

FOUR YEAR - B B A
UNDERGRADUATE PROGRAM
(2024-28)

DEPARTMENT OF COMMERCE & Management
(FACULTY OF COMMERCE)

COURSE CURRICULUM
(UNDER NEP-2020)

GOVT. OF CHHATTISGARH
DEPARTMENT OF HIGHER EDUCATION
RAIPUR
MAY - 2024

Sad
(Dr Syed Saleem Agha)

Dr. D. R. Meheram
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Prof. A. K. Sirohi
(Prof. A. K. Sirohi)

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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSC-01	
2	Course Title	Principles of Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ The students will understand concepts, rules or procedures of Principles of Management. ➤ Improve their cognitive thinking. ➤ The students will learn proficient and effective use of knowledge and ability in performance..	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)		
Unit	Topics (Course contents)	No. of Period
I	Introduction: Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)	15
II	Planning: Concept of Planning, Characteristics of Planning, Steps in Planning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and business possibilities in Chhattisgarh.	15
III	Organizing : Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors. Decision making: Features of Decision making, Role of Decision making in Management, Types of Managerial Decision, Steps in Decision making process, Decision techniques; Principles of Decision making.	15
IV	Controlling and Budgeting: Nature of Control, Relationship between Planning and Control, Need for Control; Significance and Limitations of Control, Types of Control, Process of Control; Budgetary Control, Performance Budgeting; Zero Based Budgeting; Management Audit; Networks Techniques.	15
Keywords	Management, Planning, Organising, Decision Making, Controlling and Budgeting.	

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended –

1. Drucker Peter F: Management Challenges for the 21 st century; Butterworth Heinemann.
2. Wehrich and Koontz, Essentials of Management; Tata Mc Graw Hill, New Delhi.
3. P.C. Tripathi : Principles of Management Mc Graw Hill Education 6 th edition.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. M. Gupta: Principles of Management; Motilal U.K. Books of India New Delhi

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

(Signatures)

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members (CBaS):

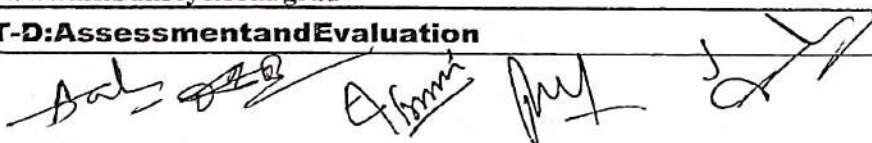
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)			Semester-I	Session:2024-2025
1	CourseCode	BBSC-02		
2	CourseTitle	Business Mathematics		
	CourseType	Discipline Specific Course (DSC)		
4	Pre-requisite(if,any)	As per requirement		
5	CourseLearning Outcomes(CLO)	➤ The aim of the course is to build knowledge and understanding of Business Mathematics among the student. ➤ The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics. ➤ To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations.		
6	CreditValue	4Credits	Credit=15Hours-learning&Observation	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods(01 Hr. per period) – 60 Periods(60 Hours)				
Unit	Topics(Course contents)			No. of Period
I	Matrices: Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matrix Inverse elementary row & column operations. Determinants: Properties of determinants; Calculation of values of Determinants up to third order.			15
II	Types of Equations: Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Method only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems. Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification			15
III	Average & Ratio: duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse. Proportion, problems. Speed, Distance and Time. Commission, Discount, Profit and Loss, Percentages.			15
IV	Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,			15
Keywords: Matrices, Indices, Logarithms, Average, Ratio, Proportion, Simple Interest.				
PART-C: Learning Resources				
Text Books, Reference Books and Others				
1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications. 2. "Practical Business Mathematics and Statistics" Suranjan Saha, Tata Mc. Graw – Hill Publishing Company Ltd. New Delhi. 3. "Business Mathematics" by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra. 4. M. Raghavachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.				
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-				
PART-D: Assessment and Evaluation				



Suggested Continuous Evaluation Methods:		
Maximum Marks:	100Marks	
ContinuousInternalAssessment(CIA):	30Marks	
EndSemesterExam(ESE):	70 Marks	
ContinuousInternal Assessment (CIA): (By CourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarks inAssignments shallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members (CBOS):





FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSC-03	
2	Course Title	Financial Accounting	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ learn the commonly used accounting terminology , Identify the users of accounting information and their respective requirements ➤ explain the process of recording and classifying the business transactions and events, Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement ➤ Explain accounting software and to acquaint with how to work in Tally Software.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Accounting – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. Capital and Revenue – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books – Cash Book, Meaning and type of Cash Book - Single Column.		15
II	Rectification of Errors: Classification of Error, Location of Error, Suspense Account, Effects on profit; Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance,		15
III	Final Account: Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only). Depreciation - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method,		15
IV	Accounting Software – Introduction - Meaning of Accounting Software, Types of Accounting Software; Tally - Meaning of Tally Software – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols, Accounts /Inventory info – Master Configuration - Voucher Entry Configuration. Working in Tally: Groups, Ledgers, writing voucher, Different types of Voucher, Voucher Entry Problem on Voucher entry- Generating Basic Reports in Tally - Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.		15
Keywords	Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. S.M. Shukla, Accounting Principles, Sahitya Bhawan Publication, Agra 2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H. 3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers. 4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House. 5. T.S. Grewal, Advanced Accounts, S. Chand & Sons, New Delhi. 6. R.L. Gupta, Advanced Accounts, S. Chand & Sons, New Del 7. T.P. Ghosh, Financial Account for Manager Taxmann Allied Services Pvt. Ltd.			



Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks	

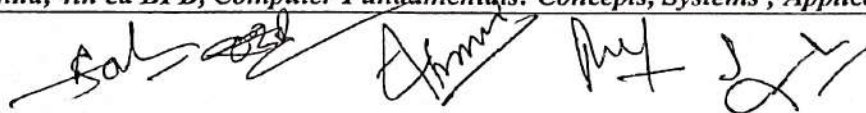
Name and Signature of Convenor & Members (CBoS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF COMMERCE & Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBGE-01	
2	Course Title	Computer Application	
3	Course Type	Generic Elective (GE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Bridge the fundamental concepts of computers with the present level of knowledge of the students. ➤ Familiarize operating systems, peripheral devices, software, Internet and viruses. ➤ It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitations of Computer. Type of Computer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & their classification, Comparison between Micro, Mini & Main Frame Computers. Input/output Devices and Memory: Input and Output Devices of Computer. Memory of Computer: Primary and Secondary Storage, Main Memory, Secondary Memory; Cache Memory; Real and Virtual Memory; Memory Management Unit(MMU).		15
II	Software and Operating System: Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System - DOS, Window & Linux. Graphical User Interface [GUI] - Windows Operating System. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types of Software: Application Software, System Software, Operating System:		15
III	MS Word: Working with MS Word: Creating, Saving, Printing & editing word documents, formatting documents, checking spelling & grammar, adding page no., footnote, graphics Clipart, mail merge. Spreadsheet Software: Introduction to Spreadsheet, creation and their Application, Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet. Formulas, function, Addressing, Graphics on spreadsheet, modes of Data Processing, & Report generation,		15
IV	Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, adding sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. Internet and Virus: Elementary Internet Application, Security Control: Physical Security, data Security, hardware and Software Threats. Computer Viruses: Types of Viruses, Logic Bombs, Trojan Horses, Worms. Virus Prevention, Things that are not Virus, Antivirus.		15
Keywords		Software, Operating System, MS word, Spreadsheet Software	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
P. K Sinha, 4th ed BPB, Computer Fundamentals: Concepts, Systems ; Applications			



- ☐ V. Rajaraman, 4th ed PHI, Fundamental Of Computers
☐ E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"

Online Resources-

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

**Continuous Internal Assessment (CIA):
(By Course Teacher)**

Internal Test/Quiz-(2): 20 & 20

Assignment/Seminar- 10

Total Marks- 30

Better marks out of the two Test/ Quiz
+ obtained marks in Assignments shall be
considered against 30 Marks

End Semester Exam (ESE):

Two section- A & B

Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks

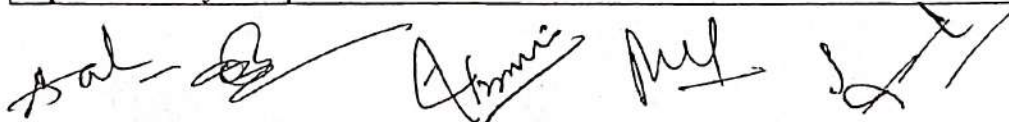
Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks

Signature of Convener & Members (CBOS):

FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)			Semester- I	Session: 2024-2025
1	Course Code	BBVAC - 01		
2	Course Title	Social Media Marketing		
3	Course Type	Value Addition Course [VAC]		
4	Pre-requisite(if, any)	As per requirement		
5	Course Learning Outcomes(CLO)	➤ Create and implement a digital and social media plan that aligns to a brand's overall business objectives. ➤ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies. ➤ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams. ➤ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.		
6	Credit Value	2 Credits	Credit=15 Hours-learning& Observation	
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods(30 Hours)				
Unit	Topics(Course contents)			No. of Period
I	Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.			08
II	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.			07
III	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.			08
IV	Twitter Marketing: Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basic.			08
Keywords	Social Media Marketing, Facebook, Twitter, LinkedIn.			
PART-C: Learning Resources				
Text Books, Reference Books and Others				
Text Books Recommended-				
1. Digital Marketing –Kamat and Kamat-Himalaya				
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,				
3. Digital Marketing, V. Ahuja, Oxford University Press				
4. Digital Marketing, S.Gupta, McGraw-Hill				
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition				
Online Resources-				
https://www.coursera.org/socialmediamarketing				
https://academy.hubspot.com/courses/social-media				



PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 50 Marks		
Continuous Internal Assessment (CIA): 15 Marks		
End Semester Exam (ESE): 35 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 15 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-05 x1=05 Mark; Q2. Short answer type-5x2 =10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20 Marks	

Name and Signature of Convener & Members (CBOS)





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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-04	
2	Course Title	Business Economics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Get an insight into the fundamentals of economics and theory of consumer behaviour. ➤ To make the students understand demand and supply, theory of production & theory of cost. ➤ To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction: Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an economy; Working of price mechanism. Theory of Consumer Behaviour: Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium		15
II	Demand: Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply: Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.		15
III	Theory of Production: Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximization for a given Level of Outlay; Theory of Costs: Basic Concepts, Short-run Total Cost Curves. Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve. Equilibrium of the Firm: Meaning, Objectives of the Firm, Total Distribution- Concept and Marginal Productivity theory of distribution.		15
IV	Market Structure: Meaning, Forms of market- Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. Wage: Concept and Determination of Wages. Rent: Concept, Ricardian and Modern Theories of Rent. Interest: Concept and Theories of Interest; Profit: Nature, Concepts and Theories of Profit.		15
Keywords	Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,		

PART-C: Learning Resources

Text Books, Reference Books and Others

STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS,
*The Institute of Company Secretaries of INDIA.*2. *H. L. Ahuja, Business Economics.*3. *H. L. Ahuja, Principles of Microeconomics*4. *Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill,*5. *B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill,*6. *Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.*7. *Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.*8. *Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.*

Online Resources–

<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

**Continuous Internal
Assessment (CIA):**
(By Course Teacher)Internal Test/Quiz-(2): 20 & 20
Assignment/Seminar- 10
Total Marks- 30Better marks out of the two Test/ Quiz
+ obtained marks in Assignments shall be
considered against 30 Marks**End Semester
Exam (ESE):**

Two section- A & B

Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks
Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)





FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)			Semester-II	Session: 2024-2025
1	Course Code	BBSC-05		
2	Course Title	Business Statistics		
	Course Type	Discipline Specific Course (DSC)		
4	Pre-requisite(if, any)	As per requirement		
5	Course Learning Outcomes(CLO)	➤ Students will be able to learn basic theoretical and applied principles of Statistics needed to enter the job force. ➤ Students will be able to communicate key statistical concepts to non-Statisticians. ➤ Students will gain proficiency in using Statistical Software for Data Analysis.		
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation	
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)				
Unit	Topics(Course contents)			No. of Period
I	Statistical Methods: Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data. Classification of Data: Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts & Types of Tables – Graphical Presentation–Functions of Graphs–Advantages and Limitations of Graphs.			15
II	Measures of Central Tendency: Mean - Combined Mean – Weighted Mean, Median – Quartiles; Relationship between Mean, Median and Mode. Measures of Variation: Range, Quartile Deviation, Standard Deviation, Co-efficient of Variation – Skewness, (Conceptual framework only)			15
III	Correlation Analysis: Correlation analysis: Meaning and Significance; Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.			15
IV	Index Number: Meaning and Significance, Problems in construction of Index Numbers, Methods of constructing Index Numbers–weighted and unweighted, test of adequacy of Index Numbers. Time Series: Meaning and significance – Utility, Components of Time series; Measurement of Trend: Method of Least squares, Moving Average Method.			15
Keywords	Data, Mean, Median, Mode, Correlation, Standard Deviation, Index Number.			
PART-C: Learning Resources				
Text Books, Reference Books and Others				
1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad 2. Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi. 3. Hoonda R.P-Statics for Business and Economics Mac Millian, New Delhi. 4. Richard I& David S Rubin-statistics for Management, Prentice Hall –New Delhi. 5. Hein I.w.: Quantitative approach to managerial decisions Prentice hall –New Jersey 6. S.C.Gupta&Smt I. Gupta :Fundamental of Statistics –Himalaya Publishing House –Delhi 7. D.C.Sancheti & V.K.Kapoor-Statistics Theory Methods and Applications 8. Dr. S.M. Shukla, Dr. S.P. Sahai Sahitya Bhawan Publication Agra.				
Online Resources–				
https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&ved https://openstax.org/details/books/introductory-business-statistics&ved				



PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

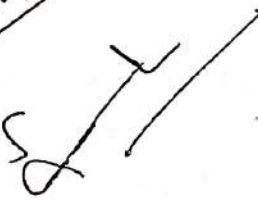
Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-06	
2	Course Title	Cost Accounting	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Have knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage. ➤ Know how cost calculated in various production sectors. Differentiate between cost and financial accounting. ➤ Learn how cost and volume effect profit. Able to explore how cost accounting helps to face competition by cost determination and cost control.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction: Definitions, Nature, Concept, Purpose and Classification of Cost Accounting; Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing.		15
II	Accounting of Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials ; Material Cost Control: Meaning, Objectives and Benefits; Scope of Material Cost Control; Procurement, Storage and Management of Issues; Make or Buy Decision; Purchase Process ; Vendor Selection; Economic Order Quantity (EOQ); Practical problems on EOQ; Methods of Stores or Inventory Control- ABC Method, VED Method, FSN Method; Determination of Stock Levels: Reorder Level, Minimum Level, Maximum Level, Average Level and Danger level; Duties and Responsibilities of Stores Manger; Pricing of Materials Issues: FIFO, LIFO, HIFO, Weighted Average Method (Including Practical Problems).		15
III	Accounting of Labour: Introduction, Meaning of Labour Cost; Types of Labour - Direct Labour and Indirect Labour; Labour Cost Control : Meaning, Objectives and Benefits; Scope of Labour Cost Control; Labour Turnover; Wage and Incentive System: Taylors, Merricks, Halsey, Rowan Differential Piece Rate System Accounting of Overhead: Meaning and Classification of Overheads; Overheads - Allocation, Apportionment and Absorption; Methods and Treatment of Absorption of Overheads; Machine Hour Rate – Including Practical Problems.		15
IV	Methods of costing: Unit Costing, Contract Costing, Process Costing (Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconciliation of Cost & Financial Account, Break Even Analysis: Importance and Components;		15
Keywords	Cost, Material, Labour, Overhead, Wage, Incentive, Break Even Analysis		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Ravi M. Kishore – Cost Management (Taxman's Publication). 2. S. P. Iyengar – Cost Accounting (S. Chand & Co., New Delhi). 3. R. S. N. Pillai V. Bhagvatl – Cost Accounting (S. Chand & Co., New Delhi). 4. Maheshwari & Mittal – Cost Accounting (Theory & Problems) (Mahavir Prakashan, Delhi) 5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – Cost Accounting (RDB Publishing House)			

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Online Resources-

<https://lcmal.in/studentswebdlc/foundation-Papers.php&ved>

<https://www.cdx.org/learn/cost-accounting&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

**Continuous Internal Assessment (CIA):
(By Course Teacher)**

Internal Test/Quiz-(2): 20 & 20
Assignment/Seminar- 10
Total Marks- 30

Better marks out of the two Test/ Quiz
*obtained marks in Assignments shall be
considered against 30 Marks

**End Semester
Exam (ESE):**

Two section - A & B
Section A: Q1. Objective - 10x1 = 10 Marks; Q2. Short answer type - 5x4 = 20 Marks
Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4x10 = 40 Marks

Name and Signature of Convenor & Members:

Sl No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- II	Session: 2024-2026
1	Course Code	BBSEC - 01	
2	Course Title	Soft Skill & Personality Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Determine Communication styles-types with examples, perception of each type of communication, quiz. ➤ Focus on various communication skills/listening/ stress management etc. ➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching–learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)		No. of Period
Theory Contents	What are soft skills: The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation What is Personality: Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self -presentation-What is Self-presentation, Strategies of self-presentation Communication skills: Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals. Body Language: For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire. Listening skills: Importance and types; Ways to improve Active Barriers To Active Listening.		15
Lab./Field Training Contents	Telephone Communication: Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills; Technology And Communication: Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette. Presentation skills: Tips to make effective and engaging presentations; Overcoming Fear; Group Discussions: Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's & Don'ts and Mistakes to Avoid during a GD. Interview skills: Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.		30
Keywords	Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
1. Soft skills & Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex. 2. Managing Soft skills-K. R Lakshminarayan and T. Murugavel 3. Soft skills and Professional Communication-Francis Peter S.]			

4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh Personality Development and Soft skills-Barun K. Mitra		
OnlineResources-		
e - Book on Soft Skills and Personality Development; By Author – CA. M K Sridhar (The Institute of Chartered Accountants of India, Southern India Regional Council, Chennai.		
OnlineResources-		
https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/		
https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks : 50Marks		
Continuous Internal Assessment(CIA): 15 Marks		
End SemesterExam(ESE) : 35Marks		
Continuous InternalAssessment (CIA): (By CourseCoordinator)	Internal Test / Quiz-(2):10 & 10Assignment/Seminar +Attendance - 05Total Marks - 15	Bettermarksout of the twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst 15 Marks
End Semester Exam (ESE):	Laboratory/FieldSkillPerformance: OnspotAssessment A. Performedthe Task basedonlearned skill- 20Marks B. Spottingbased ontools(written)- 10Marks C. Viva-voce(basedonprinciple/technology) -05Marks	Managed byCoordinator asperskilling

NameandSignature ofConvener&Members of CBoS:

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GOES TO 3RD SEMESTER

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A:

Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2028
1	CourseCode	BBSE -05	
2	CourseTitle	Elective A – Human Resource Management: People Management and Corporate Etiquettes	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Ability to examine the difference between People Management with Human Resource Management. ➤ Ability to explain the need for and importance of People Management. ➤ Ability to list modern methods of performance and task assessment. ➤ Ability to analyse the factors influencing the work life balance of a working individual. ➤ Demonstrating the various types of essential etiquettes in a corporate environment. ➤ Construct effective presentations, group discussions and the professional pre requisites. ➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. Getting Work Done and Building Peer Networks: Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;	15
II	Motivation: Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation Managing Self : Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace.	15

III	Business And Corporate Etiquette: Business Etiquette – Meaning & characteristics - Essentials of Business Etiquette – Generally accepted Etiquette practice – Dimensions of Business Etiquettes: Telephone, Meeting, Interview (Before, After and During Interview), Workplace, Business party, letter, e-mail. Social Media Etiquettes. Presentation Skills: Importance, Basic Courtesies – Small talk, Greetings, Handshakes. PPT presentation – Essentials of good presentation – Spokes Person – Group Discussion: Introduction, Types, Do's and Don'ts, Elevator pitch, Body Language, Verbal communication, Resume preparation and Grooming.	15
IV	Corporate Culture: Corporate Culture & its components – values – Addressing Ethical issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. Corporate Expectations: Professionalism – Importance of Professional Behaviour – Dress Code. Meeting: Protocol – Agenda – Chairing. General Disability Etiquette - Attitude and Conflict Management, Indian Business Etiquette.	15
Keywords <i>People Management, Performance Management, Corporate Culture, Corporate Etiquette.</i>		

PART-C: Learning Resources

TextBooks, Reference Books and Others

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in. Conduct a survey of work life balance of working individuals the Workplace (International edition). New York: McGraw-Hill.
4. Lillian H. Chaney & Jeanette S. Martin. The Essential Guide to Business Etiquette. Praeger Publishers. Raghu Palat. Indian Business Etiquette. Jaico Publishing House.
5. Sarvesh Gulati. Corporate Grooming and Etiquette. Rupa Publications India Pvt. Ltd.

Online Resources–

<https://emilypost.com/online-course-business-etiquette-essentials&ved>
<https://www.udemy.com/topic/business-etiquette/&ved>
<https://www.tesion.com/courses/tcs-ion/business-etiquette/&ved>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks
 Continuous Internal Assessment (CIA): 30 Marks
 End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks, Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convenor & Members:



FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ Provide the foundation for financial decision making. ➤ List out various savings and investment alternatives for a common man. ➤ Give a detailed overview of stock market and stock selection. ➤ Orient the learners about mutual funds and the criteria for selection.	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			No. of Period
Unit	Topics (Course contents)		
I	Foundation For Finance: Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro. Banking in India: Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI. Orientation to Financial Statements: financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.		15
II	Investment Management: Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools. Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal. Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants. Stock Selection: Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.		15
III	Mutual Funds And Financial Planning Essentials: Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.		15

	Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan. Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs.	
IV	Project Work: 1. Prepare a Spreadsheet modeling using financial functions. 2. Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) 3. Prepare an exercise on calculation of net asset value of mutual fund scheme.	15
Keywords	Finance, Banking, Stock markets, Mutual Funds, Financial Planning.	

PART-C: Learning Resources

Text Books, Reference Books and Others

1. RBI Financial Education Handbook
2. Prasanna Chandra, Financial Management, Mc Graw Hill.
3. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.
4. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications.
5. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall.
6. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI
7. NSE Academy Certification in Financial Markets (NCFM) Modules:
 - o Macroeconomics for Financial Markets
 - o Financial Markets (Beginners Module)
 - o Mutual Funds (Beginners Module)
 - o Technical Analysis

Online Resources-

<http://www.amfiindia.in/?caf=1&query=Mutual+Funds&afdToken=>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks
 Continuous Internal Assessment (CIA): 30 Marks
 End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

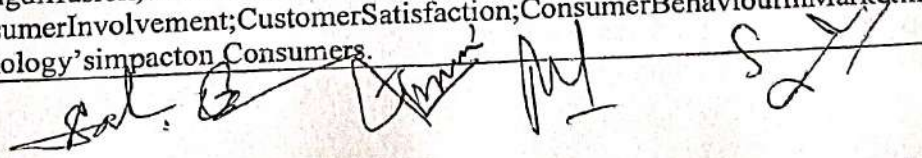
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSE -07	
2	Course Title	Elective C – Marketing: Consumer Behaviour	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	➤ To Know the need for studying consumer behavior. ➤ To analyze the factors that affect consumer behavior. ➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➤ Learning about the factors affecting the consumer in socio-cultural setting. ➤ Identifying the post purchase behavior and the technological impact on consumer.	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Consumer Behavior: Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer, Organizational consumer decision-making process; Consumer research.		15
II	Consumer Motivation and Personality: Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; A triad of needs; Major aspects of motivation research, Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	Consumer Perception, Learning and Attitude: Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		15
IV	Consumer in Socio-Cultural settings: Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimensions of Consumer Behavior; Cross-Cultural dimensions of consumer analysis. Post Purchase Behaviour: Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15



Keywords

Consumer Behaviour, Consumer Perception, Motivation, Personality.

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication
2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill
3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior
4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior
5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.
6. Loudon and Della, Consumer Behavior: Concepts and Applications.
7. Schiffman and Kanuk, Consumer Behavior.
8. Bennett, Consumer Behavior.
9. S.H. Britt, Consumer Behavior in Theory and Action.

Online Resources-

<https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved>https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B
	Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convener & Members: (CBOS)

GOES TO 08th SEMESTER

शहीद नंदकुमार पटेल विश्वविद्यालय, रायगढ़ (छ.ग.)

(शहीदरागढ़ विश्वविद्यालय अधिनियम 1973 द्वारा स्थापित राष्ट्रीय विश्वविद्यालय)



राष्ट्रीय शिक्षा नीति – 2020
के तहत तृतीय एवं चतुर्थ सेमेस्टर
नवीन पाठ्यक्रम
(सत्र 2025–26)

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FOUR YEAR - B B A
UNDERGRADUATE PROGRAM
(2024-28)

DEPARTMENT OF COMMERCE & Management
(FACULTY OF COMMERCE)

COURSE CURRICULUM
(UNDER NEP-2020)

GOVT. OF CHHATTISGARH
DEPARTMENT OF HIGHER EDUCATION
RAIPUR
MAY - 2024

Sad
(Dr. Syed Saleem Aghil)

DR. D. R. Meheram
(Dr. D. R. Meheram)

11/6/24
(R.K. MOURYA)

11.6.24
(Prof. A.K. Saini)

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BBA FOUR YEAR COURSE

Semester	Category & Paper Code	Subjects/Paper Titles	L	T	P	Credits	Max. Marks
FIRST	BBSC-01	Principles of Management	3	1	-	4	100
	BBSC-02	Business Mathematics	3	1	-	4	100
	BBSC-03	Financial Accounting	3	1	-	4	100
	BBGE-01	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-01	Environmental Studies	1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50
TOTAL CREDIT & TOTAL MARKS						20	500
SECOND	BBSC-04	Business Economics	3	1	-	4	100
	BBSC-05	Business Statistics	3	1	-	4	100
	BBSC-06	Cost Accounting	3	1	-	4	100
	BBGE-02	(Chosseany one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-02	EnglishLanguage	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50
TOTAL CREDIT & TOTAL MARKS						20	500
Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc/Skill Course)						40	1000
THIRD	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
	BBSC-09	Business Environment	3	1	-	4	100
	BBSE-01	Gr.-I-Management - Human Resource Management Gr.-II-Finance - Financial Management Gr.-III-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR BBGE-03 (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Hindi Language	1	1	-	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50
TOTAL CREDIT & TOTAL MARKS						20	500
FOURTH	BBSC-10	Organizational Behaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
	BBSC-12	Management Information System	3	1	-	4	100
	BBSE-02	Gr.-I-Management -Production Management Gr.-II-Finance -Banking Operations & Management Gr.-III-Marketing- Sales & Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR BBGE-04 (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Communicative English/Other	1	1	-	2	50
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50
TOTAL CREDIT & TOTAL MARKS						20	500
Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88 Credits on completion of Semester IV (8 Credits extra)						80	2000
	BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100
	BBSC-15	Quantitative Techniques	3	1	-	4	100

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FIFTH	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100
	OR	Gr.-II-Finance – Investment Management					
	BBGE-05	Gr.-III-Marketing-Agriculture & Rural Marketing (One-COSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Choose any one from Pool in Other Faculty as per rule)					
	BBVAC-03	Data Analytics using MS Excel OR (Choose any one from Pool Group)	1	1	-	2	50
SIXTH	BBSEC-03	i. Analytics Skills OR ii. GST with Return Filing OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						
	BBSC-16	Business Ethics	3	1	-	4	100
	BBSC-17	Entrepreneurship	3	1	-	4	100
	BBSC-18	Business Taxation	3	1	-	4	100
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100
	OR	Gr.-II-Finance – Financial Institutions & Markets					
	BBGE-06	Gr.-III-Marketing- Logistics & Supply Chain Management (One-COSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Choose any one from Pool in Other Faculty as per rule)					
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50
	BBSEC-04	i. Basic Statistics using Microsoft Excel OR ii. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						
	Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						
	For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)						
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100
		Elective - 1: Human Resource Management					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
	BBSE-08	Customer Relationship Management	3	1	-	4	100
		Elective - 2 : Finance					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
	BBSE-08	Insurance and Risk Management	3	1	-	4	100
		Elective - 3 : Marketing					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management	3	1	-	4	100
	BBSE-07	Consumer Behaviour	3	1	-	4	100
	BBGE-08	Advertising and Media Management	3	1	-	4	100
		(Choose 4- DSE(5 to 8) From any One Group from Own 4x4=16)					
	TOTAL CREDIT & TOTAL MARKS						
	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
	BBSE-12	Training and Development	3	1	-	4	100
		Elective - II: Finance					
	BBSE-09	Financial Analytics	3	1	-	4	100

EIGHT H	BBSE-10	Goods & Service Tax (GST)						
	BBSE-11	Corporate Financial Management	3	1	-	4	100	
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100	
		Elective -III Marketing	3	1	-	4	100	
	BBSE-09	Digital Marketing						
	BBSE-10	Product & Brand Management	3	1	-	4	100	
	BBSE-11	Services Marketing	3	1	-	4	100	
	BBSE-12	Tourism Management	3	1	-	4	100	
		(Choose 4- DSE (9 to 12) From any One Group from Own faculty 4x4=16)	3	1	-	4	100	
TOTAL CREDIT & TOTAL MARKS							20	500
GRAND TOTAL CREDITS(I to VIII)							160	4000
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)								
SEVEN TH	BBSC-19	Strategic Management (4C)	3	1	-	4	100	
		Elective - 1: Human Resource Management						
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100	
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100	
	BBSE-07	Talent Management	3	1	-	4	100	
		Elective - 2 :Finance						
	BBSE-05	Microfinance						
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100	
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100	
		Elective - 3 : Marketing						
	BBSE-05	E Commerce	3	1	-	4	100	
	BBSE-06	Retail Management						
	BBSE-07	Consumer Behaviour	3	1	-	4	20	
	TOTAL CREDIT & TOTAL MARKS							B to B Mark eting 500
EIGHT H	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
		Elective - I: Human Resource Management						
	BBSE-09	Project Management	3	1	-	4	100	
	BBSE-10	Compensation & Performance Management	3	1	-	4	100	
	BBSE-11	Industrial Relations	3	1	-	4	100	
		Elective - II: Finance						
	BBSE-09	Financial Analytics	3	1	-	4	100	
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100	
	BBSE-11	Corporate Financial Management						
		Elective -III Marketing						
	BBSE-09	Digital Marketing	3	1	-	4	100	
	BBSE-10	Product & Brand Management	-	-		-		
	BBSE-11	Services Marketing						
	TOTAL CREDIT & TOTAL MARKS							8 200
GRAND TOTAL CREDIT (I TO VIII)							24	600
							160/164	4100

Awarded Bachelor of (in the Field of Multidisciplinary Study) (Honors (160/164) or Honors with Academic Research (164)) after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members :

Sr.No.	Name	Designation	Signature
01	Dr. Tapes Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

BBA FOUR YEAR COURSE

Semester	Category &	Subjects/Paper Titles	L	T	P	Credits	Max.
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Credits on completion of Semester IV (8 Credits extra)						
FIFTH	BBSC-13	Marketing Research	3	1	-	4
	BBSC-14	Material Management	3	1	-	4
	BBSC-15	Quantitative Techniques	3	1	-	4
	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4
	OR	Gr.-II-Finance – Investment Management				
	BBGE-05	Gr.-III-Marketing-Agriculture & Rural Marketing (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Chosse any one from Pool in Other Faculty as per rule)				
	BBVAC-03	Data Analytics using MS Excel OR (Choose any one from Pool Group)	1	1	-	2
SIXTH	BBSEC-03	iii. Analytics Skills OR iv. GST with Return Filing OR (Choose any one from Pool Group)	1	1	-	2
	TOTAL CREDIT & TOTAL MARKS					20
	BBSC-16	Business Ethics	3	1	-	4
	BBSC-17	Entrepreneurship	3	1	-	4
	BBSC-18	Business Taxation	3	1	-	4
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4
	OR	Gr.-II-Finance – Financial Institutions & Markets				
SEVENTH	BBGE-06	Gr.-III-Marketing- Logistics & Supply Chain Management (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Chosse any one from Pool in Other Faculty as per rule)				
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2
	BBSEC-04	iii. Basic Statistics using Microsoft Excel OR iv. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2
	TOTAL CREDIT & TOTAL MARKS					20
	Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester					120
	For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)					3000
	BBSC-19	Strategic Management (4C)	3	1	-	4
SEVENTH		Elective - 1: Human Resource Management				
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4
	BBSE-07	Talent Management	3	1	-	4
	BBSE-08	Customer Relationship Management	3	1	-	4
		Elective - 2 :Finance				
	BBSE-05	Microfinance	3	1	-	4
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4
	BBSE-08	Insurance and Risk Management	3	1	-	4
		Elective - 3 : Marketing				
	BBSE-05	E Commerce	3	1	-	4

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	BBSE-06	Retail Management	3	1	-	4	100		
	BBSE-07	Consumer Behaviour	3	1	-	4	100		
	BBGE-08	Advertising and Media Management	3	1	-	4	100		
	(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)								
TOTAL CREDIT & TOTAL MARKS							20	500	
EIGHTH	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100		
		Elective - I: Human Resource Management							
	BBSE-09	Project Management	3	1	-	4	100		
	BBSE-10	Compensation & Performance Management	3	1	-	4	100		
	BBSE-11	Industrial Relations	3	1	-	4	100		
	BBSE-12	Training and Development	3	1	-	4	100		
		Elective - II: Finance							
	BBSE-09	Financial Analytics	3	1	-	4	100		
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100		
	BBSE-11	Corporate Financial Management	3	1	-	4	100		
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100		
		Elective -III Marketing							
	BBSE-09	Digital Marketing	3	1	-	4	100		
	BBSE-10	Product & Brand Management	3	1	-	4	100		
	BBSE-11	Services Marketing	3	1	-	4	100		
	BBSE-12	Tourism Management	3	1	-	4	100		
	(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)								
	TOTAL CREDIT & TOTAL MARKS							20	500
	GRAND TOTAL CREDITS(I to VIII)							160	4000
	For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)								
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100		
		Elective - 1: Human Resource Management							
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100		
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100		
	BBSE-07	Talent Management	3	1	-	4	100		
		Elective - 2 :Finance							
	BBSE-05	Microfinance	3	1	-	4	100		
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100		
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100		
		Elective - 3 : Marketing							
	BBSE-05	E Commerce	3	1	-	4	100		
	BBSE-06	Retail Management							
	BBSE-07	Consumer Behaviour	3	1	-	4	20		
	TOTAL CREDIT & TOTAL MARKS							3 to B Marketing	500
		BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
			Elective - I: Human Resource Management						
BBSE-09		Project Management	3	1	-	4	100		
BBSE-10		Compensation & Performance Management	3	1	-	4	100		
BBSE-11		Industrial Relations	3	1	-	4	100		
		Elective - II: Finance							
BBSE-09		Financial Analytics	3	1	-	4	100		

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EIGHTH	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100	
	BBSE-11	Corporate Financial Management						
		Elective -III Marketing						
	BBSE-09	Digital Marketing	3	1	-	4	100	
	BBSE-10	Product & Brand Management	-	-		-		
	BBSE-11	Services Marketing				8	200	
	TOTAL CREDIT& TOTAL MARKS						24	600
	GRAND TOTAL CREDIT (I TO VIII)						160/164	4100

Awarded Bachelor of (In the Field of Multidisciplinary Study) (Honors (160/164) or Honors with Academic Research (164)) after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members:

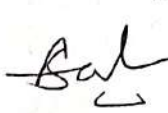
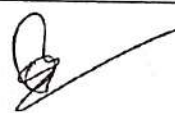
Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

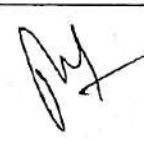
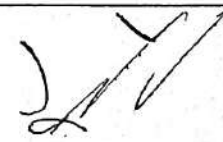
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)			Semester-III	Session: 2024-2026
1	Course Code	BBSC-07		
2	Course Title	Business Communication		
	Course Type	Discipline Specific Course (DSC)		
4	Pre-requisite (if any)	As per requirement		
5	Course Learning Outcomes (CLO)	➤ Development the Personality of students. ➤ Students become able to face the Interview. ➤ Students can start self-business.		
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation	
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)				
Unit	Topics (Course contents)			No. of Period
I	Communication: Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; Verbal and Non-verbal Communication: Meaning, Types and Importance, Listening, Difference between listening and hearing.			15
II	Corporate Communication: Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's). Business Etiquettes: Telephone Conversations. Business Meetings. Morality and Ethics. Communication Networks: Intranet–Internet–e mails–SMS–Teleconferencing–Video conferencing			15
III	Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout and types. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Business correspondence, Structure of Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter ;			15
IV	Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting of Notices; Agendas; Minutes; Job Application; Letters; Preparation of Biodata. SWOT Analysis.			15
Keywords	Communication, Meeting, Letter writing, Resume Building.			
PART-C: Learning Resources				
Text Books, Reference Books and Others				
1. Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai. 2. N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Agra 3. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.				
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-				
PART-D: Assessment and Evaluation				

Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session:2024-2026
1	Course Code	BBSC-08	
2	Course Title	Managerial Economics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Develop an understanding of the applications of Managerial Economics. ➤ Interpret regression analysis and discuss why its employed in decision-making. ➤ To know the methods of Investment Decision.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)		
Unit	Topics (Course contents)	No. of Period
I	Managerial Economics: Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. Types of Cost: Opportunity Cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost, U-shaped average cost curve in Short run, Learning curve [concept];	15
II	Business Cycles: Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. National Income: Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)	15
III	Objectives of Business Firms: Economic and Non-Economic; Profit: Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. Cost of Capital: Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.	15
IV	Capital Budgeting / Investment Decisions: Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. Break- Even analysis: Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis	15
Keywords		Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.

PART-C: Learning Resources

Text Books, Reference Books and Others

1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Varshney & Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. Deun, Joel; Managerial Economics, Prentice Hall, Delhi.
6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.
7. Peterson, J. Craig and W. Cris Lewis; Managerial Economics, Prentice Hall, Delhi

Online Resources-

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

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PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

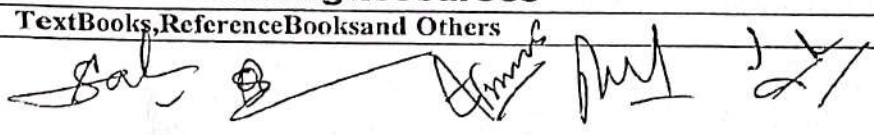





FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSC-09	
2	Course Title	Business Environment	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Student can get knowledge about Business Environment at National and State level. ➤ Student can learn basic concepts and theories of Business Environment. ➤ It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Indian Business Environment: Meaning of Business, scope and objectives of Business; Environment - Micro and Macro-environment of Business (Social, Cultural, Economic, Political, Legal, Technological and Natural); Impact of these factors on decision making in Business, Environmental Analysis, and Competitive structure analysis of Business. Economic Environment of CG: Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of Small-Scale Industries And fulfilment.		15
II	Economic Trends (overview): Income: Saving and Investment; Balance of Trade and Balance of Payments; Problems of Growth: Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness. Innovation: Meaning, features and Types of Innovation; Impact of Technological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business; Management of Technology.		15
III	Role of Government: Government Functions of the State, Economic role of government, State intervention in Business; Reasons for and Types of State Intervention in Business; Impact of Privatization, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy on Business; Regulation of Foreign Investment, Collaborations in the light of recent changes. Legal Environment: Various laws affecting Indian businesses.		15
IV	Indian Economic Planning: Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti Aayog. International Environment: Globalisation of Business; Meaning and dimensions, Stages, Essential Conditions of Globalisation, Foreign Market Entry Strategies, Merits and Demerits of Globalisation of Business, Impact of Globalisation on Indian Businesses, Forms of Globalisation of Businesses – Multinational Corporation [MNC], Transnational Corporation [TNC] etc.. International Economic Groupings: International Economic Institutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.		15
Keywords		Business Environment, Growth, Government, Innovation, Growth, Trends.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			



1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.
2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.
3. Ashathappa K. Essential of business Environment, Himalaya publishing House Pvt.Ltd.
4. Sinha Dr. V.C., Business and Environment, SBPD, Agra

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

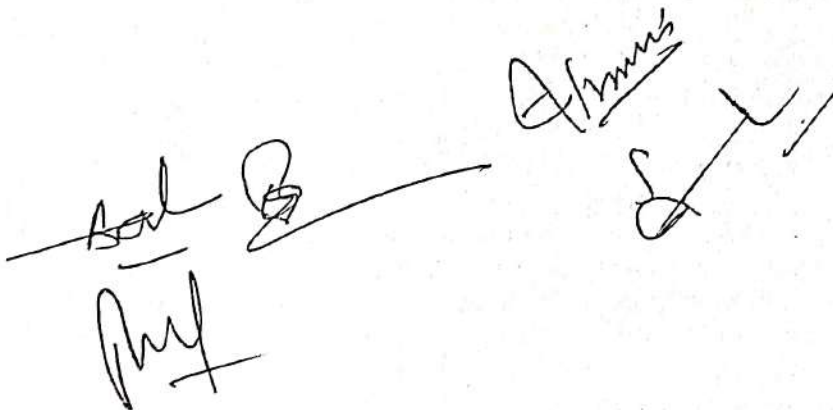
Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

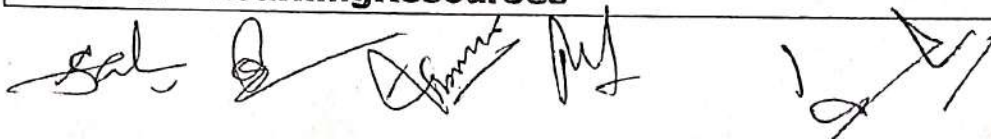
Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective A - Management: Human Resource Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Students would learn about Employee Relations. ➤ How to do negotiations, manage grievances like strike, lockout in factories ➤ Stay within bounds of law with unions, employees, managers and Government officials. ➤ Learn to stream line significant HR activities (Payroll, compliance, administration).	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Human Resource Management: Meaning , Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices. Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP. Human Resource Development System: HR development system, Training, Mentoring, Performance, Employee Identification		15
II	Recruitment & Selection: Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. HR Demand Forecasting: Meaning and Techniques and HR supply forecasting; Succession Planning: Meaning and Features		15
III	Compensation, Negotiation and Resolution Management laws: Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.		15
IV	Industrial Relations: Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract. Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. Psychological contract: Meaning and features.		15
Keywords	Human Resource Management, Succession planning, Industrial Relations.		
PART-C: Learning Resources			



Text Books, Reference Books and Others

1. HRM by Gary Dessler and Biju Varkkey 16th ed, Pearson Education.
2. Labour and Industrial laws by P.P. Padhi Eastern book company.
3. Strategic human resources planning by P.K. Gupta / Everest publication house.
4. Hand book of Personnel Management by Armstrong.

Online Resources-
<https://www.kopykitab.com/>
<https://www.hitbullseye.com/grad->
PART-D: Assessment and Evaluation
Suggested Continuous Evaluation Methods:
Maximum Marks: 100 Marks

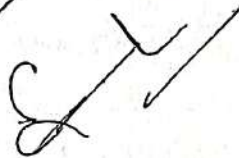
Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)






FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A:

Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective II - Finance : Financial Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Create and interpret financial statement. ➤ Identify legal issues and impact of financial management. ➤ Student can take business decision by the help of Ratio Analysis and working capital management. ➤ Student can take decision regarding project analysis (Capital Budgeting) by using various method. ➤ Enable the students Evaluate Dividend Policies	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) - 60 Periods (60 Hours)		
Unit	Topics (Course contents)	No. of Period
I	Finance Function: Meaning, Scope, Nature and Objectives of Financial Management; Profit v/s Wealth Maximization; Lease Financing, areas of Financial Management; Source of Finance role of Financial Manager. Financial Statement: Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.	15
II	Ratio Analysis: Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.	15
III	Working Capital Management: Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. Capital Budgeting: Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.	15
IV	Capital Budgeting: Concept and importance of Capital Budgeting, Pay Back Period (PBP), ARR, Net Present Value Method. International Money System: International Financial Market and instrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)	15
Keywords	Finance, Working Capital Management, Capital Budgeting.	

PART-C: Learning Resources

Text Books, Reference Books and Others

1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. P. Chandra, Financial Management, TMH, New Delhi
3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai.
4. M.Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi.
5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems, Cases
6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad (Prayagraj).
7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications - Sultan and Sons.

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Online Resources–<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:****Maximum Marks:** 100Marks**ContinuousInternalAssessment(CIA):** 30Marks**EndSemesterExam(ESE):** 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20		Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- Total Marks-	10 30	
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts.. 1 out of 2 from each unit-4x10=40 Marks		

Name and Signature of Convenor & Members: (CBOS)








FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective C – Marketing Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	> Learning the nature and scope of Marketing > Develop an explanation of various Marketing Philosophies and Marketing Environment. > Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Marketing: Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; Relationship Marketing, Concept Marketing; Digital Marketing; Social Media Marketing; and E-tailing (Meaning only).	15
II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle :strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-	15
III	Channel of Distribution: Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling; Promotion Mix: Nature and importance of Promotion, Elements of Promotion Mix, Factors influencing Promotion Mix, Types of promotion; Advertising, Personal Selling, Publicity, Role of promotion in marketing, Sales Promotion: Meaning, Objects, Importance & Tools.	15
IV	Marketing Organisation: Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and Legal Aspects of Marketing, Marketing of Services, Online marketing, Green Marketing, Direct Marketing, Rural marketing, Customer Relationship Management, Logistic Management.	15

Keywords Marketing, Product, Price, Sales Promotion, Promotion Mix.

PART-C: Learning Resources

Text Books, Reference Books and Others

- Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education
☐ Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson
☐ William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning
☐ Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education
☐ Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan

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- ☐ Management Principle and Practice, Prashantha, Abhijeet Publication
 - ☐ An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication
 - ☐ Marketing Management, Pingali Venugopal, Sage Publications
 - ☐ Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications
 - ☐ Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House
- (Dr. B. K. Garg) S.G.G. University Ambikapur

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type pqs., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBVAC - 02	
2	Course Title	Digital Marketing	
3	Course Type	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ Interpret the concept of digital marketing and its integration of traditional marketing. ➤ Learn the behaviour of online consumers. ➤ Create digital media campaigns through an understanding of email content and social media marketing. ➤ Leverage digital strategies to gain competitive advantage for business and career.	
6	Credit Value	2 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods(30 Hours)		
Unit	Topics(Course contents)	No. of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing	08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing	08
IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	08
Keywords	<i>Digital Marketing, Technology, Consumer, Buying.</i>	

PART-C: Learning Resources

Text Books, Reference Books and Others

Text Books Recommended-

1. Digital Marketing -Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

Online Resources-

- <https://www.thinkwithgoogle.com/>

Online Resources-

- <https://www.coursera.org/socialmediamarketing>
- <https://academy.hubspot.com/courses/social-media>

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PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:
Maximum Marks:

Continuous Internal Assessment (CIA): 50 Marks
End Semester Exam (ESE): 15 Marks
35 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 15 Marks
End Semester Exam (ESE):	Two section - A & B Section A: Q1. Objective - 05 x 1 = 05 Mark; Q2. Short answer type - 5 x 2 = 10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4 x 05 = 20 Marks	

Name and Signature of Convener & Members of CBoS:

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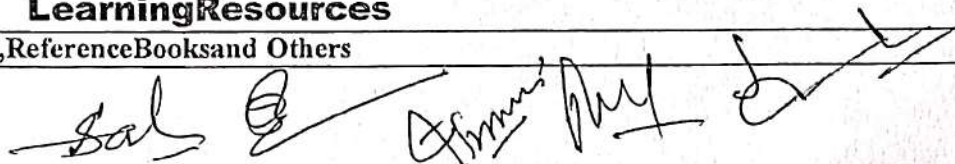
GOES TO 04TH SEMESTER

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC- 10	
2	Course Title	Organizational Behaviour	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ Differentiate between various types of personality using standard tools. ➤ Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window. ➤ Knowledge to learn the level of motivation in employees. ➤ Describe characteristics of a leader. Learn how to build a supportive ➤ Organisational Culture.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Organisational Behaviour: Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. Personality: Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes: Concept and type of values; Terminal value and Instrumental Value; Components of attitude, job-related attitudes. Learning: Concept, Learning theories and reinforcement. Perception and Emotions: Concept, Perceptual process, Importance, Factors influencing Perception; Emotional Intelligence.		15
II	Decision Making and Communication: Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); Johari Window.		15
III	Motivation: Meaning and Importance, Maslow's need hierarchy theory of motivation, Herzberg's two factor theory, Adam's Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and Organisational Effectiveness.		15
IV	Leadership, Power and Conflict: Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership; Power and conflict; Power tactics, Sources of conflict, Conflict Resolution Strategies. Dynamics of Organisational Behaviour: Organisational Culture and Climate; Concept & determinants of Organisational Culture. Organisational Change: Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.		15
Keywords <i>Organisational Behaviour, Decision making, Motivation, Organisational change</i>			
PART-C: Learning Resources			
Text Books, Reference Books and Others			



1. Chhabra, T.N. (2017). *Management Process and Organisational Behaviour*. Delhi :Sun India Publications.
2. Greenberg, J & Baron, R.A (1996). *Organisational Behaviour*. New Jersey: Prentice Hall.
3. Luthans, F (2010). *Organisational Behaviour*. New York : Mc Graw Hill Education.
4. Robbins, S.P. & Judge, T.A. (2015). *Organisational Behaviour*. New Delhi : London: Pearson Education. Singh, A.K. & Singh B.P. (2007). *Organisational Behaviour*. New Delhi : Excel Books Pvt. Ltd.

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC- 11	
2	Course Title	Business Law	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ To teach the students' basic rules of agreement and contract along with the basic rule of offer, acceptance, performance of contract and discharge of contract etc. ➤ It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002. ➤ To make Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932, information act 2000, and competition act 2002	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

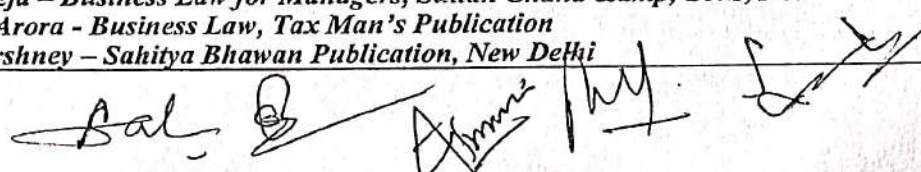
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Laws of Contract (The Indian Contract Act, 1872) : Concept of Contract, Offer and Acceptance; valid Contracts and its essential elements; Void Agreements; classification of Contracts; Quasi-Contract; performance of a Contract; discharge of Contract; Remedies for Breach of Contract. Special contract: Indemnity, Guarantee, Bailment & Agency.	15
II	Negotiable Instruments Act 1881: Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956. The Consumer Protection Act, 1986: Basic Concepts; Complaint, Complainant, Consumer, Rights of Consumer; Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases.	15
III	Indian Partnership Act, 1932: Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership. The Competition Act, 2002: Basic Concepts, Powers of Central Government under the Competition Act, Major Provisions of the Competition Act: Role and Working of Competition Commission of India. Information Technology Act.	15
IV	The Companies Act, 1956: An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company;	15
Keywords	<i>Contract Act, Negotiable Instrument Act, Partnership Act, Companies Act</i>	

PART-C: Learning Resources

Text Books, Reference Books and Others

- 1) N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi.
- 2) Avatar Singh – The Principles of Mercantile, Eastern Book Co., Lucknow.
- 3) S. K. Tuteja – Business Law for Managers, Sultan Chand & Sons, New Delhi
- 4) Sushma Arora - Business Law, Tax Man's Publication
- 5) G. K. Varshney – Sahitya Bhawan Publication, New Delhi



6) R. S. N. Pillai – S. Chand Publication, New Delhi.

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC-12	
2	Course Title	Management Information System	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ To know the good learning attitude ➤ evaluation the role of information system	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS, MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems.	15
II	Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business; Decision Making and Information Systems; Types of Decisions and the Decision Making Process; Business Value of Improved Decision Making; Decision Support for Operational, Middle and Senior Management; Concepts of Database and Database Management System. Characteristics and Structure of Management Information Systems: Structure of MIS, system, sub-system, integrated system, system view of Business; MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.	15
III	Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.	15
IV	Implementing Information Systems as Planned Organisational Change: Business Process Reengineering. Systems Analysis and Systems Design. Modelling and Designing Systems: Structured and Object Oriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems.	15

Keywords MIS, Business, Planning, Development, Modelling, Designing.

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.

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2. Gordon B. Davis, M.H. Olson, *Management Information System*, Prentice Hall, New Jersey.
 3. Jerome Kanter, *Management Oriented Management Information Systems*, PHI, New Delhi

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Mark; Q2. Short answer type - 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4 x 10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)

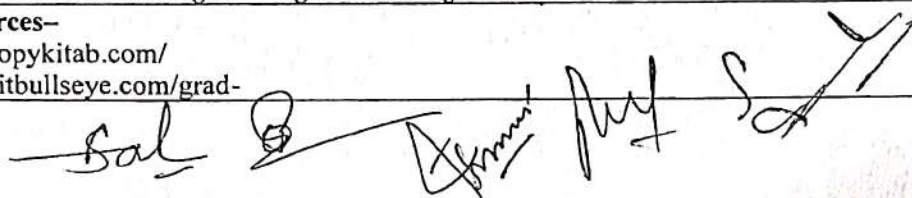
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective A – Management : Production Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Acquire knowledge of knowing the nature of Production Management. ➤ To gain knowledge of work study, planning and scheduling of Production Activities. ➤ Students will gain Knowledge about quality control and Standard Quality Control.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Production Management: Meaning, Definition, Scope, Importance and Problems of Production Management. Production Planning and Control: Routing, Scheduling, Dispatching objectives, functions of Production Planning and Control.		15
II	Production System: Continuous and Intermittent Production System. Plant Layout: Objectives, Plant Layout problem, Principles of Plant Layout, Factor influencing Plant Layout, Types and methods of Plant Layout. Plant Location: Introduction, Need for selecting a suitable location, Plant location problem, Advantage and Disadvantages of Urban, sub-urban and rural locations; Systems view of location; Factors influencing Plant Location.		15
III	Aggregate Planning; Capacity Planning; Material Requirement Planning; Just in Time Manufacturing (JIT). Maintenance Management: Type of Maintenance; Breakdown; Preventive; Routine; Maintenance Scheduling. Quality Control: Concepts and Functions of Inspection and Quality Control Department, Statistical Quality Control, Acceptance Sampling, Control charts and its types. Total Quality Management (TQM): Concepts and characteristics; ISO 9000.		15
IV	Work Study: Importance of Work Study; Work study procedures; Time study Human considerations in Work Study. Method Study: Objectives of method study; Steps involved in Method study Work Measurement: Objectives of Work Measurement; Techniques of Work Measurement; Computation of Standard Time; Allowance; Comparison of various techniques.		15
Keywords	Production, PPC, Plant Layout, PQM, Quality Control, Method Study, Work Study.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Industrial Engineering; Hazra. 2. Industrial Engineering; Martand Telsang; Sultan Chand & Sons. 3. Production Management ; Buffa 4. SN Chari - Production and Operation Management 5. Khanna OP - Industrial Engineering and Management			
Online Resources – https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			



PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

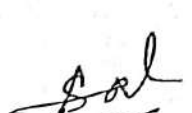
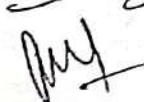
Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal
Assessment (CIA):
(By Course Teacher)Internal Test/Quiz-(2): 20 & 20
Assignment/Seminar- 10
Total Marks- 30Better marks out of the two Test/ Quiz
+ obtained marks in Assignments shall be
considered against 30 MarksEnd Semester
Exam (ESE):Two section- A & B
Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks
Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective B – Finance: Banking Operations & Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ To Define the core concepts of banking. ➤ To acquaint with the knowledge of the functioning of the banking Industry, especially that of India. ➤ To identify the structure of Banking System in India. ➤ To learn the operational aspect of Commercial Banks in India. ➤ To learn and gain insights about Negotiable Instruments. ➤ To help identify various concepts like ATM, E-Banking, Basel Norms, etc.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)		
Unit	Topics (Course contents)	No. of Period
I	Banking System in India: Banking System in India; Monetary Policy: Concepts & Objectives, Basic Concepts of Regulatory Environment for Commercial Banks in India and their provisions; Banking Regulation Act (1949): General Provisions, Management Control, Loan & Advances; Deposit	15
II	Financial sector reforms in India: RBI-role, functions, monetary policy and credit control, RBI Act, Regulatory Environment for Commercial Banks in Indian Core Banking; Digital payment service providers and gateways. SARFAESI Act-Methods of recovery of NPA's and Money Laundering- Procedure, Laws and Guidelines for anti-money laundering.	15
III	Commercial Banks in India: Operational Aspect of Commercial Banks in India, Relationship between Banker and customers, Types of customer account, Cheque & its types, Endorsement, Dishonor, Rights and liabilities of Paying and collecting Banker, Time Value of money calculation of interest on loan & deposits, EMIs, Employment of funds by Commercial Banks.	15
IV	Security Market: Types of securities, mode of creating charge, Bank guarantees, Basel norms, Financial Sector Reforms in India.	15
Keywords: Banking System, Commercial Banks, Monetary Policy, Security Market.		

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons
2. Jaiswal Bimal : Banking Operations
3. Bhole L.M: Financial Institution & Markets
4. Desai Vasant: Financial Market & Institutions
5. Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, Vikas Publishing,
6. Varshney, P.N. (2017). Banking Law & Practice, Sultan. Chand Publishing, 24th Edition
7. Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50th Edition.

(Signatures)

Online Resources-<https://www.edx.org/learn/building><https://www.coursera.org/>**PART-D: Assessment and Evaluation****Suggested Continuous Evaluation Methods:**

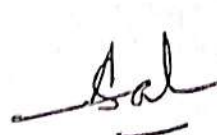
Maximum Marks: 100 Marks

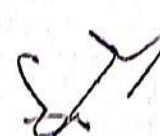
Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar 10	
	Total Marks- 30	
End Semester Exam (ESE):	Two section - A & B	
	Section A: Q1. Objective - 10 x 1 = 10 Mark; Q2. Short answer type - 5 x 4 = 20 Marks	
	Section B: Descriptive answer type qns., 1 out of 2 from each unit - 4 x 10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective C – Marketing: Sales & Advertisement Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Learn the nature, scope & importance of Advertising & Sales. ➤ Develop an understanding of various Sales Planning and Sales Budget ➤ Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Sales Management: Concept, Objectives and Functions of Sales Managements; Sales Organization: Purpose, Setup & Types. Management of Sales force: Meaning, Objectives, Sales force Recruitment, Selection, Remuneration, Training and Compensation & Evaluation.	15
II	Personal Selling: Meaning and Importance, Personal Selling Strategy, Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method, Procedure of Personal Selling.	15
III	Advertising: Concept, Scope, Objectives and Functions of Advertising. Advertising process; DAGMAR & AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect of Advertising. Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their Selection; Advertising messages, Layout of advertisement, Advertising Appeal, Advertising Copy, Advertising Budget.	15
IV	Promotional Management: Advertising Department – Organisation & Function, Advertising Agencies – Organisation & Structure, Function & Services, Evaluation of Advertising Effectiveness: Importance, Difficulties and Methods of Evaluation of Advertising Effectiveness.	15

Keywords: Sales Management, Advertising, Personal Selling, Advertising Effectiveness.

PART-C: Learning Resources

Text Books, Reference Books and Others

- Advertisement Management, Rajeev Batra, John G, Myers. Pearson India
- ☐ Advertisement and Promotion, George E. Belch, Michael A. Belch, McGraw Hill Education
 - ☐ William F. Arens & Courtland L Bovee, Contemporary Advertising Irwin 1994.
 - ☐ Jib Fowles, Advertisement and Popular Culture, Sage Publication
 - ☐ Advertisement and Culture, Sage Prentice Hall
 - ☐ Advertisement and Promotion Management, S. A. Chunawalla.
 - ☐ Advertisement and Sales Management, Dr. Vipul Patel, Devi Ahilya Prakashan.
 - ☐ Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd
 - ☐ Advertising, Selling and Promotion, Ritu Narang, Pearson Education
 - ☐ Advertising and Personal Selling, Dr. Sunaina Sardan, Galgotia Publishing Company
 - ☐ Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press.
 - ☐ Advertisement Management, Sanjay Gupta & Pooja Nasa. SBPD Publication

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

(Signatures)

PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz- (2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz *obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1, Objective-10x1=10 Marks; Q2, Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

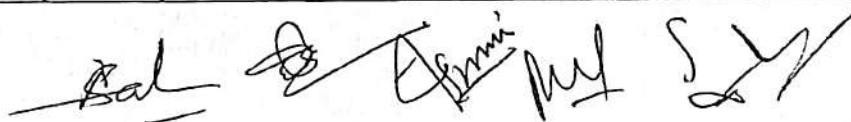
Name and Signature of Convenor & Members: (CBOS)

Sal- B. Abani
 Prof. S. T.

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF.....

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- IV		Session: 2024-2026
1	Course Code	BBSEC - 02		
2	Course Title	Creative Writing & Content Development		
3	Course Type	Skill Enhancement Course (SEC)		
4	Pre-requisite(if, any)	As per requirement		
5	Course Learning Outcomes(CLO)	➤ To make them understand the writing process ➤ To sensitize them to the various styles and techniques of writing and editing. ➤ To learn various styles and techniques of creative writing and editing.		
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training	
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20	
PART-B: Content of the Course				
Total No. of Teaching–learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)				
Module	Topics(Course contents)			No. of Period
Theory Contents	Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms. Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues			15
Lab./Field Training Contents	Project: Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)			30
Keywords	Creative Writing, Content Development, Plagiarism.			
PART-C: Learning Resources				
Text Books, Reference Books and Others				
Text Books Recommended–				
1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001. 2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge 3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print. 4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print. 5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.				
Online Resources–				
https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing				



PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:

50 Marks

Continuous Internal Assessment (CIA): 15 Marks

End Semester Exam (ESE): 35 Marks

Continuous
Internal Assessment
(CIA): (By Course Coordinator)Internal Test / Quiz-(2): 10 &
10 Assignment/Seminar + Attendance -
05 Total Marks - 15Better marks out of the two Test/ Quiz +
obtained marks in Assignment shall
be considered against 15 MarksEnd Semester
Exam (ESE):Laboratory/Field Skill Performance: On spot Assessment
D. Performed the Task based on learned skill- 20 Marks
E. Spotting based on tools (written)- 10 Marks
F. Viva-voce (based on principle/technology) - 05 MarksManaged
by Coordinator
as per skilling

Name and Signature of Convener & Members: (CBOS)

GOES TO 05TH SEMESTER

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शहीद नंदकुमार पटेल विश्वविद्यालय, रायगढ़ (छ.ग.)

(छत्तीसगढ़ विश्वविद्यालय अधिनियम 1973 द्वारा स्थापित राजकीय विश्वविद्यालय)



राष्ट्रीय शिक्षा नीति – 2020

के तहत V एवं VI सेमेस्टर

नवीन पाठ्यक्रम

(सत्र 2026–27)

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FOUR YEAR - B B A
UNDERGRADUATE PROGRAM
(2024-28)

DEPARTMENT OF COMMERCE & Management
(FACULTY OF COMMERCE)

COURSE CURRICULUM
(UNDER NEP-2020)

GOVT. OF CHHATTISGARH
DEPARTMENT OF HIGHER EDUCATION
RAIPUR
MAY - 2024

Sah
(Dr Syed Saleem Agha)
Dr. D. R. Mohanram
(Dr. D. R. Mohanram)
Jul 11/6/24
(R.K. MOURYA)

A. Prasad
(Prof. A.K. Saini)

S. L.

BBA FOUR YEAR COURSE

Semester	Category & Paper Code	Subjects/Paper Titles	L	T	P	Credits	Max. Marks	
FIRST	BBSC-01	Principles of Management	3	1	-	4	100	
	BBSC-02	Business Mathematics	3	1	-	4	100	
	BBSC-03	Financial Accounting	3	1	-	4	100	
	BBGE-01	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-01	Environmental Studies	1	1	-	2	50	
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50	
TOTAL CREDIT & TOTAL MARKS						20	500	
SECON D	BBSC-04	Business Economics	3	1	-	4	100	
	BBSC-05	Business Statistics	3	1	-	4	100	
	BBSC-06	Cost Accounting	3	1	-	4	100	
	BBGE-02	Chosseany one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-02	English Language	1	1	-	2	50	
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
	Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)						40	1000
THIRD	BBSC-07	Business Communication	3	1	-	4	100	
	BBSC-08	Managerial Economics	3	1	-	4	100	
	BBSC-09	Business Environment	3	1	-	4	100	
	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing– Marketing Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-03	Hindi Language	1	1	-	2	50	
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
FOUR T H	BBSC-10	Organizational Behaviour	3	1	-	4	100	
	BBSC-11	Business Law	3	1	-	4	100	
	BBSC-12	Management Information System	3	1	-	4	100	
	BBSE-02	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing– Sales &Advertisement Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100	
	BBAEC-03	Communicative English/Other	1	1	-	2	50	
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
	Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88 Credits on completion of Semester IV (8 Credits extra)						80	2000
		BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100	
	BBSC-15	Quantitative Techniques	3	1	-	4	100	

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FIFTH	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100		
	OR	Gr.-II-Finance – Investment Management							
	BBGE-05	Gr.-III-Marketing–Agriculture& Rural Marketing (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Chosse any one from Pool in Other Faculty as per rule)							
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group)	1	1	-	2	50		
	BBSEC-03	i. Analytics Skills OR ii. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1	-	2	50		
TOTAL CREDIT & TOTAL MARKS							20	500	
SIXTH	BBSC-16	Business Ethics	3	1	-	4	100		
	BBSC-17	Entrepreneurship	3	1	-	4	100		
	BBSC-18	Business Taxation	3	1	-	4	100		
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100		
	OR	Gr.-II-Finance – Financial Institutions & Markets Gr.-III-Marketing– Logistics & Supply Chain Management (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Chosse any one from Pool in Other Faculty as per rule)							
	BBGE-06								
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50		
	BBSEC-04	i. Basic Statistics using Microsoft ExcelOR ii. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50		
	TOTAL CREDIT & TOTAL MARKS							20	500
	Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester							120	3000
For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)									
SEVENTH TH	BBSC-19	Strategic Management (4C)	3	1	-	4	100		
		Elective - 1: Human Resource Management							
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100		
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100		
	BBSE-07	Talent Management	3	1	-	4	100		
	BBSE-08	Customer Relationship Management	3	1	-	4	100		
		Elective - 2 :Finance							
	BBSE-05	Microfinance	3	1	-	4	100		
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100		
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100		
	BBSE-08	Insurance and Risk Management	3	1	-	4	100		
		Elective - 3 : Marketing							
	BBSE-05	E Commerce	3	1	-	4	100		
	BBSE-06	Retail Management	3	1	-	4	100		
	BBSE-07	Consumer Behaviour	3	1	-	4	100		
	BBGE-08	Advertising and Media Management	3	1	-	4	100		
		(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)							
	TOTAL CREDIT & TOTAL MARKS							20	500
		BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
			Elective - I: Human Resource Management						
BBSE-09		Project Management	3	1	-	4	100		
BBSE-10		Compensation & Performance Management	3	1	-	4	100		
BBSE-11		Industrial Relations	3	1	-	4	100		
BBSE-12		Training and Development	3	1	-	4	100		
		Elective - II: Finance							
BBSE-09		Financial Analytics	3	1	-	4	100		

EIGHT H	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management	3	1	-	4	100
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	3	1	-	4	100
	BBSE-11	Services Marketing	3	1	-	4	100
	BBSE-12	Tourism Management	3	1	-	4	100
		(Choose 4- DSE (9 to 12) From any One Group from Own faculty 4x4=16)					
		TOTAL CREDIT & TOTAL MARKS				20	500
		GRAND TOTAL CREDITS(I to VIII)				160	4000
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)							
SEVEN TH	BBSC-19	Strategic Management (4C)	3	1	-	4	100
		Elective - 1: Human Resource Management					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
		Elective - 2 :Finance					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
		Elective - 3 : Marketing					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
		TOTAL CREDIT & TOTAL MARKS					B to B Mark eting 500
EIGHT H	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		Elective - II: Finance					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
		TOTAL CREDIT & TOTAL MARKS				24	600
		GRAND TOTAL CREDIT (I TO VIII)				160/164	4100

Awarded Bachelor of (in the Field of Multidisciplinary Study) {Honors (160/164) or Honors with Academic Research (164)} after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members :

Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

BBA FOUR YEAR COURSE

Semester	Category &	Subjects/Paper Titles	L	T	P	Credits	Max.
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	Paper Code						Marks
FIRST	BBSC-01	Principles of Management					
	BBSC-02	Business Mathematics	3	1	-	4	100
	BBSC-03	Financial Accounting	3	1	-	4	100
	BBGE-01	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-01	Environmental Studies	1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50
SECOND	TOTAL CREDIT & TOTAL MARKS						20 500
	BBSC-04	Business Economics	3	1	-	4	100
	BBSC-05	Business Statistics	3	1	-	4	100
	BBSC-06	Cost Accounting	3	1	-	4	100
	BBGE-02	(Chosseany one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-02	English Language	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20 500
THIRD	Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)						40 1000
	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
	BBSC-09	Business Environment	3	1	-	4	100
	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing– Marketing Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Hindi Language	1	1	-	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20 500
	BBSC-10	Organizational Behaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
FOURTH	BBSC-12	Management Information System	3	1	-	4	100
	BBSE-02	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing– Sales & Advertisement Management (One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-03	Communicative English/Other	1	1	-	2	50
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20 500
	Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88						80 2000

Credits on completion of Semester IV (8 Credits extra)								6
FIFTH	BBSC-13	Marketing Research	3	1	-	4	100	
	BBSC-14	Material Management	3	1	-	4	100	
	BBSC-15	Quantitative Techniques	3	1	-	4	100	
	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100	
	OR	Gr.-II-Finance – Investment Management						
	BBGE-05	Gr.-III-Marketing-Agriculture& Rural Marketing (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Chosse any one from Pool in Other Faculty as per rule)						
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group)	1	1	-	2	50	
	BBSEC-03	iii. Analytics Skills OR iv. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1	-	2	50	
SIXTH	TOTAL CREDIT & TOTAL MARKS						20	500
	BBSC-16	Business Ethics	3	1	-	4	100	
	BBSC-17	Entrepreneurship	3	1	-	4	100	
	BBSC-18	Business Taxation	3	1	-	4	100	
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100	
	OR	Gr.-II-Finance – Financial Institutions & Markets						
	BBGE-06	Gr.-III-Marketing- Logistics & Supply Chain Management (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Chosse any one from Pool in Other Faculty as per rule)						
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50	
	BBSEC-04	iii. Basic Statistics using Microsoft Excel OR iv. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50	
	TOTAL CREDIT & TOTAL MARKS						20	500
Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						120	3000	
For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)								
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100	
		Elective - 1: Human Resource Management						
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100	
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100	
	BBSE-07	Talent Management	3	1	-	4	100	
	BBSE-08	Customer Relationship Management	3	1	-	4	100	
		Elective - 2 :Finance						
	BBSE-05	Microfinance	3	1	-	4	100	
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100	
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100	
	BBSE-08	Insurance and Risk Management	3	1	-	4	100	
		Elective - 3 : Marketing						
	BBSE-05	E Commerce	3	1	-	4	100	

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	BBSE-06	Retail Management	3	1	-	4	100		
	BBSE-07	Consumer Behaviour	3	1	-	4	100		
	BBGE-08	Advertising and Media Management	3	1	-	4	100		
		(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)							
TOTAL CREDIT & TOTAL MARKS							20	500	
EIGHTH	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100		
		Elective - I: Human Resource Management							
	BBSE-09	Project Management	3	1	-	4	100		
	BBSE-10	Compensation & Performance Management	3	1	-	4	100		
	BBSE-11	Industrial Relations	3	1	-	4	100		
	BBSE-12	Training and Development	3	1	-	4	100		
		Elective - II: Finance							
	BBSE-09	Financial Analytics	3	1	-	4	100		
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100		
	BBSE-11	Corporate Financial Management	3	1	-	4	100		
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100		
		Elective -III Marketing							
	BBSE-09	Digital Marketing	3	1	-	4	100		
	BBSE-10	Product & Brand Management	3	1	-	4	100		
	BBSE-11	Services Marketing	3	1	-	4	100		
	BBSE-12	Tourism Management	3	1	-	4	100		
		(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)							
	TOTAL CREDIT & TOTAL MARKS							20	500
	GRAND TOTAL CREDITS(I to VIII)							160	4000
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)									
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100		
		Elective - 1: Human Resource Management							
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100		
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100		
	BBSE-07	Talent Management	3	1	-	4	100		
		Elective - 2 :Finance							
	BBSE-05	Microfinance	3	1	-	4	100		
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100		
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100		
		Elective - 3 : Marketing							
	BBSE-05	E Commerce	3	1	-	4	100		
	BBSE-06	Retail Management							
	BBSE-07	Consumer Behaviour	3	1	-	4	20		
	TOTAL CREDIT & TOTAL MARKS							B to B Marketing	500
		BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
		Elective - I: Human Resource Management							
BBSE-09		Project Management	3	1	-	4	100		
BBSE-10		Compensation & Performance Management	3	1	-	4	100		
BBSE-11		Industrial Relations	3	1	-	4	100		
		Elective - II: Finance							
BBSE-09		Financial Analytics	3	1	-	4	100		

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EIGHTH	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	TOTAL CREDIT & TOTAL MARKS					24	600
	GRAND TOTAL CREDIT (I TO VIII)					160/164	4100

Awarded Bachelor of (in the Field of Multidisciplinary Study) {Honors (160/164) or Honors with Academic Research(164)} after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members:

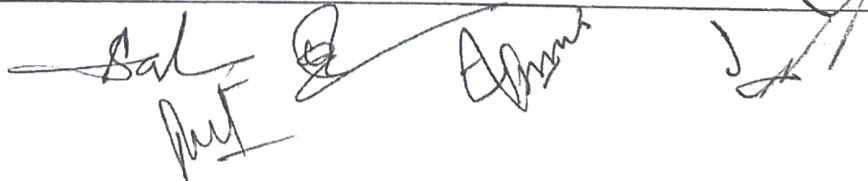
Sr.No.	Name	Designation	Signature
01	Dr. Tapes Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

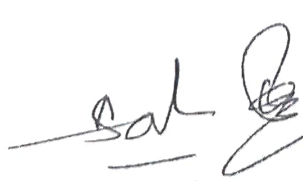
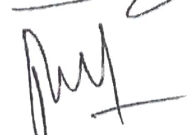
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC- 13	
2	Course Title	Marketing Research	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Discuss the Scope and Importance of Market Research and its role in the development of Marketing Strategy. ➤ Provide a detailed overview of the stages in the Market Research Process. ➤ To study the application of MR, Ethics in MR. ➤ To study the sales analysis and sales forecasting.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Marketing Research: Nature, Purpose, Importance, Defining the Marketing Research Problem; Application of Marketing Research; Limitations of Marketing Research; Threats to Marketing Research; Research process. Research Design: Meaning, Characteristics and Importance.		15
II	Marketing Research Management: Methods of data collection. Scaling Techniques, Sampling Designs, and Sample size decisions. Questionnaire design; Meaning and Characteristics of a Questionnaire. Data Processing: Selecting an appropriate Statistical Technique; Hypothesis Testing; Tabulation and analysis of data; Interpretation and Report Writing.		15
III	Application of Marketing Research: Consumer Research, Product Research, Sales Research and Advertising Research. Various issues involved and Ethics in Marketing Research.		15
IV	Sales Analysis and Forecasting: Identifying Market Segments; Analyzing Competition and Consumer Markets. (LEARNING THROUGH EXPERIENCE IN CHHATTISGARH STATE)		15
Keywords	Marketing Research, Research Design, Sales Analysis, Forecasting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Marketing Research ; G.C. Beri, Tata Mc Graw Hill, New Delhi 2. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai. 3. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi. 4. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston. 5. Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.			
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			
PART-D: Assessment and Evaluation			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		100 Marks	
Continuous Internal Assessment (CIA):		30 Marks	
End Semester Exam (ESE):		70 Marks	



Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC-14	
2	Course Title	Material Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	➤ Set strategic objectives, design structure, and organize the materials purchasing activities in the firm. ➤ Ensure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source. ➤ Make decisions to the basic Materials Management elements such as the decision to make or buy, purchase commodities versus capital goods, and purchase for resale.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40

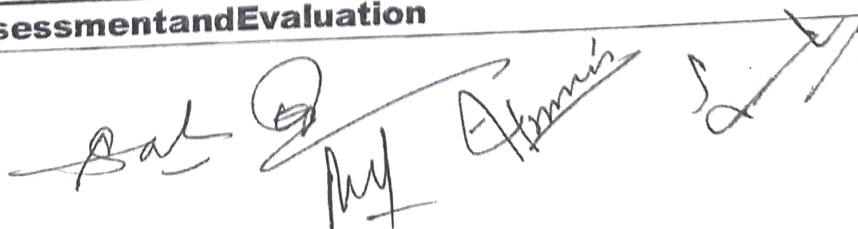
PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of Material Management, Manpower Planning and Material Management, Materials Planning, Capacity Requirements Planning.	15
II	Materials Research: Definition & Scope, Need and Importance, Organization for Materials Research, Techniques and Reporting. Source Selection: Stages in Source Selection, Social aspects in source selection; Legal aspects in Buying	15
III	Principles of Inventory Management: Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in Inventory Control.	15
IV	Cost Reduction Techniques: Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control. The Future of Material Management: Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.	15
Keywords	<i>Materials Management, Materials Research, Inventory Management.</i>	

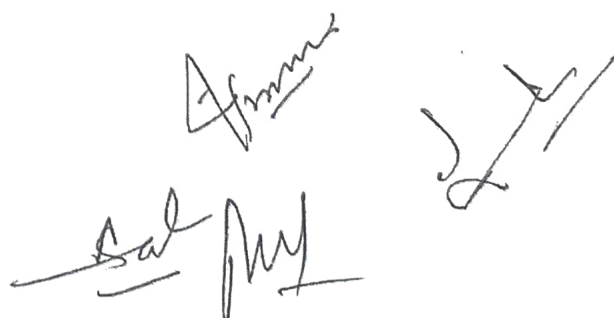
PART-C: Learning Resources**Text Books, Reference Books and Others**

- 1 M M. Verma- Material Management, S. Chand and Sons, New Delhi.
- 2 A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.
- 3 DoIbey & Lee- Materials Management- IMH Publications
- 4 Gopal Krishnan- Material Management, PHI Publications, New Delhi
- 5 S.E. Sexena – Material Management, Sahitya Bhawan.

Online Resources-<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D: Assessment and Evaluation**


Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

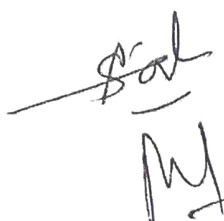
PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC- 15	
2	Course Title	Quantitative Techniques	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases. ➤ Learn the usage of game theory and Simulation for Solving Business Problems. ➤ Solve Optimization Problems like transportation and to Identify and formulate Linear Programming Models.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Quantitative Technique: Definition, Approach to decision making, Analysis and Computer Based Information System. Operation Research: Introduction to OR; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory).		15
II	Linear Programming: Formulation of Problem, Methods of solving Linear Programming; Problems related to mixed constraints. Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.		15
III	Probability: Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poisson distribution, Binomial distribution).		15
IV	Sampling and Sampling Distribution: (T-test, Z-test, f-test, Chi-square test). Theory of games- Two person zero sum game; Solution to games: Saddle point, dominance rule, Value of the game, mixed strategy, Graphical method of solving a game – (2 x n) and (m x 2) games.		15
Keywords	Quantitative Techniques, Operation Research, Sampling, Probability.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Natrajan A. M. 'Operation Research', Pearson Education 2. Vohra N. D. 'Quantitative Techniques in Management', Tata McGraw Hill. 3. Dougerty, Introduction to Econometrics, 4E, ISBN: 9780195693249, Oxford University Press 4. Taha H, "Operation Research", Pearson Education 5. P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications, 6. Hillier and Lieberman 'Operations Research', Tata McGraw Hill, Eighth Edition			
Online Resources–			
https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:****Maximum Marks:** 100 Marks**Continuous Internal Assessment (CIA):** 30 Marks**End Semester Exam (ESE):** 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)






FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC-03	
2	Course Title	Elective A – Management: Office Organisation and Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Prc-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	➤ Learn of basic knowledge of office Organisation and Management ➤ Demonstrate skills in effective office Organisation ➤ Ability to maintain office records ➤ Ability to maintain digital record. ➤ Interpret different types of Organisation structures and responsibilities as future office managers	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	FUNDAMENTALS OF OFFICE MANAGEMENT: Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office Management: Meaning, Elements and major processes of Office Management Office Manager: Functions and qualifications of Office manager.		15
II	ADMINISTRATIVE ARRANGEMENT AND FACILITIES: Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages. OFFICE ENVIRONMENT: Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health Safety and Security.		15
III	RECORDS MANAGEMENT: Importance of Records, Types of office records; Records Management: Meaning, Principles of Record Keeping, Functions of Records Management; Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, Advantage and Disadvantages; Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing; Office manual: Contents, Importance, types of office manuals; Indexing: Meaning, importance, advantages and essentials of good indexing, type of index; Retention and disposal of files: Meaning and benefits of record retention/need for		15

	disposal of files, life-cycle stages of files.	
IV	OFFICE MECHANISATION AND DATA PROCESSING: Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines; Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods: Data presentation Methods of Presentation of Data; Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation.	15

Keywords *Office Management, Records Management, office Mechanisation.*

PART-C: Learning Resources

Text Books, Reference Books and Others

1. S.P Arora, Office Orga Ginn, Record Management, 10th Edition, Cengage Pvt Ltd.

2. M.E Thakuram Rao, Office organisation and Management, Atlantic

3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Online Resources-

<https://alison.com/tag/office-management>

<https://onlinecourses.swayam2.ac.in/>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
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End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
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Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)	Semester-V	Session: 2024-2027
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1	Course Code	BBSE -03	
2	Course Title	Elective B – Finance: Investment Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Identify own strengths and develop new skills in the process of Investment ➤ With this type of learning outcomes, the learner will understand concepts, rules and procedures Stock Markets. ➤ In this type of learning outcome, the learner uses personal strategies to think, organize, learn and behave.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Investment Management: Types of investment, Objectives of investment, Nature and scope of Investment management; Type of investors; Investment V/S Speculation; Investment Process; Investment categories; Investment alternatives. Speculation, Arbitration, Hedging: Introduction, Meaning and Definition, Objectives, Functions, Types, Strategies; Speculation v/s Arbitration v/s Hedging; Can Speculation/ Arbitration / Hedging mitigate financial risk for companies.	15
II	Stock Market Operations: New Issue Market, Secondary Market operations; Derivative Instruments: Forward contracts, Future contracts, Option, contracts, Swaps Contracts.	15
III	Analysis: Fundamental Analysis, Economic Analysis, Company Analysis, Industrial Analysis, Technical Analysis and Efficient Market Theory; Portfolio Analysis.	15
IV	Stock Exchange in India: Meaning & Definition, Members, Brokers and Participants in Stock Exchange DEMAT Account: Introduction & Types of order Processing. SEBI: Functions and Operations of SEBI; Present scenario of Capital Market.	15
Keywords	Investment Management, Stock Market, Stock Exchange, SEBI.	

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Amling, Federic. Investment Englewood Cliffs, New Jersey, PHI
2. Fischer, D.E. & Jordan, R.J. : Security Analysis & Portfolio Management ; Pearson
3. Prasanna Chandra : Investment Analysis and Portfolio Management ; Tata McGraw Hill Education Private Limited
4. Singh, R (2009). Security Analysis & Portfolio Management (1st ed.). Excel Books.
5. Shahani, R. (2011). Financial Markets in India, A Research Initiative (3 rd ed.) Anamika Publishers & Distributors (P) Ltd.
6. Frank & Reilly & Keith C Brown (2006). Investment Analysis and Portfolio Management. (8th ed.). Cenage India Pvt. Ltd.

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

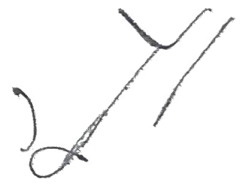


PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:****Maximum Marks:** 100 Marks**Continuous Internal Assessment (CIA):** 30 Marks**End Semester Exam (ESE):** 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2):20&20	Bettermarks outofthetwo Test/ Quiz + obtainedmarks inAssignments shall be considered against 30 Marks
	Assignment/Seminar-10 Total Marks-30	
End Semester Exam (ESE):	Two section- A & B Section A: Q1.Objective-10x1=10Mark; Q2.Short answer type-5x4=20Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

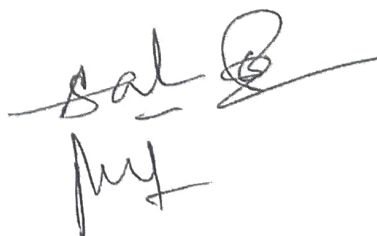
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSE -03	
2	Course Title	Elective C – Marketing: Agriculture and Rural Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ In sight into rural markets ➤ Learn about Rural consumer Behaviour ➤ Know about the Institutional Support to Agriculture and Rural marketing.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching–learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Agriculture and Rural Marketing: Definition, nature and scope, classification of rural markets, rural v/s urban markets. marketing environment, infrastructure facilities, rural credit institutions, rural retail outlets.		15
II	Rural Marketing: Meaning of Market and Marketing, Nature and scope of rural marketing; Rural and urban markets; rural marketing environment; Rise of rural consumerism Rural Consumer Behaviour: Consumer buying Behaviour in rural markets; Factors affecting rural Consumer Behaviour; Bases for segmenting rural consumer markets.		15
III	Rural product and Pricing Strategy: Rural Product, Rural product Classification; Rural product life cycle, product life cycle strategies in rural markets; New Product Development in Rural markets; Branding of Rural Markets; Pricing for Rural Markets : Factors and strategies		15
IV	Institutional Support to Agriculture and Rural Marketing: Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA), The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat , State Agriculture Marketing Boards, Chhattisgarh - Future of Rural marketing in Chhattisgarh, Recent policies for agriculture.		15
Keywords		Rural Marketing, Consumer Behaviour, Rural markets, Urban Markets.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Badi R V Badi N.V: Rural Marketing 2. Acharya S S Agarwal: Agriculture Marketing in India 3. Economy of Assam: P.K. Dhar 4. Rural Marketing: CSG Krishnamacharyulu 5. Agricultural Economics: R. K. Lekhi			
Online Resources– https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-arcs-indian-perspective-information-technology-essay.php&ved https://study.sagepub.in/velayudhan_rm3e&ved			

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:****Maximum Marks:** 100 Marks**Continuous Internal Assessment (CIA):** 30 Marks**End Semester Exam (ESE):** 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

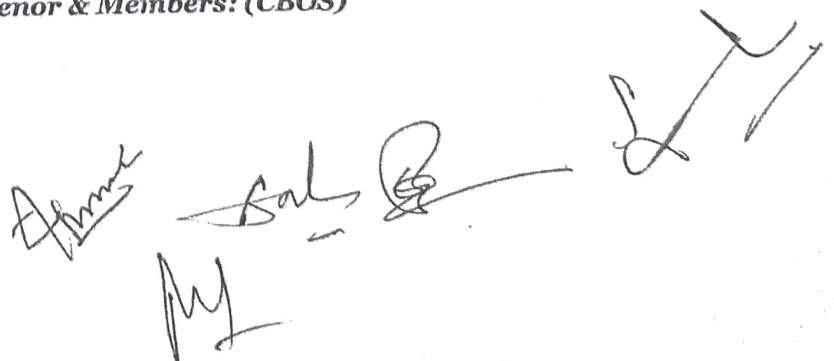
Name and Signature of Convenor & Members: (CBOS)




FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)			Semester- V	Session: 2024-2027
1	Course Code	BBVAC – 03		
2	Course Title	Data Analytics Using MS Excel		
3	Course Type	Value Addition Course [VAC]		
4	Pre-requisite(if, any)	As per requirement		
5	Course Learning Outcomes(CLO)	➤ Learn spreadsheet functions to efficiently perform calculations related to real-world operations. ➤ Identify real-world problems of data using spreadsheets. ➤ Apply spreadsheets' summarise and report tools to analyze real-world data.		
6	Credit Value	2 Credits	Credit=15 Hours-learning & Observation	
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)				
Unit	Topics (Course contents)			No. of Period
I	Working on Data in Spreadsheets: Applying Logic in Decision Making			08
II	Excel for Problem Solving			07
III	Data Visualisation with MS-Excel			08
IV	Lectures, Hands-on Practice, Case analysis			08
Keywords	Data, MS- Excel, Problem Solving, Spreadsheets.			
PART-C: Learning Resources				
Online Resources– https://www.theexcelxperts.com/importance-excel-business/ https://www.youtube.com/watch?v=eIN40JN7sro&ab_channel=LeilaGharani				
PART-D: Assessment and Evaluation				
Suggested Continuous Evaluation Methods: Maximum Marks: 50 Marks Continuous Internal Assessment (CIA): 15 Marks End Semester Exam (ESE): 35 Marks				
Continuous Internal Assessment(CIA): (By Course Teacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15		Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 15 Marks	
End Semester Exam(ESE):	Two section– A & B Section A: Q1. Objective–05 x1=05 Mark; Q2. Short answer type-5x2 =10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20 Marks			

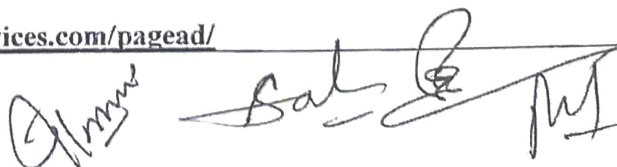
Name and Signature of Convenor & Members: (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester-V	Session: 2024-27
1	Course Code	BBSEC - 03	
2	Course Title	Analytics Skill	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Learn the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills. ➤ Acquire competency in the use of verbal reasoning. ➤ Apply the skills and competencies acquired in the related areas ➤ Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours- Theoretical learning and = 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)		No. of Period
Theory Contents	Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance-speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest. Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs, Venn diagrams.		15
Lab./Field Training Contents	Co-Curricular Activities: Problem solving/Group discussion / Case Study Based Approach enables to gain knowledge to implement business analytics in real world job.		30
Keywords	Arithmetic Ability, Verbal Reasoning, Data Interpretation.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
1. Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications. 2. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055. 3. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers. 4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.			
Online Resources-			
➤ https://www.googleadservices.com/pagead/			



> <https://www.coursera.org/>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 50 Marks

Continuous Internal Assessment (CIA): 15 Marks

End Semester Exam (ESE): 35 Marks

Continuous Internal Assessment (CIA) : (By Course Coordinator)	Internal Test / Quiz - (2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment G. Performed the Task based on learned skill - 20 Marks H. Spotting based on tools (written) - 10 Marks I. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS:

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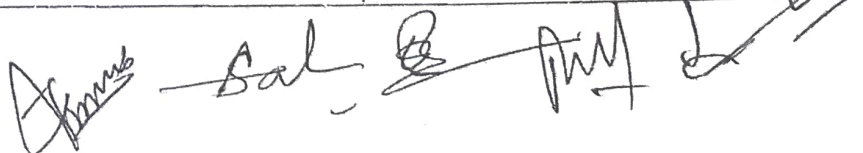
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
DEPARTMENT OF Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- V	Session: 2024-2027
1	CourseCode	BBSEC - 03	
2	CourseTitle	GST with Return Filing	
3	CourseType	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Detailed Overview of the indirect taxation system of India. ➤ GST Registration and Compliance ➤ Filing of various GST returns	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and= 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching–learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	What is GST; What is ITR; Introduction of ITR forms; Selection of ITR forms; Verification of Returns. E filing of Return on Income Tax Portal. Basics of GST and GST in Tally; Basics of TDS and TDS in Tally. Payroll and Payroll with Tally; Income Tax with Tally Advance Excel and MIS Reporting		15
Lab./Field Training Contents	- Project on GST return filing on the GSTN portal. - GST tasks to be done with Accounting Software like Tally		30
Keywords	GST, ITR, E Filing, Excel, MIS, Tally.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
1. GST Case Digest – By Rajat Mohan; Agarwal Law House 2. Taxmann GST – Practice Manual; Agarwal Law House			
Online Resources–			
https://www.studyathome.org/products/practical-gst-return-filing-course https://www.skillecture.com/courses/Practical-GST-Return-Filing-Course			
PART-D: Assessment and Evaluation			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		50 Marks	
Continuous Internal Assessment (CIA):		15 Marks	
End Semester Exam (ESE):		35 Marks	
Continuous Internal Assessment (CIA): (By Course Coord	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks -	15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks



End Semester Exam(ESE):	Laboratory/Field Skill Performance: Onspot Assessment J. Performed the Task based on learned skill- 20 Marks K. Spotting based on tools (written) - 10 Marks L. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling
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Name and Signature of Convener & Members (CBOS)

GOES TO 06TH SEMESTER

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	Course Code	BBSC- 16	
2	Course Title	Business Ethics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Identify and evaluate Business Ethics theory and corporate social responsibility ➤ Introduction and orientation to an ethical decision-making framework ➤ Explore ethical theories.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Business Ethics: Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management		15
II	Ethics in Management: Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation. Role of Corporate Culture in Business: Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.		15
III	Application of Business Ethics: Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).		15
IV	Corporate Social Responsibility: Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR. Corporate governance: Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)		15
Keywords		Business Ethic, Corporate Culture, Corporate Social Responsibility.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response			
2. Sherlekar, Ethics in Management Himalaya			

3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi

Online Resources–

<https://learninglink.oup.com/access/cranche5e-student-resources&ved>

<https://edge.sagepub.com/spinello&ved>

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	10 30	Bettermarks outofthetwo Test/ Quiz +obtainedmarks inAssignmentsshallbe considered against 30 Marks
	Assignment/Seminar- TotalMarks-		
EndSemester Exam (ESE):	Two section– A & B SectionA: Q1. Objective–10x1= 10Mark ; Q2. Short answertype-5x4= 20Marks SectionB:Descriptiveanswertypeqts., 1outof2 fromeachunit-4x10= 40Marks		

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)	Semester-VI	Session: 2024-2027
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1	CourseCode	BBSC- 17	
2	CourseTitle	Entrepreneurship & Small Business Management	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country. ➤ Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship. ➤ Students will be able to understand Entrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)

Unit	Topics (Course contents)	No. of Period
I	Entrepreneur: Definition, emergence of Entrepreneurial class. Theories of Entrepreneurship, Characteristics of Entrepreneur. Entrepreneurial Traits. Types and Significance. Role and Importance of entrepreneur in economic growth. Government's Policy with regards to SSI and Entrepreneurs. Entrepreneurial Development Programmes in India: Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies. Entrepreneurial Environment. Entrepreneurial Ecosystem & Problems. Innovation – Concept and Types. Innovation and Entrepreneur. (Learning Through Experience In Chhattisgarh Area)	15
II	Entrepreneurial Behavior: Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility and Entrepreneurial Motivation. Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government. Social Entrepreneurship: Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.	15
III	Women Entrepreneurship: Concept, Evaluation, Importance and functions of Women Entrepreneurship, Topologies and categories of Women Entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.	15
IV	Small Scale Industries: Meaning & Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries,	15

	Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems. The role of Small Scale Industries in Indian Economy : Problems of Small Scale Industries ; Measures to promote Small Scale Industries (Learning Through Experience In Chhattisgarh State)	
Keywords	<i>Entrepreneurship, EDP, Entrepreneur, Small Scale Industries</i>	

Signature of Convener & Members (CBOS):

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Srivastava S.B.: A Practical Guide to Industrial Entrepreneurs ;Sultan Chand & Sons., New Delhi.
3. Pandey I.M.: Venture Capital – The Indian Experience ;Prentice Hall Of India.
4. Ishwar C.Dingra: The Indian Economy-Resources, Planning ,Development and problems; Sultan Chand & Sons ,New Delhi.
5. Misra & Puri: Indian Economy; Himalaya Publishing House.

Online Resources–

[https://nios.ac.in/media/documents/249 Entrepreneurship/English pdf/249 Entrepreneurship Lesson 17.pdf&ved=](https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_17.pdf&ved=)

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

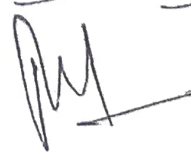
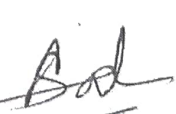
PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	Course Code	BBSC - 18	
2	Course Title	Business Taxation	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Students would identify the technical terms related to income tax. ➤ Students would compute the net total income of an individual. ➤ After the completion of the course, students will be able to acquire deep knowledge on GST.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Income Tax: Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions; Basis of charge; Scope of Total Income, Residence and Tax Liability.		15
II	Heads of Income: Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems). Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR. Rebates and Reliefs: Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.		15
III	Goods and Services Tax (GST): Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST, Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST, GST Council: Structures Power and Functions. Provisions for amendments, GST Network, Registration. Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, Exemption from GST, billing and e way billing.		15
IV	Eligible and Ineligible Input Tax Credit: Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Tax Invoice, Debit Notes, Returns, Audit in GST.		15
Keywords	Income Tax, Salary, House Property, Rebates, Goods and Service Tax.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T. 2. Singhania V.K.: Direct Taxes, Direct tax planning & management. 3. Mehrotra & Goyal: Sales tax and taxation 4. H.C. Mehrotra: Income tax Law Accounts 5. Central excise duty act 6. Income tax Act 7. Central Sales tax Act 8. Goods & Services Tax – Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication			

Online Resource<https://www.gstindiaonline.com><https://cleartax.in/s/e-invoicing-gst&ved>**PART-D: Assessment and Evaluation****Suggested Continuous Evaluation Methods:****Maximum Marks:** 100 Marks**Continuous Internal Assessment (CIA):** 30 Marks**End Semester Exam (ESE):** 70 Marks**Continuous Internal Assessment (CIA):**
(By Course Teacher)Internal Test/Quiz-(2): 20 & 20
Assignment/Seminar- 10
Total Marks- 30Better marks out of the two Test/ Quiz
+ obtained marks in Assignments shall be
considered against 30 Marks**End Semester Exam (ESE):****Two section- A & B**

Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks

Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members (CBOS)



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)			Semester-VI	Session: 2024-2027
1	Course Code	BBSE -04		
2	Course Title	Elective A – Management: Business Policy & Strategy		
	Course Type	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	As per requirement		
5	Course Learning Outcomes(CLO)	➤ Acquire knowledge over Business Policies and Strategic Management. ➤ Learn SWOT Analysis in Business Strategy. ➤ Able to take rapid decision in Business sectors and strategic implementation		
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation	
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)				
Unit	Topics (Course contents)			No. of Period
I	Business Policy and Strategy: Introduction, Concept of Business Policy, Strategy and Strategic Management, Need and functions of Business Policy and Strategy; Factors influencing Business Policy and Strategy; Business Policy vs. Strategy: Importance of Strategic Management, Causes for failure of Strategic Management, Role of a Strategist, Strategic Management Process: Overview of Strategic Management Process Levels of Strategy, Strategic Direction Vision and Mission, Business Definition, Company's Vision and Mission; Criteria for Evaluating a Mission Statement Goal, Process and Input, Formulation of the Mission Statement: Drucker's Performance Area, Bennis's Core Problem.			15
II	Strategic Analysis: Definition, Need for Strategic Analysis & Environmental Scanning, External Environment Appraisal using PESTEL (Political Economics Social Technological Environmental and Legal), Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) and SWOT Analysis.			15
III	Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, Strategic alternatives at corporate, level, Strategic choice models -Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix, Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Strategy as Simple Rules			15
IV	Strategic Implementation and Control: Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.			15
Keywords	Strategy, Business policy, Formulation, Implementation, Control.			

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Kazmi, Azhar and Adela Kazmi; *Strategic Management*; McGraw Hill
2. J.A. Pearce & R.B. Robinson; *Strategic Management Formulation Implementation Control*; McGraw Hill
3. *Business Policy and Strategic Management* - L.M. Prasad, Sultan Chand & Sons, New Delhi Books
4. *Business Policy and Strategic* - Francis Cherunilum, Himalaya Publishing House, 2010
5. *Business Policy and Strategic Management* - P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999

Online Resources-

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved>
PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

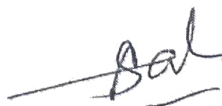
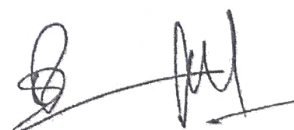
Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
End Semester Exam (ESE):	Two section – A & B	
	Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks Section B: Descriptive answer type qts.. 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convenor & Members: (CBOS)


FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session:2024-2027
1	CourseCode	BBSE -04	
2	CourseTitle	Elective B – Finance: Financial Institutions & Markets	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	➤ To understand the concept of financial market. ➤ To identify the nature and various types of financial markets in India. ➤ To examine the various aspects, types and functioning of different parts of various financial market. ➤ To analyze the linkages of the different classifications of financial market and their effect on financial system. ➤ To develop conceptual understanding about Indian financial system. ➤ To get a clear understanding about financial institution & its instruments. ➤ To get an overview of financial services and regulatory framework relating to Merchant Banking in India.	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Indian Financial System: Introduction, Evolution of FinancialSystem In India, Overview of Financial System In India, Componentsof Financial System, Flow of Funds Matrix, Objectives of FinancialSystem, Functions of Financial System, Financial System And Financial Market, Economic Development, Reforms In Indian Financial Sector.		15
II	Financial Market: Indian Money Market: AnOverview of Indian Money Market,;Organisation Structure of MoneyMarket in India, Functions of Indian Money Market, Instruments ofMoney Market, Defects of Indian Money Market, Role of CentralBank in Money Market, Recommendations of Reserve Bank of India; Indian Capital Market: Meaning, Features of Capital Market,Objectives of Capital Market, Functions of Capital Market, CapitalMarket Organization Structure, Capital Market Institutions, CapitalMarket Instruments, Debt Market in India, Indian Equity Market.		15
III	Primary and Secondary Market: Primary Market; New IssuesMarket, Initial Public Offer (IPO), Offer for Sale, Private PlacementMethod, Rights Issue, Bonus Issue, Tender Method, Book Building,Intermediaries in Primary Market. Secondary Market: Components of Secondary Market, Characteristic Features of Secondary Market, Advantages and Disadvantages of SecondaryMarket, Functions of Secondary Market, Role of SecondaryMarket, SEBI In Secondary Market.		15
IV	Financial Institutions: Commercial Banking – Its role in project finance and Working Capital Finance; DevelopmentFinancial Institutions (DFIs) – An overview and role in Indianeconomy; Life and nonlife insurance companies in India; MutualFunds – Introduction and their role in Capital Market Development. Non-Banking Financial Companies (NBFCs); Stock ExchangeBoard of India;		15

Constitution of SEBI, Reasons for Establishment of SEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions of SEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, Rights Issue, SEBI Guidelines about Book Building, SEBI Regulations with Respect to Green Shoe Option. Stock Exchange: Importance & Functions of a Stock Exchange, Major Stock Exchanges In India, Trading Procedures in a Stock Exchange.							
Keywords	Financial Market, Primary Market, Secondary Market, Financial Institutions.						
PART-C: Learning Resources							
Text Books, Reference Books and Others							
1. Jaiswal B. & Venkatraman Bhuvana.- <i>Financial Market, Institutions & Financial Services</i> 2. Subhash Chandra Das- <i>The Financial System in India</i> 3. Jaiswal B. & Venkatraman Bhuvana.- <i>Indian Financial System</i> 4. K Sasidharan. Alex K Mathews- <i>Financial Services and System</i> 5. V A Avadhani- <i>Financial Services in India</i> 6. Khan, M.Y., <i>Indian Financial Systems</i>, McGraw Hill, 11th Edition (2019) 7. Dhanekar, <i>Pricing of Securities</i>, New Delhi: Bharat Publishing House. 8. Clifford Gomez, <i>Financial Markets, Institutions and Financial Services</i>, PHI Learning. 9. Pathak, Bharti V., <i>Indian Financial System</i>, Pearson Education 10. Prasanna, Chandra, <i>Financial Management: Theory and Practice</i>, McGraw-Hill Education.							
Online Resources-							
https://library.ccis.edu/finance/markets&ved							
PART-D: Assessment and Evaluation							
Suggested Continuous Evaluation Methods:							
Maximum Marks: 100 Marks							
Continuous Internal Assessment (CIA): 30 Marks							
End Semester Exam (ESE): 70 Marks							
Continuous Internal Assessment (CIA): (By Course Teacher)	<table> <tr> <td>Internal Test/Quiz-(2): 20 & 20</td><td></td></tr> <tr> <td>Assignment/Seminar- 10</td><td></td></tr> <tr> <td>Total Marks- 30</td><td></td></tr> </table>	Internal Test/Quiz-(2): 20 & 20		Assignment/Seminar- 10		Total Marks- 30	
Internal Test/Quiz-(2): 20 & 20							
Assignment/Seminar- 10							
Total Marks- 30							
End Semester Exam (ESE):	<table> <tr> <td colspan="2">Two section- A & B</td></tr> <tr> <td colspan="2">Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks</td></tr> <tr> <td colspan="2">Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks</td></tr> </table>	Two section- A & B		Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks		Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	
Two section- A & B							
Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks							
Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks							

Name and Signature of Convenor & Members: (CBOS)





FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	Course Code	BBSE -04	
2	Course Title	Elective C – Marketing: Logistics & Supply Chain Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Able to know the Emerging trends in Retailing and to know about Store Planning. ➤ Elements of Retail Store Operations ➤ Concept of Supply Chain Management ➤ Components of Supply Chain Management and understanding Benchmarking Process. ➤ Understanding about Customer Relationship Management and Role of ➤ E – Commerce in Supply Chain Management.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Logistics: Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management; Supply Chain Management: Significance and Challenges and Importance of a Supply Chain (SC); Key Drivers of Supply Chain Management.		15
II	Supply Chain Strategies: Push-based, Pull-based and Push-Pull based Supply Chain; Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain Environment: Transportation in Supply Chain Environment.		15
III	Components of Supply Chain Management: Three Components of Supply Chain Management; Demand Management; Demand Forecasting; Supply Management; Evolution of ERP; Concept of ERP in Supply Chain Management; Understanding the Benchmarking Concept; Benchmarking Process; Benchmarking Procedure;		15
IV	Customer Relation Management(CRM): Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: New Developments in Supply Chain Management; Outsourcing Supply Chain Operations; The Role of E- Commerce in Supply Chain Management; Green Supply Chain Management; Distribution Resource Planning.		15
Keywords Logistics, Supply Chain Management, Customer Relationship Management.			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Michel H Hungo (2003) Supply Chain Management: PHI			
2. Chopra S. (2007) Supply Chain Management: McGraw Hill			
3. Samir S. & Ballao (2003) Logistics Management: Pearson			

Online Resources–

<https://blog.shiperp.com/7-educational-resources-supply-chain-logistics->
<https://rmit.libguides.com/logistics&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

**Continuous Internal
Assessment (CIA):
(By Course Teacher)**

Internal Test/Quiz-(2): 20 & 20

Assignment/Seminar- 10

Total Marks- 30

Better marks out of the two Test/ Quiz
+ obtained marks in Assignments shall be
considered against 30 Marks

**End Semester
Exam (ESE):**

Two section – A & B

Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks

Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks

Name and Signature of Convenor & Members: (CBOS)

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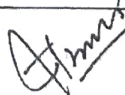
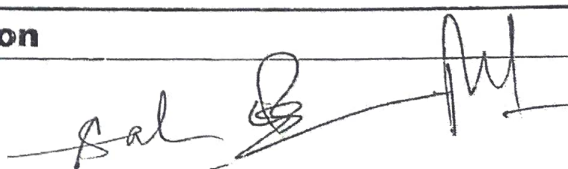
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester-VI	Session: 2024-2027
1	Course Code	BBSEC - 04	
2	Course Title	Basic Statistics Using Microsoft Excel	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Learn about important statistical functions available in Microsoft Excel. ➤ Create data set and filtering the categories under variable. ➤ Learn some important type of charts and those charts will be used to make prediction. ➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions. ➤ Use analysis tool box function for testing of hypothesis problems	
6	Credit Value	2 Credit (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching–learning Periods: Theory – 15 Periods (15Hrs) and Lab. or Field learning/Training 30 Periods (30Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		15
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		30
Keywords	Statistics, Charts, Trend, ANOVA, Linear Regression.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.			
2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.			
3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8 th edition, Pearson publication.			
4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.			
5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.			
Online Resources–			
➤ https://www.googleadservices.com/pagead/			
➤ https://www.coursera.org/			
PART-D: Assessment and Evaluation			

Suggested Continuous Evaluation Methods: Maximum Marks: 50 Marks Continuous Internal Assessment (CIA): 15 Marks End Semester Exam (ESE): 35 Marks		
Continuous Internal Assessment (CIA): (By Course Coordinator)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks -	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: On spot Assessment M. Performed the Task based on learned skill- 20 Marks N. Spotting based on tools (written) 10 Marks O. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS:

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester-VI	Session: 2024-2027
1	Course Code	BBSEC - 04	
2	Course Title	Basic Statistics Using Microsoft Excel	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ Learn about important statistical functions available in Microsoft Excel. ➤ Create data set and filtering the categories under variable. ➤ Learn some important type of charts and those charts will be used to make prediction. ➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions. ➤ Use analysis tool box function for testing of hypothesis problems	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours- Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)		No. of Period
Theory Contents	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		15
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		30
Keywords	Statistics, Charts, Trend, ANOVA, Linear Regression.		
PART-C: Learning Resources			
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Text Books Recommended-			
1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.			
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4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.			
5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.			
Online Resources-			
➤ https://www.googleadservices.com/pagead/			
➤ https://www.coursera.org/			
PART-D: Assessment and Evaluation			

Suggested Continuous Evaluation Methods:		
Maximum Marks:	50Marks	
Continuous Internal Assessment (CIA):	15Marks	
End Semester Exam (ESE):	35Marks	
Continuous Internal Assessment (CIA): (By Course Coordinator)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment P. Performed the Task based on learned skill- 20 Marks Q. Spotting based on tools (written) - 10 Marks R. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS:

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GOES TO 07TH SEMESTER

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