

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

Name of HEI (with State): SHRI VENKATESHWARA UNIVERSITY

Establishment Year: 2011

Type of HEI: Private University

Date of Report: 26.04.2020

Website Address: [www.svu.edu.in](http://www.svu.edu.in)

Sr. No.	Information on HEIs website	Yes/No and Further Information
1.	Established Act and Statutes	Yes
2.	ODL Application	Yes
3.	Directorate of Distance Education	Yes Name and Contact Details : Dr. Rajesh Singh Contact Details: +917535005712 Email ID: <a href="mailto:dde@svu.edu.in">dde@svu.edu.in</a>
4.	Letters of recognition from Commission/ Withdrawal/ Under-review	Letters of recognition: F.No. 1-11/2019 (DEB-I) Dated: 30.12.2019
5.	Letter of approval from other relevant statutory or regulatory authorities	N/A
6.	Prospectus	<b>Name of Programme : Bachelor of Commerce (B.Com)</b> <b>Duration: 3 Years</b> <b>Eligibility for enrolment: 10+2 with Commerce or equivalent</b> <b>Programme fee: Tuition Fee -Rs. 5000/- , Exam Fee-Rs. 1500/- Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year</b>

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

<b>Programme structure:</b>	
<b>Year-I</b>	
BCM-101	Business Communication
BCM-102	Business Environment
BCM-103	Business Law
BCM-104	Economic Theory
BCM-105	Accounting
BCM-106	Principles of Management
<b>Year-II</b>	
BCM-201	Costing Methods and Techniques
BCM-202	Auditing Principles and Practice
BCM-203	Business Statistics
BCM-204	Fundamentals of Financial Management
BCM-205	Public Finance
BCM-206	Income Tax Law and Accounts
<b>Year-III</b>	
BCM-301	Goods & Services Tax
BCM-302	Company Law And Secretarial Practice
BCM-303	Corporate Accounting
BCM-304	Principles of Marketing
BCM-305	Industrial and Labour Laws
BCM-306	Principles and Practices of Insurance
<b>Name of Programme : Master of Commerce (M.Com)</b>	
<b>Duration: 2 Years</b>	
<b>Eligibility for enrolment:</b> Graduation with Commerce or equivalent	
<b>Programme fee:</b> Tuition Fee -Rs. 6000/- , Exam Fee-Rs. 1500/- Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year	
<b>Programme structure:</b>	

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

<b>Year-I</b>	
MCM-101	Accounting Theory
MCM-102	Economic Environment of Business
MCM-103	Managerial Economics
MCM-104	Organizational Theory
MCM-105	Public Finance
MCM-106	Research Methodology
<b>Year-II</b>	
MCM-201	Strategic Management
MCM-202	Accounting for Managerial Decisions
MCM-203	Corporate Tax Planning
MCM-204	Human Resource Management
MCM-205	Marketing Management
MCM-206	Corporate Social Responsibility
<b>Name of Programme : Bachelor of Business Administration (BBA)</b>	
<b>Duration: 3 Years</b>	
<b>Eligibility for enrolment:</b> 10+2 or equivalent	
<b>Programme fee:</b> Tuition Fee -Rs. 10000/- , Exam Fee-Rs. 1500/-, Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year Rs. 10000/- per year	
<b>Programme structure:</b>	
<b>Semester-I</b>	
BBA-101	Basics of Accounting
BBA-102	Business Communication
BBA-103	Business Law
BBA-104	Business Environment
BBA-105	Essentials of Management
<b>Semester-II</b>	
BBA-201	Business Economics
BBA-202	Computer Fundamentals
BBA-203	Fundamentals of Marketing
BBA-204	Business Mathematics
BBA-205	Environmental Studies
<b>Semester-III</b>	

## DEB Quality Assurance Cell

### **Monitoring of HEIs websites offering programmes in ODL mode**

BBA-301	Business Statistics
BBA-302	Financial Management
BBA-303	Human Resource Management
BBA-304	Productions And Operations Management
BBA-305	E- Commerce
<b>Semester-IV</b>	
BBA-401	Research Methodology
BBA-402	Business Ethics and Corporate Governance
BBA-403	Advertisement Management
BBA-404	Cost and Management Accounting
BBA-405	Management Information System
<b>Semester-V</b>	
BBA-501	Consumer Behaviour
BBA-502	Financial Markets and Institutions
BBA-503	Insurance and Risk Management
BBA-504	Retail and Rural Marketing
BBA-505	Entrepreneurship
<b>Semester-VI</b>	
BBA-601	Business Policy
BBA-602	Company Law
BBA-603	International Business
BBA-604	Marketing of Services
BBA-605	Project Management
<b>Name of Programme : Master of Business Administration (MBA)</b>	
<b>Duration: 2 Years</b>	
<b>Eligibility for enrolment:</b> Graduation or equivalent	
<b>Programme fee:</b> Tuition Fee -Rs. 16500/- , Exam Fee-Rs. 1500/-, Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year Rs. 10000/- per year	
<b>Programme structure:</b>	
<b>Semester-I</b>	
MBA-101	Accounting for Managers
MBA-102	Management Theory and Practice
MBA-103	Communication for Management
MBA-104	Managerial Economics

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

MBA-105	Organizational Behavior
MBA-106	Business Environment
MBA-107	Statistical Analysis
MBA-108	Computer Application in Management
<b>Semester-II</b>	
MBA-201	Marketing Management
MBA-202	Human Resource Management
MBA-203	Financial Management
MBA-202	Research Methodology
MBA-205	Managerial Accounting
MBA-206	Indian Ethos and Value
MBA-207	Operations Research
MBA-208	Business Laws
<b>Semester-III</b>	
MBA-301	Strategic Management
MBA-302	International Trade
MBA-303	E- Business
MBA-302	Production and Operations Management
	Specialization-1
	Specialization-1
	Specialization-2
	Specialization-2
<b>Semester-IV</b>	
MBA-401	Management Information System
	Specialization-1
	Specialization-1
	Specialization-1
	Specialization-2
	Specialization-2
	Specialization-2
MBA-408	Project Research Report
<b>FINANCEGROUP- Specialization</b>	
MBA-FM-01	Financial Systems
MBA-FM-02	Security Analysis & Portfolio Management
MBA-FM-03	Management of Financial Institutions

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

MBA-FM-04	Financial Derivatives
MBA-FM-05	Merchant Banking & Financial Services
<b>HRM GROUP-- Specialization</b>	
MBA-HR-01	Training & Development
MBA-HR-02	Industrial Relations
MBA-HR-03	Labour Laws
MBA-HR-04	Compensation Management
MBA-HR-05	Negotiation & Conflict Management
<b>MARKETING GROUP-- Specialization</b>	
MBA-MK-01	Consumer Behaviour
MBA-MK-02	Marketing of Services
MBA-MK-03	Advanced Integrated Marketing
MBA-MK-04	Sales & Distribution Management
MBA-MK-05	Marketing Research
<b>OPERATIONS MANAGEMENT -- Specialization</b>	
MBA-OP-01	Supply Chain & Logistics Management
MBA-OP-02	Operations Planning & Control
MBA-OP-03	Quality Management
MBA-OP-04	Purchase Management
MBA-OP-05	Manufacturing System Management
<b>Name of Programme : Master of Arts (MA-History)</b>	
<b>Duration: 2 Years</b>	
<b>Eligibility for enrolment:</b> Graduation or equivalent	
<b>Programme fee:</b> Tuition Fee -Rs. 5000/- , Exam Fee-Rs. 1500/-, Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year Rs. 10000/- per year	
<b>Programme structure:</b>	
<b>Year-I</b>	
MAH-101	Medieval Societies
MAH-102	Modern World
MAH-103	Polity and Economy of Medieval India (1200-1750)
MAH-104	Colonial India (1757-1857)

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### **Monitoring of HEIs websites offering programmes in ODL mode**

MAH-105	History of China and Japan in Modern
MAH-106	History of Europe (1789-1914)
<b>Year-II</b>	
MAH-201	Historiography
MAH-202	Social and Cultural History of Northern India (1200-1700)
MAH-203	Society and Culture In Medieval India (1200-1750)
MAH-204	Modern India (1858-1947)
MAH-205	Social History of India (1200-1947)
MAH-206	Economy and Business in India (1200-1947)
<b>Name of Programme : Bachelor of Arts (BA)</b>	
<b>Duration: 2 Years</b>	
<b>Eligibility for enrolment: 10+2 or equivalent</b>	
<b>Programme fee: Tuition Fee -Rs. 3500/- , Exam Fee-Rs. 1500/-, Prospectus Fee-Rs.150, Enrollment Fee-Rs.500/- per year Rs. 10000/- per year</b>	
<b>Programme structure:</b>	
<ol style="list-style-type: none"> <li>1. In BA Programme, a student has to opt 3 subjects in 1<sup>st</sup> year. Each subject will have 2 papers in 1<sup>st</sup> year. Each paper will carry 6 Credit Point and 100 marks.</li> <li>2. In BA 2<sup>nd</sup> year the student will carry all the 3 subjects opted in 1<sup>st</sup> year. Likewise each subject will have 2 papers. Each paper will carry 6 Credit Points and 100 marks.</li> <li>3. In BA 3<sup>rd</sup> year, the student will drop any one subject and will carry 2 subjects. Each subject will have 3 papers. Each paper will carry 6 Credit points and 100 marks</li> </ol>	
<b>PART-I</b>	<b>Paper</b>
Subject 1	Paper 1
	Paper 2
Subject 2	Paper 1
	Paper 2
Subject 3	Paper 1
	Paper 2
<b>PART-II</b>	
Subject 1	Paper 3
	Paper 4

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

		Subject 2	Paper 3
			Paper 4
		Subject 3	Paper 3
			Paper 4
		<b>PART-III</b>	
		Subject 1	Paper 5
			Paper 6
			Paper 7
		Subject 2	Paper 5
			Paper 6
			Paper 7
7.	<b>Programme-Wise Information</b>	<b>Syllabus : Yes</b>	
		<p><b>Suggested readings :</b></p> <p><b>BUSINESS COMMUNICATION:</b></p> <ol style="list-style-type: none"> <li>1. Bovee and Thill: Business Communication Today: Tata McGraw Hill, New Delhi.</li> <li>2. Ronald E. Dulek and John S.Fielder Principles of Business Communication Macmillan publishing company, London.</li> <li>3. Ronald E.Magors: Business Communication: Harper and Row New York.</li> <li>4. Webster’s Guide to Effective Letter Writing: Harper and Row, New York.</li> <li>5. Balasubramanyam : Business Communication : Vikas Publishing House, Delhi.</li> </ol> <p><b>BUSINESS ENVIRONMENT:</b></p> <ol style="list-style-type: none"> <li>1. Sundaram &amp; Black: The International Business Environment: Prentice Hall, New Delhi.</li> <li>2. Agarwal A.N. : Indian Economy : Vikas Publishing House, Delhi.</li> <li>3. Khan Farooq A: Business and Society: S. Chand, Delhi.</li> <li>4. Dutt R. and Sundharam K.P.M. Indian Economy: S. Chand, Delhi.</li> <li>5. Misra S.Kr and Puri V.K. Indian Economy: Himalaya Publishing House, New Delhi.</li> <li>6. Dutt Ruddar: Economic Reforms in India-A Critique; S. Chand , New Delhi.</li> </ol> <p><b>BUSINESS LAW</b></p> <ol style="list-style-type: none"> <li>1. Ramaiya A: Guide to the Companies Act: Wadhwa &amp; Co.Nagpur.</li> <li>2. Singh Avtar: Company Law, Eastern Book Co. Lucknow.</li> <li>3. Kapoor N.D: Business Law: Sultan Chand &amp; Sons, New Delhi.</li> <li>4. Chandha P.R: Business law: Galgotia, New Delhi.</li> <li>5. Khergamwala J.S. The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd. Mumbai</li> <li>6. M.C. Business Law: Vikas Publishing House, New Delhi.</li> </ol> <p><b>ECONOMIC THEORY</b></p> <ol style="list-style-type: none"> <li>1. Browning Edger K. and Browning Jacquenience M: Microeconomic Theory and Applications: Kalyani, New Delhi.</li> <li>2. Watson Donald S. and Gotz Molcoim: Price Theory and its Uses: Khosla Publishing</li> </ol>	



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### **Monitoring of HEIs websites offering programmes in ODL mode**

House, New Delhi

3. Kousoyianni A.: Modern Microeconomics: Macmillan, New Delhi.
4. Richard G. Lipsey: An introduction to Positive Economics: ELBS, Oxford.
5. Ahuja H.L: Business Economics: S.Chand & Co. New Delhi.

#### **ACCOUNTING**

1. Anthony, R.N. and Reece, J.S.: Accounting Principles: Richard Irwin Inc.
2. Gupta, R. L. and Radhaswamy, M: Financial Accounting: Sultan Chand and sons, New Delhi
3. Monga J.R. Ahuja Girish, and Sehgal Ashok: Financial Accounting: Mayur Paper Back, Noida.
4. Shukla, M.C. Grewal T.S. and Gupta, S.C.: Advanced Accounts: S. Chand & Co.New Delhi
5. Compendium of statement and standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
6. Agarwala A.N. Agarwala K.N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad.

#### **PRINCIPLES OF MANAGEMENT**

1. Van Horne J.C: financial management and policy: Prentice Hall of India, New Delhi.
2. Van Horne J.C; Fundamentals of Financial Management: Prentice Hall of India, New Delhi.
3. Khan M.Y and Jain P.K.; Financial Management: Text and Problems; Tata McGraw Hill, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice: Tata McGraw Hill, New Delhi.

#### **COSTING METHODS AND TECHNIQUES**

1. Jain S.P. and Narang K.L. Cost Accounting: Kalyani New Delhi.
2. Anthony Robert, Reece,et al : Principles of Management Accounting Richard D.Irwin Inc, Illionis.
3. Homgren, Charles, Foster and Datar: Cost accounting-A Managerial Emphasis; Prentice-Hall of India, New Delhi.
4. Kaplan R.S. and Atkinson A.A.: Advanced Management Accounting: Prentice India International.
5. Tulsian P.C: Practical Costing: Vikas, New Delhi.

#### **AUDITING PRINCIPLES AND PRACTICE**

1. Arora M.N: Cost Accounting-Principles and practice: Vikas New Delhi.
2. Jain S.P. and Narang K.L. Cost Accounting: Kalyani New Delhi.
3. Anthony Robert, Reece,et al : Principles of Management Accounting Richard D.Irwin Inc, Illionis.
4. Homgren, Charles, Foster and Datar: Cost accounting-A Managerial Emphasis; Prentice-Hall of India, New Delhi.
5. Khan M.Y. and Jain P.K: Management Accounting: Tata McGraw Hill.

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### **Monitoring of HEIs websites offering programmes in ODL mode**

#### **BUSINESS STATISTICS**

1. Hooda, R.P.: Statistics for Business and Economics: Macmillan, New Delhi.
2. Ya-Lun Chou: Statistical Analysis with Business and Economic Applications, Holt: Rinehart & Winster, New York.
3. Lewin and Rubin: Statistics for Management: Prentice – Hall of India, New Delhi.
4. Hoel & Jessen: basic Statistics fo Business and Economics: John Wiley and Sons, New York.

#### **FUNDAMENTALS OF FINANCIAL MANAGEMENT**

1. Van Horne J.C: financial management and policy: Prentice Hall of India, New Delhi.
2. Van Horne J.C; Fundamentals of Financial Management: Prentice Hall of India, New Delhi.
3. Khan M.Y and Jain P.K.; Financial Management: Text and Problems; Tata McGraw Hill, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice: Tata McGraw Hill, New Delhi.

#### **PUBLIC FINANCE**

1. Mishra M.N. Insurance Principles and Practice: S.Chand and Co. New Delhi.
2. Insurance Regulatory Development Act 1999.
3. Life Insurance Corporation Act 1956.
4. Gupta OS: Life Insurance: Frank Brother, New Delhi.
5. Vinayakam N, Radhaswamy and Vasudevan SV: Insurance- Principles and Practice, S. Chand and Co. New Delhi.

#### **INCOME TAX LAW AND ACCOUNTS**

1. Singhaniai V.K: Students Guide to income tax: Taxmann, Delhi.
2. Prasad, Bhagwati: Income Tax Law & Practice: Witey Publication, New Delhi.
3. Mehrotra H.C: Income Tax Law & Accounts, Sahitya Bhawan, Agra.
4. Dinker Pagase: Income Tax Law and Practive; Sultan Chand & Sons. New Delhi.
5. Giish Ahuja and Ravi Gupta: Syatematic approach to income tax: Sahitya Bhawan Publications, New Delhi.
6. Chandra Mahesh and shukla D.C.; Income Tax Law and Practice: Pragati Publications, New Delhi.

#### **GOODS & SERVICES TAX**

1. Desai T.R.: Indian Contract Act. Sale of Goods Act and partnership Act. S.C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Khergamwala J.S. The Negotiable Instruments Act; N.M. Tripathi Pvt. Ltd. Mumbai
3. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
4. Kuchal M.C. Business Law: Vikas Publishing House, New Delhi.
5. Central Goods and Services Tax Act, 2017 2. Integrated Goods and Services Tax Act, 2017
6. Uttar Pradesh Goods and Services Tax Act, 2017

#### **COMPANY LAW AND SECRETARIAL PRACTICE**

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

1. Gower L.C.B: Principles of Modern Company Law Stevens & Sons, London.
2. Ramaiya A: Guide to the Companies Act: Wadhwa & Co.Nagpur.
3. Singh Avtar: Company Law, Eastern Book Co. Lucknow.
4. Kuchal M.C. Modern India Company Law: Shri Mahavir books, Noida.
5. Kapoor N.D.: Company Law Incorporating the provisions of the Companies Amendment Act, 2000: Sultan Chand & sons, New Delhi.

#### **ACCOUNTING**

1. Gupta R.L. Radhaswamy M: Company Accounts: sultan Chand and Sons, New Delhi.
2. Maheshwari S.N; corporate Accounting; Vikas Publishing house, New Delhi.
3. Manga J.R. Ahuja, Girish and sehgal Ashok; Financial Accounting: Mayur Paper Backs, Noida.
4. Shukla M.C. Grewal T.S. and Gupta S.C.: Advanced Accounts: S Chand & Co. new Delhi.
5. Moore C.L. and Jaedicke R.K; Managerial Accounting; South Western Publishing Co. Cincinnati, Ohio.
6. Pandey I.M; Venture Capital- The Indian Experience: Prentice Hall of India. 7. Holt: Entrepreneurship- New Venture Creation: Prentice Hall Of India.

#### **PRINCIPLES OF MARKETING**

1. Stanton W.J. Etzel Michael J. and Walker Bruce J: Fundamentals of Marketing: McGraw – Hill, New York.
2. Lamb charies W.Hair Joseph F. and McDaniel carl: Principles of Marketing: south-westernpublishing, Cincinnati, Ohio.
3. Cravens David W.Hills Gerald E. Woodruff Robert B. Marketing Management: Richard D. Irwin. Homewood. Illinois.
4. Kotler Philip and Armstrong Gray: Principles of Marketing: Prentice Hall of India, New Delhi.

#### **PRINCIPLES AND PRACTICES OF INSURANCE**

1. Mishra M.N. Insurance Principles and Practice: S.Chand and Co. New Delhi.
2. Insurance Regulatory Development Act 1999.
3. Life Insurance Corporation Act 1956.
4. Gupta OS: Life Insurance: Frank Brother, New Delhi.
5. Vinayakam N, Radhaswamy and Vasudevan SV: Insurance- Principles and Practice, S. Chand and Co. New Delhi.
6. Mishra MN: life Insurance Corporation of India, Vols I, II & III: Raj Books, Jaipur.

**Contact points for counseling:** Directorate of Distance Education, Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Uttar Pradesh-244236

## DEB Quality Assurance Cell

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<b>Structure with credit points :</b>						
S. n	Code	Subject	Evaluation Scheme		Total	Credit Points
			TA	TE		
1	BCM-101	Business Communication	30	70	100	3
2	BCM-102	Business Environment	30	70	100	3
3	BCM-103	Business Law	30	70	100	3
4	BCM-104	Economic Theory	30	70	100	3
5	BCM-105	Accounting	30	70	100	3
6	BCM-106	Principles of Management	30	70	100	3
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>18</b>
1	BCM-201	Costing Methods and Techniques	30	70	100	3
2	BCM-202	Auditing Principles and Practice	30	70	100	3
3	BCM-203	Business Statistics	30	70	100	3
4	BCM-204	Fundamentals of Financial Management	30	70	100	3
5	BCM-205	Public Finance	30	70	100	3
6	BCM-206	Income Tax Law and Accounts	30	70	100	3
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>18</b>
1	BCM-301	Goods & Services Tax	30	70	100	3
2	BCM-302	Company Law And Secretarial Practice	30	70	100	3
3	BCM-303	Corporate Accounting	30	70	100	3
4	BCM-304	Principles of Marketing	30	70	100	3
5	BCM-305	Industrial and Labour Laws	30	70	100	3
6	BCM-306	Principles and Practices of Insurance	30	70	100	3
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>18</b>
<b>Syllabus : Yes</b>						
<b>Suggested readings :</b>						
<b>Accounting Theory</b>						
1. Ravi Kant Miriyala: Accounting Standards Made Easy - Bharat Law House Pvt. Ltd.						
2. D.S. Rawat: Students Guide to Accounting Standards-Taxmann, New Delhi						
3. D.G. Sharma: Accounting Standards -Taxmann, New Delhi						

## **DEB Quality Assurance Cell**

### **Monitoring of HEIs websites offering programmes in ODL mode**

4. L.S. Porwal: Accounting Theory- TMH, New Delhi
  5. Jawahar Lal: Accounting Theory and Practice -Himalaya Publishing House, New Delhi
- Economic Environment of Business**
1. Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House, Delhi
  2. Business Environment: Test and Cases, PAUL, McGraw Hill Education, Delhi 3<sup>rd</sup> Ed.
  3. Business Environment, Francis Cherunilam, Himalaya Publishing House
  4. V. Neelamegam, Business Environment (Vrinda Publications, 2nd Edition)
  5. Shaikh & Saleem, Business Environment (Pearson, 2nd Edition)
- Managerial Economics**
1. G. S. Gupta, Managerial Economics, TMH
  2. Joel Dean, Managerial Economics, PHI
  3. Baumol, Economic Analysis and Business Decisions.
  4. R. L. Varshney and K. L. Maheshwari: Managerial Economics, S. Chand & Sons, Delhi
  5. Managerial Economics, D. N. Dwivedi, Vikas Publication, 7th Ed 3. Managerial Economics, H.L Ahuja, S. Chand, 8th Ed
  6. Managerial Economics – Theory and Applications, Dr. D. M. Mithani, Himalaya Publications,
  7. Managerial Economics: Concepts and Applications (SIE), THOMAS& MAURICE, McGraw Hill Education, 9th Ed
  8. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
- Organizational Theory**
1. Fred Luthans, Organizational Behaviour, 12th Edition, McGraw Hill International Edition
  2. Stephen P. Robbins, Organizational Behaviour, 12th Edition, Prentice Hall
  3. Aswathappa K, Organizational Behaviour (Text, Cases and Games), Himalaya Publication
  4. Uday Pareek, Organizational Behavior, Oxford University Press
- Public Finance**
1. Mathur and Saxena – Public Finance
  2. Bhatia H.L. – Public Finance
  3. Bhargava R.N. Theory and Working of Union Finance in India
  4. Ursula Hicks – Public Finance
  5. Hansen A.H. – Fiscal Policy and Full Employment
  6. Hugh Dalton – Principles of Public Finance
  7. Musgrave R.A. and Musgrave P.A. – Public Finance in Theory and Practice
- Research Methodology**
1. Kothari, C. R., Research Methodology, New Age Publication, New Delhi
  2. Ramendu Roy & S. Banerjee: Fundamental of Research Methodology, Kitab Mahal, Allahabad
  3. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
  4. Business Research Methods, Naval Bajpai, Pearson Education
  5. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

**Contact points for counseling :** Directorate of Distance Education, Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Uttar Pradesh-244236

**Structure with credit points:**

S. n	Code	Subject	Evaluation Scheme		Total	Credit Points
			TA	TE		
1	MCM-101	Accounting Theory	30	70	100	6
2	MCM-102	Economic Environment of Business	30	70	100	6
3	MCM-103	Managerial Economics	30	70	100	6
4	MCM-104	Organizational Theory	30	70	100	6
5	MCM-105	Public Finance	30	70	100	6
6	MCM-106	Research Methodology	30	70		6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
1	MCM-201	Strategic Management	30	70	100	6
2	MCM-202	Accounting for Managerial Decisions	30	70	100	6
3	MCM-203	Corporate Tax Planning	30	70	100	6
4	MCM-204	Human Resource Management	30	70	100	6
5	MCM-205	Marketing Management	30	70	100	6
6	MCM-206	Corporate Social Responsibility	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
1	BBA-101	Basics of Accounting	30	70	100	4
2	BBA-102	Business Communication	30	70	100	4
3	BBA-103	Business Law	30	70	100	4
4	BBA-104	Business Environment	30	70	100	4
5	BBA-105	Essentials of Management	30	70	100	4
<b>Total</b>			<b>150</b>	<b>350</b>	<b>500</b>	<b>20</b>
1	BBA-201	Business Economics	30	70	100	4
2	BBA-202	Computer Fundamentals	30	70	100	4
3	BBA-203	Fundamentals of Marketing	30	70	100	4
4	BBA-204	Business Mathematics	30	70	100	4
5	BBA-205	Environmental Studies	30	70	100	4
<b>Total</b>			<b>150</b>	<b>350</b>	<b>500</b>	<b>20</b>
1	BBA-301	Business Statistics	30	70	100	4
2	BBA-302	Financial Management	30	70	100	4

## DEB Quality Assurance Cell

### **Monitoring of HEIs websites offering programmes in ODL mode**

3	BBA-303	Human Resource Management	30	70	100	4
4	BBA-304	Productions And Operations Management	30	70	100	4
5	BBA-305	E- Commerce	30	70	100	4
<b>Total</b>			<b>150</b>	<b>350</b>	<b>500</b>	<b>20</b>
1	BBA-501	Consumer Behaviour	30	70	100	4
2	BBA-502	Financial Markets and Institutions	30	70	100	4
3	BBA-503	Insurance and Risk Management	30	70	100	4
4	BBA-504	Retail and Rural Marketing	30	70	100	4
5	BBA-505	Entrepreneurship	30	70	100	4
<b>Total</b>			<b>150</b>	<b>350</b>	<b>500</b>	<b>20</b>
1	BBA-601	Business Policy	30	70	100	4
2	BBA-602	Company Law	30	70	100	4
3	BBA-603	International Business	30	70	100	4
4	BBA-604	Marketing of Services	30	70	100	4
5	BBA-605	Project Management	30	70	100	4
<b>Total</b>			<b>150</b>	<b>350</b>	<b>500</b>	<b>20</b>

**Syllabus : Yes**

**Suggested readings :**

**Managerial Economics**

1. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
2. Managerial Economics, Concepts and Applications (SIE), THOMAS& MAURICE, McGraw Hill Education, 9th Ed
3. Managerial Economics, H.L Ahuja, S. Chand, 8th Ed
4. Managerial Economics, D.N. Dwivedi, Vikas Publication, 7th Ed
5. Managerial Economics, Theory and Applications, Dr. D. M. Mithani, Himalaya Publications, 7<sup>th</sup> Ed

**Accounting for Managers**

1. Maheshwari S.N & Maheshwari S K, A text book of Accounting for Management Vikas, 10<sup>th</sup> Ed
2. P C Tulsian- Financial Accounting, Pearson, 2016
3. Ambrish Gupta, Financial Accounting: A Managerial Perspective, Prentice Hall, 4<sup>th</sup> Edition
4. Ramchandran & Kakani - Financial Accounting for Management, TMH, 2nd Edition
5. Mukherjee - Financial Accounting for Management, TMH, 2<sup>nd</sup> Edition
6. Jain and Narang, Advanced Accounting, Kalyani Publishers, Delhi

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### Monitoring of HEIs websites offering programmes in ODL mode

<b>Statistical Analysis</b>						
1. G C Beri, Business Statistics, 3 <sup>rd</sup> Ed., TATA McGraw Hill.						
2. Manish Sharma & Amit Gupta, The Practice of Business Statistics, Khanna Publishing House, Delhi						
3. Chandrasekaran&Umaparvathi, Statistics for Managers, 1 <sup>st</sup> edition, PHI Learning						
4. S. C. Gupta, Fundamentals of Statistics, Himalaya Publishing						
<b>Organizational Behaviour</b>						
1. Fred Luthans, Organizational Behaviour, 12th Edition, McGraw Hill International Edition						
2. Stephen P. Robbins, Organizational Behaviour, 12th Edition, Prentice Hall						
3. Aswathappa K, Organizational Behaviour (Text, Cases and Games), Himalaya Publication						
4. Udai Pareek, Organizational Behavior, Oxford University Press						
<b>Management Theory and Application</b>						
1. Koontz Harold & Weihrich Heinz, Essentials of management (Tata McGraw Hill, 5 <sup>th</sup> Ed 2008						
2. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi						
3. L. M. Prasad, Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007						
4. Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential. Concepts and Applications Pearson Education, 6th Edition.						
5. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.						
<b>Business Environment</b>						
1. Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House, Delhi						
2. Business Environment: Test and Cases, PAUL, McGraw Hill Education, Delhi 3 <sup>rd</sup> Ed.						
3. Business Environment, Francis Cherunilam, Himalaya Publishing House						
4. V. Neelamegam, Business Environment (Vrinda Publications, 2nd Edition)						
5. Shaikh & Saleem, Business Environment (Pearson, 2nd Edition)						
<b>Contact points for counseling : Directorate of Distance Education, Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Uttar Pradesh-244236</b>						
<b>Structure with credit points:</b>						
S. n	Code	Subject	Evaluation Scheme		Total	Credit Points
			TA	TE		
1	MBA-101	Accounting for Managers	30	70	100	3
2	MBA-102	Management Theory and Practice	30	70	100	3
3	MBA-103	Communication for Management	30	70	100	3



## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

4	MBA-104	Managerial Economics	30	70	100	3
5	MBA-105	Organizational Behavior	30	70	100	3
6	MBA-106	Business Environment	30	70	100	3
7	MBA-107	Statistical Analysis	30	70	100	3
8	MBA-108	Computer Application in Management	30	70	100	3
<b>Total</b>			<b>240</b>	<b>560</b>	<b>800</b>	<b>24</b>
1	MBA-201	Marketing Management	30	70	100	3
2	MBA-202	Human Resource Management	30	70	100	3
3	MBA-203	Financial Management	30	70	100	3
4	MBA-202	Research Methodology	30	70	100	3
5	MBA-205	Managerial Accounting	30	70	100	3
6	MBA-206	Indian Ethos and Value	30	70	100	3
7	MBA-207	Operations Research	30	70	100	3
8	MBA-208	Business Laws	30	70	100	3
<b>Total</b>			<b>240</b>	<b>560</b>	<b>800</b>	<b>24</b>
1	MBA-301	Strategic Management	30	70	100	3
2	MBA-302	International Trade	30	70	100	3
3	MBA-303	E- Business	30	70	100	3
4	MBA-302	Production and Operations Management	30	70	100	3
5		Specialization-1	30	70	100	3
6		Specialization-1	30	70	100	3
7		Specialization-2	30	70	100	3
8		Specialization-2	30	70	100	3
<b>Total</b>			<b>240</b>	<b>560</b>	<b>800</b>	<b>24</b>
1	MBA-401	Management Information System	30	70	100	3
2		Specialization-1	30	70	100	3
3		Specialization-1	30	70	100	3
4		Specialization-1	30	70	100	3
5		Specialization-2	30	70	100	3
6		Specialization-2	30	70	100	3
7		Specialization-2	30	70	100	3
8	MBA-408	Project Research Report	--	100	100	3
<b>Total</b>			<b>240</b>	<b>560</b>	<b>800</b>	<b>24</b>
<b>Syllabus : Yes</b>						

## **DEB Quality Assurance Cell**

### **Monitoring of HEIs websites offering programmes in ODL mode**

#### **Suggested readings :**

##### **Medieval Societies**

1. Medieval India: From Sultanate to the Mughals, Vol.- I- Satish Chandra
2. Prachin aur Madhyakalin Samajik Sanrachnayen aur Sanskritiyan- Amar Faruqqi
3. Medieval Islam- Granebaum
4. Comprehensive History of India, Vol. V- Muhammad Habib and K A Nizami
5. Economic History of Europe- Herbert Heaton
6. The Transition from Feudalism to capitalism- Rodni Hilton (ed.)
7. History of Arabs- P K Hitti
8. The Delhi Sultanate- P Jacjson
9. The State of India (AD 1000-1700)- Herman Kulke
10. Economic and social History of Europe- Henri Pirenne
11. History of Economic Thoughts- Eric Rolls
12. Islam: Udbhav aur Vikas- K P Ssahu
13. Madhyakalin Bharat ki Rajnaitik avm Samjik Sansthyen- G D Sharma
14. Madhyakalin Bharat- H C Verma
15. Medieval Technology and Social Change- Lynn White

##### **Modern World**

1. History of Modern World- Jain and Mathur
2. Mastering Modern World History- Norman Lowe
3. History of the Modern World- B. V. Rao, Sterling Publishers, New Delhi
4. Adhunik Vishwa Etahas- Jain and Mathur, Jain Prakashan Mandirs
5. Samkalin Europe- D S Chauhan
6. The Westran Intellectual Tradition- J Bronowski and Bruce Mazlish
7. Adhunik Paschim ka Uday- Parthsarathi Gupta
8. Europe ka Etahas- D S Chauhan
9. Outline of the World History- H A Davis
10. A History of Europe- H A L Fisher
11. History of Europe- Anthony Hood

##### **Polity and Economy of Medieval India (1200-1750)**

1. The Mughal State- Muzaffar alam and Sanjay Subramanyam
2. Eighteen Century in India- Seema Alavi
3. Mughal india- M Athar Ali
4. Medieval India: Society the Jagirdari Crises and the Village- Satish Chandra
5. Parties and Politics in the Mughal Courts- Satish Chandra

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

6. The Eighteenth Century in India: Its Economy and the Role of the Marathas, the Jats, the Sikhs and the Afgans- Satish Chandra
  7. Medieval India: From Sultanates to Mughals, Vol.I-II- Satish Chandra
  8. Madhyakalin Bharat- Irfan Habib
  9. Agrarian System of Mughal India- Irfan Habib
  10. State and Society in Medieval India- J S Grewal
  11. Politics and Society in Early Medieval Period- Mohammad Habib
- Colonial India (1757-1857)**
1. Nature, Culture and Imperialism: essays on the Environmental History of South Asia-David Amold and Ramchandra Guha
  2. Indian Society and the Making of the British empire (New Cambridge History of India)- C A Bayly
  3. India's Struggle for Independence- Bipin Chandra
  4. Bharat ka swatantrta Sanghrsh- Bipin Chandra
  5. Modern India: The Origin of an Asian Democracy- Judith Brown
  6. Indian Economic Development in the Seventeenth and Eighteenth Century- A L Chicherov
  7. Social Background of Indian Nationalism- A R Desai
  8. Cambridge Economic History of India Vol.-II- Dharma Kumar
  9. Economic History of Modern India- Girish Mishra
  10. Adhunik Bharat ka Arthik Itihas- Girish Mishra
  11. Economy, Society and Politics in Modern India- D N Panigrahi
  12. Bharat me Upniveshwad aur Rashtrawad- Satya Murti Rai
  13. Social History of Modern India- Ravindra Kumar
  14. Modern India- Sumit Sarkar
  15. Adhunik Bharat- Sumit Sarkar
  16. Indian Economy in 19<sup>th</sup> Century- Tapan Raychandhary
  17. Adhunik Bharat ka Itihas- Ram Lakhan Shukla
  18. Trade and Finance in Colonial India- Aisya Siddiqui
- History of China and Japan in Modern**
1. Foundation of the Constitutional Government in modern Japan- Ankita George
  2. Modern Japan and its Problem- George C Allen
  3. A Short Economic History of Modern Japan 1867-1937- George C Allen
  4. The Making of the Meiji Constitution- George M Bakmann

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

5. The Modern History of Japan- W G Beasley
6. Origins of the Chinese Revolution 1915-1949- Lucien Bianco
7. Mao Tse-Tung and the Chinese Revolution- Jerome Chen
8. China from the 1911 Revolution to Liberation- Chesneaux Jean et al
9. China from Opium Wars to 1911 Revolution- Chesneaux Jean et al
10. The New Japan- R J Dengarfield
11. The United States of China- John K Fairback
12. The Great Chinese Revolution- John K Fairback
13. East Asia: Modern transformation- John K Fairback

#### **History of Europe (1789-1914)**

1. The French Revolution- J. M. Thomson
2. Europe Since Napoleon- David Thomson
3. Modern Europe- CJH Hayes
4. Europe Ka Etahas- Deena Nath Verma
5. Europe Since 1815 -W.C. Craig
6. Europe Since 1870 -James Joll
7. Europe ka Itihas- D S Chauhan
8. Samkalin Europe- D S Chauhan
9. Peace, War and European Powers 1814-1914- C J Bartbelt
10. Fontana Economic History of Europe- C M Cipolla
11. Origins of First World War- S B Fay
12. History of modern Europe- G P Gooch
13. Europe ka Itihas- Parthasarathi Gupta
14. Adhunik Paschim ka Uday- Parthasarathi Gupta
15. Modern Europe upto 1945- C D Hazen

**Contact points for counseling :** Directorate of Distance Education, Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Uttar Pradesh-244236

#### **Structure with credit points:**

S. n	Code	Subject	Evaluation Scheme		Total	Credit points
			TA	TE		
1	MAH-101	Medieval Societies	30	70	100	6

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

2	MAH-102	Modern World	30	70	100	6
3	MAH-103	Polity and Economy of Medieval India (1200-1750)	30	70	100	6
4	MAH-104	Colonial India (1757-1857)	30	70	100	6
5	MAH-105	History of China and Japan in Modern	30	70	100	6
6	MAH-106	History of Europe (1789-1914)	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
1	MAH-201	Historiography	30	70	100	6
2	MAH-202	Social and Cultural History of Northern India (1200-1700)	30	70	100	6
3	MAH-203	Society and Culture In Medieval India (1200-1750)	30	70	100	6
4	MAH-204	Modern India (1858-1947)	30	70	100	6
5	MAH-205	Social History of India (1200-1947)	30	70	100	6
6	MAH-206	Economy and Business in India (1200-1947)	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
<b>Syllabus : Yes</b>						
<b>Suggested readings :</b>						
<b>Micro Economics</b>						
1. E. Mansfield- Microeconomics						
2. N C Ray- An Introduction to Microeconomics						
3. A W Stonier and D C Hague- A Textbook of Economic Theory						
4. H R Varian- Intermediate Microeconomics: A Modern Approach						
5. D N Dwivedi- Microeconomics						
6. M L Jhingan- Uchchatar Arthik Siddhant						
7. Gupta, Tyagi aur Sahay- Sukshma Arthashastha						
8. H L Ahuja- Vyashtiparak Arthik Vishleshan						
<b>Indian Economy</b>						
1. Alak Ghosh- Indian Economy						
2. Mishra and Puri- Indian Economy						
3. Rudra Dutt and Sundram- Indian Economy						
4. A N Agrawal- Indian Economy						
5. Government of India Annual- Economic Survey						
6. J N Mishra- Bhartiya Arthvyavatha						

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### **Monitoring of HEIs websites offering programmes in ODL mode**

7. Mishra aur Puri- Bhartiya Arthvyavatha

#### **Principles of Education**

1. B D Bhatia- Theory and Principles of Education
2. H S Broudy- Building of Philosophy of Education
3. Cook & Cook- Sociological Approach to Education
4. John Dewery- The School and Society
5. R S Pandey- Principles of Education
6. J S Ross- Ground Work of Educational Theory
7. N R S Saxena- Principles of Education
8. S Adaval- Bhartiya Siksha Ke Siddhan

#### **History and Development of Indian Education**

1. A S Altekar- Education in Ancient India
2. S C Ghosh- Education Policy in India Since Warren Hastings
3. S M Jaffar- Education in Muslims India
4. Krishna Kumar\_ Political Agenda of Education
5. N N Law- Prom of Learning in Medieval India
6. R K Mukharjee- Ancient Indian Education
7. S Nurullah & J P Nayak-History of Education in India

#### **History of India (1206-1739)**

1. Dr. Ishwari Prasad- Medieval India
2. Edward Thomson and Garrat- Mughal Rule in India
3. Dr. Ram Prasad Tripathi- Mughal samrajya ka Utthan Evam Patan
4. Radhe Shyam- Dilli Sultanat

#### **The Rise of Modern West (1453-1789)**

- 1- H A L Fisher- History of Europe
- 2- Heera Lal Singh aur Ram Vriksha Singh- Adhunik Europe Ka Itihas
- 3- Lal Bahadur Verma- Adhunik Europe Ka Itihas
- 4- Vimal Indrpal- Adhunik Europe Ka Itihas
- 5- Dr. Ishwari Prasad- Adhunik Europe Ka Itihas

#### **Indian Philosophy**

1. M. hariyanna- Outlines of Indian Philosophy
2. D M Dutta and S C Chatterjee- An Introduction to Indian Philosophy
3. C D Sharma- A Critical Survey of Indian Philosophy
4. J N Mohanty- Classical Indian Philosophy
5. S Radhakrishan- Indian Philosophy Vol.-I & II

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### **Monitoring of HEIs websites offering programmes in ODL mode**

6. C D Sharma- Bhartiya Darshan: Alochan evam Anusheelan
7. Dutta and Chatterjee- Bhartiya Darshan
8. S L Pandey- Bhartiya Darshan ka Sarvekshna

#### **Western Philosophy**

1. R Falckenberg- History of Modern Philosophy
2. Y H Masih- A Critical History of Modern Philosophy
3. F Thilly- A History of Philosophy
4. W K Wright- A History of Modern Philosophy
5. D J O'Connor- A Critical History of Western Philosophy
6. R Scruton- A History of Philosophy from Descartes to Wittgenstein
7. A C Ewing- The Fundamental Questions of Philosophy
8. A Kenny- A Brief History of Western Philosophy
9. S L Pandey- Adhunik Darshan ki Bhoomika
10. J S Srivastava- Adhunik Darshan ka Vajjanik Itihas

#### **Political Theory**

1. Gilchrist- Principles of Political Science
2. Eddy Asivatham- Political Theory
3. Andrew Heywood- Politics
4. E D Asirwatham- Political Theory
5. A C Kapoor- Principles of Political Science
6. R C Agarwal- Political Science
7. D D Raphael- Problems of Political Philosophy
8. Ambadutt Pant, Gupta , Jain- Rajneeti Shashtra ke Adhar
9. Shri Prakash Mani Tripathi- Rajneeti Shashtra ke Adharbhoot Sidhdhant

#### **Constitution of India**

1. D D Basu- Constitution of India
2. M Hidaytullah- Constitutional Law of India
3. M P Jain- Constitutional Law
4. J N Pandey- Constitutional Law of India
5. H M Seervai- Constitutional Law of India
6. V N Shukla- Constitutional Law of India
7. T R Tope- Constitutional Law of India

#### **Elements of Sociology**

1. R M Maclver and C H Page- Society: An Introductory Analysis
2. Rober Bierstedt- The Social Order

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### Monitoring of HEIs websites offering programmes in ODL mode

3. Kingsley Davis- human Society
4. P Gisbert- Fundamentals of Society
5. J P Gillin and J L Gillin- Cultural Society
6. T B Bottomore- Sociology
7. H M Johnson- Sociology
8. Harton and Hunt- Sociology
9. Alex Inkeles- What is Sociology?

#### **Structure and Change of Indian Society**

1. N K Bose- Culture and Society in India, Asia Publishing House, Bombay
2. N K Bose- Structure of Hindu Society
3. S C Debe- Society in India, national Book Trust, New Delhi
4. S C Debe- Indian Village, Routledge, London
5. S C Debe- India's Changing Villages, Routledge, London
6. Irawati Karve- Hindu Society: An Interpretation, Deccan College, Poona
7. Richard Lannoy- The Speaking Tree: A study of Indian Society and Culture, Oxford University Press, New Delhi
8. D G Mandelbaum- Society I India, Popular Prakashan, Bombay
9. M N Srinivas- India's Social Structure, Hindustan Publishing corporation, New Delhi
10. M N Srinivas- Social Change in Modern India, Berkley University, California
11. Yogendra Singh- Modernisation of Indian Tradition, Thomson Press, Delhi
12. Patricia Oberoi- Family, Kinship and Marriage in India, Oxford University Press, New Delhi

#### **हिंदी साहित्य का इतिहास**

1. Gunanand Juyal- Hindi Bhasha Ka Udbhav aur Vikas
2. Kailash Chandra Bhatia- Hindi Bhasha
3. Haridev Bahari- Hindi Sahitya Ka Itihas
4. Bechan- Swatantrattar Hindi Sahitya
5. Ram Kumar Verma- Hindi Sahitya Ka Alochanatamak Itihas
6. Nagendra (Sampadak)- Hindi Vagyamay; Beesavin Sati

**Contact points for counseling :** Directorate of Distance Education, Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Uttar Pradesh-244236

#### **Structure with credit points**

S. No	Subject	Paper	Evaluation Scheme		Total	Credit points
			TA	TE		



## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

1	Subject 1	Paper 1	30	70	100	6
2		Paper 2	30	70	100	6
3	Subject 2	Paper 1	30	70	100	6
4		Paper 2	30	70	100	6
5	Subject 3	Paper 1	30	70	100	6
6		Paper 2	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
1	Subject 1	Paper 3	30	70	100	6
2		Paper 4	30	70	100	6
3	Subject 2	Paper 3	30	70	100	6
4		Paper 4	30	70	100	6
5	Subject 3	Paper 3	30	70	100	6
6		Paper 4	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
1	Subject 1	Paper 5	30	70	100	6
2		Paper 6	30	70	100	6
3		Paper 7	30	70	100	6
4	Subject 2	Paper 5	30	70	100	6
5		Paper 6	30	70	100	6
6		Paper 7	30	70	100	6
<b>Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>36</b>
Ye ar	Code	Subject	Evaluation Scheme		Total	Credit Points
			TA	TE		
1	BEC-101	Micro Economics	30	70	100	6
	BEC-102	Indian Economy	30	70	100	6
2	BEC-201	National Income Analysis, Money and Banking	30	70	100	6
	BEC-202	Public Finance and International Trade	30	70	100	6
3	BEC-301	Macro Economics	30	70	100	6
	BEC-302	Economics of the Less Developed Countries	30	70	100	6
	BEC-303	Economic Policy of India	30	70	100	6
<b>Total</b>			<b>210</b>	<b>490</b>	<b>700</b>	<b>42</b>
1	BED-101	Principles of Education	30	70	100	6
	BED-102	History and Development of Indian Education	30	70	100	6

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### Monitoring of HEIs websites offering programmes in ODL mode

2	BED-201	Educational Psychology	30	70	100	6
	BED-202	Emerging Trends in Education	30	70	100	6
3	BED-301	Indian and Western Educators	30	70	100	6
	BED-302	Measurement and Evaluation in Education	30	70	100	6
	BED-303	Educational Philosophy and Sociology	30	70	100	6
<b>Total</b>			<b>210</b>	<b>490</b>	<b>700</b>	<b>72</b>
1	BHI-101	History of India (1206-1739)	30	70	100	6
	BHI-102	The Rise of Modern West (1453-1789)	30	70	100	6
1	BHI-201	History of India (1740-1947)	30	70	100	6
	BHI-202	History of Modern Europe (1789-1919)	30	70	100	6
3	BHI-301	Indian National Movement (1857-1947)	30	70	100	6
	BHI-302	Cultural and Economic History of India (1206-1900)	30	70	100	6
	BHI-303	History of Modern World (1920-1947)	30	70	100	6
<b>Total</b>			<b>210</b>	<b>490</b>	<b>700</b>	<b>72</b>
1	BPH-101	Indian Philosophy	30	70	100	6
	BPH-102	Western Philosophy	30	70	100	6
2	BPH-201	Ethics	30	70	100	6
	BPH-202	Logic	30	70	100	6
3	BPH-301	Problems of Philosophy (Indian & Western)	30	70	100	6
	BPH-302	Philosophy of Religion	30	70	100	6
	BPH-303	Social and Political Philosophy	30	70	100	6
<b>Total</b>			<b>210</b>	<b>490</b>	<b>700</b>	<b>72</b>
1	BPS-101	Political Theory	30	70	100	6
	BPS-102	Constitution of India	30	70	100	6
2	BPS-201	Indian Political Thoughts	30	70	100	6
	BPS-202	International Relations	30	70	100	6
3	BPS-301	History of Western Political Thought	30	70	100	6
	BPS-302	Comparative Government	30	70	100	6

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

			BPS-303	Public Administration	30	70	100	6		
		<b>Total</b>				<b>210</b>	<b>490</b>	<b>700</b>	<b>72</b>	
		1	BSO-101	Elements of Sociology	30	70	100	6		
			BSO-102	Structure and Change of Indian Society	30	70	100	6		
		2	BSO-201	Indian Society: Issues and Problems	30	70	100	6		
			BSO-202	Social Change and Social Control	30	70	100	6		
		3	BSO-301	Foundations of Sociological Thought	30	70	100	6		
			BSO-302	Social Research Methods	30	70	100	6		
			BSO-303	Pioneers of Indian Sociology	30	70	100	6		
		<b>Total</b>				<b>210</b>	<b>490</b>	<b>700</b>	<b>72</b>	
		1	BHI-101	Hindi shitya ka Itihas	30	70	100	6		
			BHI-102	Madhyakalin kabya samiksha	30	70	100	6		
		2	BHI-201	Hindi Ki Adhunik Gadya Vidhayen	30	70	100	6		
			BHI-202	Hindi Basha Ka Vikasmatak Parichay	30	70	100	6		
		3	BHI-301	Adhunik Kavya	30	70	100	6		
			BHI-302	Prachin Kavya	30	70	100	6		
			BHI-303	Basha Vigyan Avam Hindi Bhasha	30	70	100	6		
		<b>Programme wise details :</b>								
		<b>Full Time Dedicated Faculty for ODL Programme</b>								
		Sl. No	Name of Faculty	Designation	Program me	Educational Qualification	Experi ence	Remark s		
		1	Dr. Rajesh Singh	Director & Professor	Director	M. Sc, M.Phil, Ph.D	16 Years	Head Quarter		
		2	Dr. Rakesh Dhar Dwivedi	Professor	B.Com/ M.Com	B.Com., M.Com., Ph.D	22 Years	Head Quarter		
		3	Dr. S. K.Singh	Asst. Professor		Ph.D	4 Years	Head Quarter		
		8.	<b>Faculty</b>							

## DEB Quality Assurance Cell

### **Monitoring of HEIs websites offering programmes in ODL mode**

		4	Mr. Ashutosh	Asst. Professor		B.Com. MBA, NET	2 Years	Head Quarter		
		5	Dr. Brajesh Kumar	Asso. Professor		MBA, M.Com, UGC-NET, Ph.D	13 Years	Head Quarter		
		6	Dr. Pradeep Kumar	Asst. Professor		MBA, B.Com, M.Com, UGC-NET, Ph.D	11 Years	Head Quarter		
		7	Dr. Prabhat Srivastav	Professor	BBA/M BA	MBA, Ph.D	25 Years	Head Quarter		
		8	Dr. S.N. Sahoo	Professor		MBA, Ph.D	22 Years	Head Quarter		
		9	Dr. Mohit	Associate Professor		MBA, Ph.D		Head Quarter		
		10	Dr. Anad Kumar	Asst. Professor		MBA, Ph.D	03 Years	Head Quarter		
		11	Mr. Shobhit Kumar	Asst. Professor		B.Sc., MBA, NET	01 Year	Head Quarter		
		12	Dr. S.K. Bhogal	Professor	MA/BA (Economics)	Ph.D	24 Years	Head Quarter		
		13	Dr. Atul Kumar Verma	Ass. Professor		M.Ed,M.Phil,PH.D	17 Years	Head Quarter		
		14	Ms. Madhu Nagar	Asst. Prof.	BA (English)	BA, MA, NET	01 Year	Head Quarter		
		15	Dr. Snehlata	Asst. Prof.	MA (Hindi)	BA, MA, Ph.D (Hindi)	01 Years	Head Quarter		
		16	Dr. Yogeshver Prasad Sharma	Professor	BA (Education)	B.A., M.A., B.Ed., Ph.D	16 Years	Head Quarter		
		17	Ms. Shivi Vats	Asst. Professor	BA (Sociology)	MSW, M.Ed	06 Years	Head Quarter		
		18	Mr. Deepak Singh	Asst. Professor	MA/BA (History)	BA, MA, UGC-NET	01 Year	Head Quarter		
		19	Mr. Sameer	Asst. Professor		BA, MA, UGC-NET	02 Years	Head Quarter		
		<b>List of supporting staff :</b>								
		<b>S</b>	<b>Name of administrative staff</b>			<b>Designation</b>	<b>Headquarter</b>			

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

		<b>n</b>		
		1	Dr. Peeyush Kumar Pandey	Registrar Headquarter
		2	Mr. B.K. Chaturvedi	Asst. Exam Cell Headquarter
		3	Mr. Shakeel Kausar	Dy. Registrar Headquarter
		4	Mr. Maroof Ali	Asst. Registrar Headquarter
		5	Mr. Rajeev Goel	Asst. Registrar Headquarter
		6	Mr. Arun Kumar Goswami	Section Officer Headquarter
		7	Mr. Virendra Singh	Assistant Headquarter
		8	Mr. Lokesh Sharma	Assistant Headquarter
		9	Mr. Ankur Saxena	Computer Operator Headquarter
		10	Mr. Sachin	Computer Operator Headquarter
		11	Mr. Lalit Prasad	Multi Tasking Staff Headquarter
		12	Mr. Mukesh Kumar	Multi Tasking Staff Headquarter
		13	Mr. Harvindra Singh	Professional/Technic Headquarter
9.	<b>Learner Support Centres</b>	Name with addresses of the institution: Shri Venkateshwara University, NH-24, Rajabpur, Gajraula, Dist-Amroha, Uttar Pradesh-244236		
		Name of the coordinator with contact details: Dr. R.K.Dwivedi		
		Contact details : 9999046677		
		Working hours : 9:00 am to 5:00pm		
		Counseling schedule :		
		<b>Date</b>	<b>Session-I Time 10AM – 12PM</b>	<b>Session-II 2PM – 4PM</b>
		<b>B.Com</b>		
		15.03.2020 14.03.2020	BCM-101 Business Communication	BCM-102 Business Environment
		<b>M. Com</b>		
		15.03.2020 14.03.2020	MCM-101 Accounting Theory	MCM-102 Economic Environment of Business
		<b>BBA</b>		
		15.03.2020	BBA-101 Basics of	BBA-102 Business Communication

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

		14.03.2020	Accounting	
		<b>MBA</b>		
		15.03.2020	MBA-101 Accounting for Managers	MBA-102 Theory and Practice
		14.03.2020		
		<b>MA-History</b>		
		15.03.2020	MAH-101 Medieval Societies	MAH-102 Modern World
		14.03.2020		
		<b>BA</b>		
		15.03.2020	Micro Economics	Principles of Education
		14.03.2020		
10.	<b>Important Schedules</b>	For Admissions :1 <sup>st</sup> January, 2020 to 29 <sup>th</sup> February, 2020		
		For Registration and re-registration: 1 <sup>st</sup> August, 2020 to 28 <sup>th</sup> August, 2020		
		For Counseling: 15 <sup>th</sup> January to 25 <sup>th</sup> February, 2020		
		For Assignments : 1 <sup>st</sup> May, 2020 to 30 <sup>th</sup> May, 2020		
		For Examinations :15 <sup>th</sup> June, 2020 to 30 <sup>th</sup> June, 2020		
		Result declarations : 15 <sup>th</sup> July, 2020		
11.	<b>Admission data</b> (in prescribed format with student enrolment details )	For July Session : Approval awaited		
		For January Session : January, 2020		
		Programme		Admitted Students
		Bachelor of Arts (BA)		545
		Bachelor of Commerce (B.Com)		41
		Bachelor of Business Administration (BBA)		08
		Master of Arts (MA-History)		31
		Master of Commerce (M.Com)		11
		Master of Business Administration (MBA)		32

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

12.	<b>Self Learning Material</b>	Name of the faculty who prepared it : Dr. Rakesh Dhar Dwivedi, Dr. Prabhat Srivastav, Dr. S.N. Sahoo, Dr. Anad Kumar, Dr. S.K. Bhogal, Ms. Madhu Nagar, Dr. Yogeshver Prasad Sharma, Dr. Mohit Sharma, Ms. Shivi Vats, Mr. Deepak Singh
		When was it prepared : 7.08.2018
		Last updated : 19.10.2019
		<p><b>Source of Self Learning Material :</b>            Learning material for ODL courses has been designed by the full time faculties of SVU-DDE and subject matter expert. Faculty has generated the same by referring various text books, latest Articles, Journals and research publications. They have also considered open education recourses (OER) for preparing the Self Study Material. The Self Learning Materials are written in such a way that does not require any intermediary (Teachers) to explain the contents. The material has been written in simplify way and in small chunks to help distance learners assimilate the content by reading through the instructions. The material also contains problem solutions on various topics along with self practice assessment at the end of each topic. Each Self Learning Materials contains syllabi followed by detail contains and at the end summary along with key terms has also been given to make it more simplify for the learners. It has been kept in mind while preparing the self learning materials that learner gets god enough knowledge to understand each and every topic related to his/her course. The material also contains the answer for the students to check their progress.</p> <p>While preparing the self learning materials the utmost care has been taken of using simplified terms to make it more convenient and understandable to the learners.</p>
		<p><b>References of Self Learning Material :</b>            References have been obtained from;</p> <ul style="list-style-type: none"> <li>• Various text books as prescribed in further reading.</li> <li>• E Gyan Course</li> <li>• Wiki Educator</li> <li>• Open Education Recourse (OER)</li> <li>• E-PG Pathsala</li> <li>• Swyam</li> </ul>

## DEB Quality Assurance Cell

### Monitoring of HEIs websites offering programmes in ODL mode

		<ul style="list-style-type: none"> <li>• Contents developed by various publication houses like Vikas Publication</li> <li>• Text books available in University library</li> <li>• DELNET</li> </ul>
13.	<b>Examination Centres</b>	<p>Number of students in each centre: SVU has granted approval from the Session January, 2020 and examination centre shall at Head Quarter Only.</p> <p>Details of the ICT facilities: Student centric learning environment provides appropriate pedagogy for participative and experiential learning. Faculty members are encouraged to use ICT to make teaching effective. ICT is integrated in teaching learning process in order to make students understand the subject properly and for more knowledge sharing.</p> <p>Learning Resources like online classes, online SLMs, e-Journals, e-books, Shodh Ganga, database like E-Pathasala, e-DELNET etc are available in library for use of faculty and students and can be accessed remotely.</p> <p>Faculty members are encouraged to develop e-content for LMS, e-content etc which are developed and available to students like.</p>
14.	<b>Mandatory Disclosure</b> (In prescribed format)	Yes
15.	<b>CIQA Report</b>	N/A
16.	<b>Grievance Redressal System</b>	Yes
17.	<b>Frequently Asked Questions</b>	No
18.	<b>Details of all kind of payment or fee paid by the students</b>	Through Online/Net Banking/RTGS OTC Fee Submission
19.	<b>Offering any unrecognized Programmes as per UGC recognition</b> (Attach website print)	NO, screen shot of website attached

Signature of JC-1

Signature of JC-2

Signature of SO