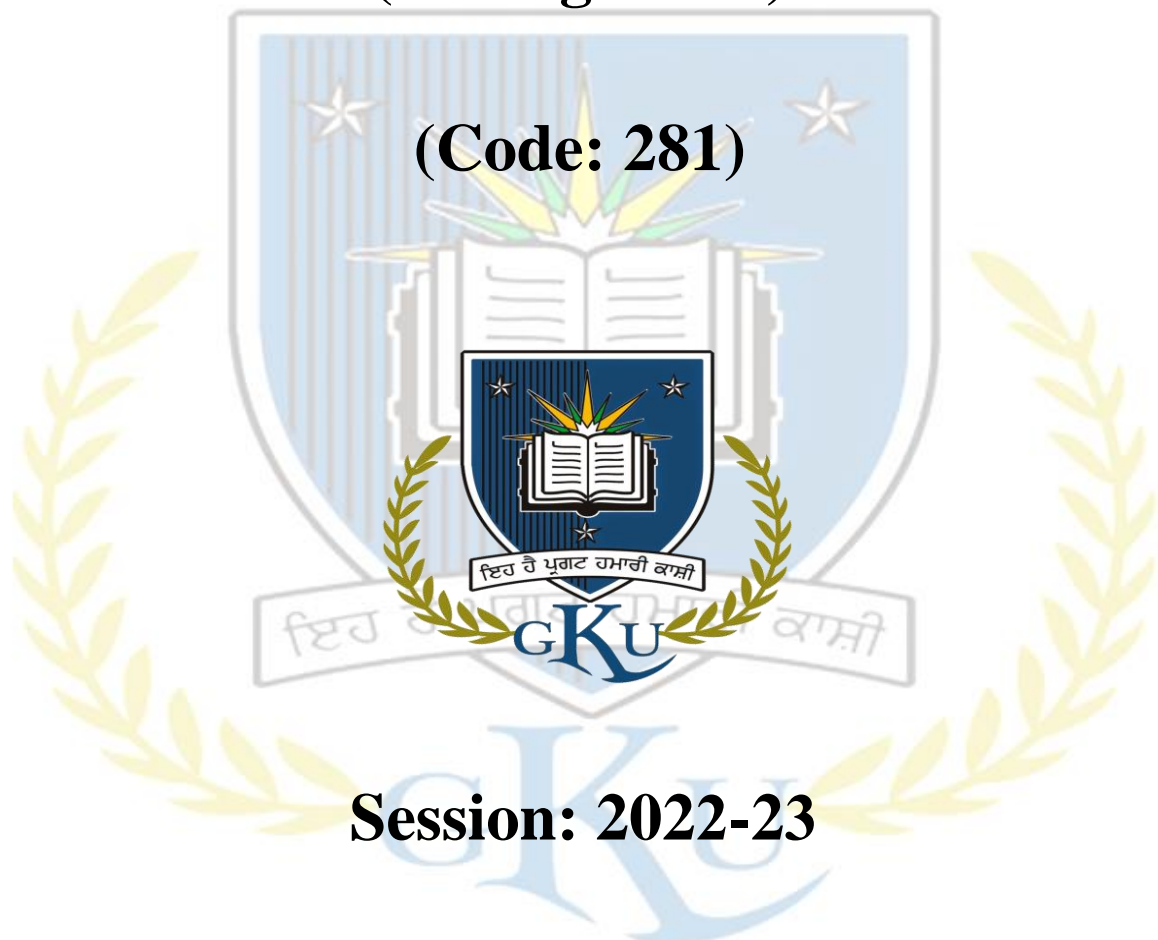


# **Program Syllabus Booklet**

**Doctor of Philosophy**

**(Management)**

**(Code: 281)**



**Session: 2022-23**

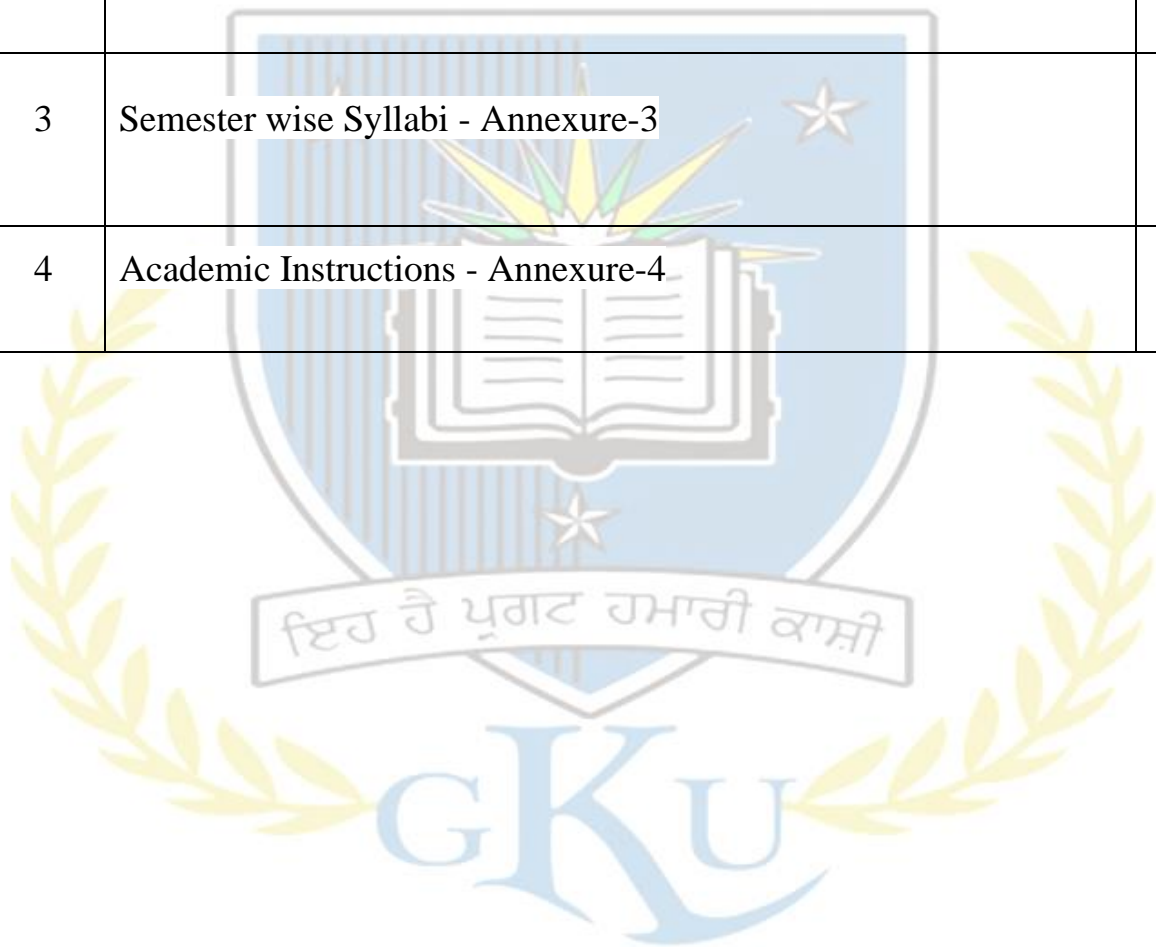
**University College of Commerce and  
Management**

**Guru Kashi University  
Talwandi Sabo**



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**Program Name: Ph.D. Management**

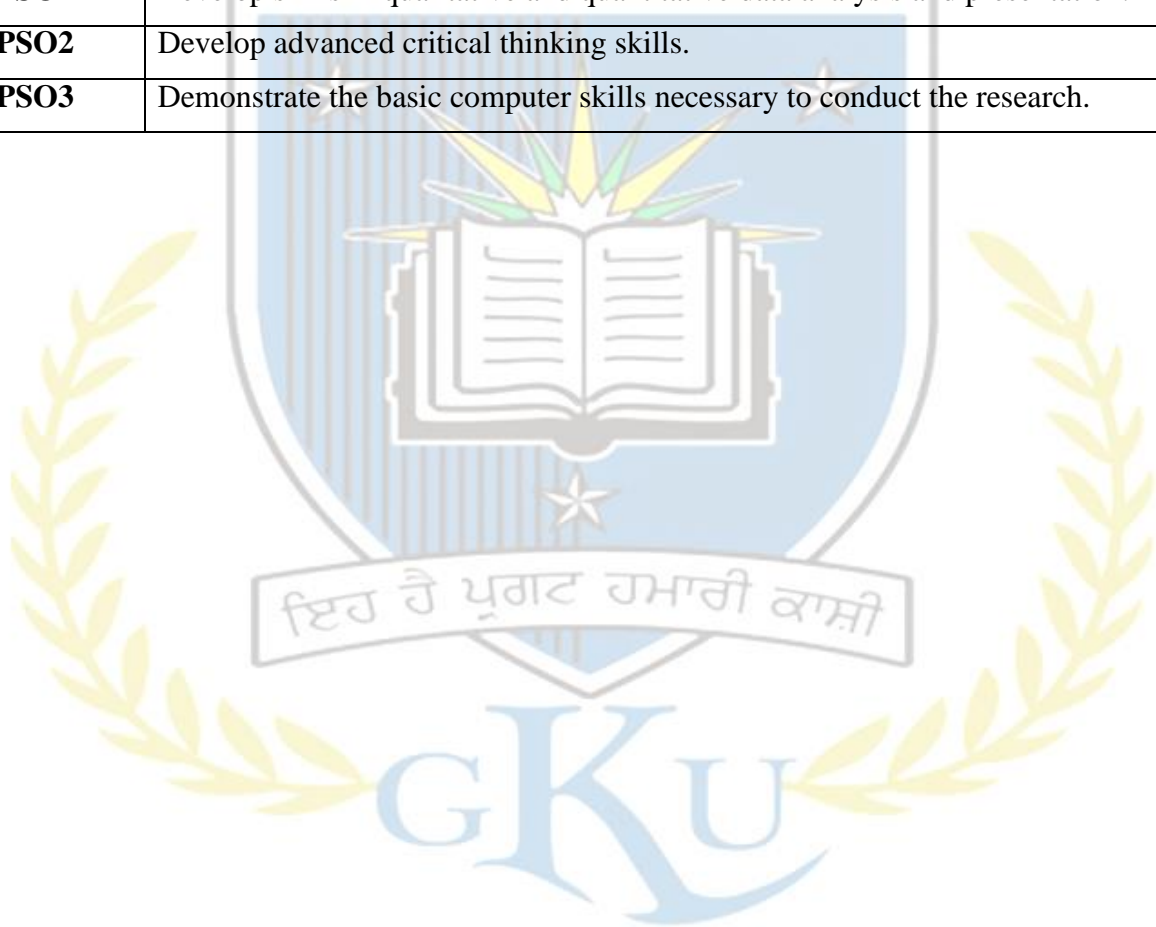
**Program Code: 281**

**The Program Outcomes (POs) for Ph.D. Management are as follows:**

<b>PO</b>	<b>Statement</b>
<b>PO1</b>	Advanced-level knowledge of the general field of general Management and expert knowledge in their field of specialization
<b>PO2</b>	Identify, formulate, review research literature, and analyze complex managerial problems reaching substantiated conclusions using first principles of management, global changes and managing group conflict.
<b>PO3</b>	Design solutions for complex managerial problems and job design or processes that meet the specified needs with appropriate consideration for the manpower planning, and the group dynamics, and environmental reforms.
<b>PO4</b>	Appreciation of the limitations of one's own work and discipline, of the complexity of knowledge, and of the potential contributions of other interpretations, methods, and disciplines. Ability to critically evaluate current research and research techniques and methodologies, and to address these gaps.
<b>PO5</b>	Implement research for the generation of new knowledge, applications, or understanding at the forefront of the discipline and to adjust the research design or methodology in the light of unforeseen problems.
<b>PO6</b>	Promotes social development by generating and directing human energies towards the needs of the society such as health care, education, clean environment etc.
<b>PO7</b>	Examines the moral validity of the choice. Equity, social justice fundamentally with a fair distribution of benefits from health and social development.
<b>PO8</b>	Collaboration within a group can help solve difficult problems. By working together, teams can find the solutions that work best.

**The Program Specific Outcomes (PSOs) for Ph.D. (Management) are as mentioned below:**

<b>PSO</b>	<b>Statement</b>
<b>PSO1</b>	Develop skills in qualitative and quantitative data analysis and presentation.
<b>PSO2</b>	Develop advanced critical thinking skills.
<b>PSO3</b>	Demonstrate the basic computer skills necessary to conduct the research.



<b>Study Scheme</b>										
S r.	Subject Code	Subject Name	Type of Subj ect T/P	(Hours Per Week)			No. of Cred its	Inter nal Mark s	Exter nal Mark s	Tota l Mar ks
				L	T	P				
1	180101	Research Methodology	T	4	0	0	4	50	50	100
2	<b>Elective-I</b>									
3	180104	Research and Publication Ethics	T/P	1	0	2	2	50	50	100
4	B281101	Recent Advances in Management studies	T	4	0	0	4	50	50	100
5	281102	Seminar	P	N A	N A	N A	2	100	NA	100
Total No. of Credits							14/1 5			

<b>Elective-I (Select one of the following subjects)</b>										
S r.	Subject Code	Subject Name	Type of Subj ect T/P	(Hours Per Week)			No. of Cred its	Inter nal Mark s	Exter nal Mark s	Tota l Mar ks
				L	T	P				
1	180102	Computer Applications in Research	T/P	1	0	2	2	100	NA	100
2	180105	Statistical Methods	T	3	0	0	3	50	50	100
3	180106	Technical Writing, Communication Skills and Library and Information Services	T	3	0	0	3	50	50	100



**Course Name: Research Methodology**

**Course Code: 180101**

**Semester 1<sup>st</sup>**

**L T P**

**Credits: 04**

**4 0 0**

Course Outcomes: On successful completion of this course, the students will able to:

CO	Statement
CO1	Organize and conduct research in more appropriate manner
CO2	Identify the overall process of designing research from its origin to its report.
CO3	Describe the appropriate research design and develop appropriate research hypothesis for a research project.
CO4	Develop advanced critical thinking skills.
CO5	Enhance their writing skills.

**Course Contents**

**1) Research**

Objectives of Research, Research types, Research methodology, Research process – Flowchart, description of various steps, Selection of research problem

**2) Research Design**

Meaning, Objectives and Strategies of research, different research designs, important experimental designs, completely randomized, randomized block, Latin Square, Factorial experimental design.

**3) Methods of Data Collection and Presentation:**

Types of data collection and classification, Observation method, Interview Method, Collection of data through Questionnaires, Schedules

**4) Probability Distributions**

Discrete and Continuous probability distributions, Binomial, Poisson, Exponential, Normal, Frequency distribution, Cumulative Frequency distribution, Relative Frequency distribution.

**5) Sampling Methods:**

Different methods of Sampling : Probability Sampling methods , Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling and Multistage Sampling.

Non probability Sampling methods, Sample size

#### 6) Testing of Hypotheses:

Testing of Hypotheses concerning mean(s), Testing of Hypotheses concerning proportion (s), Testing of Hypotheses concerning variance(s)

Parametric tests (t, z and F) , Chi Square test.

#### 7) Analysis of Data:

Statistical measures and their significance: Central tendencies, variation, skewness, Kurtosis.

Analysis of Variance, One – way ANOVA

Correlation and Regression, Multiple Regression, Time series analysis, Factor Analysis, Centroid method.

Computer simulations using MATLAB / SPSS

#### 8) Report writing and Presentation:

Types of reports, Report Format – Cover page, Introductory page, Text, Bibliography, Appendices, Typing instructions, Oral Presentation.

#### References:

- Montgomery, D. C. (2017). *Design and analysis of experiments*. John Wiley & sons.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International. New Delhi
- Krishnaswamy, K., Sivakumar, A., & Mathirajan, M. (2006). *Research Methodology- integration of Principles, Methods and Techniques*.
- Chawla, D., & Sodhi, N. (2011). *Research methodology: Concepts and cases*. Vikas Publishing House.
- Cooper, D. R., Schindler, P. S., & Sun, J. (2006). *Business research methods* (Vol. 9, pp. 1-744). New York: Mcgraw-hill.
- Gupta, S. P. (2001). *Statistical Methods*, sultan Chand and sons. *New Delhi, 42*.

#### Websites links

- <https://library.sacredheart.edu/c.php?g=29803&p=185902>
- <http://www.mgcub.ac.in/pdf/material/20200412163718c034959fb5.pdf>
- <https://www.nedarc.org/statisticalHelp/advancedStatisticalTopics/hypothesisTesting.html>
- <http://web.cjcu.edu.tw/~jdwu/biostat01/lect004.pdf>

The mapping of PO/PSO/CO attainment is as follows:

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	3	2	2	2	2	3	2	3	2
CO2	2	2	2	3	3	3	3	2	3	2	-
CO3	3	3	2	2	3	2	2	-	2	2	3
CO4	3	3	1	2	1	3	3	3	3	3	2
CO5	3	2	2	1	1	3	3	3	3	3	2
Average	2.6	2.2	2	2	2	2.6	2.6	2.7	2.6	2.6	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Research and Publication Ethics**

**Course Code: 180104**

**Semester: 1<sup>st</sup>**

**Credits: 02**

**L T P**

**1 0 2**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Describe and apply theories and methods in ethics and research ethics.
CO2	Equip themselves with ethical issues related to Research and Publication.
CO3	Enhance their skills in writing and publishing their research work.
CO4	Comprehend the best practices/standards setting initiatives and guidelines of publications
CO5	Demonstrate the indexing and citation databases, open access publications and usage of plagiarism tools.

• **RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)**

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgments and reactions

• **RPE 02: SCIENTIFIC CONDUCT (5hrs.)**

1. Ethics with respect to science and research



2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

• **RPE 03: PUBLICATION ETHICS (7 hrs.)**

1. Publication ethics: definition, introduction and importance
2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
3. Conflicts of interest
4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
5. Violation of publication ethics, authorship and contributor-ship
6. Identification of publication misconduct complaints and appeals
7. Predatory publishers and journals

**PRACTICE**

• **RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)**

1. Open access publications and initiatives
2. SHERPA/ROMEO online resource to check publisher copyright & self-archiving policies
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

• **RPE 05: PUBLICATION MISCONDUCT (4hrs.)**

**A. Group Discussions (2 hrs.)**

1. Subject specific ethical issues FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

**B. Software tools (2 hrs.)**

Use of plagiarism software like Turnitin, Urkund and other open source software tools

• **RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)**

**A. Databases (4 hrs.)**

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

**B. Research Metrics (3 hrs.)**

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, CiteScore
2. Metrics: h-index, g-index, i10 index, altmetrics

**References:**

- Nagy, T. F. (2011). *Essential ethics for psychologists: A primer for understanding and mastering core issues*. American Psychological Association.
- Salzano, F. M., & Hurtado, A. M. (Eds.). (2003). *Lost paradises and the ethics of research and publication*. Oxford University Press.
- Nagy, T. F. (2005). *Ethics in plain English: An illustrative casebook for psychologists*.

American Psychological Association.

- Sieber, J. E. (Ed.). (2012). *The ethics of social research: Fieldwork, regulation, and publication*. Springer Science & Business Media.
- Singh, Y. K., & Dubey, B. (2021). *Introduction to Research Methods and Publication Ethics*. Friends Publications (India).

**Websites links:**

- <https://www.pearsonhighered.com/assets/samplechapter/0/2/0/5/0205708544.pdf>
- [https://www.budapestopenaccessinitiative.org/pdf/open\\_access\\_publishing\\_and\\_scholarly\\_societies.pdf](https://www.budapestopenaccessinitiative.org/pdf/open_access_publishing_and_scholarly_societies.pdf)
- <https://www.slideshare.net/ntorabi/research-metrics>

**The mapping of PO/PSO/CO attainment is as follows:**

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	3	2	3	2	1
CO2	1	1	3	2	2	3	3	1	3	2	3
CO3	3	1	3	2	3	2	3	2	3	2	1
CO4	3	1	3	1	3	2	3	2	2	2	2
CO5	1	3	2	3	2	3	3	2	1	2	1
Average	2.2	1.6	2.6	2.2	2.4	2.6	3	1.8	2.4	2	1.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Recent Advances in Management Studies**

**Course Code: B281101**

**Semester 1<sup>st</sup>**

**L T P**

**Credits: 02**

**1 0 2**

**Course Outcomes:** On successful completion of this course, the students will able to:

CO	Statement
CO1	Evaluate the global context for taking managerial actions of planning, organizing and controlling



<b>CO2</b>	Develop the organizational structure, staffing arrangements and safety and welfare aspects.
<b>CO3</b>	Maintain organization behaviour, group dynamics and conflict management
<b>CO4</b>	Implement marketing strategy for better result.
<b>CO5</b>	Contribute in corporate social responsibility, managing global changes.

### Course Contents

#### Unit I

**Basic concepts of management:** Definition, Need and Scope, Different schools of Management thought, Behavioural, Scientific, Systems, and Contingenc Contribution of Management Thinkers: Taylor, Fayol, Elton Mayo

#### Unit II

**Planning**– Concept, Nature, Importance, Steps, Limitations, Management by objectives

**Organizing** - Concept, Nature, Importance, Principles, Centralization, Decentralization,

**Organization Structures**- Line and Staff Authority, Functional, Product, Matrix, Geographical, Customer, New Forms of Organization, Virtual, Organizations as Networks, Types of Network Organizations/Clusters, Self-Organizing Systems. Organizational Designs for Change and Innovation, Designing Principles for New Forms of Organizations

**Staffing** - Concept, Nature, Importance, Steps, Concept of knowledge worker.

**Directing** – Concept, Nature, Importance.

**Controlling** - Concept, Nature, Importance, Process of controlling, Control techniques.

#### Unit III

Theories of Group Formation, Formal and Informal Groups and their interaction, Importance of teams, Formation of teams, Team Work, Leading the team, Team Meeting, Conflict Management, Traditional vis-à-vis Modern view of conflict, Conflict Process, Strategies for resolving destructive conflict, Stress management, employee welfare, energy management and energy audit.

#### Unit IV

**Decision making:** Concept, Nature, Importance, and Process. Types of decisions, Problems in decision making

**Modern approaches to management:** Concept of Knowledge management, change management, technology management, supply chain management, introduction to Intellectual Property Rights (IPR) and cyber laws, process and project quality standards – six sigma,

CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations

**Unit V**

**Contemporary Issues:** Social Responsibility & Ethics, Globalization & Management  
Inventing & Reinventing Organizations, Culture & Multiculturalism, Managing  
Organizational Change & Innovation

**References:**

- Horngren, C. T., & Srikant, M. Data, and George Foster. 2002. *Cost Accounting: A Managerial Emphasis*.
- Williams, J. R., Haka, S. F., Bettner, M. S., & Carcello, J. V. (2005). *Financial and managerial accounting*. China Machine Press..
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- V.S. Ramaswamy., & S. Namakumari, *Marketing Management, Planning, Implementation and Control*, Macmillan.
- RS, R. K., & Atkinson, A. A. (1989). *Advanced management accounting*. Prentice-Hall Inc.

**Websites links:**

- [https://www.researchgate.net/publication/329758697\\_Cost-Volume-Profit\\_Analysis\\_Chapter\\_3](https://www.researchgate.net/publication/329758697_Cost-Volume-Profit_Analysis_Chapter_3)
- <https://www.mreza-mira.net/wp-content/uploads/Marketing-Insights-from-A-to-Z.pdf>
- <https://www.slideshare.net/atifghayas/international-business-67787886>

**The mapping of PO/PSO/CO attainment is as follows:**

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	3	3	2	3	2	3	2	3	2	3
CO2	-	1	2	3	3	2	3	3	2	3	2
CO3	2	2	2	3	1	2	3	-	2	3	2
CO4	1	-	2	3	3	2	3	3	1	2	1
CO5	2	3	2	3	3	3	3	2	1	1	2
Average	1.7	2.2	2.2	2.8	2.6	2.2	3	2.5	1.8	2.2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**Course Name: Seminar**

**Course Code: 282102**

**Semester: 1<sup>st</sup>**

**L T P**

**Credits: 02**

**1 0 2**

**Course Outcomes:** On successful completion of this course, the students will able to:

CO	Statement
CO1	Comprehend his findings in a lucid way and make suggestions and derive a conclusion, as per the theme of the subject chosen.
CO2	Relate the theoretical knowledge with their practical experience.
CO3	Acquire wider knowledge and enhance their confidence level in carrying their workin depth according to the objectives and hypotheses framed.
CO4	Comprehend the decision-making process under uncertainty using statistical tools.
CO5	Comprehend his findings in a lucid way and make suggestions and derive a conclusion, as per the theme of the subject chosen.

**The mapping of PO/PSO/CO attainment is as follows:**

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	2	3	2	3	2	3	2	3	3	2
CO2	3	1	2	3	1	2	3	1	2	3	1
CO3	2	3	2	3	1	2	3	1	3	3	1
CO4	1	1	3	2	3	3	2	2	1	3	3
CO5	1	2	3	3	1	2	2	3	1	3	3
Average	1.6	1.8	2.6	2.6	1.8	2.2	2.6	1.8	2	3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Computer Applications in Research**

**Course Code: 281101**

**Semester: 1<sup>st</sup>**





**Credits: 02**

**1 0 2**

**Course Outcomes:** On successful completion of this course, the students will able to:

CO	Statement
CO1	Demonstrate knowledge of Query optimization, Parallel and distributed database systems, new database architectures and query operators.
CO2	Develop new methods in databases based on knowledge of existing techniques.
CO3	Apply acquired knowledge for developing holistic solutions based on database systems/database techniques.
CO4	Understand the principles of concurrency control.
CO5	Understand the principles of recovery management.

**Common for all branches except Hindi, Punjabi, English, History and Religious Study**

#### **Unit-I**

Generating Charts/Graphs in Microsoft Excel, Power Point Presentation, Websearch, Use of Internet and www. Using search like Google etc

#### **Unit-II**

SPSS concepts and its use for Statistical Analysis

#### **Unit-III**

MatLab and its use for Statistical Analysis

#### **Unit-IV**

Introduction to the use of LaTeX, Mendeley, Anti-Plagiarism

#### **References: -**

- Bansal, R. K., Goel, A. K., & Sharma, M. K. (2009). *MATLAB and its applications in engineering*. Pearson Education India.
- Landau, S., & Everitt, B. S. (2003). *A handbook of statistical analyses using SPSS*. Chapman and Hall/CRC.
- Office 2007 in Simple Steps, Kogent Solutions, (Wiley Publishers).
- MS-Office 2007 Training Guide, S. Jain (BPB Publications).

**Websites links:**

- <https://scholar.valpo.edu/cgi/viewcontent.cgi?article=1000&context=psy>
- <https://blog.mendeley.com/2011/10/25/howto-use-mendeley-to-create-citations-using-latex-and-bibtex/>
- <https://www.mathworks.com/matlabcentral/fileexchange/30291-matlab-tools-for-scientists-introduction-to-statistical-analysis-choer>

**The mapping of PO/PSO/CO attainment is as follows:**

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	2	3	3	1	1	2	3	2
CO2	2	3	2	3	1	2	3	2	3	2	1
CO3	1	3	3	2	3	3	2	1	3	2	3
CO4	3	2	3	3	2	2	3	2	2	2	1
CO5	1	2	3	3	3	2	3	2	1	2	1

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Statistical Methods**

**Course Code: 180105**

**Semester: 1<sup>st</sup>**

**L T P**

**Credits: 03**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will able to:

CO	Statement
CO1	Define and use the basic terminology of statistics
CO2	Explain the statistical concepts of central tendency, dispersion skewness, Kurtosis & index numbers
CO3	Differentiate the ideas between discrete and continuous random variables.
CO4	To develop the skill for applying appropriate statistical tools and techniques in different situations.

### Unit-I

Probability distribution: uniform, binomial, Poisson, geometric, hyper geometric, negative binomial, multinomial, normal, exponential, Cauchy, Gamma, Beta, Weibull, log normal, logistic and Pareto.

### Unit-II

Compound and truncated distributions. Central and non-central z, t and F. Bivariate normal

### Unit-III

Distribution of quadratic forms and r-th order statistic. Practical: Random experiments. Moments

### Unit-IV

Correlation and regression. Fitting of: binomial, Poisson, normal, hyper geometric and negative binomial. Truncated binomial and Poisson. Log normal.

### References: -

- Chiang, C. L. (2003). *Statistical methods of analysis*. World Scientific.
- Freund, R. J., & Wilson, W. J. (2003). *Statistical methods*. Elsevier.
- Ott, R. L., & Longnecker, M. T. (2015). *An introduction to statistical methods and data analysis*. Cengage Learning.

### Websites links:

- <https://www.nature.com/subjects/statistical-methods#:~:text=Statistical%20methods%20are%20mathematical%20formulas,the%20robustness%20of%20research%20outputs.>
- <https://sccn.ucsd.edu/~arno/mypapers/statistics.pdf>

### The mapping of PO/PSO/CO attainment is as follows:

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	1	2	3	3	2	3	3	2	3	2
CO2	1	-	2	3	3	2	3	3	1	2	1
CO3	2	2	2	3	1	2	3	-	2	3	2
CO4	2	3	3	2	3	2	3	2	3	2	3
Average	1.25	1.5	2.25	2.75	2.5	2	3	2	2	2.5	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**Course Name: Technical Writing, Communication Skills and Library and Information Services**

**Course Code: 180106**

**Semester: 1<sup>st</sup>**

**L T P**

**Credits: 03**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will able to:

CO	Statement
CO1	Recognize, explain, and use the formal elements of specific genres of organizational communication: white papers, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and promotional documents.
CO2	Understand the current resources (such as search engines and databases) for locating secondary information, and also understand the strategies of effective primary data gathering.
CO3	Explore different format features in both print, multimedia and html documents, and develop document design skills.
CO4	Revise and edit effectively in all assignments, including informal media (such as email messages to the instructor).

### **Unit-I**

Theory: Technical Writing-Variou forms of technical writing-theses, technical papers, reviews, electronic communication etc.; qualities of technical writing; parts of research communications- title page, content page, authorship, preface, introduction, review of literature, materials and methods, experimental results, documentation; photographs and drawings with suitable captions; pagination; citations; writing of abstracts; précis; synopsis; editing and proof reading.

### **Unit-II**

Communication Skills-defining communication; types of communication- verbal and non-verbal; assertive communication; assertive 445 communication; using language for effective communication; techniques of dyadic communication- message pacing and message chunking, self-disclosure, mirroring, expressing conversational intent; paraphrasing; vocabulary



building- word roots, prefixes, Greek and Latin roots.

**Unit-III**

Practical: Editing and Proof reading technical articles; using language tools for effective writing; listening to audio-video conversations aimed at testing the comprehension of the students; oral presentations on a given topic related to agriculture; evaluation of body language and communication skills based on group discussions and interviews; role plays and pronunciation exercises; using eye contact and visual clues for effective listening skills; word stress application and voice modulation; soft skills; rhetoric skills; self-assessment exercises.

**Unit-IV**

Introduction to Library and its services; Five laws of library science; type of documents; classification and cataloguing; organization of documents; sources of information-primary, secondary and tertiary; current awareness and SDI services; tracing information from reference sources; library survey; preparation of bibliography; use of Online Public Access Catalogue; use of CD-ROM databases and other computerized library services, CeRA, J-Gate; use of Internet including search engines and its resources; e-resources and access methods.

**References: -**

- Bryson, J. (2017). Effective library and information centre management. Routledge.
- Budinski, K. G. (2001). Engineers' guide to technical writing. Asm International.
- Moran, B. B., & Morner, C. J. (2017). Library and information center management. ABC-CLIO.
- Collins, J., Starkey, A., Kissick, B., & Oh, J. (2005). Technical writing as a site for assessing information literacy. In Proceedings of the 2005 Midwest Section Conference of the American Society for Engineering Education, Fayetteville, AR.

**Websites links:**

- [https://www.pau.edu/msrlibrary/lib\\_docs/manual\\_pgs\\_501.pdf](https://www.pau.edu/msrlibrary/lib_docs/manual_pgs_501.pdf)
- Syllabus.pdf (pau.edu)
- 9 Important Technical Writing Skills to Know (2022) (whatfix.com)

**The mapping of PO/PSO/CO attainment is as follows:**

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	3	1	3	2	3	2	2	2	2
CO2	1	1	3	2	2	3	3	1	3	2	3
CO3	3	1	3	2	3	2	3	2	3	2	1





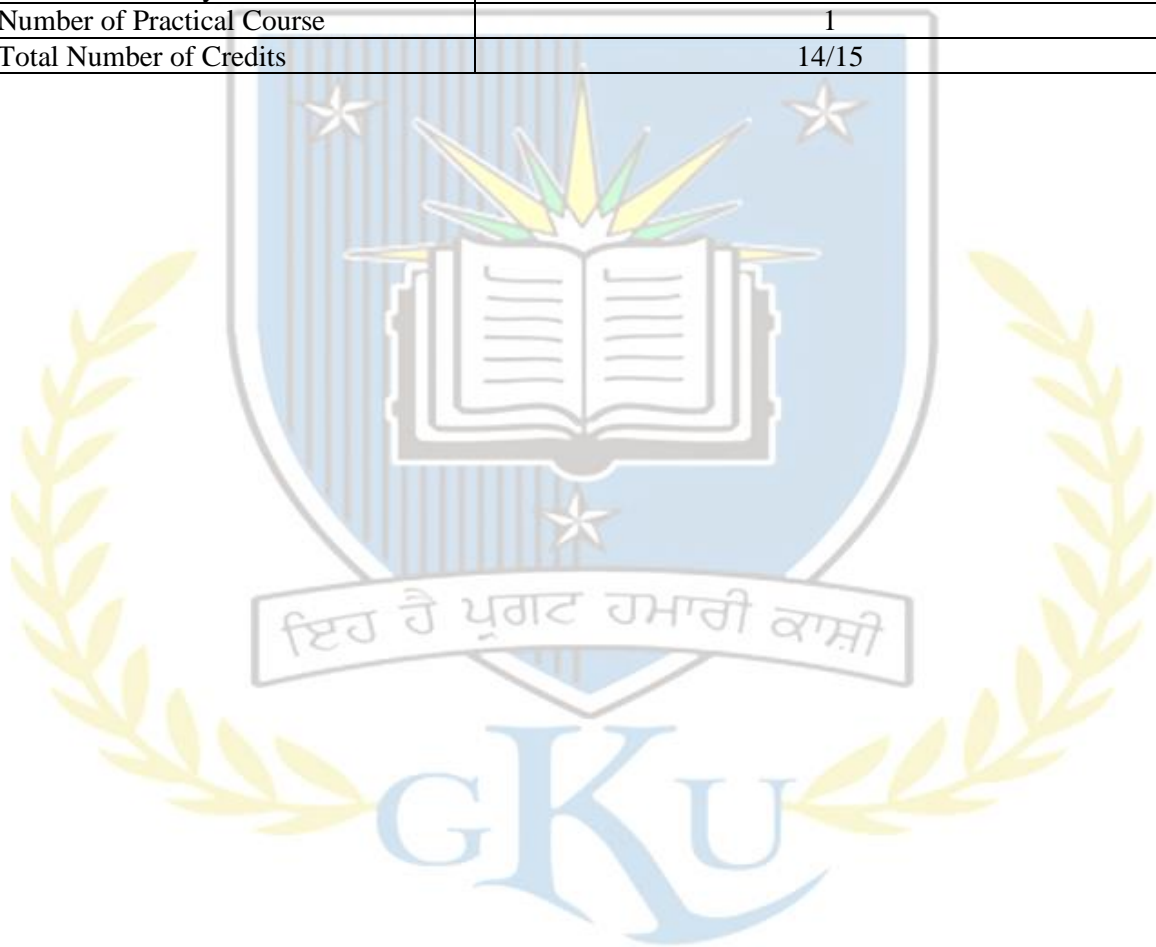
# GURU KASHI UNIVERSITY

PUNJAB - INDIA

CO4	1	3	2	3	2	3	3	2	1	2	1
Average	2	1.5	2.75	2	2.5	2.5	3	1.75	2.25	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Total Number of Course	5
Number of Theory Course	2/3
Number of Theory/Practical	1/2
Number of Practical Course	1
Total Number of Credits	14/15



**ACADEMIC INSTURCTIONS**

**Attendance Requirements**

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

**Assessment of a course**

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

Components	Internal (50)					External (50) ETE	Total	
	Attendance	Assignment			MST1			MST2
		A1	A2	A3				
Weightage	10	10	10	10	30	30	50	
Average Weightage	10	10			30		50	100

**Passing Criteria**

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.