



The NorthCap University

**Centre for Distance and Online Education
(Department of Business Studies)**

Online Learning (OL)

Regulations and Course Booklet

Bachelors of Business Administration (BBA)

PREAMBLE

The Centre for Distance and Online Education (CDOE), The NorthCap University, has adopted the curriculum that has relevance to the local, national, regional, and global developmental needs with well-defined Program Educational Objectives (PEO's), Program Objectives (PO's) and Program Specific Objectives (PSO's) at the program level and Course Outcomes (CO's) at individual course level.

The unique and industry relevant curriculum of undergraduate and postgraduate programs offered by the Centre for Distance and Online Education is committed to a liberal education philosophy and promotes quality teaching as well as research aligned with NEP 2020, to meet the industry and societal needs.

The Department of Business Studies is established under CDOE and has defined PEOS and POS with an aim to create globally competent professionals, business leaders and entrepreneurs to meet the current and future needs, introduce research for addressing the economic challenges to build a sustainably developed world. It will help inculcate national ethos and values to the ignited minds for serving community on business, economic or policy issues. The curriculum will enable students to apply analytical framework for business development and decision-making by appropriate consideration of social and environmental welfare at local, regional, national, and global level. The curriculum is regularly reviewed for any revisions or new courses which will help address the need of the academics, industry, and society. Regular feedback on the curriculum is taken from all stakeholders' i.e., students, parents, faculties, and industry experts. The curriculum is benchmarked with reputed national and international institutions/Universities.

The robust curriculum aims to narrow down the gap between academia and industry to increase employment opportunities and at the same time aims to promote research and innovation to meet the local, regional, national, and global demand for new forms of knowledge.

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1. VISION AND MISSION OF CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

VISION

To provide quality, affordable and socially relevant education across all sections of society beyond geographical boundaries through online, open and distance learning with a learner centric approach, thereby providing lifelong learning opportunities to all.

MISSION

1. To improve access to higher education across geographical boundaries
2. To increase gross enrolment ratio of our Country
3. To provide opportunities for lifelong learning
4. To reach the unreached population of the Country in underserved remote areas for providing digital education
5. To provide equity and access to affordable education

2. VISION, MISSION, OBJECTIVES AND HIGHLIGHTS OF BACHELOR OF Business Administration (BBA) PROGRAMME

VISION

To be a top-rated programme emphasizing on academic excellence with benchmarked curriculum, contemporary IT-enabled learning pedagogies intensive personal contact programmes, for developing budding future managers and entrepreneurs of tomorrow.

MISSION

- To enable new age learner by spreading reach and accessibility.
- To emphasize on quality of learning and innovation with an industry-aligned inclusive curriculum.
- To encourage multi-disciplinary specializations to develop committed and competent industry professionals.
- To provide knowledge in management with an understanding of its applicability on the business environment and community.
- To impart liberal studies to transform students into responsible global citizens who rise above socio-economic, cultural barriers and apply innovation, critical thinking and problem-solving skills.
- Imbibe in learners the ethics, lifelong learning skills and positive attitudes to utilize their analytical mindset and abilities towards making meaningful contributions to society.
- To instil the entrepreneurial spirit among potential future business leaders.

OBJECTIVES

The objectives of the programme are:

- To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact.
- To inculcate an attitude and desire to learn.

- To strengthen the foundation for further specialization in various business domains.
- To develop competent professionals committed to excellence.

Program Highlights

- Develop a deep understanding of the way modern businesses run.
- Understanding of Global Business Environment.
- Developing Analytical, Logical and Critical Thinking Skills.
- Choice based specializations to match specific interests of student.
- Practical exposure through case studies, publish report etc.
- Imparting Entrepreneurial Skills.
- Improving effective communication skills and holistic personality development.
- Increasing Ethical and Social Awareness
- Self-learning through MOOC courses.

3. PROGRAMME EDUCATIONAL OBJECTIVES, PROGRAMME SPECIFIC OUTCOMES AND PROGRAMME OUTCOMES - BBA

Program Educational Objective (PEO's)

1. Graduates can start their professional career in fields of finance, marketing, human resource, research and consultancy in corporate as well as government organizations in India and abroad.
2. Graduates can start their own business or join a family business for growth and development.
3. Graduates can pursue a relevant postgraduate study such as MBA, MSW, MHRM to name a few.
4. Graduates will be informed and involved members of their communities, and responsible professionals.

Programme Outcomes (PO's)

By the end of the BBA program, students should be able to:

1. Acquire basic knowledge of various disciplines in economics, law, and various functional domains of management and apply this knowledge to real-life business issues in a holistic manner. (Multidisciplinary Knowledge)
2. Understand the basic concepts of accounting and finance that will help them to prepare and analyse various financial statements. (Finance and Accounts Application in Business)
3. Understand the basic concepts of quantitative methods to apply in the study of other disciplines and prepare project reports. (Quantitative Application in Business)
4. Acquire basic legal knowledge related to various business operations. (Law in Business)
5. Understand the integrative role of management functions and fundamentals of business management (Basics Business Management)
6. Understand various environmental problems and their impact on society and business. (Environmental Study)

7. Communicate effectively in different business contexts and situations to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations. (Communication)
8. Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage. (IT proficiency)
9. Demonstrate ethical conduct in personal and professional decisions and an appreciation of the significance of business ethics and social responsibility in the decision-making process. (Ethics & Social Responsibility)

Programme Specific Outcomes (PSO's)

- Understand and demonstrate knowledge in specific areas of the business as HR, Marketing Finance, Digital Marketing, Business analytics.
- Application of acquired skills in solving complex business problems and to take strategic decisions for a business in a socially responsible manner.
- To become a responsible corporate citizen and to play their part in nation-building by joining corporate/ public services, start their own enterprise or study further in the field of business and management.

4. REGULATIONS: BBA OL PROGRAMME

4.1 PRELIMINARY DEFINITIONS AND NOMENCLATURE

The regulations of The NorthCap University CDOE are in line with the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. In these Regulations, unless the context otherwise requires; and are mentioned below:

- i) **“Programme”** means Under Graduate Degree Programme (BBA) offered under Online Learning (OL) mode.
- ii) **“Course”** means a theory/ practical/ seminar/ Project work and any other subject that is normally studied in a semester.
- iii) **“Institution”** means The NorthCap University, Gurugram.
- iv) **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of The NorthCap University.
- v) **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of The NorthCap University who administers the academic matters.
- vi) **“Dean (Student Affairs)”** means Dean (Student Affairs) of The NorthCap University, who looks after the welfare and discipline of the students.
- vii) **“Controller of Examinations”** means the Controller of Examinations of The NorthCap University who is responsible for the conduct of examinations and declaration of results.
- viii) **“Director”** means the Director of The NorthCap University Centre for Distance and Online Education.
- ix) **“Open and Distance Learning”** means mode of providing flexible learning opportunities by overcoming separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive face-to-face meetings with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.
- x) **“Online Learning”** means mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-learning materials and full-fledged programme delivery through internet using technology assisted mechanism and resources.

- xi) **“Self-Learning e-Module (SLM) for Online mode”** means a modular unit of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely:
- (a) e-Text Materials;
 - (b) Video Lectures;
 - (c) Audio-Visual interactive material;
 - (d) Virtual Classroom sessions;
 - (e) Audio Podcasts;
 - (f) Virtual Simulation; and
 - (g) Self-Assessment Quizzes or Tests;
- xii) **“Self-Learning Material (SLM) for Open and Distance Learning mode”** means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.

4.2 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS

4.2.1 U.G. Programmes Offered

The various U.G. Programmes offered and their modes of study are as follows:

Programme	Mode of Study	Pattern
BBA	OL	Semester

4.2.2 Mode of Study

- **Online Learning (OL)**

Mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-learning materials and full-fledged programme delivery

through internet using technology assisted mechanism and resources.

6.2.3 Eligibility for Admission into OL Programmes (BBA)

S. No.	Programme	Admission Eligibility and Procedure
1	BBA (OL)	<p>The University has adopted a transparent admission policy. All information relating to admissions, courses, curriculum would be displayed on the website of the university (www.ncuonline.edu.in) regularly.</p> <p>The admission norms prescribed by the UGC would be followed in its true spirit. The minimum eligibility for admission shall be as prescribed under the ordinances framed as per Haryana Private University Amendment Act, 2006. The admissions are done online. The Eligibility Criteria is 10+2 with 40% from any recognized board.</p>

- Admission Eligibility requirements for OL programme (BBA) are same as programmes offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as physical fitness will be as prescribed by this Institution from time to time.

5. INSTRUCTIONAL DESIGN AND COURSE-CREDIT FRAMEWORK FOR BBA PROGRAMMES

5.2 INSTRUCTIONAL DESIGN

Curriculum development plays a vital role in the development of quality of education. Keeping in view the norms of UGC, the University has ensured a robust Instructional Design to not only maintain high quality standards, but also to ensure learner employability.

Some of the key highlights of the Instructional Design of the BBA Programmes include:

- **Well-Articulated:** Curriculum articulation has been adopted to avoid conflicts across the different areas. Development of a logical instruction flow from one year to the other is ensured.
- **Realistic Contents:** Contents are developed keeping in view of the contributions expected of a student in his career, along with the contemporary industry developments. Career roles with specific tasks, knowledge, skills, attitudes, and values, as required by the industry and society have been taken into consideration for the development of the curriculum.
- **Evaluation Consciousness:** The curriculum is developed keeping in view of evaluation consciousness. Simple, measurable, accurate and realistic curriculum is designed, which needs to be completed in the given time frame.
- **Employability:** The curriculum is developed to bridge the gap between academic knowledge and job market requirements at different levels and in different sectors.
- **Duration of the programme:** The duration of the programme is three academic years with a maximum period of N+2 for completing the course, N being the normal duration to complete the programme.
- **Faculty:** There are dedicated faculty members who are engaged as Course Coordinators and Course mentors for each course being offered in the programme. Core faculty in CDOE and required number of academic counsellors as per UGC norms are dedicated to cater to the needs of the students.

- **Supporting Staff:** The university has employed a required number of supporting staff in the form of administrative clerks, assistants, and attendants in each department for effective and efficient performance. Further, there are required number of non-teaching employees to facilitate the student learners.

Instructional Delivery Mechanism: The highly qualified faculty are equipped to deliver courses in both online and distance education mode. Self-learning material, videos, PPTs, case studies, assessments, quizzes etc. will enable learners to understand the concepts of each course well. A robust learning management system along with discussion forums, interactive sessions, counselling and mentoring sessions are embedded in the pedagogy to provide an effective delivery mechanism in the online mode. Academic team consisting of faculty, counsellors are competent to deliver lectures and conduct counselling sessions. The University will have virtual classroom delivery mode as required.

The instructional design is aligned to the requirements of UGC. The curriculum is approved by the concerned bodies concerned such as Board of studies, Academic Council and is prepared keeping in view the relevant ordinance. The curriculum shall be revised periodically once in three years. **Table 1** below gives the norms for delivery of each of the courses of BBA programme through Open and Distance Learning, and Online Mode.

Table1: Program Delivery for BBA Programmes							
Details	No. of Assignments	Total Learning Hours	Total Counselling Sessions	Self-Learning Material	Credits	PPTs	Videos
Core Courses	2	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20
Program Electives	2	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20

Skill Enhancement	2	120	12	4 Units X 20 Sub- units (Includes MOOCs)	3/4 Credits	20	20
Ability Enhancement	2	120	12	4 Units X 20 Sub- units (Includes MOOCs)	3/4 Credits	20	20

5.3 COURSE-CREDIT FRAMEWORK (BBA)

The semester-wise detailed Three-Year Programme Structure with credit framework is given in the **Table 2 and 3** (BBA). There is a focus on Community Service and General Proficiency, which are unique features of our curriculum. The emphasis is on making students employable and socially responsible. The learning mechanism of these courses is very unique, and student learning is beyond the traditional L-T-P framework. Evaluation guidelines are very clearly articulated to enable students to achieve the learning outcomes.

Table 2: BBA Programme Structure

Total Credits- 120

Duration – Three Years

Sr No	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Continuou s Assessment	End Semester Examination	Total Marks
BBA Semester-I											
1	ODU-1000	Ability Enhancement	Business Communication - I	120	4	0	0	4	30	70	100
2	ODU-1010	Core	Environmental Studies	120	3	0	0	3	30	70	100
3	ODM-1001	Core	Principles of Management	120	4	0	0	4	30	70	100
4	ODM-1010	Core	Statistics and Research Methodology-I	120	3	0	0	3	30	70	100
5	ODM-1003	Core	Financial Accounting	120	3	0	0	3	30	70	100
6	ODM-1005	Community Service	Community Service-I	120				3	30	70	100
Total Credits								20			

BBA Semester-II											
1	ODU-1020	Ability Enhancement	Business Communication - II	120	4	0	0	4	30	70	100
2	ODM-1002	Core	Legal Aspects of Business	120	3	0	0	3	30	70	100
3	ODM-1004	Core	Financial Management	120	4	0	0	4	30	70	100
4	ODM-1006	Core	Principles of Economics	120	3	0	0	3	30	70	100
5	ODM-1020	Core	Statistics & Research Methodology-II	120	3	0	0	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-I	120				3	30	70	100
Total Credits								20			
Total Year I Credits								40			
BBA Semester-III											
1	ODM-2001	Core	Income Tax	120	4	0	0	4	30	70	100
2	ODM-2003	Core	Marketing Management	120	3	0	0	3	30	70	100
3	ODM-2005	Core	Fundamentals of Banking	120	3	0	0	3	30	70	100
4	ODM-2007	Core	E- Commerce	120	4	0	0	4	30	70	100
5	ODM-2009	Core	Organizational Behaviour	120	3	0	0	3	30	70	100
6	ODM-2011	Community Service	Community Service-II	120				3	30	70	100
Total Credits								20			

BBA Semester-IV											
1	ODU-2000	Ability Enhancement	Human Values and Professional Ethics	120	3	0	0	3	30	70	100
2	ODM-2002	Skill Enhancement	Computer Applications for Business	120	4	0	0	4	30	70	100
3	ODM-2000	Core	Entrepreneurship	120	4	0	0	4	30	70	100
4	ODM-2006	Core	Human Resource Management	120	3	0	0	3	30	70	100
5	ODM-2008	General Proficiency	General Proficiency-II	120				3	30	70	100
6	ODM-2010	Core	Cost Accounting	120	3	0	0	3	30	70	100
Total Credits								20			
Total Year II Credits								40			
BBA Semester-V											
1	ODM-3001	Core	Business Policy and Strategic Management	120	4	0	0	4	30	70	100
2	ODM-3029	Core	Consumer Behaviour	120	4	0	0	4	30	70	100
3	ODM-3003	Community Service	Community Service-III	120				3	30	70	100
4	ODM-3012	Core	Introduction to Financial Institutions and Market	120	3	0	0	3	30	70	100
5		Program Elective	Program Elective-I	120	3	0	0	3	30	70	100
6		Program Elective	Program Elective-II	120	3	0	0	3	30	70	100
Total Credits								20			

BBA Semester-VI											
1	ODM-3002	Project and Viva	Comprehensive Viva Voce	120				4	30	70	100
2	ODM-3004	Project and Viva	Major Project	120				4	30	70	100
3	ODM-3006	General Proficiency	General Proficiency-III	120				3	30	70	100
4	ODM-3021	Core	Leadership	120	3	0	0	3	30	70	100
5		Program Elective	Program Elective-III	120	3	0	0	3	30	70	100
6		Program Elective	Program Elective-IV	120	3	0	0	3	30	70	100
Total Credits								20			
Total Year III Credits								40			
Total Program Credits								120			

Table 3: BBA Programme Electives

BBA Program Electives (Finance Specialization)			
1	ODM-3010	Program Elective	Management Accounting
2	ODM-3011	Program Elective	Security Analysis and Portfolio Management
3	ODM-3013	Program Elective	Management of Financial Services
4	ODM-3014	Program Elective	Money and Banking
BBA Program Electives (HRM Specialization)			
1	ODM-3015	Program Elective	Recruitment and Selection
2	ODM-3016	Program Elective	Performance and Competency Management
3	ODM-3017	Program Elective	Employee Training and Development
4	ODM-3018	Program Elective	Compensation and Reward Management
BBA Program Electives (Marketing Specialization)			
1	ODM-3023	Program Elective	Sales and Distribution
2	ODM-3024	Program Elective	Marketing of Services
3	ODM-3025	Program Elective	Retail management
4	ODM-3026	Program Elective	Integrated Marketing Communication

6. ACADEMIC CALANDER

Programme delivery and activity planner with academic activities are provided in the prospectus, besides hosting the same in the website. The academic calendar of events will be notified well-in-advance on the website of the University. The sample Academic Calendar is given below for reference-

ACADEMIC CALENDAR				
	For ODD Semester		For Even Semester	
Name of the Activity	From	To	From	To
Admission	June	August	December	February
Distribution of SLM	July	August	January	February
Contact Programmes (Counselling, Practicals etc.)	September	November	March	May
Assignment Submission (if any)	September	November	March	May
Evaluation of Assignment	September	December	March	June
Examination	December	December	June	June
Declaration of Result	January	February	July	August
Re-registration	December	February	June	August

7. CURRICULUM TRANSACTION

(a) The details for curriculum transaction are given below:

- The study material prepared by the experts in the relevant subjects in print form and interactive mode are provided to the learners at the time of admission.
- A student programme guide containing detailed information about the programme is also provided to the learners at the time of admission.
- The curriculum of the programme is designed based on the discussions and opinion of peer group and industry resource persons.
- Curriculum matches with the guidelines of regulatory bodies in terms of credits.
- The Board of studies, Academic council and ordinances strengthen the curriculum.

- Delivery of lectures in the Personal Contact Programme (PCP) / counselling through face to face, videos, PPTs, e- counselling and audio-visual aids. The academic counsellors deliver classroom lectures on the weekends for the distance education programme.

(b) Evaluation Policy

The academic assessment shall be based on the continuous assessment and end-semester examination. The details are given below-

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions
- Passing Criterion = 40 Marks (Overall)
- Assessment Tools: Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

(c) Notification

The University would notify its admission policy, financial assistance, delivery of the programme, academic planning and other details on the website of the university for the information of the learners (www.ncuonline.edu.in).

(d) Instructional delivery mechanisms

The norms for delivery of courses is guided by UGC and amended from time to time. The schedule and other details of counselling sessions / personal contact programme will be notified by the university from time to time. The university would utilize audio visual resources for effectiveness of instructional materials and learning process.

(e) Identification of media – print, video, online, computer aided, and student support service systems

Different interactive communication systems are identified and used to connect learners, resources, and instructors. The course material primarily in print, in the form of self-learning material, is provided to the learners in online and distance learning mode. The SLM are inter-alia self-explanatory, self-contained, self-directed at the learners, and amenable to self-evaluation, and enables the learners to acquire the prescribed level of learning in a course of study.

Learners will be provided with cognitive (academic), organizational, emotional and institutional support. Student support is done to develop a more effective learning and to overcome a problem which is inhibiting their progress. Cognitive support includes helping students to develop learning skills together with the important skills of assessment and feedback. Organizational support includes helping students with the management of their study time. Emotional support includes helping the students with motivating; developing self-confidence, managing the stress of learning will be extended, to ensure that there is no sense of isolation for the learners.

(f) Requirement of the laboratory support and Library Resources

Laboratory Support: A common laboratory facility has been provided for acquiring computer and soft skills.

Library Resources: The University provides library facilities in both traditional and digital mode, with proper security. A state of art library is in place in the University campus and a separate one is earmarked CDOE premises. The procedure of using the library is the same as in the conventional system.

(g) Infrastructure Facilities available in the Institute

The University has well- equipped laboratories; library; smart classrooms for conducting contact classes; ; IT labs; seminar halls for seminars/ workshops/ face-to-face discussions; guest house; canteen; gymnasium; auditorium for large gatherings etc.

(h) Programme Fee

Programme Fee: Rs.24,000 per annum

Total Programme Fee = Rs.72,000/-

The above fees take into account tuition fee, manpower cost (faculty and non-teaching staff), cost of study material, library facility, examination and evaluation costs, books and periodicals, postage and other overheads.

(i) Quality assurance mechanism and expected programme outcomes-

The NorthCap University has established a Centre for Internal Quality Assurance (CIQA) to develop and put in place a comprehensive and dynamic internal quality assurance system. CIQA will ensure that the Programmes offered under distance and online education mode are being implemented with high standards and finest quality. To achieve this objective, a committee under CIQA is constituted to monitor the quality of course structure, credit framework, NEP compliance and the quality of video lectures and Self-Learning Material (SLM) prepared for the B. Com programme before offered by Centre of Distance and Online Education (CDOE).

The main tasks of the Committee

- Review of syllabus for changes and improvement
- Review of all self-learning material prepared for the learners and ensure minimum similarity
- Review of quality of all video lectures
- Overall check for the consistency in all the learning material prepared

The quality shall be maintained in the curriculum by taking the following measures:

- Formal feedback on SLM, Videos, PPT's, Case Studies, Quiz, Assignments contact classes/ counselling, examinations, student support service will be taken every year and utilized for the improvement.
- Board of Studies will review the curriculum and SLM from time to time.
- Academic peer suggestions for the improvement of SLM through reviews, workshops, seminars and conferences.
- Industry/ employers, professionals and others stakeholder suggestions will be taken
- Academic audit by inviting senior external experts

8. SCHEME AND SEMESTER WISE COURSE TEMPLATES (BBA)

SEMESTER SCHEME (BBA)

The Semester-wise Study Scheme is given below-

S. N.	Course Code	Course Type	Course Title	Total Credits	Internal Marks	External Marks (End-semester Exam)	Total Marks
Semester I							
1	ODU-1000	Ability Enhancement	Business Communication - I	4	30	70	100
2	ODU-1010	Core	Environmental Studies	3	30	70	100
3	ODM-1001	Core	Principles of Management	4	30	70	100
4	ODM-1010	Core	Statistics and Research Methodology-I	3	30	70	100
5	ODM-1003	Core	Financial Accounting	3	30	70	100
6	ODM-1005	Community Service	Community Service-I	3	30	70	100
Semester II							
1	ODU-1020	Ability Enhancement	Business Communication - II	4	30	70	100
2	ODM-1002	Core	Legal Aspects of Business	3	30	70	100
3	ODM-1004	Core	Financial Management	4	30	70	100
4	ODM-1006	Core	Principles of Economics	3	30	70	100
5	ODM-1020	Core	Statistics & Research Methodology-II	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-I	3	30	70	100
Total Credits: 40							

Semester III							
S. N.	Course Code	Course Type	Course Title	Total Credits	Internal Marks	External Marks (End-semester Exam)	Total Marks
1	ODM-2001	Core	Income Tax	4	30	70	100
2	ODM-2003	Core	Marketing Management	3	30	70	100
3	ODM-2005	Core	Fundamentals of Banking	3	30	70	100
4	ODM-2007	Core	E- Commerce	4	30	70	100
5	ODM-2009	Core	Organizational Behaviour	3	30	70	100
6	ODM-2011	Community Service	Community Service-II	3	30	70	100
Semester IV							
1	ODU-2000	Ability Enhancement	Human Values and Professional Ethics	3	30	70	100
2	ODM-2002	Skill Enhancement	Computer Applications for Business	4	30	70	100
3	ODM-2000	Core	Entrepreneurship	4	30	70	100
4	ODM-2006	Core	Human Resource Management	3	30	70	100
5	ODM-2008	General Proficiency	General Proficiency-II	3	30	70	100
6	ODM-2010	Core	Cost Accounting	3	30	70	100
Total Credits: 40							

Semester V							
S. N.	Course Code	Course Type	Course Title	Total Credits	Internal Marks	External Marks (End-semester Exam)	Total Marks
1	ODM-3001	Core	Business Policy and Strategic Management	4	30	70	100
2	ODM-3029	Core	Consumer Behaviour	4	30	70	100
3	ODM-3003	Community Service	Community Service-III	3	30	70	100
4	ODM-3012	Core	Introduction to Financial Institutions and Market	3	30	70	100
5		Program Elective	Program Elective-I	3	30	70	100
6		Program Elective	Program Elective-II	3	30	70	100
Semester VI							
1	ODM-3002	Project and Viva	Comprehensive Viva Voce	4	30	70	100
2	ODM-3004	Project and Viva	Major Project	4	30	70	100
3	ODM-3006	General Proficiency	General Proficiency-III	3	30	70	100
4	ODM-3021	Core	Leadership	3	30	70	100
5		Program Elective	Program Elective-III	3	30	70	100
6		Program Elective	Program Elective-IV	3	30	70	100
Total Credits: 40							
Total Programme Credits: 120							

The course outline for each of the courses offered is given below:

SEMESTER I



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODU-1000: Business Communication-I

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODU- 1000.1 Demonstrate the use of basic and advanced writing techniques using advanced writing techniques using enriched vocabulary and grammar in various forms of writing.

ODU- 1000.2 Exhibit excellence in writing effectively.

ODU- 1000.3 Develop the ability to overcome barriers and communicate effectively.

ODU-1000.4 Employ generic conventions and formats to memoranda, notices and business correspondence

Course Syllabus

Unit 1: Concept of Communication

- 1.1 Introduction to Communication: Definition and Concept
- 1.2 Types of Communication– Verbal and Non-verbal Communication
 - 1.2.1 Types of Verbal Communication
 - 1.2.2 Types of Nonverbal Communication
- 1.3 Formal and Informal Communication
- 1.4 The Communication Model
 - 1.4.1 Significance of communication
- 1.5 Barriers of Communication

Unit 2: Grammar and Usage

- 2.1 Article Writing
 - 2.1.2 Objectives of article writing
 - 2.1.3 Principles of article writing
- 2.2 Prepositions
 - 2.2.1 Types of Prepositions
 - 2.2.2 Recognizing a Preposition in a Sentence
- 2.1.3 Various steps for Article Writing

2.3 Reading Skills and Comprehension

2.3.1 Importance of reading skills in a workplace

2.3.2 Benefits of reading

2.3.3 Types of reading skills

2.3.4 Text Comprehension

2.3 Analytical Essay and Precis Writing

Unit 3: Organizational Skills– Written

3.1 Memorandums

3.2 Email Writing

3.3 Sales Letters

3.4 General Business Letters

3.5 Powerpoint Presentations

Unit 4: Organizational Skills– Verbal

4.1 Group Discussions– Concept and Guidelines

4.2 Group Discussions– Types

4.3 Business Meetings– Concept and Types

4.4 Advantages and Disadvantages of Meetings; Minutes of a Meeting

4.5 Interview Skills–Definition and guidelines

4.6 Interview skills– Types

Recommended Readings:

1. An Introduction to Modern English Word-Formation, Valerie Adams, Routledge , London & New York, 1977, Latest edition 2016.
2. Business Correspondence and Report Writing, R.C. Sharma, K. Mohan, Tata Mc. Graw Hill Publishing Company Ltd., New Delhi, Latest edition 2017.
3. Developing Communication Skills, Krishna Mohan Banerjee, Macmillan, second edition, 2009
4. Communication Skills for Engineers and Scientist, Sangeeta Sharma and Binod Mishra, Pearson Education, 2009

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO1 1	PO1 2
ODU- 1000.1	1	-	-	-	-	-	3	-	-	1	-	2
ODU- 1000.2	1	-	-	-	-	-	3	-	-	2	1	2
ODU- 1000.3	1	-	-	-	-	-	3	-	-	2	3	3
ODU- 1000.4	1	-	-	-	-	-	3	-	-	-	-	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1 – Low

2– Medium

3– High

THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODU1010: Environmental Studies

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODU-1010.1: Understand the Importance of environment and ecosystem.

ODU-1010.2: Explain the various methodologies used in the energy resources and biodiversity conversation.

ODU-1010.3: Explain the impact of environmental pollution on local and global scales.

ODU-1010.4: Discuss the role of environmental policies and practices for remedial purposes.

Course Syllabus

Unit 1: Multidisciplinary Nature of Environmental Studies and Ecosystem

- 1.1 Meaning, scope, and importance of environmental studies
- 1.2 Concept of sustainability and sustainable development
- 1.3 Segments of environment and the different layers present in the atmosphere
- 1.4 Basics, structure, and function of ecosystem
- 1.5 Concept of ecological succession
- 1.6 Types of ecosystems available in the diverse environment

Unit 2: Energy Resources, Biodiversity and Conservation

- 2.1 Renewable and Non-renewable energy resources
- 2.2 Land resources and land use change
- 2.3 Challenges and opportunities in india's water management and biodiversity conservation
- 2.4 Biodiversity of india: significance, biogeographic zones, conservation initiatives
- 2.5 Understanding biodiversity: conservation, values provided by biodiversity, conservation, and case studies

Unit 3: Environmental Pollution

- 3.1 Types of pollution: air, water, soil, and noise
- 3.2 Nuclear threats and industrial waste
- 3.3 Case study: itai itai disease, minamata disease and bhopal gas tragedy

Unit 4: Environmental Policies and Practices

- 4.1 Environmental management and public awareness structure
- 4.2 Climate change, acid rain, ozone depletion
- 4.3 Environmental protection acts structure
- 4.4 Disaster management
- 4.5 Environmental ethics
- 4.6 Human population

Recommended Readings:

1. Shashi Chawla, "A Textbook of Environmental Studies" McGraw Hill Education, First edition, sixth reprint, 2012.
2. S. Deswal and A. Deswal, "An Introduction to Environmental Studies" Dhanpat Rai and Co., First edition, 2006.
3. J. Sinha & A. Bhardwaj, "Environmental Science", Galgotia Publications Pvt. Ltd., First edition, 2011.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

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 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Number s	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P S O 1	P S O 2	P S O 3
ODU- 1010.1	3	1	3	3	1	3	1	3	1	1	1	3
ODU- 1010.2	2	1	2	1	1	2	1	3	3	3	2	3
ODU- 1010.3	2	2	3	3	2	3	1	2	2	3	3	2
ODU- 1010.4	3	1	2	1	3	1	1	3	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1. – Low
- 2. – Medium
- 3. – High



The NorthCap University
Centre for Distance and Online Education (CDOE)
Department of Business Studies

ODM-1001: Principles of Management

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 1001.1 Describe and outline managerial concept, functions, and evolution.

ODM- 1001.2 Demonstrate traditional and contemporary concepts in management.

ODM- 1001.3 Define the effective organizing practices and knowing human resource management.

ODM- 1001.4 Understand the concept and application of motivation, and leadership for individual and group.

Course Syllabus:

Unit 1: Overview of Management

- 1.1 Management- Concept and Overview
- 1.2 Functions and Importance of Management
- 1.3 Evolution of Management Thoughts
- 1.4 Scientific Management Theory
- 1.5 Human Relation Theory (Elton Mayo)

Unit 2: Planning, and Decision Making

- 2.1 Planning- Overview & Importance
- 2.2 Decision Making – Concept and Importance
- 2.3 Herbert Simon Model on Decision Making
- 2.4 Staffing and Directing
- 2.5 Coordination

Unit 3: Organisation and Supervision

- 3.1 Organization- Concept and Process
- 3.2 Organizational Design and Organizational Structure
- 3.3 Power and Authority

3.4 Supervision and Control

3.5 Line and Staff Agencies

Unit 4: Motivation, Leadership and Communication

4.1 Motivation- Concept and relevance

4.2 Theories of Motivation

4.3 Leadership- Concept and relevance

4.4 Theories of Leadership

4.5 Communication

Recommended Readings:

1. L.M. Prasad, (2020), Principles and Practices of Management. Sultan Chand & Sons, New Delhi.
2. Koontz, Harold and Weirich, Heinz (2012). Essentials of Management: An International and Leadership Perspective. (9th Edition). McGraw Hill Education India Pvt. Ltd.
3. Griffin, Ricky W. (2013). Fundamentals of Management (7th Edition). South-western Pub Hill
4. Certo, S.C. & Certo, S.T (2014). Modern Management, Concepts and skills, Twelfth Edition. PHI Publications, New Delhi.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

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Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 1001.1	3	1	2	1	2	1	3	1	1	2	3	3
ODM- 1001.2	3	1	1	1	1	2	3	1	2	2	3	3

ODM- 1001.3	3	1	1	1	2	1	3	2	2	3	2	2
ODM- 1001.4	3	1	1	1	1	1	3	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY
Centre for Distance and Online Education (CDOE)
Department of Business Studies

ODM-1010: Statistics & Research Methodology-I

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-1010.1: Identify the data and learn how to take decisions based on sampling theory and sampling distributions.

ODM-1010.2: Identify and use summary statistics to describe data. Analyse the deviations and variations and produce a clean data.

ODM-1010.3: Apply and analyse probability theory and probability distributions in decision making and interpret the results.

ODM-1010.4: Perform basic statistical analysis using the concepts of correlation and regression.

Course Syllabus

Unit 1: Measures of Central Tendency

- 1.1. Introduction to Sampling theory and different types of sampling techniques, The Central Limit Theorem
- 1.2. Introduction to Descriptive Statistics
- 1.3. Measures of Central Tendency
- 1.4. Measures of Central Tendency: Mean
- 1.5. Measures of Central Tendency: Median, Quartiles, Percentiles and Deciles
- 1.6. Measures of Central Tendency: Mode

Unit 2: Measures of Dispersion

- 2.6 Measures of Dispersion: Quartile Deviation
- 2.7 Coefficient of Quartile Deviation
- 2.8 Standard Deviation
- 2.9 Variability: Variance

Unit 3: Probability Theory

- 3.1 Basic terminology in Probability
- 3.2 Types of Probability
- 3.3 Probability Rules
- 3.4 Probability Distribution
- 3.5 Introduction to Binomial and Poisson Distribution

Unit 4: Correlation & Regression

- 4.1 Introduction to Correlation: types & degrees
- 4.2 Karl Pearson's Coefficient of correlation: Actual Mean Method, Assumed Mean Method, Product Moment Method
- 4.3 Introduction to Regression
- 4.4 Estimating two regression lines by method of least squares, assumed mean method, direct method.
- 4.5 Properties of Correlation and Regression

Recommended Readings:

1. Statistics for Management, Eighth Edition, By Pearson by I. Levin Richard, H. Siddiqui Masood, et al., 27 January 2017
 2. Business Statistics, by S.P. Gupta, Sultan Chand & Sons, 2017
 3. Modern Business Statistics with Microsoft Office Excel, 6th edition by Anderson, Sweeney, Williams, Camm and Cochran; Cengage, 2017.
 4. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2017.
- (Only latest available edition books are recommended.)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1010.1	2	1	2	3	1	2	1	2	1	1	1	2
ODM-1010.2	2	1	3	1	1	2	1	2	2	2	3	2
ODM-1010.3	3	3	2	2	3	2	1	3	2	2	2	3
ODM-1010.4	2	1	3	1	2	1	1	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY

Centre for Distance and Online Education (CDOE)

Department of Business Studies

ODM-1003: Financial Accounting

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-1003.1: Gain the conceptual knowledge of financial accounting and to understand the nature and purpose of Generally Accepted Accounting Principles (GAAP) and Accounting Standards.

ODM-1003.2: To record journal entries and Prepare ledger accounts and Trial Balance using double entry bookkeeping accordingly.

ODM-1003.3: To get familiar with the procedure of preparing books of final accounts for different business entities.

ODM-1003.4: To have an understanding of the process of Issuance of Shares and Debentures.

Course Syllabus

Unit 1: Introduction of Accounting

1.1 Introduction to Accounting

1.2 Process of Accounting

1.3 Methods of Accounting

1.4 Types of Accounts

1.5 Accounting Terminology

1.6 Accounting Concepts, Principles, Conventions & Standards

1.7 Journal

Unit 2: Ledger, Subsidiary Books & Trial Balance

2.1 Ledger

2.2 Subsidiary Books

2.2.1 Purchases Day Book, Sales Day Book, Purchase Returns Book,

Sales Returns Book, Bills Receivable Book, Bills Payable Book,
 2.2.2.Cash Book
 2.3 Trial Balance

Unit 3: Capital and Revenue & Preparation of Final Accounts

3.1 Capital Expenditure
 3.2 Revenue Expenditure
 3.3 Introduction to Financial Statements
 3.3 Balance sheet
 3.4 Profit & Loss Account
 3.5 Depreciation
 3.6 Provision for Depreciation

Unit 4: Share and Share Capital, Debenture

4.1 Share Capital
 4.2 Issue of Share at premium
 4.3 Issue of Share at discount
 4.4 Forfeiture of shares
 4.5 Classification of Debentures
 4.6 Issue of Debentures and its Debentures

Recommended Readings:

Text Books:

- Tulsian, P.C., Financial Accounting, Tata McGraw Hill, New Delhi
- Monga. J.R; Financial Accounting; Mayur Publications

Reference Books:

- Hornegren, Introduction to Financial Accounting, Pearson education
- Noreen, Brewer, Garrison; Financial and cost accounting; Tata McGraw Hill
- Horngren, Sundem, Elliott, Philbrick: (2012) "Introduction to Financial Accounting (10th Edition), Pearson
- Libby, Libby, Short: Financial accounting, (7th Edition), McGraw-Hill
- Dhamija, S. (2015), Financial Accounting for Managers, (11nd Edition), Pearson Publications

(Only latest available edition books are recommended.)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
 - Continuous Assessment (CA) = 30 Marks
 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1003.1	2	1	2	3	1	2	1	2	1	1	1	2
ODM-1003.2	2	1	3	1	1	2	1	2	2	2	3	2
ODM-1003.3	3	3	2	2	3	2	1	3	2	2	2	3
ODM-1003.4	2	1	3	1	2	1	1	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

4. – Low

5. – Medium

6. – High



**THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies**

ODM1005: Community Service-I

GUIDELINES

A. Introduction: The NorthCap University recognizes the need for giving back to the community and encourages and propels students to participate actively in several outreach activities. A number of clubs, societies at NCU undertake several social responsibilities and conduct various donation drives, awareness seminars and street plays, blood donation camps, literacy programmes etc. Legal aid camps/clinics, projects for the upliftment and support of the underprivileged sections of the society and various energy and conservation-based initiatives are also undertaken at regular intervals. Extending this aim this document provides guidelines to incorporate CommunityService in the programmes being offered by the Centre of Distance and Online Education. This course will run every alternate semester – Semester I, III and V for the undergraduate students.

B. Objective: Community Service would be calculated through volunteer hours by all students of The NorthCap University. Integrating Community is applicable to all Programs across the University.

C. Broad Guidelines:

1. All students enrolled for these courses have to 100 Volunteer Hours per to serve the community. Total 100 volunteer hours per student per year need to be completed through participation in various online and offline activities, projects undertaken and internships attended in the field of relevance or choice.

2. Every student enrolled in the programme must become a member of any Club / Professional Society of the NorthCap University (Yukti, NSS NCU, Enactus NCU, Legal Aid Society and many others) or at a local unit of the same in their vicinity (Rotaract Clubs, Red Cross Society, NSS or any recognized NGO) which engages in Community Service. The students should, however, collaborate

with NGO's and other Organizations outside NCU in association with the University Club of which they are members for their Internships and Projects to increase the visibility of the University.

3. The Community Service committee of the university will have the overall responsibility of execution of community service volunteer hours in the university. The committee shall be a part of Student Activities and Leadership Sub-Committee (SAL) and work under the guidance of Deputy Dean - Student Welfare.

D. Detailed plan and execution procedure: The detailed execution procedure and incorporation of the same in the credit scheme(s) are outlined as follows:

1. Credit Scheme

The students can utilize their free and convenient time, like, weekends, holidays, vacation slot etc. to identify the activity, discussion with mentor, plan of action, etc.

Table 1: Year wise breakup of credits

Year	Proposed Engagement for Community Service	Total Hours
I Year	100 Hours throughout the year	100
II Year	Total 100 Hours throughout the year	100
III Year	Total 100 hours throughout the year	100

2. Execution procedure: For completion and assessment of 100 voluntary hours per year, the following guidelines apply:

1. Students have to select a few offline/online activities from the list of activities outlined in Annexure 1. The offline activities can be carried out in their vicinity under a recognized organization.

2. Students have to work to complete the committed hours as the program guidelines per year.

3. Hours spent while working on Projects of Social Relevance undertaken while pursuing the program shall be considered as volunteer hours.

4. Details of activities and mode of conduct are to be informed by all students to their respective

mentors.

5. Students are required to fill the Tracking Form (Annexure 2) after completion of each activity and submit sufficient proofs and certificates to their respective mentor.

6. The Mentor shall assess the progress of a student twice a semester through the Service Hours Tracking Form and shall submit a consolidated report to the Community Service Committee at the end of the year. The report shall include a write-up on the service rendered to the society.

7. Students can earn the requisite credits, based on the fulfilment of voluntary hours.

8. Evaluation of the volunteer hours shall be done at the end of the year by an expert committee by the Department which includes respective class mentors and other experienced faculty members.

Note: *The program encourages the completion of volunteer hours for community service in proximal locations of the student under any recognized organization.*

Annexure 1

List of Proposed Volunteering Activities to Choose From:

All students must necessarily become members of the clubs and Professional Societies of the University that engage in Community Service. The students are also encouraged to participate in the social service activities organized by various NGO's by collaborating with them.

There are multiple ways in which a student can do volunteering.

- A. Government Schemes
- B. Offline Activities
- C. Online Activities

They can also get associated with some of the following Government initiatives under community service hours such as **Swachh Bharat Scheme:**

- a. Adoption of Villages
- b. Contacting Village Leaders
- c. Survey of Village Area
- d. Identification of Problem

- e. Completion of Projects
- f. Evaluation of Projects
- g. Survey of Slums
- h. Services of Slums

Coordination with Voluntary Organizations (All of these activities can be quantified in hours) Following is the list of few websites working in social/community services:

I. **My Government Site**- Be an active partner in nation building, participate in groups, tasks, discussion, polls, blogs, talks - <https://www.mygov.in/home/101044/do/>

II. **Teach for India** - Teach for Change is a nationwide movement to improve literacy among primary school children studying in government run schools. The movement works in collaboration with state governments to develop literacy skills among primary school children. The Teach for Change movement is aimed towards achieving the United Nations Sustainable Development Goals (Goal 4-Quality Education). As part of the movement committed citizens contribute their time and volunteer to teach children in their neighborhood Government school - <http://www.teachforchange.in/>

III. **India Literacy Project** - Whether you are an individual looking to empower your community schools through education, a corporate partner or a foundation looking for organizations that create deep and sustained impact, you can partner in this project. Refer website - <https://www.ilpnet.org/>

IV. **Swacchh Bharat UGC Guidelines**. There are a variety of activities mentioned in this document- https://www.ugc.ac.in/pdfnews/3258851_Swachh-Bharat-Swashth-Bharat--guidelines-2014.pdf

V. **Digisevak**- (Government website with multiple volunteering opportunities) - DigiSevak is an online volunteering platform that connects the young and enthusiastic volunteers to the ministries and government organizations that have certain tasks to be completed. DigiSevak connects citizens with government to volunteer for various Digital India activities by Ministries and agencies of government. The platform offers a system for end-to-end management of volunteering activities- <http://digisevak.gov.in/>

VI. **Covid Volunteering Opportunities** – Great support is forthcoming from people who want to help. Indian citizens and organizations desirous of volunteering their services for the Nation's fight against spread of Corona Virus. The Area of Contributions are – Health, Communication,

Entrepreneurial, Essential Services. Refer - <https://self4society.mygov.in/> or <https://www.mygov.in/task/join-war-against-covid-19-register-volunteer/>

VII. **Pradhan Mantri Surakshit Matritva Abhiyan** – The Pradhan Mantri Surakshit Matritva Abhiyan has been launched by the Ministry of Health & Family Welfare (MoHFW), Government of India. The program aims to provide assured, comprehensive and quality antenatal care, free of cost, universally to all pregnant women on the 9th of every month. There are three steps to be taken while joining the campaign. Firstly, one registers the intent, secondly one decides the facility where one would like to volunteer and lastly one can give their feedback / check their contribution. Refer - <https://pmsma.nhp.gov.in/i-am/volunteer/ready-to-volunteer/>

VIII. **Bharat Nirman Volunteers**- <https://rural.nic.in/more/initiatives/bharat-nirman-volunteers>

IX. **Ministry of Ayush** - AYUSH professionals and students could be called upon to volunteer to work for the fight against Covid 19, whenever need arise. If one is willing to volunteer, one has to train and update oneself as per the guidelines / training material published by Ministry of Health and Family Welfare, GOI

<https://main.ayush.gov.in/covid-19-ayush-volunteers-0>

X. **United Nations** regularly publishes selected volunteer opportunities. One must first create their profile in the UNV Global Talent Pool to apply. Some assignments are not published because they are filled by candidates whose profiles are matched directly from their Global Talent Pool. Some sponsored assignments may have additional eligibility criteria. Online Volunteers are a valuable resource to support United Nations entities and other partners with COVID-19 response. Refer: <https://www.onlinevolunteering.org/en>

XI. **SEEDS** (Sustainable Environment and Ecological Development Society) have one ultimate goal: protecting the lives and livelihoods of people exposed to disasters. SEEDS' 2030 strategy is dedicated to enabling the bottom 1% of those vulnerable to climate emergencies – helping them withstand it, secure their future potential and thereby that of the larger community. They will live in safer homes, go to safer schools and access safer health facilities. Through a growing network of partners and young ambassadors, we aim to work in 100 identified districts. Refer: <https://www.seedsindia.org/volunteer/>

XII. **CRY** online volunteering options offer you flexibility in terms of space, time and location. Refer: <https://www.cry.org/volunteer-with-cry-old/virtual-volunteering>

XIII. **MyGov India**, in collaboration with National Disaster Management Authority (NDMA) and the

Ministry of Health & Family Welfare, is calling upon Individuals and Organizations to Volunteer or Donate towards India's Fight Against Corona. As per the need, the concerned authorities of States/UTs/Ministry of Health and Family Welfare, contact for the donated medical supply items/equipment. Refer: <https://self4society.mygov.in/>

These are some indicative websites and online initiatives of the Government through which students can contribute to the society. The students can use any other of their choice and interest.

Some Offline activities include:

- a. Addressing Abuse Issues: Abuse Shelters
- b. Working towards Animal Rights and Environmental Issues: Humane Society, Society for Prevention of Cruelty to Animals (SPCA), Wildlife Rehabilitation Centers
- c. Handling Elderly Citizen Issues: Assisting Living Facilities, Elder Care (Old age home visits)
- d. Addressing Health Issues: Blood Donation camps, Health awareness camps, Free Health Clinics, Hospitals, Mental Illness awareness/support, Rehabilitation Centers, Therapeutic Clowning
- e. Exploring Legal Issues: Voter registration, Legal Counselling, Prison inmate's welfare
- f. Assisting a lawyer with direct representation for or assisting a lawyer who works for a civic, charitable, governmental, educational, or other public-service organization with limited income.
- g. Assisting a lawyer with direct representation for low-income clients through a legal aid office, clinic, or pro bono program
- h. Assisting a lawyer with direct representation for or assisting a lawyer who works for a group or organization seeking to secure or protect civil rights, civil liberties, or public rights
- i. Assisting a lawyer with direct representation for an indigent client where the lawyer intentionally opts not to charge before providing legal services
- j. Volunteering for law-related work for a federal, state, or local government including government agencies, courts, and judges, but not including law enforcement work (law enforcement work is community service)
- k. Volunteering to participate in the administrative rule making process or to assist with legislative lobbying activities for governmental organizations or organizations seeking to secure or protect civil rights, civil liberties, or public rights
- l. Volunteering for "know your rights" hotlines and volunteering for activities designed to

preserve civil and legal rights.

- m. Volunteering as a public speaker on legal issues including court tours.
- n. Life Issues: Anti-Smoking Campaigns, Illiteracy, Drug Abuse
- o. Sexuality issues, Alcohol Abuse, Teen Suicide, Underage Drinking
- p. Mentally/Physically Challenged Individuals Issues: Best Buddies, Lighthouse for the Blind, helping the specially-abled.
- q. Mentoring Students: Peer Connectors, Peer to Peer
- r. Need-Based/Poverty Issues: Clothes to Kids, Homeless Emergency donations, Toys for Tots
- s. Tutoring: Adult literacy, Book donation drives
- t. Tutoring – At Risk of Failing Students: Big Brother/Big Sister, Bridging the Achievement Gap
- u. Environmental protection and conservation – tree plantation etc.
- v. Contributing towards fulfilment of the Sustainable Development Goals (SDGs)

Suggestive Online activities:


1. Create the good: Sharing of your own skill and passion with community
2. Online Fundraising Campaign
3. Using your skills for helping an organization engaged in social work like graphic design, proofreading, answering queries etc.
4. Online Outreach & Advocacy
5. Conducting Donor research activities
6. Webinars on socially relevant issues
7. Covid-19 volunteering (online activities)
8. Mentoring kids online
9. Knowledge dissemination in association with an NGO
10. Student can also use the following links to explore virtual volunteering opportunities:
 - https://doit.org/opportunities/search?working_from_home&sort=distance&order=asc&page1
 - <https://www.onlinevolunteering.org/en>
 - <https://www.volunteermatch.org/virtual-volunteering>
 - [https://www.pointsoflight.org/getinvolved/?q=&aTR\[0\]=title&aTR\[1\]=description&aTR\[2\]=tags&aTR\[3\]=durations&aTR\[4\]=locs&aTR\[5\]=is_virtual&aTR\[6\]=detailURL&f\[0\]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR\[is_virtual\]\[0\]=1&virtual=1](https://www.pointsoflight.org/getinvolved/?q=&aTR[0]=title&aTR[1]=description&aTR[2]=tags&aTR[3]=durations&aTR[4]=locs&aTR[5]=is_virtual&aTR[6]=detailURL&f[0]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR[is_virtual][0]=1&virtual=1)

- <https://www.careeraddict.com/online-volunteering-opportunities>

NOTE: The mentioned list is illustrative and not exhaustive by any means, students are free to explore more virtual volunteering opportunities on their own.

Annexure 2

NCU-FORM

 THE NORTHCAP UNIVERSITY	COMMUNITY SERVICE TRACKING FORM (TO BE SUBMITTED BY THE STUDENT TO THE MENTOR)	Review Date:
		Sheet 1 of 1
NAME & ROLL NO.		
SEMESTER/ YEAR		
MEMBERSHIP at NCU/ Outside NCU (Name/s of Club/ Organization)		
SIGNATURE AND DATE		

PARTICIPATION IN CLUB ACTIVITIES AT NCU (OPTIONAL)

S.NO.	RECIPIENT(S) OF SERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF CLUB	NO. OF HOURS
			TOTAL NO. OF HOURS		

The students will mention "Not Applicable" in the above table if there is no membership with NCU Club /Society. Even though the students are geographically dispersed, they can refer to their mentor to take membership of any Club/Society at NCU and work at the local

levels near their homes, contributing to the cause of that Club/Society.

PARTICIPATION IN ACTIVITIES CONDUCTED OUTSIDE OF NCU

S.NO.	RECIPIENT(S) OFSERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF NGO/ FIRM/ SOCIAL INITIATIVE/ SELF	NO. OFHOURS
			TOTAL NO. OF HOURS		

- Students have to provide a report on work done under each activity. Detailed report along with photographs (indicating the date) /video and certificates obtained from NGOs/ NCU Societies is to be submitted separately for each activity as annexures.

EVALUATION

YEAR I		YEAR II		YEAR III	
Number of Hours	Grade / Marks	Number ofHours	Grade / Marks	Number ofHours	Grade / Marks
>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks
100	A Good 75-90 marks	100	A Good 75-90 marks	100	A Good 75-90 marks
80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks
60-80	B Average 50-60 marks	60-80	B Average 50-60 marks	60-80	B Average 50-60 marks
40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks
<40	D FAIL <40 marks	<40	D FAIL <40 marks	<40	D FAIL <40 marks

EVALUATION FORM


Detailed report consisting of audio/ video proofs of all activities.	Detailed report containing audio /video proofs of most of the activities (>80%) are there.	Report has audio/ video proofs of some of the activities.	Report does not have audio/ video proofs of most activities (less than 30%)	Project report does not have any audio/ videoproof.
--	--	---	---	---

Duly filled tracking forms for listed activities.	Duly filled tracking forms for most of activities (>80%).	Duly filled tracking forms for some of activities (>50%).	Duly filled tracking forms for fewer activities (<30%).	Incomplete tracking form
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TO BE FILLED BY MENTOR AFTER EACH END TERM & FINAL EVALUATION

- NUMBER OF HOURS VOLUNTEERED
- COMPLETENESS OF TRACKING FORM
- AUTHENTICITY OF PROOF(S) ATTACHED
- REMARKS FOR VOLUNTEERING COMMUNITY SERVICE
- SIGN WITH DATE

Annexure 3

 <p>THE NORTHCAP UNIVERSITY</p>	<p>The NorthCap University, Gurugram</p> <p>Student Report of Activity</p>
Objective (s) of the activity	
Name of the activity	
Student Contribution in the activity	
Certificate/attendance proof (if any)	
Report of the event (100 - 200 words)	
Photographs/Videos	

SEMESTER II



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODU-1020: Business Communication- II

Periods/week Credits: 4

Max. Marks: 100

LTP: 4-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes:

ODU- 1020.1: Employ effective and professional writing skills to convey the intended message with clarity and conciseness.

ODU- 1020.2: Compose concrete and correct formal correspondence texts like business reports and proposals.

ODU- 1020.3: Exhibit the usage of enhanced communication skills.

ODU- 1020.4: Appraise and develop advanced reading and listening skills.

Course Syllabus

Unit 1: Concept of Communication II

- 1.7. Written Communication: Need, Advantages and Disadvantages
- 1.8. Elements of Effective Writing - 7 C's : Meaning & Application
- 1.9. Body Language
- 1.10. Inter-Personal Communication
- 1.11. Effective Presentation Skills

Unit 2: Semantics II

- 2.1 Synonyms, antonyms
- 2.2 Spotting Errors pertaining to Conjunctions.
- 2.3 Spellings
- 2.4 Commonly used foreign words.
- 2.5 One Word Substitution

Unit 3: Writing Skills II

- 3.1 Report: Oral & Written Reports
- 3.2 Types of Reports

3.3 Steps in Writing Reports, layout and style of Business Reports, Specimen Reports

3.4 Business Proposals, its types, Specimen Proposals

3.5 Paragraph Writing

3.6 Picture Composition

Unit 4: Advanced Listening & Reading Skills II

4.1 Significance of Listening

4.2 Types of Listening and Barriers to Listening

4.3 Skills in Telephonic Conversation

4.4 Importance of skimming & scanning, Reading Comprehension: Unseen Passages

Recommended Readings:

1. Sharma, R.C. and Mohan, K. (2017). Business Correspondence and Report Writing, Tata Mc. Graw Hill Publishing Company Ltd.
2. Raman, Meenakshi and Sharma, Sangeeta, (2016). Technical Communication: Principles and Practice, Oxford University Press.
3. Kumar, Sanjay & PushpLata, (2009). Communication Skills Oxford University Press.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODU- 1020.1	3	1	2	1	2	1	3	1	1	2	1	1
ODU- 1020.2	3	1	3	1	2	1	3	1	1	2	1	1

ODU- 1020.3	3	1	2	1	2	1	3	1	1	2	1	1
ODU- 1020.4	3	1	1	1	1	1	3	1	1	1	1	1

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Management Studies

ODM-1002: Legal Aspects of Business

Periods/week Credits: 3

LTP: 3-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 1002.1 Describe and outline the basic concepts relating to the contract law.

ODM- 1002.2 Understand the contract of sale.

ODM- 1002.3 Differentiate between a Partnership and a Limited Liability Partnership.

ODM- 1002.4 Understand the concepts pertaining to Companies Act, 2013.

Course Syllabus:

Unit 1: Basics of Contract Law

- 1.1 Essentials of a valid contract
- 1.2 Capacity to enter into a contract
- 1.3 Discharge of a Contract
- 1.4 Breach of a contract
- 1.5 Contract of Agency and Bailment

Unit 2: Sale of Goods Act and Negotiable Instruments

- 2.1 Contract of Sale
- 2.2 Conditions and warranties
- 2.3 Unpaid seller and his rights
- 2.4 An introduction to Negotiable Instruments

Unit 3: Partnership

- 3.1 Partnership
- 3.2 Rights, Obligations and Liabilities of Partners
- 3.3 Dissolution
- 3.4 Limited Liability Partnership vs Partnership, Limited Liability Partnership vs Company

3.5 Dissolution of a Limited Liability Partnership

Unit 4: Basics of Company Law

4.1 Essential features of a Company

4.2 Types of Companies

4.3 Memorandum of Association

4.4 Articles of Association

4.5 Prospectus

4.6 Directors of a Company

Recommended Readings:

1. RK Bangia, (14th Edition, 2009) Indian Contract Act, Allahabad Law Agency
2. Avtar Singh, (17th Edition, 2022) Company Law, Eastern Book Publication

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix:

Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 1002.1	3	1	2	1	2	1	3	1	1	2	3	3
ODM- 1002.2	3	2	2	2	3	1	3	1	2	2	3	3
ODM- 1002.3	3	1	1	1	2	1	3	2	2	3	2	2
ODM- 1002.4	3	1	2	2	2	2	2	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree

of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. **Low**
2. **Medium**
3. **High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-1004: Financial Management

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM-1004.1: Develop and demonstrate basic understanding of fundamentals of financial management.

ODM-1004.2: Describe the concept of financial statement analysis in real world and demonstrate the working of different ratios along the structure of capital.

ODM-1004.3: Discuss the sources of finance, leverages along capital budgeting and their evaluation.

ODM-1004.4: Develop an understanding of working capital management including cash, receivables & inventory methods and dividend policies.

[Course Syllabus](#)

Unit 1: Introduction to Financial Management

- 3.1. Nature & Scope of Financial Management
- 3.2. Finance Functions & Time Value of Money
- 3.3. Financial Statements
- 3.4. Financial Statements Analysis
- 3.5. Ratio Analysis-I

Unit 2: Capitalisation

- 3.6. Ratio Analysis-II
- 3.7. Capitalisation
- 3.8. Cost of Capital
- 3.9. Capital Structure-I
- 3.10. Capital Structure-II

Unit 3: Sources of Finance and its evaluation

- 3.6 Leverages
- 3.7 Sources of Finance (Short Term)
- 3.8 Sources of Finance (Long Term)
- 3.9 Capital Budgeting-I
- 3.10 Capital Budgeting-II

Unit 4: Working Capital Management

- 4.6 Working Capital Management
- 4.7 Management of Cash & Marketable securities
- 4.8 Receivables management
- 4.9 Inventory Management
- 4.10 Dividend Policy & Decisions.

Recommended Readings:

1. Bhalla V.K – Financial Management – S.Chand
2. Fundamentals of Financial Management, Vandana Dangi, V.K. Global Pvt. Ltd., New Delhi
3. Rostogi, Fundamentals of Financial Management, Taxmann Publications.
4. Fundamental of Financial Management, Sharma, Gupta, Kalyani Publishers, New Delhi

(Only latest available edition books are recommended.)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1004.1	1	1	2	3	1	2	1	2	1	1	1	2

ODM-1004.2	2	2	3	1	1	2	1	2	2	2	3	2
ODM-1004.3	3	3	2	2	3	2	2	3	1	2	2	3
ODM-1004.4	2	1	3	1	2	1	1	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1 – Low

7. – Medium

8. – High



THE NORTHCAP UNIVERSITY

Centre for Distance and Online Education (CDOE)

Department of Business Studies

ODM-1006: Principles of Economics

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-1006.1: Demonstrate knowledge and understanding of core economics concepts, tools and models

ODM-1006.2: Explain the behavior of consumers and producers in terms of the demand for products, utility and equilibrium

ODM-1006.3: Evaluate the concepts of revenue and costs for better analyzing the market scenario. Analyze the performance of firms under different market structures and explain how markets for factors of production work.

ODM-1006.4: Build the concept of National Income, Circular flow of Income which provide basis for the government policies

Course Syllabus

Unit 1: Basic Principles of Economics

- 1.1 Definition of Economics, Micro versus Macroeconomics. Positive vs Normative Economics
- 1.2 Central problems of economy. Concept of scarcity. Production Possibility Frontier.
- 1.3 Ten principles of Economics. Types of goods.
- 1.4 Theory of demand and supply.
- 1.5 Elasticity of demand: percentage and mid-point method cross elasticity.

Unit 2: Consumer and Producer Behaviour: It's applications

- 2.1 Consumer Behaviour: Utility: Total & Marginal, DMU,
- 2.2 Utility: Law of equi-marginal utility.
- 2.3 Budget line, Optimal choice: income and price.
- 2.4 Indifference curves and deriving a demand curve.
- 2.5 Production and laws of production: Law of variable proportion and returns to

scale.

Unit 3: Revenue & Cost and Forms of Market

- 3.1 Revenue concepts, cost concepts.
- 3.2 Tax incidences and dead weight loss.
- 3.3 Market structure of Perfect competition, monopolistic competition;
- 3.4 Monopoly and price discrimination (PD), how PD works.
- 3.5 Oligopoly market. Game theory: Prisoner's Dilemma.

Unit 4: Introduction to Macroeconomics & Macroeconomics Policies

- 4.1 Basic Concepts and macroeconomics variables. National Income-Meaning;
- 4.2 Methods of Measuring National Income;
- 4.3 Circular Flow of Income-Two, Three and Four Sector Economy;
- 4.4 Fiscal Policy-Meaning, Objectives and Instruments;
- 4.5 Monetary Policy-Meaning, Objectives and Instruments

Recommended Readings:

- Hall Varian: Intermediate Microeconomics, W W Norton
 - R Pindyck and D Rubinfeld: Microeconomics, Pearson
 - N. Gregory Mankiw: Principles of Microeconomics, CENGAGE
 - N. Gregory Mankiw: Principles of Macroeconomics, CENGAGE
- (Only latest available edition books are recommended.)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
 - Continuous Assessment (CA) = 30 Marks
 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1006.1	2	2	1	1	3	1	3	3	1	2	1	3
ODM-1006.2	2	1	1	2	2	2	3	3	2	2	2	2
ODM-1006.3	3	2	2	1	2	1	3	1	3	2	3	2
ODM-1006.4	2	2	1	2	1	1	3	2	1	2	2	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. Low
2. Medium
3. High



THE NORTHCAP UNIVERSITY
Centre for Distance and Online Education (CDOE)
Department of Business Studies
ODM-1020: Statistics & Research Methodology-II

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-1020.1: Identify the data and learn how to take decisions based on sampling theory and sampling distributions, and design questionnaires.

ODM-1020.2: Use various types of distributions and learn about the application of various distributions.

ODM-1020.3: Test the hypothesis in large and small samples.

ODM-1020.4: To perform test using small samples, Chi square and analyse the results. Also, to understand the ANOVA.

Course Syllabus

Unit 1: Sampling Theory and techniques

- 1.1 Introduction to Research
- 1.2 Types of Research
- 1.4 Introduction to Sampling theory
- 1.4 Sampling techniques
- 1.5 The Central Limit Theorem

Unit 2: Distribution Theory and Hypothesis testing: Large Sample Test

- 2.1 Introduction to Distribution
- 2.2 Normal Distribution
- 2.3 Binomial Distribution
- 2.4 Poisson Distribution
- 2.5 Hyper Geometric and Geometric Distribution

Unit 3: Hypothesis testing: Large Sample Test

- 3.1 Introduction to Hypothesis, Types of Errors, One tailed and two tailed tests

- 3.2 Test of hypothesis concerning large samples: Test of hypothesis about population mean
- 3.3 Test of hypothesis about difference between two means, Test of hypothesis about difference between two population standard deviation
- 3.4 Test of hypothesis about population proportions
- 3.5 Test of hypothesis about difference between two population proportion

Unit 4: Small Sample Test, Chi Square Test and ANOVA

- 4.1 Small Sample Tests: T-Test (Part-I)
- 4.2 Small Sample Tests: T-Test (Part-II)
- 4.3 Small Sample Tests: Fisher's Z Test, F-Test
- 4.4 Chi square test, test of independence
- 4.5 Introduction to Analysis of Variance, one way and two-way classification model
- 4.6 Introduction, Splicing, Deflating Index Numbers, Methods of constructing Index numbers- Un-weighted, weighted quantity, Consumer Price Index numbers, Reversal Tests
- 4.7 Introduction, methods of measurement, semi averages, least square, moving averages, trend methods, cyclical variations.

Recommended Readings:

- 5. Statistics for Management, Eighth Edition, By Pearson by I. Levin Richard, H. Siddiqui Masood, et al., 27 January 2017
- 6. Business Statistics, by S.P. Gupta, Sultan Chand & Sons, 2017
- 7. Modern Business Statistics with Microsoft Office Excel, 6th edition by Anderson, Sweeney, Williams, Camm and Cochran; Cengage, 2017.
- 8. Richard J. Larsen and Morris L. Marx, An Introduction to Mathematical Statistics and its Applications, Prentice Hall, 2017.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
 - Continuous Assessment (CA) = 30 Marks
 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
 - End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1020.1	2	1	2	3	1	2	1	2	1	1	1	2
ODM-1020.2	2	1	3	1	1	2	1	2	2	2	3	2
ODM-1020.3	3	3	2	2	3	2	1	3	2	2	2	3
ODM-1020.4	2	1	3	1	2	1	1	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1. – Low
- 2. Medium
- 3. High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-1008: General Proficiency

Periods/week Credits: 3

Max. Marks: 100

LTP: 0-3-0

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 1008.1 Develop an understanding of the basics of competitive exams.

ODM- 1008.2 Will be able to develop the skills required to enter the corporate world.

ODM- 1008.3 Develop presentation skills along with learning of new concepts.

ODM- 1008.4 Develop writing skills and enhance their ability to read, write and speak

1. Basic Aptitude - 50 marks (100 questions)

2. Any Upskilling course (Advanced Excel/SQL/Python/Communication etc.)- 10 marks

3. Recorded presentation session by the student on any topic - 10 marks

4. Any outstanding achievement done by the students in any area - 5 marks

5. Article/Abstract writing/Report writing- 25 marks

(More focussed on creative writing/ writing skills/ reviewing of articles, papers, and journals based on the

First-year curriculum and to get hands-on practical exposure to the courses)

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 1008.1	3	1	3	1	1	1	1	2	1	2	3	3
ODM- 1008.2	3	1	1	1	1	2	3	1	2	2	3	3
ODM- 1008.3	3	1	1	1	2	1	3	2	2	3	2	2
ODM- 1008.4	3	1	1	1	1	1	3	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree

of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**

SEMESTER III



THE NORTHCAP UNIVERSITY
Centre for Distance Education (CDOE)
Department of Business Studies

ODM-2001: Income Tax

Periods/week Credits: 3

LTP: 3-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM-2001.1: Acquaint various basic concepts used in Income-tax Act

ODM-2001.2: rephrase insight toward various sources of income tax

ODM-2001.3: Apply and analyze the deductions, rebates and relief allowed under Income Tax Act

ODM-2001.4: Evaluate the machinery of income tax

[Course Syllabus](#)

UNIT 1 Introduction to Income Tax

- 1.1. Introduction to Terminologies in the world of Tax
- 1.2. Introduction to Income Tax
- 1.3. Residential Status of an Individual
- 1.4. Residential Status of a Company & HUF
- 1.5. Income from Salaries

UNIT 2 Income from Various Sources

- 2.1. Allowances
- 2.2. Retirement Benefits, Provident Funds
- 2.3. Perquisites
- 2.4 Income from House Property
- 2.5 Computation of House Property

UNIT 3 Capital Gains Tax

- 3.1. PGBP
- 3.2. Income from Capital Gain
- 3.3. Computation of Capital Gain
- 3.4. Income from other sources
- 3.5. Set off of Losses & Carry forward of Losses

UNIT 4 Deduction

- 4.1. Section 10
- 4.2. Deduction under Section 80
- 4.3. Deduction
- 4.4. Computation of Income through Income Slab
- 4.5. Agricultural Income

Recommended Readings

1. Lexis Nexis Income Tax Law (Vol6 to 10) by Chaturvedi & Pithisaria- 7th Edition August 2020.
2. Lexis Nexis Kanga and Palkhivala's – The Law and Practice of Income Tax by Arvind P Datar – 11th Edition May 2020 (Hardcover, Arvind P Datar)(Only latest available edition books are recommended.)
3. Singhania; Direct Taxes Law and Practice; Taxmann
4. Commercial's Direct Taxes Law & Practice by Dr. Girish Ahuja

Evaluation Policy:

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- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3
ODM-2001.1	3	1	1	1	1	2	1	2	2	3	1	3
ODM-2001.2	3	1	1	1	1	3	1	1	1	3	1	3
ODM-2001.3	3	1	1	1	1	2	1	2	2	3	1	3
ODM-2001.4	3	1	1	1	1	2	1	2	1	3	1	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree

of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-2003: Marketing Management

Periods/week Credits: 3

LTP: 3-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 2003.1 Understand the concept of marketing, marketing mix and familiarize students with the marketing environment and STP approach.

ODM- 2003.2 Demonstrate an understanding of Consumer Behaviour and attributes of a product and brand.

ODM- 2003.3 Comprehend pricing strategies for setting prices of products/services and distribution channels.

ODM- 2003.4 Understanding promotion Mix and importance of Integrated Marketing Communications.

Course Syllabus

Unit 1: Marketing and Marketing Environment

- 1.1 Understanding marketing
- 1.2 Marketing Mix- 4Ps of Marketing
- 1.3 Marketing Environment
- 1.4 Environmental Scanning
- 1.5 Value Chain Model

Unit 2: Consumer Behavior and Marketing Strategies

- 2.1 Introduction to Consumer Behavior
- 2.2 Buying Decision Process
- 2.3 Market Research & MKIS
- 2.4 Segmentation, Targeting and Positioning (STP)
- 2.5 Differentiation Strategy

Unit 3: Overview of Product and Pricing

3.1 Product Level and Classification

3.2 Product Life Cycle

3.3 New Product Development

3.4 Price Mix

3.5 Pricing Approaches

Unit 4: Distribution and Promotion Mix

4.1 Distribution (Place) Mix

4.2 Promotion Mix

4.3 Marketing of Services

4.4 Digital Marketing

4.5 Emerging Trends and Challenges in Marketing

Recommended Readings:

5. Kotler, P., & Armstrong, G. (2013). *Principles of Marketing* (15th ed.). Pearson.
6. Kumar, A., & Meenakshi, N. (2016). *Marketing Management* (3rd ed.). Vikas publishing.
7. Ramaswamy V. S., & Namakumari S. (2018). *Marketing Management* (6th ed.). Sage Publication.
8. Grewal, D., & Levy, M. (2016). *Marketing* (5th ed.). McGraw Hill.

Evaluation Policy:

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Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 2003.1	3	1	1	1	3	2	3	2	2	3	2	2

ODM- 2003.2	3	1	1	2	3	3	2	2	3	3	2	2
ODM- 2003.3	3	1	2	3	3	3	3	2	3	3	3	3
ODM- 2003.4	3	1	1	2	2	3	3	2	2	3	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-2005: Fundamentals of Banking

Periods/week Credits: 3	Max. Marks:
100	
LTP: 3-0-0	Continuous
Assessment:30	
Duration of End Semester Examination: 3 Hrs.	End
Semester: 70	

Course Outcomes:

By the end of the course, a student will be able to:

- ODM-2005.1:** Understand the Role and Structure of Banking
- ODM-2005.2:** Explain the main provisions of Banking Regulations Act
- ODM-2005.3:** Explain several types of Deposit Accounts and Advances
- ODM-2005.4:** Discuss the Statutory role of Reserve Bank of India

Course Syllabus

Unit 1: Introduction to Banking

- 1.1 Concept of bank, banking and banker; Essentials of banking system
- 1.2 Structure of banking
- 1.3 Functions of Commercial Banks
- 1.4 Relationship between Banker and Customer
- 1.5 Rights and Obligations of banker
- 1.6 Types of banking

Unit 2: Banking Regulations

- 2.1 Main Provisions of Banking Regulation Act, 1949
- 2.2 Capital requirements.
- 2.3 Penalties and punishments for certain activities in relation to banking companies.
- 2.4 Provisions regarding winding up of banks.
- 2.5 Basel Norms for banks

Unit 3: Types of accounts and advances

- 3.1 Different Types of accounts
- 3.2 Types of loans and advances
- 3.3 Principles of banking
- 3.4 E banking
- 3.5 Debit cards and Credit Cards

Unit 4: Reserve Banks of India

- 4.1 Structure of Reserve Bank of India
- 4.2 Functions of RBI
- 4.3 Powers of RBI
- 4.4 CRR and SLR Concepts

Recommended Readings:

1. Dr P.K. Srivastva, Banking: Theory & Practice, Himalayan Publishing House (2020)
2. Bank management & financial services by Rose, P. S., & Hudgins, S. C., McGraw-Hill Education, 2017.
3. ML Tannan, Banking Law & Practice in India (29th edition, 2021)
4. Banking Products and Services, Indian Institute of Banking & Finance, 2015, Taxmann Publications (Pvt.) Ltd., New Delhi

Evaluation Policy:

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Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False / One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-2005.1	3	1	1	2	1	1	1	2	2	3	1	3
ODM-2005.2	3	1	1	3	1	1	1	2	1	3	1	3

ODM-2005.3	3	1	1	2	1	1	1	2	1	3	1	3
ODM-2005.4	3	1	1	2	1	1	1	2	1	3	1	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-2007: E-commerce

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 2007.1 Understand the basic concepts of e-commerce..

ODM- 2007.2 Demonstrate retailing and marketing in e-commerce by using the effectiveness of market

research.

ODM- 2007.3 Analyse the opportunities and risk factors involved in conducting e-Business..

ODM- 2007.4 Evaluate the potential of electronic payment systems for use as a customer payment method.

Course Syllabus

Unit 1: Overview of Electronic Commerce

1.1 E-commerce concept

1.2 Types of E-commerce

1.3 Growth of E-commerce

1.4 Recent trends in E-commerce

1.5 Advantages and Disadvantages of E-commerce

Unit 2: E-Commerce Market

2.1 E-commerce business models and Classification of business webs

2.2 B2C and B2B business models

2.3 Online Consumer Behavior

2.4 Online Marketing Tools

2.5 E-commerce in India

Unit 3: E-commerce Technology

3.1 Key Technology Concepts

- 3.2 Enablers of E-commerce
- 3.3 Digital signature
- 3.4 Components of distribution system
- 3.5 Collaborative Commerce

Unit 4: Electronic payment systems and E-CRM

- 4.1 E-commerce security environment
- 4.2 Security threat in e-commerce environment
- 4.3 Encryption
- 4.4 Credit cards and E-wallets
- 4.5 E-CRM

Recommended Readings:

1. Laudon, Traver: "E-commerce:business,technology,society", Pearson
2. Kalakota, Whinston:"Electronic Commerce: A Managers Guide", Pearson
3. Meier, Stormer: "eBusiness & eCommerce: Managing the Digital Value Chain", Springer
4. Turban, King, Lee, Liang: "Electronic Commerce: A Managerial and Social Networks

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

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Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
- End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 1001.1	3	1	2	1	2	1	3	1	1	2	3	3
ODM- 1001.2	3	1	1	1	1	2	3	1	2	2	3	3

ODM- 1001.3	3	1	1	1	2	1	3	2	2	3	2	2
ODM- 1001.4	3	1	1	1	1	1	3	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1. Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY

Centre for Distance and Online Education (CDOE)

Department of Business Studies

ODM-2009: Organisation Behaviour

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-2009.1: Describe and explain the concept, fundamentals, and development of study of organizational behaviour, point out influence of different disciplines on work and human outcomes in organizations and distinguish amongst different levels of analysis in organizational behaviour.

ODM-2009.2: Define, interpret, illustrate, and assess individual-level processes (employee personality, employee learning, employee emotions and moods, employee perceptions and attitudes, employee motivation, and worker stress) and apply knowledge gained toward furthering organizational goals.

ODM-2009.3: Define, interpret and illustrate concepts of group dynamics & group processes (roles, conflict, and power and leadership) and employ knowledge gained toward furthering organizational, group and individual efficiency.

ODM-2009.4: Compare and explain how organizational variables of culture, (re)design and change affect the accomplishment of organizational, group and individual outcomes.

Course Syllabus

Unit 1: Fundamentals of Organization Behaviour

- 6.1. Concept of Organizational Behaviour (OB)
- 6.2. Disciplines Contributing to OB
- 6.3. Challenges and Opportunities for OB
- 6.4. Levels of analysis in Organizational Behaviour – Individual Processes, Group Processes & Organizational Processes; and Basic OB Model

Unit 2: Individual Level Processes

- 2.10 Personality – Meaning and Determinants; Personality Theories – Big Five Traits

Theory, MBTI

- 2.11 Perception – Concept; Factors Affecting Perception; Biases/Perceptual Errors
- 2.12 Learning – Classical Conditioning, Operant Conditioning, and Social Learning Theory
- 2.13 Emotions & Moods
- 2.14 Attitudes – Concept; Components; Cognitive Dissonance; and Workplace Attitudes
- 2.15 Motivation - Needs, Drives & Employee Motivation
- 2.16 Theories of Motivation – Maslow Need Hierarchy, Herzberg's theory, Vroom's Expectancy
- 2.17 Stress Management – Sources, Types & Impact of Stress; and Coping with Stress

Unit 3: Group Level Processes

- 3.11 Team/ Groups- Concept, types, and Process
- 3.12 Group Dynamics – Group Think, Group Shift, Group Norms, Social Loafing
- 3.13 Leadership- Concept & Styles
- 3.14 Organizational Conflict-Types of Conflict, Conflict Resolution Techniques

Unit 4: Organization Level Processes

- 4.11 Organization Climate- Organizational Climate, Impact of Climate on Employees
- 4.12 Organizational Culture – OCTAPACE
- 4.13 Organizational Change – Lewin's three-stage change process and force-field analysis
- 4.14 Organizational Politics-Factors contributing to Politics & Power, Consequences of Organization Politics

Recommended Readings:

- 9. Robbin, S. P., Judge, T. A. and Vohra, N. (2018). Organizational Behaviour. 18th Edition, Pearson
- 10. Singh, K. (2015). Organizational Behaviour: Text and Cases. Vikas Publishing House
- 11. Schermerhorn, Osborn, Uhl-Bien and Hunt. (2013). Organizational Behavior. Wiley
- 12. Luthns, Fred (2017). Organizational Behavior: An Evidence-Based Approach.12th Edition, McGraw Hill Education

Evaluation Policy:

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 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
ODM-2009.1	3	-	2	-	1	2	1	-	1	3	3	3	1
ODM-2009.2	3	-	3	-	1	2	1	-	2	3	3	3	3
ODM-2009.3	3	-	2	-	3	2	1	-	2	3	3	3	3
ODM-2009.4	3	-	3	-	2	1	1	-	3	3	3	3	2

Note: The numbers 1, 2, 3 and 4 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. – Low
2. – Medium
3. – High



**THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies**

ODM2011: Community Service-II

GUIDELINES

E. Introduction: The NorthCap University recognizes the need for giving back to the community and encourages and propels students to participate actively in several outreach activities. A number of clubs, societies at NCU undertake several social responsibilities and conduct various donation drives, awareness seminars and street plays, blood donation camps, literacy programmes etc. Legal aid camps/clinics, projects for the upliftment and support of the underprivileged sections of the society and various energy and conservation-based initiatives are also undertaken at regular intervals. Extending this aim this document provides guidelines to incorporate Community Service in the programmes being offered by the Centre of Distance and Online Education. This course will run every alternate semester – Semester I, III and V for the undergraduate students.

F. Objective: Community Service would be calculated through volunteer hours by all students of The NorthCap University. Integrating Community is applicable to all Programs across the University.

G. Broad Guidelines:

1. All students enrolled for these courses have to 100 Volunteer Hours per to serve the community. Total 100 volunteer hours per student per year need to be completed through participation in various online and offline activities, projects undertaken and internships attended in the field of relevance or choice.
2. Every student enrolled in the programme must become a member of any Club / Professional Society of the NorthCap University (Yukti, NSS NCU, Enactus NCU, Legal Aid Society and many others) or at a local unit of the same in their vicinity (Rotaract Clubs, Red Cross Society, NSS or any recognized NGO) which engages in Community Service. The students should, however, collaborate with NGO's and other Organizations outside NCU in association with the University Club of which

they are members for their Internships and Projects to increase the visibility of the University.

3. The Community Service committee of the university will have the overall responsibility of execution of community service volunteer hours in the university. The committee shall be a part of Student Activities and Leadership Sub-Committee (SAL) and work under the guidance of Deputy Dean - Student Welfare.

H. Detailed plan and execution procedure: The detailed execution procedure and incorporation of the same in the credit scheme(s) are outlined as follows:

1. Credit Scheme

The students can utilize their free and convenient time, like, weekends, holidays, vacation slot etc. to identify the activity, discussion with mentor, plan of action, etc.

Table 1: Year wise breakup of credits

Year	Proposed Engagement for Community Service	Total Hours
I Year	100 Hours throughout the year	100
II Year	Total 100 Hours throughout the year	100
III Year	Total 100 hours throughout the year	100

2. Execution procedure: For completion and assessment of 100 voluntary hours per year, the following guidelines apply:

9. Students have to select a few offline/online activities from the list of activities outlined in Annexure 1. The offline activities can be carried out in their vicinity under a recognized organization.

10. Students have to work to complete the committed hours as the program guidelines per year.

11. Hours spent while working on Projects of Social Relevance undertaken while pursuing the program shall be considered as volunteer hours.

12. Details of activities and mode of conduct are to be informed by all students to their respective mentors.

13. Students are required to fill the Tracking Form (Annexure 2) after completion of each activity and submit sufficient proofs and certificates to their respective mentor.

14. The Mentor shall assess the progress of a student twice a semester through the Service Hours Tracking Form and shall submit a consolidated report to the Community Service Committee at the end of the year. The report shall include a write-up on the service rendered to the society.

15. Students can earn the requisite credits, based on the fulfilment of voluntary hours.

16. Evaluation of the volunteer hours shall be done at the end of the year by an expert committee by the Department which includes respective class mentors and other experienced faculty members.

***Note:** The program encourages the completion of volunteer hours for community service in proximal locations of the student under any recognized organization.*

Annexure 1

List of Proposed Volunteering Activities to Choose From:

All students must necessarily become members of the clubs and Professional Societies of the University that engage in Community Service. The students are also encouraged to participate in the social service activities organized by various NGO's by collaborating with them.

There are multiple ways in which a student can do volunteering.

- D. Government Schemes
- E. Offline Activities
- F. Online Activities

They can also get associated with some of the following Government initiatives under community service hours such as **Swachh Bharat Scheme:**

- a. Adoption of Villages
- b. Contacting Village Leaders
- c. Survey of Village Area
- d. Identification of Problem
- e. Completion of Projects

- f. Evaluation of Projects
- g. Survey of Slums
- h. Services of Slums

Coordination with Voluntary Organizations (All of these activities can be quantified in hours) Following is the list of few websites working in social/community services:

XIV. **My Government Site**- Be an active partner in nation building, participate in groups, tasks, discussion, polls, blogs, talks - <https://www.mygov.in/home/101044/do/>

XV. **Teach for India** - Teach for Change is a nationwide movement to improve literacy among primary school children studying in government run schools. The movement works in collaboration with state governments to develop literacy skills among primary school children. The Teach for Change movement is aimed towards achieving the United Nations Sustainable Development Goals (Goal 4-Quality Education). As part of the movement committed citizens contribute their time and volunteer to teach children in their neighborhood Government school - <http://www.teachforchange.in/>

XVI. **India Literacy Project** - Whether you are an individual looking to empower your community schools through education, a corporate partner or a foundation looking for organizations that create deep and sustained impact, you can partner in this project. Refer website - <https://www.ilpnet.org/>

XVII. **Swacchh Bharat UGC Guidelines**. There are a variety of activities mentioned in this document- https://www.ugc.ac.in/pdfnews/3258851_Swachh-Bharat-Swashth-Bharat--guidelines-2014.pdf

XVIII. **Digisevak** - (Government website with multiple volunteering opportunities) - DigiSevak is an online volunteering platform that connects the young and enthusiastic volunteers to the ministries and government organizations that have certain tasks to be completed. DigiSevak connects citizens with government to volunteer for various Digital India activities by Ministries and agencies of government. The platform offers a system for end-to-end management of volunteering activities- <http://digisevak.gov.in/>

XIX. **Covid Volunteering Opportunities** – Great support is forthcoming from people who want to help. Indian citizens and organizations desirous of volunteering their services for the Nation's fight against spread of Corona Virus. The Area of Contributions are – Health, Communication, Entrepreneurial, Essential Services. Refer - <https://self4society.mygov.in/> or

<https://www.mygov.in/task/join-war-against-covid-19-register-volunteer/>

XX. **Pradhan Mantri Surakshit Matritva Abhiyan** – The Pradhan Mantri Surakshit Matritva Abhiyan has been launched by the Ministry of Health & Family Welfare (MoHFW), Government of India. The program aims to provide assured, comprehensive and quality antenatal care, free of cost, universally to all pregnant women on the 9th of every month. There are three steps to be taken while joining the campaign. Firstly, one registers the intent, secondly one decides the facility where one would like to volunteer and lastly one can give their feedback / check their contribution. Refer - <https://pmsma.nhp.gov.in/i-am/volunteer/ready-to-volunteer/>

XXI. **Bharat Nirman Volunteers**- <https://rural.nic.in/more/initiatives/bharat-nirman-volunteers>

XXII. **Ministry of Ayush** - AYUSH professionals and students could be called upon to volunteer to work for the fight against Covid 19, whenever need arise. If one is willing to volunteer, one has to train and update oneself as per the guidelines / training material published by Ministry of Health and Family Welfare, GOI

<https://main.ayush.gov.in/covid-19-ayush-volunteers-0>

XXIII. **United Nations** regularly publishes selected volunteer opportunities. One must first create their profile in the UNV Global Talent Pool to apply. Some assignments are not published because they are filled by candidates whose profiles are matched directly from their Global Talent Pool. Some sponsored assignments may have additional eligibility criteria. Online Volunteers are a valuable resource to support United Nations entities and other partners with COVID-19 response. Refer: <https://www.onlinevolunteering.org/en>

XXIV. **SEEDS** (Sustainable Environment and Ecological Development Society) have one ultimate goal: protecting the lives and livelihoods of people exposed to disasters. SEEDS' 2030 strategy is dedicated to enabling the bottom 1% of those vulnerable to climate emergencies – helping them withstand it, secure their future potential and thereby that of the larger community. They will live in safer homes, go to safer schools and access safer health facilities. Through a growing network of partners and young ambassadors, we aim to work in 100 identified districts. Refer: <https://www.seedsindia.org/volunteer/>

XXV. **CRY** online volunteering options offer you flexibility in terms of space, time and location. Refer: <https://www.cry.org/volunteer-with-cry-old/virtual-volunteering>

XXVI. **MyGov India**, in collaboration with National Disaster Management Authority (NDMA) and the Ministry of Health & Family Welfare, is calling upon Individuals and Organizations to Volunteer

or Donate towards India's Fight Against Corona. As per the need, the concerned authorities of States/UTs/Ministry of Health and Family Welfare, contact for the donated medical supply items/equipment. Refer: <https://self4society.mygov.in/>

These are some indicative websites and online initiatives of the Government through which students can contribute to the society. The students can use any other of their choice and interest.

Some Offline activities include:

- w. Addressing Abuse Issues: Abuse Shelters
- x. Working towards Animal Rights and Environmental Issues: Humane Society, Society for Prevention of Cruelty to Animals (SPCA), Wildlife Rehabilitation Centers
- y. Handling Elderly Citizen Issues: Assisting Living Facilities, Elder Care (Old age home visits)
- z. Addressing Health Issues: Blood Donation camps, Health awareness camps, Free Health Clinics, Hospitals, Mental Illness awareness/support, Rehabilitation Centers, Therapeutic Clowning
- aa. Exploring Legal Issues: Voter registration, Legal Counselling, Prison inmate's welfare
- bb. Assisting a lawyer with direct representation for or assisting a lawyer who works for a civic, charitable, governmental, educational, or other public-service organization with limited income.
- cc. Assisting a lawyer with direct representation for low-income clients through a legal aid office, clinic, or pro bono program
- dd. Assisting a lawyer with direct representation for or assisting a lawyer who works for a group or organization seeking to secure or protect civil rights, civil liberties, or public rights
- ee. Assisting a lawyer with direct representation for an indigent client where the lawyer intentionally opts not to charge before providing legal services
- ff. Volunteering for law-related work for a federal, state, or local government including government agencies, courts, and judges, but not including law enforcement work (law enforcement work is community service)
- gg. Volunteering to participate in the administrative rule making process or to assist with legislative lobbying activities for governmental organizations or organizations seeking to secure or protect civil rights, civil liberties, or public rights
- hh. Volunteering for "know your rights" hotlines and volunteering for activities designed to preserve civil and legal rights.

- ii. Volunteering as a public speaker on legal issues including court tours.
- jj. Life Issues: Anti-Smoking Campaigns, Illiteracy, Drug Abuse
- kk. Sexuality issues, Alcohol Abuse, Teen Suicide, Underage Drinking
- ll. Mentally/Physically Challenged Individuals Issues: Best Buddies, Lighthouse for the Blind, helping the specially-abled.
- mm. Mentoring Students: Peer Connectors, Peer to Peer
- nn. Need-Based/Poverty Issues: Clothes to Kids, Homeless Emergency donations, Toys for Tots
- oo. Tutoring: Adult literacy, Book donation drives
- pp. Tutoring – At Risk of Failing Students: Big Brother/Big Sister, Bridging the Achievement Gap
- qq. Environmental protection and conservation – tree plantation etc.
- rr. Contributing towards fulfilment of the Sustainable Development Goals (SDGs)


Suggestive Online activities:

11. Create the good: Sharing of your own skill and passion with community
12. Online Fundraising Campaign
13. Using your skills for helping an organization engaged in social work like graphic design, proofreading, answering queries etc.
14. Online Outreach & Advocacy
15. Conducting Donor research activities
16. Webinars on socially relevant issues
17. Covid-19 volunteering (online activities)
18. Mentoring kids online
19. Knowledge dissemination in association with an NGO
20. Student can also use the following links to explore virtual volunteering opportunities:
 - https://doit.org/opportunities/search?working_from_home&sort=distance&order=asc&page1
 - <https://www.onlinevolunteering.org/en>
 - <https://www.volunteermatch.org/virtual-volunteering>
 - [https://www.pointsoflight.org/getinvolved/?q=&aTR\[0\]=title&aTR\[1\]=description&aTR\[2\]=tags&aTR\[3\]=durations&aTR\[4\]=locs&aTR\[5\]=is_virtual&aTR\[6\]=detailURL&f\[0\]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR\[is_virtual\]\[0\]=1&virtual=1](https://www.pointsoflight.org/getinvolved/?q=&aTR[0]=title&aTR[1]=description&aTR[2]=tags&aTR[3]=durations&aTR[4]=locs&aTR[5]=is_virtual&aTR[6]=detailURL&f[0]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR[is_virtual][0]=1&virtual=1)
 - <https://www.careeraddict.com/online-volunteering-opportunities>

NOTE: The mentioned list is illustrative and not exhaustive by any means, students are free to explore more virtual volunteering opportunities on their own.

Annexure 2

NCU-FORM

 THE NORTHCAP UNIVERSITY	COMMUNITY SERVICE TRACKING FORM (TO BE SUBMITTED BY THE STUDENT TO THE MENTOR)	Review Date:
		Sheet 1 of 1
NAME & ROLL NO.		
SEMESTER/ YEAR		
MEMBERSHIP at NCU/ Outside NCU (Name/s of Club/ Organization)		
SIGNATURE AND DATE		

PARTICIPATION IN CLUB ACTIVITIES AT NCU (OPTIONAL)

S.NO.	RECIPIENT(S) OF SERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF CLUB	NO. OF HOURS
			TOTAL NO. OF HOURS		

The students will mention "Not Applicable" in the above table if there is no membership with NCU Club /Society. Even though the students are geographically dispersed, they can refer to their mentor to take membership of any Club/Society at NCU and work at the local

levels near their homes, contributing to the cause of that Club/Society.

PARTICIPATION IN ACTIVITIES CONDUCTED OUTSIDE OF NCU

S.NO.	RECIPIENT(S) OF SERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF NGO/ FIRM/ SOCIAL INITIATIVE/ SELF	NO. OF HOURS
			TOTAL NO. OF HOURS		

- Students have to provide a report on work done under each activity. Detailed report along with photographs (indicating the date) /video and certificates obtained from NGOs/ NCU Societies is to be submitted separately for each activity as annexures.

EVALUATION

YEAR I		YEAR II		YEAR III	
Number of Hours	Grade / Marks	Number ofHours	Grade / Marks	Number ofHours	Grade / Marks
>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks
100	A Good 75-90 marks	100	A Good 75-90 marks	100	A Good 75-90 marks
80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks
60-80	B Average 50-60 marks	60-80	B Average 50-60 marks	60-80	B Average 50-60 marks
40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks
<40	D FAIL <40 marks	<40	D FAIL <40 marks	<40	D FAIL <40 marks

EVALUATION FORM


Detailed report consisting of audio/ video proofs of all activities.	Detailed report containing audio /video proofs of most of the activities (>80%) are there.	Report has audio/ video proofs of some of the activities.	Report does not have audio/ video proofs of most activities (less than 30%)	Project report does not have any audio/ videoproof.
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Duly filled tracking forms for listed activities.	Duly filled tracking forms for most of activities (>80%).	Duly filled tracking forms for some of activities (>50%).	Duly filled tracking forms for fewer activities (<30%).	Incomplete tracking form
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TO BE FILLED BY MENTOR AFTER EACH END TERM & FINAL EVALUATION

- NUMBER OF HOURS VOLUNTEERED
- COMPLETENESS OF TRACKING FORM
- AUTHENTICITY OF PROOF(S) ATTACHED
- REMARKS FOR VOLUNTEERING COMMUNITY SERVICE
- SIGN WITH DATE

Annexure 3

 <p>THE NORTHCAP UNIVERSITY</p>	<p align="center">The NorthCap University, Gurugram</p> <p align="center">Student Report of Activity</p>
Objective (s) of the activity	
Name of the activity	
Student Contribution in the activity	
Certificate/attendance proof (if any)	
Report of the event (100 - 200 words)	
Photographs/Videos	

SEMESTER IV



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Centre for Language Learning

ODU-2000: Human Values and Professional Ethics

Periods/week Credits: 3
 L-T-P: 3-0-0
 Duration of Examination: 3 Hrs

Max. Marks: 100
 Internal/Continuous Assessment: 30
 End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODU-2000.1: Understand the process of value-based decision making while handling personal and professional dilemma. Differentiate between altruism, empathy and sympathy, behaviour and attitude. Assess the importance of education and acquiring knowledge over literacy.

OD-BBA-212.2: Recognize issues prevailing at various verticals of corporate organization. Determine the right course of action to resolve the underlying issues.

OD-BBA-212.3: Analyse the need of personal contribution towards the development of People (society) and Planet (environment). Propose the appropriate recommendations to the stakeholders and take/practice the conscious responsibility.

OD-BBA-212.4: Apply the learnt knowledge to create harmony between personal, professional and social life. Integrate mindful practices to improve the quality of life and recognize the true sense of sukh.

Course Syllabus

UNIT 1 Human Values and Harmony

- 1.1. Human values – Understanding Morals, Values and Ethics; Professional Values, Integrity, Honesty, Empathy, Altruism, and Courage;
- 1.2. Relationship between values, behaviour and attitude
- 1.3. Understanding concept of need and want, Sukh and Suvidha
- 1.4. Work –Life Harmony
- 1.5. Self-exploration: Peace and Harmony in Self

UNIT 2 Mindfulness

- 2.1. What is Mindfulness? Practicing Mindfulness: Mindful eating and Mindful walking
- 2.2. Education, Knowledge, Literacy and brahmacharya
- 2.3. Awareness of self -The 3H- Principles
- 2.4. Successful Life Integration
- 2.5. Workplace Spirituality

UNIT 3 Business Ethics and Corporate Governance

- 3.1. Introduction to ethics-Need and benefits of ethical business. Success stories - Tatas, Narayan Murthy;
- 3.2. Unethical behaviour at the workplace and Ethical decision-making process. Cases of Corporate Espionage
- 3.3. Corporate Governance – need, importance and its development in India.
- 3.4. Principles, Pillars and Role of Corporate Governance in India
- 3.5. Corruption, Whistle Blowing-Competition-Privacy-Trade secrets

UNIT 4 Corporate Social Responsibility

- 4.1. Corporate Social Responsibility – meaning, advantages of CSR. CSR initiatives undertaken by different organizations, collaborations with NGO
- 4.2. Section 135 of the Companies Act;
- 4.3. Stakeholders model of social responsibility
- 4.4. CSR as Global governance mechanism.

Recommended Readings:

1. The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work by Shawn Achor
2. R.R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education
3. Business Ethics, Fernando, Pearson
4. Corporate Social Responsibility: The Indian Experience, C V Baxi& R Ray, Vikas Publication, 2012

Additional Readings

1. Blog: <https://www.swamivivekananda.guru/2021/05/12/education-the-vivekananda-way/>
2. The Difficulty of Being Good, Gurucharan Das, Published June 25, 2012 by Penguin, 3rd Edition
3. Real-World Mindfulness for Beginners: Navigate Daily Life One Practice at a Time, Brenda Salgado

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey
/ Review Work / Numericals etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODU-2000.1	2	-	-	-	-		1	-	3	1		3
ODU-2000.2	2	-	-	-	2	1	-	-	3	-	3	3
ODU-2000.3	2	-	-	-	-	3	-	-	3	-	2	2
ODU-2000.4:	2	-	-	-	-	-	-	-	3	2		2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1 – Low

2– Medium

3– High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM2002: Computer Applications for Business

Periods/week Credits: 4

Max. Marks: 100

LTP: 4-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes:

ODM-2002.1 Indicate the names and functions of the Word Interface components

ODM-2002.2 Indicate the names and functions of the Excel interface components

ODM-2002.3 Create slide presentation that include text, graphics ,animation and transition.

ODM-2002.4 To understand why Python is a useful scripting language for developers

Course Syllabus

Unit 1: Introduction to Ms Word

- 1.1 Formatting with MS Word
- 1.2 Editing and Linking document
- 1.3 Using Spell check
- 1.4 Implementing Mail Merge

Unit 2: Introduction to Ms-Excel

- 2.1 Introduction to Excel
- 2.2 Formatting Cells in Excel
- 2.3 Formulas and Functions in Excel: Count, Sum, Average
- 2.4 Some more Functions(logical, Date and Time)
- 2.5 Data Visualization
- 2.6 Trendlines and Sparklines

Unit 3: Introduction to Power Point

- 3.1 Familiarizing with MS PowerPoint
- 3.2 Creating a Presentation With Diagrams and Shapes
- 3.3 Implementing Transitions, Animations in presentation
- 3.4 Creating different types of charts for enhancing Visual Presentation

Unit 4: Introduction to Python Programming

- 4.1 Introduction to Python Programming
- 4.2 Data types and variables
- 4.3 Basics of Operators
- 4.4 Conditional execution-loops
- 4.5 .List and Tuples
- 4.6 Sets and Dictionary

Recommended Readings:

1 Shelly Cashman Series Microsoft Office 365 & Outlook 2019 Comprehensive (MindTap Course List) 1st Edition by Corinne Hoisington (Author)

- 2. Beginning Excel 2019 by Noreen Brown, Barbara Lave, Julie Romey
- 3. Microsoft Power Point 2019 for Beginners by J. Davidson
- 4. Python Programming: This Book Includes: Python for Beginners - Python for Data Science

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-2002.1	3	1	2	1	2	1	3	1	1	2	3	3
ODM-2002.2	3	1	1	1	1	2	3	1	2	2	3	3
ODM-2002.3	3	1	1	1	2	1	3	2	2	3	2	2

ODM-2002.4	3	1	1	1	1	1	3	2	2	2	2	2
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Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 Low**
- 2 Medium**
- 3 High**



THE NORTHCAP UNIVERSITY

Centre for Distance and Online Education (CDOE)

Department of Business Studies

ODM – 2000: Entrepreneurship

Periods/week Credits: 4

Max. Marks: 100

LTP: 4-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-2000.1: Demonstrate a comprehensive understanding of entrepreneurship and its significance in economic and social development.

ODM-2000.2: Understand strategic tools and frameworks to generate, validate, and refine business ideas.

ODM-2000.3: Analyse legal, financial, and operational aspects essential for managing a startup.

ODM-2000.4: Understand the strategies to drive business success.

Course Syllabus

Unit 1: Fundamentals of Entrepreneurship

- 6.5. Understanding Entrepreneurship
- 6.6. Attributes and Characteristics of a Successful Entrepreneur
- 6.7. Importance and Contribution of Entrepreneurship
- 6.8. Entrepreneurial Culture
- 6.9. Generation of Business Ideas
- 6.10. Social entrepreneurship and sustainability-driven startups.

Unit 2: Market Research and Validation

- 2.18 Porter's Five Forces
- 2.19 Market Research and Validation
- 2.20 Competitive Analysis
- 2.21 Tools for Entrepreneurs
- 2.22 Customer Discovery and Customer Archetype
- 2.23 Minimum Viable Product

Unit 3: Legal, Financial, and Operational Aspects

- 3.15 Startup Legalities and Intellectual Property Rights
- 3.16 Entrepreneurial Finance and Sources of funding
- 3.17 Recent trends in Entrepreneurial Finance
- 3.18 Business Model Canvas
- 3.19 Business Models – Components, Customer Value Proposition
- 3.20 Writing a business plan and Types of Business plan
- 3.21 Elevator’s Pitch

Unit 4: Entrepreneurial Marketing, Development and Growth Strategies

- 4.15 Entrepreneurial Marketing and its Principles
- 4.16 Conventional Marketing v/s Entrepreneurial Marketing
- 4.17 Entrepreneurial Marketing Strategies
- 4.18 New Product Development - Concepts, types, and best practices
- 4.19 Barriers to New Project Development
- 4.20 Project Management – Project Selection, Planning and Project Manager
- 4.21 Growth and Exit Strategies of Business

Recommended Readings:

- Text Books
 1. Robert D Hisrich, M P Peters, D A Shepherd, Entrepreneurship, McGraw Hill, 10th edition. (2017)
 2. Rajeev Roy, Entrepreneurship, Oxford Higher Education, 2nd edition (2011)
- Reference Books
 1. David H Holt, Entrepreneurship: New Venture Creation, Prentice Hall. (2019)
 2. Alexander Osterwalder & Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer series), John Wiley and Sons; 1st edition. (2010)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
 - Continuous Assessment (CA) = 30 Marks
 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-1010.1	2	1	2	3	1	2	1	2	1	1	1	2
ODM-1010.2	2	1	3	1	1	2	1	2	2	2	3	2
ODM-1010.3	3	3	2	2	3	2	1	3	2	2	2	3
ODM-1010.4	2	1	3	1	2	1	1	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. – Low
2. – Medium
3. – High



THE NORTHCAP UNIVERSITY

Centre for Distance and Online Education (CDOE)

Department of Business Studies

ODM-2006: Human Resource Management

Periods/week Credits: 3

Max. Marks: 100

LTP: 3-0-0

Continuous Assessment:30

Duration of End Semester Examination: 3 Hrs.

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-2006.1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

ODM-2006.2: To apply necessary skill set for application of various HR issues.

ODM-2006.3: To analyse the strategic issues and strategies required to select and develop manpower resources.

ODM-2006.4: To integrate the knowledge of HR concepts to take correct business decisions.

Course Syllabus

Unit 1: Introduction to the HR Component of Organizations

- 6.11. Concepts, importance and challenges in HRM
- 6.12. Human Resources Development
- 6.13. Globalization and its Impact on HRM
- 6.14. HR trends of Human Resources in India
- 6.15. Changing role of HRM
- 6.16. International HRM

Unit 2: HR Acquisition

- 2.24 Human Resource Planning: HRP Concepts and Methods
- 2.25 Job Analysis – Job description and Job Specification
- 2.26 Preparing Resume
- 2.27 Recruitment: Concept and Methods of Recruitment
- 2.28 Selection: Concept, Process and Method

2.29 AI in Recruitment & Selection

Unit 3: HR Development

- 3.22 Employee Training and Development – Concepts, Process and Method of Training
- 3.23 Performance Management & Performance Appraisal– Need and Concepts
- 3.24 Career Development – Concept and Organization’s Role
- 3.25 Succession planning
- 3.26 Job Evaluation- Concept & Objectives
- 3.27 Introduction to Industrial Relations
- 3.28 Employee Grievance Redressal
- 3.29 Employee Wellbeing

Unit 4: HR Separation

- 4.22 Introduction to Employee Separation
- 4.23 Voluntary Separation-Concept & Types
- 4.24 Involuntary Separation-Concept & Types
- 4.25 Challenges associated with Separations
- 4.26 Ethical Practices in Employee Separations
- 4.27 Strategies for Retaining Key Talent

Recommended Readings:

13. Human Resource Management – Text and Cases by VSP Rao. Excel Book
14. Managing Human Resources by Luis E. Gomez-Mejia, David B. Balkin and Robert L. Cardy.
15. Dessler Gary, Warkkey Biju- Human Resource Management, Pearson publication
16. Fundamentals of Human Resource Management" by Raymond Noe, John Hollenbeck, Barry Gerhart, and Patrick Wright, (2024), MC Graw Hill Publication.

(Only latest available edition books are recommended.)

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
 - Continuous Assessment (CA) = 30 Marks
 - Quizzes = 10 Marks
 - Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numerical etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-2006.1	3	1	2	3	1	2	1	2	1	3	1	2
ODM-2006.2	1	2	1	1	1	2	1	2	2	2	1	2
ODM-2006.3	2	3	1	2	3	2	1	3	2	3	2	3
ODM-2006.4	3	2	1	1	2	1	1	2	3	2	1	1

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

9. – Low

10. – Medium

11. – High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-2008: General Proficiency: Syllabus

Periods/week Credits: 3

Max. Marks: 100

LTP: 0-3-0

Course Outcomes:

By the end of the course, a student will be able to:

ODM- 2008.1 Develop and nurture competitive skills.

ODM- 2008.2 Enhance the interpersonal skills

ODM- 2008.3 Develop and boost research skills

ODM- 2008.4 Develop the public speaking and listening skills

1. Intermediate Aptitude - 50 marks (100 questions)

2. Seminar/Webinar - 20 marks

3. CV writing/ Introductory Video - 20 marks

4. Any extra co-curricular activities in the form of any cultural participation/Sports activity/any event

conducted or attended at any level/soft skills - 10 marks

Course Articulation Matrix:

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 2008.1	3	1	3	1	1	1	1	2	1	2	3	3
ODM- 2008.2	3	1	1	1	1	2	2	1	2	2	3	3
ODM- 2008.3	3	1	1	1	2	1	2	2	2	3	2	2
ODM- 2008.4	3	1	1	1	1	1	2	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

1 Low

2 Medium

3 High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-2010: Cost Accounting

Periods/week Credits: 3

LTP: 3-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

ODM-2010.1: Develop and demonstrate basic understanding of fundamentals of cost accounting with material & labour costing.

ODM-2010.2: Describe and demonstrate that how different manufacturing firms records the costs in cost sheet.

ODM-2010.3: Develop and demonstrate the how business firms make the budgets and maintains margin of safety.

ODM-2010.4: Develop and demonstrate that how business firms make the cost audit with the usage of standard costing.

Course Syllabus

Unit 1: Introduction to Cost Accounting

- 1.1 Cost Accounting and its importance
- 1.2 Features & Elements of Cost Accounting
- 1.3 Classification of Cost
- 1.4 Direct Material
- 1.5 Labor Costing

Unit 2: Types of Costing

- 2.1 Cost Sheet
- 2.2 Overhead Costing
- 2.3 Job & Contract Costing
- 2.4 Inventory Management
- 2.5 Inventory Management & its Techniques

Unit 3: Marginal Costing & Its Applications

- 3.1 Marginal Costing

- 3.2 Marginal Costing: P/V Ratio Analysis
- 3.3 Marginal Costing: Break Even Point & Margin of Safety
- 3.4 Budgeting & Budgetary Control
- 3.5 Types of Budgets

Unit 4: Cost Audit & Standard Costing

- 4.1 Cost Audit
- 4.2 Activity Based Costing
- 4.3 Standard Costing
- 4.4 Types of Standards
- 4.5 Variance Analysis

Recommended Readings:

- 1 Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back. Nokia.
- 2 Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi.
- 3 Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi
- 4 Arora, M.N., Katyal Priyanka., 12th Edition, Vikas Publishing House Pvt Ltd.
- 5 Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc.
- 6 Gupta. R.L. and Radha swamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-2010.1	1	1	2	3	1	2	1	2	1	1	1	2

ODM-2010.2	2	2	3	1	1	2	1	2	2	2	3	2
ODM-2010.3	3	3	2	2	3	2	2	3	1	2	2	3
ODM-2010.4	2	1	3	1	2	1	1	2	3	3	3	3

Course Articulation Matrix

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1. Low**
- 2. Medium**
- 3. High**

SEMESTER V



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-3001: Business Policy and Strategy

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-3001.1: Understand the importance of strategy and classify different levels of strategy.

ODM-3001.2: Demonstrate an understanding of Strategic Management Process. Examine Vision, Mission statements of various organization.

ODM-3001.3: Analyse internal and external business environment and assess factors which can contribute to success/failure for an organization.

ODM-3001.4: Demonstrate understanding of various grand strategies and their applications.

Course Syllabus

Unit 1: Introduction to Business Policy and Strategy

- 6.17. Business Policy and Strategy: an introduction
- 6.18. Evolution of strategy
- 6.19. Competitive Advantage
- 6.20. Levels of strategies
- 6.21. Benefits of Strategizing

Unit 2: Strategic Management

- 2.30 Strategic Management Process
- 2.31 Vision
- 2.32 Mission
- 2.33 Goals and Objectives
- 2.34 Stakeholders and Strategic Management

Unit 3: Environmental Analysis

- 3.30 Internal Environment Scanning
- 3.31 Value Chain Model
- 3.32 PESTEL :External Environment Scanning

- 3.33 Industry Analysis :Porter’s Five Force Model,
 3.34 BCG Matrix, GE 9 cell matrix

Unit 4: Grand Strategies

- 4.28 Grand strategies: Meaning, Importance and Broad classification
 4.29 Concentration, Integration , Diversification
 4.30 Internationalization Strategy
 4.31 Retrenchment strategies
 4.32 Stability and Combinations strategies

Recommended Readings:

1. Kazmi, A., & Kazmi, A. : “Strategic management” McGraw-Hill Education.
2. David, Fred R., & David, Forest R.: “Strategic Management- Concept and Cases”, Pearson.
3. Hitt, Michael, Ireland, R. Duane. & Hoskisson, Robert: “Strategic Management, Concept and Cases”
Cengage.
4. Lynch, Richard: “Strategic Management”, Pearson.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

-Continuous Assessment (CA) is the internal assessment comprised of assignments, quizzes, online tests, case analysis, etc. that is conducted across the semester. It is given in detail below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

-Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One-word answer, Assignments - Case studies / Market Survey
 / Review Work / Numericals etc.

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO9	PSO1	PSO2	PSO3
ODM-3001.1	3	1	2	1	2	1	3	1	1	2	3	3
ODM-3001.2	3	1	1	1	1	2	3	1	2	2	3	3

ODM-3001.3	3	1	1	1	2	1	3	2	2	3	2	2
ODM-3001.4	3	1	1	1	1	1	3	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. **Low**
2. **Medium**
3. **High**



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-3029 Consumer Behaviour

Periods/week Credits: 4

LTP: 4-0-0

Duration of End Semester Examination: 3 Hrs.

Max. Marks: 100

Continuous Assessment:30

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

ODM-3029 1. **Discuss** the rationale for studying consumer behaviour and **demonstrate** how knowledge of consumer behaviour can be applied to marketing.

ODM-3029 2. **Identify** and **explain** factors which influence consumer decision making process inclusive of society and culture.

ODM-3029 3. **Analyze** the trends in consumer behaviour, and **apply** them to the marketing of an actual product or service.

ODM-3029 4. **Evaluate** the relevance of consumer behaviour theories and concepts to marketing decisions and **implement** appropriate combinations of theories and concepts.

COURSE SYLLABUS

UNIT 1 Introduction to Consumer Behaviour

- 1.1. Consumer Behavior – Introduction and Importance
- 1.2. Evolution of Consumer Behaviour
- 1.3. Market Segmentation and Lifestyles
- 1.4. Customer Value, Satisfaction and Retention Strategy
- 1.5. Consumer Behavior and Technology

UNIT 2 Individual Determinants of Consumer Behavior

- 2.1. Consumer Motivation
- 2.2. Consumer Perception and Positioning
- 2.3. Consumer Learning
- 2.4. Consumer Attitude
- 2.5. Consumer Personality

UNIT 3 Environmental Determinants of Consumer Behavior

- 3.1. Cultural values and Consumer Behaviour

- 3.2. The Family and Social Class
- 3.3. Reference Group and Communities and consumer behaviour
- 3.4. From Print and Broadcast to social Media
- 3.5. Persuading Customer

UNIT 4 Consumer Decision Making and Ethics

- 4.1. Consumer Decision Making
- 4.2. Diffusion of Innovation
- 4.3. Marketers ethics and Social Responsibility
- 4.4. Consumer Research
- 4.5. Social Responsibility and Ethics

Recommended Readings:

1. Consumer Behaviour by Leon G Schiffman and Leslie Kanuk, Prentice Hall
2. Consumer Behaviour by David Loudon & Albert Bitta, Tata McGraw Hill
3. Consumer Behaviour –Buying, Having and Being by Michael Solomon, PHI Learning Pvt. Ltd.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

-Continuous Assessment (CA) is the internal assessment comprised of assignments, quizzes, online tests, case analysis, etc. that is conducted across the semester. It is given in detail below-

Continuous Assessment (CA) = 30 Marks

Quizzes = 10 Marks

Assignment = 20 Marks

-Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools:

Quizzes- MCQ / True-False /One-word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Course Articulation Matrix

CO Numbers	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM-3029.01	3	-	-	-	1	-	2	1	1	3	2	1
ODM-3029.02	3	-	-	-	1	-	1	1	2	3	3	3
ODM-3029.03	3	-	-	-	2	-	3	2	3	3	3	3

ODM-3029.04	3	-	-	-	2	-	2	2	2	3	3	3
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Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1** – Low
- 2** – Medium
- 3** – High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM3003: Community Service-III

GUIDELINES

I. Introduction: The NorthCap University recognizes the need for giving back to the community and encourages and propels students to participate actively in several outreach activities. A number of clubs, societies at NCU undertake several social responsibilities and conduct various donation drives, awareness seminars and street plays, blood donation camps, literacy programmes etc. Legal aid camps/clinics, projects for the upliftment and support of the underprivileged sections of the society and various energy and conservation-based initiatives are also undertaken at regular intervals. Extending this aim this document provides guidelines to incorporate Community Service in the programmes being offered by the Centre of Distance and Online Education. This course will run every alternate semester – Semester I, III and V for the undergraduate students.

J. Objective: Community Service would be calculated through volunteer hours by all students of The NorthCap University. Integrating Community Service is applicable to all Programs across the University.

K. Broad Guidelines:

1. All students enrolled for these courses have to 100 Volunteer Hours per to serve the community. Total 100 volunteer hours per student per year need to be completed through participation in various online and offline activities, projects undertaken and internships attended in the field of relevance or choice.

2. Every student enrolled in the programme must become a member of any Club / Professional Society of the NorthCap University (Yukti, NSS NCU, Enactus NCU, Legal Aid Society and many others) or at a local unit of the same in their vicinity (Rotaract Clubs, Red Cross Society, NSS or any recognized NGO) which engages in Community Service. The students should, however, collaborate with NGO's

and other Organizations outside NCU in association with the University Club of which they are members for their Internships and Projects to increase the visibility of the University.

3. The Community Service committee of the university will have the overall responsibility of execution of community service volunteer hours in the university. The committee shall be a part of Student Activities and Leadership Sub-Committee (SAL) and work under the guidance of Deputy Dean - Student Welfare.

L. Detailed plan and execution procedure: The detailed execution procedure and incorporation of the same in the credit scheme(s) are outlined as follows:

1. Credit Scheme

The students can utilize their free and convenient time, like, weekends, holidays, vacation slot etc. to identify the activity, discussion with mentor, plan of action, etc.

Table 1: Year wise breakup of credits

Year	Proposed Engagement for Community Service	Total Hours
I Year	100 Hours throughout the year	100
II Year	Total 100 Hours throughout the year	100
III Year	Total 100 hours throughout the year	100

2. Execution procedure: For completion and assessment of 100 voluntary hours per year, the following guidelines apply:

17. Students have to select a few offline/online activities from the list of activities outlined in Annexure 1. The offline activities can be carried out in their vicinity under a recognized organization.

18. Students have to work to complete the committed hours as the program guidelines per year.

19. Hours spent while working on Projects of Social Relevance undertaken while pursuing the program shall be considered as volunteer hours.

20. Details of activities and mode of conduct are to be informed by all students to their respective mentors.

21. Students are required to fill the Tracking Form (Annexure 2) after completion of each activity and submit sufficient proofs and certificates to their respective mentor.
22. The Mentor shall assess the progress of a student twice a semester through the Service Hours Tracking Form and shall submit a consolidated report to the Community Service Committee at the end of the year. The report shall include a write-up on the service rendered to the society.
23. Students can earn the requisite credits, based on the fulfilment of voluntary hours.
24. Evaluation of the volunteer hours shall be done at the end of the year by an expert committee by the Department which includes respective class mentors and other experienced faculty members.

Note: *The program encourages the completion of volunteer hours for community service in proximal locations of the student under any recognized organization.*

Annexure 1

List of Proposed Volunteering Activities to Choose From:

All students must necessarily become members of the clubs and Professional Societies of the University that engage in Community Service. The students are also encouraged to participate in the social service activities organized by various NGO's by collaborating with them.

There are multiple ways in which a student can do volunteering.

- G. Government Schemes
- H. Offline Activities
- I. Online Activities

They can also get associated with some of the following Government initiatives under community service hours such as **Swachh Bharat Scheme:**

- a. Adoption of Villages
- b. Contacting Village Leaders
- c. Survey of Village Area
- d. Identification of Problem
- e. Completion of Projects

- f. Evaluation of Projects
- g. Survey of Slums
- h. Services of Slums

Coordination with Voluntary Organizations (All of these activities can be quantified in hours) Following is the list of few websites working in social/community services:

XXVII. **My Government Site**- Be an active partner in nation building, participate in groups, tasks, discussion, polls, blogs, talks - <https://www.mygov.in/home/101044/do/>

XXVIII. **Teach for India** - Teach for Change is a nationwide movement to improve literacy among primary school children studying in government run schools. The movement works in collaboration with state governments to develop literacy skills among primary school children. The Teach for Change movement is aimed towards achieving the United Nations Sustainable Development Goals (Goal 4-Quality Education). As part of the movement committed citizens contribute their time and volunteer to teach children in their neighborhood Government school - <http://www.teachforchange.in/>

XXIX. **India Literacy Project** - Whether you are an individual looking to empower your community schools through education, a corporate partner or a foundation looking for organizations that create deep and sustained impact, you can partner in this project. Refer website - <https://www.ilpnet.org/>

XXX. **Swacchh Bharat UGC Guidelines**. There are a variety of activities mentioned in this document- https://www.ugc.ac.in/pdfnews/3258851_Swachh-Bharat-Swashth-Bharat--guidelines-2014.pdf

XXXI. **Digisevak**- (Government website with multiple volunteering opportunities) - DigiSevak is an online volunteering platform that connects the young and enthusiastic volunteers to the ministries and government organizations that have certain tasks to be completed. DigiSevak connects citizens with government to volunteer for various Digital India activities by Ministries and agencies of government. The platform offers a system for end-to-end management of volunteering activities- <http://digisevak.gov.in/>

XXXII. **Covid Volunteering Opportunities** – Great support is forthcoming from people who want to help. Indian citizens and organizations desirous of volunteering their services for the Nation's fight against spread of Corona Virus. The Area of Contributions are – Health, Communication, Entrepreneurial, Essential Services. Refer - <https://self4society.mygov.in/> or <https://www.mygov.in/task/join-war-against-covid-19-register-volunteer/>

XXXIII. **Pradhan Mantri Surakshit Matritva Abhiyan** – The Pradhan Mantri Surakshit Matritva Abhiyan has been launched by the Ministry of Health & Family Welfare (MoHFW), Government of India. The program aims to provide assured, comprehensive and quality antenatal care, free of cost, universally to all pregnant women on the 9th of every month. There are three steps to be taken while joining the campaign. Firstly, one registers the intent, secondly one decides the facility where one would like to volunteer and lastly one can give their feedback / check their contribution. Refer - <https://pmsma.nhp.gov.in/i-am/volunteer/ready-to-volunteer/>

XXXIV. **Bharat Nirman Volunteers**- <https://rural.nic.in/more/initiatives/bharat-nirman-volunteers>

XXXV. **Ministry of Ayush** - AYUSH professionals and students could be called upon to volunteer to work for the fight against Covid 19, whenever need arise. If one is willing to volunteer, one has to train and update oneself as per the guidelines / training material published by Ministry of Health and Family Welfare, GOI

<https://main.ayush.gov.in/covid-19-ayush-volunteers-0>

XXXVI. **United Nations** regularly publishes selected volunteer opportunities. One must first create their profile in the UNV Global Talent Pool to apply. Some assignments are not published because they are filled by candidates whose profiles are matched directly from their Global Talent Pool. Some sponsored assignments may have additional eligibility criteria. Online Volunteers are a valuable resource to support United Nations entities and other partners with COVID-19 response. Refer: <https://www.onlinevolunteering.org/en>

XXXVII. **SEEDS** (Sustainable Environment and Ecological Development Society) have one ultimate goal: protecting the lives and livelihoods of people exposed to disasters. SEEDS' 2030 strategy is dedicated to enabling the bottom 1% of those vulnerable to climate emergencies – helping them withstand it, secure their future potential and thereby that of the larger community. They will live in safer homes, go to safer schools and access safer health facilities. Through a growing network of partners and young ambassadors, we aim to work in 100 identified districts. Refer: <https://www.seedsindia.org/volunteer/>

XXXVIII. **CRY** online volunteering options offer you flexibility in terms of space, time and location. Refer: <https://www.cry.org/volunteer-with-cry-old/virtual-volunteering>

XXXIX. **MyGov India**, in collaboration with National Disaster Management Authority (NDMA) and the Ministry of Health & Family Welfare, is calling upon Individuals and Organizations to Volunteer or Donate towards India's Fight Against Corona. As per the need, the concerned authorities of

States/UTs/Ministry of Health and Family Welfare, contact for the donated medical supply items/equipment. Refer: <https://self4society.mygov.in/>

These are some indicative websites and online initiatives of the Government through which students can contribute to the society. The students can use any other of their choice and interest.

Some Offline activities include:

- ss. Addressing Abuse Issues: Abuse Shelters
- tt. Working towards Animal Rights and Environmental Issues: Humane Society, Society for Prevention of Cruelty to Animals (SPCA), Wildlife Rehabilitation Centers
- uu. Handling Elderly Citizen Issues: Assisting Living Facilities, Elder Care (Old age home visits)
- vv. Addressing Health Issues: Blood Donation camps, Health awareness camps, Free Health Clinics, Hospitals, Mental Illness awareness/support, Rehabilitation Centers, Therapeutic Clowning
- ww. Exploring Legal Issues: Voter registration, Legal Counselling, Prison inmate's welfare
- xx. Assisting a lawyer with direct representation for or assisting a lawyer who works for a civic, charitable, governmental, educational, or other public-service organization with limited income.
- yy. Assisting a lawyer with direct representation for low-income clients through a legal aid office, clinic, or pro bono program
- zz. Assisting a lawyer with direct representation for or assisting a lawyer who works for a group or organization seeking to secure or protect civil rights, civil liberties, or public rights
- aaa. Assisting a lawyer with direct representation for an indigent client where the lawyer intentionally opts not to charge before providing legal services
- bbb. Volunteering for law-related work for a federal, state, or local government including government agencies, courts, and judges, but not including law enforcement work (law enforcement work is community service)
- ccc. Volunteering to participate in the administrative rule making process or to assist with legislative lobbying activities for governmental organizations or organizations seeking to secure or protect civil rights, civil liberties, or public rights
- ddd. Volunteering for "know your rights" hotlines and volunteering for activities designed to preserve civil and legal rights.
- eee. Volunteering as a public speaker on legal issues including court tours.
- fff. Life Issues: Anti-Smoking Campaigns, Illiteracy, Drug Abuse

- ggg. Sexuality issues, Alcohol Abuse, Teen Suicide, Underage Drinking
- hhh. Mentally/Physically Challenged Individuals Issues: Best Buddies, Lighthouse for the Blind, helping the specially-abled.
- iii. Mentoring Students: Peer Connectors, Peer to Peer
- jjj. Need-Based/Poverty Issues: Clothes to Kids, Homeless Emergency donations, Toys for Tots
- kkk. Tutoring: Adult literacy, Book donation drives
- lll. Tutoring – At Risk of Failing Students: Big Brother/Big Sister, Bridging the Achievement Gap
- mmm. Environmental protection and conservation – tree plantation etc.
- nnn. Contributing towards fulfilment of the Sustainable Development Goals (SDGs)


Suggestive Online activities:

21. Create the good: Sharing of your own skill and passion with community
22. Online Fundraising Campaign
23. Using your skills for helping an organization engaged in social work like graphic design, proofreading, answering queries etc.
24. Online Outreach & Advocacy
25. Conducting Donor research activities
26. Webinars on socially relevant issues
27. Covid-19 volunteering (online activities)
28. Mentoring kids online
29. Knowledge dissemination in association with an NGO
30. Student can also use the following links to explore virtual volunteering opportunities:
 - https://doit.org/opportunities/search?working_from_home&sort=distance&order=asc&page1
 - <https://www.onlinevolunteering.org/en>
 - <https://www.volunteermatch.org/virtual-volunteering>
 - [https://www.pointsoflight.org/getinvolved/?q=&aTR\[0\]=title&aTR\[1\]=description&aTR\[2\]=tags&aTR\[3\]=durations&aTR\[4\]=locs&aTR\[5\]=is_virtual&aTR\[6\]=detailURL&f\[0\]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR\[is_virtual\]\[=\]\[0\]=1&virtual=1](https://www.pointsoflight.org/getinvolved/?q=&aTR[0]=title&aTR[1]=description&aTR[2]=tags&aTR[3]=durations&aTR[4]=locs&aTR[5]=is_virtual&aTR[6]=detailURL&f[0]=is_virtual&hPP=2&idx=new_opportunities_production&p=0&nR[is_virtual][=][0]=1&virtual=1)
 - <https://www.careeraddict.com/online-volunteering-opportunities>

NOTE: The mentioned list is illustrative and not exhaustive by any means, students are free to explore more virtual volunteering opportunities on their own.

Annexure 2

NCU-FORM

 THE NORTHCAP UNIVERSITY	COMMUNITY SERVICE TRACKING FORM (TO BE SUBMITTED BY THE STUDENT TO THE MENTOR)	Review Date:
		Sheet 1 of 1
NAME & ROLL NO.		
SEMESTER/ YEAR		
MEMBERSHIP at NCU/ Outside NCU (Name/s of Club/ Organization)		
SIGNATURE AND DATE		

PARTICIPATION IN CLUB ACTIVITIES AT NCU (OPTIONAL)

S.NO.	RECIPIENT(S) OF SERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF CLUB	NO. OF HOURS
			TOTAL NO. OF HOURS		

The students will mention "Not Applicable" in the above table if there is no membership with NCU Club /Society. Even though the students are geographically dispersed, they can refer to their mentor to take membership of any Club/Society at NCU and work at the local

levels near their homes, contributing to the cause of that Club/Society.

PARTICIPATION IN ACTIVITIES CONDUCTED OUTSIDE OF NCU

S.NO.	RECIPIENT(S) OFSERVICES	DESCRIPTION OF ACTIVITY	DATE	NAME OF NGO/ FIRM/ SOCIAL INITIATIVE/ SELF	NO. OFHOURS
			TOTAL NO. OF HOURS		

- Students have to provide a report on work done under each activity. Detailed report along with photographs (indicating the date) /video and certificates obtained from NGOs/ NCU Societies is to be submitted separately for each activity as annexures.

EVALUATION

YEAR I		YEAR II		YEAR III	
Number of Hours	Grade / Marks	Number ofHours	Grade / Marks	Number ofHours	Grade / Marks
>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks	>100	A+ Excellent >90 marks
100	A Good 75-90 marks	100	A Good 75-90 marks	100	A Good 75-90 marks
80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks	80-100	B+ Satisfactory 60-75 marks
60-80	B Average 50-60 marks	60-80	B Average 50-60 marks	60-80	B Average 50-60 marks
40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks	40-60	C Poor 40-50 marks
<40	D FAIL <40 marks	<40	D FAIL <40 marks	<40	D FAIL <40 marks

EVALUATION FORM

Detailed report consisting of audio/ video proofs of all activities.	Detailed report containing audio /video proofs of most of the activities (>80%) are there.	Report has audio/ video proofs of some of the activities.	Report does not have audio/ video proofs of most activities (less than 30%)	Project report does not have any audio/ videoproof.
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Duly filled tracking forms for listed activities.	Duly filled tracking forms for most of activities (>80%).	Duly filled tracking forms for some of activities (>50%).	Duly filled tracking forms for fewer activities (<30%).	Incomplete tracking form
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TO BE FILLED BY MENTOR AFTER EACH END TERM & FINALEVALUATION

- NUMBER OF HOURS VOLUNTEERED
- COMPLETENESS OF TRACKING FORM
- AUTHENTICITY OF PROOF(S) ATTACHED
- REMARKS FOR VOLUNTEERING COMMUNITY SERVICE
- SIGN WITH DATE

Annexure 3

 <p>THE NORTHCAP UNIVERSITY</p>	<p>The NorthCap University, Gurugram</p> <p>Student Report of Activity</p>
Objective (s) of the activity	
Name of the activity	
Student Contribution in the activity	
Certificate/attendance proof (if any)	
Report of the event (100 - 200 words)	
Photographs/Videos	

SEMESTER VI



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-3002: Comprehensive VIVA Voce

Periods/week Credits: 4	Max. Marks: 100
LTP: 3-0-0	Continuous Assessment:00
Duration of End Semester Examination: 15-30 Mins	End Semester: 100

Course Outcomes: By the end of the course, a student will be able to:

ODM3002.1: Improve their understanding of different subjects learnt in previous semesters.

ODM3002.2: Recall and Refresh fundamental concepts which they learn in different subjects.

ODM3002.3: Enhance their interview facing skills.

The objective of comprehensive viva-voce is to assess the overall knowledge of the student in the relevant field of BBA over 3 years of study in the undergraduate program. The viva shall normally cover the subjects taught in all the semesters of BBA Programme.

Viva will be conducted in 6th semester which will be covering the complete syllabus. This will test the student's learning and understanding during their BBA programme. In doing so, the main objective of this course is to prepare the students to face interview both in the academic and the industrial sector. Every student will be required to undergo comprehensive viva-voce at the end of 6th semester of BBA Programme. The duration of the viva will range from 15-30 min.

Assessment plan

1. Viva Voce exam will be conducted in form of an Interview.
2. A panel will be formed to access candidates during viva- voce.
3. Minimum 10 questions need to be asked to a student during Viva Voce. Preferably those questions should be as per below given weightage (20 % Questions of General Knowledge/Current affairs + 20% Questions on Soft skills + 60 % Questions based on Domain knowledge.)
4. Grading of the candidates will be done on basis of Rubrics.

Course Articulation Matrix

Code	PO1	PO2	P3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM3002.1	3	3	2	3	3	3	3	3	2	3	3	3
ODM3002.2	3	2	3	2	3	3	2	3	3	3	2	3
ODM3002.3	3	3	3	3	3	3	3	2	3	3	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

1. Low
2. Medium
3. High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-3004: Major Project

Periods/week Credits: 4	Max. Marks: 100
LTP: 0-0-4	Continuous Assessment:00
Duration of End Semester Examination: 15-30 Mins	End Semester: 100

Course Outcomes: By the end of the course, a student will be able to:

ODM-3004.1: - Understand the methodology of theoretical and experimental research in the field of professional activity.

ODM-3004.2: Enhance their comprehension of the various subjects they learned in earlier semesters.

ODM-3004.3: Critically analyze and evaluate current scenario, generate new ideas when solving research and practical problems.

Major project allows you to gain professional skills and experience in research activities. For successful development of Major project, the student must possess practical knowledge, skills, universal, professional and General professional competencies acquired as a result of mastering the previous blocks of the education program. The objective of the major project is to learn how to conduct independent research projects in applied areas of their respective streams and how to develop the ability to write a high quality research paper.

POINTS TO CONSIDER

1. Students will be offered major project topics with assigned mentors. However, students can also suggest their own topic, but a theme of a major project requires approval by the coordinator. The purpose of the exercise is to give students' experience in conducting research and in communicating the results to others, both orally and in writing.
2. During the course of the major project review of literature, designing of the survey instruments, if required, data collection, techniques to be used, data analysis, tabulation interpretation and draft report writing shall take place. Students need to ensure compliance with the guidelines provided in this document and with the instructions of their respective faculty guides.
3. The project work must be genuine and original, and it must be completed by the student alone while following the project guide's instructions.

Assessment plan

There are two main outputs to project: a written assignment and an oral presentation/viva voce. The oral presentation will be of 15 minutes. The oral presentation will be scheduled in the class time. Students to ensure that the plagiarism is within 10% range.

Course Articulation Matrix

CO Numbers	PO1	PO2	P3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM3004.1	2	2	1	3	2	2	3	3	3	2	3	2
ODM3004.2	1	2	2	2	3	2	3	3	3	2	3	3
ODM3004.3	2	2	2	1	2	2	3	3	3	2	3	3

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. Low
2. Medium
3. High



THE NORTHCAP UNIVERSITY
Centre for Distance Education
Department of Business Studies

ODM-3006: General Proficiency

Periods/week Credits: 3
 LTP: 0-3-0

Max. Marks: 100

Course Outcomes:

By the end of the course, a student will be able to:

ODM3006.1 Will be able to develop logical thinking and analytical abilities

ODM3006.2 Develop self-learning ability

ODM3006.3 Increase competence and master new things

ODM3006.4 Communicate effectively and appropriately in real life situations

1. Advanced Aptitude - 30 marks (60 questions)

2. MOOC Course/online certificate course (Couseara, Edx, Swayam) - 50 marks

3. Real-time project/Live project - 20 marks

(In the form of data analysis/recorded videos/short film/short ads/ documentaries/project reports etc. on any generic topic)

Course Articulation Matrix:

Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3
ODM- 3006.1	3	1	3	1	1	1	1	2	1	2	3	3
ODM- 3006.2	3	1	1	1	1	2	2	1	2	2	3	3
ODM- 3006.3	3	1	1	1	2	1	2	2	2	3	2	2
ODM- 3006.4	3	1	1	1	1	1	2	2	2	2	2	2

Note: The numbers 1, 2 and 3 in the Course Articulation Matrix above show the Degree of correlation between a CO and a PO/PSO.

Degree of Correlation:

1. Low
2. Medium
3. High

