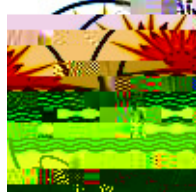


PANJAB UNIVERSITY CHANDIGARH



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND
COMMERCE

SYLLABI

FOR

Vocational Courses

2011-12

PANJAB UNIVERSITY, CHANDIGARH

LIC OF INDIA N.ZONE NEW DELHI VOCATIONAL COURSE

PRINCIPLES AND PRACTICE OF INSURANCE

Course: The course shall consist of six subjects, viz:-

1. Life Insurance
2. General Insurance
3. Fire & Marine Insurance
4. Insurance Finance & Legislation
5. Property & Liability Insurance
6. Group Insurance & Retirement Benefit Schemes

ANNUAL SYSTEM

SEMESTER SYSTEM

First Year:-

Paper I Life Insurance

Paper I : Life Insurance-I

Paper II General Insurance

Paper II: Genl. Insurance-I

Paper III: Life Insurance-II

Paper IV: Genl. Insurance-II

Second Year:-

Paper I Fire & Marine Insurance

Paper V: Fire & Mar. Ins.-I

Paper VI: Ins. & Fire.Adm.-I

Paper II Insurance Finance
& Legislation

Paper VII: Fire & Mar. Ins.-II

Paper VIII: Ins. & Fin. Adm.-II

Third Year:-

Paper I Property & Liability
Insurance

Paper IX: Prop. & Liab.Ins.-I

Paper X: G.I. & R.B.S.-I

Paper-II Group Insurance &
Retirement Benefit Schemes

Paper XI: Prop. & Liab. Ins.-II

Paper XII: G.I. & R.B.S.-II

P.T.O.

UNIT-V

Life Insurance Salesmanship-

Paper II General Insurance

1. Introduction to risk and insurance
 - (a) risk
 - (b) The treatment of risk
2. The structure and operation of the insurance business.
 - a) Insurance contract fundamentals
 - b) Insurance marketing
 - c) Insurance loss payment
 - d) Underwriting, rating, reinsurance and other functions.
3. General Insurance Corporation and other Insurance Institutions.

Working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

4. **Health Insurance:**
 - a. A) Individual health insurance
 - b. Group health insurance
5. **Motor Insurance**
6. Multiple line and All Lines Insurance-Such as Rural Insurance- Full Insurance, etc.

Suggested Reading

General Insurance by Bickelhaunt and Magee. Eighth Edition published by Richard D. Irwin, Jie., Homewood, Illinois, Erwin-Dorsey limited, Gergstow, Ontario.

Chapters;1 to 4, 13, 21 , 27 & 28.

2nd Year

Paper-I Fire and Marine Insurance

Unit- I Fire Insurance Contract

Origin of fire insurance; its nature, risks, hazards an indemnity legal basis; stipulation and conditions,; contracts; Full disclosure of material facts; Inspecting and termination of coverage.

UNIT-II

Fire Insurance Policies-

Issue and renewal of policies, Different kinds; Risks covered: recovery of claims insurer's option; E-xgratia a payment and subrogation- Policy conditions; Hazards

Paper-II Insurance Finance and Legislation

UNIT- I

Introduction

Laws of probability: Forecast of future events

Construction of mortality tables; Mortality tables for annuities.

UNIT –II

Premium Determination-

Basic factors; Use of mortality tables in premium

Determinations interest, compound interest functions, Net and gross premium; Mode and periodicity and premium payment; Mode of claim payment; Benefits to be provided; Mode of loading for expenses. Gross premium-general considerations, insurer's expenses margin adjusting; premium for term insurance; Temporary insurance; Endowment insurance; level; and natural premium plan; Premium calculation for study of actual valuation.

UNIT – III

Reserves and Surplus

Nature, origin and importance of reserves; and; funds in life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value, reduced paid up values ;Settlement options; Automatic premium loan . Nature and sources of insurance surplus; Special form of surplus. Distribution of surpluses-extra dividend. Residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

UNIT- IV

Legislation-

A Brief study of Indian Insurance Act. 1938

Detailed study of Life Insurance Corporation of India Act, 1956.

General Insurance Corporation of India Act, 1976.

Export Credit and Guarantee Corporation Act.

Suggested Books:

1. Srivastave, S.C. : Insurance Administration and Legislation in India- (Allahbad) Asia Book Depot).
2. Govt. of India : Life Insurance Corporation of India Act, 1956.
3. Govt. of India: General Insurance Corporation of India Act 1956.

3rd Year

Paper I Property and Liability Insurance

UNIT-I

Introduction

Risk and insurance; Insurance and non-insurable risks; Nature of property and liability insurance, crop and cattle insurance; Type of liability insurance; Reinsurance.

UNIT-II

Bai Basic Concepts of Liability Insurance-

(a) Basic Concepts:- Specific and all risk insurance; Valuation of risk; Indemnity

UNIT-V

Adjustment of losses and Claims Compensation

Nature of losses and their Adjustment; Procedure of adjustment: Functions of adjuster's : Responsibility of adjuster's survey of losses. Procedure for preparing claims statements; Documents in use in claim settlement. Requirement of the insured in the event of loss. Appointment and loss valuation; statutory control over liability insurance in India. Liability policies by General Insurance Corporation of India.

Suggested Books:-

1. Hudda: Property and Liability Insurance (Prentice Hall, New Jersey).
2. Cohn Carydon I : An Introduction to Liability Claims Adjusting Cinonati- (The National Underwriting Co.)
3. Long & Gregg: Property and Liability Insurance (Hand Book, Homewood, Richard D. Frwin).

Paper II Group Insurance and Retirement Benefit Schemes

1. Introduction
2. Superannuation Scheme I
3. Superannuation Scheme II
4. Superannuation Schemes III
5. Gratuity Schemes
6. Group Life Insurance Schemes I
7. Group Life Insurance Schemes II
8. Provident Fund & Employees Family Pension and Deposit linked Insurance Schemes.
9. Taxation Treatment of Provisions (for Retirement Benefits-I)
- 10 Taxation Treatment of Provisions (for Retirement Benefits-II)
11. Groups Schemes and Data Processing

Recommended Course of Reading :

Group Insurance and Retirement Centers, Published by Federation of Insurance Institutions, Bombay.

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PANJAB UNIVERSITY, CHANDIGARH

ENTERPRENEURSHIP DEVELOPMENT COURSE

IMPORTANT NOTE:

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

Teaching Load			Total	Periods
	L	+	T	P	
			5	1 period	6 period per
			per week	per week	week
1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED					2
2. Identification of Opportunities					1
3. Exposure to demand based, resource based, service based import substitute and export promotion industries					2
4. Market survey Techniques					2
5. Need scope & approaches for project formulation					1
6. Criteria for principles of product selection and development					2
7. Structure of project report					3
8. Choice of technology plant and equipment					3
9. Institutions financing procedure and financial Incentives.					2
10. Financial ratios and their significance					2
11. Books of accounts, financial statement and funds flow analysis					4
12. Ene 57c 3(i)TJ 35303()-27.7fggqa7ah uo26()-9.25639062(l)-18.291()-9.259zuorm 345331(

15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength Weakness Opportunity and Threat (SWOT) Techniques.	1
16. Techno-economic feasibility of the Project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive reinforcement.	2
25. a) Licensing registration	1
b) Municipal bye laws and Insurance coverage	2
26. Important provisions of factory Act, sales of Goods Act, Partnership Act.	4
27. a) Dilution control	1
b) Social responsibility and business ethics	2
28. Income tax, sales tax and excise rules	2

Practice 15 hrs Teaching Load:

1. Conduct of mini markets survey (one day exercise)	Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training.	Through games role playing discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management.	Practice
b) Exercise on working capital and fixed capital calculation.	Practice

- | | | |
|----|--|------------------------|
| 4. | a) Analysis of sample project report
b) Break even analysis | discussion
Practice |
| 5. | Communication written and oral | Practice |

Suggested Reading Material:

- | | |
|--|--|
| 1. Deshpande M.V. | Entrepreneurship of Small-Scale Industries : Concept Growth & Management
Deep & Deep Publication, D-1/24.
Rajouri Garden, New Delhi-160027.1984. |
| 2. Mc. Clelland DC | The Achieving Society, Princeton,
N.J.D. Van Nostrand Co.N.Y. 1961. |
| 3. Meredith GG,
Nelson Reetial | Practice of Entrepreneurship ILO
Geneva, 1982 |
| 4. Pareek U & Rao TV | Personal Efficacy in Developing Entrepreneurship
Learning Systems, New Delhi-1978. |
| 5. Rao TV & Pareek U. | Developing Entrepreneurship-A Handbook, Learning
Systems, New Delhi-1982. |
| 6. Vyas JN | Planning an Industrial Unit-I Neelkunj Neelkanth
Park, OPP. Navrangpura, Ahmedabad. |
| 7. Welsh JA & Jerry FW | Entrepreneurs Master Planning Guide-How to
Launch A Successful Business Prentice Hall,
Englewood Cliffs, 1983. |
| 8. Department of Industrial
Development | Incentives & Concessions for Setting up Industries in
Backward Areas, Deptt. of Industrial
Development Govt. for India, New Delhi. |
| 9. India Investment
Industrial Centre | Guide for Entrepreneurs India Investment Centre
Jeevan Vihar Buildin Building sansad Marg, New
Delhi. |

P.T.O.

10. Entrepreneurship
Development Institute of India.

A Handbook for New Entrepreneurs.
(With special reference to S&T
group).Entrepreneurship. Development
Institute of India.

Note; The above paper is on the pattern of various courses developed by
Department of Science and Technology, New Delhi. The meeting of
the Entrepreneurship Cell was held at the Deptt. of Science &
Technology, New Delhi. It was recommended 5(a)-0p442(c)-0.46d(e)-0.4442(5)30.2226650

PANJAB UNIVERSITY, CHANDIGARH

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First Year, Second Year and Third Year Examinations in the Vocational subject of **ADVERTISING SALES PROMOTION AND SALES MANAGEMENT.**

Subject ADVERTISING SALES PROMOTION AND SALES
of Title:-MANAGEMENT

B.A./B.Sc. (General) First Year

Paper

I. Marketing Communication	75
II. Advertising-I	75
Practical Training After Ist year	50
Report Writing and Viva-Voce	
Practical Training After Ist year	

Second Year

I. Advertising-II	75
II. Personal Setting & Salesmanship	75
Practical Training After 2 nd Year	50
Report Writing and Viva-Voce	

SUMMARY CHART

ADVERTISEMENT, SALES PROMOTION AND SALES MANAGEMENT

Sr. YEAR SEMESTER PAPER NAME LTP TOTAL EXAM HOURS

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Objectives:

This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication. So as to equip them to man junior and lower-middle level positions in the fast-growing and challenging business areas of advertising. Sales promotion, selling and sales management and public relations.

The course shall consist of six papers two each of the three years of Under-Graduate programme in Indian Universities and other institutions The six papers are:

1. Marketing Communication
2. Advertising I
3. Advertising II
4. Personal Selling and Salesmanship
5. Management of the sales-force
6. Sales promotion and public relations.

- Setting up of targets-policies, strategies and methods of achievements
- Integrated communication in Marketing.

Suggested Readings:

1. Philip Kotler Marketing Management 5th Edition
(Prentice-Hall of India, New Delhi 1991)
2. William J. Stanton & Charles Futrell Fundamentals of Marketing 8th Edition
(McGraw Hill Chap. 18)
3. Subroto Sen Gupta Case in Advertising and Communication Management in India (IIM Ahmedabad).

Paper-2: Advertising I

- Importance of advertising in modern marketing.
Role of advertising in the national economy,
- Types of advertising Commercial and non-commercial
Advertising: classified and display advertising, comparative advertising,
co-operative advertising
- Setting of advertising objectives
- Setting of advertising budget. Factors affecting the advertising expenditure
in accompany.
- Advertising message. Preparing an affective advertising copy. Elements of
a print copy: Headlines, illustration body copy slogan, loge, seal of
approval Role of colon, Elements of a broadcast copy. Copy for direct
mail.

Suggested Readings:

1. Wright Wintors and Zeiglas. Advertising Management. (McGraw Hill Relevant Chapters).
2. Duna and Darban Advertising Its role in Modern Marketing (The Drydon Press) (relevant chapters).
3. Mehendra Mohan Advertising (Tata McGraw Hill) (relevant chapters)
4. Phillip Kotler Marketing Management 8th Ed. (Prentice Hall of India)
5. Subroto Sengupta Cases in Advertising and Communication Management in India (IIM Ahmedabad).

Paper-4 Personal Selling and Salesmanship

- Nature and importance of personal selling. Door to door selling situation. Where personal selling is more effective than advertising. Cost of advertising Vs cost of personal selling.
- Aida Model of Selling. Types of selling situations. Types of sales person.
- Buying Motives. Types of markets. Consumer and industrial markets,

Paper-6. Sales Promotion and Public Relations.

- Nature and importance of sales promotion. Its role in marketing.

PANJAB UNIVERSITY, CHANDIGARH
ENTREPRENEURSHIP DEVELOPMENT COURSE
IMPORTANT NOTE:

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Teaching Load	L	+	T	P	Total	
				5	1 period per week	6 period per week	
							Periods
1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED							2
2. Identification of Opportunities							1
3. Exposure to demand based, resource based, service Based import substitute and export promotion industries							2
4. Market survey Techniques							2
5. Need scope & approaches for project formulation							1
6. Criteria for principles of product selection and development							2
7. Structure of project report							3
8. Choice of technology plant and equipment							3
9. Institutions financing procedure and financial Incentives.							2
10. Financial ratios and their significance							2
11. Books of accounts, financial statement and funds flow analysis							4
12. Energy requirement & Utilization							2

15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength Weakness Opportunity and Threat (SWOT) Techniques.	1
16. Techno-economic feasibility of the project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive reinforcements.	2
25. a) Licensing and registration	1
b) Municipal bye Laws and Insurance coverage	3
26. Important provisions of factory Act, sales of Goods Act, Partnership Act.	4
27. a) Dilution control	1
b) Social responsibility and business ethics	2
28. Income tax, sales tax and excise rules	2

Practices 15 hrs Teaching Load:

1. Conduct of mini markets survey (one day exercise)	Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training.	Through games role playing Discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management.	Practice
b) Exercise on working capital and fixed capital calculation.	Practice

- 4. a) Analysis of sample project report discussion
- b) Break even analysis Practice

- 5. Communication written and oral Practice

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10. Entrepreneurship
Development Institute of India.

A Handbook for New Entrepreneurs.
(With special reference to S&T
group).Entrepreneurship. Development
Institute of India.

Note; The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would be organized at the end of the second year.

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Part I, Part and III examinations in the vocational subject of office Management and secretarial Practice.

OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

Paper	Name of the Paper	L.	P.	T.	Marks Theory	Allocated Prac.
<u>First Year</u>						
I.	Type writer-I (Combine Paper I & 2 at page 2)	2	2	4	25	50
II	Shorthand-I (Combine Paper 3 & page 2) Practical Training 4 weeks Report Writing and Viva- Voce	2	2	4	25	50
		(Summer	after	Ist	Year)	50
<u>Second Year</u>						
I	Practice –I (Combine Papers 5&6)	2	2	4	25	50
II.	Typewriting & Shorthand-I (Combine Paper 7&8) Practical Training 4 weeks Report Writing Viva-Voce		2	4	15	60
						50
<u>Third Year</u>						
I	Office Practice-II (Paper 9 on page 2)	2	2	4	60	40
II	Stenography (Pager 10 on page 2)	1	2	3	40	60

THEORY PAPER-1 HOURS each) EXAMINATIONS

PRACTICAL 3 HOURS

Each paper has units-one question (at least) from each unit be set

Answer five out of nine questions. Questions should be short and objective types.

Note: The Entrepreneurship Development course will be taught in the Second

1. Subject Title:

4. Permissible combination of Subject including pre-requisite of Admission:

Paper 2: Typewriting II

PRACTICALS

Key Board operations

1. Practicing Second row, third row, First row and fourth row.
2. Practicing words sentences, paragraphs and passages.
3. Use of shift Keys and other non-character keys.
4. Typewriting of special symbol of the key Board and Fonctuation marks.

Speed Building

1. Different kinds of drills for typing.
2. Graded Speed test leading to accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in ten minutes.

Teaching guidelines

Alternative hand words, balanced hand hand words, same letters in different words drills of common words, drills of Speed

UNIT-I

Introduction

Origin Shorthand with particular emphasis on Pitman Shorthand, definition and importance of stenography, qualities of a successful stenographer writing techniques and materials

UNIT-II

Consonants

Definition, number, forms, classes, size thin thickness, directions and joining strokes.

UNIT-III

Vowels, Diphthongs and Diphones

Vowels-definition number sounds, signs, places position of outlines, intervening vowels.

Introduction of upwards downward strokes in stenography.

Paper 4 Shorthand II

UNIT-I

Grammalogues and pharaseography:

Paper 5 office Practice I

UNIT-I

Office meaning, functions, importance, concept of an organisation, centralization vs decentralization of office services, principal departments of a modern office – correspondence , typing and duplicating , filling mailing, general office.

UNIT-II

Filing and indexing:

Filing meaning and importance essentials of a good filing system centralized vs decentralized filing system methods of filling, filling equipments.

UNIT-III

Office Applicances and Mechanies:-

A study of various types of commonly used applicances and machines duplicators .Accounting mechanism cal-calculator, addressing machnes, punch card machine franking machine, weighting and folding machine, sealing machine Dictaphone cheque protector, cash register, coin sorter sorter, time recorder and such other machines.

UNIT-IV

Modern office Machines:

Photocopier, computer, word processor, Scanner their operation and use in the office set up Introduction of computer hardware and software. Computer operation.

~~Word Processor~~ Concept of word processing, creat-10(C)27(o)-20(m)n2n2n2m

Paper -6 Office Communication.

UNIT-I

Mailing Department

Meaning and importance of mail, centralization of mail handling of work-its advantages, mail room equipment sorting table and racks, letter openers, time and date stamps, postal franking machine, addressing machines, mailing scales, post office guide.

UNIT-II

Handling mail:

Inward Mail-Receiving, shorting opening, recording, marking distribution outward Mail.

Folding of letters, preparation of envelopes, sorting scaling, weighting, stamping, entering in letter sent book or peon book. Dispatching rail parcel service, Air mail service, courier service.

UNIT-III

Office Correspondence:

Essentials of a good letter, drafting of business letter enquiry, quotation, order advice, making payment, trade reference, compliments, circular letters follow up letters, official letters demi official.

UNIT-IV

Assisting Visitors:

Office etiquettes, effective use of language preparation of appointment schedules and maintaining visitors diary, furnishing desired information, instructing co-workers.

PERCITICALS:

Office Practice

1. Filing and indexing

Practice in filing and indexing-Alphabetical
Numerically, arranging files subject-wise
Searching a particular file, transforming of old college library.

2. Drafting of the following (on the basis of actual) information.

- Application for Job
- Interview letter
- Appointment letter
- Letter of enquiry
- Letter of order
- Appointment letter
- Letter of enquiry
- Letter of order
- Office Notes
- Issue of Tenders

3. Recording of inward/outward mail.

Paper 7: Typing III

UNIT-I

CARBON MANIFOLDING

Carbon Papers and their kinds carrying out corrections on carbon copies Use of Eraser erasing shield. White correcting fluid etc. Successing and spreading, carbon economy.

UNIT-II

STENCIL CUTING AND DUPLICATING

Techniques of stencil curring correction of errors on stencil Papers-use of correcting, fluid, graft methods and use of Gum-Coated Paper Method, signatures and lining on stencil paper with the help of syllabus pen and backing sheet.

Duplicator, kinds of duplicators taking out copies on duplicators , Duplicating ink.

UNIT-III

ELECTRIC AND ELECTRONIC TYPEWRITERS

Importance and use of Electric Typewriters, Advantages Electric typewriter.

Salient features of Electronic typewriters.

UNIT-IV

CORRESPONDENCE

Business
-Official

UNIT-I

Carbon Manifolding

Taking out copies with the help of carbon papers. Carrying out corrections on carbon copies, carrying out corrections with squeezing and spreading methods, correction of drafts.

UNIT-II

Stencil cutting and Duplicating
Stencil Cutting, carrying out corrections on Stencil
Papers with different methods cyclostyling.

UNIT-III

Electric and Electronic Typewriting.
Practice on above typewriters.

UNIT-IV

Correspondence
Typewriting of business letters.
Typewriting of official letters.

Paper 9 OFFICE PRACTICE-III

UNIT-I

Office Stationery

Types of papers and envelopes, control of consumption of papers ink typewriting ribbons, carbon papers, pins clips, erasers etc. Issue there of stock and Stock record.

UNIT-II

Duplicating Methods
Photocopying

UNIT-III

Meeting:
Notice, Agenda Physical facilities, quorum
Providing Secretarial assistance.

UNIT-IV

Using information
Working knowledge of making use of information from different sources.

Telephone Directory, post office Guide, Railway, Time Table,
Tele printer, Telex, Facsimile. Telegraphy.

UNIT-V

Making Travel arrangement Preparing tour programme railway and air reservation,
booking Hotel accommodation, filling of form for Tour advance, preparing T.A.
Bills.

Paper 10 STENOGRAPHY

A. TYPING

UNIT-I

Manuscripts:

Proof Corrections signs and their meaning, process of typing manuscripts, corrections of drafts.

UNIT-II

Tabulations

Definition and importance part of tabulation, procedure for typing of Book-Notes, Typing of Balance sheet.

UNIT-III

Syllabification of Combination:

Rules for division of words at line ends, exceptions, formation of special sign with combination of characters.

UNIT-IV

Correspondence

Typing with proper display

Typing of business letters

Typing of official letters

B. SHORTHAND

UNIT-I

Advanced pharaseography, Pharaseology related to business, banking insurance and administration.

UNIT-II

Special list of words

UNIT-III

Arrangement of Materials on typewriter, desk to facilitate transcription.

UNIT-IV

Checking and Proof Reading transcription.

PRACTICALS

TYPING

Typing writing of Manuscripts (Typed)

Typewriting of manuscripts (Hand-written)

Practice on carrying out corrections of drafts.

Typewriting of tabulations, Balance-Sheet, invoices, foot notes Syllabification and combination and combination.

Typewriting exercises-Breaking of words at line ends, breaking of words with syllabification rules, Typewriting of Characters not existing on key boards.

Correspondence

Typewriting un-arranged, misplet and wrongly typed letters by observing the rules of display.

Typewriting of business, official letters.

SHORTHAND

1. Taking information from other documents in completion of shorthand notes.
2. Office style dictation with amendments.
3. Submitting transmission materials for signature
4. Marketing and filling of shorthand notices after completion of transcription.

Recommended Drills

Through out the course there should be constant emphasis on.

- Fluency in shorthand, Special care should be taken on expose to students to variety of pronunciation.
- Formatin of well construction shorthand outlines with the help of facility drills.
- Auto-mobilization of grammaloges and phrases.
- Daily practice in taking dictation starting at slow speed.
- Practice in transcribing the long Hand.
- Dictation eai9mcta ea rthand, Spea()-10(a)-16(f)33(t)-22(e)4(r)-7()-10438((h)20n38((h)20)-20)-10656

Paper XI (a) & XI (B) –ON-THE-JOB TRAINING

Probably work-sites where on-the-job training may be organized.

- Government Department offices
- Business/Commercial organization
- Industrial Establishments
- Hospitals
- Educational- Institution
- Railways, Airlines and other transport undertakings
- Banking and insurance organisation
- Parliament and State Assemblies
- Job-work Centres.

This is a tentative list. Principal may be given the complete freedom to select any organisation. However, while selecting the institution Care should be taken to select such institution who show willingness to accept the trainees and have the scope for providing variety of experiences in office practice and stenography area.

Suggested department/Section for on-the-job training at the end of first year:

Suggested Department/Section for on-the –job training at the end if first year.

Department/section	No.of Weeks
1. Reception/Inward and outward mail	1
2. Office establishment/filling/office Equipment and/production.	1
3. Stenography work and typing with Various executives and sections.	1
4. Sales Advertising and Publicity, Store and Accounts.	1

Suggested Department/Section for on-the –Job training at the end of SECOND YEAR.

<u>DEPARTMENT/Section</u>	<u>No. of Weeks</u>
1. Private Secretaries of Various Executives in different Departments Of the organisation.	1
2. Office establishment/Company/ Secretary/Share Department	1
3. Accounts Department/Time office Reception.	
4. Typing Pool/ Advertising/publicity	1
	<hr/>
	4 weeks
	<hr/>

Note: The purpose of the on-the-job. Training is to expose the student to the words of work and provide professional experience in real situation. The student shall have to maintain a diary and submit a detailed report of his activities which shall be certified by a responsible officer of the establishment. However, the teacher will also supervise the on- the- Job Training programme.

4. Type writing complete course by H.A. Mehta Mehta Publishing Corporation Basant Mahal, Wadala (East)Bombay-400037
5. Typewriting Office Practice Set by H.A. Mehta Mehta Publising Corporation, Basant Mahal, Wadala (East), Bombay-400037.
6. Business letter typing sets set by H.A.Mehta. Mehta Publishing Corporation, Basant Mahal, Wadala (East), Bombay-400037.
7. Typewriting by Md Khan Dictation Exercises Chittoor Publishing House, Chittor, A.P.
8. Lay outs and forms in Typewriting State Board of Technical Education, Hydrabad-500022.
8. 20th Century Typewriting South-western Publishing

3. Office Management and Commercial Correspondence By Balraj Duggal. Kital Mahal Publication
4. Office Management and Secretarial Practice By Y.P. Singh Gyan Publishing House Delhi
5. Business Correspondence and Office Practice By Nagamia and Bhal Thakkar Publication Bombay
6. Business Communication by Doctor and Doctor Seth Publications, Bombay-4
7. Commercial Correspondence by Majumdar
8. Modern Commercial Correspondence by R.S. Sharma.
9. Modern Commercial Correspondence by Chandgakar & Tele
10. Secretarial Pracatice By H.A. Mehta and others. Vikas Publiations Pune.

6. Unit Cost for 30 Students
Space requirement

- | | |
|-----------------------------------|---------------------|
| 1. One Typewriting/Shorthand Room | Area 150 sq. meters |
| 2. One general class-room | 80 sq. meters. |

List of Equipments

No.

- | | |
|---|---|
| 1. Typewriters for students | 8 |
| 2. Typewriter for Demonstration (Teacher) | 1 |

Modification

Modalities of Examination & Evaluation

Scheme of study & Examination

Sr. No.	Paper	Periods per week		No. of Papers		Marks		
		Theory	Practical	Theory	Practical	Theory	Practical	
1.	Typewriting I	2	2	1	1	25	25	
2.	Typewriting II	1	2	1	1	10	10	
3.	Shorthand I	2	2	1	1	25	25	
4.	Shorthand I	1	2	1	1	10	40	
ON-THE-JOB TRAINING								
5.	Office Practice-I	3	1	1	1	40	10	
6.	Office Practice II	2	2	1	1	25	25	
7.	Typewriting III	1	3	1	1	10	40	
8.	Shorthand III	1	3	1	1	10	40	
9.	Office Practice-III	5	3	1	1	75	25	
10.	Stenography	2	6	1	1	25	75	
11.	A. on the Job Training 4 weeks						50	
12.	B. On-the-Job Training 4 weeks						50	

Modalities of Examination and Evaluation

1. The students may be evaluated through external examination as well as internal assessment.
2. 70% marks should be given to external examination and 30% to internal evaluation.
3. The internal evaluation in respect of theory papers shall be made no. of tests,

8. Linkages Up & Down

1. The student may vertically move to the course of Company secretary of any post-Graduate Diploma of a higher level in the related area of Master degree in their discipline.

2. Stenography is a skill based subject and is open to students at +3 level only to those who have not studied this subject at +2 level, there is no down ward linkage with stenography directly. However, students offering course based subject at +2 level might offer this at +3 level profitably for the purpose of mobility from the vacation to another in the same family of vocation.

SUMMARY CHART

ACADEMIC PROGRAMME-EXAMINATION SCHEME

Year	Semester	No. of Papers	Name of Papers (Title)	LT.	P	Total exam. Load Mode Teaching Hours	Hours on the job training
Ist	1	2	Typewriting I	2	2	4 per week	Three to Four week
			Shorthand I	2	2	4 per week	
	2	2	Typewriting I	1	3	4 per week	
			Shorthand II	1	3	4 per week	
		(XTA) On the Job Training					
IInd	III	2	Office Practice I	3	1	4 per week	
			Office Practice II	2	2	4 per week	
	IV	2	Typewriting - III	1	3	4 per week	
			Shorthand - III	1	3	4 per week	
	X	On the Job training				Three to four weeks	
III	V		Office Practice-II	4	3	4 per week	
	VI		Stenography	2	6	4 per week	

Lecture Tutorials Practicals (Hours/Period per week)

Note: In the annual pattern of examinations where two papers have to be offered in each year the papers may be combined on the following pattern:

First year

Paper I (Combine paper 1 & 2)

Paper 2 (Combine paper 3 & 4)

Second Year

Paper-1 (Combine 5 & 6)

Paper-2 (Combine paper 7 & 8)

On the job training

Third Year

Paper-I (Paper-9)

Paper-2 (Paper-10)

PANJAB UNIVERSITY, CHANDIGARH

ENTREPRENEURSHIP DEVELOPMENT COURSE

IMPORTANT NOTE:

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

Teaching Load	*****			Total	Periods
	L	+	T		
			5	1 period per week	6 period per week
1. Need Scope and characteristics of entrepreneurship					2

- | | | |
|----|--------------------------------------|------------|
| 4. | a) Analysis of sample project report | discussion |
| | b) Break even analysis | Practice |
| 5. | Communication written and oral | Practice |

Suggested Readings Material:

- | | |
|-----------------------------------|--|
| 1. Deshpande M.V. | Entrepreneurship of Small-Scale Industries : Concept Growth & Management
Deep & Deep Publication, D-1/24.
Rajouri Garden, New Delhi-160027.1984. |
| 2. Mc. Clelland DC | The Achieving Society, Princeton,
N.J.D. Van Nostrand Co.N.Y. 1961. |
| 3. Meredith GG,
Nelson Reetial | Practice of Entrepreneurship ILO
Geneva, 1982 |
| 4. Pareek U & Rao TV | Personal Efficacy in Developing Entrepre |

10. Entrepreneurship
Development Institute of India.

A Handbook for New Entrepreneurs.
(With special reference to S&T
group).Entrepreneurship. Development
Institute of India.

Note: The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would be organized at the end of the second year.

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests syllabi and courses of reading for B.A./ B.Sc. (General) First Year, Second Year and Third Year in the Vocational Subject of “**FOREIGN TRADE PRACTICE AND PROCEDURE**” for the examination of 2011

Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE

(Vocational Course)

B.A./B.Sc.(General) First Year

Paper	Periods	Marks
I Basics of Foreign Trade	30	75
II India’s Foreign Trade	30	75
Practical Training Report writing & Viva-Voce		50

B.A./B.Sc.(General) Second Year

I Elements of Export Marketing	30	75
II Export Finance & Procedures	30	75
Practical Training & Report Writing & Viva –Voce		50

B.A./B.Sc. (General) Third Year

I Shipping & Insurance Practice and Procedure	30	100
II Foreign Trade, Documentation & Procedure	30	100

Practical Training 3 to 4 weeks each at the end of First and Second Year each

Examination : 3 Hours (Theory)

Questions out of 15 are required to be attempted by the candidates. Concise, short, practical – oriented questions should set.

Note : The Entrepreneurship Development course will be taught in the Second Year programme of B.A./ B.Sc. Third course being a non – credit course, The examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (General), P. U. Chandigarh well before the commencement of the Annual Examination in April/May..

P.T.O.

SUMMARY CHART

FOREIGN TRADE PRACTICES AND PROCEDURES

Annual Examination

I Year – 2 Paper	(i) Basic of Foreign Trade (ii) India's Foreign Trade	30 periods for each paper	3 hours examination
II Year – 2 Papers	(i) Elements of Export Marketing (ii) Export Finance & Procedures	30 periods for each paper	3 hours examination
III Year – 2 Papers	(i) Shipping and Insurance & Procedures (ii) Foreign Trade Documentation and Procedures	30 periods for each paper	3 hours examination

Practical Training- 3 to 4 weeks each at the end of I & II years- 100 marks each.

Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE

SUBJECT : OBJECTIVE

1. To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
2. To familiarize the students with the position of India's foreign trade, Import and export policies and various export promotion measures Adopted by the Government.
3. To familiarize the students with the nature and scope of International Marketing as also the four Ps of International Marketing .
4. To familiarize the students with the various methods and procedure of foreign trade , financing, foreign exchange , rates, costing and pricing for exports and the various institutions involved in export finance.
5. To make the students aware of the shipping and insurance practices and procedure s which constitute the essential services for the operation of foreign trade.
6. To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents..

Job Potential :

- 1 Self- employment can start an export business either singly or in partnership with fellow students, can take up export documentation work for other.

Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.

3. (i) Permissible combination of subjects:

B.A – Any subject preferably with Economics, Psychology, Social

Works, Foreignpr.(n)20(p)-or.(n)20(p)-o1.96 (W)24(o)-20(r)-7(ks)9(,)-10()-108 20(r)-7(ks)9(,)-1

FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Non-Semester Courses

Paper1 BASICS OF FOREIGN TRADE

Periods

Objectives: to familiarize the students with the basic principles of foreign t

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Paper –I-2 INDIA’S FOREIGN TRADE

Objectives : To familiarize the students with the position of India’s foreign trade, import and export policies and various promotion measures adopted by the Government.

	Periods
- Analysis of India’s Foreign – Trade Growth trends, composition and direction.	4
- India’s Balance of Payments including invisibles	4
- Assessment of Prospects – Products and markets	4
- India’s Trade agreement	3
- Salient features of India’s export-import policy	4
- Institutional set-up for export promotion	3
- Export Assistance measures, free trade zones and 100%EOU’s	4
- State trading in India	2
- Sources and analysis of foreign trade Statistics	2

Books for

Paper – I International economics by P.T. Ellsworth
International Economics by C.P. Kindleberger

Paper-II Annual Reports of the Ministry of Commerce
Annual Economics : Surveys
Import and Export Policy 1992 – 97.

P.T.O..

Paper-II-I ELEMENTS OF EXPORT MARKETING

Objectives To familiarize the students with the nature and scope of international marketing as also the four Ps of International marketing.

	Periods
- Role of exports, scope of export marketing and why should a firm export	6
- Selection of export products.	2
- Selecting export markets.	4
- Direct and indirect export and role of export houses	3
- Channel selection and appointment of agents, agency agreement and payment of agency-commission.	3
- Promotion abroad, use of mailing lists, advertisement abroad, and Participation in trade fairs and exhibitions.	4

Paper –II – 2 FOREIGN TRADE FINANCING AND PROCEDURE

Objectives : To familiarizes the various methods and procedures of foreign Trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export financing

	Periods
- Export Payment , Terms including letters of credit and their operation.	4
- Pre - shipment and post –shipment finance	4
- Import finance and letters of credit and operation thereof.	3
- Role of Banks in foreign trade finance	1
- Obtaining ECGC Policy and filling claims	3
- Obtaining long term export credit from EXIM/Banks	3
- Costing and Pricing for exports	6
- International capital markets, foreign exchange rates, Exchange fluctuations and obtaining forward cover.	6
- Export costing sheet	2

Books : Finance of Foreign Trade by Keshkamat

Finance of Foreign Trade by G.S.Lall

P.T.O

PAPER- III – I SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

Objectives : To make the students aware of the shipping and insurance Practices and procedures which constitutes the essential services for the operation of foreign.

	Periods
- Role of shipping liners and tramps bills of lading And Charter Party.	4
- Determination of freight	2
- Containerization and other developments	2
- Air transport and procedures involved in the determination of freight and booking of cargo space.	3
- Multi –modal transport and the procedures involved	2
- Packing and marking for exports	2
- Forwarding and clearing agents and their operations	3
- Cargo insurance, its importance, basic principles, types of cover, type of losses and determination of premium.	6
- Obtaining a cover a filing a claim	4

Books : Export Management by T. A.S. Balgopal

Export Management by S.R.Ullal

P.T.O.

PAPER –III – 2 FOREIGN TRADE DOCUMENTATION AND PROCEDURES.

Objectives : To familiarizes the students with the basic documents involved in Foreign trade, processing of an export order, customs clearance of Export and import cargo and negotiation of documents.

	Periods
- Need, rationale and types of documents	4
- Obtaining export and import licences	3
- Processing an export order	4
- Pre-shipment inspection and Quality control	2
- Foreign exchange and GR formalities	3
- Excise and customs clearance of export cargo	4
- Shipment of goods and port procedures	3
- Customs clearance of import cargo	3
- Post – shipment formalities and procedures	3
- claiming duty drawbacks and other benefits	3

Books : Handbook of Import and Export Procedures
Export What, Where and How by Paras Ram

PANJAB UNIVERSITY, CHANDIGARH

ENTERPRENEURSHIP DEVELOPMENT COURSE

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15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength weakness Opportunity and Threat (SNOT) Techniques.	1
16. Techno-economic feasibility of the Project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive reinforcements.	2

- | | |
|---|------------|
| 4. a) Analysis of sample project report | discussion |
| b) Break oven analysis | Practice |
| 5. Communication written and oral | Practice |

Suggested reading Material:

1. Deshpande M.V. Entrepreneurship of small-Scale Industries : Concept Growth & Management Deep & Deep Publication, D-1/24. Rajouri Garden, New Delhi-110027.1984.
2. Mc. Clelland DC The Achieving Society, Princeton, N.J.D. Van Nostrand Co.N.Y. 1961.
3. Meredith GG, Melson Reetial Practice of Entrepreneurship ILO Geneva, 1982
4. Pareek U & Rao TV Personal Efficacy in DevelopingEentreprenurship Learning systems, New Delhi-1978.
5. Rao TV & Pareek U. Developing Entrepreneurship-A Handbook, Learning Systems, New Delhi-1982.
6. Vyas JN Planning an Industrial Unit-I Neelkunj Neelkanth Park, OPP. Navrangpura, Ahmedabad.
7. Welsh JA & Jerry FW Entrepreneurs Master Planning Guide-How' to Launch A successful Business Prentice Hall, Englewood Cliffs, 1983.
8. Department of Industrial Development In Centives & Concessions for Setting up Industrial in Backward Areas, Deptt. of industrial Development Govt. of India, New Delhi.
9. India Investment Industrial Centre Guide for Entrepreneurs India InvestmentCentre Jeevan Vihar Building sansad Marg, New Delhi.

10. Entrepreneurship
Development Institute of
India

A Handbook for New Entrepreneurs.

(With special reference to S&T
group).Entrepreneurship.
Development Institute of India.

Note; The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in on the job, training which would be organized at the end of the second year.

ii) Reference Books:

- (1) Paliwala - Income Tax
- (2) Chaturvedi & Pathisana

iii) Text Books :

- Singhania –Direct Taxes
H.C. Mehrotra –Income Tax Law & Practice

iv) Journals :

- The Institute of Chartered Accountants of India
Central Excise Law System Taxman

Note : In addition to the above books the new text books should be prepared on the lines of the prescribed syllabi. Equipment Computer facilities must be made available in the Business Lab.

ii) On the Job Training (After Ist Year):-

Proper training should be given to students, to prepare various returns/forms/documents etc. related to Income Tax and Sales Tax/Excise duty to enable the students to acquire necessary skills so that they can prepare these documents independently. Students can be attached for the purpose of training-with local industrial houses. Excise and custom. Departments, income and sales tax departments and practicing firms of the Chartered Accountants.

iii) On Job Training (After 2nd Year)

Students should be attached for practical training with the originations as suggested in (ii). Students can prepare the necessary documents/ returns/forms etc. related to direct and indirect taxes.

6. Unit cost for 30 students

- (a) Building as per the norms of the UGC
- (b) Rupees one lakh for books, Journals and equipments.

7. Modalities of examination & evaluation

- (a) weightage between theory and practical should be 70% and 30% respectively.
- (b) Continuous evaluation-Assignment, surprise test, Quiz

(c) Practical on the Job training 50% in Ist year and 50% in 2nd year.

8. Linkages- Up & Down

(a) Backward Linkage

10+2 or equivalent examinations recognized with all streams
Preference may be given to those who have done
Mathematics/Accounting at the + 2 stage.

(b) Upward Linkage

SUMMARY CHART

TAX PROCEDURE & PRACTICE

Paper	Name of Paper	L P Week	T	P	Total load teaching	Exam. Hrs. T	P	on the Job Trng.
I	Income Tax Law and Practice	6	3	-	9	3	-	-
II	Income Tax Law and Practice-II	6	3	-	9	3	-	-

On-the Job Training

2nd Year

III	Tax Procedure and Practice	6	3	-	9	3	-	-
IV	Wealth Tax and Central Sales Tax Practical Training	6	3	-	9	3	-	-

On-the job Training

3rd Year

V	Central Excise Procedure and practice	6	3	-	9	3	-	-
VI	Custom duty Procedure and Practice Practical Training	6	3	-	9	3	-	-

P.T.O.

TAX PROCEDURE AND PRACTICE
FIRST YEAR

Paper-I

Marks: 100

INCOME TAX LAW AND PRACTICE –I

Income Tax-Definitions, Distinction between capital and Revenue, Basis of charge (Residential Status) Incidence of tax, Exempted incomes, Heads of Income : Computation of income from salaries House property Income from Business and Profession including depreciation capital gains and Income from other sources.

Paper-II

INCOME TAX LAW AND PRACTICE II

Income of other persons included in Assessee's total Income (clubbing of Income), set off or carry forward and set off of Losses, Deductions out of Gross total Income, Computation of Total Income of Individual, H.U.F. partnership firm and A.O.P.

Note: The paper setter will consider the changes upto 30th September

SECOND YEAR

Paper-III

Tax procedure and Practice

Marks-75

Return of income and procedure of Assessment, Advance payment of Tax, deduction to collection of tax at source, Income tax authorities their powers and functions, Appeals and Revision, Penalties and Prosecution. Refunds, Interest payable by to Assesses: 31(1)0.22153.222665(D)-ra-0.333433(I)TJ ET Q 375 2750768(6I e2 /R-9.23

Third Year

Paper-I Custom Law Procedure and Practice 75 marks

Custom act, 1962-An overview, Levy, Collection & exemption from custom duties, date of determination of duties & tariff valuation. Prohibitions/restrictions of export and imports, Determination of duty where Goods consist of articles of different rate of duties, warehousing, duty, drawbacks u/s. 74 & 75, Provision regarding baggage's postal goods.

Paper –II Central excise Procedure and Practice 75 marks

Central Excise Act, 1944-meaning, levy and collection, classification of goods, definition. Valuation, Assessment, Payment of duty and removal of Goods, refund of duties, Appeals and Penalties, CENVAT, Service Tax.

Practical Training 50 marks

Note: The paper setter will consider the change upto 30th September.

PANJAB UNIVERSITY, CHANDIGARH

ENTERPRENEURSHIP DEVELOPMENT COURSE

IMPORTANT NOTE:

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Teaching Load	L	+	T	P	Total
				5	1 period per week	6 period per week

	Periods
1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED	2
2. Identification of Opportunities	1
3. Exposure to demand based, resource based, service Based import substitute and export promotion industries	2
4. Market survey Techniques	2
5. Need scope & approaches for project formulation	1
6. Criteria for principles of product selection and development	2
7. Structure of project report	3
8. Choice of technology plant and equipment	764()-842.598(n)18.9639(t)-0.332303()

10. Entrepreneurship
Development Institute of India
- A Handbook for New Entrepreneurs.
(With special reference to S&T
group).Entrepreneurship Development
Institute of India.

Note; The above paper is on the pattern of various courses developed by Department of science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New

