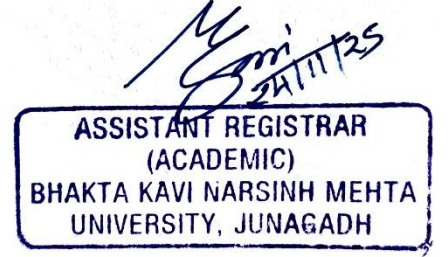




પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગત એબીલીટી એન્હાન્સમેન્ટ કોર્સ સેમેસ્ટર-૬નો અભ્યાસક્રમ આ સાથે સામેલ છે.

માનનીય કુલપતિશ્રીની મંજૂરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન, ૨૦૨૫ થી અમલવારી કરવાની રહે છે. કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.



ક્રમાંક/બીકેએનએમયુ/ એકેડેમિક/૮૦૮/૨૦૨૫

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,

સરકારી પોલીટેકનિક કેમ્પસ,

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,

ખડીયા, જૂનાગઢ-૩૬૨૨૬૩

તા.૨૪/૧૧/૨૦૨૫

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન કોમર્સ & મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/ કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઇ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)



BHAKTA KAVI NARSINH MEHTA UNIVERSITY
JUNAGADH



BOARD OF STUDIES
SYLLABUS FOR
ABILITY ENHANCEMENT COURSE
PROGRAMME (SEMESTER- VI)
EFFECTIVE FROM JUNE, 2025

SUMMARY OF THE SYLLABUS

Sem No.	Sr. No.	Category of Course	Course Title	Course Level	Credit	Teaching Hrs.	SEE Marks	CCE Marks	Total Marks	Exam Duration
6	1	AEC- 6	Integrated Marketing Communication	5.5	02	30	25	25	50	01:00 Hour
			Social Media & Blog Writing							
			Business Research Methods							
			English Language- V							
			‘श्रेष्ठ वर्षागीतो ‘सं. संजय मकवाण (पसंदगीना काव्यो)							
			हिन्दी विज्ञापन							
			याज्ञवल्क्यस्मृति-व्यवहाराध्याय (1. साक्षिप्रकरण 2. लिखितप्रकरण) Sakshiprakaran and Likhitprakaran of Vyavaharadhyay in Yagnavalkyasmruti							

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

Course Level	5.5	Internal Marks	25
Programme	B.Com	External Marks	25
Semester	VI	Practical Internal	00
Category of Course	AEC- 6	Practical External	00
Course Credit	02	Prac. External Exam Duration	00
Teaching Hours	30	Total	50
Course Code		Exam Duration	01:00 Hours
Course Title	Integrated Marketing Communication		

Course Objectives & Outcomes:

- The course aims to make students understand the shift from mass communications to integrated marketing communication.
- After completion of the course, learners will be able to:
 1. Analyze the concept of marketing communication;
 2. Compare the various communication tools marketers can use;
 3. Interpret the message and media strategies in the context of communication objectives;
 4. Summarizes the challenges related to IMC and develop the process of IMC.

Teaching Pedagogy: Chalk & Talk, Translation, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, CALL, MALL, TALL

Unit No.	Syllabi	Teaching Hours
1	INTRODUCTION & ELEMENTS OF IMC IMC – Concept, Definitions, Evolution, Importance, Objectives, Promotional Tools for IMC, Role of IMC in marketing process, Communication Process and its Effectiveness, Communication vehicles Introduction, Advertising (Traditional & Digital), Public Relations and Corporate Communication, Sales Promotion, Direct Marketing, Personal Selling, Event and Experiential Marketing, Factors affecting the designing of Integrated Marketing Communication Mix	15
2	COMMUNICATION PROCESS Introduction, IMC Planning Model, understanding consumers ‘Levels of Involvements, Setting the Communication Objectives – in terms of Sales and Communication Tasks, Communication objectives and Classic Response Hierarchy models–AIDA, Hierarchy-of- Effects, Establishing the Communication Budget–the Methods and Trade-Offs.	15

Note: Learners are advised to use the latest edition of readings.

Suggested Reading:

Reference Books:

1. Belch, G. E., Belch, M. A., and Purani Keyoor (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th ed. McGraw-Hill Education (India) Pvt Ltd.
2. Capon, N., & Singh, S. S. (2010) Managing marketing: an applied approach.
3. Chaffey, D., Chadwick, F.A, Johnston, Kevin, and Mayer, Richard (2019), Internet marketing: Strategy, Implementation and Practice. Third ed. (Pearson Education)
4. Chaffey, D., & Smith, P. R. (2013). eMarketing Excellence: Planning and optimizing your digital marketing. Routledge.
5. Clow, Kenneth E. and Baack, Donald E (2021) , Integrated Advertising, Promotion and Marketing Communications, Ninth Ed. Global Edition (Pearson Education)
6. Dutta K (2016). Integrated Marketing Communications. Oxford University Press.
7. Frost, R. D., & Strauss,J. (2016).E-marketing. Routledge
8. Gupta, Seema(2020),DigitalMarketing,2ndEd.McGraw-HillEducation(India)PvtLtd.
9. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2021). Marketing management: an Asian perspective. Pearson Education
10. Kotler, P., Kartajiyana, H, Setiawan, Ivan. And (2019), Marketing4.0: Moving from Traditional to Digital , Audible audiobook, (Gildan Media LLC)
11. Shah, Kruti(2018). Advertising and Integrated marketing Communications, McGraw-Hill Education(India) Pvt Ltd., 8th ed.
12. Integrated advertising, promotion and marketing communication, Clow, K.E., & Baack, D, Dorling Kindersley India Pvt Ltd.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
	Total	25

Note: Sr.No.1 is mandatory. Select any four from Sr.No.2 to 23. Each Contains Three marks. Student should secure 09 Marks for passing in internal Exam.

(Minimum 9 Marks from Internal Assessment **Plus** Minimum 9 Marks from External Examination out of **Total 50** Marks to Pass Course)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	Marks
Que-1	Question 1 (From Unit-1)	(10)
	OR	
	Question 1 (From Unit-1)	
Que-2	Question 2 (From Unit-2)	(10)
	OR	
	Question 2 (From Unit-2)	
Que-3	Question 3 (From Unit-1)	(05)
	OR	
	Question 3 (From Unit-2)	

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

Course Level	5.5	Internal Marks	25
Programme	B.Com	External Marks	25
Semester	VI	Practical Internal	00
Category of Course	AEC- 6	Practical External	00
Course Credit	02	Prac. External Exam Duration	00
Teaching Hours	30	Total	50
Course Code		Exam Duration	01:00 Hours
Course Title	Social Media and Blog Writing		

Course Objectives & Outcomes:

- The course aims to make students understand the shift from mass communications to integrated marketing communication.
- Create effective social media posts and blog content that engage readers and followers.
- Understand the principles of SEO and apply them to their social media and blog writing.
- Design content strategies for personal branding and business promotion.
- Analyze and evaluate the impact of content through metrics and engagement on various platforms.

Teaching Pedagogy: Chalk & Talk, Translation, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, CALL, MALL, TALL

Unit No.	Syllabi	Teaching Hours
1	INTRODUCTION & CRAFTING CONTENT FOR SOCIAL MEDIA AND BLOGS TO SOCIAL MEDIA AND BLOGGING • Over view of Social Media: Platforms, Trends, and Influence • The Role of Blogs in Digital Communication and Marketing • Introduction to Different Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) • Understanding the Audience: Targeting, Engagement, and Analytics • Content Creation for Social Media and Blogs: Writing Styles, Visuals, and Media Platforms. • Writing for Different Social Media Platforms: Tone, Language, and Style • Writing Engaging Blog Content: Structure, Headlines, and Call-to-Action • Visual Content Creation: Use of Images, Videos, and Infographics • Introduction to SEO for Blogs and Social Media: Keywords, Tags, and Meta Descriptions • Consistency in Posting and Maintaining Content Calendar	15

2	MANAGINGBLOGSANDSOCIALMEDIAFORENGAGEMENT • Building a Blog: Platform Choices (Word Press, Blogger, Medium) • Engaging the Audience: Commenting, Sharing, and Influencer Marketing • Ethical Considerations and Content Copyright Issues	15
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Note: Learners are advised to use the latest edition of readings.

Suggested Reading:

Reference Books:

1. Everybody Writes: Your Go- To Guide to Creating Ridiculously Good Content by Ann Handley.
2. Social Media for Business: A Practical Guide to Facebook, Twitter, LinkedIn, and More, by S. V. Bhat, Wiley India
3. Social Media Marketing: A Practitioner's Guide, by Rajeev Bhat, PHIL earning
4. The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick
5. Blogging for Dummies by Susannah Gardner and Shane Birley, Wiley
6. The Art of Content Writing by R. K. Gupta, Cengage Learning India
7. SEO and Social Media Marketing, by Harsh Agarwal, Packt Publishing.
8. Effective Social Media Marketing: A Guide for Beginners, by Krishna D., Sage Publications India

Journals and Articles:

1. Social Media Marketing: A Strategic Approach by Melissa S. Barker
2. ArticlesonbloggingstrategiesandtrendsonHubSpotBlogorNeilPatelBlog

Websites/ Online Resources:

1. Medium (www.medium.com)
2. Hub Spot Academy(www.academy.hubspot.com)
3. Canva (www.canva.com) for content creation and design.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
	Total	25

Note: Sr.No.1 is mandatory. Select any four from Sr.No.2 to 23. Each Contains Three marks. Student should secure 09 Marks for passing in internal Exam.

(Minimum 9 Marks from Internal Assessment **Plus** Minimum 9 Marks from External Examination out of **Total 50** Marks to Pass Course)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	Marks
Que-1	Question 1 (From Unit-1)	(10)
	OR	
	Question 1 (From Unit-1)	
Que-2	Question 2 (From Unit-2)	(10)
	OR	
	Question 2 (From Unit-2)	
Que-3	Question 3 (From Unit-1)	(05)
	OR	
	Question 3 (From Unit-2)	

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

Course Level	5.5	Internal Marks	25
Programme	B.Com	External Marks	25
Semester	VI	Practical Internal	00
Category of Course	AEC- 6	Practical External	00
Course Credit	02	Prac. External Exam Duration	00
Teaching Hours	30	Total	50
Course Code		Exam Duration	01:00 Hours
Course Title	Business Research Methods		

Course Objectives & Outcomes:

- To introduce the basic concepts in research methodology in management. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing.

Teaching Pedagogy: Chalk & Talk, Translation, Direct/Indirect Method, Role-play, Group Discussion, Seminar, Case Study, Presentation, CALL, MALL, TALL

Unit No.	Syllabi	Teaching Hours
1	Introduction to Research & Decision Areas of Research • Concept of Research • Types of Research. • Nature/Features of Research. • Scope and Areas of Research. • Process or stages to conduct Research. (Overview of Research Process) • Defining Research Problem and formulating Research Objective • Concept of Literature Reviews and Finding Research gap. • Data Sources (Primary and Secondary). • Research Instrument (Designing Questionnaire– stages and types of questions). • Sampling–Concept, Benefits and limitations. • Concept of Sampling Unit, Sample size and sampling procedure (types) • Contact Methods (Interview, Mail and Online)	15
2	Research Report • Collection and analysis of Research Data (Only study of basic tools of Microsoft Excel) • Deriving Interpretation and conclusion of Research study • Research Report-Concept, qualities/characteristics, Types of Research	15

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
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Subject: B.Com
SEMESTER-VI

	Report (Technical and Popular), Precautions while writing Research Report	
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Note: Learners are advised to use the latest edition of readings.

Suggested Reading:

Reference Books:

1. Research Methodology –C R Kothari–WISHWAPRAKASHAN
2. Business Research Methods-Donald-R-Cooper-Pamela-S-Schindler–Mcgraw Hill Irwin
3. Research Methodology–Mukul and Deepa Gupta-PHI
4. Research Methodology–D K Bhattacharya-Excel Publication
5. Research Methodology–A step by step guide for Beginners- Ranjit Kumar-Sage Publication

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
	Total	25

Note: Sr.No.1 is mandatory. Select any four from Sr.No.2 to 23. Each Contains Three marks. Student should secure 09 Marks for passing in internal Exam.

(Minimum 9 Marks from Internal Assessment **Plus** Minimum 9 Marks from External Examination) out of **Total 50** Marks to Pass Course)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Syllabus of B.Com (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: B.Com
SEMESTER-VI

PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	Marks
Que-1	Question 1 (From Unit-1)	(10)
	OR	
	Question 1 (From Unit-1)	
Que-2	Question 2 (From Unit-2)	(10)
	OR	
	Question 2 (From Unit-2)	
Que-3	Question 3 (From Unit-1)	(05)
	OR	
	Question 3 (From Unit-2)	

Course Level	5.5		Internal Marks	25
Programme	Commerce & Management		External Marks	25
Semester	6		Practical Internal	-
Course Type	AEC-5		Practical External	-
Course Credit	02		Prac. Ext. Exam Time	-
Teaching Hours	30		Total	50
Course Code			Exam Duration	01:00 Hour
Course Title	English Language- V			

Course Description:

- This course is designed to strengthen students' proficiency in English through a combination of literature, grammar, and composition.
- The literary section encourages critical thinking, cultural awareness, and appreciation of style by engaging with selected short stories and essays.
- The grammar and composition component focuses on practical applications, particularly preparing questionnaires and mastering reported speech. Students learn the rules of conversion for pronouns, tenses, and expressions of time and place, along with transforming statements, questions, commands, requests, and exclamations.
- Overall, the course aims to build analytical skills, communication accuracy, and functional writing abilities for academic and professional contexts.

Course Objectives:

- To enhance students' understanding of literature, fostering critical thinking and cultural awareness.
- To improve grammatical accuracy with a focus on practical applications of reported speech.
- To develop skills in preparing effective questionnaires for academic and professional contexts.
- To strengthen communication proficiency through analytical reading and structured writing practice.
- To equip learners with functional English skills required for higher studies and workplace readiness.

Course Outcomes:

- Students will be able to interpret and analyse short literary texts with clarity and critical insight.
- Students will demonstrate accuracy in applying rules of reported speech in varied contexts.
- Students will design effective questionnaires suited for academic or professional purposes.

- Students will express ideas in clear, structured, and grammatically correct English.
- Students will apply language skills confidently in academic tasks and workplace communication.

Teaching Pedagogy:

- Chalk & Talk, Interactive Lectures & Discussions, Group Activities & Projects Role-play, Case Study, Presentation, Communicative Approach, Game-Based Learning, Technology-Enhanced Learning, Mock Interviews

Course Content:

Sem	Unit	Content	Teaching Hours
6	1	Text • My Financial Career by Stephen Leacock • The Luncheon by Somerset Maugham • The Bet by Anton Chekhov • Innovation and Entrepreneurship for Sustainable Growth by R. Ramanan, Naman Agrawal and Himanshu Agrawal	20
	2	Grammar & Composition • Preparing Questionnaire (list is attached) • Reported speech • Rules of Conversion (Pronouns, Tenses, Time & Place) • Statements (Assertive Sentences) • Questions (Yes/No & Wh-questions) • Commands and Requests • Exclamatory Sentences	10

Note:

- Additional Manual can be prepared for developing LSRW skills in improving students' English language.
- Grammar topics other than prescription in the syllabus can be revised by introducing/explaining various types of assessment methods such as cloze test, Spotting errors, Sentence improvement, Sentence correction, Para jumble. Fill in the blanks, Para/sentence completion, Error Spotting, English usage errors, foreign language words used in English to check their grammar acquisition.
- Common grammar topics relevant to competitive examinations (state/national level) can be discussed beyond the syllabus to help the students empowering their competitive English skills.

Online Text Resources:

1. My Financial Career by Stephen Leacock
<https://americanliterature.com/author/stephen-leacock/short-story/my-financial-career>
2. The Luncheon by Somerset Maugham
https://ncert.nic.in/textbook.php?ln=en&utm_source=chatgpt.com
3. The Bet by Anton Chekhov
<https://www.eastoftheweb.com/short-stories/UBooks/Bet.shtml>
4. Innovation and Entrepreneurship for Sustainable Growth
https://www.niti.gov.in/sites/default/files/2021-09/Innovation-andEntrepreneurship-forSustainableGrowth_0.pdf?utm_source=chatgpt.com

Books

1. Murphy , Raymond. *Intermediate English Grammar*. Cambridge University Press: London.
2. Ramalingam, N. *Grammar for All*. Himalaya Publishing House: Mumbai, 2015.

Topics for questionnaire:

1. Customer's preference for online vs offline shopping
2. College students habit of visiting library
3. College students' participation in extracurricular activities
4. Usage of digital payment apps among small business owners
5. Causes of stress in college students
6. Career preferences among final year students
7. Awareness about government skill development programs
8. Buying preferences for Smart Phones

EVALUATION SCHEME AND DISTRIBUTION OF MARKS		
INTERNAL ASSESSMENT		25 Marks
No.	Particulars	Marks
1	Mid Semester Exam (Compulsory)	13
2	Any Four components from the following containing 3 marks each can be selected for internal evaluation of students: • Class Test • Open book exam/test • Open note exam/test • Self-test/Online test • Essay/Article Writing • Quizzes/MCQ Test • Class/home assignment • Report Writing • Research/Dissertation • Case studies • Viva/Oral Exam • Group Discussion • Role Play • Paper presentation/seminar • Language lab work • Interview • Craft work • Co-curricular work • Field assignment • Poster Presentation • Attendance	12

Paper Style

EXTERNAL ASSESSMENT BY UNIVERSITY		25 Marks
Ques. No.	Particulars	Marks
Q.1	(A) Short question-answer (2/3) (unit-1)	(06)
	(B) short note (1/2) (unit-1)	(04)
Q.2	Attempt a questionnaire (1/2) (unit-2)	(10)
Q.3	(A) Reported speech (3/5) (unit-2)	(03)
	(B) one word/line questions (unit-1)	(02)
	Total Marks	(25)

Passing Standard

- Student must obtain minimum 09 marks out of 25 marks in Internal Assessment, and minimum 09 marks out of 25 in University Examination.

વ્યાપક હેતુઓ:

ભારત સરકાર અને યુનિવર્સિટી ગ્રાન્ટ કમિશનની નવી રાષ્ટ્રીય શિક્ષણનીતિ -૨૦૨૦ના માર્ગદર્શક સિદ્ધાંતો અને સૂચનોને અનુરૂપ બનાવવાના પ્રયત્નરૂપે ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢના ગુજરાતી વિષયના સ્નાતક કક્ષાના અભ્યાસક્રમનો આ મુસદ્દો તૈયાર કરવામાં આવ્યો છે.

1. વિદ્યાર્થીઓને સૌંદર્યશાસ્ત્ર તથા કળા વિષયક જાણકારી પ્રાપ્ત કરાવવી તેમજ સંશોધનાત્મક, વિવેચનાત્મક, તુલનાત્મક અને સર્જનાત્મક અભિગમ કેળવવો.
2. ગુજરાતી ભાષા-સાહિત્ય, ભારતીય સાહિત્ય, વિશ્વ સાહિત્યના જ્ઞાનની સાથે સાહિત્યનો સાંસ્કૃતિક – સામજિક સંદર્ભે પરિચય કરાવવો.
3. વિદ્યાર્થીઓમાં સ્વાધ્યાય પ્રવૃત્તિ વિકસાવવી અને એમના કૌશલ્યનો વિકાસ કરવો તેમજ ગુણવત્તા-પૂર્ણ શિક્ષણ અને વિકાસ માટે ઉત્કૃષ્ટ કક્ષાના સંશોધનો પર ભાર મૂકવો.
4. વિદ્યાર્થી સમાજાભિમુખ બને, તેનામાં માનવપ્રેમ અને વિશ્વબંધુત્વની ભાવના કેળવાય તેવા પ્રયત્નો કરવા.
5. વિદ્યાર્થી પ્રાચીન હસ્તપ્રતો, શિલાલેખો વાંચતો –સમજતો થાય અને એમની એ દિશાની સંશોધન-સંપાદન અને સર્જનની અભિરુચિ કેળવાય તેવા પ્રયત્નો કરવા.
6. સ્પર્ધાત્મક તેમજ નેટ-સ્લેટ જેવી પરીક્ષા માટે વિદ્યાર્થીઓ સજ્જ બને તેમજ અધ્યયન કાર્યમાં બહુભાષિતા અને ભાષાની ભૂમિકાને પ્રોત્સાહન આપવું.
7. એકવીસમી સદીની પ્રગાઢ બનતી જ્ઞાનપ્રચુરતા તરફ વિદ્યાર્થીને જાગૃત કરી એની વ્યવસાયિક સજ્જતા કેળવવી તથા સર્જનાત્મક અને વિવેચન ક્ષમતાનો વિકાસ કરવો.
8. વિદ્યાર્થીઓ ભાષા અને સાહિત્યનો અભ્યાસ કરે, તેમનામાં માનવ સંવાદિતા અને માનવ એકતાની ભાવના ખીલવવા માટે સાહિત્ય કઈ રીતે કડી રૂપ બને ! તેની પ્રતીતિ કરાવવી.
9. માતૃભાષાનો મહિમા સમજાવી તેના ચિત્-હૃદયમાં માતૃભાષા પ્રત્યે આદર અને ગૌરવની લાગણી પ્રગટાવવી. શૈક્ષણિક આયોજન અને પ્રબંધનમાં ટેકનોલોજીના ઉપયોગ પર ભાર મૂકવો
10. વિદ્યાર્થીઓ ભારતીયતા ,ભારતીય સંસ્કૃતિથી પરિચિત થાય એવો સઘન પ્રયત્ન કરવો.તેઓ ભાષાના માધ્યમથી પ્રાદેશિક ઇતિહાસને જાણે એવા ગ્રંથોનો સમાવેશ કરવો.
11. વિદ્યાર્થીઓમાં નૈતિકતા ,માનવીય અને બંધારણ મૂલ્યો જેવા કે સહાનુભૂતિ, સૌજન્ય, બીજું માટે સન્માન સ્વચ્છતા, લોકશાહીની ભાવના, સેવાની ભાવના, સાર્વજનિક સંપત્તિ પ્રત્યે સન્માન, વૈજ્ઞાનિક અભિગમ, સ્વતંત્રતા, જવાબદારી, બહુલતાવાદ, સમાનતા અને ન્યાયના ગુણોનો વિકાસ થાય એવા પ્રયાસો કરવા.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY**Ability Enhancement Course****Basket as per NEP-2020****Effective from June 2025****Subject: Gujarati****SEMESTER- VI**

Course Level	5.5	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	6 (ઇ)	Practical Internal	
Course Type	AEC-5	Practical External	
Course Credit	4	Prac.Ext.Exam Time	
Teaching Hours	30	Total	50
Course Code		Exam Duration	01:00 Hour
Course Title	‘શ્રેષ્ઠ વર્ષાગીતો’ સં. સંજય મકવાણા (પસંદગીના કાવ્યો) (કોમર્સ)		

COURSE OBJECTIVES:

- આ પ્રશ્નપત્રના અભ્યાસથી વિદ્યાર્થીઓ ગુજરાતી ગીતકવિતા સ્વરૂપથી પરિચિત થશે .
- આ પ્રશ્નપત્રના અભ્યાસથી વિદ્યાર્થીઓ ‘શ્રેષ્ઠ વર્ષાગીતો’ (પસંદગીના)થી પરિચિત થશે.

COURSE LEARNING OUTCOMES:

- વિદ્યાર્થીઓ ગીત સ્વરૂપથી અને એના પ્રવાહોને જાણશે
- વિદ્યાર્થીઓ ‘શ્રેષ્ઠ વર્ષાગીતો’થી પરિચિત થશે અને પસંદગીના ગીતોને માણશે

TEACHING PEDAGOGY:

- ઇન્ટરેક્ટિવ ક્લાસરૂમ સત્ર, જૂથ ચર્ચા, પરિસંવાદ, પ્રદર્શન-સંબંધિત કાર્યો, ફિલ્ડવર્ક, પ્રોજેક્ટ અથવા અન્ય કોઈપણ પદ્ધતિઓનો ઉપયોગ કરી શકાય છે. શિક્ષણ અને શીખવાની પ્રક્રિયાને અસરકારક અને રસપ્રદ બનાવવા માટે મલ્ટિમીડિયા ઉપકરણ અને અન્ય સંબંધિત સાધનો અને આધુનિક તકનીકનો ઉપયોગ કરવો જોઈએ.

COURSE CONTENTS

Sem	Unit No.	Title of the Unit and the Topics	Teaching Hours
6	1	૧.ગુજરાતી ગીત સ્વરૂપ અને લક્ષણો ૨.પસંદગીના ‘શ્રેષ્ઠ વર્ષાગીતો’ને આધારે કવિકર્મની ચર્ચા કરો	15
	2	૧.પહેલા વરસાદનો છાંટો – અનિલ જોશી (રસદર્શન) ૨.વરસાદ ભીંજવે – રમેશ પારેખ (રસદર્શન) ૩.વાત –મનોજ ખંડેરિયા (રસદર્શન) ૪.વર્ષા – પ્રહલાદ પારેખ (રસદર્શન) ૫.મારો સાયબો – તુષાર શુક્લ (રસદર્શન)	15

BHAKTA KAVI NARSINH MEHTA UNIVERSITY**Ability Enhancement Course****Basket as per NEP-2020****Effective from June 2025****Subject: Gujarati****SEMESTER- VI**

Sem	શ્રેષ્ઠ વર્ષાગીતો ‘સં. સંજય મકવાણા (કોમર્સ)
6	૧.પહેલા વરસાદનો છાંટો – અનિલ જોશી ૨.વરસાદ ભીંજવે – રમેશ પારેખ ૩.વાત –મનોજ ખંડેરિયા ૪.વર્ષા – પ્રહ્લાદ પારેખ ૫.મારો સાયબો – તુષાર શુક્લ

REFERENCE BOOKS

ક્રમ	ગ્રંથ	લેખક
૧	ગુજરાતી સાહિત્યનો ઇતિહાસ	ગુજરાતી સાહિત્ય પરિષદ
૨	અર્વાચીન ગુજરાતી સાહિત્યનો ઇતિહાસ	રમેશ ત્રિવેદી
૩	અર્વાચીન ગુજરાતી સાહિત્યનો ઇતિહાસ	ધીરુભાઈ ઠાકર
૪	અર્વાચીન કવિતા	સુંદરમ
૫	કવિતાની સમજ	હેમંત દેસાઈ
૬	ભિમિ કવિતા	ચંદ્રશંકર ભટ્ટ
૭	કવિ અને કવિતા	સુરેશ દલાલ
૮	ગીત સ્વરૂપ	વિનોદ જોશી
૯	ગીત શિલ્પ અને સર્જન	પારુલ ભંડેરી

BHAKTA KAVI NARSINH MEHTA UNIVERSITY**Ability Enhancement Course****Basket as per NEP-2020****Effective from June 2025****Subject: Gujarati****SEMESTER- VI**

INTERNAL EVALUATION SCHEME		
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
Total		25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

PAPER STYLE

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	Particulars	Marks
Que-1	(A) Essay Type Question. (From Unit One)	(10)
	OR	
	(B) Essay Type Question. (From Unit One)	
Que-2	(A) Essay Type Question. (From Unit Two)	(10)
	OR	
	(B) Essay Type Question. (From Unit Two)	
Que-3	Short Notes. (1/3) (From Any Unit)	(05)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course
Syllabus of Hindi (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: Hindi
SEMESTER - VI

Course Level	5.5	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	6	Practical Internal	-
Course Type	Ability Enhancement Course	Practical External	-
Course Credit	02	Prac.Ext.Exam Time	-
Teaching Hours	30	Total	50
Course Code	-	Exam Duration	01:00 Hrs
Course Title	हिन्दी विज्ञापन		

Course Objectives:

- छात्रों को हिन्दी विज्ञापन से अवगत कराना ।
- छात्र हिन्दी विज्ञापन के माध्यम से आत्मनिर्भर बने ।
- छात्रों को हिन्दी विज्ञापन का महत्व समझाना ।
- छात्र हिन्दी विज्ञापन के व्यावसायिक उद्देश्य से परिचित हो ।

Course Learning Outcomes: After completion of the course:

- छात्र हिन्दी विज्ञापन से अवगत होंगे ।
- छात्र हिन्दी विज्ञापन के माध्यम से आत्मनिर्भर बनेंगे ।
- छात्र हिन्दी विज्ञापन का महत्व समझेंगे ।
- छात्र हिन्दी विज्ञापन के व्यावसायिक उद्देश्य से परिचित होंगे ।

Course Contents

Sem	Unit No.	Syllabi	Teaching Hours
6	1	विज्ञापन : अर्थ, परिभाषा और स्वरूप	30
		विज्ञापन का महत्व	
		विज्ञापन का व्यावसायिक उद्देश्य	
		विज्ञापन के प्रकार	
	2	विज्ञापन की भाषा	
		विज्ञापन की विशेषताएँ	
		विज्ञापन से फायदे	
		विज्ञापन का कार्य	

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Ability Enhancement Course
Syllabus of Hindi (Honors) as per NEP-2020
Faculty of Commerce
Effective from June 2025
Subject: Hindi
SEMESTER - VI

Suggested Reading:

1. भारतीय विज्ञापन में नैतिकता, मधु अग्रवाल, प्रकाशन विभाग, भारत सरकार, नई दिल्ली।
2. जन सम्पर्क : प्रचार एवं विज्ञापन, विजय कुलश्रेष्ठ, राजस्थान प्रकाशन, जयपुर।
3. विज्ञापन सिद्धांत और प्रयोग, विजय कुलश्रेष्ठ, माया प्रकाशन, जयपुर।
4. विज्ञापन व्यवसाय एवं कला, डॉ. रामचंद्र तिवारी, आलेख प्रकाशन, नई दिल्ली।
5. हिन्दी विज्ञापनों की भाषा, आशा पाण्डेय, ब्लेकी एण्ड पब्लिशर, दिल्ली।

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
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20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style

Ques. No.	Particulars	From which Unit	Marks
1	आलोचनात्मक प्रश्न (किन्हीं दो में से एक)	1	10
2	आलोचनात्मक प्रश्न (किन्हीं दो में से एक)	2	10
3	संक्षिप्त प्रश्न (टिप्पणी) (किन्हीं दो में से एक)	From each Unit	05
	Total Marks		25

Course Level	5.5	Internal Marks	25
Programme	Commerce & Management	External Marks	25
Semester	06	Practical Internal	---
Course Type	Ability Enhancement Course	Practical External	---
Course Credit	02	Prac.Ext.Exam Time	---
Teaching Hours	30	Total	50
Course Code		Exam Duration	01:00 Hour
Course Title	યાજ્ઞવલ્ક્યસ્મૃતિ-વ્યવહારાધ્યાય (1. સાક્ષિપ્રકરણ 2. લિખિતપ્રકરણ) Sakshiprakaran and Likhitprakaran of Vyavaharadhyay in Yagnavalkyasmruti		

Course Objectives:

- ભારતીય જ્ઞાન પરંપરામાં સ્મૃતિઓના યોગદાનથી પરિચિત થાય.
- યાજ્ઞવલ્ક્યસ્મૃતિનો સામાન્ય પરિચય પ્રાપ્ત કરે.
- પ્રાચીન ભારતીય ન્યાયપ્રણાલિથી અવગત થાય.
- સાંપ્રત કાયદાશાસ્ત્ર પર સ્મૃતિઓના પ્રભાવથી અવગત થાય.
- કાયદાશાસ્ત્રમાં મહારત હાંસલ કરે.
- સ્પર્ધાત્મક પરીક્ષાનું કૌશલ્ય પ્રાપ્ત કરે.

Course Learning Outcomes: After completion of the course:

- ભારતીય જ્ઞાન પરંપરામાં સ્મૃતિઓના યોગદાનથી પરિચિત થશે.
- યાજ્ઞવલ્ક્યસ્મૃતિનો અવગત થશે.
- પ્રાચીન ભારતીય ન્યાયપ્રણાલિથી અવગત થશે.
- સાંપ્રત કાયદાશાસ્ત્ર પર સ્મૃતિઓના પ્રભાવથી અવગત થશે.
- કાયદાશાસ્ત્રમાં મહારત હાંસલ કરી નિષ્ણાંત બનશે.
- સ્પર્ધાત્મક પરીક્ષાનું કૌશલ્ય પ્રાપ્ત કરશે.

Course Contents

Sem	Unit No.	Syllabus	Teaching Hours
6	1	स्मृति साहित्यનો ઉદ્ભવ અને વિકાસ. સ્મૃતિ સાહિત્યમાં યાજ્ઞવલ્ક્યસ્મૃતિનું મહત્ત્વ. વ્યવહારાધ્યાયનો સામાન્ય પરિચય.	15
	2	(યાજ્ઞવલ્ક્યસ્મૃતિ-વ્યવહારાધ્યાય) - સાક્ષીપ્રકરણ અને લિખિતપ્રકરણ	15

Suggested Reading:

1. बीस स्मृतिया भाग-१, २ श्रीराम शर्मा आचार्य, संशोधित संस्करण-१९९४, संस्कृत संस्थान, बरेली, उत्तरप्रदेश
2. धर्मशास्त्र का इतिहास, डॉ. पांडुरंग वामन काणे, भाग-१ से ५ संस्करण-१९९२ हिन्दी संस्थान, लखनऊ, उत्तरप्रदेश
3. भारतीय धर्मशास्त्र और उनका इतिहास, वाचस्पति गैरोला, चौखम्बा विद्याभवन, वाराणसी
4. धर्मशास्त्रનો પરિચયાત્મક ઇતિહાસ, ડૉ. હર્ષદેવ માધવ, પાશ્વ પ્રકાશન, અમદાવાદ-૨૦૦૫
5. याज्ञवल्क्यस्मृति – डॉ. उमेशचन्द्र पाण्डेय, चौखम्बा संस्कृत संस्थान, वाराणसी.
6. याज्ञवल्क्यस्मृति – नारायण राम आचार्य 'काव्यतीर्थ', नाग पब्लिशर्स, दिल्ली.
7. याज्ञवल्क्यस्मृति – पं. थानेशचन्द्र उप्रेती, संस्करण-२०१८, परिमल पब्लिकेशन, दिल्ली.

INTERNAL EVALUATION SCHEME		
NO	Particulars	Marks
1	Mid Semester Exam (Mandatory)	13
2	Class Test	03
3	Open book exam/test	03
4	Open note exam/test	03
5	Self-test/ Online test	03
6	Essay/Article writing	03
7	Quizzes/Objective test	03
8	Class assignment	03
9	Home assignment	03
10	Reports Writing	03
11	Research/Dissertation	03
12	Case Studies	03
13	Viva/Oral exam	03
14	Group Discussion	03
15	Role Play	03
16	Paper presentation/Seminar	03
17	Language Lab work	03
18	Interview	03
19	Craft work	03
20	Co-curricular work	03
21	Field Assignment	03
22	Poster Presentation	03
23	Attendance	03
24	Project Work	03
	Total	25

Note: Sr.No.1 is mandatory. Select any Four from Sr.No.2 to 24. Each Contains three marks. Student should secure 09 Marks for passing in internal Exam.

Paper Style:

Ques. No.	Particulars	From which Unit	Marks
1	Essay Type Question: One out of Two	1	10
2	Essay Type Question: One out of Two	2	10
3	Short Notes: One out of Two	From each Unit	05
Total Marks			25
અનુવાદ અને સંદર્ભ અપેક્ષિત નથી.			