

**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*  
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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)	<ul style="list-style-type: none"> <li>➤ The students will understand concepts, rules or procedures of Principles of Management.</li> <li>➤ Improve their cognitive thinking.</li> <li>➤ The students will learn proficient and effective use of knowledge and ability in performance..</li> </ul>	
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	<b>Introduction:</b> 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	<b>Planning:</b> 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	<b>Organizing :</b> Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors. <b>Decision making:</b> 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	<b>Controlling and Budgeting:</b> 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)*

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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 (CBaS):

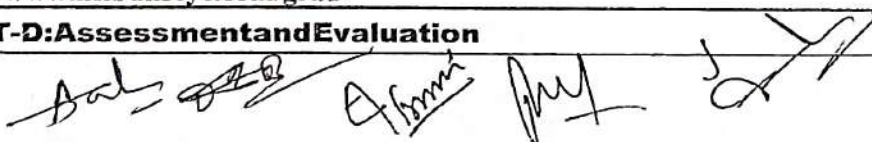
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

**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)	<ul style="list-style-type: none"><li>➤ The aim of the course is to build knowledge and understanding of Business Mathematics among the student.</li><li>➤ The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics.</li><li>➤ To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations.</li></ul>		
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– <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>				
PART-D: Assessment and Evaluation				





<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>
<b>ContinuousInternal Assessment (CIA): (By Course Teacher)</b>	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
<b>End Semester Exam (ESE):</b>	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-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)	<ul style="list-style-type: none"><li>➤ learn the commonly used accounting terminology , Identify the users of accounting information and their respective requirements</li><li>➤ 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</li><li>➤ Explain accounting software and to acquaint with how to work in Tally Software.</li></ul>	
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– <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D: Assessment and Evaluation</b>		
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	

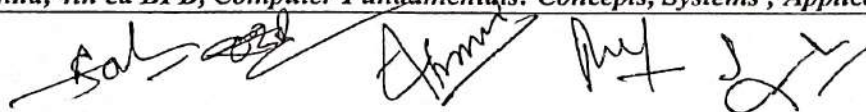
Name and Signature of Convenor & Members (CBoS)



**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)	<ul style="list-style-type: none"><li>➤ Bridge the fundamental concepts of computers with the present level of knowledge of the students.</li><li>➤ Familiarize operating systems, peripheral devices, software, Internet and viruses.</li><li>➤ It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.</li></ul>	
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 Mark; 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	CourseCode	BBVAC - 01	
2	CourseTitle	Social Media Marketing	
3	CourseType	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"><li>➤ Create and implement a digital and social media plan that aligns to a brand's overall business objectives.</li><li>➤ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies.</li><li>➤ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams.</li><li>➤ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.</li></ul>	
6	CreditValue	2Credits	Credit=15 Hours-learning& Observation
7	TotalMarks	Max.Marks: 50	MinPassingMarks: 20
PART-B: Contentof theCourse			
TotalNo.ofTeaching-learningPeriods (01Hr. perperiod)-30Periods(30 Hours)			
Unit	Topics(Coursecontents)		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: LearningResources			
TextBooks,ReferenceBooksandOthers			
TextBooksRecommended-			
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			
OnlineResources-			
<a href="https://www.coursera.org/socialmediamarketing">https://www.coursera.org/socialmediamarketing</a>			
<a href="https://academy.hubspot.com/courses/social-media">https://academy.hubspot.com/courses/social-media</a>			

*(Signatures)*



<b>PART-D: Assessment and Evaluation</b>		
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

<b>PART-A: Introduction</b>			
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)	<ul style="list-style-type: none"> <li>➤ Get an insight into the fundamentals of economics and theory of consumer behaviour.</li> <li>➤ To make the students understand demand and supply, theory of production &amp; theory of cost.</li> <li>➤ To make students understand market structure, forms of market, perfect competition &amp; basic concepts of revenue and rent.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Introduction:</b> Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an economy; Working of price mechanism. <b>Theory of Consumer Behaviour:</b> 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	<b>Demand:</b> Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; <b>Supply:</b> 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	<b>Theory of Production:</b> 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; <b>Theory of Costs:</b> 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. <b>Equilibrium of the Firm:</b> Meaning, Objectives of the Firm, Total Distribution- Concept and Marginal Productivity theory of distribution.		15
IV	<b>Market Structure:</b> Meaning, Forms of market- Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. <b>Wage:</b> Concept and Determination of Wages. <b>Rent:</b> Concept, Ricardian and Modern Theories of Rent. <b>Interest:</b> Concept and Theories of Interest; <b>Profit:</b> 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 &amp; 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 &amp; 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)	<ul style="list-style-type: none"><li>➤ Students will be able to learn basic theoretical and applied principles of Statistics needed to enter the job force.</li><li>➤ Students will be able to communicate key statistical concepts to non-Statisticians.</li><li>➤ Students will gain proficiency in using Statistical Software for Data Analysis.</li></ul>	
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–			
<a href="https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&amp;ved">https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&amp;ved</a> <a href="https://openstax.org/details/books/introductory-business-statistics&amp;ved">https://openstax.org/details/books/introductory-business-statistics&amp;ved</a>			

*[Handwritten signatures and marks are present below the table.]*



**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 &amp; 20

Assignment/Seminar- 10

Total Marks- 30

Better marks out of the two Test/ Quiz  
+ obtained marks in Assignments shall be  
considered against 30 MarksEnd Semester  
Exam (ESE):

Two section- A &amp; 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 &amp; 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-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)	<ul style="list-style-type: none"><li>➤ Have knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage.</li><li>➤ Know how cost calculated in various production sectors. Differentiate between cost and financial accounting.</li><li>➤ Learn how cost and volume effect profit. Able to explore how cost accounting helps to face competition by cost determination and cost control.</li></ul>	
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://lenal.in/studentsweb/cic/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 &amp; 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):**

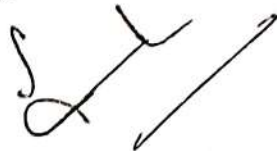
Two section - A &amp; B

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	


# 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)	<ul style="list-style-type: none"><li>➤ Determine Communication styles-types with examples, perception of each type of communication, quiz.</li><li>➤ Focus on various communication skills/listening/ stress management etc.</li><li>➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.</li></ul>	
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	<p><b>What are soft skills:</b> The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation</p> <p><b>What is Personality:</b> 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</p> <p><b>Communication skills:</b> Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals.</p> <p><b>Body Language:</b> For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire.</p> <p><b>Listening skills:</b> Importance and types; Ways to improve Active Barriers To Active Listening.</p>		15
Lab./Field Training Contents	<p><b>Telephone Communication:</b> Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills;</p> <p><b>Technology And Communication:</b> Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette.</p> <p><b>Presentation skills:</b> Tips to make effective and engaging presentations; Overcoming Fear;</p> <p><b>Group Discussions:</b> Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's &amp; Don'ts and Mistakes to Avoid during a GD.</p> <p><b>Interview skills:</b> Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.</p>		30
Keywords	Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
<ol style="list-style-type: none"><li>1. Soft skills &amp; Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex.</li><li>2. Managing Soft skills-K. R Lakshminarayan and T. Murugavel</li><li>3. Soft skills and Professional Communication-Francis Peter S.]</li></ol>			



4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh   Personality Development and Soft skills-Barun K. Mitra		
<b>OnlineResources-</b>		
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.		
<b>OnlineResources-</b>		
<a href="https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/">https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/</a>		
<a href="https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/">https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
Maximum Marks : 50Marks		
Continuous Internal Assessment(CIA): 15 Marks		
End SemesterExam(ESE) : 35Marks		
<b>Continuous InternalAssessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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

<b>PART-A: Introduction</b>			
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)	<ul style="list-style-type: none"> <li>➤ Ability to examine the difference between People Management with Human Resource Management.</li> <li>➤ Ability to explain the need for and importance of People Management.</li> <li>➤ Ability to list modern methods of performance and task assessment.</li> <li>➤ Ability to analyse the factors influencing the work life balance of a working individual.</li> <li>➤ Demonstrating the various types of essential etiquettes in a corporate environment.</li> <li>➤ Construct effective presentations, group discussions and the professional pre requisites.</li> <li>➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period) – 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>People Management:</b> Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. <b>Getting Work Done and Building Peer Networks:</b> Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. <b>Performance Management:</b> 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	<b>Motivation:</b> Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation <b>Managing Self :</b> Reflection on what does it mean to be a people manager; building a personal development plan for oneself, <b>Self-Stress Management:</b> Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. <b>Building Peer Networks:</b> 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	<b>Business And Corporate Etiquette:</b> 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	<b>Corporate Culture:</b> Corporate Culture & its components – values – Addressing Ethical issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. <b>Corporate Expectations:</b> Professionalism – Importance of Professional Behaviour – Dress Code. Meeting: Protocol – Agenda – Chairing. General Disability Etiquette - Attitude and Conflict Management, Indian Business Etiquette.	15
<b>Keywords</b> <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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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:





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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-I</b>	<b>Session: 2024-2028</b>
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	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)			No. of Period
Unit	Topics (Course contents)		
<b>I</b>	<b>Foundation For Finance:</b> Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. <b>Economics-Meaning-scope-key concepts</b> influencing decisions making both micro and macro. <b>Banking in India:</b> 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. <b>Orientation to Financial Statements:</b> 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
<b>II</b>	<b>Investment Management:</b> 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. <b>Stock Markets:</b> Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants. <b>Stock Selection:</b> 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
<b>III</b>	<b>Mutual Funds And Financial Planning Essentials:</b> 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	<b>Project Work:</b> 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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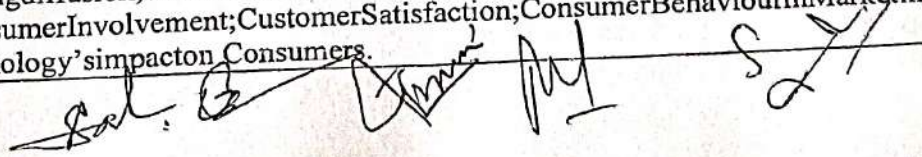
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)  
DEPARTMENT OF Management  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree / Honors)		<b>Semester-I</b>	<b>Session: 2024-2025</b>
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)	<ul style="list-style-type: none"> <li>➤ To Know the need for studying consumer behavior.</li> <li>➤ To analyze the factors that affect consumer behavior.</li> <li>➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it.</li> <li>➤ Learning about the factors affecting the consumer in socio-cultural setting.</li> <li>➤ Identifying the post purchase behavior and the technological impact on consumer.</li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Consumer Behavior:</b> 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	<b>Consumer Motivation and Personality:</b> 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	<b>Consumer Perception, Learning and Attitude:</b> 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	<b>Consumer in Socio-Cultural settings:</b> 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. <b>Post Purchase Behaviour:</b> 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](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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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 Convener &amp; Members: (CBOS)

GOES TO 08<sup>th</sup> SEMESTER

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

(शहीदरायगढ़ 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 (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	
		<b>Elective -III Marketing</b>	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	
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>							20	500
<b>GRAND TOTAL CREDITS(I to VIII)</b>							160	4000
<b>For Award of Bachelor Degree with Honors &amp; Research (Students Securing 7.5 CGPA)</b>								
SEVEN TH	BBSC-19	Strategic Management (4C)	3	1	-	4	100	
		<b>Elective - 1: Human Resource Management</b>						
	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	
		<b>Elective - 2 :Finance</b>						
	BBSE-05	Microfinance						
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100	
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100	
		<b>Elective - 3 : Marketing</b>						
	BBSE-05	E Commerce	3	1	-	4	100	
	BBSE-06	Retail Management						
	BBSE-07	Consumer Behaviour	3	1	-	4	20	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>							500
								B to B Mark eting
EIGHT H	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100	
		<b>Elective - I: Human Resource Management</b>						
	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	
		<b>Elective - II: Finance</b>						
	BBSE-09	Financial Analytics	3	1	-	4	100	
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100	
	BBSE-11	Corporate Financial Management						
		<b>Elective -III Marketing</b>						
	BBSE-09	Digital Marketing	3	1	-	4	100	
	BBSE-10	Product & Brand Management	-	-		-		
	BBSE-11	Services Marketing						
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>							200
	<b>GRAND TOTAL CREDIT (I TO VIII)</b>							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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	Paper Code						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 (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	OrganizationalBehaviour	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						80	2000

Field of Multidisciplinary study after securing the requisite 88



<b>Credits on completion of Semester IV (8 Credits extra)</b>						
<b>FIFTH</b>	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
<b>SIXTH</b>	BBSEC-03	iii. Analytics Skills OR iv. GST with Return Filing OR (Choose any one from Pool Group)	1	1	-	2
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>					<b>20</b>
	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				
	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
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>					<b>20</b>
	<b>Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester</b>					<b>120</b>
	<b>For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)</b>					<b>3000</b>
<b>SEVENTH</b>	BBSC-19	Strategic Management (4C)	3	1	-	4
		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						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. 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	

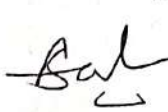
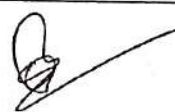

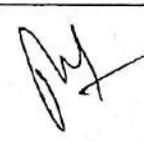

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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

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

<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>	<b>30 Marks</b>	
<b>End Semester Exam (ESE):</b>	<b>70 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session:2024-2026</b>
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	<b>Managerial Economics:</b> Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. <b>Types of Cost:</b> 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	<b>Business Cycles:</b> Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. <b>National Income:</b> Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)	15
III	<b>Objectives of Business Firms:</b> Economic and Non-Economic; <b>Profit:</b> Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. <b>Cost of Capital:</b> Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.	15
IV	<b>Capital Budgeting / Investment Decisions:</b> Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. <b>Break- Even analysis:</b> Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis	15
<b>Keywords</b> <i>Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.</i>		

**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->

*[Handwritten signatures and marks]*



**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 &amp; Members: (CBOS)

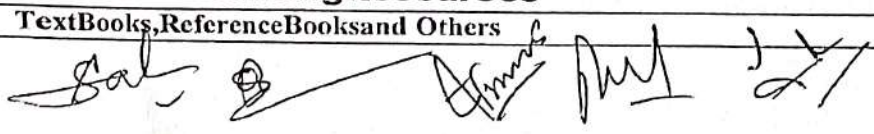
  
  
  




**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

**COURSE CURRICULUM**

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	CourseCode	BBSC-09	
2	CourseTitle	Business Environment	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"><li>➤ Student can get knowledge about Business Environment at National and State level.</li><li>➤ Student can learn basic concepts and theories of Business Environment.</li><li>➤ It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.</li></ul>	
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

<b>Continuous Internal Assessment (CIA):</b> (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	
<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</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	CourseCode	BBSE -01	
2	CourseTitle	Elective A - Management: Human Resource Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"><li>➤ Students would learn about Employee Relations.</li><li>➤ How to do negotiations, manage grievances like strike, lockout in factories</li><li>➤ Stay within bounds of law with unions, employees, managers and Government officials.</li><li>➤ Learn to stream line significant HR activities (Payroll, compliance, administration).</li></ul>	
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	<b>Human Resource Management:</b> 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. <b>Human Resource Planning:</b> Meaning and Importance of Human Resource Planning, Process of HRP. <b>Human Resource Development System:</b> HR development system, Training, Mentoring, Performance, Employee Identification		15
II	<b>Recruitment &amp; Selection:</b> Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. <b>HR Demand Forecasting:</b> Meaning and Techniques and HR supply forecasting; <b>Succession Planning:</b> Meaning and Features		15
III	<b>Compensation, Negotiation and Resolution Management laws:</b> 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	<b>Industrial Relations:</b> Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract. <b>Employee Engagement (EE):</b> Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. <b>Psychological contract:</b> Meaning and features.		15
Keywords		Human Resource Management, Succession planning, Industrial Relations.	
PART-C: Learning Resources			

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**TextBooks,ReferenceBooksand Others**

1. HRM by Gary dessler and Biju Varkkey 16 th ed, pearsonedution.
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:AssessmentandEvaluation**
**Suggested Continuous Evaluation Methods:**
**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

<b>ContinuousInternal Assessment (CIA):</b> (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	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-III**

**Session: 2024-2026**

1	CourseCode	BBSE -01	
2	CourseTitle	Elective II - Finance : Financial Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Create and interpret financial statement.</li> <li>➤ Identify legal issues and impact of financial management.</li> <li>➤ Student can take business decision by the help of Ratio Analysis and working capital management.</li> <li>➤ Student can take decision regarding project analysis (Capital Budgeting) by using various method.</li> <li>➤ Enable the students Evaluate Dividend Policies</li> </ul>	
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
<b>I</b>	<b>Finance Function:</b> 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. <b>Financial Statement:</b> Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.	15
<b>II</b>	<b>Ratio Analysis:</b> Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and return analysis.	15
<b>III</b>	<b>Working Capital Management:</b> Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. <b>Capital Budgeting:</b> Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.	15
<b>IV</b>	<b>Capital Budgeting:</b> Concept and importance of Capital Budgeting, Pay Back Period (PBP), ARR, Net Present Value Method. <b>International Money System:</b> 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

<b>Continuous Internal Assessment (CIA):</b> (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	
<b>End Semester Exam (ESE):</b>	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	<b>Marketing:</b> 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	<b>Product Decisions:</b> 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. <b>Pricing Decisions:</b> Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-	15
III	<b>Channel of Distribution:</b> Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling; <b>Promotion Mix:</b> 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, <b>Sales Promotion:</b> Meaning, Objects, Importance & Tools.	15
IV	<b>Marketing Organisation:</b> 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, Cenuge 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**

<b>Program:</b> Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		<b>Semester-III</b>	<b>Session:2024-2026</b>
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)	<ul style="list-style-type: none"> <li>➤ Interpret the concept of digital marketing and its integration of traditional marketing.</li> <li>➤ Learn the behaviour of online consumers.</li> <li>➤ Create digital media campaigns through an understanding of email content and social media marketing.</li> <li>➤ Leverage digital strategies to gain competitive advantage for business and career.</li> </ul>	
6	Credit Value	2 Credits	<i>Credit=15 Hours-learning &amp; 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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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

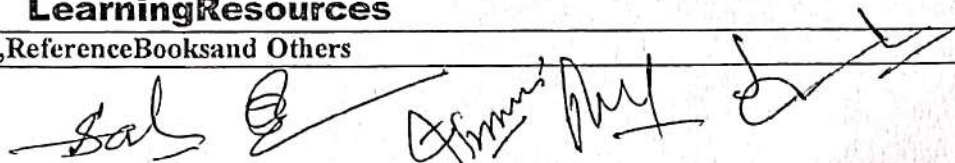


**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

## COURSE CURRICULUM

CURRICULUM

<b>PART-A: Introduction</b>			
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)	<ul style="list-style-type: none"><li>➤ Differentiate between various types of personality using standard tools.</li><li>➤ Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window.</li><li>➤ Knowledge to learn the level of motivation in employees.</li><li>➤ Describe characteristics of a leader. Learn how to build a supportive</li><li>➤ Organisational Culture.</li></ul>	
6	Credit Value	4 Credits	<del>Credit=15 Hours-learning &amp; Observation</del>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Organisational Behaviour:</b> Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. <b>Personality:</b> Type A and B, Big Five personality types, Factors influencing personality. <b>Values and Attitudes:</b> Concept and type of values; Terminal value and Instrumental Value; Components of attitude, job-related attitudes. <b>Learning:</b> Concept, Learning theories and reinforcement. <b>Perception and Emotions:</b> Concept, Perceptual process, Importance, Factors influencing Perception; Emotional Intelligence.		15
II	<b>Decision Making and Communication:</b> Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); Johari Window.		15
III	<b>Motivation:</b> 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	<b>Leadership, Power and Conflict:</b> Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership; Power and conflict; Power tactics, Sources of conflict, Conflict Resolution Strategies. <b>Dynamics of Organisational Behaviour:</b> Organisational Culture and Climate; Concept & determinants of Organisational Culture. <b>Organisational Change:</b> Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.		15
<b>Keywords</b> <i>Organisational Behaviour, Decision making, Motivation, Organisational change</i>			
<b>PART-C: Learning Resources</b>			
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

<b>Continuous Internal Assessment (CIA):</b> (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	
<b>End Semester Exam (ESE):</b>	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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-IV</b>	<b>Session: 2024-2026</b>
1	<b>Course Code</b>	BBSC- 11	
2	<b>Course Title</b>	Business Law	
	<b>Course Type</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ 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.</li> <li>➤ It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002.</li> <li>➤ To make Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932, information act 2000, and competition act 2002</li> </ul>	
6	<b>Credit Value</b>	4 Credits	Credit=15 Hours-learning & Observation
7	<b>Total Marks</b>	Max. Marks: 100	Min Passing Marks: 40

### **PART-B: Content of the Course**

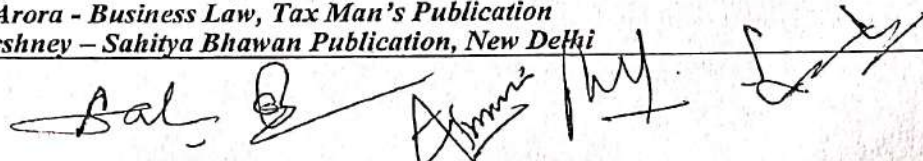
**Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)**

Unit	Topics (Course contents)	No. of Period
I	<b>Laws of Contract (The Indian Contract Act, 1872) :</b> 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. <b>Special contract:</b> Indemnity, Guarantee, Bailment & Agency.	15
II	<b>Negotiable Instruments Act 1881:</b> Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956. <b>The Consumer Protection Act, 1986:</b> 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	<b>Indian Partnership Act, 1932:</b> Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership. <b>The Competition Act, 2002:</b> 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	<b>The Companies Act, 1956:</b> An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company;	15
<b>Keywords</b> Contract Act, Negotiable Instrument Act, Partnership Act, Companies Act		

### **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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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)

*Sal* *my* *Abhinav's* *2/2*



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

## COURSE CURRICULUM

### **PART-A: Introduction**

<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-IV</b>	<b>Session: 2024-2026</b>
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 &amp; 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
<b>I</b>	<b>Information Systems:</b> 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
<b>II</b>	<b>Using Information Systems to Achieve Competitive Advantage:</b> 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. <b>Characteristics and Structure of Management Information Systems:</b> Structure of MIS, system, sub-system, integrated system, system view of Business; <b>MIS Planning and Development:</b> Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.	15
<b>III</b>	<b>Functional Information Systems:</b> 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
<b>IV</b>	<b>Implementing Information Systems as Planned Organisational Change:</b> Business Process Reengineering. Systems Analysis and Systems Design. <b>Modelling and Designing Systems:</b> 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.**

*(Handwritten signatures)*



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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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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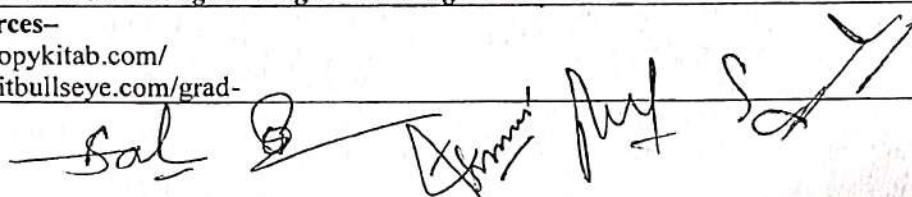
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

## COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/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)	<ul style="list-style-type: none"><li>➤ Acquire knowledge of knowing the nature of Production Management.</li><li>➤ To gain knowledge of work study, planning and scheduling of Production Activities.</li><li>➤ Students will gain Knowledge about quality control and Standard Quality Control.</li></ul>	
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			
<ol style="list-style-type: none"><li>1. Industrial Engineering; Hazra.</li><li>2. Industrial Engineering; Martand Telsang; Sultan Chand &amp; Sons.</li><li>3. Production Management ; Buffa</li><li>4. SN Chari - Production and Operation Management</li><li>5. Khanna OP - Industrial Engineering and Management</li></ol>			
Online Resources– <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			





**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 &amp; 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)	<ul style="list-style-type: none"> <li>➤ To Define the core concepts of banking.</li> <li>➤ To acquaint with the knowledge of the functioning of the banking Industry, especially that of India.</li> <li>➤ To identify the structure of Banking System in India.</li> <li>➤ To learn the operational aspect of Commercial Banks in India.</li> <li>➤ To learn and gain insights about Negotiable Instruments.</li> <li>➤ To help identify various concepts like ATM, E-Banking, Basel Norms, etc.</li> </ul>	
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	<b>Banking System in India:</b> 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	<b>Financial sector reforms in India:</b> 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	<b>Commercial Banks in India:</b> 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	<b>Security Market:</b> 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:**

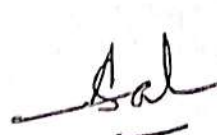



Maximum Marks: 100 Marks

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 Marks; 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 &amp; 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->





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

Name and Signature of Convenor & Members: (CBOS)


Sal- B. Abani  
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**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)	<ul style="list-style-type: none"><li>➤ To make them understand the writing process</li><li>➤ To sensitize them to the various styles and techniques of writing and editing.</li><li>➤ To learn various styles and techniques of creative writing and editing.</li></ul>		
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–				
<ol style="list-style-type: none"><li>1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.</li><li>2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge</li><li>3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.</li><li>4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print.</li><li>5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.</li></ol>				
Online Resources–				
<a href="https://www.entrepreneur.com/article/247908">https://www.entrepreneur.com/article/247908</a> <a href="https://www.locationrebel.com/b2b-writing/">https://www.locationrebel.com/b2b-writing/</a> <a href="https://wordpress.com/support/prevent-content-theft/">https://wordpress.com/support/prevent-content-theft/</a> <a href="https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing">https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing</a>				





**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 &amp; Members: (CBOS)

GOES TO 05TH SEMESTER

