Subject: Assamese
Semester: First
Course Name: যোগাযোগমূলক অসমীয়া—১
Common Course
Ability Enhancement Course
Existing Base Syllabus: UG CBCS Syllabus
Course Level: 100-199

Unit No.	Unit Content	No. of Classes	Marks
১	ভাষাজ্ঞান : উচ্চাৰণ, আখৰ জোঁটনি, যতিচিহ্নৰ জ্ঞান,প্ৰত্যয়-বিভক্তিৰ ব্যৱহাৰ, কথন কৌশল	১২	২০
২	কৰ্মক্ষেত্ৰৰ অসমীয়া : আবেদন, বিজ্ঞাপন, প্ৰতিবেদন লিখন, বাতৰি লেখন, নিবিদা লেখন দক্ষতা	১২	২০

পঠন-সামগ্ৰীঃ

নিকা অসমীয়া ভাষা	: মহেশ্বৰ নেওগ
অসমীয়া ব্যাকৰণ প্ৰৱেশ	: গোলোকচন্দ্ৰ গোস্বামী
অসমীয়া ৰচনা সংকলন	: তুলতুল বৰুৱা (সম্পা.)
ধ্বনিবিজ্ঞানৰ ভূমিকা	: গোলোকচন্দ্ৰ গোস্বামী
যোগাযোগ কলা	: নীৰাজনা মহন্ত বেজবৰা
অসমীয়া আখৰ জোঁটনিৰ কথা	: শিৱনাথ বৰ্মন
অসমীয়া আখৰ জোঁটনি আৰু লিপ্যন্তৰ পদ্ধতি	: গুৱাহাটী বিশ্ববিদ্যালয়
অসমীয়া ভাষা-সাহিত্য চৰ্চাকাৰীসকলৰ হাতপুথি	: ৰমেশ পাঠক
ব্যৱহাৰিক অসমীয়া ব্যাকৰণ	: উপেন ৰাভা হাকাচাম
বিজ্ঞানলেখকৰ হাতপুথি	: দীনেশ চন্দ্ৰ গোস্বামী

Graduate Attributes:জ্ঞান-আধাৰ, ব্যৱহাৰিক উপযোগিতা, জীৱনজোৰা বিদ্যা
Course Objective:এই কাকতখনৰ উদ্দেশ্য অসমীয়া ভাষাৰ ব্যৱহাৰিক জ্ঞানৰ আভাস দিয়া।
Learning Outcome:এই কাকতখন অধ্যয়ন কৰিলে ছাত্ৰ-ছাত্ৰীসকলে ভাষাটোৰ ব্যৱহাৰিক জ্ঞান আয়ত্ত কৰাৰ লগতে কৰ্মক্ষেত্ৰত অসমীয়া ভাষা প্ৰয়োগৰ দক্ষতা আহৰণ কৰিব পাৰিব।
Theory Credit: 1
Practical Credit: 1
No. of required classes: 24
No. of contact classes: 20
No. of non-contact classes: 4

Course Outcome:
This paper would seek to acquaint students with the literary practices and trends. It presents a sampling of poems and stories so as to enable students to engage with possibilities of reading and approaching English literature.

Poetry:
30 Marks
W. B. Yeats
: No Second Troy
Sarojini Naidu
: The Palanquin Bearers
Sujata Bhatt
: So Many Oaks
Margaret Atwood:
This was a Photograph of Me
Stories:
20 Marks
Mahim Bora:
Audition
Bryan MacMahon
: The Ring

Value Added Course:

Environmental Studies

Environmental Studies
Total marks: 50
Course level:100-199

No. of Credits: 2   No. of hours: 30

Unit1: Introduction to Environmental Studies 5 lectures Multidisciplinary nature of environmental studies; Scope and importance; Basic concepts: Renewable resources, no renewable resources, Common Property
resources, Tragedy of commons, Climate change, global warming Concept of sustainable development

Unit 2: Ecosystems 10 lectures What is an ecosystem? Difference between ecology and ecosystem. Structure and
function of ecosystem: Energy flow in an ecosystem: food chains, food web and

ecological succession. Case studies on any one of the following
a) Forest ecosystem
b) Grassland ecosystem
c) Aquatic ecosystems (ponds, streams, lakes, rivers)
d) Mountain ecosystem
Unit 5: Environmental Pollution and laws 15 lectures
 Environmental pollution: types, causes, effects and controls; Air, water, soil and noise

pollution Solid waste management: Control measures of urban and industrial waste. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements, policies and treaties

Suggested Readings:

1. Bharucha Erach : Text book on Environmental Studies, UGC, New Delhi
2. Carson, R 2002. Silent Spring. Houghton Mifflin Harcourt.
3. De A.K.: Environmental Chemistry, Wiley Eastern Ltd.
4. Kaushik Anubha and C.P.Kaushik : Perspective in Environmental Studies, New Age International
5. Rajagopalan, R. (2018). Environmental Studies. (3rd Edition) Oxford University Press
6. S. C. Santra (2011): Environmental Science, New Central Book Agency

Graduate Attributes

I. Course Objective:

The course objective is to develop an understanding of the basic concepts of environmental studies. This course will help to know the environment around us. It also gives an idea of various laws to protect environment.

II. Learning Outcome:

 After going through this course students can visualize the importance of environment for human mankind. This course will help to make an understanding of the various concepts which are frequently used by us. This course also enable students to know the problems of a particular environmental event through case studies and also help them to go through the various available laws that can minimize the environmental problems.

Theory Credit: 2
No. of Required Classes: 30
No. of Contact Classes: 30
No. of Non-Contact Classes: 0

Multidisciplinary Course (MDC)

1. **Natural and Physical Sciences**

   MDC-1: Introduction to Natural and Physical Sciences

   Unit 1: Structure and Constituents of the Material World—atoms, molecules, and ions; Essential Elements; Structure and Bonding; Acids and Bases; Chemical Formula and Equations; Night Sky.
   Unit 2: Laws of Nature— Gas laws; Kinds of Forces; Equilibrium, Kinetics, Osmosis; Heat and Thermodynamics; Electrical and Magnetic Behaviour of Nature, Friction, Waves & Oscillations.
   Unit 3:Properties of Matter— States and Strength of Materials, Optical properties-- Emissions and Absorptions, Interference, Diffraction, and Polarization; Nanomaterials; Smart Materials; Sounds and Musical Instruments.

2. **Commerce and Management**

   MDC-1: Basics of Commerce & Management
   Unit-1: Foundations of Business- Business, Trade and Commerce; Forms of Business Organization; Private, Public and Global Enterprises; Business Services; Emerging modes of business, Social Responsibilities of Business. (15 hrs)

Unit 2: Business Environment: meaning and features, Importance of business environment; Dimensions of business environment – Economic environment, Social environment, Technological environment, Political environment and Legal environment ; Economic environment in India- Impact of Government Policy changes on business and industry. (15 hrs)

Unit 3: Management – Meaning and Significance of management, Principles of Management; Functions of Management- Production Management, Financial Management, Human Resource Management and marketing Management; Process of Management - Planning, Organizing, Staffing, Directing, Coordinating and Controlling. (15 hrs)

Recommended Books:

1. Business Organisation and Management by P.C. Tulsian , Pearson Education.
2. Business Environment by V. C. Sinha & Ritika Sinha, SPBD Publishing House.
3. Business Environment by Amit Kumar, Sahitya Bhawan Publications.
4. Principles and Practice of Business Management by L M Prasad, Sultan Chand & Sons.

3. Humanities and Social Sciences

MDC-1: Humanities & Social Sciences-I: Makers of Modern Assam

Unit I: Language, Literature & Culture

a. Architects of modern Assamese language & literature
AnandaramDhekiyalPhukan, LakshminathBezbaruah&BanikantaKakati

b. Architects of modern Assamese music & culture
Jyoti Prasad Agarawala, Bisnhu Prasad Rabha&Dr.Bhupen Hazarika

Readings:

AnandaramDhekiyalPhukan:

AmalenduGuha, Impact of Bengal Renaissance on Assam 1825-1875, The Indian Economic and Social History Review, 1972.

Anandaram Dhekiyal Phukan, A Few Remarks on the Assamese Language and vernacular education in Assam

Gunabhiram Barua, AnundaramDhekiyalPhukanarJivanCharitra:, Publication Board Assam, 1971

Hiren Gohain, Origins of the Assamese Middle Class, Social Scientist, 1973

Maheswar Neog, AnandaramDhekiyalPhukan: Plea for Assam and Assamese:, Assam Sahitya Sabha, 1977

Nanda Talukdar (ed), Ananda Ram DhekialPhukanarRachanaSangrah (9th Edition): published by Khagendra Narayan Dutta Barua, Lawyers Book Stall, 1999

Prafulla Mahanta, AsomiyaMadhyabittaShrenirItihas:, Purbanchal Prakash, Guwahati, 2021.

LakshminathBezbarua:

Hiren Gohain, Origin of the Assamese Middle class, Social Scientist, 1973

Lakshminath Bezbaroa, Mur Jivon Sowaran:, Lawyers Book Stall, 1999

Madhumita Sengupta, Becoming Assamese: Colonialism and New Subjectivities in Northeast India, Routledge, 2016

Maheswar Neog, Lakshminath Bezbaroa; The Sahityarathi of Assam:, Gauhati University, 1972

Maheswar Neog, Lakshminath Bezbarua: An Introduction, Assam Sahitya Sabha, 1968

Prafulla Mahanta, Asomiya Madhyabitta Shrenir Itihas:, Purbanchal Prakash, Guwahati, 2021.

TilottamaMisra, Literature and Society in Assam, Bhabani Books, Guwhati, 2019

BanikantaKakati:

MaheswarNeog, Banikanta Rachanvali (2nd Edition), Publication Board Assam, 2002

Jagat Chandra Kalita (ed), Assamese: Its Formation and Development (4th Edition): BanikantaKakati, LBS Publications

Jyoti Prasad Agarwala

Akhil Ranjan Dutta, Jyoti Prasad Agarwala: A Revolutionary Cultural Architect of Twentieth century Assam, Social Change, 2012

Arup Kumar Dutta, Jyotiprasad: Prince of Beauty,Anwesha, 2003

Anil Roychowdhury, Axamiya Bhashar Darshan, AankBaak, 2016.

Dayananda Pathak, JyotiprasadAgarwala: Man and Mission, Publication Board of Assam, 2007

Hiren Gohain (ed), JyotiprasadRachanavali (6th edition), Publication Board Assam, 2003

SurjyaKanta Hazarika, Bhupen Hazarika Rachanavali(Vol 1, 2, 3), S.H Educational Trust, 2008

BishnuRabha

Anil Roychowdhury, AxamiyaBhashar Darshan,AankBaak, 2016.

ArupjyotiSiakia, A Century of Protests: Peasant Politics in Assam Since 1900, Routledge, New Delhi, 2014.

Ismail Hussain, Bishnu Rabhar Jivon Aru Darshan (2nd Edition), JyotiPrakashan, 2000

Rava Rachanavali Prakasan Sangha, Bishnuprasad RabhaRachanaSamahar, 2008

Surjya Hazarika (ed), Bhinnajanar Dristit Bishnu Prasad Rabha, S.H Educational Trust, 2008

Bhupen Hazarika:

AkhilRanjan Dutta, Forcing Prison Doors: Socio-Cultural Mission of Bhupen Hazarika, Social Change, 2012

Tarun Kalita, Manik Chandra Nath (eds), Dr. Bhupen Hazarika: A Multifaceted Personality, TTN College Publication Board

Surjya Kanta Hazarika, Bhupen Hazarika Rachanvali (Vol 1, 2, 3), S.H Educational Trust, 2008

Unit: Framers of the Political Foundations

a. Initial foundation: AsomChatraSanmilan& Assam Association

b. Consolidating the foundation: Tarun Ram Phukan&GopinathBardoloi

c. Tribal consciousness and their rights: Kalicharan Brahma &BhimbarDeori

Readings

Asom Chatra Sanmilan and Assam Association:

Devabrata Sharma, AsomiyaJatigathanPrakriya Aru JatiyaJanagosthigataAnusthanSamuh,EkalavyaPrakashan, 2022

Manorama Sharma, Student Power and Nationalism: An Assessment of the Assam ChatraSanmilan, 1916-1939, in Student power in Northeast India: Understanding Student Movements, Apurba K. Baruah (ed), Regency Publications, New Delhi, 2002.

PrafullaMahanta, AsomiyaMadhyabittaShrenirItihas:, Purbanchal Prakash, Guwahati, 2021.

Shiela Bora, Trends in the Rise of Student Power in Assam 1916-1947, in Student power in Northeast India: Understanding Student Movements, Apurba K. Baruah (ed), Regency Publications, New Delhi, 2002.

Tarunram Phukan:

LaxmiNathTamuly, GopinathBordoloi (2nd Edition), Publication Board Assam, 2003

TarunramPhukanRachanvali: AxamPrakashanParishad, 2015

Gopinath Bordoloi:

Bordoloi Committee Report/ Sub-committee on the Northeast Frontier (Assam) Tribal and Excluded Areas.

LaxmiNathTamuly, GopinathBordoloi (2nd Edition), Publication Board Assam, 2003

Nirode K Barooah,GopinathBordoloi, The Assam Problem and Nehru's Centre,Bhabani Publications, 2010

Nirode Kumar Barooah, GopinathBordoloi Aru Assam: Tetia Aru Etia, 2010

UdayonMisra, Burden of History, Oxford University Press, 2018

Kalicharan Brahma:

B. Narzary, M. Mitra,Journey Towards Enlightenment: Gurudev and Bodo Society, GBD Publishers, 2004

Devendranath Sharma, GurudevKalicharan Brahma, Assam Sahitya Sabha, 1983

KumudRanjanBasumatary, GurudevKalicharan Brahma: The Emergence of Bodo Ethnic Consciousness in early 20th century, International Journal of Humanities and Social Sciences, 2017

M.K Brahma, GurudevKalicharan Brahma: His Life and Deeds, N.L Publications, 2001

Sujit Choudhury, The Bodos: Emergence and Assertion of an Ethnic Minority: BhimbarDeuri

Dr.RatneshwarDeuri, JononetaBhimbarDeuri, Publisher AnjanliDeuri, 2018

IndibarDeori,JonogosthiyoSamasya: Atit, Bartaman Aru Bhabishyat, Bandhab, 2015

MadhabjyotiDeuri, AxomorTrankortaBhimbarDeuri, SamannayPrakashan, 2009

Munindra Das, AxamarNrigosthiyaUttaranarItihash: Samashya- Sangram- Praptil, Banalata, 2020

Unit 3: Women Education, Politics and Literature

a. Baptist Missionaries & women education

b. ChandraprabhaSaikiani, AmalPrabha Das & Raja Bala Das

c. AsomLekhikaSamaroh

Baptist Missionaries and Women Education:
American Baptist work in Assam, India, 1926.
Anupama Ghosh,Evangelism in Assam: Schools and Print Culture 1830s-1890s,
Indian History Congress, 2014.
ArchanaChakravarty, History of Education in Assam 1826-1919, Mittal
Publications, 1989
Lakshahira Das, Development of Secondary Education in Assam,Omsons
Publications, 1990
Milton S Sangma, History of American Baptist Mission in North-East India (Vol
2), Mittal Publications, New Delhi, 1992
Suryasikha Pathak, Missionary Wives in the Evangelical Project in Colonial
Assam: Life and Times of Mrs P.H Moore, ICHR, Guwahati, 2008

Chandraprabha Saikiani
AparnaMahanta, ChandraprabhaSaikiani:
SwadhinatapurbaAsamorStriSikshaaruNariJagaran, Anwesha Publications, 2014.
Hiranya Borah, Chandraprabha: The Iron Lady of Assam, Bluerose publishers,
2021
MadhurimaGoswami (ed),ChandraprabhaSaikiani: A Force in History, DVS
Publishers, 2020
Nandana Dutta (ed), Communities of Women in Assam: Being, Doing and Thinking
Together,Routledge, London, 2016
R Doley, N Choudhury, AgnikanyaChandraprabhaSaikiani: A Collection of
Articles, Tezpur University, 2014.
Amal Prabha Das
Smaranika: A Souvenir of AmalPrabha Das Birth Centenary Celebration, Sarania
Ashram, Guwatai, 2011
Samiran Das, Amalprabha Das: A Biographical Work, Kasturba Gandhi National
Memorial Trust, Guwahati, 2004/2011
Rajabala Das
Rajabala Das, Three Score Years and Ten: One Life Many Memories (An
autobiography of Rajabala Das translated by Aditi Choudhury), Handique Girls'
College, Guwahati, 2017
Pori Hiloidari, Assamese Women: The Pathbreakers, Handique Girls' College,
Guwahati
Asom Lekhika Samaroh:
Nandana Dutta, Communities of Women in Assam: Being, Doing and Thinking
Together, Routledge, London, 2016

4. Information and Communication Technologies

MDC-1: Information and Communication Technologies-I
Early History of Computer, Evolution of computing system, Generations of
Computer, Types of Computer.
Components of Computer System, Functionalities of a computer, Basic I/O
devices: Point and draw devices, Data Scanning device, Voice Recognition

Devices, Digitizers. Introduction to number system. Different computer software and types, Classification of software, classification based on task, source and licence, quality of a good software.

Introduction to IT revolution, Overview on development in the field of Information Technology, Hardware and software development, Recent development in Information Technology, Application of ICT in various disciplines, Basic concept on innovation.

Concept of Internet; Uses of Internet; connecting to internet; ISP; Basics of internet connectivity. World Wide Web and Websites; Web Browsing softwares, Search Engines; Searching information in web. Understanding URL; Domain name; IP Address; Basics of electronic mail; Email account; Sending and receiving emails; Accessing sent emails; Email attachment.

Introduction to Storage Systems: Overview of storage hierarchy and storage technologies, Characteristics of primary, secondary, and tertiary storage. Introduction to cloud storage models (e.g., S3, Azure Blob Storage), Data durability, availability, and scalability in cloud storage. Emerging Trends in Storage: Flash-based storage technologies (e.g., SSD, NVMe).

Skill Enhancement Course:

1. *Computer Office Automation*

Subject: Information Technology in Business

Course: SEC   Total Marks:-100
Course Level: (External-50)
Course Title: Computer and Office Automation (Internel-50)
Course Description: The main objective of this course is to make the students aware about the best use of
technology to make the business potent. As it is an established fact that technology can become one of the key
success factors for the company, enhanced knowledge of technology and advanced computer applications can
give added advantage to new generation managers. The entry of big multinationals in Indian market also makes
it pertinent for managers to have proficiency in latest technologies so that they can gain an edge over other
professionals. This course is designed to provide proper support to the students for better understanding of
technology and its application in business today.
Evaluation pattern:
Quiz 10% Assignments / Projects 10% Class participation 10% Mid Semester Examination 30% End Term
Examination 40% Pedagogy: Lectures⦾ Case study⦾ Minor projects⦾ Session Course Content Percentile

weightage 1 - 4 Information Technology's Role in Business and its Basics 15% 5- 10 Identifying Competitive

advantages through technology, Supportive 15% organizational structure for Strategic Initiatives 11 - 17

Strategic Initiatives using IT : SCM, CRM and ERP, Measuring the success of Strategic Initiatives 15% 18 - 25

Extending the organization, Building a Customer Centric Organization, Integrating Organization 15% 26 - 32

Organizational Information, Accessing Organizational Information, Creating Innovative Organizations 10% 33 - 41

Teams, Partnerships and Alliances, Building Software to support an agile organization, 15% 42 - 50 Outsourcing

Development, Ethics in using IT, Emerging Trends and Technologies 15%

Text Book: 1. Business Driven Technology by Haag/Baltzan/Philips, 2nd ed Tata McGraw Hill Publication.

Reference Books: 1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson,

Pearson Education 2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson

Education 3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition,

Thomson Press 4. E-commerce – A Managerial Perspective by P. T. Joseph, Prentic Hall India Publications. 5.

Marketing of High-Technology Products and Innovations, 3/e by Jakki J Mohr, Sanjit Sengupta, Stanley Slater,

Pearson Education.

2. *Photoshop*

SKILL COURSE SYLLABUS

Photoshop (20 Lectures)
1. Introduction (4Lectures)
Openandcreatenewimages,Theinterface,Zoominandoutandpanaround,Toundo,   Save   an image
2. Image editing (2 Lectures)
Resize an image, Image resolution, Crop and straighten an image, Canvas size adjustments
3. Work with layers (2Lectures)
ViewandselectlayersintheLayerspanel,WorkwithlayersintheLayerspanel,Resize   layers,   Add images to
design, Backgroundlayer
4. Image quality (2 Lectures)
Image exposure, Color vibrance, Hue and saturation of colors, Work with adjustment layers
5. Make selections (2Lectures)
Make a selection to edit part of an image, Selection tools, Select and mask workspace
6. Retouch images (1Lectures)

Remove objects, Clone stamp tool, Remove objects with content-aware fill

7. Use color (2Lectures)

Brush tool, Foreground and background color boxes, Color picker

8. Text and shapes (2Lectures)

Add and edit text, Create a shape (pre-defined and custom)

9. Combine images (2Lectures)

Add texture to an image, Add an object to an image using a layer mask, Use a layer mask to hide a

background

10. Apply filters (1Lectures)

Use of filter gallery, Use of Smart Filter

3. *Handloom & Textile*

Uploaded soon

4. *Data collection & Presentation*

Credits: 4 Marks: 100

Course Outcomes:

This course helps students in understanding use of data, presentation of data using computer software

like MS-Excel. Students will be involved practically to preparation of questionnaires/interview

schedules, collection of both primary and secondary data and itspresentation. Students will also be asked

to prepare a report on collected data and will be evaluated accordingly.

Course Outline:

1. Use of Data

Use of data in social sciences; types and sources of data; data collection methods. Population

census versus sample surveys. Random sampling.

2. Questionnaires and Schedules

Meaning; how to prepare a questionnaire and interview schedule; use of questionnaire and interview schedule for data collection.

3. Presentation of Data

Data presentation in tabular formats; use of diagrams for data presentation; creating charts and diagrams in MS-Excel – bar, line, pie, scatter, radar, bubble diagrams, population pyramids.

Readings:

1. S P Gupta, Statistical Methods, S Chand.

2. Webtech Solutions Inc., Mastering Microsoft Excel Functions and Formulas

5. *Retail management*

(Syllabus 1)

OBJECTIVES:
Enable students to acquire skills in Retail Management.
⬜to familiarize the students with the latest retail business .
⬜Is to familiarize Retail marketing mix.
LEARNING OUTCOMES:
To implement about business and the external forces that influence retailing.
⬜To make the students understand the business transformation and effective utilization
⬜of retail store To accustom the students to the various retail operation in the field of marketing.
UNIT 1:
Introduction to Retail Business: 04 HRS

Definition-functions of retailing-types of retailing-forms of retail business ownership. Retail formats-
Retail theories-Wheels of retailing-Retail life cycle. Retail business in India: influencing factors- Present

Indian retail scenario. International perspective in retail business
UNIT 2:
Consumer behaviour in retail business: 04HRS
Buying decision process and its implication on retailing-influence of group and individual factors,
customer shopping behaviour, customer service and customer satisfaction. Retail planning process:
factors to consider in preparing a business plan-implementation-risk analysis.
UNIT 3
Retail operations: 04 HRS
Factors influencing location of store-market area analysis-Trade areas analysis-rating plan method-site
evaluation. Retail operations: stores layout and visual merchandising, stores designing, space planning,
inventory management, merchandise management, category management.
UNIT 4:
Retail marketing mix: 10 hrs
HRS Introduction-product: decisions related to selection of goods (Merchandise Management
Revisited)-Decisions related to delivery of services. Pricing: influencing factors-approaches to pricing
price sensitivity-value pricing-markdown pricing. Place: supply channel-SCM principles-Retail logistics-computerized replenishment system-corporate replenishment policies. Promotion: setting

objectives-communication effects-promotional mix. Human resource management in retailing -

Manpower planning-recruitment and training compensation-performance appraisal methods.

UNIT 5
Impact of information technology in retailing: 08 HRS
Non-store retailing (E-Retailing)-The impact of information technology in retailing-integrated systems
and networking-EDI-Bar Coding-Electronic Article surveillance-electronic shelf labels-customer
database management system. Legal aspects in retailing, social issues in retailing, ethical issues in
retailing.
SKILL DEVELOPMENT
Draw a retail life cycle chart and list the stages.
✓Draw a chart showing a store operations
✓List out the major functions of a store manager diagrammatically
✓List out the current trends in e-retailing
✓List out the Factors Influencing in the location of a New Retail outlet.

REFERENCES:
1. Suja Nair; Retail Management,HPH
2. .Karthic –Retail Management, HPH
3. S.K. Poddar&others –Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH 18
5. Barry Bermans and Joel Evans: "Retail Management –A StrategicApproach", 8th edition,PHI/02
6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, NewDelhi, 2003.
7. Swapna Pradhan : Retailing Management, 2/e, 2007 & 2008, TMH 8. K. Venkataramana, Retail
Management, SHBP.
9. James R. Ogden & Denise T.: Integrated Retail Management
10. A Sivakumar : Retail Marketing , Excel Books
11. Ogden : Biztantra, 2007
12. Levy & Weitz : Retail Management -TMH 5th Edition 2002
13. Rosemary Varley, Mohammed Rafiq-: Retail Management
14. Chetan Bajaj : Retail Management -Oxford Publication.
15. Uniyal &Sinha : Retail Management -Oxford Publications.
16. Araif Sakh ; Retail Managem

6. *Rural Marketing*

Skill Enhancement Course

Course Objectives: The objective of the course rural marketing is to familiarize the students with the
conceptual understanding of rural marketing and is corresponding development practices in Indian
context.

Course Outcome: The course outcome of Rural Marketing may be as follows:

▢ Understanding the agricultural marketing system and role of price discovery in our economic

system

▢ To Understand, defined, and explain value added processing

▢ To Understand, define and explain competition in the market place.

▢ To Understand, define and explain consumer demand issues.

▢ To understand the role of information technology in rural marketing.

Unit – I: Introduction to Rural Marketing:

Meaning, Scope, Definition and Importance of Rural versus Urban Marketing, Growth of Rural Market,

Basic Different between Rural, Semi-Urban and Urban Markets, Profile of Rural Consumer Behavior.

Unit – II: Role of Government in the Development of Agricultural Marketing:

Government Intervention in Marketing System, Role of Agencies like State Agricultural Marketing

Boards, Co-Operative Marketing, Types of Co-Operative Marketing Societies, AGMARK, National

NCDC (National Co-operative Development Corporation), Publics Distribution System, Self-Help

Group in Assam (SHGs), North Eastern Regional Agricultural Marketing.

Unit – III: Agricultural Credit and Crop Insurance:

Agricultural Credit Policy, Institutional Agreement for Agricultural Credit, Crop Insurance, Agricultural

Insurance.

Unit – IV: Role of Information Technology in Rural Marketing:

Infrastructure, Importance and Scope, Modern Techniques for Rural Distribution.

Reference Books:

1. Rural Marketing: Ashok Jain, Varun Jain.

2. Rural Marketing Text and Cases: Krishnamacharyulu and Lalitha Ramkrishnan

3. Rural Marketing: Pradeep Kashyap.

7. *English grammar and composition skill*

Course objectives: The objectives of the course are to expose the students to the basic that they require in

their day-to-day academic setting at the under graduate level, the grammar is introduced in context through the

Text and further practices is providing through exercises. The course also helps students sharpen their reading

and writing skills.

Course Outcome: The Course outcome of the English Grammar and Composition are as follows,

1. It helps the students produce grammatically correct English.

2. To develop writing skills for the academic work.

3. Exposes them to the variety of reading text

4. To give them in writing exercise.

Unit-1

Introduction to the basic grammar.

1. Tenses

2. Modals

3. Determiners, pronouns, and Noun phrases

4. Preposition, Adjectives and Adverbs

5. Verb structure

6. Word Formation

7. Conditional, clauses, question, Indirect speech

8. Sentences and variety of English

Unit 2 Reading

1.Prediction and Previewing skill.

2. Skimming skill

3Reading for comprehension

5. Reading for details

Unit 3 Reading

1.Application Writing.

2.Precise writing

3.Comprehensive Test.

4. Letter writing.

Reference Book

1. A Higher English Grammar and Composition by P.K. Dey Sarkar

2. Good English Grammar and Composition by Assam publishing company

3 .Modern English Grammar by Assam Publishing Company

8. Basic programming in C

 (Skill Enhancement Course)

---ByDept of Computer Science, GU

1. Learning Outcomes: After completing this course, the students will be

▯ Familiar with what a programming language is

▯ Familiar with flowchart and pseudo code

▯ Familiar with the constructs of C programming languages

▯ Capable of writing basic C programs

2. Prerequisites: NIL

3. Semester: 1

4. Course type: Skill Enhancement Course

5. Course level: 100-199

6. Theory credit:2

7. Practical credit: 1

8. Number of required hours:

a) Theory: 30 hrs (30classes)
b) Practical: 30 hrs (15 classes)
9. Reference books:

⬚ B.S. Gottfried, "Schaum's Outline of Theory and Problems of Programming with C", Mcgraw-
Hill, 2007.

⬚ B. Kernighan, D. Ritchie, "The C Programming Language", Second Edition, Prentice Hall, 1988
⬚ E. Balaguruswami, "Programming in ANSI C", 2nd Ed., Tata McGraw Hill, 2004.
10. Contents of Syllabus:

Unit 1: Programming Basics (3 Lectures)
Introduction to programming languages. Low-level and high-level language and their characteristics. Compiler vs.
interpreter. IDE. Bugs and its types. Algorithms, pseudocodes and flowcharts. Overview of the C programming
language. Structure of a C program.

Unit 2: Data types and Operators (6 Lectures)
Basic data types in C - integers, floats, doubles, characters, and void. Size and range of values of data types.
Variables. Declaring variables. Operators and expressions, Input and output statements – getchar(), getc(), getch(),
putchar(), putc(), puts(), scanf(), printf(), format specifiers. Typecasting. Operators in C – binary and unary
operators. Arithmetic, assignment, logical, comparison, bitwise and conditional operators. Order of precedence of
operators. Associativity of operators. Expressions and statements in C. L-value and R-value. Basic syntax and
semantics for expressions and statements.
Unit 3: Control Structures, Functions and Header files (8 Lectures)
Control structures in C. Decision making with if, if-else, switch statements. Nested conditions. Looping with
while, do-while, and for statement. Break and continue statements. Nested loops. Introduction to functions.
Function prototypes and arguments. Defining and calling functions in C. Return values and types. Formal and
actual parameter. Call by value, Call by reference. Introduction to recursion. Writing recursive functions in C.
Importance of main() function, return type of main() function. Preprocessor directives. Include and Define
statements. Header files.
Unit 4: Arrays and Strings (4 Lectures)

Introduction to arrays. Declaration and initialization of arrays. Accessing array elements. Multidimensional

arrays. Introduction to strings. Declaration and initialization of strings. String input and output in C. String

manipulation functions in C – strlen(), strcpy(), strcat(), strcmp().

Unit 5: Pointers and Memory Allocation (3 Lectures)

Introduction to Pointers. Pointer declaration and initialization. Pointers and addresses. Pointers and arrays.

Pointers and functions. Review of call by reference. Pointer arithmetic.

Unit 6: Structure and Union (3 Lectures)

Introduction to structures. Declaration and initialization of structures. Accessing structure members. Nested

structures and arrays of structures. Unions in C. Declaration and initialization of unions. Accessing union

members. Differences between structures and unions.

Unit 7: File Handling and Preprocessor Directives (3 Lectures)

Introduction to file handling in C. Opening and closing files – fopen(), fclose(). Modes of opening a file. Binary

files and text files. Reading and writing files – fgetc(), fgets(), fread(), fputc(), fputs(), fwrite(). File pointers.

List of Practical

(This is a suggestive list only. Problems need not be restricted to this list.)

1. Write a program in C to print "Hello World"

2. Write a program to take input of two numbers and print their sum, product and difference.

3. Write a program to find the smallest or greatest of three numbers given as input.

4. Write a program to compute simple interest from user given inputs.

5. Write a program to compute factorial of a user given number.

6. Write a program to print the sum and product of digits of an integer.

7. Write a program to print a triangle of stars as follows (take number of lines from user as input):

8. Write a program to reverse a number.

9. Write a program to compute the sum of the first n terms of the following series

S = 1+1/2+1/3+1/4+......

10. Write a program to compute the sum of the first n terms of the following series

S =1-2+3-4+5......

11. Write a function that checks whether a given string is Palindrome or not.

12. Write a function to find whether a given no. is prime or not.

13. Write a program to compute the factors of a given number.

14. Write a program that accepts 10 numbers from the user, stores the numbers in an array and finally

displays the maximum and minimum of the numbers.

15. Write a program to perform following operations on strings:

a) Convert all lowercase characters to uppercase

b) Convert all uppercase characters to lowercase

c) Calculate number of vowels in the string

d) Reverse the string

16. Write a program to implement struct in C. Create a structure of Student with RNo, Name and other

credentials with proper datatype and print the same.

17. Write a program to implement union in C. Create a structure of Person with Pid, Name and other

credentials with proper datatype and print the same.

18. Write a C program that opens a file for reading and displays the contents of the file in binary mode and

text mode.

19. Write a C program that opens a file for reading and displays the contents of the file character by character

and line by line on the screen.

20. Write a C program to open a file and count the number of characters and lines in the file.

21. Write a C program that opens a file in append mode and allows the user to add text to the end of the file.