Response (Weightage – 20%)

Overview of existing OSH Legislations in India, The Factories Act, The Mines Act, The Workmen's Compensation Act, The Employee's State Insurance Act, Health Screening Measures, Occupational History, Process Safety Management, Hand and Portable Tools.

Unit 4: Industrial Safety (Weightage – 15%)
Leading and Lagging Indicators, Safety Metrics, Safety Statues, Hazard Prevention, Hazard Identification & Risk Assessment (HIRA).

References

1. Dr. K.U. Mistry 2022 *Fundamentals of Industrial Safety and Health* Siddarth
2. Benjamin O ALLI 2008 *Fundamental Principles of Occupational Health and Safety,* ILO, Geneva
3. Raja Sekhar Mamillapalli, Visweswara Rao *Occupational Health and Hygiene in Industries* BSP Books

Unit wise Learning Outcomes

Unit No.	Outcomes
1	Students will learn to identify and manage workplace hazards, applying OSH principles to create a safer environment. They will develop essential risk management and health and safety skills.
2	Students will learn to identify, assess, and control workplace hazards, understand accident investigation and prevention, and develop knowledge of safety design, fire protection, hazardous materials handling, and personal protective equipment.
3	Students will learn about Indian OSH legislation, emergency preparedness, health screening, occupational history, process safety management, and the safe use of tools.
4	Students will delve into safety leadership, metrics, regulations, hazard identification/prevention, and risk assessment (HIRA) for effective safety management in modern, environmentally conscious organizations.

B.Voc in Industrial Management
Semester – I
General Production Processes – I

Course	**B.Voc in Industrial Management (Semester – I)**
Course Title	**General Production Processes – I**
Type of Course	**Discipline Specific Core Course (DSCC-2) MAJOR**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	To explain the basics of Operations and Manufacturing Processes, Techniques of Production, Material Handling Systems, Plant Layout and Inventory Control
Course Outcome	. The students will understand the basics of various production processes and other activities related to the production function.

Course Content

Unit 1 : Manufacturing Process (Weightage – 50%)

Goods Manufacturing Practices (GMP), Goods Laboratory Practice (GLP), Equipment to be used in Manufacturing, Computer Aided Manufacturing (CAM), Line Balancing, Material Balance, Use of technology in manufacturing – Programmable Logic Control (PLC) and Distributed Control System (DCS). People Management and Group Dynamics

Unit 2 : Material Handling (Weightage – 20%)

Plant Layout : Definition, Factors affecting choice of layout, Types of Layouts, Principles of a good plant layout. Material Handling : Concept, Definitions, Types of Material Handling Equipments, Principles of Material Handling

Unit 3 : Production Lines and Assembly Processes (Weightage – 20%)

Definition of Production, Production Management, Operations, Operations Management, Different Types of Production Systems – Continuous, Intermittent and their sub types with merits and demerits.

Unit 4 : Operation Management (Weightage – 10%)

Introduction to Operations functions like Human Resource, Finance, Sales and Marketing, Research and Development, Engineering and Utility etc., Value Engineering, Make or Buy Decision, Process technology: project, job shop, batch, assembly line, continuous manufacturing, process technology life cycle.

References

1. P.N. Rao *Manufacturing Technology (Foundation Forming & Welding)* Tata McGraw Hill 2.
J. S. Campbell *Principles of Manufacturing materials and processes* Tata Mc Graw Hill
3. D. Mishra *Basic Manufacturing Process* India Tech Publisher, New Delhi 4.
J.L. Riggs, *Production Systems : Planning analysis and control* John Wiley 5. R.
Panneerselvam *Production and Operations Management* PHI.

Course Outcomes and Weightage

Unit No.	Outcomes
1	Students will learn about Good Manufacturing Practices (GMP) and Good Laboratory Practices (GLP), equipment used in manufacturing, technology applications like CAM, Line Balancing, Material Balance, PLC, and DCS, and people management within manufacturing environments.
2	Students will learn about plant layout, including factors affecting layout choice, types of layouts, and principles of good plant layout, as well as material handling, its definitions, types of equipment, and principles for efficient material movement. They will also gain knowledge of how to effectively plan and implement plant layout and material handling systems.
3	Students will learn about production, production management, operations, and operations management, understanding different types of production systems, including continuous and intermittent production, and their subtypes with their respective merits and demerits. They will also gain knowledge of how to effectively plan and implement production lines and assembly processes.
4	Students will learn about operations functions, value engineering, make-or-buy decisions, and process technologies.

[Subject Code for Theory-2510000201033001]

[Subject code for Practical-2510000201033002]

B.Voc in Industrial Management
Semester – I
Principles of Management

Course	**B.Voc in Industrial Management (Semester – I)**
Course	**MINOR in Industrial Management**
Course Title	**Principles of Management**
Type of Course	**Discipline-Specific Electives (DSE)**
Credit	04 (02 Theory+02 Practical)
Teaching per Week	02 Theory + 04 Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical + Practical
Course Objective	1. The management functions must be known 2. The managerial skills must be developed among the students
Course Outcome	1. The evolution of management would be known to the students 2. The role of management functions in

Course Content

Unit 1: Introduction to Management (Weightage – 30%)
Definition of Management; Evolution of management thought, functions of management

Unit 2: Planning & Organizing (Weightage – 50%)
Definition, Process and Types of plans, Organizational Structure and design, Authority and Responsibility, Delegation and decentralization

Unit 3: Entrepreneurship and Innovation (Weightage – 10%)
Entrepreneurial mind set, Innovation Management

Unit 4: Emerging Trends in Management (Weightage – 10%)
Technology and Digital transformation, Sustainability and Green Management

References:

1. Management: Challenges for Tomorrow's Leaders by Pamela S. Lewis, Stephen H. Goodman and Patricia M. Fandt; South Western College Pub., 6th Edition, 2020
2. Strategic Management; Concepts and Cases by Fred R. David and Forest R. David; Pearson, 16th Edition 2019

3. Organization Theory & Design by Richard L. Daft; Cengage Learning; 13th Edition, 2018
4. Innovation and Entrepreneurship by Peter F. Drucker; Publisher: Harper Collins, Revised Edition 2014
5. The Future of Management by Gary Hamel; Harvard Business Review Press, Updated Edition, 20017
6. Management: Principles & Practices by S. K. Mandal; Everest Publishing House, 1st Edition 2018
7. Principles of Management by P. C. Tripathi and P. N. Reddy; Tata McGraw-Hill Education, 7th Edition, 2018
8. Principles and Practices of Management by L. M. Prasad; Sultan Chand & Sons, 4th Edition, 2015

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will define and explain management, trace its evolution, identify its key functions, analyse its impact on organizations, and apply basic management principles.
2	Students will define and understand the concept of planning, its process and types. They will also learn about organizational structure and design, authority and responsibility, delegation and decentralization, and their importance in effective management..
3	Students will develop an entrepreneurial mindset, understand the concept of innovation management, and learn about the key factors driving entrepreneurial success and innovation.
4	Students will gain knowledge of emerging trends in management, including the impact of technology and digital transformation, and the importance of sustainability and green management practices in modern organizations.

[Subject Code for theory-2510000201044001]

[Subject code for Practial-2510000201044002]

B.Voc in Industrial Management
Semester – I
Business Economics

Course	**B.Voc in Industrial Management (Sem – I)**
Course Title	**Business Economics**
Type of Course	**Multi-Disciplinary Course (MDC)**
Credit	04 (02 Theory + 02 Practical)
Teaching per Week	02 Hours Theory + 04 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical + Practical
Course Objective	1. To familiarize the students with economics and its various components 2. To acquaint the students with the market structure
Course Outcome	1. The students would understand the importance of demand and supply and the role of market in the business sector 2. The students will be able to analyse both micro and macro environment and its impact in the Indian context

Course Content

Unit 1. Introduction to Business Economics (Weightage – 10%)
Overview of Business Economics; Scope and Significance in the Indian context

Unit 2. Demand Analysis (Weightage – 20%)
Law of Demand and its exceptions; Demand Forecasting techniques; Factors influencing demand in the Indian market

Unit 3. Supply Analysis (Weightage – 20%)
Law of Supply & its exceptions; Production function and cost analysis; Supply Chain management in Indian businesses

Unit 4. Market Structures (Weightage – 25%)
Perfect competition; monopolistic competition; Oligopoly and Monopoly; Pricing strategies in Indian markets; Government regulations and their impact on market structures in India

Unit 5. Macroeconomic Environment (Weightage – 25%)
Indian economy overview; Fiscal and monetary policies in India; Business cycles and their impact on Indian businesses

References

1. Business Economics by K.P.M. Sundharam and E. Sundharam; Sultan Chand & Sons
2. Managerial Economics: Analysis, Problems, Cases by P.L. Mehta; Sultan Chand & Sons 3. Indian Economy by Ramesh Sign; McGraw Hill Education
4. Indian Economic Development by Uma Kapila; Academic Foundation

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will gain a foundational understanding of business economics, including its scope and significance in the Indian context. They will develop a framework for applying economic principles to business decision-making and analyzing the economic environment.
2	Students will gain a comprehensive understanding of demand analysis, including the law of demand, its exceptions, and various demand forecasting techniques. They will also explore factors influencing demand in the Indian market, enabling them to effectively analyse and predict consumer behaviour.
3	Students will gain a comprehensive understanding of supply analysis, including the law of supply, its exceptions, production functions, and cost analysis. They will also explore supply chain management in Indian businesses, enabling them to effectively analyze and manage the flow of goods and services.
4	Students will gain a comprehensive understanding of different market structures, including perfect competition, monopolistic competition, oligopoly, and monopoly. They will explore pricing strategies in Indian markets and analyze the impact of government regulations on market structures, enabling them to effectively assess and understand the competitive landscape.
5	Students will gain a comprehensive understanding of the Indian macroeconomic environment, including an overview of the Indian economy, fiscal and monetary policies, and business cycles. They will be able to analyze the impact of macroeconomic factors on Indian businesses and make informed decisions in a dynamic economic context.

B.Voc in Industrial Management
Semester – I
Functional English - I

Course	**B.Voc in Industrial Management (Sem – I)**
Course Title	**Functional English – I**
Type of Course	**Ability Enhancement Course (AEC)**
Credit	02
Teaching per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	1. The student must be taught the art of business correspondence. 2. To develop written and oral communication skills among the students
Course Outcome	The students would refresh the basics of English communication and learn various formats of business correspondence.

Course Content

Unit 1. Basic English Grammar & Vocabulary (Weightage – 40%)

Tenses; Conjunctions – Usage of (although, though, even though, in spite of, despite, as well as, in case, unless, as long as, as if, for); Prepositions; Voices (Active and Passive); Speeches (Direct and Indirect); Punctuations; Degree of Comparisons; Adjective Clauses and Noun Clause.
Use of Dictionary (Antonyms & Synonyms); Roots; Prefix; Suffix; Words Often Confused; One Word Substitute; Word Building; Phrasal Verbs; Idioms; Simile; Homonyms; Homophones

Unit 2. Correspondence (Application Based) (Weightage – 20%)
Format - Business Letter, Quotations, Tenders, Placing Business Order, Project Report

Unit 3. Interview Skills & Resume Making (Weightage – 40%)

Research about the Company, Preparing the Elevator Pitch, Answering the common interview questions, Presentation and Communication, Questions to ask the interviewer. Purpose of a Resume, Resume Formatting Basics, Essential Resume Sections, Resume Design and Presentation

References

1. Rajendra Pal and J. S. Korlahalli 2004 *Essentials of Business Communication*. Sultan Chand & Sons
2. Asha Kaul 2007. *Business Communication* PHI Publication
3. Sanjay Kumar & Pushp Lata 2015 *Communication Skills Oxford* University Press
4. "What Color Is Your Parachute?" by Richard N. Bolles
5. "Interviewing for Dummies" by Max Messmer

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will master English grammar, including tenses, conjunctions, prepositions, voices, speeches, punctuations, degree of comparisons, and adjective and noun clauses, to enhance their writing and communication skills. Students will expand their vocabulary by learning to use dictionaries effectively, understanding word parts, and distinguishing between similar words. They will be able to build new words, use phrasal verbs and idioms correctly, and understand the differences between similes, homonyms, and homophones, improving their overall vocabulary and communication skills.
2	Students will learn the formats and purposes of various business documents, including letters, quotations, tenders, business orders, and project reports, and develop the ability to write and format them professionally. They will strengthen their communication skills and ability to convey information clearly and concisely in a business context.
3	Students will learn to conduct an online research regarding the company and will be able to develop skills to face the interview for their internship. They will also learn the skills of making a resume

B.Voc in Industrial Management
Semester – I
Computing Skills - I

Course	**B.Voc in Industrial Management (Sem – I)**
Course Title	**Computing Skills – I**
Type of Course	**Skill Enhancement Course (SEC)**
Credit	02
Teaching per Week	04 Hours Practical + 2 Hours Theory
Minimum weeks / Semester	60 Hours
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. To familiarize the students with electronic business 2. To acquaint the students with the infrastructure of e-business
Course Outcome	The students would understand the importance of computing skills, the role of computer knowledge in every span of business.

Course Content

Unit 1: Introduction to Computers & Operating Systems (Weightage – 10%)

Introduction, Characteristics, Computer Architecture, Devices (Input, Output, Storage), Use of Computers in Business, Functions of Operating Systems, Types of OS, Examples of OS.

Unit 2: Word Processing (Weightage – 30%)

Creating, navigating, editing word document, Page Setup and Page Background, Working with table, inserting smart art and shapes, Page breaks, Section breaks, Headers and Footers, Watermark, Hyperlink and bookmark, Table of Content, Footnotes, Citations and Bibliography

Unit 3: Working with Excel (Weightage – 30%)

Workbook, worksheet, workspace, formatting workbook, conditional formatting, working with charts, Data validation, Sorting Data, Pivot Tables, Mathematical, Statistical, Counting, Date and Time, Total and Subtotal function

Unit 4: Presentation Package (Weightage – 30%)

Creating, browsing and saving presentations, using slide layout, adding notes to slides, Use of AI to make presentation.

References

1. Ritender Goel *Computer Application in Management*
2. P. Mohan *Fundamentals of Computer*
3. R. K. Taxali *PC Software for Windows*
4. Ashok Arora & Sefali Bansal *Computer Fundamentals*

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will learn the basics of computers, including their components, architecture, and uses in business. They will also identify different types of operating systems and their functions.
2	Students will learn to create, navigate, and edit word documents effectively, understanding concepts such as page setup, page background, tables, smart art, shapes, page breaks, section breaks, headers, footers, watermarks, hyperlinks, bookmarks, tables of content, footnotes, citations, and bibliographies. They will develop proficiency in using these features to produce professional-quality documents and gain valuable skills for academic and professional writing.
3	Students will learn the basics of Excel, including workbooks, worksheets, and workspaces, and be able to format workbooks, apply conditional formatting, work with charts, perform data validation, sort data, create pivot tables, and use Excel's mathematical, statistical, counting, date and time, total, and subtotal functions for data analysis and manipulation.
4	Students will learn to create, browse, and save presentations effectively, understanding concepts such as slide layouts and adding notes to slides. They will also learn how to use AI to enhance their presentations, making them more visually appealing and engaging, and develop skills in creating professional-quality presentations for various purposes.

[Subject Code-2510000201077001]

B.Voc in Industrial Management
Semester – I
Bhartiya Knowledge System

Course	**B.Voc in Industrial Management (Sem – I)**
Course Title	**Bhartiya Knowledge System**
Type of Course	**Value Added Course (VAC)**
Credit	02
Teaching per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	1. To uphold the perspective and reception of Bhartiya Knowledge System among the students. 2. To acquaint students to the real essence of Bharat and Bhartiya Asmita.
Course Outcome	Student will explores the foundations and applications of the Bhartiya Knowledge System, encompassing its historical development, philosophical concepts, and their impact on individual and societal life.

Course Content

Unit 1: **Bhartiya Knowledge System and Tradition (Weightage – 25%)**

Self -Revelation of Bharat, Knowledge Tradition of Glorious Bharat, The Sublime Journey

of Bhartiya Culture and Civilization.

Unit 2: **The Way of Life/Jivan Darshan in Bhartiya Knowledge System (Weightage – 75%)**

Way of Life as Bhartiya Knowledge System, The implicit concepts in Bhartiya Knowledge System – Birth, Death, Rebirth, Law of Karma, Idea of Sukkha, Idea of Life, Paap-Punya, Moksha., Social View Point of Bhartiya Knowledge System, Co-existence of Nature and Human Nature, Manifold Paths of Upasna, Value of Harmonious Existence – Ritam., Idea of Vasudhevkutumbkam, Bhartiya Vangmaya and Implications of Wisdom in Social Life, Four Purusharth of Bhartiya Knowledge System – Dharma, Arth, Kam and Moksh.

References:

1. Kapoor Kapil, Singh Avadahesh (2021). "Indian Knowledge Systems Vol-I&II", Indian Institute of Advanced Study,Shimla, H.P.
2. B. Mahadevan, Introduction to Indian Knowledge Systems, IISC Banglore
3. Swami Vivekananda, Bharat Ma Apela Bhashano, Books Libraria, 2020.

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will gain a comprehensive understanding of the diverse knowledge systems that have originated in India, including those related to philosophy, science, mathematics, medicine, and arts.
2	Students will grasp the fundamental concepts of the Bharatiya Knowledge System, including karma, rebirth, and the pursuit of moksha. They will analyze the social perspective of this system, emphasizing the harmonious co-existence of nature and humanity, and the principle of Ritam. Students will explain the diverse spiritual paths of Upasna and the inclusive philosophy of Vasudhaiva Kutumbakam. They will learn to apply the four Purusharthas—Dharma, Artha, Kama, and Moksha—to contemporary life. Finally, they will demonstrate an understanding of how BKS wisdom can inform and improve ethical social behavior.

B.Voc in Industrial Management
Semester – II
General Production Process - II

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**General Production Process – II**
Type of Course	**Discipline Specific Core Course (DSCC-1)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. To understand the problems and opportunities faced by the operations manager in manufacturing and service organizations. 2. To develop an ability to apply Production planning and Control (PPC) concepts in a various areas like marketing, accounting, finance, engineering, personnel management, logistics, etc 3. To integrate operations concepts with other functional areas of business 4. To understand the PPC function in both manufacturing and service organizations. 5. To examine several classic Operations Management planning topics including production planning and inventory control
Course Outcome	1. Recognize the objectives, functions, applications of PPC and forecasting techniques. 2. Explain different Inventory control techniques. 3. Summarize various aggregate production planning techniques. 4. Describe way of integrating different departments to execute PPC function

Course Content

Unit 1 : Production Planning and Control (Weightage – 60%)

Definition of Production Planning, Brief Idea About Aggregate Production Planning, Master Production Schedule: Definition, Flow Chart, Objectives, Process Material Requirement Planning: Definitions, Flowchart, Objectives, Process Capacity Requirement Planning: Definition, Flow Chart, Methods of Capacity Adjustments, Scheduling: Definition, Concept of Backward and Forward, Priority Sequencing Rules, Line of balance(LOB), Material Requisition Planning (MRP)

Unit 2 : Quality Control And Inspection (Weightage – 40%)

Inspection - Purpose of Inspection, Types of Inspection , Methods of Inspection ,Drawbacks of Inspection, Quality Control - Steps in Quality Control, Objectives of Quality Control , Seven Tools for Quality Control , Statistical Process Control - Control Charts , Acceptance Sampling, Producer's Consumer's Risk

References

1. *Production Planning and Control: A Comprehensive Approach by D. R. Kiran (1st Edition-Butterworth-Heinemann Publisher-ISBN-978-0128183649)*

2. *Inspection and Quality Control by A.P.Verma (Kararia Publishers-ISBN-978-9350146910*

3. Production planning and Inventory Control – Seetharama L Narasimhan, DennisW,McLeavey, Peter J Billington

4. Production and Operation Management – S. Anilkumar and N. Suresh – New Age International Publishers

5. Production and Operation Management – Cherry & Cherry

6. Production Management – C. B. Gupta

7. Production and Operation Management – Sharma and Agarwal

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will gain a comprehensive understanding of production planning and control, including the key concepts of aggregate production planning, master production scheduling, material requirement planning, capacity requirement planning, and scheduling. They will be able to effectively plan, coordinate, and control production processes to meet demand and optimize resource utilization.
2	Students will gain a comprehensive understanding of quality control and inspection, including the purpose, types, and methods of inspection, as well as the key steps, objectives, and tools of quality control. They will learn to apply statistical process control techniques to monitor and improve product quality, reducing defects and ensuring customer satisfaction.

B.Voc in Industrial Management
Semester – II
Environmental Regulations

Course	**B.Voc in Industrial Management (Semester – II)**
Course	**Major in Industrial Management**
Course Title	**Environmental Regulations**
Type of Course	**Discipline Specific Core Course (DSCC-2)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1.To explain the role of law, policy and institutions in the conservation and management of natural resources as well as pollution control 2. To introduce the laws and policies both at the national and international level relating to environment 3. To equip the students with the skills needed for interpreting laws, policies and judicial decisions
Course Outcome	1. Be familiar with the laws, policies and institutions in the field of environment 2. acquire the skills needed for interpreting laws, policies and judicial decisions in a holistic perspective 3. A cquire the ability to evaluate the role of law and policy in conservation and management of natural resources and prevention of pollution

Course Content

Unit 1 : Regulatory Framework (Weightage – 20%)

Introduction to environmental laws in India, Stockholm conference; Bhopal gas tragedy; Rio conference. General principles in Environmental law: Precautionary principle; Polluter pays principle; Sustainable development; Public trust doctrine

Legal framework on environment protection-Environment Protection Act as the framework legislation–strength and weaknesses; EIA; National Green tribunal

Unit 2 : Environmental Impact Assessment (Weightage – 20%)

Meaning of Environmental Impact Assessment, Process and current report on EIA

Unit 3: Air And Water Quality (Weightage – 20%)

National Water Policy and some state policies Laws relating to prevention of pollution, access and management of water and institutional mechanism: Water Act, 1974; Water Cess Act, 1977, EPA,

1986. Pollution Control Boards Ground water and law Judicial remedies and procedures Marine laws of India; Coastal zone regulations. Legal framework on Air pollution: Air Act,1981;

Unit 4: Product Stewardship & Life Cycle Assessment (Weightage – 30%)
Brief Idea about Product Stewardship
Meaning of Life Cycle Assessment (LCA), stages Of Life Cycle Assessment, role of LC

Unit 5: Government of India Initiative of clean Environment (Weightage – 10%)
Meaning of sustainable Development and Environmental Sustainability
Brief idea about Swachh Bharat Abhiyan
Other initiatives of Government of India for clean Environment

References

1. Divan S. and Rosencranz A. (2005) Environmental Law and Policy in India, 2 nd ed., Oxford, New Delhi
2. Leelakrishnan P. (2008) Environmental Law in India, 3rd ed., Lexis Nexis, India.
3. Wathern P., "Environmental Impact Assessment: Theory and Practice",Routledge Publishers,1990
4. Marriott B., "Environmental Impact Assessment: A Practical Guide",McGraw-Hill Publication,1997
5. Shrivastava A.K., Baxter Nicola, Grimm Jacob, "Environmental Impact Assessment", APH Publishers, 2003
6. *A Handbook of Environment Impact Assessment by V.S. Kulkarni, S.N. Kaul & R.K. Trivedy (Scientific Publishers-ISBN-9788172332990)*

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	This course aims to provide students with a comprehensive understanding of environmental law in India, equipping them with the knowledge and skills to analyze environmental issues, evaluate legal frameworks, and contribute to sustainable development initiatives.
2	This unit aims to provide students with a comprehensive understanding of EIA, enabling them to assess the environmental implications of development projects, evaluate EIA reports, and contribute to sustainable decision-making.
3	This unit aims to equip students with a comprehensive understanding of the legal and institutional framework for air and water pollution control in India, enabling them to analyze environmental issues, evaluate policy measures, and contribute to sustainable development initiatives.
4	This unit aims to provide students with a comprehensive understanding of product stewardship and LCA, enabling them to evaluate the environmental impacts of products, identify opportunities for sustainable design, and contribute to a circular economy.
5	This unit aims to familiarize students with the key initiatives undertaken by the Government of India to promote environmental sustainability and achieve a cleaner environment, enabling them to evaluate the effectiveness of these programs and contribute to sustainable development efforts.

[Subject code for theory-2610000202033001]
[Subject code for Practical-2610000202033002]

B.Voc in Industrial Management
Semester – II
Organisational Behaviour

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**MINOR Organisational Behaviour**
Type of Course	**Discipline Specific Electives (DSE)**
Credit	04 (02 Theory + 02 Practical)
Teaching per Week	02 Hours Theory + 04 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical +Practical
Course Objective	1. To familiarize the students with human behaviour 2. To acquaint the students with organizational behaviour
Course Outcome	1. The students would understand the importance of human nature 2. Demonstrate proficiency and understanding of social circles, society and human nature

Course Content

Unit 1. Introduction to Organizational Behaviour (Weightage – 10%)
Overview of the field, its importance, historical development, and basic concepts

Unit 2. Perception and Individual Decision Making (Weightage – 30%)
Examination of how individuals interpret and make sense of their environment and how these perceptions affect decision making

Unit 3. Foundations of Group Behaviour (Weightage – 20%)
Understanding the dynamics of groups, including formation, structure and group processes

Unit 4. Conflict and Negotiation (Weightage – 40%)
Understanding the nature of conflict in organizations, conflict resolution strategies and negotiation techniques

References

1. Organizational Behaviour by Stephen P. Robbins and Timothy A Judge; Pearson Publication
2. Individual Behaviour inOrganization by John Ivancevich and Michael Matteson, Mc Graw-Hill Education; 10th Edition, 2020
3. Group Dynamics by Donelson R Forsyth, Cengage Learning, 7th Edition, 2018
4. Negotiation: Readings, Exercises and Cases by Roy Lewicki, Bruce Barry and David Saunders, Mc Graw Hill Education, 8th Edition, 2020
5. Organizational Behaviour: Text and Cases by K. Aswathappa, Himalaya Publishing House, 11th Edition, 2020
6. Organizational Behaviour by S.S. Khanka, S.Chand Publishing, 9th Edition,2020

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will gain a foundational understanding of organizational behavior, including its historical development, key concepts, and significance in contemporary organizations. They will develop a framework for analyzing and understanding human behavior within organizational settings.
2	Students will gain a deep understanding of how perception influences individual decision-making. They will learn to analyze how individuals interpret and make sense of their environment, and how these perceptions can impact their decision-making processes.
3	Students will gain a deep understanding of group dynamics, including group formation, structure, and processes. They will learn to analyze and effectively manage group behavior, fostering collaboration, conflict resolution, and team effectiveness.
4	Students will gain a comprehensive understanding of conflict within organizations, including its causes, consequences, and effective resolution strategies. They will develop negotiation skills to address conflicts constructively and achieve mutually beneficial outcomes.

[Subject Code for theory-2610000202044001]

[Subject code for Practical-2610000202044002]

B.Voc in Industrial Management
Semester – II
Statistics for Industry

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**Statistics for Industry**
Type of Course	**Multi-Disciplinary Course (MDC)**
Credit	04 (02 Theory + 02 Practical)
Teaching per Week	02 Hours Theory + 04 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical + Practical
Course Objective	1. Understand the role of statistics in industrial operations. 2. To acquaint the students with the industrial data analysis.
Course Outcome	Students will be able to apply fundamental statistical concepts and tools to analyze industrial data, understand process variability, and utilize basic Statistical Process Control (SPC) techniques to improve quality and reliability in industrial settings.

Course Content

Unit 1. Introduction to Industrial Statistics (Weightage – 25%)

Introduction to Statistics in Industry: Importance and Applications, Types of Industrial Data: Process data, quality data, reliability data, Data Collection Methods: Sampling, measurement, and data recording, Introduction to Statistical Process Control (SPC).

Unit 2. Descriptive Statistics for Industrial Data (Weightage – 25%)

Measures of Central Tendency: Mean, Median, Mode (Industrial context), Measures of Dispersion: Range, Variance, Standard Deviation (Process variability), Data Visualization: Histograms, Box Plots, and basic line graphs, Using Excel for descriptive statistics and data visualization.

Unit 3. Probability and Quality Control (Weightage – 25%)

Basic Probability Concepts: Events, probability rules, Discrete Probability Distributions: Binomial and Poisson (Defect analysis), Continuous Probability Distribution: Normal Distribution (Process capability), Introduction to basic reliability concepts.

Unit 4. Statistical Process Control (SPC) Fundamentals (Weightage – 25%)

Control Charts: X-bar and R charts (Introduction), Understanding and interpreting control chart patterns, Identifying and addressing process variations, Process Capability Analysis: Cp and Cpk (Basic overview), Using excel to create basic control charts.

References

1. "Statistical Quality Control" by Douglas C. Montgomery
2. "Introduction to Statistical Process Control" by James R. Evans and William M. Lindsay
3. "Practical Statistics for Data Scientists" by Peter Bruce and Andrew Bruce
4. "Business Statistics: A First Course" by David M. Levine, Timothy C. Krehbiel, and Mark L. Berenson

Unit Wise Learning Outcome

Unit No.	Outcomes
1	Students will understand the importance of statistics in industry, learn data collection methods, and grasp core SPC concepts.
2	Students will be able to calculate and interpret measures of central tendency and dispersion for industrial data, create relevant visualizations using Excel, and understand their implications for process variability.
3	Students will apply probability concepts to analyse quality, utilize binomial and Poisson distributions for defect analysis, understand the normal distribution for process capability, and gain a basic understanding of reliability concepts.
4	Students will be able to construct and interpret basic X-bar and R control charts using Excel, identify process variations, and understand the fundamental concepts of process capability analysis (Cp and Cpk).

B.Voc in Industrial Management
Semester – II
Communication Skills

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**Communication Skills**
Type of Course	**Ability Enhancement Course (AEC)**
Credit	02
Teaching per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	1. To prepare the students as future entrepreneurs. 2. To develop among the students communication skills necessary to be employment ready. 3. Enhance the communication skills required in different business contexts through various interactive activities
Course Outcome	1. Be able to explain the major concepts of interpersonal communication in order to develop communication competence in relationships 2. Be able to apply interpersonal communication theories to real life experiences. 3. Be able to evaluate communication transactions (face-to-face and technology-mediated) according to established criteria.

Course Content

Unit 1: Understanding Communication (Weightage – 20%)

Definition, Process, Importance, Types of Communication, Characteristics, 7 Cs of Effective Communication, Barriers to Effective Communication, Overcoming Barriers

Unit 2: Active Listening (Weightage – 20%)

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners**.**

Unit 3: Effective Speaking (Weightage – 20%)

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary**.**

Unit 4: Non-Verbal Communication (Weightage – 20%)

Personal Appearance , Gestures , Postures , Facial Expression , Eye Contacts , Body Language(Kinesics) , Time language , Silence , Tips for Improving Non-Verbal Communication

Unit 5: Interpersonal Communication (Weightage – 20%)

Dyadic Communication & self-perception, Different types of Interviews, Kinds of Meetings, Solving problems in meetings and groups, Planning the meeting, Procedures during meeting, Participant responsibilities in meetings.

References:

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition,Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1 stEdition, Oxford Press, 2011 3.
Organizational Behaviour, Stephen .P. Robbins, 1 stEdition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1 stEdition, Pearson Life, 2011 5.
Marks Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007.
6. Lynch, Tony. Study Listening. New Delhi. CUP, 2008.
7. Dorling Kindersley. Communication Skills & Soft Skills – An Integrated Approach. India Pvt. Ltd. 2013

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will be able to analyse and apply effective communication principles, including the 7 Cs, while identifying and overcoming communication barriers.
2	Students will develop effective listening skills, understanding the importance of active listening in communication. They will learn to overcome common listening barriers and apply strategies for improving their ability to comprehend and respond to messages accurately.
3	Students will develop strong spoken communication skills, mastering techniques for effective presentations, debates, speeches, and interviews. They will improve their English pronunciation and vocabulary, enhancing their ability to communicate confidently and effectively in various settings.
4	Students will gain a deep understanding of non-verbal communication and its impact on interpersonal interactions. They will learn to interpret and effectively use various non-verbal cues, such as gestures, postures, facial expressions, and body language, to enhance their communication skills and build stronger relationships.
5	Students will develop effective interpersonal communication skills, understanding the dynamics of dyadic communication and self-perception. They will learn about different types of interviews and meetings, and master techniques for effective problem-solving, planning, and participation in group settings.

[Subject code- 2610000202066001]

B.Voc in Industrial Management
Semester – II
Computing Skill - II

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**Computing Skill – II**
Type of Course	**Skill Enhancement Course (SEC)**
Credit	02
Teaching per Week	04 Hours Practical + 2 Hours Theory
Minimum weeks / Semester	60 Hours
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. To familiarize the students with electronic business. 2. To acquaint the students with the infrastructure of e-business
Course Outcome	1. The students would understand the importance of computing skills, the role of computer knowledge in every span of business 2. Demonstrate proficiency and understanding of social networks for business and professional use

Course Content

Unit 1. PowerPoint Presentation (Weightage – 40%)

Introduction to MS PowerPoint, Creating, Editing, Viewing, Saving presentation, Creating new slides, using design template, Slide layouts, Inserting new slide between two slides, Inserting textbox, Deleting textbox, Deleting slide, Hiding slide, Reordering slides, Use of color scheme, Background images, Formatting text, Applying bullets and numbering, Slide transition, Animation scheme, Working with slide master**.**

Unit 2. Introduction To Internet (Weightage – 25%)

History of Internet, Internet services, Intranet, Internet Vs Intranet, Governance on Internet, Internet Technology and Protocol. Use of Internet. Internet Tools and Multimedia, World Wide Web, URL Concepts. Web browsers, Search engine, search criteria

Unit 3. E-mail, Social Networking And E-Governance (Weightage – 45%)

E-mail – concepts, structure, protocols, addresses, security & hackings,

Social Networking - Types of Social Networking Content, Types of social networks (e.g., Twitter, Facebook), brief idea about Techniques to study different aspects of OSNs — Follower-followee dynamics, link farming, spam detection, hashtag popularity and prediction, linguistic styles of tweets

E_governance : Needs of E-Governance, Issues in E-Governance applications , Evolution of E-Governance., components of e-Governance., Role of social Media in e-Governance

References

1. Working With Personal Computer Software by R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley India.
2. Computer Application, by Vimal Pandya & Dr. G. N. Jani, Akshar Publication.
3.Computer Application – II, by Vimal Pandya, HK Arts College Publication.
4.Internet Technology and Web Design, ISRD Group, TMH Publication
5. Internet the Complete Reference, by Young.
6. Internet for Every One Techworld, by Leon.
7. Robert Hanneman and Mark Riddle. Introduction to social network methods. Online Text Book, 2005.
8. C.S.R.Prabhu : E-Governance: Concepts and Case Studies, Prentice Hall of India Pvt. Limited (2004)
9. R. K. Taxali *PC Software for Windows*

Unit Wise Outcomes

Unit No.	Outcomes
1	Students will gain proficiency in using MS PowerPoint to create effective and visually appealing presentations, mastering essential features for organizing, formatting, and delivering presentations.
2	Students will gain a comprehensive understanding of the Internet, its history, services, protocols, and applications. They will learn to effectively navigate and utilize various Internet tools and resources for personal and professional purposes.
3	Students will gain knowledge of e-mail communication, social networking platforms, and the principles of e-governance. They will learn about the security risks associated with e-mail and the ethical considerations of social networking. Additionally, students will understand the importance and challenges of implementing e-governance initiatives.

[Subject code-2610000202077001]

B.Voc in Industrial Management Semester – II
Bhartiya Knowledge System

Course	**B.Voc in Industrial Management (Sem – II)**
Course Title	**Bhartiya Knowledge System (Value Education in Bhartiya Knowledge System)**
Type of Course	**Value Added Course (VAC)**
Credit	02
Activity per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	NA
Type of Assessment	Theoretical
Course Objective	The main objective of this course is to cultivate morally upright citizens who contribute positively to society by stimulating ethical reflection, awareness, responsibility, and compassion, while providing insight into important ethical principles and values, and equipping them with the intellectual capacities for responsible moral judgment.
Course Outcome	Upon completing this course, learners will develop a strong sense of right and wrong, fostering qualities like honesty, patriotism, integrity, and empathy, which will contribute to their personal growth and the creation of a harmonious and compassionate society.

Course Content

Unit -1 (Weightage – 50%)

1. Moral Stories: 1. The Story of the Blue Jackal (from Panchatantra)
2. The Brahmin and the Crooks (from Panchatantra)
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 (Weightage – 50%)

(A) Yamas and Niyamas (Patanjali's Yoga Sutras) (Only introductory explainations 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 गाम्स्यार्थे कुलम्त्यजेत् ।
गामं जनपदस्यार्थे आत्मार्थे पृथिवीम् त्यजेत् ।।

4. उद्यमेन हि सिध्यन्ति कार्यणि न मनोरथैः ।
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ।।

5. सत्यं बुपात् प्रियम् बुयान्त्रद्वयातु सत्यमप्रियम्
प्रियम् च नानृतम् बुपादेषः धर्मः सनातनः ॥

6. असतो मा सद्गमय तमसो मा ज्योतिर्गमय
मृत्योर्मा अमृतं गमय । बृहदारण्यक उप.

7. कः कालः का मित्राणि को देशः को व्ययागमौ ।
कस्याहं का च में शक्तिः इति चिन्त्यं मुहुर्मुहुः ॥

8. नमन्ति फलिनो वृक्षाः नमन्ति गुणिनो जनाः ।
शुष्ककाष्ठश्च मूर्खक्ष न नमन्ति कदाचन ॥

9. अपि स्वर्णमपी लंका न में रोचति लक्ष्मण ।

जननीः जन्मभूमिश्च स्वर्गादपि गरियसी ।

10. न राज्यं न राजाऽऽसीत् न दण्डपो न च दाण्डिकः ।

धर्मेणैव प्रजास्सर्वा रक्षन्त स्म परस्परम् ॥

References:

1) Moral Stories (Panchatantra, Jataka Katha): The Panchatantra by Vishnu Sharma (various translations available, e.g., Arthur W. Ryder, many editions). AND The Jataka or Stories of the Buddha's Former Births by E.B. Cowell (editor, 1895-1907).
2) Satyakama and Shvetaketu (Chandogya Upanishad): The Chandogya Upanishad (various translations available, e.g., by Max Müller or Patrick Olivelle).
3) Yamas and Niyamas (Patanjali's Yoga Sutras): The Yoga Sutras of Patanjali (various translations and commentaries, e.g., by Swami Vivekananda or Chip Hartranft).
4) Subhashita Ratna Bhandagara compiled by Kashinath Sharma (a vast collection, year of original compilation varies, many editions).

Unit Wise Outcomes

Unit No.	Outcomes
1	Students will develop an understanding of various moral principles and values through classic narratives, fostering their ability to discern right from wrong and apply these lessons to real-life situations.
2	This unit will enable students to grasp foundational ethical guidelines from Patanjali's Yoga Sutras (Yamas and Niyamas) and gain wisdom from traditional Sanskrit aphorisms (Subhashitani), promoting self-discipline, inner purity, and a harmonious approach to life.

DETAILED SYLLABUS

BACHELOR OF VOCATIONAL STUDIES

B.Voc in Industrial Management

B.Voc Semester III & Semester IV

Framework of B.Voc in Industrial Management
Semester III & Semester IV

Semester	Discipline Specific Core Courses (DSCC)	Discipline Specific Electives (DSE)	Multi-Disciplinary Courses (MDC)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	RP/OJT	Total Credits / Hours
III	(1) General Production Process - III (2) Human Resource Management – I (3) Supply Chain Management – I **For all above courses** **Practical** 04 Credits 120 Hours		(4) Digital Marketing – I **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours	(5) English for Industry **Theory** 02 Credits 30 Hours	(6) Computing Skills – III **Practical** 02 Credits 60 Hours	(7) Bhartiya Knowledge System **Theory** 02 Credit 30 Hours	**16 Credit 480 Hours**	**22 Credit 570 Hours**
IV	(1) General Production Process - IV (2) Human Resource Management – II (3) Supply Chain Management – II **For all above courses** **Practical** 04 Credits 120 Hours	(4) Entrepreneurship **Theory** 02 Credits 30 Hours **Practical** 02 Credits 60 Hours		(5) Correspondence for Industry **Theory** 02 Credits 30 Hours	(6) Business Soft Skills **Practical** 02 Credits 60 Hours	(7) Bhartiya Knowledge System **Theory** 02 Credit 30 Hours	**16 Credit 480 Hours**	**22 Credit 570 Hours**

Important Note

As per "*UGC Curriculum and Credit Framework for Undergraduate Programmes*"

One Credit for Theory means One hour of engagement per week

One Credit for Practical means Two hours of engagement per week

Teaching and Examination Scheme

Semester 3											
Teaching & Examination Scheme											
Sr.No.	Course	Credit Bifurcation		Total Credits	External Theory	External Practical	Internal Assessment T + P	Total Marks	Min. Marks for Passing	Duration of Exams (Hrs.)	
		T	P							T	P
1.	DSCC -1	-	4	4	-	50	00+ 50	100	36	-	3
2.	DSCC -2	-	4	4	-	50	00 + 50	100	36	-	3
3.	DSCC - 3	-	4	4	-	50	00 + 50	100	36	-	3
4.	DSE	-	-	0	00	00	00	00	00	-	-
5.	MDC	2	2	4	25	25	25 + 25	100	36	1	1
6.	AEC	2	-	2	25	-	25 + 00	50	18	1	-
7.	SEC	-	2	2	-	25	00 + 25	50	18	-	1
8.	VAC	2	-	2	25	-	25 + 00	50	18	1	-
	Total	**06**	**16**	**22**				**550**	-	-	

Semester 4											
Teaching & Examination Scheme											
Sr.No.	Course	Credit Bifurcation		Total Credits	External Theory	External Practical	Internal Assessment T + P	Total Marks	Min. Marks for Passing	Duration of Exams (Hrs.)	
		T	P							T	P
1.	DSCC -1	-	4	4	-	50	00+ 50	100	36	-	3
2.	DSCC -2	-	4	4	-	50	00 + 50	100	36	-	3
3.	DSCC - 3	-	4	4	-	50	00 + 50	100	36	-	3
4.	DSE	2	2	4	25	25	25 + 25	100	36	1	1
5.	MDC	-	-	0	-	00	00	00	00	-	-
6.	AEC	2	-	2	25	-	25 + 00	50	18	1	-
7.	SEC	-	2	2	-	25	00 + 25	50	18	-	1
8.	VAC	2	-	2	25	-	25 + 00	50	18	1	-
	Total	**06**	**16**	**22**				**550**	-	-	

Important Note Regarding Examination Paper Pattern

Students will be evaluated in theory subjects following paper pattern of Commerce Faculty directed in *VNSGU Circular Dated 09.02.2024 bearing no. S/Commerce/Circular/3151/2024*.

Notes:-

1. DSCC Proficiency Assessment:

- Students' proficiency in Discipline Specific Core Courses (DSCC) will be evaluated through a comprehensive assessment method by the **Industry Training Partner**.
- This assessment may include:
  - Viva voce
  - Practical demonstration

- Project work
- Assignments
- Or a combination of these methods.

2. Internal Assessment:

- Internal Assessment will be divided into two components:

- Internal Exam: 20 Marks
- Attendance: 5 Marks

3. Practical Assessments:

- Both Internal and External Practical Assessments will be conducted by the respective teaching faculty.
- Students will be evaluated based on their performance in assigned tasks during practical sessions.

The maximum score for each practical assessment is 25 marks.

4. Practical Credit:

Practical credit will be awarded for successful completion on either or combination of the following:

a) Practical or Field work
b) Project work (individual or group)
c) Internships
d) On-the-Job Training (OJT)

5. Passing Criteria:

A candidate must pass based on a combined score of External, Internal Theory, and Practical exams.

B.Voc in Industrial Management
Semester – III
General Production Process - III

Course	**B.Voc in Industrial Management (Sem – III)**
Course Title	**General Production Process - III**
Type of Course	**Discipline-Specific Core Course (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Understand Lean Manufacturing principles 2. Identify and Eliminate Waste 3. Apply Lean Tools and Techniques
Course Outcome	Understanding and applying lean manufacturing principles and tools to eliminate waste and optimize processes for continuous improvement and customer value.

Course Content

Unit 1. Lean Manufacturing (Weightage-60%)

Introduction to lean manufacturing, History and Evolution, Core Principles (e.g., customer value, waste elimination, continuous improvement), Lean vs Traditional Manufacturing, The 7 waste (muda) – Overproduction, Waiting, Transportation, Inventory, Motion, Over processing and Defects., Value Stream Mapping – Basic Concept.

Unit 2. Lean Tools and Techniques (Weightage-40%)

5S, Poka-Yoke (Mistake-Proofing), Kaizen, Kanban, Single Piece Flow & Cellular Manufacturing.

References

1. **Lean Thinking:** by James P. Womack and Daniel T. Jones
2. **The Toyota Way:** by Jeffrey Liker
3. **Seeing the Invisible: How to Spot the 7 Wastes and Create Operational Excellence** by Michel Baudin
4. **Learning to See: The Importance of Looking and How to Look Better** by Myron Augsburger
5. **Kaizen: The Key to Japan's Competitive Success** by Masaaki Imai

6. **Lean Enterprise Value Stream Mapping: Seeing the Whole to Understand the Parts** by Mike Rother and John Shook

Unit-Wise Learning Outcomes

Unit No.	Course Outcomes
1.	Student will learn the concept and principals of lean manufacturing, they will be able to differentiate between traditional and lean manufacturing. They will further able to analyse the waste with Seven Waste and understanding the Value Stream Mapping technique.
2.	Students will learn and apply various Lean tools and techniques. They will be able to implement 5S, understand Poka-Yoke principles, and participate in Kaizen events. Furthermore, they will learn the concepts of Kanban, Single Piece Flow, and Cellular Manufacturing and their applications in improving manufacturing processes.

B.Voc in Industrial Management
Semester – III
Fundamentals of Human Resource Management - I

Course	**B.Voc in Industrial Management (Sem – III)**
Course Title	**Fundamentals of Human Resource Management - I**
Type of Course	**Discipline Specific Core Courses (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Understanding the fundamental concepts of Human Resource Management (HRM). 2. Developing a comprehensive understanding of the hiring and onboarding process. 3. Acquire knowledge of compensation and benefits.
Course Outcome	Understanding and applying core HRM functions, effective hiring and onboarding practices, and strategic compensation and benefits programs to attract, develop, and retain talent for organizational success.

Course Content

Unit 1: **Introduction to Human Resource Management (HRM) (Weightage-30%)**

HRM – Meaning, Role of HRM in organisational success, HRM functions – Recruitment, Selection, Training, Development, Compensation, Benefits, Performance Management, Employee Relations.

Unit 2: **Hiring and On boarding (Weightage-35%)**

Job Analysis and Job Description – Meaning, Recruitment Statergies –Internal vs External Recruitment, Selection Methods – Interviews Assessment and Background Checks, On boarding process – Orientation, Training, Mentoring and Integration.

Unit 3: **Compensation and Benefits (Weightage-35%)**

Job Evaluation – Meaning, Job Evaluation Methods – Job Ranking, Job Classification, Point Factor Method, Compensation Structures – Pay Grades, Pay Ranges and Salary Surveys, Types of compensation – Base Pay, Incentive, bonuses and commissions, Benefit Program – Health Insurance, Retirement Plans, Life Insurance, Paid Time off.

References:

1. **Essentials of Human Resource Management** by Gary Dessler
2. **Work Rules!: Insights from Inside Google That Will Transform How You Live and Lead** by Laszlo Bock.
3. **Total Rewards** by Jeffery Pfeffer.

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will learn the fundamentals of Human Resource Management (HRM). They will be able to define HRM and explain its crucial role in organizational success. Furthermore, they will identify and describe the key functions of HRM, including recruitment, selection, training, development, compensation, benefits, performance management, and employee relations.
2	Students will learn the principles of effective hiring and on boarding. They will be able to understand the concepts of job analysis and job description. Furthermore, they will differentiate between internal and external recruitment strategies and identify effective selection methods, including interviews, assessments, and background checks. Finally, they will understand and describe the key components of an effective on boarding process.
3	Students will learn the principles of compensation and benefits management. They will be able to understand the meaning and purpose of job evaluation and describe different job evaluation methods. Furthermore, they will explain the concepts of compensation structures, including pay grades, pay ranges, and the use of salary surveys. Finally, they will identify and describe various types of compensation and common employee benefit programs.

B.Voc in Industrial Management
Semester – III
Supply Chain Management - I

Course	**B.Voc in Industrial Management (Sem – III)**
Course Title	**Supply Chain Management - I**
Type of Course	**Discipline Specific Core Course (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Understanding the basic concepts of Supply Chain Management. 2. Learn about the important functions like procurement and sourcing.
Course Outcome	Gaining foundational knowledge of supply chain management and its core functions, particularly procurement and sourcing, for effective operational efficiency.

Course Content

Unit 1: Introduction to Supply Chain Management (SCM) (Weightage-50%)

SCM - Definition, scope, and evolution, Key concepts: Supply chain network, value chain, flow of goods and information, Importance of SCM in achieving competitive advantage, SCM in the digital age: Role of technology and data analytics.

Unit 2: Procurement and Sourcing (Weightage-50%)

The Procurement Process - Needs identification, supplier selection, negotiation, contract management, Sourcing strategies: Single sourcing, multiple sourcing, global sourcing, Supplier relationships: Building and managing supplier relationships, Supplier evaluation and performance measurement, Ethical and sustainable procurement practices.

References

1. **Supply Chain Management: Strategy, Planning & Operation** by Sunil Chopra and Peter Meindl.
2. **Logistics and Supply Chain Management** by Christopher M. Bowersox, David J. Closs, and M. Bixby Cooper.
3. **Procurement and Supply Chain Management** by Kenneth Lysons and Brian Farrington.
4. **Strategic Sourcing: The New Supply Chain Challenge** by Robert B. Handfield.

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will learn the definition of Supply Chain Management (SCM) and explain its scope and evolution. They will understand key SCM concepts such as supply chain networks, value chains, and the flow of goods and information within a supply chain. They will analyze the importance of effective SCM in achieving competitive advantage for organizations. They will understand the role of technology and data analytics in modernizing and improving supply chain operations.
2	Students will understand the procurement process, including needs identification, supplier selection, negotiation, and contract management. They will analyze different sourcing strategies, such as single sourcing, multiple sourcing, and global sourcing. They will understand the importance of building and managing effective supplier relationships. They will learn how to evaluate supplier performance and identify key performance indicators (KPIs). They will understand the principles of ethical and sustainable procurement practices.

[Subject code for theory-2508000903044001]
[Subject code for theory-2508000903044002]

B.Voc in Industrial Management
Semester – III
Digital Marketing - I

Course	**B.Voc in Industrial Management (Sem – III)**
Course Title	**Digital Marketing - I**
Type of Course	**Multi-Disciplinary Course (MDC)**
Credit	04 (02 Theory + 02 Practical)
Teaching per Week	02 Hours Theory + 04 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical + Practical
Course Objective	1. Developing a basic understanding regarding the Digital Marketing. 2. Developing a basic understanding regarding the Digital Marketing.
Course Outcome	1. Understanding the fundamentals of digital marketing and applying SEO techniques to enhance online visibility and drive traffic. 2. Mastering the fundamentals of search engine marketing (SEM) and social media marketing to effectively drive targeted traffic, enhance brand visibility, and achieve marketing objectives through paid advertising and social media engagement.

Course Content

Unit 1. Introduction to Digital Marketing (Weightage-10%)
What is Digital Marketing?, The Evolution of Digital Marketing, Importance of Digital Marketing in Today's Business World, Key Concepts and Terminology.

Unit 2. Search Engine Optimization (SEO) (Weightage-30%)
Fundamentals of SEO, On-Page and Off-Page SEO Techniques, Keyword Research and Analysis, Technical SEO, Google Search Console and Google Analytics Basics.

Unit 3. Search Engine Marketing (SEM) (Weightage-30%)

Pay-Per-Click (PPC) Advertising, Google Ads Fundamentals, Creating and Managing Ad Campaigns, Keyword Bidding and Quality Score, Tracking and Analyzing PPC Campaigns.

Unit 4. Social Media Marketing (Weightage-30%)

Social Media Platforms and Their Target Audiences, Social Media Marketing Strategies, Content Creation and Scheduling, Social Media Listening and Engagement, Social Media Analytics.

References :

1. **Digital Marketing: Strategy, Implementation & Practice** by Dave Chaffey and Fiona Ellis.
2. **Contagious: Why Things Catch On** by Jonah Berger.
3. **Social Media Marketing All-in-One For Dummies** by Jan Zimmerman and Deborah Ng
4. **The Art of SEO** by Eric Enge, Stephan Spencer, and Jessie Stricchiola.
5. **Search Engine Optimization Starter Guide** (Google)
6. **Google Ads Fundamentals** (Google Skillshop)
7. **Advanced Google Ads** (Google Skillshop)
8. **Social Media Marketing All-in-One For Dummies** by Jan Zimmerman and Deborah Ng

Unit wise Learning Outcomes

Unit No.	Outcomes
1	Students will be able to define digital marketing, understand its evolution, and explain its significance in today's business world. They will also be able to identify and describe key concepts and terminology within the field of digital marketing.
2	Students will understand the fundamentals of SEO and be able to apply on-page and off-page SEO techniques. They will be able to conduct keyword research and analysis, implement technical SEO best practices, and utilize tools like Google Search Console and Google Analytics to track and analyze SEO performance.
3	Students will understand the principles of Pay-Per-Click (PPC) advertising and be able to use Google Ads to create, manage, and analyze effective ad campaigns. They will learn about keyword bidding, quality score, and other key factors that impact PPC campaign performance.
4	Students will be able to identify and analyze the target audiences of different social media platforms and develop effective social media marketing strategies. They will be able to create and schedule engaging content, monitor social media conversations, and analyze social media performance using relevant metrics.

B.Voc in Industrial Management
Semester – III
English for Industry

Course	**B.Voc in Industrial Management (Semester – III)**
Course Title	**English for Industry**
Type of Course	**Ability Enhancement Course (AEC)**
Credit	02
Teaching per Week	02 Hours Theory
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	Developing reading and writing skills by using different techniques.
Course Outcome	Developing comprehensive reading skills encompassing active engagement, critical analysis, strategic comprehension, and enhanced reading speed for effective information processing.

Course Content

Unit 1: Active Reading Techniques (Weightage-25%)
Previewing and skimming texts, SQ3R method (Survey, Question, Read, Recite, Review), Note-taking and highlighting strategies, Mind mapping and concept mapping.

Unit 2: Critical Reading Skills (Weightage-25%)
Identifying main ideas and supporting arguments, Recognizing bias and identifying fallacies, Evaluating the credibility of sources, Analyzing data and interpreting graphs/charts.

Unit 3: Reading Comprehension Strategies (Weightage-25%)
Context clues and vocabulary building, Inferencing and making predictions, Summarizing and paraphrasing.

Unit 4: Improving Reading Speed (Weightage-25%)
Chunking and eye movement exercises, Using a pacer (finger, pen), Eliminating sub vocalization.

References:

1. **Reading Excellence:** By Michele Pautz
2. **How to Read a Book:** By Mortimer J. Adler
3. **The Elements of Style:** By Strunk & White
4. **On Writing Well:** By William Zinsser
5. **Business Communication: Process and Products** by Courtland L. Bovee, John V. Thill, and Barbara E. Schatzman

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will implement active reading techniques such as previewing, skimming, SQ3R, note-taking, and highlighting. They will critically analyse texts by identifying main ideas, supporting arguments, and biases, and evaluating the credibility of sources. They will improve reading comprehension by utilizing context clues, inferencing, prediction strategies, and techniques to enhance reading speed.
2	Students will compose effective business emails, memos, letters, reports, and proposals adhering to professional standards and audience expectations. They will develop persuasive writing skills by constructing strong arguments, utilizing persuasive language and rhetorical devices, and building credibility in written communication. They will adapt writing style to suit the needs and expectations of different audiences, including internal and external stakeholders.
3	Unit aims to equip learners with essential reading comprehension strategies. By mastering context clues and expanding vocabulary, students will enhance their ability to decipher unfamiliar words and understand complex texts. They will also develop skills in inferencing and making predictions, allowing them to draw logical conclusions and anticipate upcoming information. Furthermore, students will learn to effectively summarize and paraphrase, enabling them to condense and restate information in their own words, ensuring deeper understanding and retention.
4	This unit focuses on boosting reading speed through targeted techniques. Students will learn to optimize eye movements and process text in meaningful chunks, reducing fixation time and improving flow. Utilizing pacers like fingers or pens will train their eyes to move efficiently across the page. A crucial aspect is eliminating subvocalization, the internal voicing of words, which slows down reading. By mastering these methods, learners will significantly increase their reading speed while maintaining comprehension.

B.Voc in Industrial Management
Semester – III
Computing Skills - III

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Computing Skills - III**
Type of Course	**Skill Enhancement Course (SEC)**
Credit	02
Teaching per Week	04 Hours Practical + 2 Hours Theory
Minimum weeks / Semester	60 Hours
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Comprehensive understanding of Artificial Intelligence (AI) 2. Identify and understand the real world applications of AI.
Course Outcome	Gaining foundational knowledge of AI concepts and effectively applying practical AI tools to enhance productivity and efficiency in various work-related tasks.

Course Content

Unit 1: Introduction to Artificial Intelligence (AI) (Weightage-50%)

Definition and History of AI, Types of AI, Utility of AI, Pros and Cons of AI.

Understanding Ilustrations of AI – Google search, Chatbots, Recommendation System, Autonomous Vehicle, Language Translation.

Unit 2: Basics of AI tools applications in work (Weightage-50%)

Introduction to popular AI tools, Meta AI, Chat GPT and its usage, Google's Gemini, Writesonic (Writes anything), Remini (Edit Pictures), Pictory (Edit Videos), Slidesgo (Create PPT), Descript (Convert text into Audio), Cleanup.pictures (Remove unwanted object from Picture), Kickresume,Rezi.

References

1. **Artificial Intelligence: A Modern Approach** by Stuart Russell and Peter Norvig
2. **AI Superpowers: China, Silicon Valley, and the New World Order** by Kai-Fu Lee.

Unit wise Learning Outcomes

Unit No.	Outcomes
1.	Students will define Artificial Intelligence (AI) and trace its historical evolution. They will classify different types of AI systems. They will analyze the potential utility and limitations of AI in various domains. They will explain the concepts and applications of AI through real-world examples such as Google Search, chatbots, recommendation systems, autonomous vehicles, and language translation.
2	Students will identify and describe popular AI tools used in the workplace. They will demonstrate basic proficiency in using selected AI tools for tasks like content creation, image and video editing, presentations, audio generation, image enhancement, resume building, and more.They will evaluate the strengths and limitations of these AI tools in different work contexts.

[Subject code-2508000903077001]

B.Voc in Industrial Management
Semester – III
Introduction to Indian Knowledge Tradition
(BKS)

Course	**B.Voc in Industrial Management (Sem – III)**
Course Title	**Introduction to Indian Knowledge Tradition (BKS)**
Type of Course	**Value Added Course (VAC)**
Credit	02
Teaching per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	The course aims to explore the multifaceted Bharatiya knowledge traditions, encompassing literature, sciences, social systems, arts, and economic thought, while analysing their historical decline and contemporary global relevance.
Course Outcome	Understanding and appreciating the depth of Bharatiya knowledge, encompassing its vast literature and eighteen sciences, its presence in folk traditions, and its global relevance, alongside examining the historical reasons for its decline and ongoing revival.[1] It further delves into the social, artistic, scientific, technological, economic, and administrative facets of ancient Bharatiya traditions.

Course Content

Unit : 1 (Weightage-50%)

- Bharatiya Vangmay and Aṣṭādaśa-vidyās (Bharatiya Literature and the Eighteen Sciences)
- Bharatiya knowledge tradition in Bharatiya folk life and its oral tradition.
- The global necessity, importance, and relevance of Bharatiya knowledge traditions.
- Reasons for the decline and revival of Bharatiya knowledge traditions:
  - (a) Instability due to foreign invasions.
  - (b) Deindustrialization by the British.

Unit : 2 (Weightage-50%)

- Social Systems and Arts in Bharatiya Knowledge Traditions :
  a) Social structures including family, community, state, and Nation.
  b) Arts such as dance, music, and architecture.
- Ancient Bharatiya Science and Technology :
  a) Exploration of fields such as agriculture, metallurgy, astronomy, and the textile industry.
- Economic Thoughts and Administration in Bharatiya Traditions :
  1. Insights from texts like Kautilya's Arthashastra.

References:

1. Suresh Soni, India's Glorious Scientific tradition, Literature, Sadhana Trust.
2. Prashant Pole, Indian Treasure of Knowledge, Bharat Shodh Sansthan.
3. Om Prakash Pandey, Bharat Vaibhav National Book Trust, Bharat.
4. Soni Suresh, India's Glorious Scientific tradition, Prabhat Prakashan, 2020.
5. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
6. Rakesh Sinha, Indian Knowledge Tradition, Bharatiya Vicharmanch.

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	This unit explores the vastness of Bharatiya literature and the eighteen traditional sciences, highlighting their embeddedness in Indian folk life and oral traditions. It examines the global relevance of these knowledge systems and analyzes historical factors like foreign invasions and British deindustrialization that led to their decline, alongside efforts for their revival.
2	This unit delves into the intricate social structures within Bharatiya knowledge traditions, encompassing family, community, state, and nation, alongside a study of traditional Indian arts like dance, music, and architecture. It further investigates ancient Indian advancements in science and technology, including agriculture, metallurgy, astronomy, and textiles, concluding with insights into economic thought and administration, particularly from texts like Kautilya's Arthashastra.

B.Voc in Industrial Management
Semester – IV
General Production Process – IV

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**General Production Process - IV**
Type of Course	**Discipline Specific Core Course (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Understanding the sustainable manufacturing principles and its applicability to manufacturing. 2. Gaining insights into the preventive maintenance practices.
Course Outcome	Integrating sustainable manufacturing principles with predictive maintenance techniques to minimize environmental impact and optimize operational efficiency through data-driven approaches.

Course Content

Unit 1: Introduction to Sustainable Manufacturing (Weightage-50%)

Principles of Sustainable Manufacturing, Life Cycle Assessment (LCA), Environmental and Social Impacts of Manufacturing, Sustainable Manufacturing Practices (e.g., waste reduction, energy efficiency, green materials), Conservation Practices

Unit 2: Predictive / Preventive Maintenance (Weightage-50%)

Principles of Predictive Maintenance, Data Collection Methods (sensors, IoT), Data Analysis Techniques (machine learning, AI), Predictive Maintenance Tools and Technologies, Case Studies of Predictive Maintenance Implementation

References:

1. **Sustainable Manufacturing: Principles and Practices** by G. Seliger and M. P. Groover
2. **Industrial Ecology: An Introduction** by Robert U. Ayres and Leslie W. Ayres
3. **Predictive Maintenance: A Practical Technology Guide** by Paul D. Almond
4. **Reliability Engineering** by Charles E. Ebeling

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will define Sustainable Manufacturing and explain its core principles. They will understand the concepts of Life Cycle Assessment (LCA) and its role in evaluating the environmental impact of manufacturing processes. They will analyze the environmental and social impacts of traditional manufacturing practices. They will identify and describe sustainable manufacturing practices such as waste reduction, energy efficiency, and the use of green materials.They will understand the importance of conservation practices in sustainable manufacturing.
2	Students will understand the principles of Predictive Maintenance and its benefits compared to traditional maintenance approaches. They will identify common data collection methods used in Predictive Maintenance, including sensors and IoT technologies. They will explain the role of data analysis techniques, such as machine learning and AI, in predicting equipment failures. They will identify and describe various Predictive Maintenance tools and technologies. They will analyze case studies of successful Predictive Maintenance implementations in different industries.

[Subject Code-2608000904022001]

B.Voc in Industrial Management
Semester – IV
Fundamentals of Human Resource Management - II

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Fundamentals of Human Resource Management - II**
Type of Course	**Discipline Specific Core Courses (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. Developing an understanding regarding the performance management and discipline in an organisation. 2. Learning about the relations among employees and challenges that occur to sustain positive environment in an organisation.
Course Outcome	Fostering a high-performing and positive workplace through effective performance management, disciplinary procedures, and robust employee relations strategies, including conflict resolution and promoting a positive work environment.

Course Content

Unit 1 : Performance Management and Discipline (Weightage-50%)

Setting clear and measurable performance goals, Performance appraisal methods- 360 degree feedback, management by objectives (MBO), providing constructive feedback and coaching, addressing performance issues and implementing corrective action, Disciplinary procedures – Progressive discipline, documentation, employee rights, Maintaining a positive and productive work environment.

Unit 2 : Employee Relations (Weightage-50%)

Defining Employee Relations, Nature and Scope of Employee Relations, Importance of positive employee relations, Impact on organizational performance (productivity, morale, turnover), Creating a positive work environment - Organizational culture and values, Diversity and inclusion initiatives, Employee engagement strategies, Employee recognition programs, Work-life balance initiatives, Conflict Resolution and Mediation - Identifying and addressing workplace conflicts, Negotiation and mediation techniques, Conflict resolution policies and procedures

References:

1. **Performance Management: Ensuring Business Success** by Peter Cappelli.
2. **Building Trust: In Business, Politics, Families, and Communities** by James C. Hunter

Unit wise Learning Outcomes

Unit No.	Outcomes
1	Students will be able to understand and apply effective performance management principles, including setting clear and measurable performance goals, conducting performance appraisals using various methods (e.g., 360-degree feedback, MBO), providing constructive feedback and coaching, and addressing performance issues through appropriate disciplinary procedures while ensuring employee rights and maintaining a positive and productive work environment.
2	Students will be able to understand the importance of positive employee relations in achieving organizational success. They will be able to identify factors that contribute to a positive work environment, such as organizational culture and values, diversity and inclusion initiatives, employee engagement strategies, and work-life balance initiatives. Furthermore, students will learn to recognize and address workplace conflicts effectively through negotiation, mediation, and the implementation of appropriate conflict resolution policies and procedures.

[Subject Code-2608000904033001]

B.Voc in Industrial Management
Semester – IV
Supply Chain Management - II

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Supply Chain Management – II**
Type of Course	**Discipline Specific Core Course (Major)**
Credit	04-Practical
Teaching per Week	02 Hours Theory + 8 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 120 Hours Practical
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	Developing a broad understanding with regards to Inventory Management and Supply Chain logistics.
Course Outcome	Optimizing inventory levels and streamlining supply chain logistics through effective management techniques, transportation strategies, and sustainable practices for efficient and cost-effective operations.

Course Content

Unit 1: Inventory Management (Weightage-50%)

Importance of effective inventory management, Inventory costs: Holding costs, ordering costs, stockout costs, Inventory control techniques - Economic Order Quantity (EOQ) model, ABC analysis (Pareto principle), Just-In-Time (JIT) inventory system, Safety stock and reorder points, LIFO and FIFO methods, Inventory management software and technologies.

Unit 2. Supply Chain Logistics (Weightage-50%)

Transportation Modes – Road, Rail, Sea, and Multimodal Transport, Logistics networks and warehouse management, Third-party logistics (3PL) providers, Supply chain visibility and tracking, Logistics and sustainability: Environmental impact and green logistics.

References

1. **Inventory Management: Principles and Practice** by Ronald H. Ballou.
2. **Supply Chain Management: Strategy, Planning & Operation** by Sunil Chopra and Peter Meindl.
3. **Logistics and Supply Chain Management** by Christopher M. Bowersox, David J. Closs, and M. Bixby Cooper

Unit wise Learning Outcomes

Unit No.	Outcomes
1	Students will understand the importance of effective inventory management in achieving organizational goals. They will be able to calculate inventory costs (holding, ordering, and stockout costs) and apply inventory control techniques such as EOQ, ABC analysis, and JIT. Furthermore, students will learn about safety stock, reorder points, and the impact of LIFO and FIFO methods on inventory valuation. Finally, they will gain an overview of inventory management software and technologies.
2	Students will understand the various transportation modes (road, rail, sea, and multimodal) and their associated costs and benefits. They will learn about logistics networks and warehouse management principles. Students will also gain knowledge of third-party logistics (3PL) providers and their role in supply chain operations. Additionally, they will understand the importance of supply chain visibility and tracking, and explore the environmental impact of logistics operations and the principles of green logistics.

[Subject code for theory-2608000904044001]
[Subject code for Practical-2608000904044002]

B.Voc in Industrial Management
Semester – IV
Entrepreneurship

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Entrepreneurship**
Type of Course	**Discipline Specific Electives (Minor)**
Credit	04 (02 Theory + 02 Practical)
Teaching per Week	02 Hours Theory + 04 Hours Practical
Minimum weeks / Semester	30 Hours Theory + 60 Hours Practical
Medium of Instruction	English
Type of Assessment	Theoretical + Practical
Course Objective	Understand core entrepreneurial concepts, types, mind-set, economic impact, ecosystems, and dispel common myths.
Course Outcome	Developing the entrepreneurial mind-set and practical skills necessary to identify, validate, plan, market, and build a successful business venture.

Course Content

Unit 1: Introduction to Entrepreneurship (Weightage-20%)

Defining Entrepreneurship, Types of entrepreneurs (e.g., lifestyle, social, scalable), The entrepreneurial mind-set: risk-taking, innovation, resilience, The Role of Entrepreneurship in the Economy, Entrepreneurial Ecosystems, Entrepreneurial Myths and Realities.

Unit 2: Identifying and Validating Business Idea (Weightage-20%)

Idea Generation Techniques, Market Research and Analysis, Idea Validation, Feasibility Analysis.

Unit3: Business Planning and Strategy (Weightage-20%)

Developing a Business Plan, Strategic Planning, Financial Management, Legal and Regulatory Considerations

Unit 4: Marketing and Sales Fundamental (Weightage-20%)

Marketing Principles, Sales Techniques, Customer Acquisition and Retention, Market Research for Marketing and Sales.

Unit 5: Building Strong Team and Network (Weightage-20%)

Team Building, Networking Strategies, Communication and Collaboration, Building Strategic Partnerships.

References

1. **"The Lean Startup"** by Eric Ries.
2. **"Zero to One: Notes on Startups, or How to Build the Future"** by Peter Thiel
3. **"Testing Business Ideas"** by David J. Bland, Alexander Osterwalder
4. **"The Five Dysfunctions of a Team"** by Patrick Lencioni.

Unit wise Learning Outcomes

Unit No.	Outcomes
1	This unit provides a foundational understanding of entrepreneurship, clarifying its definition and exploring the diverse types of entrepreneurs. Students will learn to recognize and cultivate the entrepreneurial mindset, focusing on key attributes like risk-taking, innovation, and resilience. Furthermore, the unit examines the critical role of entrepreneurship in economic development and explores the dynamics of entrepreneurial ecosystems, while also debunking common myths surrounding entrepreneurship.
2	This unit focuses on the critical process of transforming initial ideas into viable business opportunities. Students will learn various techniques for generating innovative ideas and conduct thorough market research to assess potential demand. The unit emphasizes the importance of idea validation through testing and feedback, ensuring the concept resonates with the target audience. Finally, students will perform a feasibility analysis to determine the practical viability and potential for success of their business ideas.
3	This unit equips learners with the skills to develop comprehensive business plans and strategic frameworks, including financial management and navigating legal and regulatory requirements. It focuses on translating ideas into actionable plans for sustainable business growth.
4	This unit covers the essential marketing and sales fundamentals, focusing on applying core principles and techniques to acquire and retain customers. It emphasizes the importance of market research in developing effective marketing and sales strategies.
5	This unit focuses on developing the skills needed to build effective teams and networks, emphasizing communication, collaboration, and strategic partnerships. It aims to equip learners with the tools to foster strong relationships crucial for business success.

B.Voc in Industrial Management
Semester – IV
Correspondence for Industry

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**English for Industry**
Type of Course	**Ability Enhancement Course (AEC)**
Credit	02
Teaching per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	English
Type of Assessment	Theoretical
Course Objective	Developing reading and writing skills by using different techniques.
Course Outcome	Developing effective business communication skills through mastering various writing formats, persuasive techniques, and audience-tailored content creation.

Course Content

Unit 1: Business Writing Formats (Weightage-40%)

Professional emails (formatting, tone, etiquette), Memos and letters (format, purpose, audience), Reports (structure, data analysis, conclusions), Proposals (problem statement, solutions, budget).

Unit 2: Persuasive Writing Techniques (Weightage-30%)

Developing strong arguments and supporting evidence, Using persuasive language and rhetorical devices, Building credibility and establishing trust.

Unit 3: Writing for Different Audiences (Weightage-30%)

Tailoring writing style to different audiences (internal, external, clients), Understanding and addressing audience needs and expectations.

References:

1. **The Elements of Style:** By Strunk & White
2. **On Writing Well:** By William Zinsser
3. **Business Communication: Process and Products** by Courtland L. Bovee, John V. Thill, and Barbara E. Schatzman

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will be able to Produce clear, concise, and professional business documents including emails, memos, letters, reports, and proposals tailored to specific audiences and purposes.
2	Students will be able to Construct compelling arguments using persuasive language and credible evidence to build trust and influence audiences
3	Students will be able to Adapt writing style and content to effectively communicate with diverse audiences by understanding and addressing their specific needs and expectations.

[Subject Code-2608000904066001]

B.Voc in Industrial Management
Semester – IV
Business Soft Skills

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Business Soft Skills**
Type of Course	**Skill Enhancement Course (SEC)**
Credit	02
Teaching per Week	04 Hours Practical + 2 Hours Theory
Minimum weeks / Semester	60 Hours
Medium of Instruction	English
Type of Assessment	Practical
Course Objective	1. To prepare the students as future entrepreneurs. 2. To develop among the students soft skills necessary to be employment ready.
Course Outcome	The students would understand the importance of being goal-oriented, having a positive attitude and the importance of time and how to manage it properly.

Course Content

Unit 1: **Goal Setting (Weightage-25%)**

Importance of Goal Setting, SMART Goals, Types of Goals, Benefits, How to set Goals.

Unit 2: **Positive Attitude (Weightage-25%)**

Define positive attitude, Technique of Visualization, Technique of Affirmation

Unit 3: **Time Management (Weightage-25%)**

Objectives and significance of Time Management, Steps of Effective Time Management, Procrastination and ways to overcome.

Unit 4: Leadership (Weightage-25%)

Understanding Leadership and its Importance, Traits and Models of Leadership, Basic Leadership Skills (Motivation, Teamwork, Negotiation, Networking)

References:

1. Ashokan M.S. 2015 *Karmayogi: A Biography of E. Sreedharan.* London, UK: Penguin
2. Kalam, A.P.J. 2003 *Ignited Minds: Unleashing the Power within India*. New Delhi: Penguin Books India
3. Norman Vincent Peale 2016 *The Power of Positive Thinking* Grapevine India Publishers

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Students will learn the importance of goal setting, the concept of SMART goals, and different types of goals, their benefits, and effective strategies for setting and achieving them. They will develop skills in goal setting to achieve personal and professional success.
2	Students will learn the definition and importance of a positive attitude, and effective techniques for visualization and affirmation to cultivate a positive mindset. They will develop skills in maintaining a positive outlook, leading to increased motivation, resilience, and overall well-being.
3	Students will learn the objectives and significance of time management, effective steps for time management, including techniques to overcome procrastination. They will develop skills in time management to improve productivity, reduce stress, and enhance overall efficiency.
4	Students will learn the concept of leadership, its importance, and various leadership traits and models, developing essential leadership skills such as motivation, teamwork, negotiation, and networking. They will gain insights into effective leadership practices and their impact on individuals and organizations.

[Subject Code-2608000904077001]

B.Voc in Industrial Management
Semester – IV
Bhartiya Knowledge System

Course	**B.Voc in Industrial Management (Sem – IV)**
Course Title	**Bhartiya Knowledge System (Inculcation of human values and professional ethics - I)**
Type of Course	**Value Added Course (VAC)**
Credit	02
Activity per Week	02 Hours
Minimum weeks / Semester	30 Hours
Medium of Instruction	NA
Type of Assessment	Theoretical
Course Objective	This course aims to equip students with a strong ethical foundation, essential life skills, and self-awareness to navigate personal and professional challenges. It will foster holistic well-being by integrating philosophical concepts with practical strategies for ethical decision-making, stress management, and balanced personality development.
Course Outcome	This curriculum aims to cultivate a strong ethical foundation, self-awareness, and essential life skills, empowering individuals to navigate personal and professional challenges while fostering holistic well-being. It integrates philosophical concepts with practical strategies for ethical decision-making, stress management, and the development of a balanced personality.

Course Content

Unit 1:- Ethics, Values and Self-development (Weightage – 60%)

1. Sources of ethical standards: religion, philosophy and culture
2. Values and Ethics for faculty, students and administrators
3. Value and ethical conflicts: meaning and common value conflicts, Strategies for resolving
4. The theory of Karma
5. Concept and importance of Yoga
6. Understanding of Self: Concept and importance.

Unit 2:- Values and skills for integrated personality (Weightage – 40%)

1. Skills for Youth: Communication and Decision making
2. Introduction of the three Gunas Sattva - Purity and Harmony, Rajas - activity and passion, Tamas - Darkness and chaos
3. Stress management, meditated personality and agitated personality
4. Physical, mental, social and spiritual well-being.

References:

1. R.R. Gaur, R. Sangal&G.P. Bagaria

Title: A Foundation Course in Human Values and Professional Ethics, Publisher: Excel Books, New Delhi (Widely prescribed AICTE-recommended text)

2. S. B. Gogate

Title: Human Values and Professional Ethics, Publisher: Vikas Publishing

3. S. B. Oza

Title: Values and Ethics in Professional Life, Publisher: Oxford Book Company

4. Bajpai, B.L.

Title: Indian Ethos and Modern Management, Publisher: New Royal Book Company

5. Charles D. Fleddermann

Title: Engineering Ethics, Publisher: Pearson Education

6. E. G. Seebauer& Robert L. Barry

Title: Fundamentals of Ethics for Scientists and Engineers, Publisher: Oxford University Press

7. Mike Martin & Roland Schinzinger

Title: Ethics in Engineering, Publisher: McGraw Hill Education

8. M. Govindrajran& S. Natrajan

Title: Professional Ethics and Human Values, Publisher: Prentice Hall India

9. A. N. Tripathi

Title: Human Values, Publisher: New Age International

Unit Wise Learning Outcomes

Unit No.	Outcomes
1	Upon successful completion of this unit, students will be able to: • Understand sources of ethical standards, core values, and strategies for resolving ethical conflicts. • Grasp the theory of Karma, the importance of Yoga, and the concept of self for personal development.
2	Upon successful completion of this unit, students will be able to: • Develop communication and decision-making skills, and understand the three Gunas. • Manage stress effectively and recognize the importance of physical, mental, social, and spiritual well-being for an integrated personality.