



# Shri Vaishnav Vidyapeeth Vishwavidyalaya

B.B.A.LL.B. (Hons.) Batch 2023-28

Choice-Based Credit System

2<sup>nd</sup> YEAR, SEMESTER IV

LLB203N Bhartiya Nagrik Suraksha Sanhita 2023

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB203N	DC	Bhartiya Nagrik Suraksha Sanhita 2023	4	0	0	4	60	20	20	0	0

## COURSE CONTENT:

### UNIT-I:

- Introduction (Crime & offences- General Overview)
- Classification of Offences under BNSS 2023
  - Cognizable & Non Cognizable
  - Bailable & Non Bailable
  - Compoundable & Non Compoundable
  - Warrant & Summons Case
- Functionaries under BNSS 2023
- Powers of Criminal Courts under BNSS 2023

### UNIT II: Arrest, Bail & Powers of Police to Investigate


- F.I.R. zero FIR , Police Power to Investigate under BNSS
- Procedure for arrest and Rights of Arrested person under BNSS 2023
- Provisions of Bail & Bounds under BNSS
- Bail in Bailable offences & Non Bailable Offences
- Anticipatory Bail

### UNIT III: Jurisdiction of the Criminal Court & Charges

- Jurisdiction of criminal court under BNSS
- Conduction of requisite for initiation of proceedings under BNSS
- Complaint to Magistrate under BNSS
- Commencement of proceeding before Magistrate under BNSS
- Forms of Charge

  
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2<sup>nd</sup> YEAR, SEMESTER IV

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LLB203N	DC	Bhartiya Nagrik Suraksha Sanhita 2023	4	0	0	4	60	20	20	0	0

### UNIT IV: Trial

- Summary Trial under BNSS
- Summon Trial under BNSS
- Warrant Trial under BNSS
- Session Trial under BNSS

### UNIT-V: Judgment, Appeal, Reference & Provision of Plea Bargaining under BNSS

- Judgement, Various types of Appeal under BNSS
- Reference & revision
- Plea Bargaining under BNSS
- Withdrawal from Prosecution under BNSS
- Compounding of Offences

### References:

#### Bare Acts:

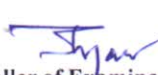
1. Bhartiya Nagrik Suraksha Sanhita, 2023.

#### Books:

1. Dhirajlal, & Ratanlal. (2012). *Criminal Procedure* (18<sup>th</sup> Ed.). Nagpur: Lexis Nexis Butterworths Wadhwa.
2. Majumdar, P.K. (2015). *Law of Bails, Bonds and Arrest*. New Delhi: Orient Publication.
3. Mitter, A. (2014). *Law of Bails- Practice and Procedure* (5<sup>th</sup> Ed.). Delhi: Universal law Company.
4. Narayana, P.S. Justice. (2021). *Code of Criminal Procedure* (8<sup>th</sup> Ed.). New Delhi: ALT Publications.
5. Pillai, C. K.N. (2013). *R.V. Kelkar's Lectures on Criminal Procedure* (5<sup>th</sup> Ed.). Lucknow: Eastern Book Company.

  
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**2<sup>nd</sup> YEAR, SEMESTER IV**

6. Ramakrishna, P.V. (2008). *Law of Bail, Bonds, Arrest and Custody* (1<sup>st</sup> Ed.). New Delhi: Lexis Nexis.
7. Sarkar, S.C. (2009). *The Law of Criminal Procedure* (9<sup>th</sup> Ed.). Nagpur: Wadhawa & Co.

## **Case-Reporters:**

1. All India Reporter
2. Supreme Court Cases
3. Manupatra

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B.B.A.LL.B. (Hons.) Batch 2023-28

Choice-Based Credit System

2<sup>nd</sup> YEAR, SEMESTER IV

LLB204 -Bharatiya Sakshya Adhiniyam, 2023

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
LLB204N	DC	Bharatiya Sakshya Adhiniyam, 2023	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit

\***Teacher Assessment** shall be based on the following components: Quiz/Assignment/Project/Participation in

Class, given that no component shall exceed more than 10 marks.

**Course Educational Objective:** The students will able to:-

1. To understand the fundamental concept of Evidence and substantive and procedural provisions of the Law of Evidence (Bharat SakshyaAdhiniyam).
2. To define and clarify the role of the Law of Evidence (Bharat SakshyaAdhiniyam) in civil and criminal proceedings.
3. To state the relevancy and admissibility of facts.
4. To explain the concept of proof and burden of proof.
5. To describe the order of examinations, privileged communication and witnesses.

### **Course Outcomes**

After the completion of the course curriculum, the students will be able to:

**CO1:** Analyse the concept and nature of different types of Evidence.

**CO2:** To evaluate the reliability and relevance of Evidence.


**CO3:** Analyse the provisions relating to relevance of Evidence and admissibility of facts.


**CO4:** Understand the burden of proof followed in civil and criminal cases.

**CO5:** Analyse the rules of order of examinations and competency of witnesses, different kinds of witnesses involved in proceedings.

  
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2<sup>nd</sup> YEAR, SEMESTER IV

LLB204N -Bharatiya Sakshya Adhiniyam, 2023

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LLB204N	DC	Bharatiya Sakshya Adhiniyam,2023	60	20	20	-	-	4	-	-	4	

## COURSE CONTENT

### UNIT I: INTRODUCTION

- 1: Historical background, reason & objective of law of evidence.
- 2: Nature and purpose of law of evidence in civil and criminal cases.
- 3: Concept of Evidence & The fundamental principles of law of evidence.
- 4: Definitions
  - a) Distinction between Proved, Disproved & Not Proved.
  - b) Distinction between May Presume, Shall Presume & Conclusive Proof.
- 5: Division of evidence – Direct, Indirect, Real, Personal, Original, Hearsay, Primary, Secondary, Oral, Documentary, Judicial & Extrajudicial.

### UNIT II: RELEVANCY & ADMISSIBILITY OF FACTS – I

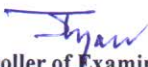
- 1: Facts, Distinction between relevant facts and facts in issue, (Sec 3)
- 2: Doctrine of Res Gestae (Sec 4) (Ss 5 – 7)
- 3: Evidence of Common Intention – relating to conspiracy (Sec 8)
- 4: Facts otherwise irrelevant when relevant. (Sec 9)
- 5: Facts concerning mental state or body (Sec 12)
- 6: Admission (Ss 15-21, 25) & Confession (Ss 22-24)

### UNIT III: RELEVANCY & ADMISSIBILITY OF FACTS – II

- 1: Statements by persons who cannot be called as witnesses (s 26-27)
- 2: Statements made under special circumstances (s-28-32)
- 3: How much of a statement is to be proved (s.33)
- 4: Relevance of judgement(s.34-3)
- 5: Opinion of third person when relevant (s.39)
- 6: Character when relevant (Ss 46-50)

  
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2<sup>nd</sup> YEAR, SEMESTER IV

LLB204N -Bharatiya Sakshya Adhinyam, 2023

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
LLB204N	DC	Bharatiya Sakshya Adhinyam,2023	60	20	20	-	-	4	-	-	4

## UNIT IV: PROOF & BURDEN OF PROOF

- 1: Facts which need not be proved (Ss 51-53)
- 2 : Oral Evidence(Ss 54-55)
- 3: Documentary Evidence (Ss 56-73)
- 4 : Presumptions as to documents(Ss 78-93)
- 5: Exclusion of oral by documentary evidence (Ss 94 – 103)
- 6: Burden of Proof (Ss 104 – 120)

## UNIT V: ESTOPPEL & WITNESSES

- 1 : Estoppel (Ss 121 -123)
- 2: Who may testify (Ss 124-126)
- 3: Judicial privileges & Privileged Communication (Ss 127-134)
- 4: Accomplice and rules regarding evidence of an accomplice (Sec 138)
- 5: Examination of witnesses ( Ss 140 -168)
- 6: Appreciation of evidence
- 7: Improper admission & rejection of evidence (Sec 169)

### References:


*Bharatiya Skashya Adhinyam, 2023*

### Suggested Readings:

1. Ratanlal and Dhirajlal"s The Law of Evidence, Lexis Nexis.
2. Dr.Avtar Singh Indian Evidence Act, Central Law Publications.
3. Batuk Lal, Law of Evidence, Central Law Agency.
4. Rameshwar Dayal: Commentaries on Indian Evidence Act, Allahabad Law Agency.
5. V. P. Sarathi's Law of Evidence, Eastern Book Company.

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya

## LL.B. (Hons.)

### Choice-Based Credit System

### 2<sup>nd</sup> YEAR, SEMESTER IV

### LLB402- FAMILY LAW-II (Muslim Law)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB402	DC	FAMILY LAW-II (Muslim Law)	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C- Credit; DC- Departmental Core, CCC- Compulsory Clinical Course, HEC- Honours Elective Course, DEC- Departmental Elective Course


\*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed 10 Marks)

#### Course Educational Objectives: The student will be able to:

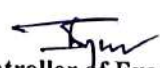
1. Understand basic principles of Muslim Law like Nikah, Talaq etc.
2. Understand the procedure of various deeds, waqf, Shariat, Inheritance and Succession
3. Deploy a range of subject-specific, cognitive and transferable skills
4. Evaluate the appropriateness of different approaches to solving well-defined problems and communicate outcomes in a structured and clear manner
5. Examine the law according to prescribed provisions

#### Course Outcomes: The student will be able to:

1. Examine and compare personal laws and gain skills of thinking, analysis, written and verbal presentation of ideas of argument.
2. Identify and discuss the relationship between personal relationships such as Marriage Divorce etc.
3. Apply a systematic approach to the acquisition of knowledge, underpinning concepts, and principles
4. Able to demonstrate the provisions of various deeds, wakf, Shariat, inheritance and succession.

  
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# Shri Vaishnav Vidyapeeth Vishwavidyalaya

## LL.B. (Hons.)

### Choice-Based Credit System

### 2<sup>nd</sup> YEAR, SEMESTER IV

#### LLB402- FAMILY LAW-II (Muslim Law)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB402	DC	FAMILY LAW-II (Muslim Law)	4	0	0	4	60	20	20	0	0

#### COURSE CONTENT:

##### UNIT-I: Muslim Law

1. Origin and Development of Muslim Law
2. Who is Muslim?
3. Conversion to Islam
4. Schools and Sources of Muslim law

##### UNIT II: Marriage, Mehr and Divorce

1. Muslim Marriage: Essentials, Kinds of Marriage under Sunni Law & Shia Law
2. Mehr: Definition, Concept, Kinds of Dower, Rights of Wife in case of Unpaid Mehr
3. Divorce: Classification of Divorce under Sunni Law & Shia Law

##### UNIT III: Guardianship and Maintenance

1. Parentage and Legitimacy Option of puberty
2. Kinds and Powers of Guardian
3. Maintenance of Wife Under Muslim personal law, Cr. P.C and Muslim Women (Protection of Right on Divorce) Act, 1986

##### UNIT IV: Hiba & Will

1. Hiba: Definition, Essentials, Kinds and Formalities for a Valid Hiba, Revocation of Hiba
2. Will: Definition, Essentials and Kinds of a Valid Will, Abatement of Legacies, Revocation of Will

  
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## LL.B. (Hons.)

### Choice-Based Credit System

### 2<sup>nd</sup> YEAR, SEMESTER IV

#### LLB402- FAMILY LAW-II (Muslim Law)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB402	DC	FAMILY LAW-II (Muslim Law)	4	0	0	4	60	20	20	0	0

#### UNIT V: Pre-emption and Inheritance

1. Pre-emption: Definition, Classification & Formalities
2. Doctrine of Musha
3. Inheritance under Sunni Law, Doctrine of Aul and Radd
4. Principles of Succession and Death Bed Transaction

#### REFERENCES:

##### Bare Acts:

1. Dissolution of Muslim Marriage Act, 1939
2. Muslim Personal Law (Shariat) Application Act, 1937
3. The Muslim Women (Protection of Rights on Marriage) Act, 2019

##### Books:


1. Diwan, Paras. (2016). *Muslim Law in Modern India*, Prayagraj: Allahabad Law Agency
2. Khan, I, Ali. (2021). *Aquil Ahmed Mohammedan Law*, Prayagraj: Central Law Agency
3. Warner, B. (2010). *Sharia Law for Non-Muslims*. CSPI Online publishing

##### Case-Reporters:

1. All India Reporter
2. Supreme Court Cases
3. Manupatra Database

  
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**Choice-Based Credit System**  
**2<sup>nd</sup> YEAR, SEMESTER IV**

**LLBTP04-TERM PAPER-IV**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBTP04	DC	TERM PAPER-IV	0	0	6	3	0	0	0	0	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; DC- Departmental Core, CCC- Compulsory Clinical Course, HEC- Honours Elective Course, DEC- Departmental Elective Course

\*Teacher Assessment shall be based on the following components: **Handwritten Write-up- 50 Marks, and Presentation- 50 Marks (Panel Examination).**

**Course Educational Objectives:** The student will be able to:

1. Explore the possible practical applications of the various theories that have been formulated so far in the present semester.
2. Look up the national and international cases related to the theories which they are studying in the present semester.
3. Visit the prisons/juvenile homes/juvenile courts/rehabilitation centers/high courts/district courts/family courts etc. according to the requirement of the topic chosen by them and assess the current situation.

**Course Outcomes:** The students will be:

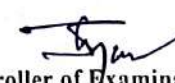
1. Understand the syllabus of the current semester.
2. Be able to choose the topic of their interest in write-up and presentation
3. Be able to apply the theories and legal provisions according to the requirement of the topic.
4. Enhance the legal knowledge and presentations skills
5. Enhance the research and development skill in legal field

**COURSE- DESCRIPTION**

This paper will carry Maximum of 100 Marks which will be divided into Write up and Presentation examination. This course will be taught through class instructions and simulation exercises with the assistance of Faculty. Apart from teaching the relevant provisions of law, the course shall include the seminar presentation on the topics of the syllabus extracted from the ongoing semester.

  
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**2<sup>nd</sup> YEAR, SEMESTER IV**

**LLBTP04- TERM PAPER-IV**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBTP04	DC	TERM PAPER-IV	0	0	6	3	0	0	0	0	100

The Term Paper consists of four major sections:

1. Introduction
2. Background
3. Analysis
4. Conclusion

Details of the Sections:

**1. Introduction**

- a. Introduce and note why the topic is important
- b. Briefly summarize necessary background information
- c. Statement of problem of your topic
- d. Convey the roadmap of your paper

**2. Background**

- a. Describe the genesis of the subject
- b. Describe the changes that have occurred during the development
- c. Explain the reasons for the changes
- d. Describe the current situation

**3. Analysis**

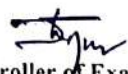
- a. Discuss the major issues of your paper
- b. Present the argument and separate issues and sub issues
- c. Use organisational paradigms where appropriate

**4. Conclusion**

- a. Restate the term paper
- b. Summarize the major point of the paper

  
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**2<sup>nd</sup> YEAR, SEMESTER IV**

**LLBI401-LITIGATION ADVOCACY**

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI401	DC	LITIGATION ADVOCACY	4	0	0	4	60	20	20	0	0

**UNIT II: Preparing for Advocacy**

1. The qualities of the advocate
2. Ethics, etiquette, and cross-cultural communication in the courtroom
3. The basic components for applications and submissions
4. Recognizing competence-advocacy skills criteria
5. The art of précis for lawyers

**UNIT III: The Branches of Advocacy**

1. Bankruptcy Lawyer
2. Business Lawyer (Corporate Lawyer)
3. Constitutional Lawyer
4. Criminal Lawyer
5. Employment and Labour Lawyer, Entertainment Lawyer
6. Estate Planning Lawyer, Family Lawyer
7. Intellectual Property Lawyer, Tax Lawyer and Other Branches

**UNIT IV: Legal proof and the formulation of arguments**

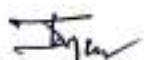
1. Legal proof of facts
2. Arguments on the facts
3. Arguments on the law

**UNIT V: The General Technique of Interrogation and the Fallacies of Testimony**

1. Methods of interrogation
2. Witnesses who do not wish to tell the truth
3. Examination-in-Chief:
4. Cross-Examination: its aims and limitations:
5. Cross-Examination: Its technique:
6. Cross-Examination: Preparation & Planning
7. Re-examination

  
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**2<sup>nd</sup> YEAR, SEMESTER IV**

**LLBI401-LITIGATION ADVOCACY**

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LLBI401	DC	LITIGATION ADVOCACY	4	0	0	4	60	20	20	0	0

**REFERENCES:**

**Bare Acts:**

1. The Advocates Act, 1961
2. The Contempt of Courts Act, 1971
3. The Court Fees Act, 1870
4. The Indian Evidence Act, 1872

**Books:**

1. Harris, Richard. (2018) *Harris Hints on Advocacy*. (18th Ed.), New Delhi: Universal Law Publishing Co.
2. Goodman, Andrew. (2006) *Influencing the Judicial Mind: Effective Written Advocacy in Practice*. New Delhi: Universal Law Publishing Co.
3. Selby, Hugh and Blank, Graeme. (2004) *Winning Advocacy*, (2nd Ed.), Indian Edition. Australia & New Zealand: OUP
4. Aiyar, P Ramanatha. (2010) *Advocate His Mind And Art*. (3 Volumes). New Delhi: Lexis Nexis

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LLBI401	DC	LITIGATION ADVOCACY	4	0	0	4	60	20	20	0	0

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C– Credit; DC- Departmental Core, CCC- Compulsory Clinical Course, HEC- Honours Elective Course, DEC- Departmental Elective Course

\*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed 10 Marks)

**Course Educational Objective:** The student will be able to:

1. Understand legal principles through different kinds of cases and situations.
2. Apply intensive practical training in the area of litigation advocacy.
3. Compare the variety of branches of advocacy
4. Analyse the practical aspect of law such as Interrogation & Testimony and its application in the court.

**Course Outcomes:** The student will be able to:

1. Understand the concepts of Advocacy
2. Demonstrate the arguments in the court
3. Appreciate the principles, theories, branches and legal framework of advocacy
4. Use the aspects of legal proof and its application of arguments in the court

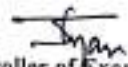
**COURSE CONTENT:**

**UNIT I: General Introduction**

1. Advocacy: Its Nature, Aims and Background
2. Meaning and foundations
3. The limits of advocacy

  
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**BBA402 FUNDAMENTALS OF ADVERTISING MANAGEMENT**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE OBJECTIVES**

The objective of this course is to help the student acquire a basic knowledge of Advertising Management. To enable them to make more efficient decisions in the use of Advertising and product promotion.

**EXAMINATION SCHEME**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections, A and B. Section A will carry 36 Marks and consist of 5 questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases/problems worth 24 marks.

**COURSE OUTCOMES**

1. Demonstrate an understanding of the overall role advertising plays in the business world.
2. Demonstrate an understanding of advertising strategies and budgets.
3. Identify and understand the various advertising media & its creative aspects.
4. To learn the design, development, and implementation of Advertisements
5. To understand the various ethical and social issues in Advertising Management

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**UNIT I: Introduction**

1. Concept, Nature, Scope of Advertising
2. Significance of Advertising.
3. Setting advertisement objectives, DAGMAR Approach.
4. Legal, Ethical, and social issues in Advertising.

**UNIT II: Advertising Media**

1. Media, types of Media
2. Media planning and selection
3. Media choice criteria – reach and frequency of advertisements
4. Media strategy

**UNIT III: Advertising Budget**

1. Preparation and Methods of advertising budget
2. Allocation of Budget
3. Recent trends in advertising
4. Impact of advertising on the Indian Economy

**UNIT IV: Creative Advertising**

1. Advertising planning and strategies
2. Message development
3. Different types of advertisements
4. Advertising layout and design appeal

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA402	MAJ/MIN	Fundamentals of Advertising Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT V: Advertising Agency and Ad Effectiveness**

1. Management of advertising agencies
2. The role and working of an advertising Agency.
3. Measurement of Advertisement Effectiveness
4. Pre-Testing, Post-Testing Techniques of measuring Ad. Effectiveness.

**SUGGESTED READINGS**

1. Kenneth Clow/Donald Baack (2006) "Integrated Advertisements, Promotion and Marketing communication," Prentice Hall of India, New Delhi.
2. S.H.H. Kazmi, Satish K Batra, (2004) "Advertising & Sales Promotion," Excel Books, New Delhi
3. George E Belch, Michel A Belch, (2001) "Advertising & Promotion," McGraw Hill, Singapore
4. Belch M A and Belch G E (2003) Advertising and Promotion – An Integrated Marketing Communication Perspective (Tata McGraw-Hill) . Latest Edition
5. Wells, Moriarty & Burnett (2009) Advertising Principles & Practices, Prentice Hall.
6. Chaturwala & Sethia (2001) Foundation of Advertising Management, . Himalaya Publishing House, New Delhi.

  
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**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA+MBA - IV SEMESTER (2022-2026)**

**BBA404 INTRODUCTION TO PSYCHOLOGY**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			ENDSEM University Exam	Two Term Exam	Teachers Assessment*	ENDSEM University Exam	Teachers Assessment*				
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\* **Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE OBJECTIVE**

The course aims to provide students with a comprehensive understanding of the major psychological approaches used to study behavior and mental processes. The course will emphasize the scientific methodology employed in psychology, enabling students to critically evaluate research and understand its limitations.

**EXAMINATION SCHEME**


The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases /problems worth 24 marks.

**COURSE OUTCOME**

1. Demonstrate scientific understanding of the human mind.
2. Apply conceptual knowledge in decoding and understanding of human behaviour.
3. Analyze individual functioning of intelligence and personality.
4. Develop understanding of research methods in psychology.
5. Apply psychological principles to personal, social, and organizational issues.

  
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

**COURSE CONTENT**

**UNIT I: Introduction to Psychology**

1. Meaning and Nature of Psychology
2. Historical Background, Schools of Psychology
3. Scope of Psychology, Methods of Study in Psychology
4. Branches of Psychology (with special reference to Industrial/Organizational Psychology).

**UNIT II: Biological and Socio-Cultural Bases of Behaviour**

1. The Nervous System (Structure of Nerve Cell, Parts of Nervous System)
2. Socialization and Culture
3. Enculturation
4. Agencies and Mechanisms of Socialization,

**UNIT III: Learning Process and Emotion**

1. Factors of Learning
2. Theories of Learning- Connectionism, Classical and Operant Conditioning, Programmed Learning.
3. Meaning and Nature of Emotions, Physiological Correlates of Emotions
4. Theories of Emotions

**UNIT IV: Intelligence**

1. Nature and Meaning of Intelligence,
2. Theories of Intelligence
3. Multiple Intelligence, Measuring Intelligence,
4. Individual differences in Intelligence

  
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BBA404	MAJ/MIN	Introduction to Psychology	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit; MAJ/MIN - Major/Minor

\*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT V: Memory**

1. Encoding, Storage, Retrieval; STM, LTM, Other types.
2. Forgetting - its causes, Emotion: Reaction (types), Physiological basis.
3. Intelligence: Definition, Concept of IQ
4. Emotional Intelligence.

**SUGGESTED READINGS**

1. Feldman, R. S. (1996). Understanding psychology (4th ed.). McGraw-Hill Book Company.
2. Iyer, S. (2006). Introduction to psychology. Premier publishing company.
3. Morgan C. T. King R. A. Weisz J. R. & Schopler J. (1986). Introduction to psychology (7th ed.). McGraw-Hill.

  
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**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.A. Economics**  
**Semester IV (2022-2025)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
<b>BAECO401</b>	<b>Major/ Minor</b>	<b>Macro Economics II</b>	60	20	20	0	0	3	0	0	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit.

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives:**

- CEO1:** To provide the knowledge about the concept of consumption function.
- CEO2:** To enable students to understand quantity theories of money.
- CEO3:** To help students in identifying various types of inflations.
- CEO4:** To comprehend various equilibriums of market.
- CEO5:** To summarise trade and business cycle.

**Course Outcomes:**

Students will be able to:

- CO1:** Define basic concepts of consumption functions.
- CO2:** Solve the problems of value and price of money .
- CO3:** Discuss various types of inflations in the market.
- CO4:** Link shifts in curves and equilibriums in the market.
- CO5:** Demonstrate various phases of trade and business cycles.

**Contents**

**UNIT I: Consumption Function**

The Concept of Consumption Function, Average and Marginal Propensity to Consume; Factors Influencing Consumption Function.

**UNIT II: Money and Prices: Quantity Theory of Money**

Value of Money and Price level: Fisher's Transaction Approach, Keynes's Critique of Quantity Theory of Money

  
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**B.A. Economics**  
**Semester IV (2022-2025)**

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME									
			THEORY			PRACTICAL			L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
BAECO401	Major/ Minor	Macro Economics II	60	20	20	0	0	3	0	0	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit.

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**UNIT III: Inflation and Hyperinflation**

Meaning: Demand-Pull Inflation, Cost-Push Inflation, Measures to Control Inflation through Fiscal Policy and Monetary Policy, Inflation Vs. Stagflation

**UNIT IV: IS-LM Curve**

The Goods Market and Money Market, Links between them, Goods Market Equilibrium, Derivation of IS Curve, Shift in IS Curve, Money Market Equilibrium, The LM Curve, Shift in LM Curve, Interactions of IS and LM Curve

**UNIT V: Analysis of Business Cycles**

Phases of Business Cycles, Features of Business Cycles, Theories of Business Cycles: Sunspot Theory, Keynes Theory of Business Cycle

**Suggested Readings:**

1. Agrawal, V. (2020). *Macroeconomics Theory and Policy*. New Delhi: Pearson Education Inc
2. Ahuja, H. L. (2022). *Principles of Macroeconomics*. New Delhi: S. Chand Publication.
3. Dwivedi, D. N. (2020). *Macroeconomics Theory and Policy*. New Delhi: McGraw Hill Education (India) Pvt. Limited
4. D'Souza, E. (2019). *Macroeconomics*. New Delhi: Pearson Education Asia
5. Froyen, R.T. (2018). *Macroeconomics*. 2<sup>nd</sup> Edition. New Delhi: Pearson Education Asia

  
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