

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

**DEPARTMENT OF COMMERCE & Management**  
*(FACULTY OF COMMERCE)*

**COURSE CURRICULUM**  
**(UNDER NEP-2020)**

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

*Sah*  
*(Dr. Syed Saleem Ahmad)*  
*(Dr. R. Meheram)*  
*11/6/24*  
*(R.K. MOURYA)*

*A. Prasad*  
*11.6.24*  
*(Prof. A.K. Siva)*

*S. L.*

## BBA FOUR YEAR COURSE

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

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21.6.24

*Prof S*

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

<b>EIGHT H</b>	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management	3	1	-	4	100
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100
		<b>Elective -III Marketing</b>					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	3	1	-	4	100
	BBSE-11	Services Marketing	3	1	-	4	100
	BBSE-12	Tourism Management	3	1	-	4	100
		<b>(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)</b>					
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>GRAND TOTAL CREDITS(I to VIII)</b>						<b>160</b>	<b>4000</b>
<b>For Award of Bachelor Degree with Honors &amp; Research (Students Securing 7.5 CGPA)</b>							
<b>SEVENTH</b>	BBSC-19	<b>Strategic Management (4C)</b>	3	1	-	4	100
		<b>Elective - 1: Human Resource Management</b>					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
		<b>Elective - 2 :Finance</b>					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
		<b>Elective - 3 : Marketing</b>					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>B to B Marketing</b>
<b>EIGHT H</b>	BBSC-20	<b>Advanced Strategic Management (4C)</b>	3	1	-	4	100
		<b>Elective - I: Human Resource Management</b>					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		<b>Elective - II: Finance</b>					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		<b>Elective -III Marketing</b>					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	<b>TOTAL CREDIT&amp; TOTAL MARKS</b>						<b>24</b>
<b>GRAND TOTAL CREDIT (I TO VIII)</b>						<b>160/164</b>	<b>4100</b>

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

Name and Signature of Convenor & Members :

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

### BBA FOUR YEAR COURSE

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

*Sal. D. Singh, Anam, My, D. I.*

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

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

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

Name and Signature of Convenor & Members:


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

*Sal*  
*Dr. Tapes Chandra Gupta*  
*Dr. Dhruv Pandey*  
*Dr. Pawan Agrawal*  
*Dr. Susan R. Abraham*

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	<b>CourseCode</b>	<b>BBSC-01</b>	
2	<b>CourseTitle</b>	<b>Principles of Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Course (DSC)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>The students will understand concepts, rules or procedures of Principles of Management.</i></li> <li>➤ <i>Improve their cognitive thinking.</i></li> <li>➤ <i>The students will learn proficient and effective use of knowledge and ability in performance..</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Introduction:</b> Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)		<b>15</b>
<b>II</b>	<b>Planning:</b> Concept of Planning, Characteristics of Planning, Steps in Planning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and business possibilities in Chhattisgarh.		<b>15</b>
<b>III</b>	<b>Organizing :</b> Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors. <b>Decision making:</b> Features of Decision making, Role of Decision making in Management, Types of Managerial Decision, Steps in Decision making process, Decision techniques; Principles of Decision making.		<b>15</b>
<b>IV</b>	<b>Controlling and Budgeting:</b> Nature of Control, Relationship between Planning and Control, Need for Control; Significance and Limitations of Control, Types of Control, Process of Control; Budgetary Control, Performance Budgeting; Zero Based Budgeting; Management Audit; Networks Techniques.		<b>15</b>
<b>Keywords</b>	<b>Management, Planning, Organising, Decision Making, Controlling and Budgeting.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
Text Books Recommended –			
1. Drucker Peter F: Management Challenges for the 21 st century; Butterworth Heinemann.			
2. Wehrich and Koontz, Essentials of Management; Tata Mc Graw Hill, New Delhi.			
3. P.C. Tripathi : Principles of Management Mc Graw Hill Education 6 thedion.			
4. Terry and Frankin; Principles of Management; AITBS, New Delhi.			
5. M.Gupta: Principles of Management; Motilal U.K. Books of India New Delhi			
<i>Online Resources–</i>			
<i><a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a></i>			
<i><a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a></i>			
<b>PART-D: Assessment and Evaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		<b>100 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>		<b>30 Marks</b>	
<b>End Semester Exam (ESE):</b>		<b>70 Marks</b>	



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

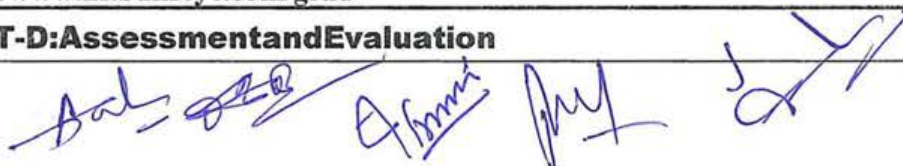
Name and Signature of Convenor & Members (CBoS):

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	Course Code	BBSC-02	
2	Course Title	Business Mathematics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ The aim of the course is to build knowledge and understanding of Business Mathematics among the student.</li> <li>➤ The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics.</li> <li>➤ To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Matrices:</b> Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matrix Inverse elementary row & column operations. Determinants: Properties of determinants; Calculation of values of Determinants up to third order.		15
II	<b>Types of Equations:</b> Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Method only. Quadratic Equation - Factorization and Formula Method ( $ax^2 + bx + c = 0$ form only). Simple problems. <b>Indices and Logarithms:</b> Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms - Common Logarithm, Application of Log Table for Simplification		15
III	<b>Average &amp; Ratio:</b> duplicate-triplicate and sub- duplicate of a ratio. <b>Proportions:</b> third, fourth and inverse. Proportion, problems. Speed, Distance and Time. Commission, Discount, Profit and Loss, Percentages.		15
IV	<b>Simple Interest, Compound Interest</b> including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,		15
<b>Keywords:</b> Matrices, Indices, Logarithms, Average, Ratio, Proportion, Simple Interest.			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. <i>Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.</i> 2. <i>"Practical Business Mathematics and Statistics" Suranjan Saha, Tata Mc. Graw - Hill Publishing Company Ltd. New Delhi.</i> 3. <i>"Business Mathematics" by Dr. B.N. Gupta &amp; Dr. S.K. Agrawal, Sahitya Bhawan Agra.</i> 4. <i>M. Raghavachari : Mathematics for Management - An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.</i>			
<b>Online Resources-</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D: Assessment and Evaluation</b>			



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

**Name and Signature of Convenor & Members (CBoS):**



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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	Course Code	BBSC-03	
2	Course Title	Financial Accounting	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ learn the commonly used accounting terminology , Identify the users of accounting information and their respective requirements</li> <li>➤ explain the process of recording and classifying the business transactions and events, Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement</li> <li>➤ Explain accounting software and to acquaint with how to work in Tally Software.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Accounting</b> – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. <b>Capital and Revenue</b> – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books – Cash Book, Meaning and type of Cash Book - Single Column,		15
II	<b>Rectification of Errors:</b> Classification of Error, Location of Error, Suspense Account, Effects on profit; Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance,		15
III	<b>Final Account:</b> Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only). <b>Depreciation</b> - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method,		15
IV	<b>Accounting Software</b> – Introduction - Meaning of Accounting Software, Types of Accounting Software; Tally - Meaning of Tally Software – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols, Accounts /Inventory info – Master Configuration - Voucher Entry Configuration. Working in Tally: Groups, Ledgers, writing voucher, Different types of Voucher, Voucher Entry Problem on Voucher entry- Generating Basic Reports in Tally - Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.		15
<b>Keywords</b> <i>Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.</i>			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. S.M. Shukla, <i>Accounting Principles, Sahitya Bhawan Publication, Agra</i> 2. Hanif Mukherji, <i>Modern Accounting- Vol -I, T.M.H.</i> 3. S.P. Jain and K.L. Narang – <i>Financial Accounts, Kalyani Publishers.</i> 4. S.N. Maheshwari, <i>Advanced Accountancy, Vol I, Vikas Publishing House.</i> 5. T.S. Grewal, <i>Advanced Accounts, S. Chand &amp; Sons, New Delhi.</i> 6. R.L. Gupta, <i>Advanced Accounts, S. Chand &amp; Sons, New Del</i> 7. T.P. Ghosh, <i>Financial Account for Manager Taxmann Allied Services Pvt. Ltd.</i>			



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

**Name and Signature of Convenor & Members (CBOS)**



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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	CourseCode	BBGE-01	
2	CourseTitle	Computer Application	
3	CourseType	Generic Elective (GE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ <i>Bridge the fundamental concepts of computers with the present level of knowledge of the students.</i></li> <li>➤ <i>Familiarize operating systems, peripheral devices, software, Internet and viruses.</i></li> <li>➤ <i>It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.</i></li> </ul>	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Introduction to Computers:</b> Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitations of Computer. Type of Computer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & their classification, Comparison between Micro, Mini & Main Frame Computers. <b>Input/output Devices and Memory:</b> Input and Output Devices of Computer. Memory of Computer: Primary and Secondary Storage, Main Memory, Secondary Memory; Cache Memory; Real and Virtual Memory; Memory Management Unit(MMU).		15
II	<b>Software and Operating System:</b> Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System - DOS, Window & Linux. Graphical User Interface [GUI] - Windows Operating System. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types of Software: Application Software, System Software, Operating System:		15
III	<b>MS Word:</b> Working with MS Word: Creating, Saving, Printing & editing word documents, formatting documents, checking spelling & grammar, adding page no., footnote, graphics Clipart, mail merge. <b>Spreadsheet Software:</b> Introduction to Spreadsheet, creation and their Application, Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet. Formulas, function, Addressing, Graphics on spreadsheet, modes of Data Processing, & Report generation,		15
IV	<b>Presentation Software:</b> Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, adding sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. <b>Internet and Virus:</b> Elementary Internet Application, Security Control: Physical Security, data Security, hardware and Software Threats. Computer Viruses: Types of Viruses, Logic Bombs, Trojan Horses, Worms. Virus Prevention, Things that are not Virus, Antivirus.		15
<b>Keywords</b>	<i>Software, Operating System, MS word, Spreadsheet Software</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks, Reference Books and Others</b>			
<i>P. K Sinha, 4th ed BPB, Computer Fundamentals: Concepts, Systems ; Applications</i>			



<input type="checkbox"/> V. Rajaraman, 4th ed PHI, Fundamental Of Computers <input type="checkbox"/> E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"		
<b>Online Resources-</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

*SignatureofConvener &Members (CBoS):*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate/ Diploma/Degree/Honors)</i>		<b>Semester- I</b>	<b>Session: 2024-2025</b>
1	<b>Course Code</b>	<b>BBVAC - 01</b>	
2	<b>Course Title</b>	<b>Social Media Marketing</b>	
3	<b>Course Type</b>	<b>Value Addition Course [VAC]</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Create and implement a digital and social media plan that aligns to a brand's overall business objectives.</li> <li>➤ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies.</li> <li>➤ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams.</li> <li>➤ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.</li> </ul>	
6	<b>Credit Value</b>	<b>2 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 50</b>	<b>Min Passing Marks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Social Media Marketing:</b> Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.		<b>08</b>
<b>II</b>	<b>Facebook Marketing:</b> 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.		<b>07</b>
<b>III</b>	<b>LinkedIn Marketing:</b> Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.		<b>08</b>
<b>IV</b>	<b>Twitter Marketing:</b> Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basic.		<b>08</b>
<b>Keywords</b>	<b>Social Media Marketing, Facebook, Twitter, LinkedIn.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended-</b>			
<ol style="list-style-type: none"> <li>1. Digital Marketing –Kamat and Kamat-Himalaya</li> <li>2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,</li> <li>3. Digital Marketing, V. Ahuja, Oxford University Press</li> <li>4. Digital Marketing, S.Gupta, McGraw-Hill</li> <li>5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition</li> </ol>			
<b>Online Resources-</b>			
<a href="https://www.coursera.org/socialmediamarketing">https://www.coursera.org/socialmediamarketing</a> <a href="https://academy.hubspot.com/courses/social-media">https://academy.hubspot.com/courses/social-media</a>			



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

Name and Signature of Convener & Members (CBoS)

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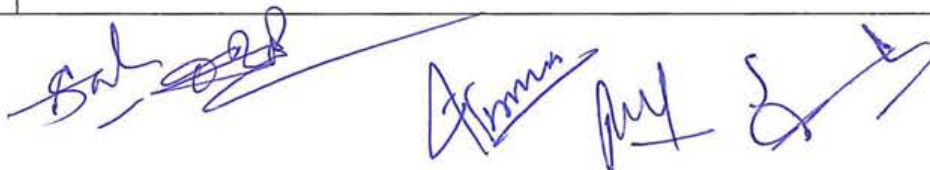
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)  
Department of Commerce and Management

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-II</b>	<b>Session: 2024-2025</b>
1	Course Code	BBSC-04	
2	Course Title	Business Economics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ <i>Get an insight into the fundamentals of economics and theory of consumer behaviour.</i></li> <li>➤ <i>To make the students understand demand and supply, theory of production &amp; theory of cost.</i></li> <li>➤ <i>To make students understand market structure, forms of market, perfect competition &amp; basic concepts of revenue and rent.</i></li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
<b>I</b>	<b>Introduction:</b> Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an economy; Working of price mechanism. <b>Theory of Consumer Behaviour:</b> Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium		<b>15</b>
<b>II</b>	<b>Demand:</b> Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; <b>Supply:</b> Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.		<b>15</b>
<b>III</b>	<b>Theory of Production:</b> Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximization for a given Level of Outlay; <b>Theory of Costs:</b> Basic Concepts, Short-run Total Cost Curves. Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve. <b>Equilibrium of the Firm:</b> Meaning, Objectives of the Firm, Total Distribution- Concept and Marginal Productivity theory of distribution.		<b>15</b>
<b>IV</b>	<b>Market Structure:</b> Meaning, Forms of market- Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. <b>Wage:</b> Concept and Determination of Wages. <b>Rent-</b> Concept, Ricardian and Modern Theories of Rent. <b>Interest:</b> Concept and Theories of Interest; <b>Profit:</b> Nature, Concepts and Theories of Profit.		<b>15</b>
<b>Keywords</b>	<i>Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,</i>		



<b>PART-C: Learning Resources</b>		
Text Books, Reference Books and Others		
STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS, The Institute of Company Secretaries of INDIA.		
2. H. L. Ahuja, <i>Business Economics</i> .		
3. H. L. Ahuja, <i>Principles of Microeconomics</i>		
4. Bradley R. Schiller, <i>The Macro Economics Today</i> , Tata McGraw-Hill,		
5. B. Douglas Bernheim and Michael D. Whinston, <i>Microeconomics</i> , Tata McGraw-Hill,		
6. Lipsey, R.G. and A.K. Chrystal, <i>Economics</i> , Oxford Univ. Press, 2007.		
7. Mankiw, N.G., <i>Economics: Principles and Applications</i> , Cengage Learning, 2009.		
8. Pindyck, R.S. and D.L. Rubinfeld, <i>Microeconomics</i> , Pearson Education, 2008. Stiglitz, J.E. and C.E. Walsh, <i>Principles of Economics</i> , W.W. Norton, 2002.		
Online Resources–		
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>		
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D: Assessment and Evaluation</b>		
Suggested Continuous Evaluation Methods:		
Maximum Marks:		100 Marks
Continuous Internal Assessment (CIA):		30 Marks
End Semester Exam (ESE):		70 Marks
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2):	20 & 20
	Assignment/Seminar- Total Marks-	10 30
		Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convenor & Members: (CBoS)

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-II</b>	<b>Session:2024-2025</b>
1	<b>CourseCode</b>	BBSC-05	
2	<b>CourseTitle</b>	Business Statistics	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Students will be able to learn basic theoretical and applied principles of Statistics needed to enter the job force.</i></li> <li>➤ <i>Students will be able to communicate key statistical concepts to non-Statisticians.</i></li> <li>➤ <i>Students will gain proficiency in using Statistical Software for Data Analysis.</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Statistical Methods:</b> Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data. <b>Classification of Data:</b> Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts & Types of Tables – Graphical Presentation–Functions of Graphs–Advantages and Limitations of Graphs.		<b>15</b>
<b>II</b>	<b>Measures of Central Tendency:</b> Mean - Combined Mean – Weighted Mean, Median – Quartiles; Relationship between Mean, Median and Mode. <b>Measures of Variation:</b> Range, Quartile Deviation, Standard Deviation, Co-efficient of Variation – Skewness, (Conceptual framework only)		<b>15</b>
<b>III</b>	<b>Correlation Analysis:</b> Correlation analysis: Meaning and Significance; Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.		<b>15</b>
<b>IV</b>	<b>Index Number:</b> Meaning and Significance, Problems in construction of Index Numbers, Methods of constructing Index Numbers–weighted and unweighted, test of adequacy of Index Numbers. <b>Time Series:</b> Meaning and significance – Utility, Components of Time series; Measurement of Trend: Method of Least squares, Moving Average Method.		<b>15</b>
<b>Keywords</b>	<i>Data, Mean, Median, Mode, Correlation, Standard Deviation, Index Number.</i>		

**PART-C: LearningResources**

**TextBooks,ReferenceBooksand Others**

1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad
2. Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi.
3. Hoonda R.P-Statics for Business and Economics Mac Millian, New Delhi.
4. Richard I& David S Rubin-statistics for Management, Prentice Hall –New Delhi.
5. Hein l.w.:Quantitative approach to managerial decisions Prentice hall –New Jersey
6. S.C.Gupta&SmtI.Gupta :Fundamental of Statistics –Himalaya Publishing House –Delhi
7. D.C.Sancheti&V.K.Kapoor-Statistics Theory Methods and Applications
8. Dr. S.M. Shukla, Dr. S.P. Sahai Sahitya Bhawan Publication Agra.

**Online Resources–**

<https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&ved>  
<https://openstax.org/details/books/introductory-business-statistics&ved>

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<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1= <b>10Mark</b> ;Q2.Short answertype-5x4= <b>20Marks</b> SectionB:Descriptiveanswertypeqts., <b>1outof2</b> fromeachunit-4x10= <b>40Marks</b>	

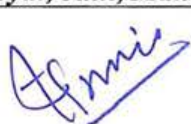

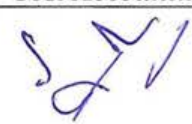
**Name and Signature of Convenor & Members: (CBOS)**

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-II</b>	<b>Session:2024-2025</b>
1	<b>CourseCode</b>	BBSC-06	
2	<b>CourseTitle</b>	Cost Accounting	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Have knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage.</i></li> <li>➤ <i>Know how cost calculated in various production sectors. Differentiate between cost and financial accounting.</i></li> <li>➤ <i>Learn how cost and volume effect profit. Able to explore how cost accounting helps to face competition by cost determination and cost control.</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Introduction:</b> Definitions, Nature, Concept, Purpose and Classification of Cost Accounting; Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing.		<b>15</b>
<b>II</b>	<b>Accounting of Materials:</b> Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials ; <b>Material Cost Control:</b> Meaning, Objectives and Benefits; Scope of Material Cost Control; Procurement, Storage and Management of Issues; Make or Buy Decision; Purchase Process ; Vendor Selection; <b>Economic Order Quantity (EOQ):</b> Practical problems on EOQ; Methods of Stores or Inventory Control- ABC Method, VED Method, FSN Method; <b>Determination of Stock Levels:</b> Reorder Level, Minimum Level, Maximum Level, Average Level and Danger level; Duties and Responsibilities of Stores Manger; Pricing of Materials Issues: FIFO, LIFO, HIFO, Weighted Average Method (Including Practical Problems).		<b>15</b>
<b>III</b>	<b>Accounting of Labour:</b> 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; <b>Wage and Incentive System:</b> Taylors, Merricks, Halsey, Rowan Differential Piece Rate System <b>Accounting of Overhead:</b> Meaning and Classification of Overheads; Overheads - Allocation, Apportionment and Absorption; Methods and Treatment of Absorption of Overheads; Machine Hour Rate – Including Practical Problems.		<b>15</b>
<b>IV</b>	<b>Methods of costing:</b> Unit Costing, Contract Costing, Process Costing (Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconciliation of Cost & Financial Account, Break Even Analysis: Importance and Components;		<b>15</b>
<b>Keywords</b>	<i>Cost, Material, Labour, Overhead, Wage, Incentive, Break Even Analysis</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
Ravi M. Kishore – <i>Cost Management (Taxman's Publication).</i> 2. S. P. Iyengar – <i>Cost Accounting (S. Chand &amp; Co., New Delhi).</i> 3. R. S. N. Pillai V. Bhagvati – <i>Cost Accounting (S. Chand &amp; Co., New Delhi).</i> 4. Maheshwari & Mittal – <i>Cost Accounting (Theory &amp; Problems) (Mahavir Prakashan, Delhi)</i> 5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – <i>Cost Accounting (RDB Publishing House)</i>			

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**Online Resources–**  
<https://icmai.in/studentswebsite/Foundation-Papers.php&ved>  
<https://www.edx.org/learn/cost-accounting&ved>

### **PART-D:AssessmentandEvaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

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

<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypepts.,1outof2fromeachunit-4x10=40Marks
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**Name and Signature of Convenor & Members:**

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

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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**

**Department of Commerce and Management**

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate/ Diploma /Degree)</i>		<b>Semester- II</b>	<b>Session: 2024-2026</b>
1	<b>CourseCode</b>	<b>BBSEC - 01</b>	
2	<b>CourseTitle</b>	<b>Soft Skill &amp; Personality Development</b>	
3	<b>CourseType</b>	<b>Skill Enhancement Course (SEC)</b>	
4	<b>Pre-requisite(if, any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Determine Communication styles-types with examples, perception of each type of communication, quiz.</li> <li>➤ Focus on various communication skills/listening/ stress management etc.</li> <li>➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.</li> </ul>	
6	<b>CreditValue</b>	<b>2 Credits (1C+1C)</b>	<i>Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 50</b>	<b>MinPassingMarks: 20</b>
<b>PART-B: Contentof theCourse</b>			
<b>TotalNo.of Teaching–learningPeriods:</b> Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)			
<b>Module</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>Theory Contents</b>	<p><b>What are soft skills:</b> The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation</p> <p><b>What is Personality:</b>Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self -presentation-What is Self-presentation, Strategies of self-presentation</p> <p><b>Communication skills:</b>Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals.</p> <p><b>Body Language:</b> For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire.</p> <p><b>Listening skills:</b> Importance and types; Ways to improve Active Barriers To Active Listening.</p>		<b>15</b>
<b>Lab./Field Training Contents</b>	<p><b>Telephone Communication:</b> Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills;</p> <p><b>Technology And Communication:</b> Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette.</p> <p><b>Presentation skills:</b> Tips to make effective and engaging presentations; Overcoming Fear;</p> <p><b>Group Discussions:</b>Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's &amp; Don'ts and Mistakes to Avoid during a GD.</p> <p><b>Interview skills:</b> Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.</p>		<b>30</b>
<b>Keywords</b>	<i>Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksandOthers</b>			
<b>TextBooksRecommended–</b>			
<ol style="list-style-type: none"> <li>1. Soft skills &amp; Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex.</li> <li>2. Managing Soft skills-K. R Lakshminarayan and T. Murugavel</li> <li>3. Soft skills and Professional Communication-Francis Peter S.J</li> </ol>			

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

NameandSignature ofConvener&Members of CBoS:

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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**



**Department of Commerce and Management**

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-III</b>	<b>Session:2024-2026</b>
1	<b>CourseCode</b>	BBSC-07	
2	<b>CourseTitle</b>	Business Communication	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Development the Personality of students.</i></li> <li>➤ <i>Students become able to face the Interview.</i></li> <li>➤ <i>Students can starts self-business.</i></li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
<b>I</b>	<b>Communication:</b> Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; <b>Verbal and Non-verbal Communication:</b> Meaning, Types and Importance, Listening, Difference between listening and hearing.		15
<b>II</b>	<b>Corporate Communication:</b> Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication.Role of Technology in Communication (ICT's). <b>Business Etiquettes:</b> Telephone Conversations. Business Meetings. Morality and Ethics. <b>Communication Networks:</b> Intranet-Internet-e mails-SMS-Teleconferencing-Video conferencing		15
<b>III</b>	<b>Conduct of Meeting:</b> Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. <b>Business Letter Writing:</b> Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. <b>Business Correspondence:</b> Essentials of Effective Businesscorrespondence, Structure of Business letter; Type of Business letter,Enquiry, Reply, Orders, Complaints and Circular letter ;		15
<b>IV</b>	<b>Employability Quotient:</b> Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; <b>Psychometric Analysis:</b> Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis.		15
<b>Keywords</b>	<i>Communication, Meeting, Letter writing, Resume Building.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
1. Rao N. and Das R.P. <i>Communication skills, Himalaya publishing house, Mumbai.</i>			
2. N. Gupta. P. Mahajan And K. Jain, <i>Business Communication, Sahitya Bhawan, Publication, Agra</i>			
3. Dr. Mishra, Shukla and Patel, <i>Business Communication, SBPD, Publishing House, Agra.</i>			
<b>Online Resources-</b>			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D:AssessmentandEvaluation</b>			

<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typepts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSC-08	
2	Course Title	Managerial Economics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Develop an understanding of the applications of Managerial Economics.</li> <li>➤ Interpret regression analysis and discuss why its employed in decision-making.</li> <li>➤ To know the methods of Investment Decision.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Managerial Economics:</b> Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. <b>Types of Cost:</b> Opportunity Cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost, U-shaped average cost curve in Short run, Learning curve [concept];		15
II	<b>Business Cycles:</b> Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. <b>National Income:</b> Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)		15
III	<b>Objectives of Business Firms:</b> Economic and Non-Economic; <b>Profit:</b> Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. <b>Cost of Capital:</b> Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.		15
IV	<b>Capital Budgeting / Investment Decisions:</b> Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. <b>Break- Even analysis:</b> Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis		15
<b>Keywords</b> <i>Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.</i>			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. P.L. Mehta; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 2. Varshney & Maheshwari; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 3. Dwivedi D.N., <i>Managerial Economics, Vikas Publishing House, New Delhi.</i> 4. Adhikary M, <i>Business Economics, Excel Books, New Delhi.</i> 5. Dean, Joel; <i>Managerial Economics, Prentice Hall, Delhi.</i> 6. Chopra O.P.; <i>Managerial Economics, Tata Mc Graw Hill, Delhi.</i> 7. Peterson, h. Craig and W. Cris Lewis ; <i>Managerial Economics, Prentice Hall, Delhi</i>			
<b>Online Resources-</b>			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			

<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypepts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**


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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session: 2024-2026</b>
1	CourseCode	BBSC-09	
2	CourseTitle	Business Environment	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Student can get knowledge about Business Environment at National and State level.</li> <li>➤ Student can learn basic concepts and theories of Business Environment.</li> <li>➤ It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.</li> </ul>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Indian Business Environment:</b> 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 Competitive structure analysis of Business. <b>Economic Environment of CG:</b> Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of Small-Scale Industries And fulfilment.		15
II	<b>Economic Trends (overview):</b> Income: Saving and Investment; Balance of Trade and Balance of Payments; <b>Problems of Growth:</b> Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness. <b>Innovation:</b> Meaning, features and Types of Innovation; Impact of Technological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business; Management of Technology.		15
III	<b>Role of Government:</b> Government Functions of the State, Economic role of government, State intervention in Business; Reasons for and Types of State Intervention in Business; Impact of Privatization, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy on Business; Regulation of Foreign Investment, Collaborations in the light of recent changes. <b>Legal Environment:</b> Various laws affecting Indian businesses.		15
IV	<b>Indian Economic Planning:</b> Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti Aayog. <b>International Environment:</b> Globalisation of Business; Meaning and dimensions, Stages, Essential Conditions of Globalisation, Foreign Market Entry Strategies, Merits and Demerits of Globalisation of Business, Impact of Globalisation on Indian Businesses, Forms of Globalisation of Businesses – Multinational Corporation [MNC], Transnational Corporation [TNC] etc.. <b>International Economic Groupings:</b> International Economic Institutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.		15
<b>Keywords</b> Business Environment, Growth, Government, Innovation, Growth, Trends.			
<b>PART-C: LearningResources</b>			
TextBooks, Reference Books and Others			



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

Online Resources–

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

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

### **PART-D:AssessmentandEvaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session:2024-2026</b>
1	CourseCode	BBSE -01	
2	CourseTitle	Elective A - Management: Human Resource Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Students would learn about Employee Relations.</li> <li>➤ How to do negotiations, manage grievances like strike, lockout in factories</li> <li>➤ Stay within bounds of law with unions, employees, managers and Government officials.</li> <li>➤ Learn to stream line significant HR activities (Payroll, compliance, administration).</li> </ul>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Human Resource Management:</b> Meaning , Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices. <b>Human Resource Planning:</b> Meaning and Importance of Human Resource Planning, Process of HRP. <b>Human Resource Development System:</b> HR development system, Training, Mentoring, Performance, Employee Identification		15
II	<b>Recruitment &amp; Selection:</b> Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. <b>HR Demand Forecasting:</b> Meaning and Techniques and HR supply forecasting; <b>Succession Planning:</b> Meaning and Features		15
III	<b>Compensation, Negotiation and Resolution Management laws:</b> Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.		15
IV	<b>Industrial Relations:</b> Employee / Employees relation Regulatorymechanism in Industrial Relations. Employee Engagement andPsychological Contract. <b>Employee Engagement (EE):</b> Meaning and Types of EE, Drivers ofEngagement; Measurement of EE, Benefits of EE. <b>Psychological contract:</b> Meaning and features.		15
<b>Keywords</b>		<i>Human Resource Management, Succession planning, Industrial Relations.</i>	
<b>PART-C: LearningResources</b>			



<b>TextBooks,ReferenceBooksand Others</b>		
1. <i>HRM by Gary dessler and Biju Varkkey 16 th ed, pearsonedution.</i>		
2. <i>Labour and Industrial laws by P.P. Padhi Eastern book company.</i>		
3. <i>Strategic human resources planning by P.K. Gupta / Everest publication house.</i>		
4. <i>Hand book of Personnel Management by Armstrong.</i>		
<b>Online Resources-</b>		
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>		
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session: 2024-2026</b>
1	CourseCode	BBSE -01	
2	CourseTitle	Elective II - Finance : Financial Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Create and interpret financial statement.</li> <li>➤ Identify legal issues and impact of financial management.</li> <li>➤ Student can take business decision by the help of Ratio Analysis and working capital management.</li> <li>➤ Student can take decision regarding project analysis (Capital Budgeting) by using various method.</li> <li>➤ Enable the students Evaluate Dividend Policies</li> </ul>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Finance Function:</b> Meaning, Scope, Nature and Objectives ofFinancial Management; Profit v/s Wealth Maximization; LeaseFinancing, areas of Financial Management; Source of Finance role ofFinancial Manager. <b>Financial Statement:</b> Analysis and interpretation of FinancialStatement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.		15
II	<b>Ratio Analysis:</b> Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.		15
III	<b>Working Capital Management:</b> Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. <b>Capital Budgeting:</b> Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.		15
IV	<b>Capital Budgeting:</b> Concept and importance of Capital Budgeting,Pay Back Period (PBP),ARR, Net Present Value Method. <b>International Money System:</b> International Financial Market andnstrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)		15
<b>Keywords</b> <i>Finance, Working Capital Management, Capital Budgetiing.</i>			
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi. 2. P. Chandra, Financial Management, TMH, New Delhi 3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai. 4. M. Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi. 5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems,Cases 6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad(Prayagraj). 7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications -Sultan and Sons.			

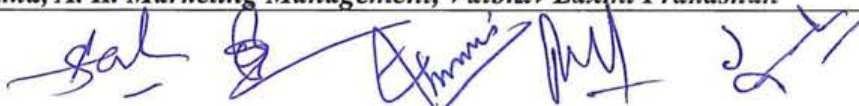
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz †obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-III</b>	<b>Session: 2024-2026</b>
1	CourseCode	BBSE -01	
2	CourseTitle	Elective C – Marketing Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learning the nature and scope of Marketing</li> <li>➤ Develop an explanation of various Marketing Philosophies and Marketing Environment.</li> <li>➤ Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
<b>I</b>	<b>Marketing:</b> Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; Relationship Marketing, Concept Marketing; Digital Marketing; Social Media Marketing; and E-tailing (Meaning only).		<b>15</b>
<b>II</b>	<b>Product Decisions:</b> Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle :strategic implications; New product development and consumer adoption process. <b>Pricing Decisions:</b> Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-		<b>15</b>
<b>III</b>	<b>Channel of Distribution:</b> Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling; <b>Promotion Mix:</b> Nature and importance of Promotion, Elements of Promotion Mix, Factors influencing Promotion Mix, Types of promotion; Advertising, Personal Selling, Publicity, Role of promotion in marketing, <b>Sales Promotion:</b> Meaning, Objects, Importance & Tools.		<b>15</b>
<b>IV</b>	.Marketing Organisation: Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and Legal Aspects of Marketing, Marketing of Services, Online marketing, Green Marketing, Direct Marketing, Rural marketing, Customer Relationship Management, Logistic Management.		<b>15</b>
<b>Keywords</b>	Marketing, Product, Price, Sales Promotion, Promotion Mix.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education			
<input type="checkbox"/> Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson			
<input type="checkbox"/> William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning			
<input type="checkbox"/> Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education			
<input type="checkbox"/> Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan			



<input type="checkbox"/> <i>Management Principle and Practice, Prashantha, Abhijeet Publication</i> <input type="checkbox"/> <i>An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication</i> <input type="checkbox"/> <i>Marketing Management, Pingali Venugopal, Sage Publications</i> <input type="checkbox"/> <i>Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications</i> <input type="checkbox"/> <i>Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House</i> <i>(Dr. B. K. Garg) S.G.G.UniversityAmbikapur</i>		
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	<b>InternalTest/Quiz-(2):20&amp;20</b> <b>Assignment/Seminar- 10</b> <b>TotalMarks- 30</b>	<b>Bettermarks outofthetwoTest/ Quiz</b> <b>✦obtainedmarksinAssignmentshallbe considered against 30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> <b>SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks</b> <b>SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks</b>	

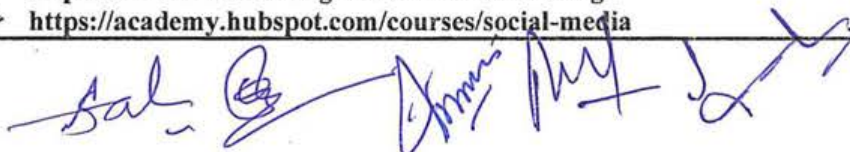
**Name and Signature of Convenor & Members: (CBOS)**



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

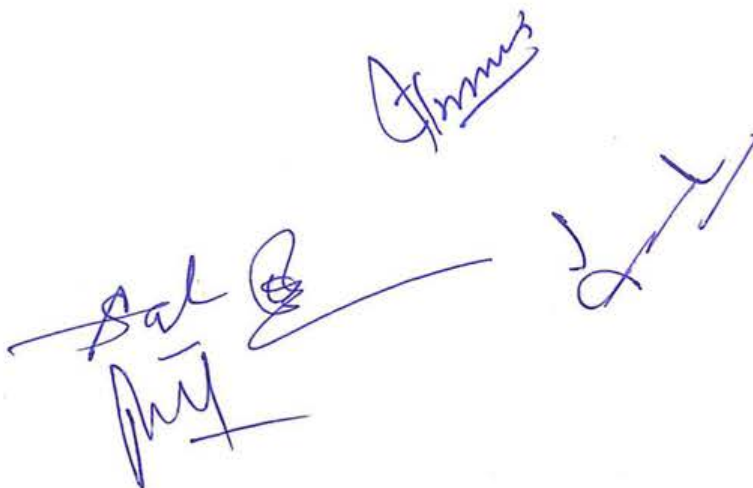
## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBVAC - 02	
2	Course Title	Digital Marketing	
3	Course Type	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Interpret the concept of digital marketing and its integration of traditional marketing.</li> <li>➤ Learn the behaviour of online consumers.</li> <li>➤ Create digital media campaigns through an understanding of email content and social media marketing.</li> <li>➤ Leverage digital strategies to gain competitive advantage for business and career.</li> </ul>	
6	Credit Value	2 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing		08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing		08
IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.		08
<i>Keywords</i> Digital Marketing, Technology, Consumer, Buying.			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<i>Text Books Recommended-</i>			
<ol style="list-style-type: none"> <li>1. Digital Marketing –Kamat and Kamat-Himalaya</li> <li>2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,</li> <li>3. Digital Marketing, V. Ahuja, Oxford University Press</li> <li>4. Digital Marketing, S.Gupta, McGraw-Hill</li> <li>5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition</li> </ol>			
<i>Online Resources-</i>			
➤ <a href="https://www.thinkwithgoogle.com/">https://www.thinkwithgoogle.com/</a>			
<i>Online Resources-</i>			
➤ <a href="https://www.coursera.org/socialmediamarketing">https://www.coursera.org/socialmediamarketing</a> ➤ <a href="https://academy.hubspot.com/courses/social-media">https://academy.hubspot.com/courses/social-media</a>			



<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>MaximumMarks:</b>		
		<b>50Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>15Marks</b>
<b>End SemesterExam(ESE):</b>		<b>35Marks</b>
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst15Marks
<b>End Semester Exam (ESE):</b>	<b>Two section– A &amp; B</b> SectionA:Q1. Objective–05 x1=05 Mark;Q2. Short answer type-5x2 =10Marks SectionB:Descriptiveanswer typeqts.,1outof2 fromeachunit-4x05=20Marks	

**NameandSignature ofConvener&Members ofCBoS:**

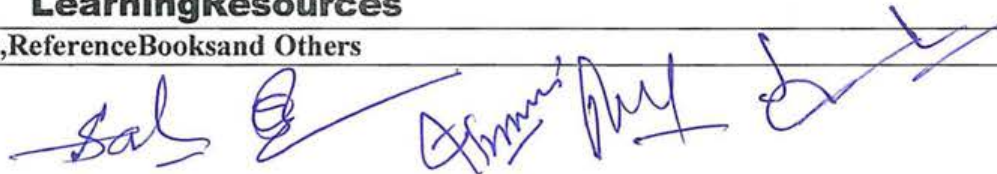


**GOES TO 04TH SEMESTER**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC- 10	
2	Course Title	Organizational Behaviour	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>Asper requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Differentiate between various types of personality using standard tools.</li> <li>➤ Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window.</li> <li>➤ Knowledge to learn the level of motivation in employees.</li> <li>➤ Describe characteristics of a leader. Learn how to build a supportive</li> <li>➤ Organisational Culture.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Organisational Behaviour:</b> Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. <b>Personality:</b> Type A and B, Big Five personality types, Factors influencing personality. <b>Values and Attitudes:</b> Concept and type of values; Terminal value and Instrumental Value; Components of attitude, job-related attitudes. <b>Learning:</b> Concept, Learning theories and reinforcement. <b>Perception and Emotions:</b> Concept, Perceptual process, Importance, Factors influencing Perception; Emotional Intelligence.		15
II	<b>Decision Making and Communication:</b> Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); Johari Window.		15
III	<b>Motivation:</b> Meaning and Importance, Maslow's need hierarchy theory of motivation, Herzberg's two factor theory, Adam's Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and Organisational Effectiveness.		15
IV	<b>Leadership, Power and Conflict:</b> Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership; Power and conflict; Power tactics, Sources of conflict, Conflict Resolution Strategies. <b>Dynamics of Organisational Behaviour:</b> Organisational Culture and Climate; Concept & determinants of Organisational Culture. <b>Organisational Change:</b> Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.		15
Keywords	<i>Organisational Behaviour, Decision making, Motivation, Organisational change</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			



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

**Online Resources–**

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

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

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

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

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

<b>End Semester Exam (ESE):</b>	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
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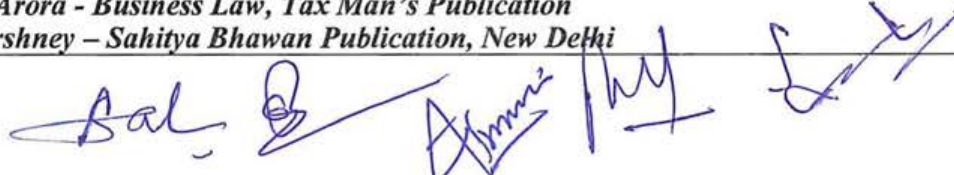
**Name and Signature of Convenor & Members: (CBOS)**



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-IV</b>	<b>Session:2024-2026</b>
1	<b>CourseCode</b>	BBSC- 11	
2	<b>CourseTitle</b>	Business Law	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asper requirement</i>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ To teach the students' basic rules of agreement and contract along with the basic rule of offer, acceptance, performance of contract and discharge of contract etc.</li> <li>➤ It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002.</li> <li>➤ To make Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932, information act 2000, and competition act 2002</li> </ul>	
6	<b>Credit Value</b>	4 Credits	Credit=15Hours-learning&Observation
7	<b>Total Marks</b>	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Laws of Contract (The Indian Contract Act, 1872) :</b> Concept of Contract, Offer and Acceptance; valid Contracts and it's essential elements; Void Agreements; classification of Contracts; Quasi-Contract; performance of a Contract; discharge of Contract; Remedies for Breach of Contract. <b>Special contract:</b> Indemnity, Guarantee, Bailment & Agency.		15
II	<b>Negotiable Instruments Act 1881:</b> Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956. <b>The Consumer Protection Act, 1986:</b> Basic Concepts; Complaint, Complainant, Consumer, Rights of Consumer; Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases.		15
III	<b>Indian Partnership Act, 1932:</b> Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership. <b>The Competition Act, 2002:</b> Basic Concepts, Powers of Central Government under the Competition Act, Major Provisions of the Competition Act: Role and Working of Competition Commission of India. Information Technology Act.		15
IV	<b>The Companies Act, 1956:</b> An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company;		15
<b>Keywords</b> Contract Act, Negotiable Instrument Act, Partnership Act, Companies Act			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1) N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi. 2) Avatar Singh – The Principles of Mercantile, Eastern Book Co., Lucknow. 3) S. K. Tuteja – Business Law for Managers, Sultan Chand & Sons, New Delhi 4) Sushma Arora - Business Law, Tax Man's Publication 5) G. K. Varshney – Sahitya Bhawan Publication, New Delhi			



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

Online Resources–

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

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

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

*Sal* *Pr* *Abhinav's* *J*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC-12	
2	Course Title	Management Information System	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ To know the good learning attitude</li> <li>➤ evaluation the role of information system</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Information Systems:</b> Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS, MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems.		15
II	<b>Using Information Systems to Achieve Competitive Advantage:</b> Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business; Decision Making and Information Systems; Types of Decisions and the Decision Making Process; Business Value of Improved Decision Making; Decision Support for Operational, Middle and Senior Management; Concepts of Database and Database Management System. <b>Characteristics and Structure of Management Information Systems:</b> Structure of MIS, system, sub-system, integrated system, system view of Business; <b>MIS Planning and Development:</b> Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.		15
III	<b>Functional Information Systems:</b> Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.		15
IV	<b>Implementing Information Systems as Planned Organisational Change:</b> Business Process Reengineering. Systems Analysis and Systems Design. <b>Modelling and Designing Systems:</b> Structured and Object Oriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems.		15
Keywords	MIS, Business, Planning, Development, Modelling, Designing.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.			



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

Online Resources–

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

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

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-IV</b>	<b>Session:2024-2026</b>
1	CourseCode	BBSE -02	
2	CourseTitle	Elective A – Management : Production Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Acquire knowledge of knowing the nature of Production Management.</li> <li>➤ To gain knowledge of work study, planning and scheduling of Production Activities.</li> <li>➤ Students will gain Knowledge about quality control and Standard Quality Control.</li> </ul>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Production Management:</b> Meaning, Definition, Scope, Importanceand Problems of Production Management. <b>Production Planning and Control:</b> Routing, Scheduling,Dispatching objectives, functions of Production Planning andControl.		15
II	<b>Production System:</b> Continuous and Intermittent ProductionSystem. <b>Plant Layout:</b> Objectives, Plant Layout problem, Principlesof Plant Layout, Factor influencing Plant Layout, Types andmethods of Plant Layout. <b>Plant Location:</b> Introduction, Need for selecting a suitablelocation, Plant location problem, Advantage and Disadvantages of Urban, sub-urban andrural locations; Systems view of location; Factors influencing PlantLocation.		15
III	<b>Aggregate Planning; Capacity Planning; Material RequirementPlanning; Just in Time Manufacturing(JIT). Maintenance Management:</b> Type of Maintenance; Breakdown;Preventive; Routine; MaintenanceScheduling. <b>Quality Control:</b> Concepts and Functions of Inspection and QualityControl Department, Statistical Quality Control, AcceptanceSampling, Control charts and its types. <b>Total Quality Management (TQM):</b> Concepts and characteristics;ISO 9000.		15
IV	<b>Work Study:</b> Importance of Work Study; Work study procedures; Time study Human considerations in Work Study. <b>Method Study:</b> Objectives of method study; Steps involved in Method study <b>Work Measurement:</b> Objectives of Work Measurement; Techniquesof Work Measurement; Computation of Standard Time; Allowance;Comparison of various techniques.		15
Keywords	Production, PPC, Plant Layout, PQM, Quality Control, Method Study, Work Study.		
<b>PART-C: LearningResources</b>			
TextBooks,ReferenceBooksand Others			
1. Industrial Engineering; Hazra. 2. Industrial Engineering; MartandTelsang; Sultan Chand & Sons. 3. Production Management ; Buffa 4. SN Chari - Production and Operation Management 5. Khanna OP - Industrial Engineering and Management			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			



<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typeqts.,1outof2fromeachunit-4x10=40Marks	

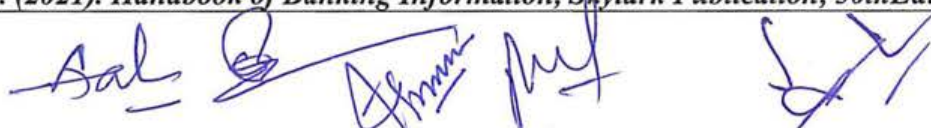
**Name and Signature of Convenor & Members: (CBOS)**



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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-IV</b>	<b>Session:2024-2026</b>
1	CourseCode	BBSE -02	
2	CourseTitle	Elective B – Finance: Banking Operations & Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ <i>To Define the core concepts of banking.</i></li> <li>➤ <i>To acquaint with the knowledge of the functioning of the banking Industry, especially that of India.</i></li> <li>➤ <i>To identify the structure of Banking System in India.</i></li> <li>➤ <i>To learn the operational aspect of Commercial Banks in India.</i></li> <li>➤ <i>To learn and gain insights about Negotiable Instruments.</i></li> <li>➤ <i>To help identify various concepts like ATM, E-Banking, Basel Norms, etc.</i></li> </ul>	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Banking System in India: Banking System in India; Monetary Policy:Concepts &Objectives, Basic Concepts of Regulatory Environment forCommercial Banks in India and their provisions; BankingRegulationAct (1949): General Provisions, Management Control, Loan &Advances;Deposit		15
II	Financial sector reforms in India: RBI–role, functions, monetarypolicy and credit control, RBI Act, Regulatory Environment forCommercial Banks in Indian Core Banking; Digital payment service providers and gateways. SARFAESI Act-Methods of recovery of NPA’s and Money Laundering- Procedure,Laws and Guidelines for anti-money laundering.		15
III	Commercial Banks in India: Operational Aspect of CommercialBanks in India, Relationship between Banker and customers, Types ofcustomer account, Cheque &its types, Endorsement, Dishonor, Rights and liabilities of Paying and collecting Banker, Time Value of moneycalculation of interest on loan & deposits, EMIs, Employment of fundsby Commercial Banks.		15
IV	Security Market: Types of securities, mode of creating charge, Bankguarantees, Basel norms, Financial Sector Reforms in India.		15
Keywords	<i>Banking System, Commercial Banks, Monetary Policy, Security Market.</i>		
<b>PART-C: LearningResources</b>			
TextBooks,ReferenceBooksand Others			
<ol style="list-style-type: none"> <li>1. Saxena, G.S; <i>Legal Aspects of Banking Operations, Sultan Chand and Sons</i></li> <li>2. Jaiswal Bimal : <i>Banking Operations</i></li> <li>3. Bhole L.M: <i>Financial Institution &amp; Markets</i></li> <li>4. Desai Vasant: <i>Financial Market &amp; Institutions</i></li> <li>5. Shekhar, K.C. and Shekhar, L. (2015). <i>Banking: Theory and Practice, Vikas Publishing,</i></li> <li>6. Varshney , P.N. (2017). <i>Banking Law &amp; Practice, Sultan. Chand Publishing, 24th Edition</i></li> <li>7. Toor, N. S. (2021). <i>Handbook of Banking Information, Skylark Publication, 50th Edition.</i></li> </ol>			



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

**Name and Signature of Convenor & Members: (CBOS)**

The image shows four handwritten signatures in blue ink. From left to right: a signature that appears to be 'Sal', a signature that appears to be 'M', a signature that appears to be 'Amma', and a signature that appears to be 'S'.

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-IV</b>	<b>Session:2024-2026</b>
1	<b>CourseCode</b>	BBSE -02	
2	<b>CourseTitle</b>	Elective C – Marketing: Sales & Advertisement Management	
	<b>CourseType</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the nature, scope &amp; importance of Advertising &amp; Sales.</i></li> <li>➤ <i>Develop an understanding of various Sales Planning and Sales Budget</i></li> <li>➤ <i>Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness.</i></li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
<b>I</b>	<b>Sales Management:</b> Concept, Objectives and Functions of SalesManagements; Sales Organization: Purpose, Setup &Types. <b>Management of Sales force:</b> Meaning, Objectives, Sales forceRecruitment, Selection, Remuneration, Training and Compensation &Evaluation.		15
<b>II</b>	<b>Personal Selling:</b> Meaning and Importance, Personal Selling Strategy,Theories of Personal Selling, Analysing Market Potential, SalesPotential and Sales Forecasting Method, Procedure of Personal Selling.		15
<b>III</b>	<b>Advertising:</b> Concept, Scope, Objectives and Functions of Advertising.Advertising process; DAGMAR &AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect ofAdvertising. <b>Pre-launch Advertising Decision:</b> Determination of target audience,Advertising Media and their Selection; Advertising messages, Layout ofadvertisement, Advertising Appeal, Advertising Copy, AdvertisingBudget.		15
<b>IV</b>	<b>Promotional Management:</b> Advertising Department – Organisation&Function, Advertising Agencies – Organisation& Structure, Function &Services, <b>Evaluation of Advertising Effectiveness:</b> Importance, Difficulties andMethods of Evaluation of Advertising Effectiveness.		15
<b>Keywords</b>	<i>Sales Management, Advertising, Personal Selling, Advertising Effectiveness.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
<b>Advertisement Management, Rajeev Batra, John G, Myers. Pearson India</b> <input type="checkbox"/> <i>Advertisement and Promotion, George E. Belch, Michael A. Belch, Mcgraw Hill Education</i> <input type="checkbox"/> <i>William F. Arens&amp; Courtland L Bovee, Contemporary Advertising-Irwin 1994.</i> <input type="checkbox"/> <i>Jib Fowles, Advertisement and Popular Culture, Sage Publication</i> <input type="checkbox"/> <i>Advertisement and Culture, Sage Prentice Hall</i> <input type="checkbox"/> <i>Advertisement and Promotion Management, S. A. Chunawalla.</i> <input type="checkbox"/> <i>Advertisement and Sales Management, Dr. Vipul Patel, Devi AhilyaPrakashan.</i> <input type="checkbox"/> <i>Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd</i> <input type="checkbox"/> <i>Advertising, Selling and Promotion, Ritu Narang, Pearson Education</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. SunainaSardan, Galgotia Publishing Company</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press.</i> <input type="checkbox"/> <i>Advertisement Management, Sanjay Gupta &amp; Pooja Nasa.SBPD Publication</i>			
<b>Online Resources–</b>			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			



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

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

**Name and Signature of Convenor & Members: (CBOS)**

Sal. B. Abani  
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S. J.

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate/ Diploma /Degree)		<b>Semester- IV</b>	<b>Session: 2024-2026</b>
1	<b>Course Code</b>	<b>BBSEC - 02</b>	
2	<b>Course Title</b>	<b>Creative Writing &amp; Content Development</b>	
3	<b>Course Type</b>	<b>Skill Enhancement Course (SEC)</b>	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ To make them understand the writing process</li> <li>➤ To sensitize them to the various styles and techniques of writing and editing.</li> <li>➤ To learn various styles and techniques of creative writing and editing.</li> </ul>	
6	<b>Credit Value</b>	<b>2 Credits (1C+1C)</b>	<i>Credit= 15Hours – Theoretical learning and =30 Hours Laboratory or Field learning/Training</i>
7	<b>Total Marks</b>	<b>Max. Marks: 50</b>	<b>Min Passing Marks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods:</b> Theory – 15 Periods (15 Hrs) and Lab. or Field learning/Training 30 Periods (30 Hours)			
<b>Module</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>Theory Contents</b>	<b>Fundamentals of Creative Writing:</b> Meaning and Significance of Creative Writing; <b>Genres of Creative Writing:</b> poetry, fiction, non-fiction, drama and other forms. <b>Elements of Creative Writing:</b> Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. <b>Basics of Content Development:</b> The Concept of Content Writing and its relevance, Role and Functions of Content Writers <b>Plagiarism:</b> Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues		<b>15</b>
<b>Lab./Field Training Contents</b>	<b>Project:</b> Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)		<b>30</b>
<b>Keywords</b>	<i>Creative Writing, Content Development, Plagiarism.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended-</b>			
<ol style="list-style-type: none"> <li>1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.</li> <li>2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge</li> <li>3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.</li> <li>4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print.</li> <li>5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.</li> </ol>			
<b>Online Resources-</b>			
<a href="https://www.entrepreneur.com/article/247908">https://www.entrepreneur.com/article/247908</a> <a href="https://www.locationrebel.com/b2b-writing/">https://www.locationrebel.com/b2b-writing/</a> <a href="https://wordpress.com/support/prevent-content-theft/">https://wordpress.com/support/prevent-content-theft/</a> <a href="https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for- blog-writing">https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for- blog-writing</a>			



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

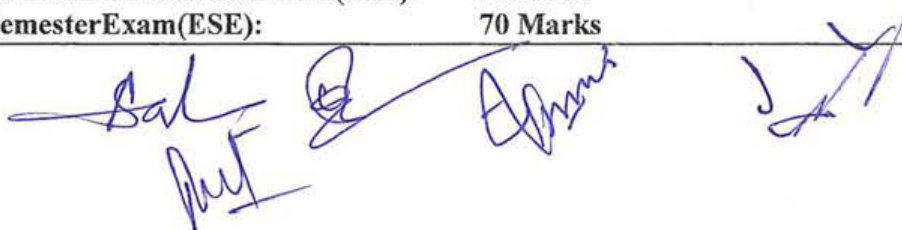
Name and Signature of Convener & Members: (CBOS)

GOES TO 05TH SEMESTER

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC- 13	
2	Course Title	Marketing Research	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Discuss the Scope and Importance of Market Research and its role in the development of Marketing Strategy.</li> <li>➤ Provide a detailed overview of the stages in the Market Research Process.</li> <li>➤ To study the application of MR, Ethics in MR.</li> <li>➤ To study the sales analysis and sales forecasting.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning& Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Marketing Research:</b> Nature, Purpose, Importance, Defining the Marketing Research Problem; Application of Marketing Research; Limitations of Marketing Research; Threats to Marketing Research; Research process. <b>Research Design:</b> Meaning, Characteristics and Importance.		15
II	<b>Marketing Research Management:</b> Methods of data collection. Scaling Techniques, Sampling Designs, and Sample size decisions. Questionnaire design; Meaning and Characteristics of a Questionnaire. <b>Data Processing:</b> Selecting an appropriate Statistical Technique; Hypothesis Testing; Tabulation and analysis of data; Interpretation and Report Writing.		15
III	<b>Application of Marketing Research:</b> Consumer Research, Product Research, Sales Research and Advertising Research. Various issues involved and Ethics in Marketing Research.		15
IV	<b>Sales Analysis and Forecasting:</b> Identifying Market Segments; Analyzing Competition and Consumer Markets. (LEARNING THROUGH EXPERIENCE IN CHHATTISGARH STATE)		15
Keywords	<i>Marketing Research, Research Design, Sales Analysis, Forecasting.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. <i>Marketing Research ; G.C. Beri, Tata Mc Graw Hill, New Delhi</i> 2. <i>D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.</i> 3. <i>M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.</i> 4. <i>Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.</i> 5. <i>Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.</i>			
Online Resources- <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D: Assessment and Evaluation</b>			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		100 Marks	
Continuous Internal Assessment(CIA):		30 Marks	
End Semester Exam(ESE):		70 Marks	



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

**Name and Signature of Convenor & Members: (CBOS)**



## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	CourseCode	BBSC-14	
2	CourseTitle	Material Management	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Set strategic objectives, design structure, and organize the materials purchasing activities in the firm.</li> <li>➤ Ensure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source.</li> <li>➤ Make decisions to the basic Materials Management elements such as the decision to make or buy, purchase commodities versus capital goods, and purchase for resale.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of Material Management, Manpower Planning and Material Management, Materials Planning, Capacity Requirements Planning.		15
II	Materials Research: Definition & Scope, Need and Importance, Organization for Materials Research, Techniques and Reporting. Source Selection: Stages in Source Selection, Social aspects in source selection; Legal aspects in Buying		15
III	Principles of Inventory Management: Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in Inventory Control.		15
IV	Cost Reduction Techniques: Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control. The Future of Material Management: Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.		15
Keywords	Materials Management, Materials Research, Inventory Management.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1 M M. Verma- Material Management, S. Chand and Sons, New Delhi.			
2 A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.			
3 Dolbey & Lee- Materials Management- IMH Publications			
4 Gopal Krishnan- Material Management, PHI Publications, New Delhi			
5 S.E. Sexena – Material Management, Sahitya Bhawan.			
Online Resources–			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D: Assessment and Evaluation</b>			

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

**Name and Signature of Convenor & Members: (CBOS)**

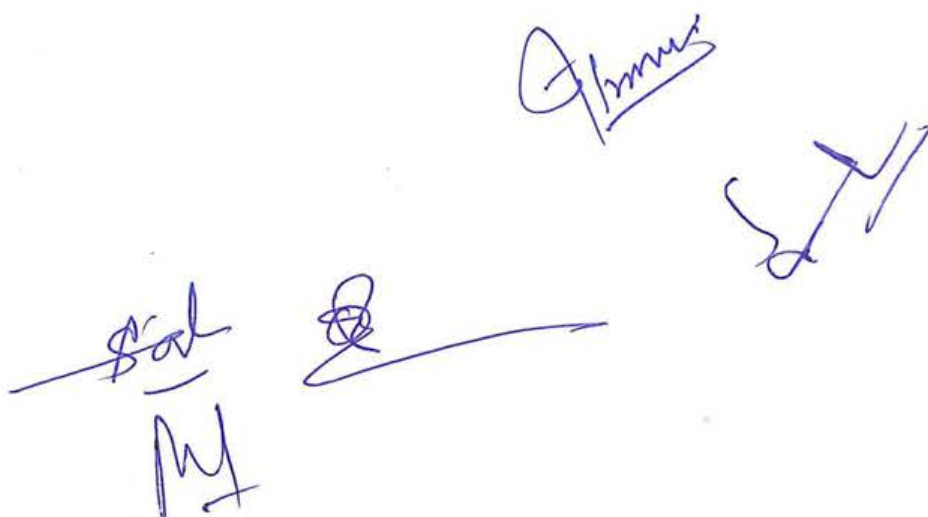
**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC- 15	
2	Course Title	Quantitative Techniques	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases.</li> <li>➤ Learn the usage of game theory and Simulation for Solving Business Problems.</li> <li>➤ Solve Optimization Problems like transportation and to Identify and formulate Linear Programming Models.</li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)	No. of Period	
<b>I</b>	<b>Quantitative Technique:</b> Definition, Approach to decision making, Analysis and Computer Based Information System. <b>Operation Research:</b> Introduction to OR; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory).	15	
<b>II</b>	<b>Linear Programming:</b> Formulation of Problem, Methods of solving Linear Programming; Problems related to mixed constraints. <b>Transportation Model:</b> Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.	15	
<b>III</b>	<b>Probability:</b> Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poisson distribution, Binomial distribution).	15	
<b>IV</b>	<b>Sampling and Sampling Distribution:</b> (T-test, Z-test, f-test, Chi-square test). Theory of games- Two person zero sum game; Solution to games: Saddle point, dominance rule, Value of the game, mixed strategy, Graphical method of solving a game – (2 x n) and (m x 2) games.	15	
Keywords	<i>Quantitative Techniques, Operation Research, Sampling, Probability.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. <i>Natrajan A. M. 'Operation Research', Pearson Education</i></li> <li>2. <i>Vohra N. D. 'Quantitative Techniques in Management', Tata McGraw Hill.</i></li> <li>3. <i>Dougerty, Introduction to Econometrics, 4E, ISBN: 9780195693249, Oxford University Press</i></li> <li>4. <i>Taha H, "Operation Research", Pearson Education</i></li> <li>5. <i>P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,</i></li> <li>6. <i>Hillier and Lieberman 'Operations Research', Tata McGraw Hill, Eighth Edition</i></li> </ol>			
Online Resources–			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			

<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptivewertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

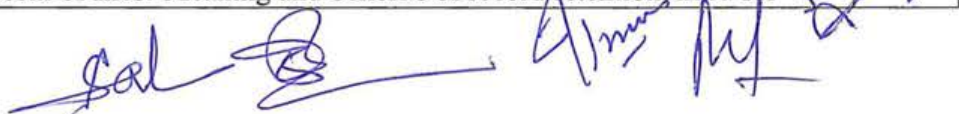


## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	CourseCode	BBSC-03	
2	CourseTitle	Elective A – Management: Office Organisation and Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn of basic knowledge of office Organisation and Management</li> <li>➤ Demonstrate skills in effective office Organisation</li> <li>➤ Ability to maintain office records</li> <li>➤ Ability to maintain digital record.</li> <li>➤ Interpret different types of Organisation structures and responsibilities as future office managers</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>FUNDAMENTALS OF OFFICE MANAGEMENT:</b> Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office Management: Meaning, Elements and major processes of Office Management <b>Office Manager:</b> Functions and qualifications of Office manager.		15
II	<b>ADMINISTRATIVE ARRANGEMENT AND FACILITIES:</b> Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, <b>Office Lay-out:</b> Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. <b>Types of offices:</b> Open Office and Private Office- advantages and disadvantages. <b>OFFICE ENVIRONMENT:</b> Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health Safety and Security.		15
III	<b>RECORDS MANAGEMENT:</b> Importance of Records, Types of office records; Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management; Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. <b>Filing Methods:</b> Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, Advantage and Disadvantages; Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing; <b>Office manual:</b> Contents, Importance, types of office manuals; Indexing: Meaning, importance, advantages and essentials of good indexing, type of index; <b>Retention and disposal of files:</b> Meaning and benefits of record retention/need for		15



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

### **PART-C: Learning Resources**

**Text Books, Reference Books and Others**

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

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

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

**Online Resources-**

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

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

### **PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100 Marks**


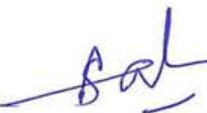
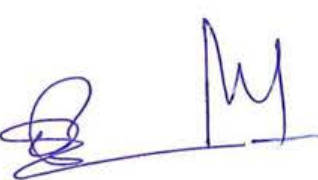

**Continuous Internal Assessment (CIA): 30 Marks**

**End Semester Exam (ESE): 70 Marks**

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

<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</b> Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
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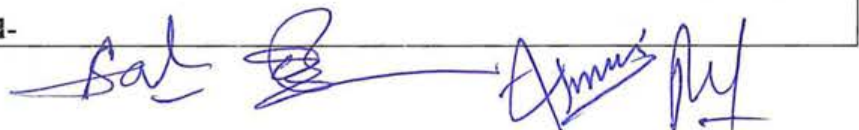
**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSE -03	
2	Course Title	Elective B – Finance: Investment Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Identify own strengths and develop new skills in the process of Investment</li> <li>➤ With this type of learning outcomes, the learner will understand concepts, rules and procedures Stock Markets.</li> <li>➤ In this type of learning outcome, the learner uses personal strategies to think, organize, learn and behave.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Investment Management:</b> Types of investment, Objectives of investment, Nature and scope of Investment management; Type of investors; Investment V/S Speculation; Investment Process; Investment categories; Investment alternatives. <b>Speculation, Arbitration, Hedging:</b> Introduction, Meaning and Definition, Objectives, Functions, Types, Strategies; Speculation v/s Arbitration v/s Hedging; Can Speculation/ Arbitration / Hedging mitigate financial risk for companies.		15
II	<b>Stock Market Operations:</b> New Issue Market, Secondary Market operations; Derivative Instruments: Forward contracts, Future contracts, Option, contracts, Swaps Contracts.		15
III	<b>Analysis:</b> Fundamental Analysis, Economic Analysis, Company Analysis, Industrial Analysis, Technical Analysis and Efficient Market Theory; Portfolio Analysis.		15
IV	<b>Stock Exchange in India:</b> Meaning & Definition, Members, Brokers and Participants in Stock Exchange DEMAT Account: Introduction & Types of order Processing. <b>SEBI:</b> Functions and Operations of SEBI; Present scenario of Capital Market.		15
Keywords	<i>Investment Management, Stock Market, Stock Exchange, SEBI.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Amling, Federic. <i>Investment Englewood Cliffs, New Jersey, PHI</i></li> <li>2. Fischer, D.E. &amp; Jordan, R.J. : <i>Security Analysis &amp; Portfolio Management ; Pearson</i></li> <li>3. Prasanna Chandra : <i>Investment Analysis and Portfolio Management ; Tata Mcgraw Hill Education Private Limited</i></li> <li>4. Singh, R (2009). <i>Security Analysis &amp; Portfolio Management (1st ed.). Excel Books.</i></li> <li>5. Shahani, R. (2011). <i>Financial Markets in India, A Research Initiative (3 rd ed.) Anamika Publishers &amp; Distributors (P) Ltd.</i></li> <li>6. Frank k Reilly &amp; Keith C Brown (2006). <i>Investment Analysis and Portfolio Management. (8th ed.). Cenage India Pvt. Ltd.</i></li> </ol>			
Online Resources– <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			



<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	Internal Test/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz + obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

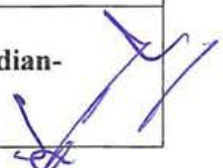


**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**Department of Commerce and Management**

## COURSE CURRICULUM

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





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

**Name and Signature of Convenor & Members: (CBOS)**

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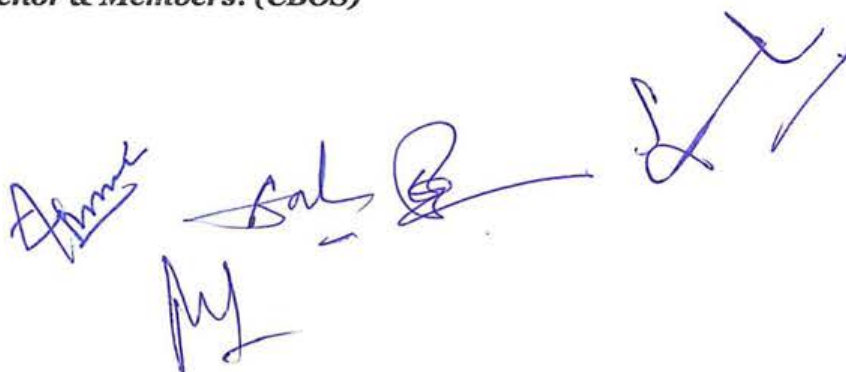
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**DEPARTMENT OF Commerce and Management**  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration		<b>Semester- V</b>	<b>Session: 2024-2027</b>
<i>(Certificate/ Diploma/Degree/Honors)</i>			
1	<b>CourseCode</b>	<b>BBVAC – 03</b>	
2	<b>CourseTitle</b>	<b>Data Analytics Using MS Excel</b>	
3	<b>CourseType</b>	<b>Value Addition Course [VAC]</b>	
4	<b>Pre-requisite(if, any)</b>	<b>Asper requirement</b>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn spreadsheet functions to efficiently perform calculations related to real-world operations.</li> <li>➤ Identify real-world problems of data using spreadsheets.</li> <li>➤ Apply spreadsheets' summarise and report tools to analyze real- world data.</li> </ul>	
6	<b>CreditValue</b>	<b>2Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 50</b>	<b>MinPassingMarks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>TotalNo.ofTeaching-learningPeriods (01Hr. perperiod)-30Periods(30 Hours)</b>			
<b>Unit</b>	<b>Topics(Course contents)</b>		<b>No.of Period</b>
<b>I</b>	Working on Data in Spreadsheets: Applying Logic in Decision Making		<b>08</b>
<b>II</b>	Excel for Problem Solving		<b>07</b>
<b>III</b>	Data Visualisation with MS-Excel		<b>08</b>
<b>IV</b>	Lectures, Hands-on Practice, Case analysis		<b>08</b>
<b>Keywords</b>	<i>Data, MS- Excel, Problem Solving, Spreadsheets.</i>		
<b>PART-C: Learning Resources</b>			
<b>OnlineResources-</b>			
<a href="https://www.theexcelxperts.com/importance-excel-business/">https://www.theexcelxperts.com/importance-excel-business/</a>			
<a href="https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani">https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani</a>			
<b>PART-D: Assessment and Evaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		<b>50Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>		<b>15Marks</b>	
<b>End Semester Exam (ESE):</b>		<b>35Marks</b>	
<b>Continuous Internal Assessment(CIA): (By Course Teacher)</b>	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz +obtained marks in Assignments shall be considered against 15Marks	
<b>End Semester Exam(ESE):</b>	<b>Two section- A &amp; B</b> Section A: Q1. Objective-05 x1=05 Mark; Q2. Short answer type-5x2 =10Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20Marks		

**Name and Signature of Convenor & Members: (CBOS)**



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate/ Diploma /Degree)		<b>Semester-V</b>	<b>Session: 2024-27</b>
1	<b>Course Code</b>	<b>BBSEC - 03</b>	
2	<b>Course Title</b>	<b>Analytics Skill</b>	
3	<b>Course Type</b>	<b>Skill Enhancement Course [SEC]</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.</li> <li>➤ Acquire competency in the use of verbal reasoning.</li> <li>➤ Apply the skills and competencies acquired in the related areas</li> <li>➤ Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.</li> </ul>	
6	<b>Credit Value</b>	<b>2 Credits (1C+1C)</b>	<b>Credit= 15Hours – Theoretical learning and = 30 Hours Laboratory or Field learning/Training</b>
7	<b>Total Marks</b>	<b>Max. Marks: 50</b>	<b>Min Passing Marks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods:</b> <b>Theory – 15 Periods (15 Hrs) and Lab. or Field learning/Training 30 Periods (30 Hours)</b>			
<b>Module</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>Theory Contents</b>	<b>Arithmetic ability:</b> Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). <b>Verbal Reasoning:</b> Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars <b>Quantitative aptitude:</b> Averages, Ratio and proportion, Problems on ages, Time-distance-speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest. <b>Data Interpretation:</b> Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.		<b>15</b>
<b>Lab./Field Training Contents</b>	Co-Curricular Activities: Problem solving/Group discussion / Case Study Based Approach enables to gain knowledge to implement business analytics in real world job.		<b>30</b>
<b>Keywords</b>	<i>Arithmetic Ability, Verbal Reasoning, Data Interpretation.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended-</b>			
<ol style="list-style-type: none"> <li>1. Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.</li> <li>2. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.</li> <li>3. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.</li> <li>4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.</li> </ol>			
<b>Online Resources-</b>			
➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a>			



<a href="https://www.coursera.org/">https://www.coursera.org/</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 50 Marks</b> <b>Continuous Internal Assessment (CIA): 15 Marks</b> <b>End Semester Exam (ESE): 35 Marks</b>		
<b>Continuous Internal Assessment (CIA):</b> (By Course Coordinator)	Internal Test / Quiz-(2): <b>10</b> & <b>10</b> Assignment/Seminar + Attendance - <b>05</b> Total Marks - <b>1</b>	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against <b>15</b> Marks
<b>End Semester Exam (ESE):</b>	<b>Laboratory/Field Skill Performance: Onspot Assessment</b> <b>G. Performed the Task based on learned skill - 20 Marks</b> <b>H. Spotting based on tools (written) - 10 Marks</b> <b>I. Viva-voce (based on principle/technology) - 05 Marks</b>	<b>Managed by Coordinator as per skilling</b>

**Name and Signature of Convener & Members of CBoS:**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- V	Session: 2024-2027
1	Course Code	BBSEC - 03	
2	Course Title	GST with Return Filing	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Detailed Overview of the indirect taxation system of India.</li> <li>➤ GST Registration and Compliance</li> <li>➤ Filing of various GST returns</li> </ul>	
6	Credit Value	2 Credits (1C+1C)	Credit = 15 Hours – Theoretical learning and = 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods: Theory – 15 Periods (15 Hrs) and Lab. or Field learning/Training 30 Periods (30 Hours)			
Module	Topics (Course contents)		No. of Period
<b>Theory Contents</b>	What is GST; What is ITR; Introduction of ITR forms; Selection of ITR forms; Verification of Returns. E filing of Return on Income Tax Portal. Basics of GST and GST in Tally; Basics of TDS and TDS in Tally. Payroll and Payroll with Tally; Income Tax with Tally Advance Excel and MIS Reporting		15
<b>Lab./Field Training Contents</b>	<ul style="list-style-type: none"> <li>• Project on GST return filing on the GSTN portal.</li> <li>• GST tasks to be done with Accounting Software like Tally</li> </ul>		30
<b>Keywords</b>	GST, ITR, E Filing, Excel, MIS, Tally.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<b>Text Books Recommended-</b>			
1. GST Case Digest - By Rajat Mohan; Agarwal Law House 2. Taxmann GST - Practice Manual; Agarwal Law House			
<b>Online Resources-</b>			
<a href="https://www.studyathome.org/products/practical-gst-return-filing-course">https://www.studyathome.org/products/practical-gst-return-filing-course</a> <a href="https://www.skillecure.com/courses/Practical-GST-Return-Filing-Course">https://www.skillecure.com/courses/Practical-GST-Return-Filing-Course</a>			
<b>PART-D: Assessment and Evaluation</b>			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		50 Marks	
Continuous Internal Assessment (CIA):		15 Marks	
End Semester Exam (ESE):		35 Marks	
<b>Continuous Internal Assessment (CIA): (By Course Coord</b>	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks -	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks	



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

GOES TO 06TH SEMESTER



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VI</b>	<b>Session: 2024-2027</b>
1	<b>CourseCode</b>	<b>BBSC- 16</b>	
2	<b>CourseTitle</b>	<b>Business Ethics</b>	
	<b>CourseType</b>	<b>Discipline Specific Course (DSC)</b>	
4	<b>Pre-requisite(if,any)</b>	<b>Asperrequirement</b>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Identify and evaluate Business Ethics theory and corporate social responsibility</li> <li>➤ Introduction and orientation to an ethical decision-making framework</li> <li>➤ Explore ethical theories.</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Business Ethics:</b> Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management		<b>15</b>
<b>II</b>	<b>Ethics in Management:</b> Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation. <b>Role of Corporate Culture in Business:</b> Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.		<b>15</b>
<b>III</b>	<b>Application of Business Ethics:</b> Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).		<b>15</b>
<b>IV</b>	<b>Corporate Social Responsibility:</b> Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR. <b>Corporate governance:</b> Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)		<b>15</b>
<b>Keywords</b>	<b>Business Ethic, Corporate Culture, Corporate Social Responsibility.</b>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response			
2. Sherlekar, Ethics in Management Himalaya			

3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998. 4. Peter F. Drucker – Management Tasks, Responsibilities and Practices. 5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi		
<b>Online Resources–</b> <a href="https://learninglink.oup.com/access/cranebe5e-student-resources&amp;ved">https://learninglink.oup.com/access/cranebe5e-student-resources&amp;ved</a> <a href="https://edge.sagepub.com/spinello&amp;ved">https://edge.sagepub.com/spinello&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	<b>InternalTest/Quiz-(2):20&amp;20</b> <b>Assignment/Seminar- 10</b> <b>TotalMarks- 30</b>	<b>Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> <b>SectionA:Q1.Objective–10x1=10Mark;Q2.Short answer-type-5x4=20Marks</b> <b>SectionB:Descriptiveanswer-typepts.,1outof2fromeachunit-4x10=40Marks</b>	

**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VI</b>	<b>Session:2024-2027</b>
1	CourseCode	BBSC- 17	
2	CourseTitle	Entrepreneurship & Small Business Management	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>Asper requirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country.</li> <li>➤ Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship.</li> <li>➤ Students will be able to understand Entrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.</li> </ul>	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Entrepreneur:</b> Definition, emergence of Entrepreneurial class. Theories of Entrepreneurship, Characteristics of Entrepreneur. Entrepreneurial Traits. Types and Significance. Role and Importance of entrepreneur in economic growth .Government's Policy with regards to SSI and Entrepreneurs. <b>Entrepreneurial Development Programmes in India:</b> Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies .Entrepreneurial Environment. Entrepreneurial Ecosystem &Problems .Innovation – Concept and Types. Innovation and Entrepreneur. (Learning Through Experience In Chhattisgarh Area)		15
II	<b>Entrepreneurial Behavior:</b> Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility and Entrepreneurial Motivation.Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government. <b>Social Entrepreneurship:</b> Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.		15
III	<b>Women Entrepreneurship:</b> Concept, Evaluation, Importance and functions of Women Entrepreneurship, Topologies and categories of Women Entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.		15
IV	<b>Small Scale Industries:</b> Meaning &Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries,		15

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

**Signature of Convener & Members (CBoS):**

### **PART-C: Learning Resources**

**Text Books, Reference Books and Others**

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

**Online Resources–**

[https://nios.ac.in/media/documents/249\\_Enterpreneurship/English\\_pdf/249\\_Enterpreneurship\\_Lesson\\_17.pdf&ved=](https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_17.pdf&ved=)

### **PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100 Marks**

**Continuous Internal Assessment (CIA): 30 Marks**

**End Semester Exam (ESE): 70 Marks**

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

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

**Name and Signature of Convener & Members: (CBoS)**

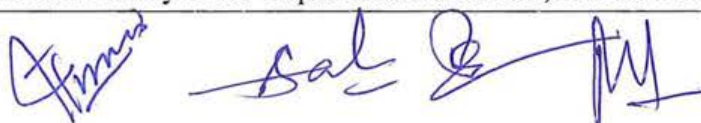
*Amrit*

*Sal B. Singh*

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

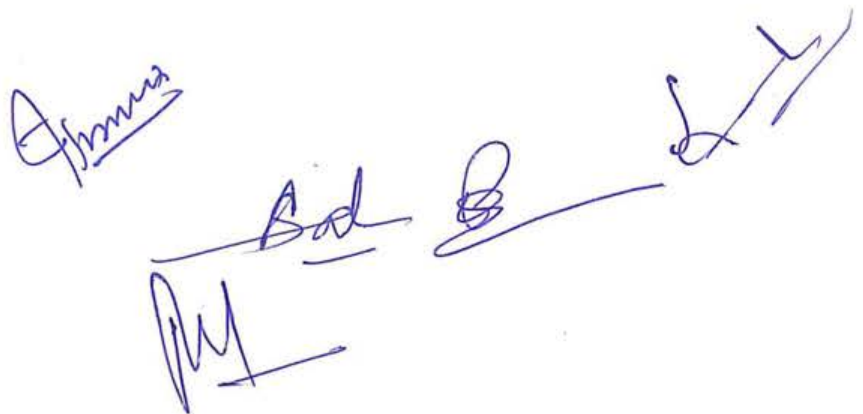
## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VI</b>	<b>Session:2024-2027</b>
1	<b>CourseCode</b>	BBSC - 18	
2	<b>CourseTitle</b>	Business Taxation	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Students would identify the technical terms related to income tax.</li> <li>➤ Students would compute the net total income of an individual.</li> <li>➤ After the completion of the course, students will be able to acquire deep knowledge on GST.</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
<b>I</b>	<b>Income Tax:</b> Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions; Basis of charge; Scope of Total Income, Residence and Tax Liability.		<b>15</b>
<b>II</b>	<b>Heads of Income:</b> Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms)Assessment of individuals and firms (simple problems). Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR. <b>Rebates and Reliefs:</b> Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.		<b>15</b>
<b>III</b>	<b>Goods and Services Tax (GST):</b> Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes –Benefits of implementing GST , Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST, GST Council: Structures Power and Functions. Provisions for amendments, GST Network, Registration. Taxable event-“Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules,Exemption from GST, billing and e way billing.		<b>15</b>
<b>IV</b>	<b>Eligible and Ineligible Input Tax Credit:</b> Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Tax Invoice, Debit Notes, Returns, Audit in GST.		<b>15</b>
<b>Keywords</b>	<i>Income Tax, Salary, House Property, Rebates , Goods and Service Tax.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
<ol style="list-style-type: none"> <li>1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.</li> <li>2. Singhanian V.K.: Direct Taxes, Direct tax planning &amp; management.</li> <li>3. Mehrotra &amp; Goyal: Sales tax and taxation</li> <li>4. H.C. Mehrotra: Income tax Law Accounts</li> <li>5. Central excise duty act</li> <li>6. Income tax Act</li> <li>7. Central Sales tax Act</li> <li>8. Goods &amp; Services Tax – Indian Journey: N.K. Gupta &amp; SunnaniaBatia, Barat's Publication</li> </ol>			



<b>Online Resource</b> <a href="https://www.gstindiaonline.com">https://www.gstindiaonline.com</a> <a href="https://cleartax.in/s/e-invoicing-gst&amp;ved">https://cleartax.in/s/e-invoicing-gst&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	<b>InternalTest/Quiz-(2):20&amp;20</b> <b>Assignment/Seminar- 10</b> <b>TotalMarks- 30</b>	<b>Bettermarks outofthetwoTest/ Quiz</b> <b>✦obtainedmarksinAssignmentshallbe considered against 30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> <b>SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks</b> <b>SectionB:Descriptivanswertypeqts.,1outof2fromeachunit-4x10=40Marks</b>	

**Name and Signature of Convenor & Members (CBOS)**



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VI</b>	<b>Session: 2024-2027</b>
1	Course Code	BBSE -04	
2	Course Title	Elective A – Management: Business Policy & Strategy	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Acquire knowledge over Business Policies and Strategic Management.</li> <li>➤ Learn SWOT analysis in Business Strategy.</li> <li>➤ Able to take rapid decision in Business sectors and strategic implementation</li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Business Policy and Strategy:</b> Introduction, Concept of Business Policy, Strategy and Strategic Management, Need and functions of Business Policy and Strategy; Factors influencing Business Policy and Strategy; <b>Business Policy vs. Strategy:</b> Importance of Strategic Management, Causes for failure of Strategic Management, Role of a Strategist, <b>Strategic Management Process:</b> Overview of Strategic Management Process Levels of Strategy, Strategic Direction Vision and Mission, Business Definition, Company's Vision and Mission; Criteria for Evaluating a Mission Statement Goal, Process and Input, <b>Formulation of the Mission Statement:</b> Drucker's Performance Area, Bennis's Core Problem.		15
II	<b>Strategic Analysis:</b> Definition, Need for Strategic Analysis & Environmental Scanning, External Environment Appraisal using PESTEL (Political Economics Social Technological Environmental and Legal), Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) and SWOT Analysis.		15
III	<b>Strategy Formulation:</b> Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, Strategic alternatives at corporate, level, Strategic choice models -Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix, Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Strategy as Simple Rules		15
IV	<b>Strategic Implementation and Control:</b> Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		15
Keywords	<i>Strategy, Business policy, Formulation, Implementation, Control.</i>		

**PART-C: Learning Resources**

Text Books, Reference Books and Others

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

Online Resources-

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

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

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






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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	Course Code	BBSE -04	
2	Course Title	Elective B – Finance: Financial Institutions & Markets	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ To understand the concept of financial market.</li> <li>➤ To identify the nature and various types of financial markets in India.</li> <li>➤ To examine the various aspects, types and functioning of different parts of various financial market.</li> <li>➤ To analyze the linkages of the different classifications of financial market and their effect on financial system.</li> <li>➤ To develop conceptual understanding about Indian financial system.</li> <li>➤ To get a clear understanding about financial institution &amp; its instruments.</li> <li>➤ To get an overview of financial services and regulatory framework relating to Merchant Banking in India.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Indian Financial System:</b> Introduction, Evolution of Financial System In India, Overview of Financial System In India, Components of Financial System, Flow of Funds Matrix, Objectives of Financial System, Functions of Financial System, Financial System And Financial Market, Economic Development, Reforms In Indian Financial Sector.		15
II	<b>Financial Market:</b> Indian Money Market: An Overview of Indian Money Market,; Organisation Structure of Money Market in India, Functions of Indian Money Market, Instruments of Money Market, Defects of Indian Money Market, Role of Central Bank in Money Market, Recommendations of Reserve Bank of India; <b>Indian Capital Market:</b> Meaning, Features of Capital Market, Objectives of Capital Market, Functions of Capital Market, Capital Market Organization Structure, Capital Market Institutions, Capital Market Instruments, Debt Market in India, Indian Equity Market.		15
III	<b>Primary and Secondary Market:</b> Primary Market; New Issues Market, Initial Public Offer (IPO), Offer for Sale, Private Placement Method, Rights Issue, Bonus Issue, Tender Method, Book Building, Intermediaries in Primary Market. <b>Secondary Market:</b> Components of Secondary Market, Characteristic Features of Secondary Market, Advantages and Disadvantages of Secondary Market, Functions of Secondary Market, Role of Secondary Market, SEBI In Secondary Market.		15
IV	<b>Financial Institutions:</b> Commercial Banking – Its role in project finance and Working Capital Finance; Development Financial Institutions (DFIs) – An overview and role in Indian economy; Life and nonlife insurance companies in India; Mutual Funds – Introduction and their role in Capital Market Development. Non-Banking Financial Companies (NBFCs); Stock Exchange Board of India;		15

	Constitution of SEBI, Reasons for Establishment of SEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions of SEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, Rights Issue, SEBI Guidelines about Book Building, SEBI Regulations with Respect to Green Shoe Option. Stock Exchange: Importance & Functions of a Stock Exchange, Major Stock Exchanges In India, Trading Procedures in a Stock Exchange.	
<b>Keywords</b>	<i>Financial Market, Primary Market, Secondary Market, Financial Institutions.</i>	
<b>PART-C: Learning Resources</b>		
Text Books, Reference Books and Others		
<ol style="list-style-type: none"> <li>1. Jaiswal B. &amp; Venkatraman Bhuvana.- <i>Financial Market, Institutions &amp; Financial Services</i></li> <li>2. Subhash Chandra Das- <i>The Financial System in India</i></li> <li>3. Jaiswal B. &amp; Venkatraman Bhuvana.- <i>Indian Financial System</i></li> <li>4. K Sasidharan. Alex K Mathews- <i>Financial Services and System</i></li> <li>5. V A Avadhani- <i>Financial Services in India</i></li> <li>6. Khan, M.Y., <i>Indian Financial Systems, McGraw Hill, 11th Edition (2019)</i></li> <li>7. Dhanekar, <i>Pricing of Securities, New Delhi: Bharat Publishing House.</i></li> <li>8. Clifford Gomez, <i>Financial Markets, Institutions and Financial Services, PHI Learning.</i></li> <li>9. Pathak, Bharti V., <i>Indian Financial System, Pearson Education</i></li> <li>10. Prasanna, Chandra, <i>Financial Management: Theory and Practice, McGraw-Hill Education.</i></li> </ol>		
Online Resources– <a href="https://library.ccis.edu/finance/markets&amp;ved">https://library.ccis.edu/finance/markets&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VI</b>	<b>Session:2024-2027</b>
1	CourseCode	BBSE -04	
2	CourseTitle	Elective C – Marketing: Logistics & Supply Chain Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Able to know the Emerging trends in Retailing and to know about Store Planning.</li> <li>➤ Elements of Retail Store Operations</li> <li>➤ Concept of Supply Chain Management</li> <li>➤ Components of Supply Chain Management and understanding Benchmarking Process.</li> <li>➤ Understanding about Customer Relationship Management and Role of E – Commerce in Supply Chain Management.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Logistics:</b> Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management; <b>Supply Chain Management:</b> Significance and Challenges and Importance of a Supply Chain (SC); Key Drivers of Supply Chain Management.		15
II	<b>Supply Chain Strategies:</b> Push-based, Pull-based and Push-Pull based Supply Chain; Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain Environment: Transportation in Supply Chain Environment.		15
III	<b>Components of Supply Chain Management:</b> Three Components of Supply Chain Management; Demand Management; Demand Forecasting; Supply Management; Evolution of ERP; Concept of ERP in Supply Chain Management; Understanding the Benchmarking Concept; Benchmarking Process; Benchmarking Procedure;		15
IV	<b>Customer Relation Management(CRM):</b> Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: New Developments in Supply Chain Management; Outsourcing Supply Chain Operations; The Role of E- Commerce in Supply Chain Management; Green Supply Chain Management; Distribution Resource Planning.		15
<b>Keywords</b>		Logistics, Supply Chain Management, Customer Relationship Management.	
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Michel H Hungo (2003) Supply Chain Management: PHI 2. Chopra S. (2007) Supply Chain Management: McGraw Hill 3. Samir S. & Ballao (2003) Logistics Management: Pearson			

<b>Online Resources–</b> <a href="https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-">https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-</a> <a href="https://rmit.libguides.com/logistics&amp;ved">https://rmit.libguides.com/logistics&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Two section– A &amp; B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts., <b>1outof2</b> fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate/ Diploma /Degree)		<b>Semester-VI</b>	<b>Session:2024-2027</b>
1	<b>CourseCode</b>	BBSEC - 04	
2	<b>CourseTitle</b>	Basic Statistics Using Microsoft Excel	
3	<b>CourseType</b>	Skill Enhancement Course [SEC]	
4	<b>Pre-requisite(if, any)</b>	As per requirement	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn about important statistical functions available in Microsoft Excel.</li> <li>➤ Create data set and filtering the categories under variable.</li> <li>➤ Learn some important type of charts and those charts will be used to make prediction.</li> <li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li> <li>➤ Use analysis tool box function for testing of hypothesis problems</li> </ul>	
6	<b>Credit Value</b>	2 Credit (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	<b>Total Marks</b>	Max.Marks: 50	Min Passing Marks: 20
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching–learning Periods:</b> Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)		No. of Period
<b>Theory Contents</b>	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		<b>15</b>
<b>Lab./Field Training Contents</b>	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		<b>30</b>
<b>Keywords</b>	Statistics, Charts, Trend, ANOVA, Linear Regression.		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended–</b>			
<ol style="list-style-type: none"> <li>1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.</li> <li>2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.</li> <li>3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8<sup>th</sup> edition, Pearson publication.</li> <li>4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.</li> <li>5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.</li> </ol>			
<b>Online Resources–</b>			
<ul style="list-style-type: none"> <li>➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a></li> <li>➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a></li> </ul>			
<b>PART-D: Assessment and Evaluation</b>			




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

Name and Signature of Convener & Members of CBOS:

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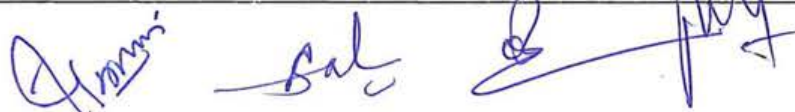
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate/ Diploma /Degree)		<b>Semester-VI</b>	<b>Session: 2024-2027</b>
1	<b>Course Code</b>	<b>BBSEC - 04</b>	
2	<b>Course Title</b>	<b>Basic Statistics Using Microsoft Excel</b>	
3	<b>Course Type</b>	<b>Skill Enhancement Course [SEC]</b>	
4	<b>Pre-requisite(if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn about important statistical functions available in Microsoft Excel.</li> <li>➤ Create data set and filtering the categories under variable.</li> <li>➤ Learn some important type of charts and those charts will be used to make prediction.</li> <li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li> <li>➤ Use analysis tool box function for testing of hypothesis problems</li> </ul>	
6	<b>Credit Value</b>	<b>2 Credits (1C+1C)</b>	<b>Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training</b>
7	<b>Total Marks</b>	<b>Max.Marks: 50</b>	<b>Min Passing Marks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching–learning Periods:</b> <b>Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)</b>			
<b>Module</b>	<b>Topics(Course contents)</b>		<b>No. of Period</b>
<b>Theory Contents</b>	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		<b>15</b>
<b>Lab./Field Training Contents</b>	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		<b>30</b>
<b>Keywords</b>	<b>Statistics, Charts, Trend, ANOVA, Linear Regression.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended–</b>			
1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.			
2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.			
3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8 <sup>th</sup> edition, Pearson publication.			
4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.			
5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.			
<b>Online Resources–</b>			
➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a>			
➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a>			
<b>PART-D: Assessment and Evaluation</b>			



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

Name and Signature of Convener & Members of CBoS:

*Ammi*

GOES TO 07TH SEMESTER

*Sal* *[Signature]* *[Signature]*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSC- 19	
2	Course Title	Strategic Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn the concept of strategic management</li> <li>➤ Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Strategy:</b> Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.		15
II	<b>Strategy Formulation:</b> concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.		15
III	<b>Corporate Level Strategies:</b> Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice		15
IV	<b>Strategy Implementation:</b> Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, <b>Strategy Evaluation and Control:</b> Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		15
<i>Keywords</i> <i>Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.</i>			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Kazmi, A. (2014). <i>Strategic Management and Business Policy</i>, McGraw Hill Companies □ Nag, A.</li> <li>2. <i>Strategic Management – Analysis, Implementation and Control</i>, Vikas Publishing House</li> <li>3. Kachru, U. (2005). <i>Strategic Management – Excel Books</i></li> <li>4. J.A. Pearce &amp; R.B. Robinson; <i>Strategic Management Formulation Implementation Control</i>; McGraw Hill</li> <li>5. <i>Business Policy and Strategic Management - L.M. Prasad, Sultan Chand &amp; Sons, New Delhi</i></li> <li>6. <i>Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010</i></li> <li>7. <i>Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand &amp; Sons, New Delhi, 1999</i></li> </ol>			



<b>Online Resources–</b> <a href="https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&amp;ved">https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&amp;ved</a> <a href="https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&amp;ved">https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Two section– A &amp; B</b> SectionA: <b>Q1.Objective–10x1=10Mark;Q2.Short answer type-5x4=20Marks</b> SectionB:Descriptiveanswertypeqts., <b>1outof2fromeachunit-4x10=40Marks</b>	

**Name and Signature of Convenor & Members: (CBOS)**

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

**C O U R S E C U R R I C U L U M**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -05</b>	
2	<b>CourseTitle</b>	<b>Elective A – Human Resource Management: People Management and Corporate Etiquettes</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<b>Asperrequirement</b>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Ability to examine the difference between People Management with Human Resource Management.</li> <li>➤ Ability to explain the need for and importance of People Management.</li> <li>➤ Ability to list modern methods of performance and task assessment.</li> <li>➤ Ability to analyses the factors influencing the work life balance of a working individual.</li> <li>➤ Demonstrating the various types of essential etiquettes in a corporate environment.</li> <li>➤ Construct effective presentations, group discussions and the professional pre requisites.</li> <li>➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>People Management:</b> Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. <b>Getting Work Done and Building Peer Networks:</b> Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. <b>Performance Management:</b> meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;		<b>15</b>
<b>II</b>	<b>Motivation:</b> Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation <b>Managing Self :</b> Reflection on what does it mean to be a people manager; building a personal development plan for oneself, <b>Self-Stress Management:</b> Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. <b>Building Peer Networks:</b> Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace.		<b>15</b>

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

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

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

#### **Online Resources–**

<https://emilypost.com/online-course-business-etiquette-essentials&ved>

<https://www.udemy.com/topic/business-etiquette/&ved>

<https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved>

### **PART-D: Assessment and Evaluation**

#### **Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session:2024-2028</b>
1	CourseCode	BBSE -06	
2	CourseTitle	Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asperrequirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ To know the concept of Corporate Governance.</li> <li>➤ To learn the concept of Corporate Social Responsibility.</li> <li>➤ To know about the challenges faced by MNCs in implementation of CSR.</li> <li>➤ To compare the CSR with Corporate Sustainability.</li> </ul>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Corporate Governance:</b> Meaning,Significance,FunctionsandObjectives.EvolutionandDevelopment of Corporate Governance in India. Pillars and Components. Conceptual framework of CorporateGovernance, Recent Development in Corporate Governance.		15
II	<b>Corporate Governance Reforms:</b> Major Corporate Scandals in India and Abroad, Common Governance Problems NoticedinvariousCorporateFailures,Codes&StandardsonCorporate Governance, Standards in different Jurisdictions,Stakeholder Engagement <b>Organizational Theories:</b> Organizational Theories(including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies, Case Study.		15
III	<b>Corporate Social Responsibility (CSR):</b> ConceptofCSR,CorporatePhilanthropy,EarlyrootsofCorporateSocialResponsibility. Does Corporate Social Responsibility improve FinancialPerformance?Sustainabilityandastakeholderperspective,StrategicPlanningandCorporateSocialResponsibility		15
IV	<b>Relationship of CSR with Corporate Sustainability:</b> CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee;CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.		15
<b>Keywords</b> Corporate Governance, Organisational Theories, Corporate Social Responsibility.			
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
1. Monks, R., Minow, N.: Corporate Governance; 4 <sup>th</sup> edition, Wiley-Blackwel publishing, 2008 2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and CSR. Gower Publishing, Ltd.			

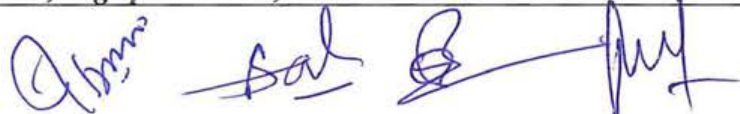
<p>3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi</p> <p>4. CS Rajesh Lohia, Corporate Social Responsibility (CSR) Activities &amp; Projects Under The Companies Act, 2013</p> <p>5. A. C. Fernando, E. K. Satheesh, et al., Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson</p>		
<p><b>Online Resources–</b>  <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>  <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a></p>		
<p><b>PART-D: Assessment and Evaluation</b></p>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p><b>Maximum Marks: 100 Marks</b></p> <p><b>Continuous Internal Assessment (CIA): 30 Marks</b></p> <p><b>End Semester Exam (ESE): 70 Marks</b></p>		
<p><b>Continuous Internal Assessment (CIA): (By Course Teacher)</b></p>	<p>Internal Test/Quiz-(2): 20 &amp; 20</p> <p>Assignment/Seminar- 10</p> <p>Total Marks- 30</p>	<p>Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks.</p>
<p><b>End Semester Exam (ESE):</b></p>	<p><b>Two section– A &amp; B</b></p> <p>Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks</p> <p>Section B: Descriptive answer type qts.. 1 out of 2 from each unit–4x10=40 Marks</p>	

**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective A – Human Resource Management: Talent Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Students will be able to understand and articulate advanced concepts of Talent Management within organization.</li> <li>➤ Apply talent positioning within the subsidiaries and business units.</li> <li>➤ Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors.</li> <li>➤ Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.perperiod)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Talent Management:</b> Introduction, Overview, History, Meaning and importance of talent management; Scope and Need of Talent Management, Key Processes of Talent Management, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.		15
II	<b>Strategies of Talent Management:</b> Talent Management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.		15
III	<b>Talent Planning:</b> Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning, Current Industry Practices for Talent Planning. Coaching and Mentoring as Career Development Tools.		15
IV	<b>Knowledge Management:</b> Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations. Types of Knowledge: Tacit and Explicit; Managing Knowledge workers. Talent vs. Knowledge People, Knowledge Management strategies: Aligning individual needs with organisation, Reward systems for Knowledge Management, Knowledge Audit, Benchmarking, Balance Score card, Gap Analysis.		15
Keywords	Talent Management, Talent Planning, Knowledge Management.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15<sup>th</sup> Edition.</li> <li>2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.</li> <li>3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.</li> </ol>			



4. Badgi S M (2012), *Practical Guide to Human Resource Management Systems*, PHI publication.  
 5. Lance A. Berger, Dorothy Berger: *Talent management handbook*, McGraw Hill New York.  
 6. T.V Rao: *Hurconomics for Talent Management: Making the HRD Missionary Business driven*, Pearson Education  
 7. Cappeli Peter: *Talent on Demand –Managing Talent in an age of uncertainty*, Harvard Business press.

Online Resources–

<https://www.udemy.com/topic/talent-management/&ved>

<https://onlinecourses.nptel.ac.in/noc24 mg60/preview&ved>

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

<b>End Semester Exam (ESE):</b>	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks
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Name and Signature of Convenor & Members: (CBOS)




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

## COURSE CURRICULUM




<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII Session: 2024-2028	
1	Course Code	BBSE -08	
2	Course Title	Elective A – Human Resource Management: Customer Relationship Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Customer Relationship Management, helps business successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably.</li> <li>➤ To equip the students with a sound foundation of CRM concepts and best practices in Industry</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Fundamentals of Customer Relationship Management:</b> Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management; Types, stages and issues in CRM.		15
II	<b>Dimensions of Customer Relationship Management Customer Satisfaction:</b> Meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.		15
III	<b>Information Technology in Customer Relationship Management:</b> Technological Developments in CRM; Information Technology Implementation in CRM; Features, advantages and functional components of CRM. Important CRM Software. Customer Relationship Management through Information Technology Tools.		15
IV	<b>Emerging Dimensions and Dynamics in Customer Relationship Management:</b> Customer Recall, Retention and Experience Management; Service Failure and Service Recovery Management; Application of Customer Relationship Management in Different Sectors; Role of Social Media.		15
Keywords	Customer Relationship Management, Information Technology.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education</li> <li>2. Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback; Prentice Hall India</li> <li>3. Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India</li> <li>4. N Mullick; (2016), Customer Relationship Management Paperback, : Oxford University Press</li> <li>5. William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship</li> </ol>			



<i>Management; Wiley Publication</i>		
<i>6. Jill Dyche, (2001), Customer Relationship Management; Pearson Publication</i>		
Online Resources–		
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>		
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D: Assessment and Evaluation</b>		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	Two section – A & B Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convener & Members: (CBOS)

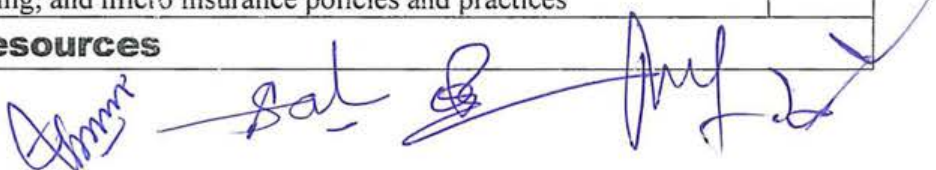
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session:2024-2028</b>
1	CourseCode	BBSE -05	
2	CourseTitle	Elective B – Finance: Micro Finance	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Explain the nature of Microfinance and specific terms used in Microfinance</li> <li>➤ Learn about Microfinance products and Services.</li> <li>➤ Choose appropriate model of Microfinance Institutions and develop Microfinance products.</li> <li>➤ Know in detail about Microfinance Institutions.</li> <li>➤ Identify the role of Microfinance Institutions in Social and Economic Development.</li> </ul>	
6	Credit Value	4Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Microfinance:</b> Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; microfinance client; Difference between micro-finance and micro credit		15
II	<b>Micro-finance Products and Services:</b> Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services. <b>Microfinance Credit Lending Models:</b> Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; Self-help group model; and rotating savings and credit association.		15
III	<b>Microfinance Institutions:</b> Objectives of the Microfinance institutions; importance of Microfinance institutions; attributes of a good Micro finance institutions; institutional types; formal financial institutions; semiformal financial institutions; and informal financial providers. Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs);		15
IV	<b>Microfinance and Development:</b> Microfinance and women empowerment; Role of micro-finance in development; microfinance and health; Microfinance and Microenterprise development; Microfinance and education; Handicrafts and handloom and cottage industry development; Agri- industry and agriculture development; Microfinance and networking; and micro insurance policies and practices		15
<b>PART-C: Learning Resources</b>			



<b>TextBooks,ReferenceBooksand Others</b>		
<ol style="list-style-type: none"> <li>1. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications</li> <li>2. Baral, S.K. and Bihari, S.C. Rural Marketing and Micro Finance: Text and Cases, New Delhi: A.I.T.B.S. Publishers, India</li> <li>3. The New Micro Finance Handbook: A Financial Market System Perspective, Washington D.C.: The World Bank</li> </ol>		
<b>Online Resources–</b>		
<a href="https://www.findevgateway.org/training-resources&amp;ved-">https://www.findevgateway.org/training-resources&amp;ved-</a>		
<a href="https://hedera.online/training.html&amp;ved-">https://hedera.online/training.html&amp;ved-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 100Marks</b>		
<b>ContinuousInternalAssessment(CIA): 30Marks</b>		
<b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

*Name and Signature of Convenor & Members: (CBOS)*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -06	
2	Course Title	Elective B – Finance: Security Analysis and Portfolio Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn the concept of basics of Investment.</li> <li>➤ Evaluate the different types of alternatives.</li> <li>➤ Evaluate the portfolio and portfolio management.</li> <li>➤ Know the concept of risk and returns</li> <li>➤ Gain the knowledge of fundamental and technical analysis.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Investments:</b> Investment process, Criteria for Investment, Types of Investors, Investment, Speculation and Gambling; Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. <b>Risk Return Relationship:</b> Meaning of risk, Types of risk, Measuring risk, Risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, Expected return, Investors attitude towards Risk and Return.		15
II	<b>Security Market-</b> Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		15
III	<b>Fundamental Analysis and Technical Analysis:</b> Introduction- Investment Analysis; Fundamental Analysis; Macro Economic Analysis; Industry Analysis; Company Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		15
IV	<b>Portfolio Management:</b> Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model – Assumptions – Specific model; Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.		15
<b>Keywords</b> Investment, Security Market, Fundamental Analysis, Technical Analysis, Portfolio Management..			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.			
2. Singh Preeti, Investment Management, HPHG			
3. Alexander Fundamental of Investments, Pearson Ed.			

<p>4. <i>Hangen: Modern Investment theory. Pearson Ed.</i>  5. <i>Kahn: Technical Analysis – Plain and sample Pearson Ed.</i>  6. <i>Ranganthan: Investment Analysis and Portfolio Management.</i>  7. <i>Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.</i>  8. <i>Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India</i>  9. <i>Newyork Institute of Finance – How the Bond Market work – PHI.</i>  10. <i>Mayo Investment Thomason hearing</i></p>		
<p>Online Resources–  <a href="https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&amp;ved-">https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&amp;ved-</a>  <a href="https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&amp;ved-">https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&amp;ved-</a></p>		
<p><b>PART-D:AssessmentandEvaluation</b></p>		
<p>Suggested Continuous Evaluation Methods:  Maximum Marks: 100Marks  ContinuousInternalAssessment(CIA): 30Marks  EndSemesterExam(ESE): 70 Marks</p>		
<p><b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b></p>	<p>InternalTest/Quiz-(2):20&amp;20  Assignment/Seminar- 10  TotalMarks- 30</p>	<p>Bettermarks outofthetwoTest/ Quiz  +obtainedmarksinAssignmentshallbe considered against 30 Marks</p>
<p><b>EndSemester Exam (ESE):</b></p>	<p>Twosection– A &amp;B  SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks  SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks</p>	

Name and Signature of Convenor & Members: (CBOS)

*Amma*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Provide the foundation for financial decision making.</li> <li>➤ List out various savings and investment alternatives for a common man.</li> <li>➤ Give a detailed overview of stock market and stock selection.</li> <li>➤ Orient the learners about mutual funds and the criteria for selection.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
<b>I</b>	<b>Foundation For Finance:</b> Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro. <b>Banking in India:</b> Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI. <b>Orientation to Financial Statements:</b> financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.		15
<b>II</b>	<b>Investment Management:</b> Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools. Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal. <b>Stock Markets:</b> Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants. <b>Stock Selection:</b> Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.		15
<b>III</b>	<b>Mutual Funds And Financial Planning Essentials:</b> Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.		15

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

### **PART-C: Learning Resources**

Text Books, Reference Books and Others

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

Online Resources-

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

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

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

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

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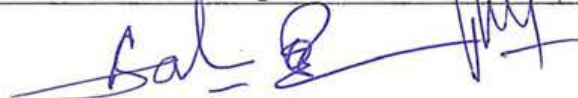
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## FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2025
1	Course Code	BBSE -08	
2	Course Title	Elective B – Finance: Insurance & Risk Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Familiarize With Fundamental Principles Of Insurance</li> <li>➤ Regulations Relating To Life Insurance</li> <li>➤ Laws Related With General Insurance</li> <li>➤ Process And Techniques Of Risk Management.</li> <li>➤ Risk Identification And Risk Measurement</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Insurance:</b> Historical perspective, Meaning, Nature and Scope of Insurance, Classification of Insurance Business - Life Insurance and General Insurance ; Fundamental principles of Insurance - Essentials of Insurance Contracts. Indian Insurance Industry - Insurance sector Reforms in India - Liberalisation of Insurance Markets - Major players of Insurance. Regulation of Insurance-IRDA. <b>Risk Identification :</b> Business Risk Exposures; Individual Exposures; Exposures of Physical Assets; Exposures of Financial Assets; Exposures of Human Assets; Exposures to Legal Liability; Exposure to Work Related Injury - Basic Concepts form Probability and Statistics		15
II	<b>Life Insurance:</b> Regulations relating to Life Insurance - General principles of Life Insurance contract proposals and policy; Assignment and Nomination; title and claims, concept of trusts in life policy; Growth of Actuarial Science - Features of Life Insurance - Life insurance contract - Life Insurance Documents - Insurance Premium calculations; Classification - classification on the basis of duration , premium payment, participation in profit, Number of persons Assured, Payment of Policy Amount - Money Back policies – Unit Linked Plans. Annuities – Need of Annuity Contracts – Classification of Annuities.		15
III	<b>General Insurance:</b> General Insurance – Laws related to General Insurance – General Insurance Contract – Health Insurance – Mediclaim Policy, Group Mediclaim Policy, Personal Accident Policy – Child Welfare Policy, Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan. Fire Insurance – Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies and Fire insurance coverage. Marine Insurance – Types of Marine Insurance – Marine Insurance Principles – Important Clauses in Marine Insurance – Marine Insurance Policies – Marine Risks – Clauses in Marine Policy Motor Vehicles insurance – Need for Motor Insurance, Types of Motor Insurance and Factors to be considered for Premium Fixing – Miscellaneous		15

	Insurance–Rural Insurance–Rural Policies–Obligations of Insurers to the Social Sector.	
<b>IV</b>	<p><b>Risk Management:</b> Introduction to Risk Management: Risk – Risk and Uncertainty, Types of Risk, Burden of Risk, Sources of Risk, Methods of handling Risk, Degree of Risk, Management of Risk. Risk Management, Risk Management Process, Identification of loss Exposures, Objectives of Risk Management, Select the Appropriate Risk Management technique, Implement and Monitor the Risk management Program, Risk management by individuals and Corporations, Risk Management Objectives, Need for a Rationale for Risk management in organisations, Understanding the cost of Risk, Individual Risk management and the Cost of Risk - Risk management and Societal Welfare.</p> <p><b>Risk Measurement:</b> Evaluating the frequency and Severity of Losses; Risk Control; Risk Financing Techniques; Risk Management Decisions Methods; Pooling Arrangements and Diversification of Risk.</p> <p>Advanced issues in Risk Management; The Changing Scope of Risk Management; Insurance Market Dynamics; Loss Forecasting; Financial Analysis in Risk Management; Decision Making; Other Risk Management Tools.</p>	<b>15</b>
<b>Keywords</b>	Risk Management Risk Control General Insurance	

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

- Gupta P.K., (2012). Insurance and Risk Management. Bengaluru, Himalayan Publications.
- Dr. Neelam C. Gulati (2011), Principles of Risk Management and Insurance. New Delhi Excel Publishing.
- Panda G.S., (2012). Principle and Practice of insurance, Bengaluru, Kalyani publishers.
- DR. G. Syamala Rao (2011)., Growth and Performance of Insurance Sector with Special Reference to LIC of India. New Delhi, Excel Publishing

#### **Online Resources–**

<https://www.coursera.org/courses%3Fquery%3Drisk%2520management&ved>

<https://www.tesion.com/courses/industry-honour-course/insurance-and-risk-management/&ved>

### **PART-D: Assessment and Evaluation**

#### **Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	CourseCode	BBSE -05	
2	CourseTitle	Elective C – Marketing: E Commerce	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Familiarise with different types of E - Commerce</li> <li>➤ Differentiate between E - Commerce and E- Services</li> <li>➤ Understanding Technology in E - Commerce.</li> <li>➤ Facilitating Electronic Payment System.</li> <li>➤ Knowledge about Security Issues in E - Commerce</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Introduction to E- Commerce:</b> E - Commerce: Meaning, Nature, Concepts of E-Commerce; E - Commerce vs E – Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter’s value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer – to -Business (C2B), Government – to – Consumers or Citizens (G2C); Business Models of E- commerce.		15
II	<b>E-Commerce and E – Services:</b> E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E – Retailing; Models of E – Retailing; and Characteristics of E – Retailing; <b>E - Services:</b> Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.		15
III	<b>Technology in E-Commerce:</b> Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider[ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL’s]; and Hypertext Transfer Protocol [HTTP]; Cookies.		15
IV	<b>Electronic Payment System:</b> Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; <b>Security Issues in E – Commerce:</b> Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.		15
<b>Keywords</b>		E- Commerce, E- Services, Electronic Payment System.	

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<b>PART-C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning		
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications		
3. Wiley, Landon, E-Commerce, Pearson Education India		
4. Schneider G., E-Business, Cengage Publications		
5. Bhaskar, B., E-Commerce, McGraw Hill		
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education.		
7. Schneider Gray – Electronic Commerce – Cengage Learning		
<b>Online Resources–</b>		
<a href="https://www.coursera.org/courses%3Fquery%3De-commerce&amp;ved">https://www.coursera.org/courses%3Fquery%3De-commerce&amp;ved</a>		
<a href="https://www.edx.org/learn/ecommerce&amp;ved">https://www.edx.org/learn/ecommerce&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA):</b>		<b>30 Marks</b>
<b>End Semester Exam (ESE):</b>		<b>70 Marks</b>
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	<b>Two section– A &amp; B</b> Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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*S. J.*

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## FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

### COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VII</b>	<b>Session:2024-2028</b>
1	CourseCode	BBSE -06	
2	CourseTitle	Elective C – Marketing: Retail Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Knowledge of the types and forms of Retail business.</li> <li>➤ Ability to examine Consumer Behaviour in various environments.</li> <li>➤ Ability to analyse various Retail operations and evaluate them.</li> <li>➤ Ability to analyse various marketing mix elements in retail operations.</li> <li>➤ Learning of Information Technology in Retail business.</li> </ul>	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>RETAIL BUSINESS:</b> Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors –present Indian retail scenario. <b>CONSUMER BEHAVIOUR IN RETAIL BUSINESS:</b> Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.		15
II	<b>RETAIL OPERATIONS:</b> Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Planmethod - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Storesdesigning; Space planning; Inventorymanagement; Merchandise Management; Category Management.		15
III	<b>RETAIL MARKETING MIX:</b> Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – pricesensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retaillogistics – computerized replenishment system – corporate replenishment policies. Promotion: Settingobjectives – communication effects - promotional mix.		15
IV	<b>INFORMATION TECHNOLOGY IN RETAILING:</b> Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integratedsystems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.		15
<b>Keywords</b> <i>Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.</i>			
<b>PART-C: LearningResources</b>			
TextBooks,ReferenceBooksand Others			
1.Suja Nair; Retail Management, HPH 2.Karthic – Retail Management, HPH 3.S.K. Poddar & others – Retail Management, VBH. 4.S Tiwari ; Retail Management, HPH			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			

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### **PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks: 100 Marks**

**Continuous Internal Assessment (CIA): 30 Marks**

**End Semester Exam (ESE): 70 Marks**

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

*Name and Signature of Convenor & Members: (CBOS)*

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*Dr. Salim*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	BBSE -07	
2	<b>CourseTitle</b>	Elective C – Marketing: Consumer Behaviour	
	<b>CourseType</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ To Know the need for studying consumer behavior.</li> <li>➤ To analyze the factors that affect consumer behavior.</li> <li>➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it.</li> <li>➤ Learning about the factors affecting the consumer in socio-cultural setting.</li> <li>➤ Identifying the post purchase behavior and the technological impact on consumer.</li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Consumer Behavior:</b> Introduction,ConceptandneedforstudyofConsumerBehavior; Application of Consumer Behavior; Factors affectingconsumer behavior; Individual consumer process; Features ofindividualconsumers;Typesofconsumers,Consumerdecision-makingprocess,Organizationalconsumer;Organizationalconsumerdecision-makingprocess;Consumer research.		15
II	<b>ConsumerMotivationandPersonality:</b> Conceptofmotivation, Needs and Goals; Dynamic nature of motivation; Hierarchyofneeds; Atriofneeds;Majoraspectsof motivation research, Personality concept and Characteristics;Stagesinthedevelopment ofpersonality;SelfandSelf-image.		15
III	<b>Consumer Perception, Learning and Attitude:</b> Concept andElementsofperception;Factorsinfluencingperception;Dynamicsofperception;Consumer Imagery;Concept,Process and theories of learning; Concept and CharacteristicsofAttitude;Factorsinvolvedinattitudeformation;Modelsof Attitude;CognitivedissonanceandAttributiontheories.		15
IV	<b>ConsumerinSocio-Culturalsettings:</b> ReferenceGroups;FamilyInfluencesandLifeCycle;SocialclassanditsMeasurements; Cultural Influence on Consumer Behaviour;Cross-CulturaldimensionsofConsumerBehavior;Cross-Cultural dimensionsofconsumeranalysis. <b>Post Purchase Behaviour:</b> Situational Influences; CognitiveDissonance;DiffusionofInnovation:Definitionofinnovation,Productcharacteristicsinfluencingdiffusion,Resistancetoinnovation,Adoptionprocess;ConsumerInvolvement: RoleofConsumerInvolvement;CustomerSatisfaction;ConsumerBehaviourinMarketingStrategy, Technology'simpacton Consumers.		15
<b>Keywords</b>	<i>Consumer Behaviour, Consumer Perception, Motivation, Personality.</i>		

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

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

**Online Resources-**

<https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved>

[https://onlinecourses.nptel.ac.in/noc22\\_mg47/preview&ved](https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved)

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

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2028
1	Course Code	BBSE -08	
2	Course Title	Elective C – Marketing: Advertising & Media Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Know the nature, role, and importance of IMC (Integrated marketing Communications) in marketing strategy.</li> <li>➤ Learn the effective design and implementation of advertising strategies</li> <li>➤ Present a general understanding of content, structure, and appeal of advertisements</li> <li>➤ Understand ethical challenges related to responsible management of advertising and brand strategy.</li> <li>➤ Evaluate the effectiveness of advertising and agencies role.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Integrated Marketing Communication [IMC]:</b> Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		15
II	<b>Consumer and Media:</b> How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets.		15
III	<b>Advertising Program:</b> Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		15
IV	<b>Other Elements of IMC:</b> Sales Promotion, PR, Events and Experiences and Word of Mouth; Consumer and trade sales promotion; application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication. <b>Measuring Effectiveness:</b> Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies.		15
Keywords	Integrated Marketing Communication, Consumer, Media, Advertising		

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<b>PART-C: Learning Resources</b>		
Text Books, Reference Books and Others		
1. <i>Advertising Principles and Practice</i> , William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.		
2. <i>Advertising and Promotion</i> , G. Belch, Michael Belch, Keyoor Purani, 9 <sup>th</sup> edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.		
Online Resources–		
<a href="https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved">https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved</a>		
<a href="https://www.coursera.org/courses%3Fquery%3De-commerce&amp;ved">https://www.coursera.org/courses%3Fquery%3De-commerce&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA):</b>		<b>30 Marks</b>
<b>End Semester Exam (ESE):</b>		<b>70 Marks</b>
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2): <b>20 &amp; 20</b> Assignment/Seminar- <b>10</b> Total Marks- <b>30</b>	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against <b>30</b> Marks
<b>End Semester Exam (ESE):</b>	<b>Two section – A &amp; B</b> Section A: Q1. Objective – 10x1 = 10 Marks; Q2. Short answer type – 5x4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10 = 40 Marks	

Name and Signature of Convener & Members: (CBOS)

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

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	
		Session: 2024-2025	
1	Course Code	BBSC-20	
2	Course Title	Advanced Strategic Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn the concept of strategic management</li> <li>➤ Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Strategic Management:</b> An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits.		15
II	<b>Mission, Objectives, Goals and Ethics:</b> What is mission, concept of goals, Integration of individual and organizational goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy.		15
III	<b>External environment:</b> Analysis and appraisal; Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information. Organisational change and Innovation: Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation		15
IV	<b>Generic Competitive Strategy:</b> Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy <b>Strategic Evaluation and Control:</b> Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.		15
<b>Keywords</b>		<i>Strategic Management, Mission, Objectives, Goals, Ethics, External Environment.</i>	
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			

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1. Kazmi, A. (2014). *Strategic Management and Business Policy*, McGraw Hill Companies □ Nag, A. (2011).
2. *Strategic Management – Analysis, Implementation and Control*, Vikas Publishing House
3. Kachru, U. (2005). *Strategic Management – Excel Books*
4. J.A. Pearce & R.B. Robinson; *Strategic Management Formulation Implementation Control*; McGraw Hill
5. *Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, New Delhi Books*
6. *Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010*
7. *Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999*

**Online Resources–**

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved>

<https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved>

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

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

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

*Name and Signature of Convenor & Members: (CBOS)*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -09</b>	
2	<b>CourseTitle</b>	<b>Elective A – Human Resource Management: Project Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Know the concept of Project Management.</li> <li>➤ Learn the tools and techniques of Project Management.</li> <li>➤ Compare the importance of Project Management and Project Appraisal.</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
<b>I</b>	<b>Project Management:</b> Definitions, Significance, and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle and its different phases., Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & Demand Analysis, Collection of Primary & Secondary information, Demand Forecasting, Market Planning, Project Planning: Generation and Screening of Projects Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening, Sources of Positive Net Present Value.		15
<b>II</b>	<b>Project Analysis:</b> Market Demand and Situational Analysis, Demand Forecasting. Technical analysis: Location and Site, Project Charts and Layouts. Financial Analysis: Cost of Project, Means of Finance, Cost of Production, Working Capital Requirement and its Financing. <b>Analysis of Project Risk:</b> Types and Measures of ProjectRisk,Identification of CriticalSourcesof Risk, SensitivityAnalysis,ScenarioAnalysis,Decision-treeAnalysis, Selection of a Project-Methods.		15
<b>III</b>	<b>Project Appraisal:</b> Cost benefit analysis (Cash flow projections), Financial Evaluation: Capital budgeting techniques-discounted and non-discounted, Project Rating Index, Critical examination of evaluation techniques, Economic, Commercial, Social cost benefit analysis in public and private sectors, Investment criteria and choice of technique.		15
<b>IV</b>	<b>Project Implementation:</b> FormsofProjectOrganization,Project Control & Control Charts, Human aspects of projectmanagement, Prerequisites for a successful project implementation, Introduction to Project Network & Determinationofcriticalpath,Preparationofcomprehensive, Project Report, Project Termination-Types and Process.		15
<b>Keywords</b>	<i>Project Management, Project Analysis, Project Risk, Project Appraisal, Project Implementation.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			





1. Project Management: A Managerial Approach, John Wiley & Sons, 7th Edition.
2. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1st Edition
3. Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw-Hill, 9th Edition.
4. V. Desai : Project Management & Entrepreneurship.
5. P. Chandra : Projects (Planning, Analysis, Selection, Implementation & Review)
6. B.M. Patel : Project Management
7. Stoiner & Ryam : Industrial Project Management
8. Harold Kerzner : Project Management – A systems approach to planning scheduling and controlling
9. United Nations : Manual for Evaluation of Industrial Projects
10. H.P.S. Patwa : Project Reports & Appraisals

**Online Resources–**

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

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

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

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

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

Name and Signature of Convenor & Members: (CBOS)

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -10</b>	
2	<b>CourseTitle</b>	<b>Elective A – Human Resource Management: Compensation &amp; Performance Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>Asper requirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the concepts of Compensation management.</i></li> <li>➤ <i>Describe job evaluation and its methods.</i></li> <li>➤ <i>Evaluate the different methods of wages.</i></li> <li>➤ <i>Describe performance management and methods of performance management.</i></li> <li>➤ <i>Preparation of Payroll.</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Compensation Management:</b> Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA,Consolidated Pay; Equity based programs, Commission, Reward, Remuneration,Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, PensionPlans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and EmployerCosts for ESOP, Individual Retirement Account, Savings Incentive Match Plan forEmployees; Compensation and Non-compensation Dimensions, Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations <b>Compensation Strategy:</b> Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.		<b>15</b>
<b>II</b>	<b>Job Evaluation:</b> Definition of Job Evaluation, Major Decisions in Job Evaluation, Job EvaluationMethods, Point Factor Method of Job Evaluation: Combining Point factor and FactorComparison Methods, Job Evaluation Committee, Factor Evaluation System(FES),Using FES to determine Job Worth, Position Evaluation Statements. <b>Wage and Salary Administration:</b> Theories of Wages - Wage Structure - Wage Fixation - Wage Payment – SalaryAdministration. Difference between Salary and Wages - Basis for CompensationFixation- Components of Wages - Basic Wages - Overtime Wages – DearnessAllowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages -Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect ofvarious Labour Laws on Wages-Preparation of Pay Roll		<b>15</b>
<b>III</b>	<b>Performance Management and Issues In Performance Management:</b> Evolution of Performance Management, Definitions of Performance Management,Importance of Performance Management, Aims and Purpose of PerformanceManagement, Employee Engagement and Performance Management, Principles andDimensions of Performance Management. <b>Performance Appraisal Methods:</b> TraditionalMethods, Modern Methods, Performance Appraisal Feedback: Role, Types andPrinciples, Levels of Performance Feedback, 360-Degree Appraisal, Ethics inPerformance Appraisal; Team Performance		<b>15</b>

	Management; Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.	
<b>IV</b>	<b>Project Work:</b> 1. List the various components of total compensation in a Multinational Companies. 2. Construct a questionnaire for a salary survey on Nurses/ Teachers /IT Professionals etc. 3. Design a Performance Appraisal plan using any Modern Performance Appraisal Tool for an IT company. 4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)	<b>15</b>
<b>Keywords</b>	<b>Compensation Management, Job Evaluation, Wage &amp; Salary Administration, Performance Appraisal.</b>	

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
3. Milkovich & Newman, Compensation, Tata McGraw Hill
4. Richard I. Anderson, Compensation Management in Knowledge based world, 10th edition, Pearson Education
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
9. BD Singh, Compensation & Reward Management, Excel Books
10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1<sup>st</sup> Edition, 2008, PHI, New Delhi.
11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2<sup>nd</sup> Edition, 2008, PHI, New Delhi.
12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Publication.

#### **Online Resources–**

<https://ecampusontario.pressbooks.pub/hrforoperationsmanagers/chapter/12-9-performance-management-and-compensation/&ved>

<https://www.phindia.com/Books/BookDetail/9788119364039/performance-appraisal-and-compensation-management-goel&ved>

### **PART-D: Assessment and Evaluation**

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

**Name and Signature of Convenor & Members: (CBOS)**

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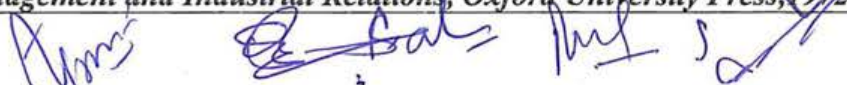
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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	BBSE -11	
2	<b>CourseTitle</b>	Elective A – Human Resource Management: Industrial Relations	
	<b>CourseType</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Sensitize the students with the Industrial Relations scenario in India</li> <li>➤ Introduce students to Basic Concepts in Industrial Relations</li> <li>➤ Enable students, understand the dynamic nature of Indian Industrial Relations</li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Industrial Relations (IR):</b> Definition, Scope, Objectives, Factorsaffecting IR, Participants of IR, Importance of IR. Approaches to Industrial Relations, System of IR in India.		15
II	<b>Collective Bargaining:</b> Definition, Meaning, Nature, essential conditions for the success ofcollective bargaining, Functions of Collective Bargaining, Importance of Collective Bargaining, Collective Bargaining Process. <b>Negotiations:</b> Types of Negotiations-Problem solving attitude, Techniques of Negotiation, Negotiation Process, Essential skills for Negotiation, Workers Participation in Management.		15
III	<b>Trade Unions:</b> Meaning, Trade Union movement in India, Objective, Role and functions of theTrade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions,Grounds for the withdrawal and cancellation of registration, union structure, Rights andresponsibilities of Trade Unions, Problems of Trade Unions, Employee Relations in IT sector		15
IV	<b>Grievance:</b> Meaning and forms, sources of grievance, approaches to grievance machinery,Grievance procedures, and model grievance procedure. Disciplinary procedures, approaches tomanage discipline in Industry.. <b>Indian Industrial Relations:</b> Changes And Challenges - Liberalization and Indian IndustrialRelations. The future of Industrial Relations in the wake of changes in work culture. Effects ofchanges in Labour Laws on Indian Industrial Relations		15
<b>Keywords</b>	<i>Industrial Relations, Collective Bargaining, Trade Union, Grievance.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Bose, Subhas Chandra, The Trade Union Movement, Selected Speeches of Subhas Chandra Bose, Publication Division, Government of India, New Delhi, 1992</i></li> <li>2. <i>Giri V V: Labour Problems in Indian Industry, Asia Publishing House, Mumbai, 1972</i></li> <li>3. <i>Yoder, Dale: Personnel Management and Industrial Relations, Oxford University Press,1972</i></li> </ol>			



4. Davar R S: *Personnel Management and Industrial Relations in India*, Himalaya Publishing House, Mumbai, 1998
5. Mamoria C B: *Industrial Relations in India*, Himalaya Publishing House, Mumbai, 1998
6. Venkata Ratnam, C.S., *Industrial Relations*, Oxford University Press, New Delhi, 2006

**Online Resources–**

<https://vvnli.gov.in/en/course/online-training-programme-industrial-relations-and-trade-unionism-transforming-world-work&ved>

<https://scol.ac.in/IndustrialrelationsandLabourLaws/&ved>

**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:**

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

<b>ContinuousInternal Assessment (CIA):</b> (ByCourseTeacher)	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz *obtainedmarksinAssignmentshallbe considered against 30 Marks
	Assignment/Seminar- TotalMarks-	
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members:**

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

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -12	
2	Course Title	Elective A – Human Resource Management: Training & Development	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ To provide an overview of Training and Development in the organization.</li> <li>➤ Students will be able to learn the importance of Training in organisations</li> <li>➤ Design and evaluate the Training Programmes.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Training Concepts:</b> Introduction - Concept - Training Process- Significance, Models of Training-Systematic Model- Transitional Model- Systems approach to Training. <b>Training Function:</b> HR and the Training function - Training and corporate strategy – Organization and Management of Training Function.		15
II	<b>Training &amp; Development Organizations and Policies:</b> Training Centers in organizations- Role of external agency in T&D- Training as consultancy - Evolving Training Policy; Training budget and schedules/calendar, <b>Training needs assessment:</b> Training Needs Assessment - Definition and purposes – Components of Needs assessment; Advantages- Competency modeling - Organization Analysis - Team Work for Conducting Training Needs Analysis- selection of Trainees.		15
III	<b>Design of Training Programme:</b> Course content design – Trainer skill development – Facilities design- Trainee design -Resistance in Training, Motivation of Trainee: Goal setting- Pre-training communication – Use of ice breakers to stimulate interest.		15
IV	<b>Training Methods:</b> Indoor training methods: On-the-job Training - Off-the-job methods-Behavior Modeling- Audio Visual Enhancements to Training- Outdoor training methods: E-learning and Evaluation of T & D Programme; E-learning methods- Computer-Based Training-programmed Instruction- Intelligent Tutoring Systems- Interactive Multimedia- Virtual Reality Monitoring and evaluation of Training Programme: Conceptual model of Training – Effectiveness --Evaluation criteria- Kirkpatrick model.		15
<b>Keywords</b> <i>Training, Development, Training Functions, Training Methods.</i>			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. <i>Employee Training and Development, Raymond A. Noe, TMH.</i></li> <li>2. <i>Effective Human Resource Training and Development Strategy, B. Rathana Reddy,</i></li> <li>3. <i>Himalaya. Donald L. Kirkpatrick and James D. Kirkpatrick, Evaluating Training programs, Tata McGraw Hill</i></li> </ol>			

**Online Resources--**

<https://www.coursera.org/courses%3Fquery%3Dtraining%2520and%2520development&ved>

[https://inlibnet.ac.in/docs/erm\\_brochure.pdf&ved](https://inlibnet.ac.in/docs/erm_brochure.pdf&ved)

**PART-D:AssessmentandEvaluation****SuggestedContinuousEvaluation Methods:**

**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz *obtainedmarksinAssignmentshallbe considered against 30 Marks
	Assignment/Seminar- TotalMarks-	
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typeqts.,1outof2fromeachunit-4x10=40Marks	

**NameandSignatureofConvener&Members: (CBOS)**

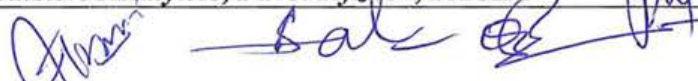
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**Department of Commerce and Management**  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -09</b>	
2	<b>CourseTitle</b>	<b>Elective B – Finance: Financial Analytics</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Analyze and model financial data.</li> <li>➤ Access the different open-source domains.</li> <li>➤ Evaluate and build model on time series data.</li> <li>➤ Execute the statistical analysis using python.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max.Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Financial Analytics:</b> Meaning-Importance of Financial Analytics uses-Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel)		<b>15</b>
<b>II</b>	<b>Access to Financial Data Using Latest Technology:</b> Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		<b>15</b>
<b>III</b>	<b>Time Series Modeling:</b> Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		<b>15</b>
<b>IV</b>	<b>Python:</b> Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data. Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.		<b>15</b>
<b>Keywords</b>	<i>Financial Analytics, Financial Data, Time Series, Python.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ol style="list-style-type: none"> <li>1. Python for finance: Yves hilpisces</li> <li>2. Hands on Data analysis with Pandas: Stefanie molin.</li> <li>3. Hands on Python for finance, Krish Naik, Packt</li> <li>4. Python For Finance, Yuxing Yan, Packt</li> <li>5. Mastering Python for Finance, James Ma Weiming, Pack Publishing</li> <li>6. Financial Reporting and Financial Statement Analysis, M Hanif, A Mukherjee, McGraw Hill</li> <li>7. Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT</li> </ol>			



<b>Online Resources–</b>		
<a href="https://usiu-ke.libguides.com/c.php%3Fg%3D942895%26p%3D6796651&amp;ved">https://usiu-ke.libguides.com/c.php%3Fg%3D942895%26p%3D6796651&amp;ved</a>		
<a href="https://imarticus.org/blog/what-are-some-good-resources-about-learning-financial-analysis/&amp;ved">https://imarticus.org/blog/what-are-some-good-resources-about-learning-financial-analysis/&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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*Sal* *[Signature]* *[Signature]*  
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -10</b>	
2	<b>Course Title</b>	<b>Elective B – Finance: Goods and Service Tax</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.</i></li> <li>➤ <i>Analyze the history of indirect taxation in India and the structure of the Indian taxation system.</i></li> <li>➤ <i>Know the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.</i></li> <li>➤ <i>Learn the time, place, and value of supply under GST, and apply this knowledge</i></li> <li>➤ <i>To calculate the value of supply and determine GST liability.</i></li> <li>➤ <i>Interpret input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.</i></li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Basics of Taxation:</b> Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation. <b>Goods and Services Tax:</b> Framework and Definitions; Introduction to Goods and Services Tax; Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		<b>15</b>
<b>II</b>	<b>Time, Place And Value of Supply:</b> Time of Supply – in case of Goods and in case of Services - Problems on ascertaining; Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply– Meaning, Inclusions and Exclusions. Problems on calculation of ‘Value of Supply’.		<b>15</b>
<b>III</b>	<b>GST Liability and Input Tax Credit:</b> Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		<b>15</b>
<b>IV</b>	<b>GST Procedures:</b> Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		<b>15</b>
<b>Keywords</b>	<i>Taxation, GST, Value of Supply, Input Tax, GST Liability.</i>		



**PART-C: Learning Resources**

Text Books, Reference Books and Others

1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
2. Datey, V S, "Indirect Taxes", Taxmann Publications.
3. Hiregange et al, "Indirect Taxes", Puliani and Puliani.
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.
6. Garg, Kamal, "Understanding GST", Bharat Publications.
7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani

Online Resources–

<https://www.gstzen.in/a/resources.html&ved><https://www.gstzen.in/a/resources.html&ved>**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convenor &amp; Members: (CBOS)




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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -11</b>	
2	<b>CourseTitle</b>	<b>Elective B – Finance: Corporate Financial Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn and determine the overall cost of capital.</i></li> <li>➤ <i>Comprehend the different advanced capital budgeting techniques.</i></li> <li>➤ <i>Study the importance of dividend decisions and dividend theories.</i></li> <li>➤ <i>Evaluate mergers and acquisition.</i></li> <li>➤ <i>Enable the ethical and governance issues in financial management.</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
<b>I</b>	<b>Cost of Capital and Capital Structure Theories:</b> <b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. <b>Theories of Capital Structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		<b>15</b>
<b>II</b>	<b>Risk Analysis in Capital Budgeting:</b> <b>Risk Analysis:</b> Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks –Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.		<b>15</b>
<b>III</b>	<b>Dividend Decisions:</b> Meaning - Types of Dividends – Types of DividendsPolicies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		<b>15</b>
<b>IV</b>	<b>Mergers and Acquisitions:</b> Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits ofMerger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout,Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratiosbased on Assets Approach, Earnings Approach and Market Value Approach and Impact ofMerger on EPS, Market Price and Market capitalization.		<b>15</b>
<b>Keywords</b>	<i>Cost of Capital, Dividend, Risk, Mergers,Acquisitions.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
1. <i>I M Pandey, Financial management, Vikas publications, New Delhi.</i>			
2. <i>AbrishGuptha, Financial Management, Pearson.</i>			
3. <i>Khan &amp; Jain, Basic Financial Management, TMH, New Delhi.</i>			
4. <i>S N Maheshwari, Principles of Financial Management, Sulthan Chand &amp; Sons, New Delhi.</i>			

5. Chandra & Chandra D Bose, *Fundamentals of Financial Management*, PHI, New Delhi.  
 6. B. Mariyappa, *Advanced Financial Management*, Himalaya Publishing House, New Delhi.  
 7. Ravi M Kishore, *Financial Management*, Taxman Publications  
 8. Prasanna Chandra, *Financial Management, Theory and Practice*, Tata McGraw Hill.

**Online Resources–**

<https://www.edx.org/learn/financial-management&ved>

<https://corporatefinanceinstitute.com/resources/&ved>

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

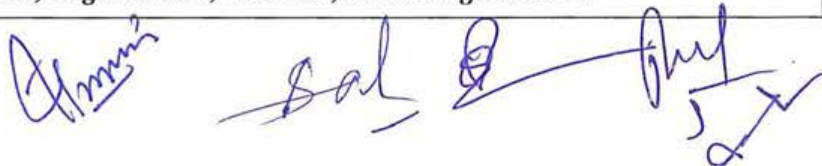
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**FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)**  
**DEPARTMENT OF Management**

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -12</b>	
2	<b>Course Title</b>	<b>Elective B – Finance: Artificial Intelligence for Business and Society</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Identify Logic Based and Knowledge based Artificial Intelligence.</li> <li>➤ Philosophy of Artificial Intelligence.</li> <li>➤ Application of Artificial Intelligence</li> <li>➤ Artificial Intelligence in Business Applications.</li> <li>➤ Solve Cases relating to Healthcare, Gamification etc.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Artificial Intelligence:</b> Introduction to Artificial Intelligence; Artificial Intelligence History and Philosophy; Logic Based Artificial Intelligence; Knowledge Based Artificial Intelligence; Contemporary Artificial Intelligence .		<b>15</b>
<b>II</b>	<b>Philosophy Of Artificial Intelligence:</b> Philosophy of mind; Evolving Intelligence; Types of Memory; Human like Problem-Solving; Difference between Artificial Intelligence, Biological Intelligence and Natural Intelligence; Hard Computing and Soft Computing; Knowledge and Reasoning; Intelligent Agent and Human Computer Interface.		<b>15</b>
<b>III</b>	<b>Application Of Artificial Intelligence:</b> Uses of Artificial Intelligence in Business application and Social Applications; Artificial Intelligence in Governance; Commercial Artificial Intelligence; Applications in Business [Financial Analysis , Sentimental Analysis and Behavioural Analysis]; Computer Vision; Virtual Reality; Cognitive Intelligence; Smart City Project Implementation using Artificial Intelligence.		<b>15</b>
<b>IV</b>	<b>AI in Business and Social Organisation:</b> When and how Artificial Intelligence can help your company; Artificial Intelligence in Business Applications; Artificial Intelligence in Social Applications; Tools and Techniques; Ethical Issues; The Good and Bad Artificial Intelligence and the Human Component; How Artificial Intelligence is transforming the future of business on an Organisational level with special emphasis on the Sales and Marketing, Customer Service, Manufacturing, Supply Chain Management and the supporting functions [HR, Finance, Back Office] challenges for successful implementation and utilisation of Artificial Intelligence.		<b>15</b>
<b>Keywords</b>	<b>Artificial Intelligence, Business, Organisation, Business, Social Organisation.</b>		



<b>PART-C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
<ul style="list-style-type: none"> <li>• Stuart G Russell, Peter Norvig (2010), Artificial Intelligence: A Modern Approach (second edition) by Prentice Hall.</li> <li>• Steven Finlay, Relativistic, (2017), Artificial Intelligence and Machine Learning for Business: A No-Nonsense Guide to Data Driven Technologies.</li> </ul>		
<b>Online Resources-</b>		
<a href="https://guides.loc.gov/artificial-intelligence-healthcare/electronic-resources&amp;ved">https://guides.loc.gov/artificial-intelligence-healthcare/electronic-resources&amp;ved</a>		
<a href="https://jpl-nasa.libguides.com/subject-guides/artificial-intelligence-ai/ebooks&amp;ved">https://jpl-nasa.libguides.com/subject-guides/artificial-intelligence-ai/ebooks&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100 Marks</b>
<b>Continuous Internal Assessment (CIA):</b>		<b>30 Marks</b>
<b>End Semester Exam (ESE):</b>		<b>70 Marks</b>
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	Two section- A & B Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

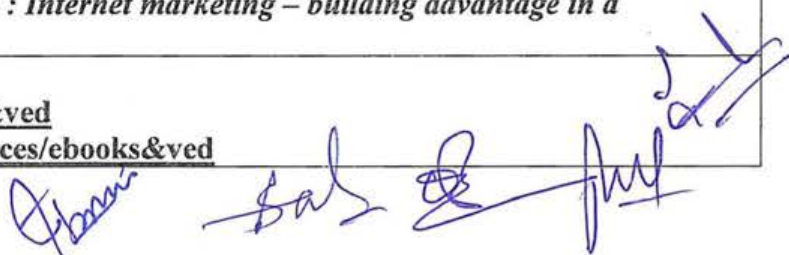
**Name and Signature of Convener & Members: (CBOS)**

*Amma*  
Sal    


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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -09	
2	Course Title	Elective C – Marketing: Digital Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	> students will gain knowledge of several updated technologies involved in this digital Marketing era. > Learn about How search Engine Works.	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Digital Marketing:</b> Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression- SEO Optimization- CRM platform-Google Analytics- Social Media Marketing- Budgeting.		15
II	<b>Digital Marketing Budgeting:</b> Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest Digital Marketing Trends.		15
III	<b>Search Engine Optimization:</b> Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.		15
IV	<b>Social Media Marketing:</b> Social Media- SMM v/s SMO- Benefits of SMM- Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google Marketing; LinkedIn Marketing; Contextual Marketing. <b>Internet demographics:</b> On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web.		15
Keywords	Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
> <i>The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.</i> > <i>Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited</i> > <i>References</i> > <i>Frost, R. D., &amp; Strauss, J. (2016). E-marketing. Routledge.</i> > <i>Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)</i>			
Online Resources–			
<a href="https://www.webfx.com/digital-marketing/&amp;ved">https://www.webfx.com/digital-marketing/&amp;ved</a> <a href="https://digitalmarketinginstitute.com/resources/ebooks&amp;ved">https://digitalmarketinginstitute.com/resources/ebooks&amp;ved</a>			



**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:****Maximum Marks: 100Marks****ContinuousInternalAssessment(CIA): 30Marks****EndSemesterExam(ESE): 70 Marks**

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

**Name and Signature of Convenor & Members: (CBOS)**

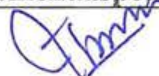
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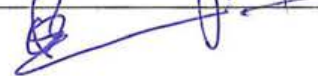
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**Department of Commerce and Management**  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -10</b>	
2	<b>CourseTitle</b>	<b>Elective C – Marketing: Product &amp; Brand Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<b>Asperrequirement</b>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Present contemporary view of the role of Brand Management.</li> <li>➤ Explore various issue related to Brand Management.</li> <li>➤ Develop a critical understanding of the process involved in Private Label Management in Retailing.</li> <li>➤ Learn the skills of Management of Brand and Private Label.</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Brand: Meaning – Definition – Role of Brand – Brand Positioning &amp; Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria-Marketing; Advantages Of Strong Brands- Financial Brand Value.</b>		<b>15</b>
<b>II</b>	<b>Consumer’s Concept Of ‘Self-Image’:Brand Proposition – Brand Name &amp; Brand AwarenessDescribes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- BrandAwareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management –Various Issues Related To Brand Management – Process Involve In Building &amp; Managing Brand In Retail-Brand Positioning- Value proposition- Brandpositioning And Relaunching.</b>		<b>15</b>
<b>III</b>	<b>Planning &amp; Implementing: Private Label Marketing Programs- Criteria For Choosing PrivateLabel Elements-Options &amp; Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For BrandBuilding- Leveraging Secondary Brand Associations To Private Brand Building.</b>		<b>15</b>
<b>IV</b>	<b>Measuring &amp;Interpreting Private Label Performance: Developing A private Brand EquityMeasurement &amp; Management System- Measuring Sources of Brand Equity - Outcome of Brandlabel - Equity Identifying &amp; Establishing Private Label Positioning.</b>		<b>15</b>
<b>Keywords</b>	<b>Brand, Consumer, Planning, Implementing, Private Label Performance.</b>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Bajaj, Tuli &amp; Srivastava, Retail Management, Oxford University Press, New Delhi</i></li> <li>2. <i>Kelley &amp;Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008</i></li> <li>3. <i>Dunne, P. M., Lusch, R. F., &amp; Carver, J. R. (2013). Retailing. Cengage Learning.</i></li> <li>4. <i>Gilbert, D. (2003). Retail marketing management. Pearson Education India.</i></li> <li>5. <i>S.L. Gupta, Retail Management</i></li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/">https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/</a> <a href="https://www.iupindia.in/Brand_Management.asp&amp;yed">https://www.iupindia.in/Brand_Management.asp&amp;yed</a>			






<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz *obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	BBSE -11	
2	<b>CourseTitle</b>	Elective C – Marketing: Services Marketing	
	<b>CourseType</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn service Marketing, features, classification of services.</li> <li>➤ Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy.</li> <li>➤ Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning.</li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Understanding Services marketing:</b> Introduction - Characteristics of services marketing mix -services in the modern economy - Classification of services - marketing services Vs. Physicalservices <b>Customer Expectations of service:</b> Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards		15
II	<b>Pricing &amp; Promotion Strategies for Services:</b> Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies into practice.		15
III	<b>Service Promotion:</b> The role of marketing communication; Implication for communication strategies, marketing communication mix.		15
IV	<b>Marketing plans for services:</b> The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.		15
<b>Keywords</b>	<i>Services Marketing, Service Promotion, Marketing Plans.</i>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.</i></li> <li>2. <i>Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml &amp; Mary Jo-Bitner: TMH.</i></li> <li>3. <i>Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.</i></li> <li>4. <i>Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009</i></li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved">https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved</a> <a href="https://www.classcentral.com/course/openlearning-services-marketing-selling-the-invisible-562&amp;ved">https://www.classcentral.com/course/openlearning-services-marketing-selling-the-invisible-562&amp;ved</a>			
<b>PART-D:AssessmentandEvaluation</b>			

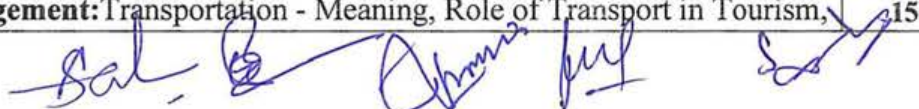
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswertypepts.,1outof2fromeachunit-4x10=40Marks	

**Name and Signature of Convenor & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -12</b>	
2	<b>Course Title</b>	<b>Elective C – Marketing: Tourism Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the fundamental concept of Tourism.</i></li> <li>➤ <i>Overview of the Tourism products and resources of India.</i></li> <li>➤ <i>Learn the basic concept and various components of Tourism Management.</i></li> <li>➤ <i>Gain knowledge of the Functions and Types of Travel Agents and Tour Operators.</i></li> <li>➤ <i>Familiarize the concept of Transport.</i></li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Tourism:</b> Travel: Meaning, Factors affecting travel, Traveler, Tourist, Travel guide (Meaning only); <b>Tourism:</b> Meaning and Definition, Objectives, Types of Tourism: Inter-regional, Intra regional, Inbound and Outbound Tourism, Domestic, International. Forms of Tourism: Religious, Medical, Historical, Social, Adventure, Health, Business, Conference, Sports. Impact of Tourism. <b>Tourism Management:</b> Meaning, Nature, Levels of Management, Principles of Management, Role of Manager, Managerial Functions (Planning, Decision, Organizing, Staffing, Directing) Accommodation - Meaning, role of accommodation in tourism; Types of Accommodations.		<b>15</b>
<b>II</b>	<b>Tourism Products:</b> Tourism Resources- Meaning, Definition, Tourism resources of India-types & typologies Cultural resources - Art & Architectures, Historical, Festivals, Costumes. Popular Religious Centres - Hindu, Muslim, Christianity, Buddhism, Jainism, Sikhism others. Performing Art of India - Classical Dance, folk, Music, Musical Instruments, costumes, handicrafts, boat race, food festivals, An overview of tourism development strategies.		<b>15</b>
<b>III</b>	<b>Travel Agency &amp; Tour Operations:</b> Travel Agency-Introduction, Meaning, Types of Travel Agency, Functions, challenges faced by Travel Agency and Tour Operators. Procedure for approval of a travel agency & tour operators (IATA & Govt body Approval) Travel Documentation: Passport-types, Procedure to apply, VISA-Types & Documents required for foreigners to visit India. Tour Operators: Meaning, Roles and Responsibilities, Types of tour operators, Types of tour packages; Travel Organizations- UFTAA, TAAI, IATO and Its Functions.		<b>15</b>
<b>IV</b>	<b>Transportation Management:</b> Transportation - Meaning, Role of Transport in Tourism,		<b>15</b>



	Types of transportation systems, Rail transport- History, Role of Indian Railway in tourism, Air transport- History, Air Transport Regulations, Limitations, Recent trends in International Tourism. Water Transport- categories of water transport, Cruise Line type, facilities and Cruise Accommodation. Virtual Tour - Meaning, Characteristics, Pro's and Con's.
<b>Keywords</b>	<i>Tourism, Tourism Management, Travel Agency, Tour Operations, Transportation Management.</i>

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

1. *Cottman, Travel & Tourism*
2. *Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.*
3. *Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.*
4. *Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.*
5. *Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.*
6. *Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.*
7. *Kaul R.N 1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,*

#### **Online Resources–**

<https://www.edx.org/learn/tourism-management&ved>

[https://onlinecourses.swayam2.ac.in/cec22\\_ge36/preview&ved](https://onlinecourses.swayam2.ac.in/cec22_ge36/preview&ved)

### **PART-D: Assessment and Evaluation**

#### **Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

<b>End Semester Exam (ESE):</b>	Two section – A & B Section A: Q1. Objective – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks
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**Name and Signature of Convener & Members: (CBOS)**

**NEXT-----HONORS & RESEARCH : SEMESTER 07 & 08**

*Sal* *B* *Amm*  
*my* *SJ*

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

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSC- 19</b>	
2	<b>Course Title</b>	<b>Strategic Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Course (DSC)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the concept of strategic management</i></li> <li>➤ <i>Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.</i></li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Strategy:</b> Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.		<b>15</b>
<b>II</b>	<b>Strategy Formulation:</b> concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.		<b>15</b>
<b>III</b>	<b>Corporate Level Strategies:</b> Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice		<b>15</b>
<b>IV</b>	<b>Strategy Implementation:</b> Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, <b>Strategy Evaluation and Control:</b> Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		<b>15</b>
<b>Keywords</b>	<b>Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies Nag, A. (2)</i></li> <li>2. <i>Strategic Management – Analysis, Implementation and Control, Vikas Publishing House</i></li> <li>3. <i>Kachru, U. (2005). Strategic Management – Excel Books</i></li> <li>4. <i>J.A. Pearce &amp; R.B. Robinson; Strategic Management Formulation Implementation Control; McGraw Hill</i></li> <li>5. <i>Business Policy and Strategic Management - L.M. Prasad, Sultan Chand &amp; Sons, New Delhi</i></li> <li>6. <i>Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010</i></li> <li>7. <i>Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand &amp; Sons, New Delhi,</i></li> </ol>			



**Online Resources–**

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved>

<https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved>

**PART-D:AssessmentandEvaluation****SuggestedContinuousEvaluation Methods:**

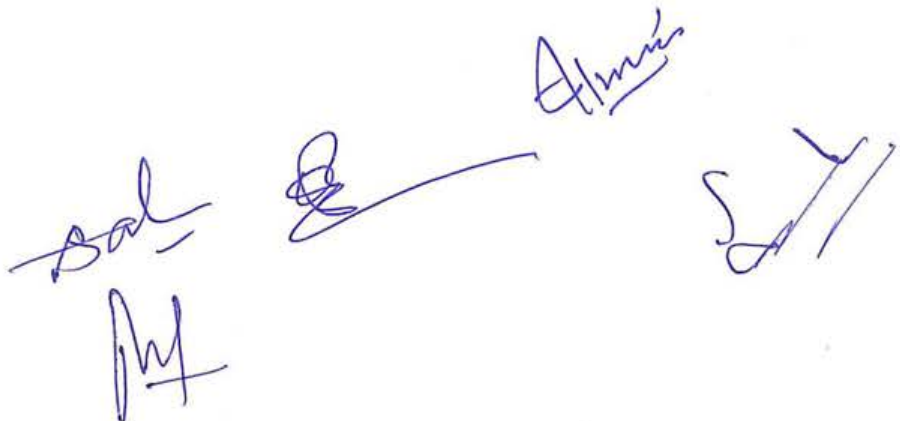
**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

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

**NameandSignatureofConvener&Members: (CBOS)**

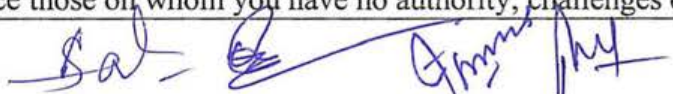


## FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF MANAGEMENT

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree / Honors)		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -05	
2	Course Title	Elective A – Human Resource Management: People Management and Corporate Etiquettes	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Ability to examine the difference between People Management with Human Resource Management.</li> <li>➤ Ability to explain the need for and importance of People Management.</li> <li>➤ Ability to list modern methods of performance and task assessment.</li> <li>➤ Ability to analyse the factors influencing the work life balance of a working individual.</li> <li>➤ Demonstrating the various types of essential etiquettes in a corporate environment.</li> <li>➤ Construct effective presentations, group discussions and the professional pre requisites.</li> <li>➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
Unit	Topics (Course contents)		No. of Period
I	<b>People Management:</b> Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. <b>Getting Work Done and Building Peer Networks:</b> Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. <b>Performance Management:</b> meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;		15
II	<b>Motivation:</b> Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation <b>Managing Self :</b> Reflection on what does it mean to be a people manager; building a personal development plan for oneself, <b>Self-Stress Management:</b> Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. <b>Building Peer Networks:</b> Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of		15



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

### PART-C: Learning Resources

#### Text Books, Reference Books and Others

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

#### Online Resources–

<https://emilypost.com/online-course-business-etiquette-essentials&ved>

<https://www.udemy.com/topic/business-etiquette/&ved>

<https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved>

### PART-D: Assessment and Evaluation

#### Suggested Continuous Evaluation Methods:

**Maximum Marks: 100 Marks**

**Continuous Internal Assessment (CIA): 30 Marks**

**End Semester Exam (ESE): 70 Marks**

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

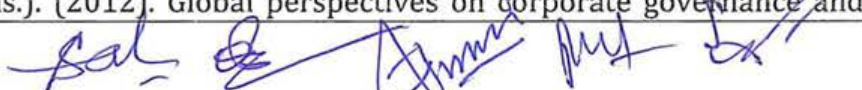
Name and Signature of Convener & Members: (CBOS)

## FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -06	
2	Course Title	Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ To know the concept of Corporate Governance.</li> <li>➤ To learn the concept of Corporate Social Responsibility.</li> <li>➤ To know about the challenges faced by MNCs in implementation of CSR.</li> <li>➤ To compare the CSR with Corporate Sustainability.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Corporate Governance:</b> Meaning, Significance, Functions and Objectives. Evolution and Development of Corporate Governance in India. Pillars and Components. Conceptual framework of Corporate Governance, Recent Development in Corporate Governance.		15
II	<b>Corporate Governance Reforms:</b> Major Corporate Scandals in India and Abroad, Common Governance Problems Noticed in various Corporate Failures, Codes & Standards on Corporate Governance, Standards in different Jurisdictions, Stakeholder Engagement <b>Organizational Theories:</b> Organizational Theories (including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies, Case Study.		15
III	<b>Corporate Social Responsibility (CSR):</b> Concept of CSR, Corporate Philanthropy, Early roots of Corporate Social Responsibility. Does Corporate Social Responsibility improve Financial Performance? Sustainability and stakeholder perspective, Strategic Planning and Corporate Social Responsibility		15
IV	<b>Relationship of CSR with Corporate Sustainability:</b> CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.		15
Keywords	Corporate Governance, Organisational Theories, Corporate Social Responsibility.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Monks, R., Minow, N.: Corporate Governance; 4 <sup>th</sup> edition, Wiley-Blackwell publishing, 2008			
2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and			

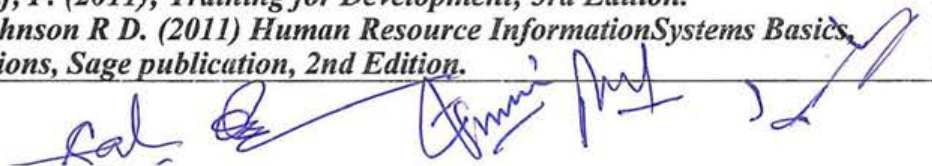


CSR. Gower Publishing, Ltd. 3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi 4. CS Rajesh Lohia, Corporate Social Responsibility (CSR) Activities & Projects Under The Companies Act, 5. A. C. Fernando, E. K. Satheesh, et al., Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson		
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100 Marks</b> <b>Continuous Internal Assessment (CIA): 30 Marks</b> <b>End Semester Exam (ESE): 70 Marks</b>		
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	<b>Internal Test/Quiz-(2): 20 &amp; 20</b> <b>Assignment/Seminar- 10</b> <b>Total Marks- 30</b>	<b>Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>Two section– A &amp; B</b> <b>Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type-5x4=20 Marks</b> <b>Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks</b>	

**Name and Signature of Convener & Members: (CBOS)**

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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester:</b> VII	<b>Session:</b> 2024-2028
1	<b>Course Code</b>	BBSE -07	
2	<b>Course Title</b>	Elective A – Human Resource Management: Talent Management	
	<b>Course Type</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Students will be able to understand and articulate advanced concepts of Talent Management within organization.</i></li> <li>➤ <i>Apply talent positioning within the subsidiaries and business units.</i></li> <li>➤ <i>Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors.</i></li> <li>➤ <i>Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.</i></li> </ul>	
6	<b>Credit Value</b>	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	<b>Total Marks</b>	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
Unit	Topics (Course contents)		No. of Period
I	<b>Talent Management:</b> Introduction, Overview, History, Meaning and importance of talent management ; Scope and Need of Talent Management, Key Processes of Talent Management, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.		15
II	<b>Strategies of Talent Management:</b> Talent Management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.		15
III	<b>Talent Planning:</b> Objectives, steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning, Current Industry Practices for Talent Planning. Coaching and Mentoring as Career Development Tools.		15
IV	<b>Knowledge Management:</b> Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations. Types of Knowledge: Tacit and Explicit; Managing Knowledge workers. Talent vs. Knowledge People, Knowledge Management strategies: Aligning individual needs with organisation, Reward systems for Knowledge Management, Knowledge Audit, Benchmarking, Balance Score card, Gap Analysis.		15
<b>Keywords</b>	<i>Talent Management, Talent Planning, Knowledge Management.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
1. Michael Armstrong (2020); <i>A Handbook of HRM Practice</i> ; Kogan Page; 15 <sup>th</sup> Edition.			
2. Pareek, Udai and Lynton, Rolf, P. (2011); <i>Training for Development</i> ; 3rd Edition.			
3. Kavanagh MJ. T Mohan , Johnson R D. (2011) <i>Human Resource Information Systems Basics, Applications, and Future Directions</i> , Sage publication, 2nd Edition.			



4. Badgi S M (2012), *Practical Guide to Human Resource Management Systems*, PHI publication.
5. Lance A. Berger, Dorothy Berger: *Talent management handbook*, McGraw Hill New York.
6. T.V Rao: *Hurconomics for Talent Management: Making the HRD Missionary Business driven*, Pearson Education
7. Cappeli Peter: *Talent on Demand –Managing Talent in an age of uncertainty*, Harvard Business press.

**Online Resources–**

<https://www.udemy.com/topic/talent-management/&ved>

[https://onlinecourses.nptel.ac.in/noc24\\_mg60/preview&ved](https://onlinecourses.nptel.ac.in/noc24_mg60/preview&ved)

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

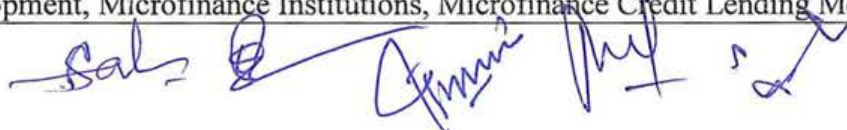
End Semester Exam (ESE): 70 Marks

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

**Name and Signature of Convener & Members: (CBOS)**

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

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VII</b> Session: 2024-2028	
1	Course Code	BBSE -05	
2	Course Title	Elective B – Finance: Micro Finance	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Explain the nature of Microfinance and specific terms used in Microfinance</li> <li>➤ Learn about Microfinance products and Services.</li> <li>➤ Choose appropriate model of Microfinance Institutions and develop Microfinance products.</li> <li>➤ Know in detail about Microfinance Institutions.</li> <li>➤ Identify the role of Microfinance Institutions in Social and Economic Development.</li> </ul>	
6	Credit Value	4 Credits	<i>Credit=15 Hours-learning &amp; Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Microfinance:</b> Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; microfinance client; Difference between micro-finance and micro credit		15
II	<b>Micro-finance Products and Services:</b> Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services. <b>Microfinance Credit Lending Models:</b> Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; Self-help group model; and rotating savings and credit association.		15
III	<b>Microfinance Institutions:</b> Objectives of the Microfinance institutions; importance of Microfinance institutions; attributes of a good Microfinance institutions; institutional types; formal financial institutions; semiformal financial institutions; and informal financial providers. Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs);		15
IV	<b>Microfinance and Development:</b> Microfinance and women empowerment; Role of micro-finance in development; microfinance and health; Microfinance and Microenterprise development; Microfinance and education; Handicrafts and handloom and cottage industry development; Agri- industry and agriculture development; Microfinance and networking; and micro insurance policies and practices		15
<b>Keywords</b>	Microfinance and Development, Microfinance Institutions, Microfinance Credit Lending Models		



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

1. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications
2. Baral, S.K. and Bihari, S.C. Rural Marketing and Micro Finance: Text and Cases, New Delhi: A.I.T.B.S. Publishers, India
3. The New Micro Finance Handbook: A Financial Market System Perspective, Washington D.C.: The World Bank

**Online Resources–**

<https://www.findevgateway.org/training-resources&ved->

<https://hedera.online/training.html&ved->

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

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

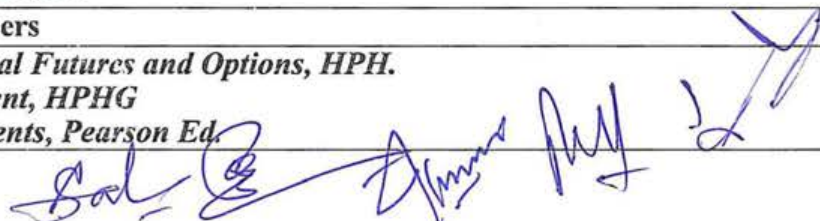
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	Two section– A & B Section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

**Name and Signature of Convener & Members: (CBOS)**



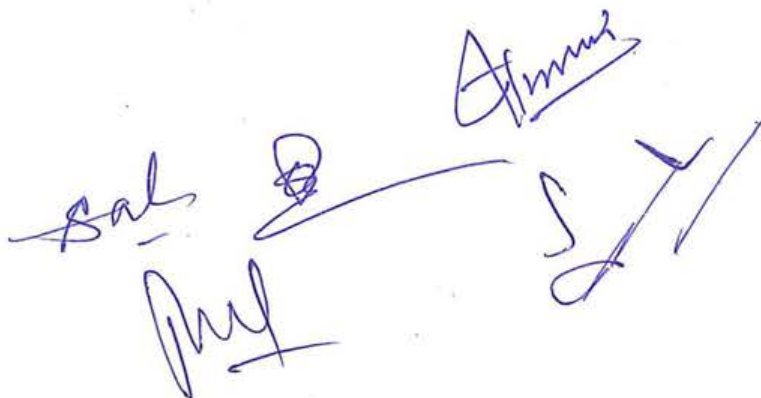
FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)  
DEPARTMENT OF Management  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VII	Session: 2024-2025
1	Course Code	BBSE -06	
2	Course Title	Elective B – Finance: Security Analysis and Portfolio Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Learn the concept of basics of Investment.</li> <li>➤ Evaluate the different types of alternatives.</li> <li>➤ Evaluate the portfolio and portfolio management.</li> <li>➤ Know the concept of risk and returns</li> <li>➤ Gain the knowledge of fundamental and technical analysis.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Investments:</b> Investment process, Criteria for Investment, Types of Investors, Investment, Speculation and Gambling; Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. <b>Risk Return Relationship:</b> Meaning of risk, Types of risk, Measuring risk, Risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, Expected return, Investors attitude towards Risk and Return.		15
II	<b>Security Market-</b> Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		15
III	<b>Fundamental Analysis and Technical Analysis:</b> Introduction- Investment Analysis; Fundamental Analysis; Macro Economic Analysis; Industry Analysis; Company Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		15
IV	<b>Portfolio Management:</b> Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model – Assumptions – Specific model; Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.		15
<b>Keywords</b> Investment, Security Market, Fundamental Analysis, Technical Analysis, Portfolio Management..			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH. 2. Singh Preeti, Investment Management, HPHG 3. Alexander Fundamental of Investments, Pearson Ed.			



<p>4. <i>Hangen: Modern Investment theory. Pearson Ed.</i>  5. <i>Kahn: Technical Analysis – Plain and sample Pearson Ed.</i>  6. <i>Ranganthan: Investment Analysis and Port folio Management.</i>  7. <i>Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.</i>  8. <i>Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India</i>  9. <i>Newyork Institute of Finance – How the Bond Market work – PHI.</i>  10. <i>Mayo Investment Thomason hearing</i></p>		
<p>Online Resources–  <a href="https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&amp;ved=">https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&amp;ved=</a>  <a href="https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&amp;ved=">https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&amp;ved=</a></p>		
<p><b>PART-D:AssessmentandEvaluation</b></p>		
<p>SuggestedContinuousEvaluation Methods:  Maximum Marks: 100Marks  ContinuousInternalAssessment(CIA): 30Marks  EndSemesterExam(ESE): 70 Marks</p>		
<p>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</p>	<p>InternalTest/Quiz-(2):20&amp;20  Assignment/Seminar- 10  TotalMarks- 30</p>	<p>Bettermarks outofthetwoTest/ Quiz  +obtainedmarksinAssignmentshallbe considered against 30 Marks</p>
<p>EndSemester Exam (ESE):</p>	<p>Twosection– A &amp;B  SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks  SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks</p>	

NameandSignatureofConvener&MembersofCBoS:

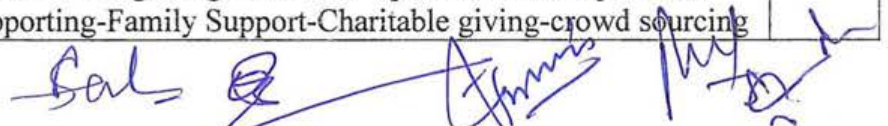


## FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF MANAGEMENT

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session:2024-2028</b>
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Provide the foundation for financial decision making.</li> <li>➤ List out various savings and investment alternatives for a common man.</li> <li>➤ Give a detailed overview of stock market and stock selection.</li> <li>➤ Orient the learners about mutual funds and the criteria for selection.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<p><b>Foundation For Finance:</b> Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro.</p> <p><b>Banking in India:</b> Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.</p> <p><b>Orientation to Financial Statements:</b> financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.</p>		15
II	<p><b>Investment Management:</b> Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools. Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal.</p> <p><b>Stock Markets:</b> Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants.</p> <p><b>Stock Selection:</b> Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.</p>		15
III	<p><b>Mutual Funds And Financial Planning Essentials:</b> Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square. Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan. Giving and Supporting-Family Support-Charitable giving-crowd sourcing</p>		15



	forneeds.	
<b>IV</b>	<b>Project Work:</b> 1. Prepare a Spreadsheet modeling using financial functions. 2. Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) 3. Prepare a exercise on calculation of net asset value of mutual fund scheme.	<b>15</b>
<b>Keywords</b>	<i>Finance, Banking, Stock markets, Mutual Funds, Financial Planning.</i>	

### **PART-C: Learning Resources**

TextBooks, Reference Books and Others

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

Online Resources–

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

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

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

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

Name and Signature of Convener & Members of CBOS:



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

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -05</b>	
2	<b>Course Title</b>	<b>Elective C – Marketing: E Commerce</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Familiarise with different types of E - Commerce</li> <li>➤ Differentiate between E - Commerce and E- Services</li> <li>➤ Understanding Technology in E - Commerce.</li> <li>➤ Facilitating Electronic Payment System.</li> <li>➤ Knowledge about Security Issues in E - Commerce</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Introduction to E-Commerce:</b> E-Commerce: Meaning, Nature, Concepts of E-Commerce; E-Commerce vs E-Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer to Business (C2B), Government to Consumers or Citizens (G2C); Business Models of E-commerce.		<b>15</b>
<b>II</b>	<b>E-Commerce and E – Services:</b> E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E-Retailing; Models of E-Retailing; and Characteristics of E-Retailing; <b>E-Services:</b> Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.		<b>15</b>
<b>III</b>	<b>Technology in E-Commerce:</b> Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider [ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hyper text Transfer Protocol [HTTP]; Cookies.		<b>15</b>
<b>IV</b>	<b>Electronic Payment System:</b> Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; <b>Security Issues in E – Commerce:</b> Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.		<b>15</b>
<b>Keywords</b>	<b>E- Commerce, E- Services, Electronic Payment System.</b>		



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

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education.
7. Schneider Gray – Electronic Commerce – Cengage Learning

**Online Resources–**

<https://www.coursera.org/courses%3Fquery%3De-commerce&ved>

<https://www.edx.org/learn/ecommerce&ved>

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

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

**Name and Signature of Convener & Members: (CBOS)**

*Sal* *[Signature]* *[Signature]* *[Signature]*

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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -06</b>	
2	<b>Course Title</b>	<b>Elective C – Marketing: Retail Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Knowledge of the types and forms of Retail business.</li> <li>➤ Ability to examine Consumer Behaviour in various environments.</li> <li>➤ Ability to analyse various Retail operations and evaluate them.</li> <li>➤ Ability to analyse various marketing mix elements in retail operations.</li> <li>➤ Learning of Information Technology in Retail business.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>RETAIL BUSINESS:</b> Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors – present Indian retail scenario. <b>CONSUMER BEHAVIOUR IN RETAIL BUSINESS:</b> Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.		<b>15</b>
<b>II</b>	<b>RETAIL OPERATIONS:</b> Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Stores designing; Space planning; Inventory management; Merchandise Management; Category Management.		<b>15</b>
<b>III</b>	<b>RETAIL MARKETING MIX:</b> Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.		<b>15</b>
<b>IV</b>	<b>INFORMATION TECHNOLOGY IN RETAILING:</b> Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.		<b>15</b>
<b>Keywords</b>	<b>Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar & others – Retail Management, VBH. 4. R.S Tiwari ; Retail Management, HPH			



<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>SuggestedContinuousEvaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp; B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

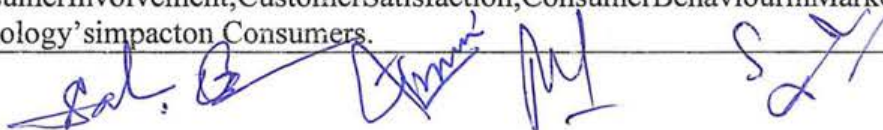
**NameandSignatureofConvener&Members: (CBOS)**

Sal B M J

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	<b>Course Code</b>	<b>BBSE -07</b>	
2	<b>Course Title</b>	<b>Elective C – Marketing: Consumer Behaviour</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ To Know the need for studying consumer behavior.</li> <li>➤ To analyze the factors that affect consumer behavior.</li> <li>➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it.</li> <li>➤ Learning about the factors affecting the consumer in socio-cultural setting.</li> <li>➤ Identifying the post purchase behavior and the technological impact on consumer.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Consumer Behavior:</b> Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer; Organizational consumer decision-making process; Consumer research.		<b>15</b>
<b>II</b>	<b>Consumer Motivation and Personality:</b> Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; Atrio of needs; Major aspects of motivation research; Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		<b>15</b>
<b>III</b>	<b>Consumer Perception, Learning and Attitude:</b> Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		<b>15</b>
<b>IV</b>	<b>Consumer in Socio-Cultural settings:</b> Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimension of Consumer Behavior; Cross-Cultural dimension of consumer analysis. <b>Post Purchase Behaviour:</b> Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		<b>15</b>



<b>Keywords</b>	<b>Consumer Behaviour, Consumer Perception, Motivation, Personality.</b>	
<b>PART-C: Learning Resources</b>		
<b>Text Books, Reference Books and Others</b>		
<ol style="list-style-type: none"> <li>1. Leon G. Schiffman &amp; Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication</li> <li>2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill</li> <li>3. David L. Loudon &amp; Albert J. Della Bitta, (1988), Consumer Behavior</li> <li>4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior</li> <li>5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.</li> <li>6. Loudon and Della, Consumer Behavior: Concepts and Applications.</li> <li>7. Schiffman and Kanuk, Consumer Behavior.</li> <li>8. Bennett, Consumer Behavior.</li> <li>9. S.H. Britt, Consumer Behavior in Theory and Action.</li> </ol>		
<b>Online Resources-</b>		
<a href="https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&amp;ved">https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&amp;ved</a> <a href="https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved">https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 100 Marks</b>		
<b>Continuous Internal Assessment (CIA): 30 Marks</b>		
<b>End Semester Exam (ESE): 70 Marks</b>		
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	<b>Internal Test/Quiz-(2): 20 &amp; 20</b> <b>Assignment/Seminar- 10</b> <b>Total Marks- 30</b>	<b>Better marks out of the two Test/ Quiz</b> <b>*obtained marks in Assignments shall be considered against 30 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</b> <b>Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks</b> <b>Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks</b>	

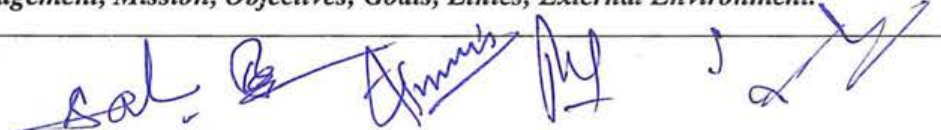
**Name and Signature of Convener & Members: (CBOS)**

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

Handwritten signatures of the convener and members of the CBOS, including a signature that appears to be 'A. Minis' and another that appears to be 'J. J. V.'.

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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSC-20</b>	
2	<b>Course Title</b>	<b>Advanced Strategic Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Course (DSC)</b>	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn the concept of strategic management</li> <li>➤ Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<i>Credit=15 Hours-learning &amp; Observation</i>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Strategic Management:</b> An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits.		<b>15</b>
<b>II</b>	<b>Mission, Objectives, Goals and Ethics:</b> What is mission, concept of goals, Integration of individual and organizational goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy.		<b>15</b>
<b>III</b>	<b>External environment:</b> Analysis and appraisal; Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information. Organisational change and Innovation: Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation		<b>15</b>
<b>IV</b>	<b>Generic Competitive Strategy:</b> Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy <b>Strategic Evaluation and Control:</b> Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.		<b>15</b>
<b>Keywords</b>	<i>Strategic Management, Mission, Objectives, Goals, Ethics, External Environment.</i>		



**PART-C: Learning Resources**

Text Books, Reference Books and Others

1. Kazmi, A. (2014). *Strategic Management and Business Policy*, McGraw Hill Companies □ Nag, A. (2011).
2. *Strategic Management – Analysis, Implementation and Control*, Vikas Publishing House
3. Kachru, U. (2005). *Strategic Management – Excel Books*
4. J.A. Pearce & R.B. Robinson; *Strategic Management Formulation Implementation Control*; McGraw Hill
5. *Business Policy and Strategic Management - L.M. Prasad, Sultan Chand & Sons, New Delhi Books*
6. *Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House, 2010*
7. *Business Policy and Strategic Management – P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999*

Online Resources–

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved><https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved>**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convener &amp; Members: (CBOS)

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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -09</b>	
2	<b>Course Title</b>	<b>Elective A – Human Resource Management: Project Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Know the concept of Project Management.</li> <li>➤ Learn the tools and techniques of Project Management.</li> <li>➤ Compare the importance of Project Management and Project Appraisal.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<i>Credit=15 Hours-learning &amp; Observation</i>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Project Management:</b> Definitions, Significance, and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle and its different phases., Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & Demand Analysis, Collection of Primary & Secondary information, Demand Forecasting, Market Planning, Project Planning: Generation and Screening of Projects Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening, Sources of Positive Net Present Value.		<b>15</b>
<b>II</b>	<b>Project Analysis:</b> Market Demand and Situational Analysis, Demand Forecasting. Technical analysis: Location and Site, Project Charts and Layouts. Financial Analysis: Cost of Project, Means of Finance, Cost of Production, Working Capital Requirement and its Financing. <b>Analysis of Project Risk:</b> Types and Measures of Project Risk, Identification of Critical Sources of Risk, Sensitivity Analysis, Scenario Analysis, Decision-tree Analysis, Selection of a Project-Methods.		<b>15</b>
<b>III</b>	<b>Project Appraisal:</b> Cost benefit analysis (Cash flow projections), Financial Evaluation: Capital budgeting techniques-discounted and non-discounted, Project Rating Index, Critical examination of evaluation techniques, Economic, Commercial, Social cost benefit analysis in public and private sectors, Investment criteria and choice of technique.		<b>15</b>
<b>IV</b>	<b>Project Implementation:</b> Forms of Project Organization, Project Control & Control Charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to Project Network & Determination of critical path, Preparation of comprehensive, Project Report, Project Termination-Types and Process.		<b>15</b>
<b>Keywords</b>	<i>Project Management, Project Analysis, Project Risk, Project Appraisal, Project Implementation.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
1. Project Management: A Managerial Approach, John Wiley & Sons, 7th Edition.			
2. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1st Edition			

*Sal G. Kumar*

3. Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw-Hill, 9th Edition.
4. V. Desai : Project Management & Entrepreneurship.
5. P. Chandra : Projects (Planning, Analysis, Selection, Implementation & Review)
6. B.M. Patel : Project Management
7. Stoiner & Ryam : Industrial Project Management
8. Harold Kerzner : Project Management – A systems approach to planning scheduling and controlling
9. United Nations : Manual for Evaluation of Industrial Projects
10. H.P.S. Patwa : Project Reports & Appraisals

**Online Resources–**

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

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

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

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

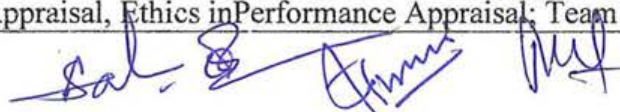
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	
<b>End Semester Exam (ESE):</b>	<b>Two section– A &amp;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

**Name and Signature of Convener & Members: (CBOS)**

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-VIII</b>	<b>Session: 2024-28</b>
1	<b>Course Code</b>	<b>BBSE -10</b>	
2	<b>Course Title</b>	<b>Elective A – Human Resource Management: Compensation &amp; Performance Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<i>As per requirement</i>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Learn the concepts of Compensation management.</i></li> <li>➤ <i>Describe job evaluation and its methods.</i></li> <li>➤ <i>Evaluate the different methods of wages.</i></li> <li>➤ <i>Describe performance management and methods of performance management.</i></li> <li>➤ <i>Preparation of Payroll.</i></li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<i>Credit=15 Hours-learning &amp; Observation</i>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Compensation Management:</b> Compensation - Definition - Classification - Types- Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees; Compensation and Non-compensation Dimensions, Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.		<b>15</b>
<b>II</b>	<b>Job Evaluation:</b> Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements. <b>Wage and Salary Administration:</b> Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages-Basic Wages-Overtime Wages - Dearness Allowance Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll		<b>15</b>
<b>III</b>	<b>Performance Management and Issues In Performance Management:</b> Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management. <b>Performance Appraisal Methods:</b> Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal; Team Performance		<b>15</b>



	Management; Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.	
<b>IV</b>	<b>Project Work:</b> .List the various components of total compensation in a Multinational Companies. 2. Construct a questionnaire for a salary survey on Nurses/ Teachers /IT Professionals etc. 3. Design a Performance Appraisal plan using any Modern Performance Appraisal Tool for an IT company. 4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)	<b>15</b>
<b>Keywords</b>	<b>Compensation Management, Job Evaluation, Wage &amp; Salary Administration, Performance Appraisal.</b>	

### **PART-C: Learning Resources**

Text Books, Reference Books and Others

1. Joseph J. Martocchio, *Strategic Compensation, 3rd Edition, Pearson Education*
2. Michael Armstrong & Helen Murlis: *Hand Book of Reward Management – Crust Publishing House.*
3. Milkovich & Newman, *Compensation, Tata McGraw Hill*
4. Richard I. Anderson, *Compensation Management in Knowledge based world, 10th edition, Pearson Education*
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: *People, Performance & Pay – Free Press.*
6. Aguinis Herman, *Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.*
7. Aziz A, *Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.*
8. Bhatia S.K, *Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.*
9. BD Singh, *Compensation & Reward Management, Excel Books*
10. Cardy R.L, *Performance Management: Concepts, Skills and Exercises, 2008, PHI, New Delhi.*
11. Goel Dewkar, *Performance Appraisal and Compensation Management: A Modern Approach, 2nd Edition, 2008, PHI, New Delhi.*
12. Sarma A.M, *Performance Management System, 1st Edition, 2008, Himalaya Publication.*

Online Resources–

- <https://ecampusontario.pressbooks.pub/hrforoperationsmanagers/chapter/12-9-performance-management-and-compensation/&ved>  
<https://www.phindia.com/Books/BookDetail/9788119364039/performance-appraisal-and-compensation-management-goel&ved>

### **PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

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

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

*(Handwritten signatures of the Convener and Members)*

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-VIII	Session: 2024-28
1	Course Code	BBSE -11	
2	Course Title	Elective A – Human Resource Management: Industrial Relations	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Sensitize the students with the Industrial Relations scenario in India</li> <li>➤ Introduce students to Basic Concepts in Industrial Relations</li> <li>➤ Enable students, understand the dynamic nature of Indian Industrial Relations</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Industrial Relations (IR):</b> Definition, Scope, Objectives, Factors affecting IR, Participants of IR, Importance of IR. Approaches to Industrial Relations, System of IR in India.		15
II	<b>Collective Bargaining:</b> Definition, Meaning, Nature, essential conditions for the success of collective bargaining, Functions of Collective Bargaining, Importance of Collective Bargaining, Collective Bargaining Process. <b>Negotiations:</b> Types of Negotiations-Problem solving attitude, Techniques of Negotiation, Negotiation Process, Essential skills for Negotiation, Workers Participation in Management.		15
III	<b>Trade Unions:</b> Meaning, Trade Union movement in India, Objective, Role and functions of the Trade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities of Trade Unions, Problems of Trade Unions, Employee Relations in IT sector		15
IV	<b>Grievance:</b> Meaning and forms, sources of grievance, approaches to grievance machinery, Grievance procedures, and model grievance procedure. Disciplinary procedures, approaches to manage discipline in Industry.. <b>Indian Industrial Relations:</b> Changes And Challenges - Liberalization and Indian Industrial Relations. The future of Industrial Relations in the wake of changes in work culture. Effects of changes in Labour Laws on Indian Industrial Relations		15
<b>Keywords</b> Industrial Relations, Collective Bargaining, Trade Union, Grievance.			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Bose, Subhas Chandra, <i>The Trade Union Movement, Selected Speeches of Subhas Chandra Bose</i>, Publication Division, Government of India, New Delhi, 1992</li> <li>2. Giri V V: <i>Labour Problems in Indian Industry</i>, Asia Publishing House, Mumbai, 1972</li> <li>3. Yoder, Dale: <i>Personnel Management and Industrial Relations</i>, Oxford University Press, 1972</li> <li>4. Davar R S: <i>Personnel Management and Industrial Relations in India</i>, Himalaya Publishing</li> </ol>			

*(Handwritten signatures)*

<i>House, Mumbai, 1998</i>		
5. <i>Mamoria C B: Industrial Relations in India, Himalaya Publishing House, Mumbai, 1998</i>		
6. <i>Venkata Ratnam, C.S., Industrial Relations, Oxford University Press, New Delhi, 2006</i>		
<b>Online Resources–</b>		
<a href="https://vvnli.gov.in/en/course/online-training-programme-industrial-relations-and-trade-unionism-transforming-world-work&amp;ved">https://vvnli.gov.in/en/course/online-training-programme-industrial-relations-and-trade-unionism-transforming-world-work&amp;ved</a>		
<a href="https://scol.ac.in/IndustrialrelationsandLabourLaws/&amp;ved">https://scol.ac.in/IndustrialrelationsandLabourLaws/&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>SuggestedContinuousEvaluation Methods:</b>		
Maximum Marks: 100Marks		
ContinuousInternalAssessment(CIA): 30Marks		
EndSemesterExam(ESE): 70 Marks		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**NameandSignatureofConvener&Members: (CBOS)**

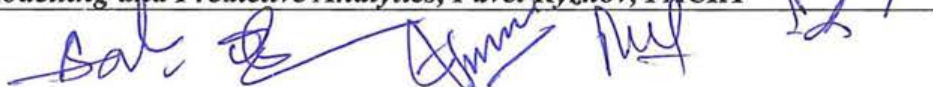
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FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)  
DEPARTMENT OF Management  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	BBSE -09	
2	<b>Course Title</b>	Elective B – Finance: Financial Analytics	
	<b>Course Type</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite (if, any)</b>	As per requirement	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Analyze and model financial data.</li> <li>➤ Access the different open-source domains.</li> <li>➤ Evaluate and build model on time series data.</li> <li>➤ Execute the statistical analysis using python.</li> </ul>	
6	<b>Credit Value</b>	4 Credits	Credit=15 Hours-learning & Observation
7	<b>Total Marks</b>	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Financial Analytics:</b> Meaning-Importance of Financial Analytics uses-Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel)		15
II	<b>Access to Financial Data Using Latest Technology:</b> Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		15
III	<b>Time Series Modeling:</b> Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		15
IV	<b>Python:</b> Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data. Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.		15
<b>Keywords</b>	Financial Analytics, Financial Data, Time Series, Python.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Python for finance: Yves hilpisces</li> <li>2. Hands on Data analysis with Pandas: Stefanie molin.</li> <li>3. Hands on Python for finance, Krish Naik, Packt</li> <li>4. Python For Finance, Yuxing Yan, Packt</li> <li>5. Mastering Python for Finance, James Ma Weiming, Pack Publishing</li> <li>6. Financial Reporting and Financial Statement Analysis, M Hanif, A Mukherjee, McGraw Hill</li> <li>7. Haskell Financial Data Modelling and Predictive Analytics, Pavel-Ryzhov, PACKT</li> </ol>			



**Online Resources–**

<https://usiu-ke.libguides.com/c.php%3Fg%3D942895%26p%3D6796651&ved>

<https://imarticus.org/blog/what-are-some-good-resources-about-learning-financial-analysis/&ved>

**PART-D:AssessmentandEvaluation****SuggestedContinuousEvaluation Methods:**

**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz *obtainedmarksinAssignmentshallbe considered against 30 Marks
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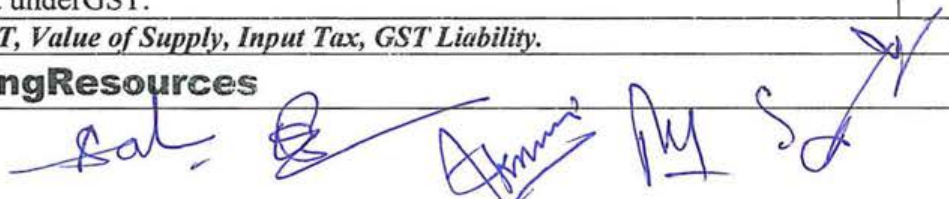
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks
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**NameandSignatureofConvener&Members: (CBOS)**

Sal Amun

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

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-28</b>
1	<b>Course Code</b>	<b>BBSE -10</b>	
2	<b>Course Title</b>	<b>Elective B – Finance: Goods and Service Tax</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if, any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.</li> <li>➤ Analyze the history of indirect taxation in India and the structure of the Indian tax system.</li> <li>➤ Know the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.</li> <li>➤ Learn the time, place, and value of supply under GST, and apply this knowledge</li> <li>➤ To calculate the value of supply and determine GST liability.</li> <li>➤ Interpret input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Basics of Taxation:</b> Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation. <b>Goods and Services Tax:</b> Framework and Definitions; Introduction to Goods and Services Tax; Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		<b>15</b>
<b>II</b>	<b>Time, Place And Value of Supply:</b> Time of Supply – in case of Goods and in case of Services - Problems on ascertaining; Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.		<b>15</b>
<b>III</b>	<b>GST Liability and Input Tax Credit:</b> Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		<b>15</b>
<b>IV</b>	<b>GST Procedures:</b> Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		<b>15</b>
<b>Keywords</b>	<b>Taxation, GST, Value of Supply, Input Tax, GST Liability.</b>		
<b>PART-C: Learning Resources</b>			



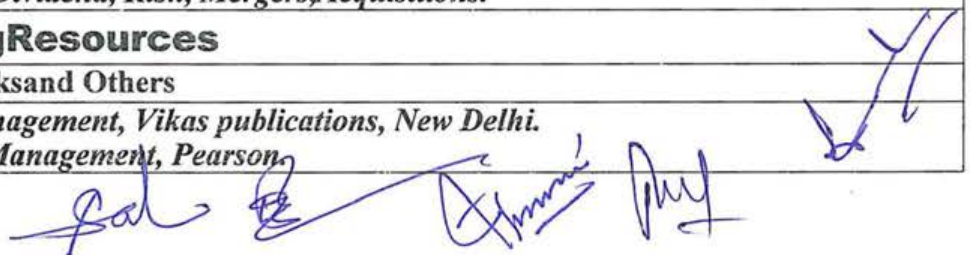
<b>TextBooks,ReferenceBooksand Others</b>		
1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education		
2. Datey, V S, "Indirect Taxes", Taxmann Publications.		
3. Hiregange et al, "Indirect Taxes", Puliani and Puliani.		
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.		
5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.		
6. Garg, Kamal, "Understanding GST", Bharat Publications.		
7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani		
<b>Online Resources–</b>		
<a href="https://www.gstzen.in/a/resources.html&amp;ved">https://www.gstzen.in/a/resources.html&amp;ved</a>		
<a href="https://www.gstzen.in/a/resources.html&amp;ved">https://www.gstzen.in/a/resources.html&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>SuggestedContinuousEvaluation Methods:</b>		
<b>Maximum Marks:</b>		<b>100Marks</b>
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answerype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

NameandSignatureofConvener&MembersofCBOS:

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

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2025
1	Course Code	BBSE -11	
2	Course Title	Elective B – Finance: Corporate Financial Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ <i>Learn and determine the overall cost of capital.</i></li> <li>➤ <i>Comprehend the different advanced capital budgeting techniques.</i></li> <li>➤ <i>Study the importance of dividend decisions and dividend theories.</i></li> <li>➤ <i>Evaluate mergers and acquisition.</i></li> <li>➤ <i>Enable the ethical and governance issues in financial management.</i></li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Cost of Capital and Capital Structure Theories:</b> <b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. <b>Theories of Capital Structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		15
II	<b>Risk Analysis in Capital Budgeting:</b> <b>Risk Analysis:</b> Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.		15
III	<b>Dividend Decisions:</b> Meaning - Types of Dividends – Types of Dividend Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		15
IV	<b>Mergers and Acquisitions:</b> Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.		15
Keywords	<i>Cost of Capital, Dividend, Risk, Mergers, Acquisitions.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. I M Pandey, Financial management, Vikas publications, New Delhi.			
2. Abrish Gupta, Financial Management, Pearson			



3. Khan & Jain, *Basic Financial Management*, TMH, New Delhi.
4. S N Maheshwari, *Principles of Financial Management*, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, *Fundamentals of Financial Management*, PHI, New Delhi.
6. B. Mariyappa, *Advanced Financial Management*, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, *Financial Management*, Taxman Publications
8. Prasanna Chandra, *Financial Management, Theory and Practice*, Tata McGraw Hill.

**Online Resources–**

<https://www.edx.org/learn/financial-management&ved->

<https://corporatetfinanceinstitute.com/resources/&ved>

**PART-D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

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

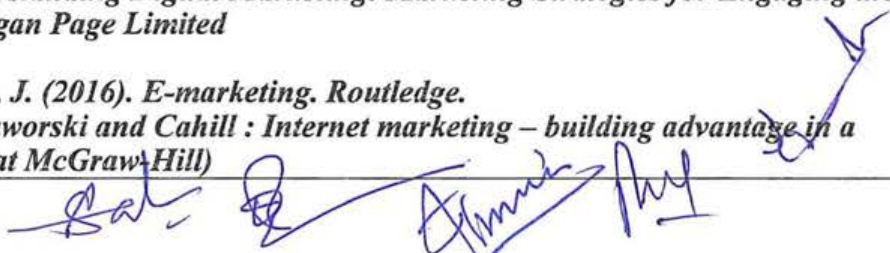
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- Total Marks-	
End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective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

**Name and Signature of Convener & Members:**



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

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VIII	Session: 2024-2028
1	Course Code	BBSE -09	
2	Course Title	Elective C – Marketing: Digital Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ students will gain knowledge of several updated technologies involved in this digital Marketing era.</li> <li>➤ Learn about How search Engine Works.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Digital Marketing:</b> Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression- SEO Optimization- CRM platform-Google Analytics- Social Media Marketing- Budgeting.		15
II	<b>Digital Marketing Budgeting:</b> Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest Digital Marketing Trends.		15
III	<b>Search Engine Optimization:</b> Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.		15
IV	<b>Social Media Marketing:</b> Social Media- SMM v/s SMO- Benefits of SMM- Social Media Strategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; Instagram Marketing; Google Marketing; LinkedIn Marketing; Contextual Marketing. <b>Internet demographics:</b> On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web.		15
Keywords	Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ul style="list-style-type: none"> <li>➤ <i>The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, McGraw Hill Education.</i></li> <li>➤ <i>Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited</i></li> <li>➤ <i>References</i></li> <li>➤ <i>Frost, R. D., &amp; Strauss, J. (2016). E-marketing. Routledge.</i></li> <li>➤ <i>Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a networked economy (Tat McGraw-Hill)</i></li> </ul>			



<b>Online Resources–</b> <a href="https://www.webfx.com/digital-marketing/&amp;ved">https://www.webfx.com/digital-marketing/&amp;ved</a> <a href="https://digitalmarketinginstitute.com/resources/ebooks&amp;ved">https://digitalmarketinginstitute.com/resources/ebooks&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>SuggestedContinuousEvaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> SectionA:Q1.Objective–10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typeqts.,1outof2fromeachunit-4x10=40Marks	

**NameandSignatureofConvener&Members: (CBOS)**

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

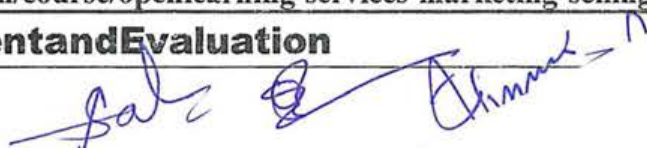
<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	<b>BBSE -10</b>	
2	<b>Course Title</b>	<b>Elective C – Marketing: Product &amp; Brand Management</b>	
	<b>Course Type</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite (if any)</b>	<b>As per requirement</b>	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Present contemporary view of the role of Brand Management.</li> <li>➤ Explore various issue related to Brand Management.</li> <li>➤ Develop a critical understanding of the process involved in Private Label Management in Retailing.</li> <li>➤ Learn the skills of Management of Brand and Private Label.</li> </ul>	
6	<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)</b>			
<b>Unit</b>	<b>Topics (Course contents)</b>		<b>No. of Period</b>
<b>I</b>	<b>Brand: Meaning – Definition – Role of Brand – Brand Positioning &amp; Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria- Marketing; Advantages Of Strong Brands- Financial Brand Value.</b>		<b>15</b>
<b>II</b>	<b>Consumer's Concept Of 'Self-Image': Brand Proposition – Brand Name &amp; Brand Awareness Describes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- Brand Awareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management – Various Issues Related To Brand Management – Process Involve In Building &amp; Managing Brand In Retail-Brand Positioning- Value proposition- Brand positioning And Relaunching.</b>		<b>15</b>
<b>III</b>	<b>Planning &amp; Implementing: Private Label Marketing Programs- Criteria For Choosing Private Label Elements-Options &amp; Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For Brand Building- Leveraging Secondary Brand Associations To Private Brand Building.</b>		<b>15</b>
<b>IV</b>	<b>Measuring &amp; Interpreting Private Label Performance: Developing A private Brand Equity Measurement &amp; Management System- Measuring Sources of Brand Equity - Outcome of Brand label - Equity Identifying &amp; Establishing Private Label Positioning.</b>		<b>15</b>
<b>Keywords</b>	<b>Brand, Consumer, Planning, Implementing, Private Label Performance.</b>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<ol style="list-style-type: none"> <li>1. <i>Bajaj, Tuli &amp; Srivastava, Retail Management, Oxford University Press, New Delhi</i></li> <li>2. <i>Kelley &amp; Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008</i></li> <li>3. <i>Dunne, P. M., Lusch, R. F., &amp; Carver, J. R. (2013). Retailing. Cengage Learning.</i></li> <li>4. <i>Gilbert, D. (2003). Retail marketing management. Pearson Education India.</i></li> <li>5. <i>S.L. Gupta, Retail Management</i></li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/">https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/</a> <a href="https://www.iupindia.in/Brand_Management.asp&amp;ved">https://www.iupindia.in/Brand_Management.asp&amp;ved</a>			

<b>PART-D:AssessmentandEvaluation</b>		
<b>SuggestedContinuousEvaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>	<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>	<b>70 Marks</b>	
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz *obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<b>EndSemester Exam (ESE):</b>	<b>Twosection- A &amp;B</b> SectionA:Q1.Objective-10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**NameandSignatureofConvener&Members: (CBOS)**

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

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VIII</b>	<b>Session: 2024-2028</b>
1	<b>Course Code</b>	BBSE -11	
2	<b>Course Title</b>	Elective C – Marketing: Services Marketing	
	<b>Course Type</b>	Discipline Specific Elective (DSE)	
4	<b>Pre-requisite (if any)</b>	As per requirement	
5	<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn service Marketing, features, classification of services.</li> <li>➤ Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy.</li> <li>➤ Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning.</li> </ul>	
6	<b>Credit Value</b>	4 Credits	Credit=15 Hours-learning & Observation
7	<b>Total Marks</b>	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Understanding Services marketing:</b> Introduction - Characteristics of services marketing mix - services in the modern economy - Classification of services - marketing services Vs. Physical services <b>Customer Expectations of service:</b> Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards		15
II	<b>Pricing &amp; Promotion Strategies for Services:</b> Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies into practice.		15
III	<b>Service Promotion:</b> The role of marketing communication; Implication for communication strategies, marketing communication mix.		15
IV	<b>Marketing plans for services:</b> The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitoring marketing planning and services.		15
<b>Keywords</b>	Services Marketing, Service Promotion, Marketing Plans.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. <i>Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.</i></li> <li>2. <i>Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml &amp; Mary Jo Bitner: TMH.</i></li> <li>3. <i>Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee,</i></li> <li>4. <i>Pearson.</i></li> <li>5. <i>Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009</i></li> </ol>			
<b>Online Resources–</b>			
<a href="https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved">https://www.google.com/searchE+resources+on+services+marketing+pdf&amp;sa=X&amp;ved</a> <a href="https://www.classcentral.com/course/openlearning-services-marketing-selling-the-ir">https://www.classcentral.com/course/openlearning-services-marketing-selling-the-ir</a>			
<b>PART-D: Assessment and Evaluation</b>			



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

**Name and Signature of Convener & Members: (CBOS)**