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

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P	ART	Г-А:	ntroductio	n	COLOM				
(Ca	ertific	m:Bachelorin cate / Diploma / D	garga/Hanam	nistration	Semester-I	Session:2024-2	025		
1	Cor	rscCode		000.01					
2		rseTitle		BSC-01			4		
		rscType	Principles of I	Vlanagemen					
4		e-requisite(if,any)	Discipline Spo	ecific Course	(DSC)				
200	Co	urseLearning							
5		- I Thirtiples							
	Ou	ofManagement.							
		 introduction (CLO) improve their cognitive thinking. The students will learn proficient and effective use of knowledge and ability 							
			performance	u tearn projic	ient and effective u	se of knowledge and abil	ityin		
6	Cre	editValue	4Credits	Cua	litation land				
7	Tot	talMarks	Max.Marks:	100		rning&Observation			
A	RT		entoftheCou		IVI	nPassingMarks: 4	0		
Th	nit	Totali (0.01 Tea				Periods(60 Hours)			
Oi	111		T	opics(Cour	secontents)		No.of		
2. 2.	I	Introduction: Concept, Nature, Process and Significance of Management, Role, Function and							
	1	responsibility of Man	agement, Managemen	t Thought: Clas	sical and Neo-classics	al system: Concept	15		
_		approaches. (Learning	through experience	in Chhattisgarh	area)				
	OI E	Planning: Concept of	Planning, Characteris	tics of Planning	, Steps inPlanning Pr	ocess; Benefits and	15		
	d	imitations of Plannin	mulation search for a	Objective, Strai	egies, Policies, Enviro	onment analysis and			
1		diagnosis; Strategy formulation search for advantages and businesspossibilities in Chhattisgarh. Organizing: Concept, nature, process and significance; authorityand resident relationship; Centralization							
	le	and Decentralization; Departmentalization, Organization structure – forms and contingency factors. Decision making: Features of Decision making, Role of Decisionmaking in Management, Types of							
	1	Managerial Decision,	stures of Decision makes	king, Role of D	ecisionmaking in Mar	agement, Types of			
	μ	Decisionmaking.	steps in Decision mak	ing process, De	cision techniques; Pri	nciples of			
I	V	Controlling and Bu	dgeting: Nature of	Control, Rela	tionship between Pl	anning and Control,	15		
	11	Need for Control; Si	ignificance and Lim	itations of Co	ntrol. Types of Cont	rol Process of Control	1		
	12	Budgetary Control,	Performance Budge	ting; Zero Bas	ed Budgeting; Man	agement Audit;	ĺ		
Kom	words	Networks Technique							
					Making, Controlli	ng and Budgeting.			
_			ingResourc						
		Books,Reference		<u> </u>					
		oksRecommended -		21 -4 t D			-000		
2.1	Weihr	er Peter F: Manageme ich and Koontz, Essen	nt Challenges for the .	Tata Mc Gray	itterworth Heinemann				
		ripathi: Principles of I							
		and Frankin; Principle							
		pta: Principles of Man							
Or	nline	Resources-							
	•	www.kopykitab.co							
100		www.hitbullseye.c				W.			
P	AR	T-D:Assessi	mentandEv	aluation					
		sted Continuous	Evaluation Meth	ods:					
		mum Marks:		100Marks					
(Conti	nuousInternalAss	sessment(CIA):	30Marks					
T.	2ndS	emesterExam(ES	E):	70 Marks	_				

Continuous Internal Assessment (CIA): (ByCourseTeacher)	Internal Test/Quiz-(2):20&20 Assignment/Seminar- Total Marks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
Exam (ESE):	Twosection—A &B SectionA:Q1.Objective-10x1=1 SectionB:Descriptiveanswertype	0Mark	C;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS):

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COURSECURRICULUM

P	ART	-A: I	ntroduction		Compt. 32 (1) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4					
Pr	ogra	m:BachelorinT	Business Admin		Semester-I	Carrian 2024	2025			
100	ritite	ne / Diploma / De	gree/Honors)	ioc) action	Semester-1	Session:2024-	2025			
	Cou	rseCode		SC-02						
2		rseTitle	Business Mathen							
	Cou	rseType	Discipline Specifi		SC)					
4	Pre-requisite(if.any)									
}	Cou	rseLearning.	> The aim of the	coursa is to	build knowledge a	nt nd omdanatan din = = 1				
5	Out	comes(CLO)	The aim of the course is to build knowledge and understanding of BusinessMathematics among the student.							
		The course seeks to give detailed knowledge about the subject matte								
			instillingin the	basic ideas	about Business Me	othematics.	ier by			
			> To provide kno	wledge abou	it Mathematics and	l its use in business.	To			
_			enable thelear	ner about M	athematical Calcu	lations.	10			
6		editValue 4Credits Credit=15Hours-learning&Observation								
7		otalMarks Max.Marks: 100 MinPassingMarks: 40								
PA	RT-E	3: Conter	ntoftheCourse			_				
		TotalNo.of Tea	ching-learningPe	riods(01 Hr.	perperiod)- 60Pe	riods(60 Hours)				
U	nit			pics(Course		,	No.of			
		1			55 707 56		Perio			
	I	Matriaga D. C.					d			
•		Matrices: Denni	tion of a Matrix; T	pes of Matri	ces; Algebra ofMa	trices; Adjoint of a	15			
		Properties of data	verse elementary ro	ow & amp; co	lumnoperations.Do	eterminants:				
	п	Types of Fauntic	ong Simple/Ying	on of values	ofDeterminants up	to third order.	15			
	~	variables) Flimin	es of Equations: Simple/ Linear Equations and Simultaneous Equations (only two ables), Elimination and Substitution Methodsonly. Quadratic Equation -							
		Factorization and	Factorization and Formula Method (ax2 + 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	olification							
	Ш	Average & Ratio	o: duplicate-triplica	te and sub-	luplicate of a ratio.		15			
		Proportions: this	rd, fourth and inver	se. Proportio	n,problems.Speed,	Distance and Time.	100			
		Commission, Dis	count, Profit and L	oss, Percenta	iges.					
]	V	Simple Interest,	Compound Interes	est including	yearly and half yea	arly calculations.	15			
		Annuities, Percer	ntages, Bills Discou	ınting,						
Ke	yword	ls: Matrices, I	Indices, Logarithm	s, Average,	Ratio, Proportion,	Simple Interest.				
PA	RT-	C: Learning	gResources							
		ooks,ReferenceB								
1. 1	Busin	ess Mathematics:	Dr. S.M. Shukla, S	Sahitya Bhav	van Publications.		8			
2. '	"Prac	tical Business Ma	thematics and Stat	istics" Surai	ijanSaha, Tata Mo	. Graw – Hill				
Pu	blishi	ng Company Itd. I	Vew Delhi.	4 0 D	av					
3.	M Re	iness Mainemaiics absvachari • Mail	amatics for Mana	ta & amp; D	r. S.K. Agrawal, So Introduction. Tate	hitya Bhawan Agra	•			
Hi.	ll Pub	. Co., New Delhi.	temutics for Munu	gement – An	introduction. Tate	a Mc Graw				
		Resources-								
		www.kopykitab.co	om/							
		vww.hitbullseye.c								
			tandEvaluatio	n						
	MRC I		na landevaluation	n 1	\rightarrow	/				

Maximum Marks:	Evaluation Methods: 100Marks		
ContinuousInternalAss	essment(CIA): 30Marks		
EndSemesterExam(ES)	E): 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&2)	Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester Exam	Twosection-A &B		
(ESE):	SectionA:Q1.Objective-10x	=10M	ark;Q2.Short answertype-5x4=20Mark
	SectionB:Descriptiveanswert	ypeqts.	,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS):

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COURSECURRICULUM

P	AF	RT-A:	ntroduction	,		141					
Pr	og	ram:BachelorinB	usiness Admir	istratio	n Semester	r_Y	Session:2024-2	025			
(Ca	ertij	icate / Diploma / De	gree/Honors)		Semester		36351011.2024-2	025			
1		ourseCode	B	BBSC-03							
2		ourseTitle		Financial Accounting							
	_C	ourseType	Discipline Specif	Discipline Specific Course (DSC)							
4	P	re-requisite(if,any)	Asperrequirement								
	C	CourseLearning. > learn the commonly used respectively.						-			
5	O	accounting information and their respective requirements									
- 1			> explain the pro	ocess of re	cording and c	lassifvin	12 the business				
		explain the process of recording and classifying the business transactions and events, Make financial the financial statements, v									
- 1			Profit and LossAccount, Balance Sheet, and cash flow statement								
1		**	Explain accou	nting soft	ware and to ac	equaint i	with how to work in				
6	-	reditValue	TallySoftware			0200					
7	_	otalMarks	4Credits		edit=15Hours		ing&Observation				
			Max.Marks:	100		MinP	assingMarks: 4	0=			
M			ntoftheCou								
		TotalNo.of Teac	hing-learningPe	riods(01)	Hr.perperiod)	- 60Per	iods(60 Hours)				
Un			Topics(Coursecontents)					No.of Period			
I		Accounting - Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of						15			
		Book Keeping, Different	ounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Keeping, Difference between Book Keeping and Accountancy.								
		Capital and Revenue -	apital and Revenue - Classification of Capital & Camp; Revenue: Golden Rules of Accounting Journal								
		Ledger, Subsidiary books – CashBook, Meaning and type of Cash Book - Single Column									
D		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,									
п	I	Final Account: Preparation of Manufacturing Account, TradingAccount, Profit and Loss Account, Balance									
		Sheet (Simple Adjustmentonly). Depreciation - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating									
		Depreciation - Meaning Depreciation - Straight li	, Definition, Importar	ice, Defects	ofDepreciation -	Method o	of calculating				
IV	7	AccountingSoftware	- Introduction - Me	aning of A	ccountingSoftw	ore Tun	og of Assembles	15			
•		Software; Tally - Mear	ning of TallySoftwa	re – Featu	res – Advantage	es. Confi	ouring Tally -	15			
	- 1	General Configuration	, Numerical symbol	s, Account	s /Inventory info	o - Maste	er Configuration -	8			
		Voucher EntryConfigu	ration. Working in	Tally: Gro	ups, Ledgers, w	riting vo	ucher Different	10.00			
		types of Voucher, Vou	cher Entry Problem	on Vouch	er entry- Genera	ating Bas	sic Reports in Tally -				
		Trail Balance, Account	ts books, Cash Book	, Bank Bo	oks, Ledger Acc	counts, C	Group Summary,				
eywo	rde	SalesRegister and Purc	anital Payarra P	nai Registi	er, Statement of	Accounts	s, and Balance Sheet.				
			apital, Revenue, Re		oj Errors, BRS	S, Final 2	Accounting.				
			gResources								
		Books,ReferenceBoo Shukla, Accounting		a Phama	n Dullingtin						
		Mukherji, Modern				Agra					
. S.1	P. J	ain and K.L. Narang	- Financial Acc	ounts. Ko	i. Ilvani Publish	ers.					
. S.I	V. A	Maheshwari, Advanc	ed Accountancy,	Vol I, Vil	kas Publishing	House.					
. T.S	s. c	Grewal, Advanced Ac	counts, S. Chana	& amp; S	ons, New Delh	ri.					
. R.	L. (Supta, Advanced Acc	counts, S. Chands	camp; So	ns, New Del						
. T.1	P. (Shosh, Financial Ac	count for Manage	er Taxma	nn Allied Serv	ices Pvt	. Ltd.	1			

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Online Resources— https://www.kopykitab.co https://www.hitbullseyc.c			
PART-D:Assessn	nentandEvaluation		
Suggested Continuous E Maximum Marks: ContinuousInternalAsse EndSemesterExam(ESE	100Marks essment(CIA): 30Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar-	10 30	Bettermarks outofthetwo Test/ Quiz +obtainedmarksin Assignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):			x;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS)

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

COURSECURRICULUM

Pre		ntroduction					
in	ogram:Bachelorin	Business Admin	istration	Semeste	r-I	Session:2024-2	025
(Ce	ertificate / Diploma / D	egree/Honors)					
1	CourseCode	Bl	BGE-01				
2	CourseTitle	Computer App					
3	CourseType		lective (GE)			
4	Pre-requisite(if,any)	e-requisite(if,any) Asperrequirement					
5	CourseLearning. Outcomes(CLO) Bridge the fundamental concepts of computers with the present lev ofknowledge of the students. Familiarize operating systems, peripheral devices, software, Internative and viruses. It focuses on computer literacy that prepares students for life-long				net		
- 1		learning					
6	CreditValue	of computer cond					
7	TotalMarks	4Credits		it=15Hours	-	ning&Observation	
		Max.Marks:	100		Min	PassingMarks:	10
A	RT-B: Conte	entoftheCou	rse				0
		ching-learningPe	eriods(01 H	.perperiod)	- 60P	eriods(60 Hours)	
	nit I Introduction to Com	То	pics(Cour	secontents)	OK .	No.o Peri
	of Computer. Type of Generation &their clas Input/output Devices Computer:Primary and Virtual Memory; Men	sification, Comparison and Memory:Input and Secondary Storage, M	n betweenMicro nd Output Dev Main Memory,	o, Mini &Main ices of Comput	Frame of	Computers.	
1	Software and Operate Functions of Operating	ing System: Operating g System, Types of Op ows OperatingSystem. etwork, Different Topo	System Conce erating System Concept of Da	- DOS, Windovata Communica	w &Lin tion &l	ux.Graphical User Networking: Network	15
I	MS Word: Working w documents, checking s	with MS Word: Creating pelling &grammar, addesser Introduction to Spretables, formatting and gand summarizing detection of worksheet. F	ling page no., f adsheet, creation changingwork ata, combining formulas, funct	ootnote, graphi on and their Ap book appearan data from mult	cs Clips plication ce, man siple sou	n, Creatingworkbooks, aging and hiding arces, creating	15
	privates of Data Libros			and Dusaster	ion, er	ntering and editing	
Г	sound and Animation and Sharing present Internet and Virus Security, hardware a	esenting content in ta n to slides, reviewing ations. Elementary Internet and Software Threats	ables, Inserting, preparing a Application, computer V	g, creating an nd delivering Security Con Viruses: Types	d mana presen trol: Ph of Vir	aging graphics, adding tation, Customizing hysical Security, data tuses, Logic Bombs,	15
	content on slides, pr sound and Animatio and Sharing present Internet and Virus Security, hardware a Torzan Horses, Won	esenting content in ta n to slides, reviewing ations. Elementary Internet and Software Threats	ables, Inserting, preparing and Application, computer Von, Things than	g, creating an nd delivering Security Con Viruses: Types t are not Viru	d mana presen trol: Ph of Vir s, Antiv	aging graphics, adding tation, Customizing hysical Security, data tuses, Logic Bombs,	15
Keyv	content on slides, pr sound and Animatio and Sharing present Internet and Virus Security, hardware a Torzan Horses, Won words Software, O	esenting content in ta n to slides, reviewing ations. Elementary Internet and Software Threats ms. Virus Prevention	ables, Inserting, preparing as Application, computer Von, Things that word, Spread	g, creating an nd delivering Security Con Viruses: Types t are not Viru	d mana presen trol: Ph of Vir s, Antiv	aging graphics, adding tation, Customizing hysical Security, data tuses, Logic Bombs,	15
Keyv P	content on slides, pr sound and Animatio and Sharing present Internet and Virus Security, hardware a Torzan Horses, Won words Software, O	esenting content in ta in to slides, reviewing ations. Elementary Internet and Software Threats ims. Virus Prevention perating System, MS ingResource	ables, Inserting, preparing as Application, computer Von, Things that word, Spread	g, creating an nd delivering Security Con Viruses: Types t are not Viru	d mana presen trol: Ph of Vir s, Antiv	aging graphics, adding tation, Customizing hysical Security, data tuses, Logic Bombs,	15

Sol Sol Winner Fungamentass: Concepts, systems; Applications of the systems of the system of the systems of the

L Balagurusamy, "Fi	PHI, Fundamental Of Compo UNDAMENTALS OF COMP	UTER	RS"
Online Resources-			
https://www.kopykitab.e	com/		
https://www.hitbullseye.			
PART-D: Assessi	mentandEvaluation	4-	
Suggested Continuous Maximum Marks:	Evaluation Methods:		
700-00	100Marks		
ContinuousInternalAss			
EndSemesterExam(ES)			
ContinuousInternal	(-):-0		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection- A &B		I Samo To Mario
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	c;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

SignatureofConvener & Members (CBoS):

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COURSECURRICULUM

P	ART-A: II	ntroduction	n					
Pr (Co	ogram:BachelorinB ertificate/Diploma/Degr	usiness Admir		Semeste	r- I	Session:2024	-2025	
1	CourseCode	BBVAC -	01					
2	CourseTitle	Social Media	Marketing					
3	CourseType	Value Additio		ACI				
4	Pre-requisite(if, any)			Asperrequ	iirem	ent	*	
5	 Interpret digital and social media analytics, trends, tools, and activit determine the effectiveness of various strategies. Develop effective communication and interpersonal strategies to fos collaboration, diversity and inclusion within digital and social media project teams. Evaluate current trends and emerging technologies in digital marke to inform planning and ongoing effectiveness. 							
6	CreditValue							
7	TotalMarks	Max.Marks:	50	10 110 1111			20	
PA	RT-B: Conte	ntof theCou	ırse				Section	
	TotalNo.ofTeach	ing-learningPer	iods (01Hr.	perperiod)	30Peri	iods(30 Hours)		
Un	it	Topics(Coursecontents)						
I	: [대통령 : 10 - 10 - 10 - 10 - 10 - 10 - 10 - 10	Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.						
1)		acebook Advertis	sing Account	, Facebook a	udienc	e & types,	07	
11		g: Importance of	LinkedIn pre	sence, Linke			08	
IV	campaigns, Twitter An		ls and tips for	mangers. Inst			08	
-		gResource						
	extBooks,ReferenceBo							
Tex. 1. 2. 3. 4.	Digital Marketing –Kar Marketing Strategies for Digital Marketing, V. A Digital Marketing, S.G. Quick win Digital Mark	nat and Kamat-H or Engaging the D Ahuja, Oxford Un upta, McGraw-Hi	igital Genera iversity Presi II	3	2058	on		
	ineResources-		,	, raporodor	_ Juille	**		
http	s://www.coursera.org/s							
http	s://academy.hubspot.co	om/courses/socia	l-media					

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	mentandEvaluation	
Suggested Continuous Maximum Marks: Continuous Internal A End Semester Exam(E	50Marks ssessment(CIA): 15Marks	
	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- 05 Total Marks - 15	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbecom sideredagainst15Marks
	Twosection—A &B SectionA:Q1. Objective—05 x1=05 Mar SectionB:Descriptiveanswer typeqts.,10	

NameandSignature ofConvener&Members (CBoS)

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Goes to 2nd Sem ----

COURSECURRICULUM

Pr	ogram:Bachelorin l	Rusiness	Compaten II	Session:2024-20	25				
	dministration	Justices	Semester-II	Session:2024-20	25				
	ertificate / Diploma / De	araa/Hananal							
1	CourseCode		BSC-04						
2									
	CourseTitle	A SEE MEETINGE	Business Economies						
_	CourseType	Discipline Specif	ic Course (DSC)						
4	Pre-requisite(if,any)		Asperred	quirement					
CourscLearning. Outcomes(CLO)		> To make the st production &	 Get an insight into the fundamentals of economics and theory of consumerbehaviour. To make the students understand demand and supply, theory of production& theory of cost. To make students understand market structure, forms of market, perfection 						
6	CreditValue	4Credits		s-learning&Observation					
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	0				
PA	RT-B: Conte	ntoftheCou	rse		750 (=				
125.100			NORTH PROPERTY.)- 60Periods(60 Hours)					
Un					No.of				
0.		10	pics(Coursecontents	5)	Period				
I	Central Problems of ane Theory of Consumer B Equi-Marginal Utility; I Curves, Budget Line, Co	conomy; Working of Behaviour: Cardinal Undifference Curve Aponsumer's Equilibrium	Itility Approach-Law of Dimi proach- Indifference Curves, n	nishing Marginal Utility, Law of Properties ofIndifference	. 15				
D	I Demand: Meaning, Der Law of Demand, Change Supply: Meaning, Supp Supply, Changes in Sup	Demand: Meaning, Demand Schedule, Individual and MarketDemand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply: Meaning, Supply Schedule, Individual and Market SupplyCurve, 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.							
п	Theory of Production: Proportions, Returns to S Maximization fora given Theory of Costs: Basic Marginal Cost Curves, R Cost; Curves in the Long and Marginal Revenue C	Theory of Production: Factors of Production, Basic Concepts, ProductionFunction, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium - Least-Cost Factor Combination and Output Maximization fora given Level of Outlay; Theory of Costs: Basic Concepts, Short-run Total Cost Curves. Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationshipbetween Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve. Equilibrium of the Firm: Meaning, Objectives of the Firm, Total Distribution - Concept and Marginal							
IV	Market Structure: M Competition and Oligo Monopoly, Monopolist	leaning, Forms of mopoly; Price and Ou	tput Determination under Oligopoly.	n,Monopoly, Monopolistic Perfect Competition,	15				

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PART-C: LearningResources TextBooks, ReferenceBooks 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 Resourceshttps://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 ContinuousInternal Internal Test/Quiz-(2):20&20 Bettermarks outofthetwo Test/ Quiz Assessment (CIA): Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe TotalMarks-(ByCourseTeacher) 30 considered against 30 Marks **EndSemester** Twosection- A &B

SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBoS)

Exam (ESE):

Bol Dim

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks

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

		COOKSE	CURR	ICULUM		
P		ntroduction				
Pr	ogram:BachelorinI	Pusinama 4.3				
(Ce	rtificate / Diploma / De	ousiness Admir	iistration	Semester-II Session:2024-	2025	
1	CourseCode			5 mester in Session. 2024-	2025	
2	CourseTitle	B. B.	BSC-05			
	CourseType Discipling Course Type					
4	Pre-requisite(if,any) Asperraquirement					
	CourseLearning.			Asperrequirement		
5	Outcomes(CLO)	Students will b	be able to le	arn basic theoretical and applied princip	les	
	(CLO)	-J	cueu m rmi	'r liip ian tarca		
		Statisticians.	e able to co	mmunicate key statistical concepts to no	11-	
		Ditteristicities.				
_	12324	Analysis.	gain projicie	ency in using Statistical Software for Dat	a	
6	CreditValue	4Credits	Crac	lit=15Hours languing & Ol		
7	TotalMarks	Max.Marks:	100	it=15Hours-learning&Observation		
PA	RT-B: -Conte	ntoftheCou		MinPassingMarks: 4	0	
		intoithecon	rse			
Un	Totalivo.of Teac	ching-learningPe	riods(01 H	r.perperiod)- 60Periods(60 Hours)		
On	le l	To	pics(Cour	secontents)	No.of	
I	Statistical Mothoday	Immediane 10		Company of the Compan	Perio	
	Measurement. Tabula	tion and Presentation	pe – Limitat	ions - Need for Data - Principles of	15	
	Classification of Dat	a: Data Array – Fre	n of Data. quency Distr	ibution - Methods of data Classification -		
	IT y pes of the queriey L	visiributions / Tabiil	ation of Data	- Objectives of Tabulation Dott and		
	or rables – Grapinicar	Presentation-Funct	ions of Gran	hs-Advantages and Limitations of Course		
П	pricasures of Central	rendency: Mean -	Combined N	lean - Weighted Mean Median	15	
	Quartiles; Relationshi	p between Mean, M	ledian and M	ode.		
	Variation – Skewness	on: Range, Quartile	Deviation, S	Standard Deviation, Co-efficient of		
п	I Correlation Analysis	: Correlation analy	sis: Meaning	and Significance; Types of Correlation,		
	Methods of studying S	Simple Correlation -	- Scatter diag	gram, Karl Pearson's Coefficient of	15	
	Correlation, Spearman	i's Rank Correlation	n co-efficient			
IV	Index Number: Mean	ning and Significant	e.Problems	in construction of Index Numbers Mathada	15	
	of constructing index	Numbers—weighted	and unweigh	ited, test of adequacy of Index Numbers	10	
	Time Series: Meaning	g and significance –	Utility, Con	ponents of Time series: Measurement of		
Сеужо	Trend: Method of Lea	st squares, Moving	Average Me	thod.		
				ndard Deviation, Index Number.		
		ngResource	S			
	extBooks,ReferenceBo					
	H. Elhence-Fundament					
2. U	upta S.PBusiness Sta oonda R.P-Statics for B	tistics, Sultan Cha	ind & S	Sons, New Delhi.		
				Prentice Hall –New Delhi.		
				ns Prentice hall –New Jersey	3	
6. S.	.C.Gupta&SmtI.Gupta:	Fundamental of S	tatistics -H	imalaya Publishing House –Delhi		
7. D	.C.Sancheti&V.K.Kapo	oor-Statistics Theo	ry Methods	and Applications		
8. D	r. S.M. Shukla, Dr. S.P.					
	ine Resources-			8 8		
http	s://ala-choice.libguide	s.com/c.php%3F	g%3D5219	05%26p%3D3569020&ved		
nttp	s//openstax.org/detail	ls/books/introduc	tory-busin	ess-statistics&ved		
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Suggested Continuous	Evaluation Methods:		
Maximum Marks:	100Marks		
ContinuousInternalAss EndSemesterExam(ESI	essment(CIA): 30Marks E): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection—A &B SectionA:Q1.Objective—10x1=1 SectionB:Descriptive appropriate	0Marl	k;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

Coursel_carning. Outcomes(CLO) Have knowledge to learn the concept of cost accounting, Interpret variouscost elements and its usage. Know how cost calculated in various production sectors. Differentiate between costand financial accounting. Learn how cost and volume effect profit. Able to explore how cost accounting helps toface competition by cost determination and cost control. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 Per TotalNo.of Teaching—learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Introduction: Definitions, Nature, Concept, Purpose and Classification of CostAccounting: 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 Hush Costing. 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 MaterialCost Control; Procurement, Storage and Management of Issues; Make or BuyDecision; Purchase Process; Yendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores or Inventory Control-ABC Method, VED Method, PSN Method; Determination of Stock Levels:Reorder Level, Minimum Level, Maximum Level, Average Level and Dangerlevel; Duties and Responsibilities of Stores Manger; Pricing of Materialssues: FIFO, LIFO, HIFO, Welghted Average Method (Including PracticalProblems). III Accounting of Labour: Introduction, Meaning, Objectives and Benefits; Scope of Labour - Direct Labour and Indirect Labour; Labour Cost Control: Meaning, Objectives and Benefits; Scope of Labour - Direct Labour and Indirect Labour, Labour Cost Control: Meaning, Objectives and Benefits; Scope of Labour - Ost Control; Labour Turover; Wage and Incentive System: Taylors, Merricks, Halsey, Rowan DifferentialPricee Rate System Accounting of Coverhead: Meaning and Classification of Overheads;			COOKSE	January Control (Control (Cont	ICULUM			
CourseCode BBSC-06								
CourseTitle	(Cerr	(ficare / Diploma / De	Business Admir gree/Honors)	istration	Semester-II	Session:202	24-202	
CourseType Discipline Specific Course (DSC) Pre-requisite(ti,any) CourseLearning, Outcomes(CLO) Have knowledge to learn the concept of cost accounting, Interpret variouscost elements and its usage. Know how cost calculated in various production sectors. Differentiate between costand financial accounting. Learn how cost and volume effect profit. Able to explore how cost accounting helps toface competition by cost determination and cost control. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 ART-B: ContentoftheCompse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) - 60Periods(60 Hours) Unit Topics(Coursecontents) Per Introduction: Definitions, Nature, Concept, Purpose and Classification of CostAccounting; Basic Cost concepts - Elements of Costs, Classification of CostS, Total Cost State, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing. Accounting of Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials ind Indirect Materials: Material Cost Control: Meaning, Objectives and Benefits; Scope of MaterialCost Control; Procurement, Storage and Management of Issues; Make or BuyDeclsion; Purchase Process; Vendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores or Inventory Control- ABG Method, VED Method, FSD Method; Determination of Stock Levels:Reorder Level, Minimum Level, Maximum Level, Average Level and Danagerlevel; Duties and Responsibilities of Stores Manger, Pricing of Materialsbuse: FIFO, LIFO, HIFO, Welghted Average Method (Including PracticalProblems). Methods of costing: Unit Costing, Meaning, Objectives and Benefits; Scope of Labour Cost Control; Labour Turmover; Wage and Incentive System: Taylors, Merricks, Halsey, Rowan DifferentialPiece Rate System Accounting of Overhead; Meaning and Classification of Overheads; Overheads - Cost, Material Labour, Overhead, Wage, Incentive, Break Even Analysis Methods of costing: Unit Costing		The state of the s	BI	BSC-06				
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Coursel.enrning. Outcomes(CLO) Introduction set calculated in various production sectors. Differentiate between costand financial accounting. Learn how cost and volume effect profit. Able to explore how cost accounting helps toface competition by cost determination and cost accounting helps toface competition by cost determination and cost accounting helps toface competition by cost determination and cost accounting helps toface competition by cost determination and cost accounting. ART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) - 60Periods(60 Hours) Introduction: Definitions, Nature, Concept, Purpose and Classification of CostAccounting; 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, Based Rush Costing. 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 BuyDectision; Purchase Process; Vendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores on Inventory Control-ABC Method, VED Method; PSN Method; Determination of Stock Levels; Recorder Level, Minimum Level, Maximum Level, Average Level and Dangerlevel; Duties and Responsibilities of Stores Manger; Pricing of Materialssuses: FIFO, LIFO, HIFO, Weighted Average Method (Including PracticalProblems). 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 Turmover; Wage and Incentive System: Taylors, Merricks, Halsey, Rowan DifferentialPiece Rate System Accounting of Overhead: Meaning and Classification of Overheads; Overheads - Allocation, Apportionment and Absorption; Methods and Treatment of Absorption o		're-requisite(if,any)				ement		
CreditValue	5	CourseLearning, Outcomes(CLO)	> Know how cost between costa > Learn how cost accounting he	ements and i t calculated nd financial t and volum	its usage, in various produ accounting, e effect profit. A	ection sectors. Differe	entiate ost	
TotalMarks Max.Marks: 100 MinPassingMarks: 40 ART-B: ContentoftheColl/Se TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) - 60Periods(60 Hours) Introduction: Definitions, Nature, Concept, Purpose and Classification of CostAccounting; Basic Cost concepts - Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms vlz. Life Cycle Costing; Activity Based Costing, Back flush Costing Accounting of Materials: Introduction, Meaning of Material Cost Control: Meaning, Objectives and Benefits; Scope 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 BuyDecision; Purchase Process; Vendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores or Inventory Control-ABC Method, VED	6 (CreditValue	-	Credi	t=15Hours-lea	rning&Observation	7	
TotalNo.of Teaching—learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) No. Per Introduction: Definitions, Nature, Concept, Purpose and Classification of CostAccounting; 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. II Accounting of Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials: Introduction, Meaning of Material Cost Control; Procurement, Storage and Management of Issues; Make or BuyDecision; 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 Dangerlevel; Duties and Responsibilities of Stores Manger; Pricing of Materialssuses: FIFO, LIFO, HIFO, Welghted Average Method (Including PracticalProblems). 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 DifferentialPiece 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 IV Methods of costing: Unit Costing, Contract Costing, Process Costing(Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconcilia	7 1	l'otalMarks						
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S. P. Iyangar - Cost Accounting (S. Chand & Delhi). R. S. N. Pillal V. Bhagvati - Cost Accounting (S. Chand & Delhi). Maheshwari & Mittal - Cost Accounting (Theory & Delhi) (Mahayir Prakashan, Delhi)	Tex	tBooks,ReferenceBo	oksand Others					
Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain - Cost Accounting (RDB Publishing House)]	avi M S. P. R. S. Mah	1. Kishore – Cost Mar . Iyangar – Cost Acco . N. Pillai V. Bhagvar . eshwari & Mittal – C	nagement (Taxma punting (S. Chana il – Cost Accounti Tost Accounting (2	l & Co. ing (S. Chan Theory &an	, New Delhi). d & Co., N p; Problems) (N	Iahavir Prakashan,	Delhi)	
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Online Resourceshttps://icmal.in/studentswebsite/Foundation-Papers.php&ved https://www.edx.org/learn/cost-accounting&ved PART-D: Assessment and Evaluation Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marles EndSemesterExam(ESE): 70 Marks ContinuousInternal Internal Test/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assessment (CIA): Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe TotalMarks-30 (ByCourseTeacher) considered against 30 Marks EndSemester Twosection- A &B

SectionA;Q1.Objective=10x1=10Mark;Q2.Short answertype=5x4=20Marks

SectionB:Descriptivennswertypeqts., foutof2fromeachunit-4x10-40Marks
Name and Signature of Convenor & Members:

Exam (ESE):

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

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COURSECURRICULUM

	ART		ntroduction		0 : 2024	2026	
(Ca	ertific	ate/ Diploma /Deg	ree)	istration Semester- II	Session:2024-	2026	
1		rseCode	BBSEC	- 01			
2		rseTitle	Soft Skill &	Personality Development			
3	Skill Elliancement Course (SEC)						
4		-requisite(if, any)		Asperrequiren	ient		
5	CourseLearning. Outcomes(CLO) Determine Communication styles-types with examples, perception of type of communication, quiz. Focus on various communication skills/listening/ stress management Explain Etiquette-social and corporate-Types, Presentation skills, Interchniques etc.						
6	Cre	ditValue	2 Credits	Credit= 15Hours- Th			
			(1C+1C)	=30 Hours Laboratoryor			
7	Tot	alMarks	Max.Marks:	50 Min	PassingMarks:	20	
PA	RT-	B: Conte	ntof theCou		, , , , , , , , , , , , , , , , , , , 		
		Theory 15Dori	TotalNo.o	f Teaching—learningPeriods: o.orFieldlearning/Training 30Pe	eriods(30Hours)		
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[ra	/Field ining tents	Telephone Commun Telephone Skills; Technology And Con Principles; How Not Presentation skills: Group Discussions: T GD; Do's & Don'ts as	mmunication: Techn to Send E-Mails! E-I Tips to make effecti Tips for Success in G and Mistakes to Avoid	ohone Skills; Advanced Telephone nological Personality; Mobile - Pe Mail Etiquette; Netiquette. ve and engaging presentations; C D's; How to Start, Lead and Conc	Skills; Essential rsonality? E-Mail Overcoming Fear; lude A GD; Types of	30	
Kevv	vords			nication Skills, Listening Skills,	Presentation Skills.		
	RT-		gResources			recise Wes	
		ooks,ReferenceBo		TH			
Т		ksRecommended-					

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Peter S.J

The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh | Personality Development and Soft skills-Barun K. Mitra OnlineResourcese - Book on Soft Skills and Personality Development; By Author - CA. M K Sridhar (The Institute

of Chartered Accountants of India, Southern India Regional Council, Chennai.

OnlineResources-

https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/

PART-D:Assessi	mentandEvaluation		
Suggested Continuous Maximum Marks Continuous Internal A End SemesterExam(ES	: 50Marks ssessment(CIA): 15 Marks		
Continuous InternalAssessment (CIA):(ByCourseCoordinator)	Internal Test / Quiz-(2):10 & 10Assignment/Seminar +Attendance - 05Total Marks - 15	Bettermarksout of the obtained marks in A beconsideredaga	ssignment shall
End Semester Exam (ESE):	Laboratory/FieldSkillPerformance: A. Performedthe Task basedonlearned B. Spottingbased ontools(written)-100 C. Viva-voce(basedonprinciple/techno	l skill- 20Marks Marks	Managed byCoordinator asperskilling

Name and Signature of Convener & Members of CBoS:

GOES TO 3RD SEMESTER

COURSECURRICULUM

13.		ntroduction					
C	ogram:Bachelorinl	Business Administration S	emester-l	Session:2024	1-2028		
1	ertificate / Diploma / De CourseCode						
2	CourseTitle	BBSE -05		D. I. Managamant	and		
	CourseTitle Elective A – Human Resource Management: People Management and Corporate Ettiquettes						
	CourseType	Discipline Specific Elective (DS	SE)	1			
4	Pre-requisite(if,any) Asperrequirement						
5	CourseLearning. Outcomes(CLO) Ability to examine the difference between People Management. Ability to explain the need for and importance of Management. Ability to list modern methods of performance and task assess. Ability to analyses the factors influencing the work life balaworking individual. Demonstrating the various types of essential etiquettes in accenvironment. Construct effective presentations, group discussions professional pre requisites. Evaluate the prevailing corporate culture, ethical issues; and management.						
6	CreditValue	conflict effectively		ing&Observation			
-	Creantine	TCICCIES OF CHILL	A DAMOTTO TOTAL				
7 PA		Max.Marks: 100 ntoftheCourse	Min	PassingMarks: 4	0		
-	RT-B: Conte TotalNo.of Tead	ntoftheCourse hing-learningPeriods(01 Hr.pe Topics(Coursed	Min erperiod)– 60Pe contents)	PassingMarks: 4	No.of Period		
PA	TotalNo.of Teach TotalNo.of Teach People Management Difference between a lindividual and organ Getting Work Done getting work done members. Performant stages of the performant stages of the performant stages and Eventual Event	ntoftheCourse hing-learningPeriods(01 Hr.pe	erperiod) – 60Percontents) ce of people management. detting work down and assigning le of a manage expess of Performan of tasks in terms.	PassingMarks: 4 priods(60 Hours) magement, gement, impact of me: Challenges of work to team or in the different ance assessment; the organisation;	No.of		

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Name and Signature of Convenor & Members:

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COURSECURRICULUM

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Certif	inistration ficate / Diploma / De	gree/Honors)			
C	ourseCode	B	BSE -07		
C	ourseTitle	Elective B - Fin:	ance: Financial Literac	y & Investment Awareness	
	CourseType		fic Elective (DSE)		
	re-requisite(if,any)		Asperre	quirement	
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5 0	CreditValue	4Credits	Credit=15Hour	s-learning&Observation MinPassingMarks: 40)
	otalMarks	Max.Marks:	100	Willi assing	
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Unit	Totalivo.or read	To	pics(Coursecontent	s)	Period 15
1	Economics-Meanin macro. Banking in India: New Banking Mode (NEFT, RTGS and Orientation to Finding manifical statements)	g-scope-key concerning of Bank Decels. Debit and Creim IMPS) Mobile Barancial Statements, basic ratios for expressions and the Compounding and	epts influencing decision posits, Deposit Insurance dit Cards. DigitalPayme hking, Mobile Wallets, As: financial terms and convaluating companies with Discounting.	te (PMJDY), Traditional and nt System-Internet Banking AEPS, UPI. oncepts, model forreading nileinvesting-Time Value of	15
II	goals-time framing- tools.Investment and and Other General I Pension Plans-Natio Yojana,PMLVMY, andGrievance Redro Stock Markets: Pri StockExchange Ope Depository Participa Stock Selection: Fu Company Analysis. Indicator and Oscillarelationship-investm	assessing risk prod Saving Alternate Insurance (Vehicle Insurance)	file-concept of diversitatives for a Common Investigation of the Insurance, PropertyInstern, Atal Pension Yojana stocks, bonds, mutualfur Secondary Market, Stound Settlement, Demat Asis-Economy Analysis, and Risk: Analysing and Risk: Analysing thing Essentials: Mutual	stor. Instantance surance etc). Retirement and A, PM-SYM ands. Investor Protection ckExchanges, account, Depository and Industry Analysis and	Į.

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FOURYEARUNDERGRADUATEPROGRAM(2024-28) DEPARTMENTOFM a n a g e m e n t

COURSECURRICULUM

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Ad	lmin	istration	usiness	Semester-I	Session:2024-202	5
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1	Cor	rate / Diploma / De urseCode	gree/Honors)	0		
2		ırseTitle		BSE -07		
	700000000000000000000000000000000000000		Elective C – Ma	rketing: Consumer Behav	viour	
		urseType	Discipline Specif	fic Elective (DSE)		
4	Pre	e-requisite(if,any)		Asperrequ	irement	
	Co	urseLearning.	> To Know the	need for studying consu		
5	Ou	tcomes(CLO)	To analyze the	he factors that affect cons	sumer behavior.	
			> To learn the	concepts related to con	sumer perception, learnir	ng and
	1		attitude	and theories associated v	with it.	ultural
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τ	Jnit					Period 15
_	I	Canaumar Rehavi	or:Introduction,Co	onceptandneedforstudyofC	onsumerBehavior;	13
	•	Application of Con	sumer Behavior; I	Factors affectingconsumer	behavior; individual	
		ofindividualconsun	ners;Typesofconsu	mers, Consumer decision-	erdecision-	
1		makingprocess, Org	ganizationalconsui	lier, Organizational	Tyry I I I	15
		makingprocess;Con	sumer research.	ty:Conceptofmotivation, N	leeds and Goals; Dynamic ectsof motivation research,	15
	II	Consumeriviouva	Illianui Cisonaa	ds: Atrioofneeds: Majoraspe	ects of motivation research,	
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SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks

SectionB:Descriptiveanswertypeqts.,loutof2fromeachunit-4x10=40Marks

InternalTest/Quiz-(2):20&20

Assignment/Seminar-

Twosection-A &B

TotalMarks-

NameandSignatureofConvener&Members: (CBOS)

ContinuousInternal

Assessment (CIA):

(ByCourseTeacher)

EndSemester

Exam (ESE):

GOES TO 08th SEMESTER

+obtainedmarksinAssignmentshallbe

considered against 30 Marks

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

(छत्तीरागद विश्वविद्यालय अधिनियम १९७३ द्वारा स्थाप्तित राजकीय विस्वविद्यालय)



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

बी.कि. इ.

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

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BBA FOUR YEAR COURSE

Semester	Category & Paper Code			L .s,	T	P	Credits	Max. Marks
	BBSC-01	Principles of Management		3	1	5/4	4	100
	BBSC-02	Business Mathematics .	77.	3	1	1020	4	100
ELDem	BBSC-03	Financial Accounting		3	1	-4	4	100
FIRST	BBGE-01	Computer Application or (Chose any one from I in Other Faculty as per rule)	Pool	3	1	-	4	100
	BBAEC-01	Environmental Studies	- 2	1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one fro Pool Group)	m	1	1	124	2	50
A	7	TOTAL CREDIT & TOTAL MARK	(S		41.5	ugiA.	20	500
	BBSC-04	Business Economics	1-0-1	3	1	1.	4	100
	BBSC-05	Business Statistics	N. U	3	1	980	4	100
	BBSC-06	Cost Accounting	- 7	3	1		4	100
ae ity i Jir	BBGE-02	Chosseany one from Pool in Other Faculty as per	rule	3	1		4	100
AND AND RESPONSE	BBAEC-02	EnglishLanguage	10.7	1	1	-	2	50
SECON D	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)		i	1	- 1	2	50
	Surface States	TOTAL CREDIT & TOTAL MARK	S		ALC:	362.0	20	500
	Students on e	xit shall be awarded undergraduate Certificate in the uring the requisite 44 Credits in Sem. 1 & 11 (Extra Cred	Field o	f Multic	líscipi	inary		§1000
7.14	BBSC-07	Business Communication	3	1	LCOU	- Sej	4	100
	BBSC-08	Managerial Economics	3	1	-	-	4	100
Fee: 1.46	BBSC-09	Business Environment	3	1	-	- 0	4	100
_	BBSE-01	GrI-Management – Human Resource	3	1 1			4	100
THIRD	OR BBGE-03	Management GrII-Finance – Financial Management GrIII-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)						
A PAGE OF	BBAEC-03	Hindi Language	1	1.1	1000	- '-	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1.			2	50
Self Mer.		TOTAL CREDIT & TOTAL MARK	S	1-2-27		tes "s	20	500
	BBSC-10	OrganizationalBehaviour	3	1	da	200	4	100
	BBSC-11	Business Law	3	1	14.3	-	4	100
14 - 17 - 17 10	BBSC-12	Management Information System	3	1	100	:	4	100
	BBSE-02 OR	GrI-Management –Production Management GrII-Finance –Banking Operations & Management	3	1			4	100
FOURT H	BBGE-04	GrIII-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						
20.00	t.	Faculty as per rule)	100	13.36		F 1	34,5	
	BBAEC-03	Communicative English/Other	1	1	-		2	50
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1		t	2	50
		TOTAL CREDIT & TOTAL MARK	S.		FZILIS	(F)	20	500
		xit shall be awarded undergraduate Diploma in the Fig our ing the requisite 88 Credits on completion of Semest	ld of N					2000
3	BBSC-13	Marketing Research	3	1		102	4	100
	BBSC-14	Material Management	3	1	100		4	100

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	BBSE-03	GrI-Management – Office Organization and Management	3	1			3
	OR	GrII-Finance - Investment Management GrIII-Marketing-Agriculture & Pro-				4	10
FIFTH	BBGE-05	(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		P. Bar	3 -11	district.		100
	BBSEC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group) i. Analytics Skills OR	1	1	100	2	5
		ii. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1		2	5
	1,00	IUTAL CREDIT & TOTAL MARKS	la l	The Second	12 F		
	BBSC-16	Dusiness Ethics	3	A BOOK	Distriction (Inc.)	20	50
	BBSC-17	Entrepreneurship	3	1	- 10 <u>+ 1</u>	4	10
	BBSC-18	Business Taxation	3	1	d file	. 4	10
	BBSE-04	GrI-Management - Business Policy & Strategy	3	1	12. 1	4	10
SIXTH	OR BBGE-06	GrII-Finance – Financial Institutions & Markets GrIII-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	3	1		4	10
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Faculty as per rule)	\$87.15		Non-		1
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	BBSEC-04	i. Basic Statistics using Misses 6 7	1	1 1	1.00	2	5
		ii. Web Analytics OR	1	1	(-)	2	50
		(Choose any one from Pool Group)	136	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		1 7 7 1	2.3
	-3740 GEVEN	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS	97.00	ASSESSED VIE			
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	Students on Study) after	TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students no	l of Mu	ltidisci	plinary	20 120	300
	Students on Study) after	TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C)	l of Mu	ltidisci ing 7.5	plinary (CGPA)		300
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	Students on Study) after For Av BBSC-19 BBSE-05	TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes	l of Mu	ltidisci ing 7,5 1	CGPA)	4	300
	Students on Study) after For Av BBSC-19 BBSE-05 BBSE-06	TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Field VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility	of Mu tsecur 3	ltidisci ing 7.5	plinary (CGPA)		10
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	Microfinance	1	3	12 150	100	1
	Security Analysis & Portfolio Manage		_	1	4	10
BBSE-07	Financial Literacy & Investment				4	10
	Elective - 3: Marketing	3	1	199	4	10
_BBSE-05	E Commerce	100	E AM	. Videnie		21
BBSE-06	Retail Management	3	1	-	4	10
	Consumer Pohaviana	(127		12 14:01	10
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	Compensation & Performance Management			1 1 1		10
BRSE-11	Industrial Relations			-		10
	Elective - II: Finance	3	1	5 114 2114	4	10
	Financial Analytics	1 2	100	orthic	HALL THE TAIL	0,8101
BBSE-10	Goods & Service Tax (GST)			1 -1	4	10
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Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	oignature
02	Dr. Dhruv Pandey (Member)	Professor	t gain a taile a sa an an an an
03	Dr. Pawan Agrawal (Member)	Professor	The second secon
04	Dr. Susan R. Abraham (Member)	Assistant Professor	In an entitle early of transit

BBA FOUR YEAR COURCE Semester \ Category & Credits

教育 在1000000000000000000000000000000000000	Paper Code	The state of the state of the		100	- 1	Adulta E. 14	Mar
	BBSC-01	Principles of Management	3	1	-	4	10
	BBSC-02	Business Mathematics	3	1	-	4	10
Lucione	BBSC-03	Financial Accounting	3	1		4	10
FIRST	BBGE-01	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	3	1	1 73	4	10
	BBAEC-01	Environmental Studies	1	1	15/20	2	50
SWAN TO THE	BBVAC-01	Social Media Marketing OR (Choose	1	1	10-31	2	50
	ere and a	any one from Pool Group)	1		100	20	
7 7 7	DDCC 04	TOTAL CREDIT & TOTAL MARKS			Salar -	20	50
14.5	BBSC-04	Business Economics	3	1	-	4	10
	BBSC-05	Business Statistics	3	1	(4.5)	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
SECOND	BBAEC-02	EnglishLanguage	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality	1	1		2	50
	3555501	Development OR	1	1	17	L	30
		(Choose any one from Pool Group)				100	
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and the	TO CALL THE PERSONS		21.43.	MOUTH OF	Ge Lambour	20	500
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	BBSC-07	Business Communication	3	-1	-	-4	100
Man by the first	BBSC-08	Managerial Economics	3,	-1	-	4	100
The state of the second	BBSC-09	Business Environment	3	1	1.00	4	100
	BBSE-01	GrI-Management - Human Resource	3	1	215231	4	100
THIRD	OR BBGE-03	GrII-Finance - Financial Management GrIII-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)	SHOT B	1			
	BBAEC-03	Hindi Language	1	1	9-14	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	ai-rij	2	50
$ab_{-}L^{+}U^{-}$	CAME 132010年	TOTAL CREDIT & TOTAL MARKS	TINT	(T) 1926	100000	20 A	500
white the	BBSC-10	OrganizationalBehaviour	3	1	-	4	
price and	BBSC-11	Business Law	3	1		4	100
	BBSC-12	Management Information System	3	1		4	100
A single	BBSE-02	GrI-Management -Production	3	1		4	100
	OR	Management			1343		100
	100	GrII-Finance –Banking Operations & Management	31				1.17
OURTH	BBGE-04	GrIII-Marketing-Sales &Advertisement Management					- Main
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		from Own Pool as per rule) OR	8.1				
No. 17		(One-GE-04-Chosse any one from					
	DDATE OF	Pool in Other Faculty as per rule)	1974	K hall		"idealy"	
	BBAEC-03	Communicative English/Other	1	1	-	2	50
	BBSEC-02	Creative Writing & Content	1	1	/	2	50
70 m		Development OR	1				170
	Sold to the war week or good, and	(Choose any one from Pool Group)					
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	BBSC-14	0	3	1	-	4	10
	BBSC-15	Material Management	3	1		4	100
	BBSE-03	Quantitative Techniques	3	1	12.1	4	10
	-202 03	GrI-Management - Office	3	1	-	4	10
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	OR	GrII-Finance - Investment	-11.5	100	1.1		1000
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	BBVAC-03	Data Analytics using MS	1	1	12017	2	-
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	BBSC-16	Business Ethics	3	1	200	20	50
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	BBSC-18	Business Taxation	3	1	99-95	4	10
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		& Markets	251	7 3 7	-		1 4 3
SIXTH	OR	GrIII-Marketing- Logistics & Supply		100		of the second	C L Se-
		Chain Management	437	7 10 2			19-5
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	Land Land 1	Microsoft Excel OR	1	1	100	2	50
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		(Choose any one from Pool Group)	Stories .	7.00	3466		
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	BBSC-19	Strategic Management (4C)	3	securi	ng /.5		
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	1111.	Management	9		100	F 15 16	8.0
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SEVENTH	BBSE-08	Customer Relationship Management	3	_	_	4	100
, _, _, , _ 11	DD3E-06	Elective - 2 :Finance	3	1	- 1	4	100
	DDCE OF				-	1 1 1 1 1 1 1	
	BBSE-05	Microfinance	3			4	100
	BBSE-06	Security Analysis & Portfolio	3	1	-	4	100
	PRCE OF	Management	111	1		711-	217
	BBSE-07	Financial Literacy & Investment	3	1	1	4	100
	BBSE-08	Awareness Piel M		100	L Tab		5.4
	DD5E-08	Insurance and Risk Management	3	1	-	4	100
	0000 00			-1			
9	BBSE-05	Elective - 3 : Marketing E Commerce	3	1	1 2	4	100

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BB	BBSE-07 BBGE-08 BSC-20 BSC-20 BSE-09 BSE-10 BSE-12 BSE-12 BSE-12 BSE-11 BSE-12 BSE-10 BSE-11 BSE-12	Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8) From any O Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARK Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management Industrial Relations Training and Development Elective - II: Finance Financial Analytics Goods & Service Tax (GST) Corporate Financial Management Artificial Intelligence for Business & Society Elective - III Marketing Digital Marketing Product & Brand Management Services Marketing Tourism Management (Choose 4- DSE (9 to 12) From any One Group from Own faculty 4x4=16) TOTAL CREDIT & TOTAL MARKS GRAND TOTAL CREDITS(I to VIII achelor Degree with Honors & Research Strategic Management (4C) Elective - 1: Human Resource Management	SS 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	3 3 3 3 3 3 3 3 4 4		2 16 ng 7.5 CG	
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EVENTH BE BE BE BE	ard of Ba	Strategic Management (4C) Elective - 1: Human Resource Management	(Stud	ents S	ecuri	10 ng 7.5 CG	60 40 (PA)
EVENTH BE BE BE BE	BSC-19	Elective - 1: Human Resource Management	(Stud	ents S	ecuri	ng 7.5 CG	PA)
EVENTH BE BE BE BE	BSC-19	Elective - 1: Human Resource Management	-	-			
EVENTH BE BE BE BE		Management	3	1	1.12	4	1
BE BE BE BE	The second	Management		761	L. Carl	de de des	Contract Contract
BE BE BE BE			12.7	119	3.51	231 95	
SEVENTH BE BE BE BE	BSE-05	People Management & Corporate	3	1		4	1
SEVENTH BE BE BE BE	the Allen	Enquettes	1000	will.			Lave L
BE BE BE	BSE-06	Corporate Governance & Corporate	3	1		4	Cincol 4
SEVENTH BE BE	And T	Social Responsibility	1 miles	7	100	4	1
BE	BSE-07	Talent Management	3	1	4. 2. 5	1	C283(C1) (V)
BE BE BE		Elective - 2 :Finance			100	4	1.77 (In No. 1
BE	BSE-05	Microfinance	3	1	Total and	A Fred Cong	Eight, July
BE	BSE-06	Security Analysis & Portfolio	3	_		4	1
BE		Management	1 3	1	10.7%	4	1
BE	BSE-07	Financial Literacy & Investment	1 2	U VIS	POST I	12.9/16/12/19	AND LONG
BE		Awareness	3	1		4	10
BE		Elective - 3 : Marketing		100	1 24 E		6.15%
BE	BSE-05	E Commerce		Serie !	W. A. Mill	THE RESERVE	ast of the
	BSE-06	Retail Management	3	1	4.	4	10
DL	BSE-07	Consumer Behaviour		Sp. H	100	10 1 3 4	174
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	DOL-U/	Consumer Benaviour	3	1	12.	4	2
		momas extension	43.		13.2	71.74	SHAN TOWN
		TOTAL CREDIT & TOTAL MARKS				3 to B	50
Pr	BSC-20		the de-	11	PRE	Marketing	
BE	D3C-20	Advanced Strategic Management	3	1	-	4	10
J 35, 1 1 1	-	(4C)	124	The state of	2		STATE AND THE
		Elective - I: Human Resource	134.22		14	101 1972	77 2 3
		Management	1000	1	1,45		TANK IV
	DCD CC	Project Management	3	1	1.7	4	10
BE	BSE-09	Compensation & Performance	3	1	5-11	4	100
T	BSE-09 BSE-10	Management	(C)	416			10
BE	BSE-10	Industrial Relations	1 6	1	-	4	100
		Clastina II w	3	130	1. 17	coll de T	148 788
BI	BSE-10 BSE-11	Elective - II: Finance	3		-	VA	100
	BSE-10	Financial Analytics	3	1	-	-/-	Statistical Esta

BBSE-10	T	1 -	(9)(-)		1	
DD2E-10	Goods & Service Tax (GST)	3	1	-	4	100
BBSE-11	Corporate Financial Management	250	7 1		Same It	10
	Elective -III Marketing	112	10.0		margaret de la	
BBSE-09	Digital Marketing	3	1	-	4	100
BBSE-10	Product & Brand Management	- 7				
BBSE-11	Services Marketing			4 14	8	200
18 77 Car P	TOTAL CREDIT& TOTAL MARKS			Man	24	600
4.975。推出《天】	GRAND TOTAL CREDIT (LTO VIII)	1430	省产行		160/164=	4100
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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 03	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	THE SEA OF A THE SEA OF SEA
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

COURSECURRICULUM

CourseCode BBSC-07			oduction		
CourseCode Business Communication Discipline Specific Course (DSC) Pre-requisite(if,any) CourseLearning, Outcomes(CLO) Development the Personality of students. Students become able to face the Interview. Students become able to face the Interview. Students can starts self-business. CreditValue Acredits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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. II Corporate Communication: Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communications. Business Meetings. Morality and Ethics. Communication Networks:Intranet—Internet—e mails—SMS—Teleconferencing—Video conferencing III Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. Business Letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter; Employability Quotient: Resume building—Facing the Personal (HR & Technical) Interview—Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis. Communication, Meeting, Letter writing, Resume Building. PART—C: LearningResources TextBooks, ReferenceBooksand Others	2026	Session:2024-2	ness Administration Semester-III	gram:BachelorinE	Pro
CourseTitle Business Communication	The state of	A SAME WE SE		CourseCode	1
CourseType Discipline Specific Course (DSC) Asperrequirement CourseLearning. Outcomes(CLO) Students become able to face the Interview. Students can starts self-business. CreditValue TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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. 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 Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Businesscorrespondence, Structure of Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter; TV Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis. Communication, Meeting, Letter writing, Resume Building. PART—C: LearningResources TextBooks, ReferenceBooksand Others					2
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Init Topics (Coursecontents)	<u> </u>	-1-((0 TY)			
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. 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 III Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Businesscorrespondence, Structure of Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter; IV Employability Quotient: Resume building—Facing the Personal (HR & Technical) Interview—Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis. Communication, Meeting, Letter writing, Resume Building. PART—C: LearningResources TextBooks, ReferenceBooks and Others	27 0			· · · · · · · · · · · · · · · · · · ·	Uni
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Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis. Communication, Meeting, Letter writing, Resume Building. PART-C: LearningResources TextBooks,ReferenceBooksand Others	15	Writing:	Need, Functions and kinds, layout andtypes. Repotechniques. Essentials of Effective Businesscorrespondence,	Conduct of Meeting: Press Release. Business Letter Writing problems, organization Business Corresponde	щ
Communication, Meeting, Letter writing, Resume Building. PART-C: LearningResources TextBooks, Reference Books and Others	15		esume building- Facing the Personal -Frequently Asked Questions; ock Interview sessions; Drafting of Notices; Age	Employability Quotien (HR & Technical) Inter Psychometric Analysis	IV
PART-C: LearningResources TextBooks,ReferenceBooksand Others		arit da began e			eyword
TextBooks,ReferenceBooksand Others		pir a de la company			PAF
					0.00
2. N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Agr 3. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.	ra	m, Publication, Agra	ication skills, Himalaya publishing house, M Jain, Business Communication, Sahitya Bha	o N. and Das R.P. Com Gupta. P. Mahajan And Mishra, Shukla and Pa	l. Ra 2. N. 3. Dr
Online Resources-					
https://www.kopykitab.com/			도마시 이번 가고 있는데 게 되었습니다.	//www.kopykitab.com	nttps
https://www.hitbullseye.com/grad- PART-D:AssessmentandEvaluation		A Participant			

Suggested Continuous I Maximum Marks:	100Marks		
ContinuousInternalAss	essment(CIA): 30Marks	1	
EndSemesterExam(ESI	E): 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection- A &B		- 1 y W
Exam (ESE):	SectionA:Q1.Objective-10x1=1 SectionB:Descriptiveanswertype	0Marl	c;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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Ad	mi <i>rtif</i>	am:BachelorinI nistration icate/Diploma/De	g and splen	Semester-III	Session:2024-202	26	
1	C	ourseCode		3SC-08			
2	C	ourse'Fitle	Managerial Econ	omics	A second second		
	C	ourseType	Discipline Specifi				
4	P	re-requisite(if,nny)			quirement	P. L.	
5	O	ourseLearning, utcomes(CLO)	 Develop an understanding of the applications of Managerial Economic Interpret regression analysis and discuss why its employed in decision-making. To know the methods of Investment Decision. 				
6	emer man	reditValue	4Credits		rs-learning&Observation		
7	-	otalMarks	Max,Marks:	100	MinPassingMarks: 4	0	
PAI	RT	T-B: Conte	ntoftheCou	rse	The state of the state of	1. 18 1000	
100		TotalNo.of Tea	ching-learningPe	riods(01 Hr.perperiod	1)- 60Periods(60 Hours)	11/2	
Un	it			oics(Coursecontent	* 1-000 - 1000 -	No.of Perio	
1		Application of Econo Types of Cost: Oppo Cost, Marginal cost,	mic Theories in Dec ortunity Cost, Account U-shaped averageco	nting and Economic Cost est curve in Short run, Lea	Fixed and Variable Cost, total	15	
D		Business Cycles: De and stabilization tech	finition, Phases of B niques.	usiness cycle, Use ofbusi	ness cycles in decision-making PCI; (Excluding Practical	15	
11	ū	Objectives of Busine Profit: Nature of prof	it, Accounting and E t of Debenture, Cost	conomic profit, profitpol of Preference Share, Cos	licies, Aims of profit policy. st of Equity Share, Cost of	15	
17	V	Capital Budgeting / Budgeting; Methods	Investment Decision of Investment Decisions: Concept; Revenue	ns: Meaning; Definition; ionsunder Certainty, Unc		15	
Ксуш	ord			S Cycle, Break even Ana	lysis, Capital Budgeting.		
PA	AR	T-C: Learni	ngResource	s			
		xtBooks,ReferenceB			A SECULE AND SECULE	10,000	
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		ne Resources-	Lewis , Mu	nageriai Economics, F	Temice Hun, Demi	1- D/L	
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		etterment bitheilleaus					

Suggested Continuous I	nentandEvaluation		
Maximum Marks:	1003/10-1-		
ContinuousInternalAss EndSemesterExam(ESI	essment(CIA): 30Mortin		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection-A &B SectionA:Q1.Objective-10x1=1 SectionP:Description	0Marl	c;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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PA	ART-A:	ntroduction	13 14 19 1			
Adı	ogram:Bachelorin E ministration rtificate / Diploma / De		Semester-III	Session:2024-20	26	
1	CourseCode		BSC-09	Section of the sectio	-	
2	CourseTitle	Business Environ	ment			
12	CourseType	Discipline Specif	ic Course (DSC)			
4	Pre-requisite(if,any)	Lagrangian A. Varya		uirement		
5	CourseLearning. Outcomes(CLO)	andState i Student co Business I It provide.	an get knowledge about level. In learn basic concepts Environment,	Business Environment at N and theories of ts about Environment for th		
6	CreditValue	4Credits	7-	s-learning&Observation		
7	TotalMarks	Max.Marks:	100		0	
PA	RT-B: Conte	ntoftheCou	rse			
)- 60Periods(60 Hours)		
Uni			pics(Coursecontents		No.of Perio	
	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 decisionmaking in Business, Environmental Analysis, and Competitivestructure 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.					
п	Problems of Growth: U Economy, Industrial Sic Innovation: Meaning, for	Inemployment, Pover kness. eatures and Types of l	ty, Regional Imbalances, Soc innovation; Impact of Techno	f Trade and Balance of Payments; ial Injustice, Inflation, Parallel ological changes on Business; n and Business; Management of	15	
m	Role of Government: C in Business; Reasons for Monetary Policy, Fiscal Investment, Collaboration	andTypes of State In Policy, EXIM Policy ons in thelight of recer	tervention in Business; Impa and Industrial Policy onBus at changes.	of government, Stateintervention act of Privatization, iness; Regulation of Foreign	15	
IV	Legal Environment: Various laws affecting Indian businesses. 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,					
a d	Essential Conditions of Globalisation of Businesses – Multin	of Globalisation, For ess, Impact of Glob national Corporation nic Groupings: Inter	eignMarket Entry Strateg alisation on Indian Busine n [MNC],Transnational Co	ies, Merits and Demerits of esses, Forms of Globalisation	To make	
Keywo	rds Business Env	ironment, Growth,	Government, Innovation	, Growth, Trends.	71	
_		ngResource	S		Auto	
	extBooks, Reference B					

1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.
2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.

3. Ashathappa K. Essiential 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-A	ssessmentandE	valuation
PAR UH	135635III6III.aiiu -	Valuation

Suggested Continuous Evaluation Meth	ious:
Maximum Marks:	100Marks
ContinuousInternalAssessment(CIA):	30Marks
EndSemesterExam(ESE):	70 Marks
	(0) 00 0 00

Tellogementel tayam(190)	2).		51 E 1/ Onig
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
	The first transfer of the control of		

EndSemester

Twosection- A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB: Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

	ART-A:	ntroduction					
Ad	ogram:Bachelorin] ministration crtificate/Diploma/D	Business	Semester-III	Session:2024-20	26		
•	CourseCode		3SE -01				
2	CourseTitle	Elective A - Ma	nagement: Human Res	ouroe Managament			
	CourseType		Discipline Specific Elec		-		
4	Pre-requisite(if,any)	- Transfer of the	30				
	CourseLearning.	Students would	Asperred d learn about Employee	uirement			
5	Outcomes(CLO)	factories Stay within box Government of	otiations, manage griev unds of law with unions officials. In line significant HR as	ances like strike, lockout in , employees, managers and tivities (Payroll, compliance	·,		
6	CreditValue	4Credits		s-learning&Observation			
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	n		
A	RT-B: Conte	ntoftheCou	700	Trial tobing wat his.	0		
					1.1		
Un	it locality.or lea			- 60Periods(60 Hours)	1, 117		
I			oics(Coursecontents		No.of		
	Personnel Managen Manager, Trends in Human Resource I Process of HRP. Human Resource I Performance, Emplo	pectives, Difference then, Importance, Functions HR prace Planning: Meaning Development Systems and the Importance Identification	g and Importance of Huners: HR development sy	ource Management and FHRM, Role of HR man Resource Planning, estem, Training, Mentoring,	15		
D	Recruitment & Sel the website develop their activities as se HR Demand Force Succession Planning	Recruitment & Selection: Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. HR Demand Forecasting: Meaning and Techniques and HR supply forecasting; Succession Planning: Meaning and Features					
IJ	Compensation, Negotiation and Resolution Management laws: Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.						
	•	s: Employee / Em	nlovees relation Regular	orvmechanism in			
N	Industrial Relations	. Employee Engage nent (EE): Meanir , Benefits of EE.	ement andPsychological ng and Types of EE, Dri	Contract.	15		

4. Hand book of Persons Online Resources	and Biju Varkkey 16 th ed, ped l laws by P.P. Padhi Eastern be urces planning by P.K. Gupta / nel Management by Armstrong	rsone ook co Evere	edution. Impany. est publication house.
ittps://www.kopykitab. ittps://www.hitbullseve	com/		
Maximum Marks: ContinuousInternalAss EndSemesterExam(ES	sessment(CIA): 100Marks 30Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe
EndSemester Exam (ESE):	Twosection—A &B SectionA:Q1.Objective—10x1=10 SectionB:Descriptiveanswertypecenor & Members: (CBOS)	Mark	considered against 30 Marks Q2.Short answertype-5x4=20Marks utof2fromeachunit-4x10=40Marks

	ministration rtificate / Diploma / D.		Semester-III	Session:2024-20	26	
2			BSE -01			
-	CourseTitle	Elective II - Fin	ance : Financial Manager	The state of the s	01	
	CourseType		Manager	ment		
4	Pre-requisite(if,any)	a self-me di	Discipline Specific Electiv	ve (DSE)	10-1	
	CourseLearning.	Asperrequirement Asperrequirement				
5	Outcomes(CLO) Create and interpret financial statement. Identify legal issues and impact of financial management. Student can take business decision by the help of Ratio Analysis an working capital management. Student can take decision regarding project analysis (Capital Budg by using various method. Enable the students Evaluate Dividend Policies				nd Igetin	
6	CreditValue	4Credits Credit ISHamal				
7	Total Marks Credit=15Hours-learning&Observation					
DAI			100	MinPassingMarks: 40	0	
100000		ntoftheCou	rse			
TI	TotalNo.of Tea	ching-learningPe	eriods(01 Hr.perperiod)	60Periods(60 House)		
Un	IE	To	pics(Coursecontents)	oor eriods(oo mours)		
I	Finance Punction 1	<i>r</i> : a	ture and Objectives of Financial Manager		No.	
П	ofFinancial Manager, Financial Statement Accounting Standard	: Analysis and inter	pretation of FinancialStatem	ent cash flow (As per	15	
	ratio; liquidity ratio:	ning, definition, obj	ective and limitation of Ratio		15	
п	Dividend theories Ma	anagement: Meani	ng, Concept types and cycle of ints Receivables and Account ance of Capital Budgeting, P	of working capital;	15	
=	V Capital Budgeting: Net Present Value M	Currency, GDRs (Gl	d importance of Capital Budgeting, Pay Back Period (PBP), ARR, national Money System: International Financial Market DRs (Global Depository Receipts) ADRs			
IV.			gement, Capital Budgetiing			
	Finance, Wo		0-1115	The state of the s	1.5	
Keywe	1 thunce, it of		es		T.	
Keywe	1 thunce, it of	ngResource	es			

Online Resourceshttps://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 ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe Assessment (CIA): TotalMarks-(ByCourseTeacher) 30 considered against 30 Marks EndSemester Twosection- A &B Section A:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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			ntroduction	n	and the second		-
Ad	miı <i>rtifi</i>	am:BachelorinE nistration cate / Diploma / De	the first part of the first	Semes	ter—III	Session:2024-20	26
1	Co	urseCode		BSE -01	1 - 12 0 - 2		
2 CourseTitle			Elective C – Ma	rketing Mana	ngement		
	Co	urseType	1 sw 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Discipline Sp		ve (DSE)	
4	Pr	e-requisitc(if,any)	100		Asperrequ		
5		ourseLearning. utcomes(CLO)	Marketing E Develop an s	xplanation of nvironment.	ope of Mark various Mar disions conce		
6		reditValue	4Credits			learning&Observation	
7	T	otalMarks	_Max.Marks:_	100		MinPassingMarks: 4	0
PA	RI	-B: Conte	entoftheCou	ırse			
	To sing	TotalNo.of Tea	ching-learningP	eriods(01 Hr.	perperiod)-	- 60Periods(60 Hours)	
Un	iit			pics(Cours			No.o
J	I Marketing: Meaning, Marketing; Recent trer RelationshipMarketing, (Meaning only).		ds in Marketing; E-b	usiness; Tele-ma	arketing; M-Bu	farketing; Functions of siness; iaMarketing; and E-tailing	15
Ī	I	and product mix; Brand product development as	ling;Packaging and land land consumer adoption	abeling; Product n process.	life cycle :strat	product decisions; Product line egic implications; New and strategies; Discounts and	15
I	П	Channel of Distribution Intermediaries; Channe	I Managementdecision and importance of of office of the contraction; Advertised to the contraction of the co	ons; Retailing and Promotion, Elemising, Personal S	d Wholesaling; cents ofPromot	ion Mix, Factors influencing	15
r	V	Marketing Organisat Structure, Relation w Controlling, Planning Control; Issue and De	tion: Company Goa with otherSelling and g the controlof Mar evelopment in Mar es, Online marketing	als and Marketing I d Non-selling I keting Activitie keting: Social, I g, GreenMarke	Department, F es, Types and Ethical and L ting, Direct M	on, Marketing Organisation ield Organisation; Steps in Techniques of Marketing egalAspects of Marketing, farketing, Rural marketing,	15
Key	word		Product, Price, Sale			ix.	
P	AR		ingResourc				
-		tBooks,ReferenceI					
	Ko W	r, Kelle, Koshy &am der, Armstrong, Ag illiam, M. Pride and amaswamy V. S., Na	p; Jha, Marketin nihotri, Haque, I O. C. Ferrell, M	g Managemer Principles of Marketing, Cen	Aarketing, P uge Learnin	earson g	
	Sh	ukla, A. K. Marketi	ng Management,	Vaibhay Lax	ni Prakasha.	<u></u>	

☐ Marketing Manageme		V. Chabri ge Public	a, Sun India Publication	
Online Resources-	мичегынульныкариг			_
https://www.kopykitab.o	com/			
https://www.hitbullseye.	com/grad-			
PART-D:Assessi	nentandEvaluatio	n		_
Suggested Continuous	Evaluation Methods:	-		_
Maximum Marks:	100Mar	ks		
ContinuousInternalAss				
EndSemesterExam(ES)	E): 70 Ma			
ContinuousInternal	InternalTest/Quiz-(2):20&	220	Bettermarks outofthetwoTest/ Quiz	_
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe	
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks	
EndSemester	Twosection-A &B			_
Exam (ESE):		l=10Mark	;Q2.Short answertype-5x4=20Marks	
(202).			outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

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PA	1R	T-A: Ir	ntroduction				
Pro	gr	am:Bachelorin B	neinose Admin	istusti	a		
(Ce.	rtifi	cate/ Diploma/Degr	ee/Honors)	istration	Semester-	-III Session:2024	1-2026
1	Co	urseCode	BBVAC-				
2	Co	urseTitle	Digital Mark	oting		A CHARLES OF BUILDING	
3	Co	urseType		2232	1.01		
4		e-requisite(if, any)	Value Addition (Course [V	ACI		
-		c-requisite(ii, any)	131		Asperrequ		
CourseLearning. Outcomes(CLO) Interpret the concept of digital marketing. Learn thebehaviour of online of the concept of digital marketing. Create digital media campaigns and social media marketing. Leverage digital strategies to gain						rs. ' an understanding of en	nail conten
6	C	reditValue	2Credits	-			
7		otalMarks	Max.Marks:		tit=15 Hours	s-learning& Observat	
				50	1 To 1 1 10 1	MinPassingMarks:	20
	RE II		ntof theCou		2.17		N. C.
		TotalNo.ofTeacl				-30Periods(30 Hours)	
Un		25pm (*	13 (0		rsecontents		No.o
1		Consumer & Commu	of Digital Marketin nities, Gen Y & Net	g, Digital Mizen's expe	larketing Lands	scape, Key Drivers, Digita ence w.r.t Digital Marketi	ol o
·I	I	The Digital users in	India, Digital mar Segmenting & Cu	keting Stra stomizing	tegy- Consum messages, Dig	ner Decision journey, gital advertising Market	07
Ι	II	Terminology used i Social Media Marko analytics overview,	eting, SEO techniq	ues, Keyw	ord advertisin	eting through social med g, Google web-master a bile Marketing	dia, 08
Γ	V	Display adverting, I terminology, types Important ad termin	Buying Models, di of display ads, diff ology, Programma	fferent type erent ad fo atic Digital	e of ad tools, I rmats, Ad pla Advertising.	Display advertising	08
1	vords		eting, Technology, (Buying.	7579st	1
			ngResource	s	1 1111	N A Car	
		tBooks,ReferenceB					
Te		ooksRecommended-				Andrew St.	
		Digital Marketing -				n de la Carlo de L	
	2.	Marketing Strategie Digital Marketing,				Kyan,	
	3.	Digital Marketing,			Press		
		Quick win Digital N			Ioanna Paper	hack edition	
Or		eResources-	raineing, ii. Aili	maile, A.	Junia, Lapot	oute curion	
			v.thinkwithgoogle	.com/			
Oı	ılin	eResources-					9
			coursera.org/social				
1		https://acade	my.hubspot.com/com/com/com/com/com/com/com/com/com/	ourses/soci	ıl-media	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	

PART-D:Assessi Suggested Continuous MaximumMarks:	nentandEva Evaluation Method	luation ds:	
ContinuousInternalAss End SemesterExam(ES	sessment(CIA): SE):	50Marks 15Marks 35Marks	
Continuous InternalAssessment CIA): (ByCourseTeacher)	Internal Test / 10Assignment/Semi 05Total Marks -	Quiz-(2):10 &	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbecon sideredagainst15Marks
End SemesterExa m(ESE):	Twosection—A & SectionA:Q1. ObjectionB:Descriptive	ctive-05 x1=05 Mar	k;Q2. Short answertype-5x2 =10Marks outof2 fromeachunit-4x05=20Marks

NameandSignature ofConvener&Members ofCBoS:

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GOES TO 04TH SEMESTER

	ART-A:	Introduction	and the second second		11.5			
Au	ogram:Bachelorin Iministration extificate / Diploma / I	Business	Semester-IV	Session:2024-20	26			
	CourseCode		BBSC-10					
2	CourseTitle	Organizational I	Behaviour		5.4			
	CourseType	Discipline Specif		$\frac{\partial f_{1}}{\partial x} = \frac{\partial f_{2}}{\partial x} = \frac{\partial f_{2}}$	27.5			
4	Pre-requisite(if,any) Asperrequirement				1111			
5	CourseLearning. Outcomes(CLO)	situations and Knowledge to Describe char	petween various types of applicability of decision I use Transactional Ana learn the level of motiva acteristics of a leader. L	personality using standard in making process in real life				
6	CreditValue_	> Organisationa 4Credits	i Culture.		7 37			
7	TotalMarks	Max.Marks:	100	s-learning&Observation- MinPassingMarks: 4				
A	RT-B: Cont	entoftheCou		with rassing warks: 4	0			
)- 60Periods(60 Hours)	1			
Un	iit		pics(Coursecontents		No.o Perio			
I	OB. Contributing Personality: Type Values and Attite Value; Componen Learning: Concep Perception and E influencing Percep	disciplines of OB. Co e A and B, Big Five udes: Concept and to its of attitude, job-re pt, Learning theories concept, ption; Emotional Inter-	Organisational Behaviour personality types, Facto ype of values; Terminal lated attitudes. s and reinforcement. Perceptual process, Impelligence.	rs influencing personality. value and Instrumental ortance, Factors	15			
П	Process, Individua	and Communication of the commu	on: Concept and Nature ision Making; Commur Vindow.	of Decision Making nication and Feedback;	15			
П	Motivation: Mean Herzberg's two fa Expectancy theory	ning and Importance ctor theory, Adam's	e, Maslow's need hierard Equity theory of Motivinsic Motivation theory,	chy theory of motivation, ation, Vroom's Valence McClelland's theory of	15			
IV	Transactional Cha tactics, Sources of Dynamics of Org & determinants of Organisational C	rismatic and Transforce conflict, Conflict Ranisational Behavior f Organisational Cul	esolution Strategies. our: Organisational Cult ture. , Managing change. Ind	eadership, Trait theory, Power and conflict; Power ture and Climate; Concept ividual and organisational	15			
			Sometic of Stress.		100			
еуже	ords Organisatio	nalRehaviour Derici	ion making, Motivation, C	Organisational change				

35 1. Chhabra, T.N. (2017). Management Process and OrganisationalBehaviour. Delhi :Sun India 2. Greenberg, J & Baron, R.A (1996). Organisational Behaviour. New Jersy: 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 Online Resourceshttps://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 ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assessment (CIA): Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe (ByCourseTeacher) TotalMarks-30 considered against 30 Marks **EndSemester** Twosection- A &B

SectionA:Q1,Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks

SectionB:Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks Name and Signature of Convenor & Members: (CBOS)

Exam (ESE):

Pr	ogram:Bachelorin	Business Administration Semester-IV Session: 2024	-2026		
(Ca	rtificate / Diploma / D	egree/Honors)	S 114		
2	CourseCode	BOSC II The Strain and the Strain and the Strain and the Strain and Strain an			
4	CourseTitle	Business Law	学 要		
4	CourseType	Discipline Specific Course (DSC)	11.30		
-	Pre-requisite(if,any)		Y 4		
5	CourseLearning. Outcomes(CLO)	 To teach the students' basic rules of agreement and contract alon with the basic rule of offer, acceptance, performance of contract discharge of contract etc. It is also helpful for nuance of law, indemnity and guarantee, bai information act 2000, and competition act 2002. To make Companies act 1956 and Consumer protection act 1986 Partnership act 1932 information act 2000, and competition act 	and Iment, Indian		
6	CreditValue	4Credits Credit=15Hours-learning&Observation	. Variable		
7	TotalMarks	Max.Marks: 100 MinPassingMarks: 4	10		
A	RT-B: Conte	entoftheCourse	1 3.5		
	TotalNo.of Tea	ching-learningPeriods(01 Hr.perperiod)-60Periods(60 Hours)	- 1		
Un		Topics(Coursecontents)	No.of Perio		
I	Acceptance; valid C of Contracts; Quasi Remedies for Breac	(The Indian Contract Act, 1872): Concept of Contract, Offer and Contracts and it's essential elements; Void Agreements; classification i-Contract; performance of a Contract; discharge of Contract; ch of Contract. Indemnity, Guarantee, Bailment & Damp; Agency.	15		
D	Negotiable Instrum 1881; Salient Provis The Consumer Pro	ments Act 1881: Salient Provision of NegotiableInstruments Act sions of Indian Copyright Act1956. otection Act, 1986: Basic Concepts; Complaint, Complainant, of Consumer; Consumer Forums: Their Role, Powers and Functions, numer Grievance	15		
11	I Indian Partnership Types of Partners. I The Competition A Competition Act, M	p Act, 1932: Essentials of Partnership, Rights andduties of Partner, Dissolution of Partnership. Act, 2002: Basic Concepts, Powers of CentralGovernment under the Major Provisions of the Competition Act: Role and Working of hission of India. Information Technology Act.	15		
	The Companies Ac	ct, 1956: An Overview; Nature and kinds of Companies; Formation of any Management; Company Meetings and Winding up Joint Stock	15		
IV	Company;				
IV	Company;	Negotiable Instrument Act, Partnership Act, Companies Ac.t			
еужс	Company; ords Contract Act,	Negotiable Instrument Act , Partnership Act, Companies Ac.t ngResources			
owe A	Company; Contract Act, CoxtBooks, ReferenceB	ngResources			

37 6) R. S. N. Pillai - S. Chand Publication, New Delhi. Online Resourceshttps://www.kopvkitab.com/ https://www.hitbullseye.com/grad-PART-D:AssessmentandEvaluation Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assessment (CIA): Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe (ByCourseTeacher) TotalMarks-30 considered against 30 Marks **EndSemester** Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

	ART-A: I	ntroduction				
(Ce	ogram:Bachelorinl ertificate / Diploma / D	Business Administration Semester-IV Session:2024-2	026			
1	CourseCode	5.001101013)	1020			
2	CourseTitle	BBSC-12	}			
1	CourseType	Management Information System				
4		- Assipting Opecing Course (1980)				
\dashv	Pre-requisite(if,any)	21Sperreguirement				
5	CourseLearning. Outcomes(CLO)	To knoe the good learning attitude				
6	CreditValue	evaluation the role of information system				
7	TotalMarks	4Credits Credit=15Hours-learning&Observation				
		Max.Marks: 100 MinPassingMarks: 40	100			
		entoftheCourse				
	TotalNo.of Tea	aching-learningPeriods(01 Hr.pcrperiod)- 60Periods(60 Hours)				
Un	nit		No.of			
1	I Information Syste		Perio			
	Information System	rategic roles of Information Systems; Behavioural, Technical lapproaches; Enhancing Business Processes through m; Types of Business Information Systems; TPS,MIS, DSS and EIS; ormation Systems function inBusiness; Ethical and Social issues of ms.				
I	Using Information Forces Model and	n Systems to Achieve Competitive Advantage:Porter's Competitive The Business Value ChainModel. Aligning Information Systems with	15			
	theDecisionMaking Support for Operat Database Managen Characteristics ar	nd Structure of Management InformationSystems: Structure of				
1 3	MIS, system, sub-s MIS Planning and	system, integrated system, system view of Business; d Development: Introduction, MIS Planning and Development phases, IS, System Life Cycle of MIS, Approaches of MIS Design.				
ŧ	Operational Informational Informational Informational Informational Information Systems. Supply Consistents of the Information	mation Systems: Marketing, Human Resource, Financial and nation Systems. Cross FunctionalInformation Systems, Enterprise Chain ManagementSystems. Customer Relationship Management EValue of Enterprise applications and challenges in Implementing.	15			
1	Process Reenginee Modelling and De Methodologies; Tr Application Softw	formation Systems as Planned OrganisationalChange: Business ering. Systems Analysis andSystems Design. esigning Systems: Structured and ObjectOriented raditional Systems Life Cycle; Prototyping; End-User Development; vare Packages and Outsourcing; Implementing Information Systems.	15			
	words MIS, Busine	ess, Planning, Development, Modelling, Designing.				
Keyn	ART C. I SOUTH					
1	ART-C: Learn	ingResources				

2. Gordon B. Davis, M.H. Olson, Management Information System, Prentice Hall, NewJersey. 3. Jerome Kanter, Management Oriented Management Information Systems, PHI, NewDelhi Online Resourceshttps://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 ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assessment (CIA): Assignment/Seminar-+obtainedmarksinAssignmentshallbe 10 TotalMarks-30 (ByCourseTeacher) considered against 30 Marks EndSemester Twosection-A &B Section A: Q1. Objective-10x1=10Mark; Q2. Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

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		ntroduction			* ii			
Prog (Certi	gram:Bachelorin I ificate / Diploma / De	Business Admin	istration	Semester-IV	Session:2024-	2026		
1 (CourseCode		3SE -02		<u> </u>			
2 (CourseTitle		S DODGET TO SELECT THE	Production Manag	ement	-		
(CourseType Discipline Specific Elective (DSE)							
	Pre-requisite(if,any)							
	CourseLearning.	> Acquire knowl	odge of kn			mont		
5								
6 (CreditValue	4Credits	Cre	dit=15Hours-learn	ing&Observation			
7 7	FotalMarks	Max.Marks:	100	Min	PassingMarks: 4	40		
PAR	T-B: Conte	ntoftheCou	rse	r. w Sta				
				Ir.perperiod)– 60Pe	riods(60 Hours)			
Unit				rsecontents)		No.of Perio		
I	Management.	the state of the same		mportanceand Problems of Dispatching objectives, f		15		
п	Layout, Types andmeth Plant Location: Introde	es, Plant Layout probl ods of Plant Layout. action, Need for select	em, Principl ing a suitabl	ionSystem. esof Plant Layout, Factor elocation, Plant location ; Systems view of location	problem, Advantage	15		
ш	Aggregate Planning; C Manufacturing(JIT). Routine; MaintenanceS	Maintenance Manage cheduling. epts and Functions of canceSampling, Contro	Inspection and		lown;Preventive;	15		
IV	Work Study: Imports considerations in Work Method Study: Obje Work Measurement	ance of Work Study; rk Study. ctives of method stu : Objectives of Worl	Work stud dy; Steps in Measuren	ly procedures; Time studies of Western Transfer of Various techniques of Western of Various techniques of Vari	ly ork Measurement;	15		
Keyword				ity Control, Method Si		III.		
PAF	RT-C: Learni	ngResource	S					
THE STREET STREET	extBooks,ReferenceB							
1. Inc 2. Inc 3. Pro 4. SIN	dustrial Engineering; dustrial Engineering; oduction Managemer V Chari - Production (tanna OP - Industrial	Hazra. MartandTelsang, nt; Buffa and Operation Ma	nagement					
Onlir https:	ne Resources- ://www.kopykitab.com ://www.hitbullseye.co	n/			7/			

Maximum Marks:	10087	27	
ContinuousInternalAss EndSemesterExam(ES)	E): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection—A &B ScctionA:Q1.Objective=10x1=10 ScctionB:Descriptiveanswertype	OMarl	x;Q2.Short answertype-5x4=20Marks outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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

		T-A: I	ntroduction			-	
Pro	ogr	am:BachelorinI	Business Admini	stration	Semester-IV	Session:2024-	2026
1	111/1	care / Dipioma / De	gree/Honors)		State Great	150331011,2024	2020
2		urseCode					
-	CourseTitle Elective B - Finance: Banking Operations & Management .			anagement .			
_		ourseType	Discipline Specific	c Elective (DSE		
4	Pr	e-requisite(if,may)			Asperrequireme	201	-
CourseLearning. Outcomes(CLO)		ourseLearning.	> To Define the core concepts of banking. > To acquaint with the knowledge of the functioning of the banking Industry, especially that of India. > To identify the structure of Banking System in India. > To learn the operational aspect of Commercial Banks in India. > To learn and gain insights about Negotiable Instruments. > To help identify various concepts like ATM, E-Banking, Basel				
6	0	wediaX/ala	Norms, etc.				
(-201	_	reditValue	4Credits		it=15Hours-learn		
7		otalMarks	Max.Marks:	100	Minl	PassingMarks: 4	0
PA	LEGI .	r-B: Conte	entoftheCour	se			
		TotalNo.of Tea	ching-learningPer	riods(01 Hr	.perperiod)- 60Pe	riods(60 Hours)	
U	nit				secontents)		No.o Perio
	I	Banking System in &Objectives, Basic and their provisions Control, Loan &Act	c Concepts of Regul s; BankingRegulation	latory Envir	onment forCommer	cial Banks in India	15
	II	Financial sector re control, RBI Act, R Banking; Digital pa	cforms in India: R Regulatory Environs ayment service prov and Money Laundo	nent forCor iders and g	nmercial Banks in I ateways. SARFAES	ndian Core I Act-Methods of	15
	ш	Commercial Bank Relationship betwo types, Endorsemen and liabilities of Pa	cs in India: Operation Banker and cust it, Dishonor, Rights aying and collecting deposits, EMIs, Em	omers, Typ Banker, Ti	es ofcustomer accou me Value of money	int, Cheque &its	15
	IV	Security Market:	Types of securities, ector Reforms in In	, mode of cr			15
Key	word		stem, Commercial Ba		ry Policy, Security M	arket.	
P	AF	RT-C: Learn	ingResource	s			
		xtBooks,Reference					
3	Sa. Ja. Bh	xena, G.S; Legal As iswal Bimal : Banki tole L.M: Financial esai Vasant: Financi	spects of Banking C ing Operations Institution & Mark ial Market & Institu	kets utions		a new	
5	. Sh	ekhar, K.C. and Shourshney , P.N. (2017) Por, N. S. (2021). Ha	ekhar, L. (2015). Be). Banking Law &	anking: The Practice, Su	iltan. Chand Publis	hing, 24thEdition	

Online Resources— https://www.edx.org/len- https://www.coursera.or	cn/bunkdng g/	STATE OF THE PARTY	
	nentandEvaluation	No. op. artisety	THE STATE OF THE
Suggested Continuous Maximum Marks: ContinuousInternalAss EndSemesterExam(ES)	essment(CIA): 100Mnrls		
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			QQ2.Short answertype-5x4=20Marks outof2fromenchunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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	- Thomas in	T-A: Ir	itroduction				
Pri Ce	rgo min	am:BacheloriuB hene / Diploma / De	meimace Admin	istration	Semester-1	V Session:2024	-2026
1	O	mrseCode	Stee (tonors)	1000 00			
2	The same of the last	urse l'itle	BBSE -02 Elective C - Marketing: Sales & Advertisement Management				
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1		onize]/be	Discipline Specifi	ie Elective (D	SE)		
-	1,1	v-requisite(if.any)			Asperrequiren	ient	
.	Č	ourselearning.	> Learn the natu	ire, scope & ii	mportance of Ad	vertising & Sales.	
5	G	utcomes(CLO)	P Develop an un	derstanding o	f various Sales I	Vanning and Sales B.	udget
			Develop an un	derstanding o	of Advertising dec	risions and evaluation	n of
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	I	Sales Management: O	oncept, Objectives and	l Functions of Sa	alcsManagements; S	ales Organization:	15
		Purpose, Setup &Types Management of Sales		ations Dalan form	an Daniel Cala	Name Danson and Sans	
		Praining and Compense		cuves, Sales for	execultment, Selec	tion, Remuneration,	
1	II	Personal Selling: Mean		Personal Selling	Strategy, Theories of	Personal Selling,	15
		Analysing Market Poter					
1	III	Advertising: Concept,					15
		Pre-launch Advertisin				cial aspect of Advertising. Media and their	R I D
		Selection; Advertising					
		AdvertisingBudget.					
1	V	Promotional Manag				iction, Advertising	15
		Agencies – Organisat				ethods of Evaluation of	
		Advertising Effective		s: importance,	Difficulties analyte	SHOOS OF EVALUATION OF	
Kor	word		ement, Advertising,	Personal Selli	ng, Advertising E	ffectiveness.	
1		RT-C: Learni			a,		II g
-		xtBooks,ReferenceI					
1	I C	tisement Manageme	nt Raigov Ratra	John G Myer	rs Pearson India	,	
In	nei An	usement manageme tweetisement and Pra	motion. George E	Belch, Mich	aek A. Belch. M	legraw HillEducation	,
1	W	illiam F. Arens& Co	urtland L Bovee,	Contemporar	y Advertising:Irw	in 1994.	
	Jil	b Fowles, Advertisen	nent and Popular	Culture, Sage	Publication		(28)
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L	A	lvertisement and Sal lvertisement and Sal	es Management, 1	T. Saranai A	eian Rooke Put	นหนรมนม. โรสั	
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	A	dvertising and Perso.	nal Selling, Dr. Ri	uchi Gupta, S	cholar Tech Pre	SS.	
	A	dvertisement Manag	ement, Sanjay Guj	pta & Pooja l	Vasa. SBPD Publ	ication	
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Suggested Continuous Muximum Marks: ContinuousInternalAss EndSemesterExam(ES	essment(CIA); 100Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Tost/Quiz-(2):20&20 Assignment/Seminar- TotalMarks-	10 30	Pettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection—A &B SectionA;Qt,Objective=10x1=1 SectionB;Descriptiveanswerivne	0Marl	k;Q2.Short answertype-5x4=20Marks outof2fromenchunit-4x10=40Marks

| Section II; Descriptive answerty peqts
| Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28) DEPARTMENTOF.....

COURSECURRICHLUM

	ART-A:	I I	ntroduction	To the Arminian control of		-				
A	ogram:Bac Iministratio ertificate/Dipl	helorinE n 'oma /Deg	Business	Semester- IV	Session:2024-2	026				
1	CourseCode	150	BBSE	C - 02		321				
2	CourseTitle	0.04	Creative Writi	Creative Writing & Content Development						
3	CourseType	SeType Skill Enhancement Course (SEC)								
4	Pre-requisi		oldi Billanceme		<u> </u>	1				
5	CourseLea Outcomes(rning.	To sensitize the editing.	understand the writing prem to the various styles a	rocess nd techniques of writing					
6	CreditValu	A STATE	2 Credits (1C+1C)		or creative writing and ed: - Theoreticallearning as pryorField learning/Trai	nd				
7	_TotalMark	s —	Max.Marks:	50-	MinPassingMarks:	20				
	RT-B:	Conte	ntof theCou	rse	and a first of the constalled	Page 1				
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Tra				ontents covered in the theoret sed to create and present yo		30				
Keyn	words Ci	reative Wri	iting, Content Devel	opment, Plagiarism.	والأليبية كونكات					
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https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-itimportant-for- blog-writing

PART-D:Assessmer	ntandEvaluation	
Suggested Continuous Evalu MaximumMarks: Continuous Internal Assessi End SemesterExam(ESE):	nation Methods: 50Marks nent(CIA): 15Marks	
Continuous InternalAssessment (CIA):(ByCourseCoordinator)	35Marks Internal Test / Quiz-(2):10 & Bettermarksout of the tv 10Assignment/Seminar +Attendance - obtained marks in Assig 05Total Marks - 15 beconsidered against 15	zninent shall
	Laboratory/FieldSkillPerformance:OnspotAssessment D. Performedthe Task basedonlearned skill-20Marks E. Spottingbased ontools(written)-10Marks F. Viva-voce(basedonprinciple/fechnology)-05Marks	Managed byCoordinato asperskilling

NameandSignature ofConvener&Members: (CBOS)

GOES TO 05TH SEMESTER

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