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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Chap. W. Ering.

	AR	T-A:	COURSECURRICULUM Introduction				
1, 1,	_		Pusings Admit to				
(Cu	ertifi	icate / Diploma / D	Business Administration Semester-I Session:2024-20	025			
1	Co	ourseCode					
2		ourseTitle	BBSC-01				
		ourseType	Principles of Management				
4		e-requisite(if,any)	Discipline Specific Course (DSC)				
	Co	ourseLearning					
5	١.	of Management					
	O	utcomes(CLO)	Improve their cognitive thinking.				
			The students will learn proficient and effective use of knowledge and abil	itvin			
_		11.77	performance	uym			
6		reditValue	4Credits Credit=15Hours-learning&Observation				
7		otalMarks	Max.Marks: 100 MinPassingMarks: 4	0			
	RI	-B: Conte	entoftheCourse				
		TotalNo.of Tea	aching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)				
Ur	nit		Topics(Coursecontents)	No.of			
	Ī	Y-4		Perio			
J		Responsibility of Man	ot, Nature, Process and Significance of Management, Role, Function and	15			
		Approaches. (Learning	agement, Management Thought; Classical and Neo-classical system; Concept g through experience in Chhattisgarh area.)				
]	\mathbf{u}	Planning: Concept of	Planning, Characteristics of Planning, Steps in Planning Process: Benefits and	15			
		Difficultions of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and					
J	m -	diagnosis; Strategy formulation search for advantages and businesspossibilities in Chhattisgarh. Organizing: Concept, nature, process and significance; authorityand resident relationship; Centralization					
		and Decentralization; Departmentalization, Organization structure – forms and contingency factors					
		Decision making: Fea	atures of Decision making. Role of Decisionmaking in Management, Types of				
		Decisionmaking.	Steps in Decision making process, Decision techniques; Principles of				
I	\mathbf{V}	Controlling and Budgeting: Nature of Control, Relationship between Planning and Control					
		Need for Control; Si	Ignificance and Limitations of Control, Types of Control, Process of Control.	15			
		Budgetary Control,	Performance Budgeting; Zero Based Budgeting; Management Audit;				
Keyv	words	Networks Technique	es.				
		Networks Technique Managemen	es. nt, Planning, Organising, Decision Making, Controlling and Budgeting.				
P	AR	Networks Technique Managemen	es. tt, Planning, Organising, Decision Making, Controlling and Budgeting. ingResources				
P.	AR Tex	Networks Technique Managemen T-C: Learn tBooks,Reference ooksRecommended	es. at, Planning, Organising, Decision Making, Controlling and Budgeting. ingResources Booksand Others				
Te 1.1	AR Tex extBo	Networks Technique Managemen T-C: Learn tBooks,Reference ooksRecommended – ker Peter F: Managemen	es. at, Planning, Organising, Decision Making, Controlling and Budgeting. ingResources Booksand Others ant Challenges for the 21 st century; Butterworth Heinemann.				
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Te 1.1 2.1 3.1	TexextBo	Managemen T-C: Learn tBooks, Reference ooks Recommended – ker Peter F: Managemen rich and Koontz, Essen Tripathi: Principles of N	es. It, Planning, Organising, Decision Making, Controlling and Budgeting. IngResources Booksand Others Int Challenges for the 21 st century; Butterworth Heinemann. Intials of Management; Tata Mc Graw Hill, New Delhi. Management Mc Graw Hill Education 6 thedtion.				
Te 1.1 2.1 3.1 4.7	AR Tex extBo Druck Weith P.C. Terry	Managemen T-C: Learn tBooks, Reference ooks Recommended – ker Peter F: Managemen rich and Koontz, Essen Tripathi: Principles of Novand Frankin; Principles	ing Resources Booksand Others Int Challenges for the 21 st century; Butterworth Heinemann. Intials of Management; Tata Mc Graw Hill, New Delhi. Management Mc Graw Hill Education 6 thedtion. Is of Management; AITBS, New Delhi.				
Te 1.1 2.1 3.1 4.1 5.1	AR TextBo Druck Weith P.C. Terry M.G	Managemen T-C: Learn tBooks, Reference ooks Recommended – ker Peter F: Managemen rich and Koontz, Essen Tripathi: Principles of Novand Frankin; Principles	es. It, Planning, Organising, Decision Making, Controlling and Budgeting. IngResources Booksand Others Int Challenges for the 21 st century; Butterworth Heinemann. Intials of Management; Tata Mc Graw Hill, New Delhi. Management Mc Graw Hill Education 6 thedtion.				
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Te 1.11 2.1 3.1 4.7 5.11 Or http http	Tex ExtBo Druck Weith P.C. Terry M.Go white of the service o	Metworks Technique Managemen T-C: Learn tBooks, Reference ooks Recommended ker Peter F: Managemen rich and Koontz, Essen Tripathi: Principles of Managemen vand Frankin; Principles upta: Principles of Managemen vand Frankin; Principles vand	es. It, Planning, Organising, Decision Making, Controlling and Budgeting. IngResources Booksand Others Int Challenges for the 21 st century; Butterworth Heinemann. Intials of Management; Tata Mc Graw Hill, New Delhi. Management Mc Graw Hill Education 6 thedtion. Is of Management; AITBS, New Delhi. In agement; Motilal U.K. Books of India New Delhi In agement Mc Graw Hill Education Evaluation Methods: 100 Marks Sessment (CIA): 30 Marks				

Assessment (CIA): (ByCourseTeacher)	TotalMarks-	10 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection—A &B SectionA:Q1.Objective—10x1=10 SectionB:Descriptiveanswertypeq	Mark; ts., 1o	Q2.Short answertype-5x4=20Marks utof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS):

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COURSECURRICULUM

P	ART	-A: Ir	ntroduction					
Pro	ograi	m:BachelorinB			C	[G	0000	
(Cc	rtifica	ite / Diploma / De	gree/Honors)	ынацоп	Semester-I	Session:2024-	2025	
1	Cour	rseCode		SC-02				
2	Cour	rseTitle	Business Mathem					
	Cour	rscType	Discipline Specifi		· ·			
4	Pre-	requisite(if,any)		e course (Do	Asperrequiremen	set .		
	Cou	rscLearning.	> The aim of the	course is to b	uild knowledge a	nd understanding of	r	
5	Outo	comes(CLO)	BusinessMath	ematics amor	una knowleage ar in the student.	ta understanding of		
			> The course see	ks to give deta	uiled knowledge a	bout the subject mat	ter by	
			instillingin the	e basic ideas a	bout Business Ma	thematics.		
			To provide kno	wledge about	Mathematics and	l its use in business.	To	
6	Cro	ditValue	enable thelear	ner about Ma	thematical Calcul	lations.		
7			4Credits	Credit=	:15Hours-learnin	g&Observation		
-		alMarks	Max.Marks:	100	MinI	PassingMarks: 4	0	
PAI	RT-B	: Conten	toftheCourse					
		TotalNo.of Teach	ching-learningPe	riods(01 Hr.r	perperiod)- 60Per	riods(60 Hours)		
Ur	nit			pics(Course			No.of	
				7,1-0,(002,50	zoncence)		Perio	
-	I	Madrice D. C. :		27			d	
		Matrices: Definit	ion of a Matrix; Ty	pes of Matric	es; Algebra ofMa	trices; Adjoint of a	15	
l		Properties of data	verse elementary row & amp; columnoperations. Determinants: rminants; Calculation of values of Determinants up to third order.					
_	n	Types of Faustic	ne: Simple/Lines	on or values of	Determinants up	to third order.	15	
1	_	variables). Elimina	nations: Simple/ Linear Equations and Simultaneous Equations (only two mination and Substitution Methodsonly. Quadratic Equation -					
l		Factorization and	and Formula Method ($ax2 + bx + c = 0$ form only). Simple problems.					
		Indices and Loga	ad Logarithms: Meaning- Basic Laws of Indices and their application for					
		simplification. La	on. Laws of Logarithms –Common Logarithm, Application of Log Table for					
		Simplification	20 Samuel 20 Samuel, Application of Log 1 abic for					
1	П	Average & Ratio	: duplicate-triplica	te and sub- du	plicate of a ratio.		15	
		Proportions: thir	d, fourth and inver	se. Proportion	,problems.Speed,	Distance and Time.		
-		Commission, Disc	count, Profit and L	oss, Percentag	ges.			
1	V	Simple Interest,	Compound Interes	est including y	early and half yea	rly calculations,	15	
Wa:	word	Matrices	tages, Bills Discou	inting,	ndia Dua di	G: 1 T		
			ndices, Logarithm	s, Average, K	ano, Proportion,	Simple Interest.		
	RT-C		Resources					
		ooks,ReferenceBe		7.1.4 7.4				
2 "	usine Pract	ess Mathematics:	Ur. S.M. Shukia, S thematics and Stat	istics" Sugar	an Publications.	Comment Trus		
Pul	2. "Practical Business Mathematics and Statistics" SuranjanSaha, Tata Mc. Graw – Hill Publishing Company ltd. New Delhi.							
3. "	Busi	ness Mathematics	" by Dr. B.N. Gup	ta & Dr.	S.K. Agrawal. Sa	hitya Bhawan Agra		
4. 1	M. Rsg	ghsvachari : Math	ematics for Mana	gement – An	Introduction. Tate	Mc Graw		
	Hill Pub. Co., New Delhi.							
1	Online Resources-							
		ww.kopykitab.co						
		ww.hitbullseye.co				<u> </u>		
101	ART-	D:Assessmen	tandEvaluatio	n	\sim			

Suggested Continuous E Maximum Marks: ContinuousInternalAsso EndSemesterExam(ESE	100Marks ssment(CIA): 30Marks	
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection—A &B SectionA:Q1.Objective—10x1=10N SectionB:Descriptiveanswertypeqt.	Mark;Q2.Short answertype-5x4=20Marks s.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS):

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COURSECURRICULUM

D	ART-A:	4 4							
		ntroduction	1						
Pr (Co	ogram:Bachelorinl ertificate / Diploma / D	Business Admin egree/Honors)	istration	Semester	·-I	Session:2024-2	025		
1	CourseCode	B	BSC-03						
2	CourseTitle	Financial Accoun							
	CourseType	Discipline Specif		DSC)					
4	Pre-requisite(if,any)	1 2 2 7 2 6 11	Asperrequirement						
	CourseLearning.	D lourn the com	100 0 10 100 0 1	Asperreg	uirem	ent			
5	CourseLearning. Dutcomes(CLO) learn the commonly used accounting term accounting information and their respect explain the process of recording and class transactions and events, Make financial to Profit and LossAccount, Balance Sheet, Explain accounting software and to acqui				pective i lassifyii al the fi et, and	requirements ng the business nancial statements, cash flow statement	viz.,		
6	CreditValue	TallySoftware 4Credits		lit=15Hours	-loarn	ing&Observation			
7	TotalMarks	Max.Marks:	100	iii 13110u/3			0=		
PA	RT-B: Conte	ntoftheCou			1771117	assing viai Rs.			
				. 1	(07)				
Un	nit l	ching-learningPe				riods(60 Hours)			
I		Topics(Coursecontents) Accounting – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of					No.of Period		
	Accounting with other f Book Keeping, Differer Capital and Revenue - Ledger, Subsidiary bool	unctionalAreas, Scope ace between Book Kee - Classification of Cap ks – CashBook, Meani	of Accounting of Accounting and Accounting and Accounting and type of and type of the Accounting and Accounting an	ng, Uses of Acco ountancy. evenue; Goldenl of Cash Book - S	ounting, l Rules of . Single Co	Double Entry of Accounting, Journal,	15		
П	Rectification of Errors profit; Bank Reconciliating Reasons of difference by	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 CashBook and Pass Book Balance,					15		
П	Final Account: Prepara Sheet (Simple Adjustme Depreciation - Meaning Depreciation - Straight I	tion of Manufacturing entonly). g, Definition, Importar inemethod - Written d	Account, Trance, Defects of lown value me	ndingAccount, P fDepreciation - ethod,	Method	of calculating	15		
IV	Software; Tally - Mea General Configuration Voucher EntryConfig types of Voucher, Vou Trail Balance, Accour SalesRegister and Pur	uning of TallySoftwan, Numerical symbol uration. Working in ucher Entry Problem bis books, Cash Book chase Register, Jour	ire – Feature Is,Accounts Tally: Grou on Vouche I, Bank Bool nal Register	s – Advantage /Inventory info ps, Ledgers, w r entry- Genera ks, Ledger Aco , Statement of	es, Confi o – Mast riting vo ating Ba counts, C Account	guring Tally - er Configuration - oucher, Different sic Reports in Tally - Group Summary, s, and Balance Sheet.	15		
Keywo	ords Accounting, C	Capital, Revenue, Re	ectification of	of Errors, BRS	S, Final	Accounting.			
PAF		gResources							
Te	extBooks,ReferenceBo				-				
2. Ha 3. S.I 4. S.I 5. T.S	M. Shukla, Accounting unif Mukherji, Modern P. Jain and K.L. Naran N. Maheshwari, Advan S. Grewal, Advanced A	Accounting- Vol- g – Financial Acc ced Accountancy, ccounts, S. Chand	–I, T.M.H. counts, Kalj Vol I, Vika l& Sol	yani Publishe Is Publishing Ins, New Delh	ers. House				
7. T.1	L. Gupta, Advanced Ac P. Ghosh, Financial Ac	counts, S.Chand& count for Manage	zamp; Sons er Taxman	s, New Del n Allied Serv	ices Pv	t. Ltd.			

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Online Resources-		And the second	
https://www.kopykitab.co			
https://www.hitbullseye.c	om/grad-		
PART-D: Assessm	entandEvaluation		
Suggested Continuous E	valuation Methods:		
Maximum Marks:	100Marks		
ContinuousInternalAsse	ssment(CIA): 30Marks		
EndSemesterExam(ESE); 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwo Test/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester Exam	Twosection- A &B		
(ESE):	Section A: Q1. Objective $-10x1=10$	Q2.Short answertype-5x4=20Marks	
	SectionB:Descriptiveanswertype	qts.,1o	utof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members (CBoS)

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

COURSECURRICULUM

PA	RT-A: Ir	ntroduction	0				
	gram:BachelorinB			Ia .		G : 2024	2025
(Cer	tificate / Diploma / Deg	usiness Aumm eree/Honors)	ustration	Semeste	r-I	Session:2024-	2025
-							
	CourseCode		BGE-01				
	Computer Application Generic Elective (GE)						
_							
	Pre-requisite(if,any)			Asperreg			
5	CourseLearning. Outcomes(CLO)	ourseLearning. > Bridge the fundamental concepts of computers with the present level					
6	CreditValue	4Credits			-leari	ning&Observation	ı
7	TotalMarks	Max.Marks:	100			PassingMarks:	40
PAF	RT-B: Conte	ntoftheCou	rea				
				narnariod)	- 60P	eriods(60 Hours)	·
Uni						C110U3(00 110U13)	No.of
		10	pics(Cours	secontents	,		Perio
	of Computer. Type of Co Generation & their class Input/output Devices a Computer: Primary and Virtual Memory; Memo	ification, Comparison and Memory:Input an Secondary Storage, Nory Management Unit	n betweenMicro nd Output Devi Iain Memory, S (MMU).	, Mini &Main ces of Compute econdary Men	Frame er. Mer nory;Ca	Computers. nory of ache Memory; Real and	
п	Functions of Operating Interface [GUI] -Windo Concepts, Types of Net Software, Operating Sy	System, Types of Op- ws OperatingSystem work, Different Topo stem:	erating System Concept of Da logies. Types o	- DOS, Windov ta Communica fSoftware: App	v &Lin tion &l olicatio	ux.Graphical User Networking: Network n Software, System	15
Ш							ng 15
IV		re: Creating and ma senting content in to to slides, reviewing tions. Elementary Internet ad Software Threats	naging slides ables, Inserting g, preparing an Application, c. Computer V	g, creating and delivering Security Continues: Security Continues: Types	d mana presentrol: Plant of Vir	aging graphics, adding tation, Customizing hysical Security, data tuses, Logic Bombs,	15
Keywo		erating System, MS				rii da.	
PA		ngResource					-
	extBooks,ReferenceB						
	K Sinha, 4th ed BPB, C		nentals: Con	cents Syste	ms · A	pplications	
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☐ E Balagurusamy, "FUNDAMENTALS OF COMPUTERS" Online Resources—							
https://www.kopykitab.o	2027						
https://www.hitbullseye.	com/grad						
FAR I-D:Assessi	mentandEvaluation						
Suggested Continuous	Evaluation Methods:						
Maximum Marks:	100Marks						
ContinuousInternalAss	essment(CIA): 30Marks						
EndSemesterExam(ES)	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		Considered against 50 Marks				
		0) (- 1	02.01				
	Section R: Descriptive answerting	Ulviark	Q2.Short answertype-5x4=20Marks				
Ciaman to the	escriptive answertype	yıs.,10	utof2fromeachunit-4x10=40Marks				

SignatureofConvener & Members (CBoS):

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COURSECURRICULUM

P	ART-A: II	ntroduction	n					
Pr	ogram:BachelorinB	usiness Admir	nistration	Semester-	I Session:2024	1-2025		
(Ca	ertificate/ Diploma/Degi	ree/Honors)						
1	CourseCode	BBVAC -	01					
2	CourseTitle	Social Media	Social Media Marketing					
3	CourseType	Value Additio	on Course [V	AC]				
4	Pre-requisite(if, any)			Asperrequir	ement			
5	CourseLearning. Outcomes(CLO) Create and implement a digital and social media plan that aligns to brand's overall business objectives. Interpret digital and social media analytics, trends, tools, and activi determine the effectiveness of various strategies. Develop effective communication and interpersonal strategies to fo collaboration, diversity and inclusion within digital and social media project teams. Evaluate current trends and emerging technologies in digital market.							
				going effectiver		-		
6	CreditValue	2Credits			arning& Observatio	n		
7	TotalMarks	Max.Marks:	50	M	linPassingMarks:	20		
PA	RT-B: Conte	ntof theCou	irse					
	TotalNo.ofTeach	ing-learningPer	iods (01Hr.	perperiod)-301	Periods(30 Hours)			
Un		Topics(Coursecontents)						
I		Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.						
11	formats, Setting up F	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.						
II		g: Importance of	LinkedIn pre	sence, LinkedIr		08		
IV	campaigns, Twitter An		ols and tips for	mangers. Instag	· · · · · · · · · · · · · · · · · · ·	08		
		gResource		iiicuiii.				
	extBooks,ReferenceBo							
	BooksRecommended— Digital Marketing –Kar Marketing Strategies for Digital Marketing, V. Ar Digital Marketing, S.Gr Quick win Digital Market	nat and Kamat-H or Engaging the D Ahuja, Oxford Un upta, McGraw-Hi	igital Genera iversity Press Il		dition			
Onli http	ineResources— s://www.coursera.org/s	ocialmediamark	ceting	m, raporouoie of				

god of America Mul

	PART-D:AssessmentandEvaluation								
Suggested Continuous	Evaluation Methods:								
Maximum Marks:	50Marks								
	ssessment(CIA): 15Marks								
End Semester Exam(E	SE): 35Marks								
Continuous Internal	Internal Test / Quiz-(2): 10 & 10	Better marks out of the two Test/ Quiz							
Assessment(CIA):	Assignment/Seminar+Attendance- 05	+obtainedmarksinAssignmentshallbecon							
(ByCourseTeacher)	Total Marks - 15	sideredagainst15Marks							
End Semester	Twosection-A &B								
Exam (ESE):	Section A:Q1. Objective $-05 \times 1=05$ Mark; Q2. Short answertype $-5 \times 2=10$ Marks								
(222).	SectionB:Descriptiveanswer typeqts.,1	outof2 fromeachunit-4x05=20Marks							

NameandSignature ofConvener&Members (CBoS)

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Goes to 2nd Sem -----

COURSECURRICULUM

P	ART-A: I	ntroduction	1						
Pr	ogram:BachelorinE	Business	Semester-II	Session:2024-20	25				
Ad	lministration		Somester II	00031011.2021.20					
(Ce	ertificate / Diploma / De	gree/Honors)							
1	CourseCode		BSC-04		4				
2	CourseTitle	Business Econor	usiness Economics						
	CourseType	Discipline Specific Course (DSC)							
4	Pre-requisite(if,any)		·	uirement					
5	CourscLearning. Outcomes(CLO)	consumerbeh > To make the s production&	For 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, perfec						
		competition &	chis understand market s c basic concepts of reven	uruciure, jornis oj markei, į ue and rent.	rerjeci				
6	CreditValue	4Credits		-learning&Observation					
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	0				
PA	RT-B: Conte	ntoftheCou	rse						
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.perperiod)	- 60Periods(60 Hours)					
Un		Topics(Coursecontents)							
I	Central Problems of ane Theory of Consumer B	conomy; Working of ehaviour: Cardinal Undifference Curve Ap	Itility Approach-Law of Dimi	nishing Marginal Utility, Law of	15				
П	Demand: Meaning, Der Law of Demand, Change Supply: Meaning, Supp Supply, Changes in Supp	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	I 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	leaning, Forms of rropoly; Price and Outlice Competition and etermination of Wallian and Modern Theories of Interes	tput Determination under I Oligopoly. Iges. eories of Rent. t;	n,Monopoly, Monopolistic Perfect Competition,	15				
Кеуно			Supply, Production, Cost,	Murket Structure,					

BN

Krown PM &

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

30

SectionA:Q1.Objective=10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,loutof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBoS)

Total Marks-

Twosection- A &B

(ByCourseTeacher)

EndSemester

Exam (ESE):

+obtainedmarksinAssignmentshallbe

considered against 30 Marks

COURSECURRICH

E79		COURSECURR	ICULUM					
	ART-A:	ntroduction						
(C	ogram:BachelorinI	Business Administration	Samastan	III Carrier 2024	2025			
1	Theme / Dipioma / De	gree/Honors)	Schlester.	-II Session:2024	-2025			
2	CourseCode	BBSC-05						
-	CourseTitle	Business Statistics						
4	CourseType	Discipline Specific Course (DSC)					
$\dot{-}$	Pre-requisite(if,any)		Asperraquira	mont				
5	CourseLearning. Outcomes(CLO)	> Students will be able to led	arn basic theoretic	ral and applied princi	dae			
` '	Outcomes(CLO)	Someones heeren month	or the inh teres					
		Students will be able to co	mmunicate key st	atistical concepts to ne	211-			
		Diulisticiulis.						
		Students will gain proficie	ency in using Stati	istical Software for Da	ta			
6	CreditValue	Titulysis.			,			
7	TotalMarks			rning&Observation				
D A			Mi	nPassingMarks: 4	10			
2-4		ntoftheCourse						
Un	1 OtalNo.of Teac	ching-learningPeriods(01 H	r.perperiod)– 60I	Periods(60 Hours)				
On	11 t	Topics(Cour	secontents)		No.of			
I		Importance and Scope - Limitat	ions - Need for Dat	a Principles of	Period 15			
	pricasurement. Tabula	Statistical Methods: Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data.						
	Classification of Data	Classification of Data: Data Array – Frequency Distribution – Methods of data Classification						
	Lighes of Liednetick D	1 yes of requericy Distributions / Labillation of Data — Objectives of Tabulation — David & Townson						
D	I Measures of Central	of Tables - Graphical Presentation-Functions of Graphs-Advantages and Limitations of Graphs						
,	Ouartiles: Relationshi	Measures of Central Tendency: Mean - Combined Mean - Weighted Mean, Median - Quartiles; Relationship between Mean, Median and Mode.						
	Measures of Variation	Measures of Variation: Range, Quartile Deviation, Standard Deviation, Co-efficient of						
	variation – Skewness	[variation – Skewness, (Conceptual framework only)						
П	I Correlation Analysis	: Correlation analysis: Meaning	and Significance:	Types of Correlation	15			
	priemods of studying s	simple Correlation – Scatter diag	ram, Karl Pearson'	s Coefficient of	13			
	Correlation, Spearmar	i's Rank Correlation co-efficient	<u>.</u>					
\mathbf{N}	Index Number: Mear	ning and Significance, Problems i	n construction of Ir	ndex Numbers, Methods	15			
	of constructing index	Numbers-weighted and unweigh	ited, test of adequa	y of Inday Numbers				
	Trend: Method of Lea	g and significance – Utility, Com st squares, Moving Average Met	iponents of Time se	erics; Measurement of				
cvwc	ords Data, Mean, M	St squares, Moving Average Median, Mode, Correlation, Star	nod.	J. N. I				
			iaara Deviation, In	iaex Number.				
	7, 1860 11, 200,000	igResources						
	TextBooks, Reference Bo				-			
1.D	.H. Einence-rundament	al of Statistics, Kitab Mahal Atistics, Sultan Chand & Damp; S	Allahabad					
2. C	Jupia S.F Busiliess Sia Joonda R. P-Statics for P	Business and Economics Mac	sons, New Deini. Millian Naw Dalk					
4. R	Richard I& David S Rub	in-statistics for Management,	Prentice Hall Ne	ll. ny Dalhi				
5. H	Hein I.w.:Ouantitative ap	proach to managerial decision	is Prentice hall —N	Jew Jersey	,			
6. S	S.C.Gupta&SmtI.Gupta:	Fundamental of Statistics –H	imalaya Publishin	g House –Delhi				
7. D	D.C.Sancheti&V.K.Kapo	or-Statistics Theory Methods	and Applications	Brionot Bonn				
8. D	Dr. S.M. Shukla, Dr. S.P.	Sahai Sahitya Bhawan Publi						
	line Resources-							
http	ps://ala-choice.libguide	s.com/c.php%3Fg%3D5219	05%26p%3D356	59020&ved				
nttr	ps://openstax.org/detail	s/books/introductory-busine	ess-statistics&vec	1, //				
$\stackrel{>}{\sim}$		1 C m	J) //				

PART-D:Assessi	nentandEvaluation		
Suggested Continuous Maximum Marks: ContinuousInternalAss EndSemesterExam(ES)	essment(CIA): 100Marks		
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:Descriptiveanswertype	0Mark	Q2.Short answertype-5x4=20Marks utof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

1700		ntroduction					
(Ceri	(rum; Bachelorin l ficate / Diploma / De	Business Admin gree/Honors)	istration	Semester-	II S	Session:202	4-202
1 (CourseCode	The second secon	BSC-06				
2 (Course'Title	Cost Accounting					
	CourseType	Discipline Specif	ic Course (T	(SC)			
4 P	re-requisite(if,any)	Discipline Specific Course (DSC) Asperrequirement					
C	CourseLearning. Outcomes(CLO)	Asperrequirement If It was knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage. Know how cost calculated in various production sectors. Different					
		between costa Learn how cos	nd financial t and volum	accounting. e effect profit	Able to e		t
6 C	CreditValue	4Credits	Credi	t=15Hours-le	arning	&Observation	
7 1	'otalMarks	Max.Marks:	100				40
AR	T-B: Conte	ntoftheCour	'se			8	
	The state of the s	hing-learningPer		nerneriad) 6	OPariod	c(60 Hours)	
Unit				econtents)	07 61100	s(00 Hours)	No.o Peri
I	Introduction: Definition concepts - Elements of Colz. Life Cycle Costing;	Costs, Classification of	f Costs, Total C	ost build up and C	stAccounti Cost sheet	ng; Basic Cost Emerging Terms	15
11	Accounting of Material and Indirect Materials;	s: Introduction, Mean	ing of Material				
	Material Cost Control: Storage and Managemen Order Quantity (EOQ): ABC Method, VED Method Determination of Stock Dangerlevel; Duties and Weighted Average Metho	t of Issues; Make or B Practical problems o nod, PSN Method; Levels: Reorder Leve Responsibilities of Sto nd (Including Practica	and Benefits; S tuyDecision; Pu n EOQ; Metho l, Minimum Le ores Manger; P lProblems).	scope of Material of the comments of Stores or Inverse of Maximum Level, Maximum Level, Material	Cost Conti Vendor Soventory Co evel, Aver sIssues: F	rol; Procurement, election; Economic ontrol- rage Level and IFO, LIFO, HIFO,	
	Material Cost Control: Storage and Managemen Order Quantity (EOQ): ABC Method, VED Method of Stock Dangerlevel; Duties and Weighted Average Method Accounting of Labour: Indirect Labour; Labour Cabour Turnover; Wage and Incentive Sys Accounting of Overhead Allocation, Apportionmen	t of Issues; Make or B Practical problems on hod, PSN Method; Levels: Reorder Leve Responsibilities of Stood (Including Practica Introduction, Meaning Cost Control: Meanin tem: Taylors, Merrick I: Meaning and Classit and Absorption; Me	and Benefits; StuyDecision; Pun EOQ; Methon I, Minimum Leores Manger; Pul IProblems). The of Labour Cong, Objectives and States, Rowification of Over	cope of Material of the cope of Material of Stores or Invevel, Maximum Loricing of Material of Stores of Labourd Benefits; Scop van Differential Pierheads: Overhead	Cost Conti Vendor Soventory Contents of Averages: For a content of the content of	rol; Procurement, election; Economic ontrol- rage Level and IFO, LIFO, HIFO, Labour and ur Cost Control;	
IV	Material Cost Control: Storage and Managemen Order Quantity (EOQ): ABC Method, VED Method of Stock Dangerlevel; Duties and Weighted Average Method Accounting of Labour: Indirect Labour; Labour Cabour Turnover; Wage and Incentive Sys Accounting of Overhead Allocation, Apportionmen Hour Rate – Including Pra Methods of costing: U Costing, By Product, Jo Reconciliation of Cost	tof Issues; Make or Base Practical problems on the Practical problems on the Practical problems on the Practical Problems of Stood (Including Practical Introduction, Meaning Cost Control: Meaning and Classit and Absorption; Mectical Problems. The Product and Job & Financial Accountricus of the Product and Job & Financial Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Accountricus of the Practical Accountricus of the Practical Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Product and Job & Financial Accountricus of the Practical Prac	and Benefits; StuyDecision; Pun EOQ; Methon I, Minimum Leores Manger; PulProblems). In God Labour Cong, Objectives and Ess, Halsey, Roward and Treat Costing, Proceedings (Costing). In Costing Costing). In Costing Costin	cope of Material or chase Process; ds of Stores or Invel, Maximum Loricing of Material st; Types of Labourd Benefits; Scop van Differential Pierheads; Overhead ment of Absorptioncess Costing (E. Analysis: Impo	Cost Controvendor Seventory Controvendor Sevel, Average Sevel Seve	rol; Procurement, election; Economic ontrol- rage Level and IFO, LIFO, HIFO, Labour and ur Cost Control; System rheads; Machine Equivalent d Components;	
IV ywords	Material Cost Control: Storage and Managemen Order Quantity (EOQ): ABC Method, VED Method of Stock Dangerlevel; Duties and Weighted Average Method Accounting of Labour: Indirect Labour; Labour Cabour Turnover; Wage and Incentive Sys Accounting of Overhead Allocation, Apportionmen Hour Rate – Including Pra Methods of costing: U Costing, By Product, Jo Reconciliation of Cost Cost, Material,	t of Issues; Make or Base Practical problems on the Practical problems on the Practical Problems of Stood (Including Practical Introduction, Meaning Cost Control: Meaning and Classit and Absorption; Meatical Problems. It Costing, Control introduction, Control introduction, Meaning and Classit and Absorption; Meaning Cost Problems. It Costing, Control introduct and Job & Financial Accountrabour, Overhead,	and Benefits; StuyDecision; Pun EOQ; Methon I, Minimum Leores Manger; PulProblems). In God Labour Cong, Objectives and States, Halsey, Row Iffication of Overthods and Treat ct Costing, Proceeding). In Costing In Congression, Procedure Costing, Procedure Cost	cope of Material or chase Process; ds of Stores or Invel, Maximum Loricing of Material st; Types of Labourd Benefits; Scop van Differential Pierheads; Overhead ment of Absorptioncess Costing (E. Analysis: Impo	Cost Controvendor Seventory Controvendor Sevel, Average Sevel Seve	rol; Procurement, election; Economic ontrol- rage Level and IFO, LIFO, HIFO, Labour and ur Cost Control; System rheads; Machine Equivalent d Components;	15
IV ywords	Material Cost Control: Storage and Managemen Order Quantity (EOQ): ABC Method, VED Method of Stock Dangerlevel; Duties and Weighted Average Method Accounting of Labour: Indirect Labour; Labour Cabour Turnover; Wage and Incentive Sys Accounting of Overhead Allocation, Apportionmen Hour Rate – Including Pra Methods of costing: U Costing, By Product, Jo Reconciliation of Cost Cost, Material,	tof Issues; Make or Baractical problems on hod, PSN Method; Levels: Reorder Leve Responsibilities of Stood (Including Practica Introduction, Meaning Cost Control: Meaning and Classit and Absorption; Mectical Problems. nit Costing, Contractical Product and Job & Financial Accountabour, Overhead, gresources	and Benefits; StuyDecision; Pun EOQ; Methon I, Minimum Leores Manger; PulProblems). In God Labour Cong, Objectives and States, Halsey, Row Iffication of Overthods and Treat ct Costing, Proceeding). In Costing In Congression, Procedure Costing, Procedure Cost	cope of Material or chase Process; ds of Stores or Invel, Maximum Loricing of Material st; Types of Labourd Benefits; Scop van Differential Pierheads; Overhead ment of Absorptioncess Costing (E. Analysis: Impo	Cost Controvendor Seventory Controvendor Sevel, Average Sevel Seve	rol; Procurement, election; Economic ontrol- rage Level and IFO, LIFO, HIFO, Labour and ur Cost Control; System rheads; Machine Equivalent d Components;	15

3. R. S. N. Pillai V. Bhagvati – Cost Accounting (S. Chand & Amp; Co., New Delhi).

4. Maheshwari & Mittal – Cost Accounting (Theory & Cost Accounting) (Mahavir Prakashan, Delhi).

5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – Cost Accounting (RDB Publishing House)]

considered against 30 Marks

Online Resources-

https://icmul.in/studentswebsite/Foundation-Papers.php&ved

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marles

EndSemesterExam(ESE): 70 Marks

ContinuousInternal Internal Test/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assignment/Seminar-Assessment (CIA): 10 *obtainedmarksinAssignmentshallbe

30

TotalMarks-(ByCoursoTeacher) **EndSemester** Twosection- A &B

SectionA:Q1.Objective=10x1=10Mark;Q2.Short answertype=5x4=20Marks Exam (ESE): SectionB:Descriptivennswertypeqts., toutof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members:

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

		ntroduction				
Pr (Ca	ogram:BachelorinB ertificate/Diploma/Deg	Business Admir ree)	istration S	emester- II	Session:2024	-2026
1	CourseCode	BBSEC	- 01			
2	CourseTitle		Personality D	evelopment		
3	CourseType	Skill Enhance				
4	Pre-requisite(if, any)	Asperrequirement ➤ 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, Interection in the communication skills in the communication skills.				
5	CourseLearning. Outcomes(CLO)				ient etc.	
6	CreditValue	2 Credits			eoreticallearning a	
		(1C+1C)			Field learning/Trai	
7	TotalMarks	Max.Marks:	50	Min)	PassingMarks:	20
PA	RT-B: Conte	ntof theCou	rse	r	_	-
		TotalNo.o	f Teaching–le	arningPeriods:		
		ods(15Hrs) andLab	o.orFieldlearni	ng/Training 30Pe	riods(30Hours)	
Mo	dule	To	pics(Course	contents)		No.of
Th	eory What are soft skil	Ils: The importance	e of soft skills	in our lives - Tv	nes Of Soft Skills:	15
	;Nonverbal Commun Body Language: Fo Importance of Eye C Listening skills: Impo	thods of self-analysesentation ills:Process, elementication: Issues And or Interviews: For Gontact, Body Moveortance and types;	is; Self-present its, and important I Types; Basics roup Discussion ment, Role of F Ways to improv	ation-What is Self nce - Ways to impr And Universals. ns; Gestures; Facia ormal Attire. e Active Barriers T	-presentation, ove communication I Expressions; o Active Listening.	
Lab.	/Field Telephone Commur	nication: Basic Telep	hone Skills; Ad	anced Telephone	Skills; Essential	30
Trai	tents Technology And Cor Principles; How Not Presentation skills:	mmunication: Tech to Send E-Mails! E-	nological Persor Mail Etiquette;	nality; Mobile - Per Netiquette.	rsonality? E-Mail	
	Group Discussions:					
	GD; Do's & Don'ts ar			t, Lead and Corten	ade A GD, Types Of	1
	Interview skills: Inte			-Dos and Don'ts	ips on making a	
Vou	positive impression.		nication Skills	Listenino Skille	Presentation Skills	J
	positive impression. vords Soft Skills, F			Listening Skills,	Presentation Skills.	

- Soft skills & Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex.
 Managing Soft skills-K. R Lakshminarayan and T. Murugavel
 Soft skills and Professional Communication-Francis Peter S.J

4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh) Personality Development and Soft skills-Barun K. Mitra

OnlineResources-

e - Book on Soft Skills and Personality Development; By Author – CA. M K Sridhar (The Institute of Chartered Accountants of India, Southern India Regional Council, Chennai.

OnlineResources-

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

https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/ PART-D: Assessment and Evaluation Suggested Continuous Evaluation Methods: Maximum Marks : 50Marks Continuous Internal Assessment(CIA): 15 Marks End SemesterExam(ESE) : 35Marks Continuous Bettermarksout of the two Test/Quiz Internal Test / Quiz-(2):10 InternalAssessment + obtained marks in Assignment shall 10 Assignment/Seminar + Attendance -(CIA):(ByCourseCoordi beconsideredagainst 15 Marks 05Total Marks -15 nator) Managed **End Semester** Laboratory/FieldSkillPerformance:OnspotAssessment byCoordinator A. Performedthe Task basedonlearned skill-20Marks Exam (ESE): B. Spottingbased ontools(written)-10Marks asperskilling C. Viva-voce(basedonprinciple/technology) -05Marks

Name and Signature of Convener & Members of CBoS:

Sal July

James J

GOES TO 3RD SEMESTER

COURSECURRICULUM

Pr		ntroduction	
	ogram:BachelorinI	Business Administration Sen	ester-I Session:2024-202
(Ca	ertificate / Diploma / De	gree/Honors)	108101-1 Session.2024-2020
1	CourseCode	BBSE -05	
2	CourseTitle		nagement: People Management and
		Corporate Ettiquettes	nagement. I copie management and
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)		anna arein area aret
	CourseLearning.	Asp Ability to examine the difference of the control of the contr	errequirement
5	Outcomes(CLO)	Ability to examine the difference	nce between People Management wit
`	o avec mes (CEO)	Human Resource Managemen Ability to explain the ne	t. ed for and importance of Peopl
		Management	ed for and importance of resp.
		Management.	of performance and task assessment.
		Ability to institute in factors	influencing the work life balance of
		working individual.	imitteneng the work me can
		Demonstrating the various type	es of essential etiquettes in a-corporat
Section	The second second	environment.	
		Construct effective present	ations, group discussions and th
		professional pre requisites.	
		> Evaluate the prevailing corporate	e culture, ethical issues; and manage
		conflict effectively	
6	CreditValue	4Credits Credit=151	Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
		ntoftheCourse	
	TotalNo.of Teac	ntoftheCourse hing-learningPeriods(01 Hr.perpo Topics(Coursecon	tents) No.of
Un	TotalNo.of Teac	hing-learningPeriods(01 Hr.perpo Topics(Coursecon	tents) No.of Period
	People Managemen Difference between I individual and organ Getting Work Done getting work done members. Performa stages of the perforn Assessment and Ev	t: Meaning, Features, Significance of People Management and Human Resizational factors on people managem and Building Peer Networks: Getti; significance of prioritization ar nce Management: meaning, role of mance management process; Types aluation Process of evaluation or	frents) No. of Period Period Source Management, impact of Intent. Ing work done: Challenges of Intent Int
Un	People Managemen Difference between I individual and organ Getting Work Done getting work done members. Performa stages of the perforn Assessment and Ev	t: Meaning, Features, Significance of People Management and Human Resizational factors on people management and Building Peer Networks: Getties, significance of prioritization are nace Management: meaning, role of management process; Types	frents) No. of Period Period Source Management, impact of Intent. Ing work done: Challenges of Intent Int
Un	People Managemen Difference between l individual and organ Getting Work Done getting work done members. Performa stages of the perforn Assessment and Ev Modern tools of asse	t: Meaning, Features, Significance of People Management and Human Resizational factors on people managem and Building Peer Networks: Getti; significance of prioritization ar nce Management: meaning, role of mance management process; Types aluation Process of evaluation or	fents) No. of Period Period In Period Period In Ing Work done: Challenges of Indian Ing Work done: Challenges of Indian Ing Work to team Information In Indian
Un	People Management Difference between I individual and organ Getting Work Done getting work done members. Performa stages of the performa Assessment and Ev. Modern tools of asset Motivation: Motivation	Topics (Coursecon to Meaning, Features, Significance of People Management and Human Resizational factors on people managem and Building Peer Networks: Gettics significance of prioritization are management: meaning, role of management process; Types aluation Process of evaluation of ssment and evaluation of tasks and tion; Meaning, Importance and	frents) No. of Period Period Source Management, impact of Itent. Ing work done: Challenges of Itent
Un	People Managemen Difference between I individual and organ Getting Work Done getting work done members. Performa stages of the perform Assessment and Ev Modern tools of asse Motivation: Motiva	t: Meaning, Features, Significance of People Management and Human Resizational factors on people management and Building Peer Networks: Gettic; significance of prioritization are nace Management: meaning, role of management process; Types aluation Process of evaluation of ssment and evaluation of tasks and tion; Meaning, Importance and to importance team motivation, ty	frents) No. of Period Period of people management, impact of source Management, impact of sent. In gwork done: Challenges of sent of assigning work to team of a manager in the different of Performance assessment; for tasks in the organisation; performance; In need for motivation, team pes of Motivators and Modern of period Per
Un	People Managemen Difference between l individual and organ Getting Work Done getting work done members. Performa stages of the perform Assessment and Ev Modern tools of asse Motivation: Motiva methods of motivation	Topics (Coursecon to Meaning, Features, Significance of People Management and Human Resizational factors on people managem and Building Peer Networks: Gettic, significance of prioritization armode Management: meaning, role of mance management process; Types aluation Process of evaluation of ssment and evaluation of tasks and tion; Meaning, Importance and to managing Self: Reflection on works.	frents) No. of Period of people management, source Management, impact of sent. In gwork done: Challenges of sent of a manager in the different of Performance assessment; frasks in the organisation; performance; In meed for motivation, team pees of Motivators and Modern that does it mean to be a people
Un	People Management Difference between I individual and organ Getting Work Done getting work done members. Performa stages of the performa stages of the performa Assessment and Ev. Modern tools of asses Motivation: Motivation meaning methods of motivation manager; building a performance of the perfo	t: Meaning, Features, Significance of People Management and Human Resizational factors on people management and Building Peer Networks: Gettic; significance of prioritization are nace Management: meaning, role of management process; Types aluation Process of evaluation of ssment and evaluation of tasks and tion; Meaning, Importance and to importance team motivation, ty	frents) No. of Period of people management, source Management, impact of sent. In gwork done: Challenges of sent of a manager in the different of Performance assessment; for tasks in the organisation; performance; In seed for motivation, team pees of Motivators and Modern that does it mean to be a people self,

III Business And Corpo	rate Etiquette: Business Etiquet	te - Meaning & characteristics	15
Essentials of Business	s Etiquette – Generally accepted E	tiquotta penetica - Dimensione of	10
Business Etiquettes	: Telephone, Meeting, Intervie	tiquette practice – Dimensions of	
Interview) Workplac	a Business party laws and the	W (Before, After and During	
Procentation Skills, I	e, Business party, letter, e-mail. Sc	ocial Media Etiquettes.	
PPT presentation - E	mportance, Basic Courtesies – Sma	all talk, Greetings, Handshakes.	
Introduction Types	ssentials of good presentation – Sp	okes Person – Group Discussion:	
communication Resi	Do's and Don'ts, Elevator pitch, Boume preparation and Grooming.	ody Language, Verbai	
IV Corporate Culture:	Corporate Culture & its componen	ts - values - Addressing Ethical	15
	al values and expectation – Etiquett	e techniques and styles under	
various corporate cu	Itures.	o teomiques uma espres	
	tions: Professionalism – Importance	of Professional Behaviour -	
Dress Code. Meeting	g: Protocol – Agenda – Chairing. Ge	eneral Disability Etiquette -	
Attitude and Conflic	t Management, Indian Business Etic	quette.	
		orporate Culture, Corporate Etiquette.	
	gResources		
TextBooks,ReferenceBo	oksand Others	E Vnov	ledge
 McShane, Steven L. and 	d Mary Ann Von Glinow, Organiza	ational Behavior: Emerging Know	/icuge
and Practice for the Rea	al World. McGraw-Hill, latest editio	on, ISBN: 0-07-115113-3.	iontial
Bernardin, H. John an	id Joyce E. A. Russell. Human Re	esource Management: An Experi	Chician
Approach, McGraw-Hil	l, 6/e. ISBN: 0078029163	a the Rehavior Impi	oving
3. Colquitt, J.A., LePine,	, J.A., & Wesson, M.J. (2009)	Organizational Behavior: Impi	iduals
Performance and Com	mitment in. Conduct a survey of w	vork life balance of working indiv	
the Workplace (Interna	ational edition). New York: McGraw	Guide to Business Etiquette. Pr	raeger
4. Lillian H. ChaneyΦ&	Jeanette S. Martin. The Essential	Publishing House.	
Publishers. Raghu Pala	at. Indian Business Etiquette. Jaico l ate Grooming and Etiquette. Rupa l	Publications India Pvt. Ltd.	
5. Sarvesh Gulati. Corpor	ate Grooming and Enquette. Rupa i	uphodulo 110	
Online Resources-	ine-course-business-etiquette-essen	tials&ved	
https://www.udemv.com/t	opic/business-etiquette/&ved		
https://www.tesion.com/co	ourses/tcs-ion/business-etiquette/&	ved	
PART-D:Assessm	entandEvaluation		
Suggested Continuous E	valuation Methods:		
Maximum Marks: ContinuousInternalAsse	100Marks ssment(CIA): 30Marks		
EndSemesterExam(ESE)			
Continuous Internal	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Qui	Z
Assessment (CIA):	Assignment/Seminar- 10	+obtainedmarksinAssignmentshall	
(ByCourseTeacher)	TotalMarks- 30	considered against 30 Marks	1 - 1
End Semester Exam		Objective-10x1=10Mark; Q2. Short answ	
(ESE):	type -5x4=20Marks, SectionB:Descri	ptiveanswertypeqts.,1out of2 fromeach	mit-
	. 4110-4011141 N3		

(ESE): 4x10=40Marks
Name and Signature of Convenor & Members:

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COURSECURRICULUM

	70 % n ~	ntroduction		Session:2024-202	28			
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dr	ninistration tificate / Diploma / De	oree/Honors)						
Cer	CourseCode	B	BSE -07					
\perp	CourseTitle	Floctive R - Fine	ance: Financial Literacy	& Investment Awareness				
	CourseType	Discipline Specif	fic Elective (DSE)	uirement				
	Pre-requisite(if,any)							
+	CourseLearning.	> Provide the fo	undation for financial d	ecision making. It alternatives for a common Let and stock selection.	man.			
,	Outcomes(CLO)	> List out variou	us savings and investmen	1 -took selection.	m.			
		> Orient the lea	rners about mutual fund	ret and stock selections and the criteria for selection				
5	CreditValue	4Credits	Credit=15Hours	s-learning&Observation)			
	TotalMarks	Max.Marks:	100	MinPassingMarks: 40				
			rse	(CO Hours)				
A	RT-B: Conte	ching learningPe	eriods(01 Hr.perperiod)	- 60Periods(60 Hours)	No.of			
	TotalNo.of Teac	To	pics(Coursecontents	5)	Period			
Uni	it		pres (lanning-basic concepts-life oung adults.	15			
1	Foundation For Fi	nance: Understand	the need for financial p	oung adults.	×			
	goals and financial	goals-form of a sai	I the need for Illianoidry nple financial plan for ye epts influencing decision	s makingboth micro and				
	Economics-Meanin	g-scope-key		Traditional and				
	macro.	Types of Bank De	posits, Deposit Insuranc	e (PMJDY), Traditional and at System-Internet Banking				
	Banking in India.	els. Debit and Cree	dit Cards. DigitalPaymen	e (PMJD 1), Industrial at System-Internet Banking EPS, UPI. accepts, model forreading	10 10 10 1 10 10 10 10 10 10 10 10 10 10 10 10 10 1			
	NEFT, RTGS and	IMPS) MobileBar	dit Cards. Digital Paymer nking, Mobile Wallets, A s: financial terms and co	ncepts, model forreading				
	Orientation to Fin	allela to for e	valuating companies will	ncepts, model forreading illeinvesting-Time Value of				
	financial statements	Compounding and	Discounting.	histiyes-investment	15			
	Money-Concept of	-ta Investme	nt Goals-Basic investme	it objectives are ment				
П	most time framing-	assessing risk pro	file-concept of diversific	stor:Insurance-Health, Life urance etc). Retirement and	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1			
	-1. Investment all	d Daving	- Dronertyins	ITAILCE CLC). ICOM.	1.5			
	and Other General I	Insurance (Venice	e Insurance, Property Mis- em, Atal Pension Yojana stocks, bonds, mutual fur	urance etc). Retirement and PM-SYM				
	Pension Plans-Natio	PMKMDY etc., S	tocks, bonds, mutualfur	ids. Investor Protection				
	Stock Markets: Pri	mary Market and	Secondary Market, Stor	ccount, Depository and				
	L. L. Trobange ()DE	andGrievance Redressal. Stock Markets: Primary Market and Secondary Market, StockExchanges, Stock Markets: Primary Market and Secondary Market, StockExchanges, Stock Exchange Operations-Trading and Settlement, DematAccount, Depository and StockExchange Operations-Trading and Settlement, DematAccount, Depository and Stock Selection: Fundamental Analysis-Economy Analysis, IndustryAnalysis and Stock Selection: Tradminal Analysis-Graphical Patterns, Candle-Stick Patterns,						
	Daniel Participa	ants.	1 -1	Industry Analysis and				
	Stock Selection: Fu	Technical Analys	sis-Economy Analysis, sis-Graphical Patterns,C n and Risk: Analysing r	andle-Stick Patieris,	14			
	It diagtor and OSCILL	ators. Stock rectain						
	relationship-investm	ient risk.	Araba Martual	Funds: Features of Mutual	15			
	Mutual Funds And	Financial Plant	Majorfunds houses in	India and Mutual Fund				
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m	Funds Mutual Fund	History in maia,	Mutual Funds And Financial Planning Essentials: Mutual Funds and Mutual Fund Funds, Mutual Fund History in India, Majorfunds houses in India and Mutual Funds Funds, Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.					

	Financial Planning-Sample formats-integrating all the concepts learnt with apersonal	İ
	financial plan. Giving and Supporting-Family Support-Charitable giving-crowd sourcing forneeds.	
IV	Project Work:	15
7.4	1. Prepare a Spreadsheet modeling using financial functions.	
,	2. Prepare a group presentation on investment alternatives (advantages,	
	sustainability and limitations)	
	3. Prepare a exercise on calculation of net asset value of mutual fund scheme.	
אטאין		
	RT-C: LearningResources	-
	extBooks, Reference Books and Others	
	BI Financial Education Handbook	
Pr	asanna Chandra. Financial Management, Mc Graw Hill.	
	The state of the s	
	tabas Mohanty, Spreadsheet Skills for Finance Projessionally, Prentice Hall. ischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall.	
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	SE Knowledge Hub, Al-powered Learning Experience Ladyoung SF Academy Certification in Financial Markets (NCFM) Modules:	
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	SE Knowledge Hub, A1-powered Learning Experience Ladyovan SE Academy Certification in Financial Markets (NCFM) Modules: O Macroeconomics for Financial Markets O Financial Markets (Beginners Module)	
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Name and Signature of Convenor & Members: (CBOS)

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

COURSECURRICULUM

J-1	ogra	m:BachelorinB	ntroduction			
	lmin	introtion	ousiness	Semester-I Ses	ssion:2024-202	5
AO	min	istration (D)		Be.	031011.2024-202	3
$\frac{Ce}{1}$	Cor	ate / Diploma / De	gree/Honors)			
2		urseCode	В	BSE -07		
4		ırseTitle	Elective C – Ma	rketing: Consumer Behaviour		
2		urseType	Discipline Speci	ic Elective (DSE)		
4	Pre	e-requisite(if,any)		Asperrequiremen	t	
	Co	urseLearning.	To Know the	need for studying consumer be		
5	Ou	tcomes(CLO)	To analyze t	ne factors that affect consumer b	ehavior.	
			> To learn the	concepts related to consumer	perception, learning	ng and
			attitude	and theories associated with it.		
			> Learning ab	out the factors affecting the co	nsumer in soco-ci	ultura
			cotting			
				e post purchase behavior and the	echnological impac	- 4
A.z.	1_		consumer.	Credit=15Hours-learnin	a&Ohservation	
6		reditValue	4Credits	T	ssingMarks: 40	
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				tondroedforstudyofConsume	rBehavior;	15
	I	Consumer Behavi	or:Introduction,C	onceptandneedforstudyofConsume actors affectingconsumer behavio	r; Individual	
		Application of Con	sumer behavior,			
		consumer process;	Features	Consumerdecision-		
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70 Marks

10

30

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

InternalTest/Quiz-(2):20&20

Assignment/Seminar-

Twosection-A &B

TotalMarks-

SectionB:Descriptiveanswertypeqts.,loutof2fromeachunit-4x10=40Marks NameandSignatureofConvener&Members: (CBOS)

EndSemesterExam(ESE):

ContinuousInternal

Assessment (CIA):

(ByCourseTeacher)

EndSemester

Exam (ESE):

GOES TO 08th SEMESTER

Bettermarks outofthetwoTest/ Quiz

*obtainedmarksinAssignmentshallbe

considered against 30 Marks