Major Guidelines for Bachelor of Business Administration

1. The Bachelor of Business Administration is divided into four parts-
    a) First Year-Certificate Course (Includes Sem. I & Sem.II)
    b) Second Year-Diploma Course (Includes Sem. III & Sem.IV)
    c) Third Year-Degree Course (Includes Sem. V & Sem.VI)
2. A Student can leave the course after completing any of the above-mentioned part and can take the certificate of the course as described.
3. In order to pass any part of the course examination, an examinee must obtain at least 35% of the total marks in each paper separately. Total marks in each paper-100 which is divided into two parts. Part-I will be of 75 marks and Part-II will be of 25 marks.
4. The course is based on credit-based system. Each paper has 5 credit point. 1 credit point is equal to 15 periods. 1 period is equal to 40 minutes.
5. In each year extra credit point of 4 will be allotted to the students who are interested in Field work/Project/Internship/Apprenticeship which is optional.

Examination Pattern (Part-I) Total - 75 marks				
S.No.	**Section**	**No. of questions**	**Marks per question**	**Total Marks**
1	A	10 (Compulsory Objective type questions)	1	10
2	B	2 Questions in each unit-attempt one from each unit (Short answer type)	3	15
3	C	2 Questions in each unit-attempt one from each unit (Descriptive type)	10	50
Examination Pattern (Part-II) Total - 25 marks				
Internal Examination (Each paper-Compulsory 2 Test)				10 marks
Case study/workshop/seminar/study tour/Report writing (Any one in each paper)				15 marks
*Extra Credit Point-4 in every year for Field work/Project/Internship/Apprenticeship which is optional.				

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Description of the Course

BBA – I [CCBBA - 2022] Certificate Course in BBA		BBA – II [DCBBA - 2022] Diploma Course in BBA		BBA – III [BDBBA - 2022] Bachelors Degree in BBA	
BBA – Semester - I		**BBA – Semester - III**		**BBA – Semester - V**	
Paper Name & No.	Code	Paper Name & No.	Code	Paper Name & No.	Code
P – 1: English	CCBBA -101	P – 1: Managerial Economics	DCBBA -201	P – 1: Marketing Research	BDBBA - 301
P – 2: Computer Applications	CCBBA -102	P – 2: Business Communication	DCBBA -202	P – 2: Quantitative Techniques	BDBBA - 302
P – 3: Business Mathematics	CCBBA -103	P – 3: Business Law	DCBBA -203	P – 3: Sales & Advertisement Management	BDBBA - 303
P – 4: Principles of Management	CCBBA -104	P – 4: Business Environment	DCBBA -204	P – 4: Investment Management	BDBBA - 304
P – 5: Financial Accounting	CCBBA -105	P – 5: Management Information System	DCBBA - 205	P – 5: Material Management	BDBBA - 305
BBA – Semester - II		**BBA – Semester - IV**		**BBA – Semester - VI**	
P – 6: Hindi	CCBBA -106	P – : 6Organisational Behaviour	DCBBA - 206	P – 6: Business Policy and Strategy	BDBBA - 306
P – 7: Business Economics	CCBBA -107	P – 7: Marketing Management	DCBBA - 207	P – 7: Entrepreneurship and Small Business Management	BDBBA - 307
P – 8: Business Statistics	CCBBA -108	P – 8: Human Resource Management	DCBBA - 208	P – 8: Business Taxation	BDBBA - 308
P – 9: Cost Accounting	CCBBA -109	P – 9: Financial Management	DCBBA - 209	P – 9: Business Ethics	BDBBA - 309
P – 10: Environmental Studies	CCBBA -110	P – 10: Production Management	DCBBA - 210	P – 10: Project Viva - Voce	BDBBA - 310
		P – 11: Comprehensive Viva	DCBBA - 211		

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NEP - 2022

Bachelor of Business Administration [BBA]

Programme Objectives (PO)

The objectives of BBA Programme are:

PO1: Acquire adequate knowledge through Principles, Theory and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO2: To develop Leadership and Communication skills to become successful Business Leaders and Managers.

PO3: Obtain legal knowledge of various Business operations for effective Decision-making. To remember the conceptual knowledge with an integrated approach to various functions of Management

PO4: To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in Professional Careers.

PO5: To apply the various Concepts, Theories and Models in the area of HR, Marketing, Finance.

PO6: To develop a positive attitude and life skills to become a multi facet Personality with a sense of Environmental Consciousness and Ethical values.

PO7 : Ability to develop Group Behaviour and lead a team to achieve the Individual, Group and Organizational Goals.

PO8: Possess strong foundation for their higher studies.

PO9: Become employable in various IT companies and Government jobs.

PO10: Demonstrate use of appropriate techniques to effectively manage Business challenges.

Programme Specific Outcomes (PSO)

The expected outcomes after completing the program would be:

PSO1: Communication Skills - Demonstrate proficiency for Business Communication for effective and Professional Business Management.

PSO2: Critical Thinking Skills - Demonstrate analytical and problem-solving skills through core elective area of specialization in Finance, Human Resource, and Marketing to solve the Business Issues.

PSO3: Technical Skills - Acquire employability skills through practical exposure of IT and its usage in Management.

PSO4: Pragmatic - Acquire Practical learning through Summer Internship, Industrial visit and to develop the new dimensions of knowledge through open electives to cater the need of the Industry.

PSO4: Entrepreneurial Perspective - Develop Entrepreneurial skills to become an Entrepreneur and to understand importance of Ethics in Business Decision-making and inculcate the spirit of Social Responsibility.

PSO5: Business Knowledge - Analyse and comprehend the applicability of Management Principles in solving complex Business issues and to apply various concepts, theories and models in the functional areas of Business like Marketing, HR and Finance in the Organizations.

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Central Board of Studies – Management
Proposed Skill Development Courses

All Students of BBA can opt any two of the four Proposed Skill Development Courses and earn 4 Extra Credit each year and certification from the University. These courses are not compulsory to pursue and proposed only with the objective of Personal Enhancement of students.

Semester	Code	Skill Development Courses	Credit
I and II	SDCBBA01	Personality Development & Soft Skill training	2
	SDCBBA02	Content and Creativity Writing	2
	SDCBBA03	Tally/Latest Accounting Software – Basic to Advance	2
	SDCBBA04	MS Office	2
III & IV	SDCBBA05	Digital Marketing	2
	SDCBBA06	E Commerce	2
	SDCBBA07	Internet Ethics	2
	SDCBBA08	Cyber Security	2
V & VI	SDCBBA09	Income Tax with Return Filing	2
	SDCBBA10	Goods and Service Tax (GST) with Return Filing	2
	SDCBBA11	Stock Market Trading	2
	SDCBBA12	Social Entrepreneurship	2

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CENTRAL BOARD OF STUDIES – MANAGEMENT – MARKS DISTRIBUTION

COURSE STRUCTURE AND MARKING SCHEME OF B.B.A.

Year	Semester	Code	Subject	Interna lExam. Marks	Sem. Exam Marks	Total Marks	Credits	Extra Credit *
I	First	CCBBA 101	English	25	75	100	05	04
		CCBBA 102	Computer Application	25	75	100	05	
		CCBBA 103	Business Mathematics	25	75	100	05	
		CCBBA 104	Principles of Management	25	75	100	05	
		CCBBA 105	Financial Accounting	25	75	100	05	
	Gross Total					**500**	25	
	Second	CCBBA 106	Hindi	25	75	100	05	
		CCBBA 107	Business Economics	25	75	100	05	
		CCBBA 108	Business Statistics	25	75	100	05	
		CCBBA 109	Cost Accounting	25	75	100	05	
		CCBBA 110	Environmental Studies	25	75	100	05	
	Gross Total					**500**	25	
II	Third	DCBBA 201	Managerial Economics	25	75	100	05	04
		DCBBA 202	Business Communication	25	75	100	05	
		DCBBA 203	Business Law	25	75	100	05	
		DCBBA 204	Business Environment	25	75	100	05	
		DCBBA 205	Management Information System (MIS)	25	75	100	05	
	Gross Total					**500**	25	
	Fourth	DCBBA 206	Organisational Behaviour	25	75	100	05	
		DCBBA 207	Marketing Management	25	75	100	05	
		DCBBA 208	Human Resource Management	25	75	100	05	
		DCBBA 209	Financial Management	25	75	100	05	
		DCBBA 210	Production Management	25	75	100	05	
		DCBBA 211	Comprehensive Viva	25	75	100	05	
	Gross Total					**600**	30	
III	Fifth	BDBBA 301	Marketing Research	25	75	100	05	04
		BDBBA 302	Quantitative Techniques	25	75	100	05	
		BDBBA 303	Sales and Advertisement Management	25	75	100	05	
		BDBBA 304	Investment Management	25	75	100	05	
		BDBBA 305	Material Management	25	75	100	05	
	Gross Total					**500**	25	
	Sixth	BDBBA 306	Business Policy and Strategy	25	75	100	05	
		BDBBA 307	Entrepreneurship and Small Business Management	25	75	100	05	
		BDBBA 308	Business Taxation	25	75	100	05	
		BDBBA 309	Business Ethics	25	75	100	05	
		BDBBA 310	Project Viva -Voce	25	75	100	05	
Gross Total						**500**	**25**	
Grand Total						**3100**	**155**	

* Extra Credit is Optional for Skill Development Courses.

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PROPOSED STRUCTURE (CBS) : BBA PROGRAM

Year	Semester	Core Subject/ Credit-05 in every Paper	Code	Total Credits per Year	Field/Project/ Internship/ Apprenticeship	Qualification Title Credit Requirement
I	First	English Computer Application Business Mathematics Principles of Management Financial Accounting	CCBBA 101 CCBBA 102 CCBBA 103 CCBBA 104 CCBBA 105	50	Extra Credit 4*	Under Graduate Certificate in Management + Certificate (of Extra Credit)
	Second	Hindi Business Economics Business Statistics Cost Accounting Environmental Studies	CCBBA 106 CCBBA 107 CCBBA 108 CCBBA 109 CCBBA 110			
II	Third	Managerial Economics Business Communication Business Law Business Environment Management Information System (MIS)	DCBBA 201 DCBBA 202 DCBBA 203 DCBBA 204 DCBBA 205	55	Extra Credit 4*	Under Graduate Diploma in Management + Certificate (of Extra Credit)
	Fourth	Organisational Behaviour Marketing Management Human Resource Management Financial Management Production Management Comprehensive Viva	DCBBA 206 DCBBA 207 DCBBA 208 DCBBA 209 DCBBA 210 DCBBA 211			
III	Fifth	Marketing Research Quantitative Techniques Sales and Advertisement Management Investment Management Material Management	BDBBA 301 BDBBA 302 BDBBA 303 BDBBA 304 BDBBA 305	50	Extra Credit 4*	Bachelor Degree in Management + Certificate (of Extra Credit)
	Sixth	Business Policy and Strategy Entrepreneurship and SmallBusiness Management Business Taxation Business Ethics Project Viva –Voce	BDBBA 306 BDBBA 307 BDBBA 308 BDBBA 309 BDBBA 310			

1- Extra Credit 4 is optional in all the years of Under Graduation. The certificate of extra credit would be provided by the university.

2- Internship, Apprenticeship providing agencies would be enlisted by the concerned university.

3- 15 Periods (10 hrs of teaching) = 1 Credit

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Central Board of Studies- Management

Name of Member	Work Distribution (Semester Pattern)
Dr. Akhilesh Sharma अध्यक्ष, अध्ययन मण्डल, वाणिज्य, अटल बिहारी वाजपेयी विश्वविद्यालय, बिलासपुर	• Business and Environment • Business Communication
Dr. Hirkane अध्यक्ष, अध्ययन मण्डल, वाणिज्य, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर	• Business Economics
Dr. Brij Bhan Garg जगदलपुर अध्यक्ष, अध्ययन मण्डल, वाणिज्य, संत गहिरा गुरु विश्वविद्यालय, अम्बिकापुर, सरगुजा	• Sales & Advertisement Management • Marketing Management
Dr. K.C. Kachhwaha अध्यक्ष, अध्ययन मण्डल, वाणिज्य, शहीद नंदकुमार पटेल विश्वविद्यालय, रायगढ़	• Organisational Behaviour • Environmental Studies
Dr. P.S. Sharma विभागाध्यक्ष, प्रबंध, कल्याण स्नातकोत्तर महाविद्यालय, भिलाई, दुर्ग	• Material Management • Business Taxation
Dr. K.K. Bhandari विभागाध्यक्ष, प्रबंध, शासकीय जे.पी. वर्मा स्नातकोत्तर महाविद्यालय, बिलासपुर	• Business Mathematics
Dr. Prachi Singh विभागाध्यक्ष, प्रबंध, सेंट पेलोटी कॉलेज, रायपुर	• Business Ethics & Social Responsibility • Marketing Research • Entrepreneurship & Small Business Management
Dr. Sanjay Singh विभागाध्यक्ष, सी.एम.डी. स्नातकोत्तर महाविद्यालय, बिलासपुर	• Business Law • Financial Management
Dr. Richa Handa विभागाध्यक्ष, डी.पी.विप्र स्नातकोत्तर महाविद्यालय, बिलासपुर	• Computer Application • Management Information System

Dr. N.S. Verma विभागाध्यक्ष, प्रबंध, स्व श्री देवी प्रसाद चौबे शासकीय महाविद्यालय, गंडई, राजनांदगांव	• Investment Management • Quantitative Technique
Mr. Ramesh Kumar Mourya विभागाध्यक्ष, प्रबंध,, शासकीय ई.वी.स्नातकोत्तर महाविद्यालय, कोरबा	• Business Statistics • Managerial Economics
Dr. Anil Menon विभागाध्यक्ष, प्रबंध, श्री शंकराचार्य महाविद्यालय, जुनवानी रोड भिलाई	• Production Management • Business Policy and Strategy
Dr. Deepak Kumar Shukla शासकीय माता शबरी स्नातकोत्तर महाविद्यालय, बिलासपुर	• Financial Accounting • Cost Accounting
Dr. D.R. Meshram शासकीय महाविद्यालय, गुण्डरदेही	• Principles of Management • Human Resource Management
Dr. Bhuvana Venkatraman गुरु घासीदास केन्द्रीय विश्वविद्यालय, बिलासपुर Dr. Susan R Abraham विभागाध्यक्ष, प्रबंध, सेंट थामस महाविद्यालय, भिलाई	• Preparation of BBA IV^{rth} year syllabus

Note: All the members are hereby requested to prepare Learning Outcome of their respective papers.

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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	B.B.A.– I[st] Semester
Paper Code/Paper No.	Paper - II (Paper Code - CCBBA 102)
Title of Subject :	Computer Applications
Objectives:	The main objective of this course is to introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, Input/output devices, Memory & Internet and to acquire basic programming skills.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction to Computers:** Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitations of Computer. Type of Computer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & their classification, Comparison between Micro, Mini & Main Frame Computers. **Input/output Devices and Memory:** Input and Output Devices of Computer. Memory of Computer: Primary and Secondary Storage, Main Memory, Secondary Memory; Cache Memory; Real and Virtual Memory; Memory Management Unit (MMU).	15
Unit-2	**Software and Operating System:** Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System. Introduction to 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: Definition of Operating System, Types of Operating System: DOS, Window & Linux.	15
Unit -3	**MS Word:** Working with MS Word: Creating, Saving, Printing & editing word documents, formatting documents, checking spelling & grammar, adding page no., footnote, graphics Clipart, mail merge.	15
Unit - 4	**Spreadsheet Software:** Introduction to Spreadsheet, creation and their Application, Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet. Formulas, function, Addressing, Graphics on spreadsheet, modes of Data Processing, & Report generation,	15

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Unit - 5	**Presentation software:** Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, adding sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. **Internet and Virus:** Elementary Internet Application, Security Control: Physical Security, data Security, hardware and Software Threats. Computer Viruses: Types of Viruses, Logic Bombs, Torzan Horses, Worms. Virus Prevention, Things that are not Virus, Antivirus.	15

Learning outcomes	1	Bridge the fundamental concepts of computers with the present level of knowledge of the students.
	2	Familiarize operating systems, peripheral devices, software, Internet and viruses.
	3	It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.

Suggested Readings: Book

- P. K Sinha, 4th ed BPB, Computer Fundamentals: Concepts, Systems & Applications
- V. Rajaraman, 4th ed PHI, Fundamental Of Computers
- E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"

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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.– I[st] Semester
Paper Code/Paper No.	Paper - III (Paper Code - CCBBA 103)
Title of Subject :	Business Mathematics
Objectives:	The course has been designed to provide elementary yet essential background of mathematical method so that managers may use themselves in Business Analysis and Decision making
Max Marks –	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Matrices:** Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matric Inverse elementary row & column operations. Determinants: Properties of determinants; Calculation of values of Determinants up to third order.	15
Unit-2	Commission, Discount, Profit and Loss, Percentages.	15
Unit -3	**Types of Equations:** Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method (ax2 + bx + c = 0 form only). Simple problems. **Indices and Logarithms:** Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms –Common Logarithm, Application of Log Table for Simplification	15
Unit - 4	**Average & Ratio:** duplicate-triplicate and sub- duplicate of a ratio. **Proportions:** third, fourth and inverse proportion - problems. **Speed, Distance and Time**	15
Unit - 5	**Simple Interest, Compound Interest** including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,	15

Learning outcomes	1	The aim of the course is to build knowledge and understanding of Business Mathematics among the student.
	2	The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics.
	3	To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations.

Suggested Readings: Book

1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. "Practical Business Mathematics and Statistics" Suranjan Saha, Tata Mc. Graw – Hill Publishing Company ltd. New Delhi.
3. " Business Mathematics" by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.
4. M. Rsghsvachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.

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3	CA Kchamas	3		3	R.K. MOURYA	3	Meshram sir
4	18/6/2022 Mr R.K. Hiree	4	Sanjay sir	4	Anil New	4	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.– I Semester
Paper Code/Paper No.	Paper - IV (Paper Code- CCBBA 104)
Title of Subject :	**Principles of Management**
Objectives:	1. To make students aware about maximum outputs with minimum efforts. 2. Promoting the students for research and development. 3. Promoting the growth and development of students in the society.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction:** Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)	15
Unit-2	**Planning:** Concept of Planning, Characteristics of Planning, Steps in Planning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and business possibilities in Chhattisgarh.	15
Unit -3	**Organization:** Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors.	15
Unit - 4	**Decision making:** Features of Decision making, Role of Decision making in Management, Types of Managerial Decision, Steps in Decision making process, Decision techniques; Principles of Decision making .	15
Unit - 5	**Controlling and Budgeting :** Nature of Control, Relationship between Planning and Control, Need for Control; Significance and Limitations of Control, Types of Control, Process of Control; Budgetary Control, Performance Budgeting; Zero Based Budgeting; Management Audit; Networks Techniques.	15

Learning outcomes	1	The students will understand concepts, rules or procedures of Principles of Management.
	2	Improve their cognitive thinking.
	3	The students will learn proficient and effective use of knowledge and ability in performance.

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Suggested Readings: Book

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

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2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	C.K. Sharma	3		3	8/6/22 R.K. MOURYA	3	
4	Dr R.K. Hirkane	4		4	Anil Mau	4	DR Mashram
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	B.B.A.– I Semester
Paper Code/Paper No.	Paper -V (Paper Code- CCBBA 105)
Title of Subject :	Financial Accounting
Objectives:	To familiarize students with the mechanics of preparation of financial statements. Understanding corporate financial statements, their analysis and interpretation. To provide knowledge in Double entry system, Book keeping and various systems in Financial Accounting. To provide knowledge in Rectifying the Accounting errors in an organization.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Accounting** – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy.	15
Unit-2	**Capital and Revenue** – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books - Cash Book, Meaning and type of Cash Book - Single Column, Double column and Three Column Cash Book. Trail Balance- Meaning - Preparation of Trail Balance. **Rectification of Errors:** Classification of Error, Location of Error, Suspense Account, Effects on profit;	15
Unit -3	**Bank Reconciliation Statement**: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance, Methods of preparation of Bank Reconciliation Statement; **Final Account**: Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only).	15
Unit - 4	**Depreciation** - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method, **Hire Purchase** - Accounting of Hire Purchase and Instalment System, Advantages and Disadvantages of Higher purchase and Instalment systems, Rights of Higher Purchase and Higher purchase vendor. Journal Entries and proposal of ledger accounts excluding defaults and reposition.	15
Unit - 5	**Accounting Software** – Introduction - Meaning of Accounting Software, Types of Accounting Software; **Tally** - Meaning of Tally Software – Features – Advantages, Creating a New Company, Basic Currency Information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols,	15

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	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.	

Learning outcomes	1	Understand the commonly used accounting terminology , Identify the users of accounting information and their respective requirements
	2	Understand 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
	3	Understand accounting software and to acquaint with how to work in Tally Software.

Suggested Readings: Book

1. S.M. Shukla, Accounting Principles, Sahitya Bhawan Publication, Agra
2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.
3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.
4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.
5. T.S. Grewal, Advanced Accounts, S. Chand& Sons, New Delhi.
6. R.L. Gupta, Advanced Accounts, S.Chand & Sons, New Del
7. T.P. Ghosh, Financial Account for Manager Taxmann Allied Services Pvt. Ltd.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HOS Sch-I	1	P.S. SHARMA	1		1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.C Shukla
3	C.K. Narang	3		3	R.K. MOURYA	3	
4		4	Sanjay Singh	4	Anil Malik	4	DR Mehrotra
5		5	08/02/22 Dr. Richa Handa	5	Sivam R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.– II Semester
Paper Code/Paper No.	Paper-VII (Paper Code- CCBBA 107)
Title of Subject :	**Business Economics**
Objectives:	Its economic objectives relate to earning a satisfactory profit, creating customers and making innovation. Its social objectives comprise supply of quality goods in sufficient quantity at reasonable prices, fair deal to workers, fair returns to investors, and fair dealings with suppliers of materials.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction-** Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an Economy; Working of price mechanism. **Theory of Consumer Behaviour-** Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium	15
Unit-2	**Demand-** Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; **Supply-** Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply.Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.	15
Unit -3	**Theory of Production-** Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximization for a given Level of Outlay; **Theory of Costs-** Basic Concepts, Short-run Total Cost Curves. Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve.	15
Unit - 4	**Market Structures-** Meaning, Forms of market- Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.	15
Unit - 5	**Equilibrium of the Firm-** Meaning, Objectives of the Firm, Total Distribution- concept and marginal productivity theory of distribution. **Wages** - concept and determination of wages. **Rent-** concept, Recardian and modern theories of Rent. **Interests-**concept and theories of interest; **Profit-** nature, concepts and theories of profit.	15

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Learning outcomes	1	Get an insight into the fundamentals of economics and theory of consumer behaviour.
	2	To make the students understand demand and supply, theory of production & theory of cost.
	3	To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent.

Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	H.P.S Sah	1	P.S SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	C.O.K. Thomas	3		3	RIKI MOURYA	3	
4	Mr. R.K. Thakur	4	Sanjay Singh	4	Anil Mer	4	DR Meenam
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	B.B.A.– II Semester
Paper Code/Paper No.	VII BBA-108 (Paper Code- CCBBA 108) Paper VIII
Title of Subject :	Business Statistics
Objectives:	The objective of the course is to help the student in understanding the various statistical methods, techniques in Business studies and Analysis / Discussions.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Statistical Methods** – Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data. **Classification of Data** – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and Limitations of Graphs.	15
Unit-2	**Measures of Central Tendency:** Mean - Combined Mean – Weighted Mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode–Relationship between Mean, Median and Mode.	15
Unit -3	**Measures of Variation:** Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skewness, Kurtosis - (Conceptual framework only)	15
Unit - 4	**Correlation Analysis** – Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient	15
Unit - 5	**Index Number:** Meaning and Significance, Problems in construction of Index Numbers, Methods of constructing Index Numbers – weighted and unweighted, test of adequacy of Index Numbers, chain Index Numbers, base shifting, splicing and deflating Index Numbers. **Time Series** - Meaning and significance – Utility, Components of Time series: Measurement of Trend: Method of Least squares, Parabolic Trend and Logarithmic trend	15

Learning outcomes	1	Students will be able to understand basic theoretical and applied principles of Statistics needed to enter the job force.
	2	Students will be able to communicate key statistical concepts to non-statisticians.
	3	Students will gain proficiency in using Statistical Software for Data Analysis.

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Suggested Readings: Book

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-statics for Management, Pretice hall –New Delhi.
5. Hein l.w.:Quantitative approach to managerial decisions Pretice hall –New Jersy
6. S.C.Gupta & Smt I.Gupta :Fundamental of Statics –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.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HP S Sahu	1	P. S. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D. Leshwaran
3	(A. K. Charma)	3		3	K.K. MOURYA	3	
4	Dr. R.K. Hirkane	4	Sanjay Sir	4	Anil New	4	Dr. Madhu
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	B.B.A.– II Semester
Paper Code/Paper No.	Paper - IX (Paper Code- CCBBA 109)
Title of Subject :	**Cost Accounting**
Objectives:	1. This course exposes the student's basic concept of cost accounting. 2. Understand cost determination. 3. Tools used in Cost Accounting.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction:** Definitions, Nature, Concept, Purpose and Classification of Cost Accounting; Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing.	15
Unit-2	**Accounting of Materials** – Material Control, Concept & Techniques, Pricing of Materials Issues. Materials Control: Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of incoming & outgoing material – material losses. **Accounting of Labour :** Labour Cost Control, Procedure of Labour Turnover, Methods of Incentive Wages System. Accounting of Overheads – Overheads Costing, Classification, Overheads Allocation, Apportionment and Absorption.	15
Unit -3	**Overheads:** Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads. **Machine Hour Rate:** Labour Cost Control: Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wage payment. Incentive plans.	15
Unit - 4	**Methods of costing** – Unit Costing, Contract Costing, Process Costing (Excluding Equivalent Costing, By Product, Joint Product and Job Costing). **Operating/Service costing**. (Transport & Power House only).	15
Unit - 5	Reconciliation of Cost & Financial Account, Break Even Analysis: Importance and Components;	15

Learning outcomes	1	Have knowledge to understand the concept of cost accounting. Understand various cost elements and its accounting.
	2	Know how cost calculated in various production sectors. Differentiate between cost and financial account.
	3	Learn how cost and volume effect profit. Able to learn how cost accounting helps to face competition by cost determination and cost control.

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Suggested Readings: Book

1. Ravi M. Kishore – Cost Management (Taxman's Publication).
2. S. P. Iyangar – Cost Accounting (S. Chand & Co., New Delhi).
3. R. S. N. Pillai V. Bhagvati – Cost Accounting (S. Chand & Co., New Delhi).
4. Maheshwari & Mittal – Cost Accounting (Theory & Problems) (Mahavir Prakashan, Delhi)
5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – Cost Accounting (RDB Publishing House)]

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	Dr HPS Sahuji	1	P.S. SHARMA	1		1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	(A.K. Chaoma)	3		3	R.K. MOURYA	3	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	B.B.A.– II Semester
Paper Code/Paper No.	Paper X (Paper Code- CCBBA 110)
Title of Subject :	Environmental Studies
Objectives:	The course aims to train learners to cater to the need for ecological citizenship through developing a strong foundation on the critical linkages between ecology-society-economy.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction :** Environmental Studies : Meaning, Nature, Scope, Importance and Limitations; Ecosystems; Biodiversity and Natural Systems. Natural Cycles and flows-material and energy. Levels of biological diversity: genetic, species and ecosystem diversity; Biographic Zones of India. Biodiversity patterns and global biodiversity hotspots. water, mineral resources, Climate and Physical conditions of Chhattisgarh.	15
Unit-2	**Environmental Concerns :** Human System and Human impact on natural system, Human Resources and Energy resources in Chhattisgarh, Climate change, **Air Issues:** Ozone Depletion. **Water Issues** : Water quality/access, Pollution, Land Use changes, Soil degradation. **Threats to Biodiversity** : Habitual loss, poaching of Wildlife, Man wildlife conflicts, Biological invasions.	15
Unit -3	**Measurement and Reporting :**ISO Standards 14001 : Environmental Management System : Life Cycle Assessment. Environmental Products Declaration . Carbon Foot Printing and Ecological Handprints. Environmental Impact Analysis, Environmental Impact Assessment in India : Procedure & Practices.	15
Unit - 4	**Green Business :** Concept and Evolution of Green Business, Drivers and Motivations, Model of Corporate Greening, Green Business Strategies, Planning and Policy Initiatives for Green Business, Capturing Green Consumers, Preparing for the future. National Green Tribunal; Structure, Composition and functions. Economy, Forest and Agriculture of Chhattisgarh	15
Unit - 5	**Emerging Trends :** Environmental Accounting : Concept, Significance and types; Environmental Economics; **KYOTO Protocol**: Aim, Vision and Functioning; Carbon Trading, Green HRM, Green Marketing, Green Finance. Environmental Ethics. Corporate Environmental Responsibility, Green Entrepreneurship.	15

Learning outcomes	1	Demonstrative skills in organizing projects for Environmental protection and sustainability.
	2	Analyze various projects and initiative with respect to Ecosystem restoration.

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	3	Interpret significance of Carbon footprints.
	4	To understand the environmental issues and their possible repercussions and to plan it the next few decades
	5	Summarize the green strategies and policies adopted by various Business entities to preserve the Environment.

Suggested Readings: Book

1. Basu, M.& Xavier, S. (2016). Fundamentals of Environmental Studies. Cambridge: Cambridge University Press.
2. Basu, R.N. (2000). Environment. University of Calcutta.
3. CSE India (ND). Understanding EIA. http://www.cseindia.org/understanding-eia-383.
4. Enger. E. & Smith, B. (2010). Environmental Science: A Study of Interrelationships, Publisher Mc Graw Hill Higher Education.
5. Kumar S. & Kumar B.S. (2016). Green Business Management. Hydrabad : Thakur Publishing Pvt Ltd.
6. Mitra, A.K. & Chakraborty, R. (2016). Introduction to Environmental Studies. Kolkata : Book Syndicate Pvt. Ltd.
7. Winston, A.(2009). Energize Employees with Green Strategy. Boston: Harvard Business School Publishing..

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1		1	
2		2	Dr. K. K. Bhandari	2		2	
3		3		3		3	
4		4		4		4	
5		5	Dr. Richa Handa	5		5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.- Semester-III**
Paper Code/Paper No.	Paper - I (Paper Code - DCBBA 201)
Title of Subject :	**Managerial Economics**
Objectives:	1. To familiarize the students the concepts and theory in decisions making of firm and its application in Managerial function. 2. To familiarize the student with various theoretical concepts of Economics that is related to life. 3. To familiarize the students for stable markets, economic prosperity, business development and protecting employment.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Managerial Economics:** Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making.	15
Unit-2	**Business Cycles-** Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. **National Income -** Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI,	15
Unit -3	**Objectives of Business Firms-** Economic and Non-Economic; **Profit** - Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy.	15
Unit - 4	**Types of Cost:** Opportunity cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost , U-shaped average cost curve in Short run, Learning curve [concept] ; **Break- Even analysis** – Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis	15
Unit - 5	**Capital Budgeting / Investment Decisions:** Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk.	15

Learning out comes	1	Develop an understanding of the applications of Managerial Economics.
	2	Interpret regression analysis and discuss why it's employed in decision-making.
	3	To know the methods of Investment Decision.

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Suggested Readings: Book

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

	Chairman		HOD PG Department		HOD UG Department		Subject Expert
1		1		1		1	
2		2	Dr. K.K. Bhandari	2		2	
3		3		3		3	
4		4		4		4	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.-III Semester**
Paper Code/Paper No.	Paper - II (Paper Code- DCBBA 202)
Title of Subject :	**Business Communication**
Objectives:	1. To understand the concept, process and importance of Communication. 2. To develop awareness regarding new trends in Business communication. 3. To develop effective business communication skills among the students.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Communication** -- Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; **Verbal and Non-verbal Communication**: Meaning, Types and Importance, Listening, Difference between listening and hearing.	15
Unit-2	**Corporate Communication:** Scope, Components, Corporate Communication and Public Relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's). **Business Etiquettes** - Telephone Conversations. Business Meetings. Morality and Ethics.	15
Unit -3	**Conduct of Meeting** – Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. **Business Letter Writing**– Need, Functions and kinds, layout and types. Report Writing – problems, organization and techniques. **Business Correspondence** - Essentials of Effective Business correspondence, Structure of Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter ;	15
Unit - 4	**Public Speech** - Composition; Principles, speech delivering skills, **Group Discussions** - The art of participating in Group Discussion, Impact of Technological Advancement on Business; **Presentation skills:** What is a Presentation – elements of Presentation – designing a Presentation – format of PPT. **Communication networks** – Intranet – Internet – e mails – SMS – Teleconferencing – Video conferencing	15
Unit - 5	**Employability Quotient:** Resume building- - Facing the Personal (HR & Technical) Interview - Frequently Asked Questions - Psychometric Analysis - Mock interview sessions. Drafting of Notices; Agendas; Minutes; Job Application; Letters; Preparation of Biodata. SWOT Analysis.	15

Learning outcomes	1	Development the Personality of students.
	2	Students become able to face the Interview.
	3	Students can starts self-business.

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Suggested Readings: Book

01. Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai.
02. N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan Publication, Agra
03. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HDS Sahu	1	P. S. SHARMA	1	Dr. N. S. [illegible]	1	
2		2	Dr. K. K. Bhandari	2		2	Dr D. K. Sharma
3	(B. K. Sharma)	3		3	R. K. MOURYA	3	
4	Dr R. K. Hindu	4	Sunjay Sahu	4	[illegible]	4	DR Meshram
5		5	08/03/22 Dr. Richa Handa	5	Susan R. Abedin	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A.- Semester-III**
Paper Code/Paper No.	Paper - III (Paper Code- DCBBA-203)
Title of Subject :	**Business Law**
Objectives:	1. The objectives of this paper are to give the basic knowledge about the rules and regulation of execute of the Indian Business Law. 2. To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively. 3. Students would learn the concept of contract, different types of agreement, contract, indemnity, bailment, guarantee, and competition act 2002.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Laws of Contract (The Indian Contract Act, 1872) :** 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. **Special contract:** Indemnity, Guarantee, Bailment & Agency.	15
Unit-2	**Negotiable Instruments Act 1881:** Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956.	15
Unit -3	**The Competition Act, 2002:** Basic Concepts, Powers of Central Government under the Competition Act, Major Provisions of the Competition Act: Role and Working of Competition Commission of India. Information Technology Act.	15
Unit - 4	**The Companies Act, 1956:** An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company;	15
Unit - 5	**The Consumer Protection Act, 1986:** Basic Concepts; Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases. **Indian Partnership Act, 1932**: Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership.	15

Learning outcomes	1	To understand the students' basic rules of agreement and contract along with the basic rule of offer, acceptance, performance of contract and discharge of contract etc.
	2	It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002.
	3	To make understand Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932.

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Suggested Readings: Book

1- N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi.
2- Avatar Singh – The Principles of Mercantile, Estern 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.

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1	Satwa Sir	1	P. S. SHARMA	1	Dr. N. Sharma	1	
2		2	Dr. K. K. Bhandari	2		2	Dr. D. K. Shukla
3	(A. K. Sharma)	3		3	R. K. MOURYA	3	
4	Dr. R. K. Trikha	4	Ganjiny Singh	4	Anil Nath	4	Dr. Meshram
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A.- Semester-III**
Paper Code/Paper No.	Paper - IV (Paper Code- DCBBA 204)
Title of Subject :	Business Environment
Objectives:	1. To acquaint the student with the emerging issues in Business Environment at the National & International level. 2. To identify factors responsible for development of Business Environment in India. 3. Identifying the existing market and the role of Government.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Indian Business Environment:** Meaning of Business, scope and objectives of Business; Environment - Micro and Macro-environment of Business (Social, Cultural, Economic, Political, Legal, Technological and Natural); Impact of these factors on decision making in Business, Environmental Analysis, and Competitive structure analysis of Business.	15
Unit-2	**Economic Trends (overview):** Income:, Saving and Investment; Balance of Trade and Balance of Payments; **Problems of Growth:** Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness. **Innovation:** Meaning, features and Types of Innovation; Impact of Technological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business; Management of Technology.	15
Unit -3	**Conduct of Meeting** – Agenda, Notice, Notes, Minutes, Office; **Role of Government:** Government Functions of the State, Economic role of government, State intervention in Business; Reasons for and Types of State Intervention in Business. Impact of Privatisation, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy on Business; Regulation of Foreign Investment, Collaborations in the light of recent changes. **Legal environment** - Various laws affecting Indian businesses.	15
Unit - 4	**Indian Economic Planning:** Review of Previous Plans, The Current Five Year Plan, Niti Aayog. **Economic Environment of CG** : Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of SSI And fulfilment.	15
Unit - 5	**International Environment** : Globalisation of Business; Meaning and dimensions, Stages, Essential Conditions of Globalisation, Foreign Market Entry Strategies, Merits and Demerits of Globalisation of Business, Impact of Globalisation on Indian Businesses, Forms of Globalisation of Businesses – Multinational Corporation [MNC], Transnational Corporation [TNC] etc.. **International Economic Groupings:** International Economic Institutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.	

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Learning outcomes	1	Student can get knowledge about Business Environment at National and State level.
	2	Student can understand basic concepts and theories of Business Environment.
	3	It provides adequate basic understanding about Environment for the development of Business in India and CG.

Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HOS Sahu	1	P.S. SHARMA	1		1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	(A.K. Mana)	3		3	R.K. MOURYA	3	
4		4		4	Anil Meru	4	DR Meshram
5		5	Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A.- Semester-III**
Paper Code/Paper No.	Paper -V (Paper Code - DCBBA 205)
Title of Subject :	Management Information System
Objectives:	The main objective of this course is to understand the Management Information System, its characteristics and its use. It provide information for decision making on Planning, Initiating, Organizing, and Controlling the operations of the subsystems of the firm and to provide a synergistic organization in the process.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Information Systems:** Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses and Collaborations, Strategic roles of Information Systems. Behavioural, Technical and Socio-technical approaches. Enhancing Business Processes through Information Systems. 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
Unit-2	**Using Information Systems to Achieve Competitive Advantage:** Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making. Decision Support for Operational, Middle and Senior Management. Concepts of Database and Database Management System. **Characteristics and Structure of Management Information Systems:** Structure of MIS, system, sub-system, integrated system, system view of Business. MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.	15
Unit -3	**Functional Information Systems:** Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.	15
Unit - 4	**Implementing Information Systems as Planned Organisational Change:** Business Process Reengineering. Systems Analysis and Systems Design. **Modelling and Designing Systems:** Structured and Object- Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems. Introduction to Change Management.	15
Unit - 5	**Office Mechanization:** Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation	15

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	Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines **Data Processing:** 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.	

Learning out comes	1	To facilitates the decisions-making process by furnishing information in the proper time frame.
	2	Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
	3	Compare the processes of developing and Implementing Management Information Systems.
	4	Apply the understanding of how various Information Systems work together to accomplish the information objectives of an organization.

Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1		1	
2		2	(Dr. K. K. Bhandari)	2		2	
3		3		3		3	
4		4		4		4	
5		5		5		5	
6							

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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.-IV Semester**
Paper Code/Paper No.	Paper - VI (Paper Code - DCBBA 206)
Title of Subject :	Organisational Behaviour
Objectives:	The course aims to develop a theoretical understanding among learners about the structure and behaviour of organisations as it develop over time. The course will also make them capable of realizing the competitiveness for firms.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Organisational Behaviour**: Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. **Personality:** Type A and B, Big Five personality types, Factors influencing personality. **Values and Attitudes:** Concept and type of values: Terminal value and Instrumental Value. Components of attitude, job-related attitudes. Learning – Concept, Learning theories and reinforcement. **Perception and Emotions:** Concept, Perceptual process, Importance, Factors influencing Perception, Emotional Intelligence.	15
Unit-2	**Decision Making and Communication:** Concept and Nature of Decision Making Process, Individual versus Group Decision Making. Communication and Feedback, Transactional Analysis (TA), Johari Window.	15
Unit -3	**Motivation:** Meaning and Importance, Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and Organisational Effectiveness.	15
Unit - 4	**Leadership, Power and Conflict:** Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership. Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies.	15
Unit - 5	**Dynamics of Organisational Behaviour:** Organisational Culture and Climate-Concept of determinants of organisational culture. Organisational Change – Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.	15

Learning outcomes		1. Differentiate between various types of personality using standard tools. 2. Appreciate the applicability of decision making process in real life situations and use TA and Johari Window. 3. Have knowledge to understand the level of motivation in employees. 4. Describe characteristics of a leader. Learn how to build a supportive Organisational Culture.

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HDS Sahu	1	P.S. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	Dr. K. Rama	3		3	R.K. MOURYA	3	
4	Dr R.K. Thakre	4	Sanjay Singh	4	Anil Nair	4	Dr Morgan
5		5	09/12/22 Dr. Richa Handa	5	SKA Susan K. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A.-IV Semester**
Paper Code/Paper No.	Paper - VII (Paper Code- DCBBA 207)
Title of Subject :	Marketing Management
Objectives:	1. To facilitate understanding of the conceptual framework of Marketing 2. To Develop an understanding of various Marketing Processes in an Organisation 3. To emphasis on the application of Marketing Decision making under various Environmental Constraint.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Marketing:** Meaning, Definition, Concepts of Marketing; Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).	15
Unit-2	**Product Decisions:** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle strategic implications; New product development and consumer adoption process. **Pricing Decisions:** Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-	15
Unit -3	**Distribution Channels:** Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling. **Promotion Mix:** Nature and importance of Promotion, Elements of Promotion Mix, Factors influencing Promotion Mix, Types of promotion; Advertising, Personal Selling, Publicity, Role of promotion in marketing, Sales Promotion –Meaning, Objects, Importance & Tools.	15
Unit - 4	**Marketing Organisation**: Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation. **Marketing Control:** Need, Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control. **Issue and Development in Marketing:** Social, Ethical and Legal Aspects of Marketing, Marketing of Services, Online marketing, Green Marketing, Direct Marketing, Rural marketing, Customer Relationship Management, Logistic Management	15
Unit - 5	**Service Marketing:** Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only). Role of Marketing in Services organizations, Research Application for Services Marketing. Internal marketing concept in the area of services marketing. Targeting consumers, Creating Value in competitive markets, positioning a service in market place Managing relationships and building loyalties.	15

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Learning outcomes		1. Understanding the nature and scope of Marketing 2. Develop an understanding of various Marketing Philosophies and Marketing Environment 3. Develop an understanding of decisions concerning 4 P's and contemporary issues in Marketing

Suggested Readings: Book

- Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education
- Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson
- William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning
- Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education
- Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan
- Management Principle and Practice, Prashantha, Abhijeet Publication
- An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication
- Marketing Management, Pingali Venugopal, Sage Publications
- Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications
- Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House (Dr. B. K. Garg) S.G.G.University Ambikapur

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HO S Sahu	1	P. S. SHARMA	1		1	
2		2	Dr. K. K. Bhandari	2		2	
3		3		3	R. K. MOURYA	3	
4		4		4		4	
5		5	08/06/12 Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A. - IV Semester**
Paper Code/Paper No.	Paper - VIII (Paper Code- DCBBA 208)
Title of Subject :	Human Resource Management
Objectives:	1. Providing opportunities for development of the student. 2. To help students understand the benefits of Human Resources Information System. 3. Making the student acquire talents for Business, company benefits, compensation evaluation of employee.
Max Marks	75
Credit Value	5

Detailed Syllabus

Units	Content of the Syllabus	No. of Lectures
Unit -1	**Human Resource Management:** Meaning , Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices **Human Resource Planning:** Meaning and Importance of Human Resource Planning, Process of HRP.	15
Unit-2	**Recruitment & Selection:** Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self-employment. **HR Demand Forecasting:** Meaning and Techniques (Meanings Only) and HR supply forecasting. **Succession Planning :** Meaning and Features	15
Unit -3	**HR development system:** HR development system, Training, Mentoring, Performance, Employee Identification.	15
Unit - 4	**Compensation and Negotiation and Resolution Management laws:** Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.	15
Unit - 5	**Industrial Relations:** Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract. **Employee Engagement (EE):** Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. **Psychological contract:** Meaning and features.	15

Learning outcomes		1. Students would learn about Employee Relations. 2. How to do negotiations, manage grievances like strike, lockout in factories 3. Stay within bounds of law with unions, employees, managers and Government officials. 4. Learn to stream line significant HR activities (Payroll, compliance, administration).

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HPS Sahu	1	P.S. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	(Dr. K. Sharma)	3		3	R.K. MOURYA	3	
4	Dr. R.K. Hishma	4	Sanjay Singh	4	Anil Mehta	4	DR Mehta
5		5	08/08/22 Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS	
Class Name	**B.B.A.-IV Semester**
Paper Code/Paper No.	Paper - IX (Paper Code- DCBBA 209)
Title of Subject :	Financial Management
Objectives:	Provide an indepth View of The Process in Financial Management, Improving student understanding of time value of money and the role of a Financial Manager in current competitive business fields and student are able to take decision regarding financial aspects.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Finance Function:** Meaning, Scope, Nature and Objectives of Financial Management; Profit v/s Wealth Maximization; Lease Financing, areas of Financial Management; Source of Finance role of Financial Manager.	15
Unit-2	**Financial Statement:** Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.	15
Unit -3	**Ratio Analysis:** Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.	15
Unit - 4	**Working Capital Management:** Meaning, Concept types and cycle of working capital, Dividend theories and policies decision. Management of Accounts Receivables and Accounts Payable.	15
Unit - 5 ARR PBP NPV	**Capital Budgeting:** Concept and importance of Capital Budgeting, Post Back Period (PBP), RRR, MPB Method. **International Money System:** International Financial Market and Instrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)	15

Learning outcomes	1. Create and interpret financial statement. 2. Identify legal issues and impact of financial management. 3. Student can take business decision by the help of Ratio Analysis and working capital management. 4. Student can take decision regarding project analysis (Capital Budgeting) by using various method. 5. Enable the students Evaluate Dividend Policies

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Suggested Readings: Book

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.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HP S Sahu	1	P. S. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K. K. Bhandari	2		2	Dr. D. K. Shukla
3	[illegible]	3		3	R.K. MOURYA	3	
4	8/6/22	4	Sanjay Singh	4	Anil Mew	4	DR Meshwari
5		5	08/02/22 Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - IV Semester**
Paper Code/Paper No.	Paper - X (Paper Code - DCBBA 210)
Title of Subject :	Production Management
Objectives:	1. To help the students to understand the nature and importance of Production Management 2. To impact the students to help about the production and scheduling sequencing technique. 3. To develop aggregate capacity plans, material handling principles and quality control measures in Quality Circles to TQM
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Production Management:** Meaning, Sefinition, Scope, Importance and Problems of Production Management. **Production Planning and Control**: Routing, Scheduling, Dispatching objectives, functions of Production Planning and Control.	15
Unit-2	**Production System** : Continuous and Intermittent Production System, **Plant Layout:** Objectives, Plant Layout problem, Principles of Plant Layout, Factor influencing Plant Layout, factors, types and methods, **Plant Location :** Introduction, Need for selecting a suitable location, plant location problem, Advantage of Urban, sub-urban and rural locations; Systems view of location; Factors influencing Plant Location.	15
Unit -3	**Aggregate Planning , Capacity Planning, Material Requirement Planning, Just in Time Manufacturing (JIT)** **Maintenance Management**: Type of maintenance; Breakdown; Preventive; Routine; Maintenance Scheduling	15
Unit - 4	**Quality Control:** Concepts and Functions of Inspection and Quality Control Department, Statistical Quality Control, Acceptance Sampling, Control charts, **Total Quality Management (TQM):** Concepts and characteristics; ISO 9000.	15
Unit - 5	**Work Study:** Importance of work study; Work study procedures; Time study Human considerations in work study; **Method Study**: Objectives of method study; Steps involved in method study **Work Measurement:** Objectives of work measurement; Techniques of Work Measurement; Computation of standard time; Allowance; Comparison of various techniques.	15

Learning outcomes		1. Acquire knowledge of knowing the nature of Production Management. 2. To gain knowledge of work study, planning and scheduling of Production Activities. 3. Students will gain Knowledge about quality control and Standard Quality Control.

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Suggested Readings: Book

1. Industrial Engineering; Hazra.
2. Industrial Engineering; Martand Telsang Sultan Chand & Sons.
3. Production management ; Buffa
4. SN Chari - Production and Operation Management
5. Khanna OP - Industrial Engineering and Management

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HDS Saluja	1	P.S. SHARMA	1	[illegible]	1	
2		2	Dr. K.K. Bhandari	2	(Dr. K.K. Bhandari)	2	Dr D.K. Sharma 8/6/22
3	(Dr. K. Sharma)	3		3	R.K. MOURYA	3	
4	[illegible]	4	[illegible]	4	[illegible]	4	DR Mehta
5		5	08/02/22 Dr. Richa Handa	5	SRA Susan R. Abraham	5	
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Class Name	**B.B.A. - IV Semester**
Paper Code/Paper No.	Paper - XI (Paper Code - DCBBA 211)
Title of Subject :	Comprehensive Viva
Max Marks	75
Credit Value	5
Detailed Syllabus	
Content of the Syllabus	
Comprehensive viva will be related to all the subjects studied in the previous semesters by the students. The viva will be taken by an external examiner.	

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1		1	
2		2	Dr. K.K. Bhandari	2	(Dr. K.K. Bhandari)	2	
3		3		3	R.K. MOURYA	3	
4		4		4		4	
5		5	Dr. Richa Handa	5	LRA Sriram R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.-V Semester**
Paper Code/Paper No.	Paper- I (Paper Code- BDBBA 301)
Title of Subject :	Marketing Research
Objectives:	1. To provide students with a basic understanding of the Market Research Process. 2. To acquaint the students about the role of market research in strategic decision-making.
Max Marks	75
Credit Value	5

Detailed Syllabus

Units	Content of the Syllabus	No. of Lectures
Unit -1	**Marketing Research:** Nature, Purpose, Importance, Defining the Marketing Research Problem. Application of Marketing Research, Limitations of Marketing Research, Threats to Marketing Research. Research process. **Research Design:** Meaning, Characteristics and Importance.	15
Unit-2	**Marketing Research Management:** Methods of data collection. Scaling Techniques, Sampling Designs, and Sample size decisions. Questionnaire design; Meaning and Characteristics of a Questionnaire.	15
Unit -3	**Data Processing:** Selecting an appropriate Statistical Technique. Hypothesis Testing; Tabulation and analysis of data; Interpretation and Report Writing.	15
Unit - 4	**Application of Marketing Research:** Consumer research, Product research, Sales research and Advertising research. Various issues involved and Ethics in Marketing Research	15
Unit - 5	**Sales Analysis and Forecasting**: Identifying Market Segments. Analyzing Competition and Consumer Markets. (LEARNING THROUH EXPERIENCE IN CHHATTISGARH AREA)	15

Learning outcomes		1. Discuss the scope and managerial importance of market research and its role in the development of marketing strategy. 2. Provide a detailed overview of the stages in the market research process. 3. To study the application of MR, Ethics in MR. 4. To study the sales analysis and sales forecasting.

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Suggested Readings: Book

1. Marketing Research ; G.C.Beri, Tata Mc Graw Hill, New Delhi
2. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.
3. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
4. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
5. Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1	Dr. J.S. Verma	1	
2		2	Dr. K. K. Bhandari	2		2	
3		3		3		3	
4		4		4		4	
5		5	05/06/12 Dr. Richa Handa	5	Susan R. Abraham	5	
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Class Name	**B.B.A.-V Semester**
Paper Code/Paper No	Paper- II (Paper Code- BDBBA 302)
Title of Subject :	Quantitative Techniques
Objectives:	The objective of the course is to help the student in understanding the various Quantitative Techniques in Business Studies.
Max Marks	15
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Quantitative Technique:** Definition, Approach to decision making, Analysis and Computer Based Information System. **Operation Research:** Introduction to OR; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory).	15
Unit-2	**Transportation Model:** Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.	15
Unit -3	**Probability**: Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poison distribution, Binomial distribution).	15
Unit - 4	**Sampling and Sampling Distribution:** (T-test, Z-test, f-test, Chi-square test). Theory of games-Two person zero sum game; Solution to games: Saddle point, dominance rule, Value of the game, mixed strategy, Graphical method of solving a game – (2 x n) and (m x 2) games.	15
Unit - 5	**Linear Programming:** Formulation of Problem, Methods of solving Linear Programming; Problems related to mixed constraints. **Simulation:** Basic Concepts of Simulation, Simulation Methodology, Monte Carlo Simulation; Designing Mathematical Simulation Models Using Random Numbers.	15

Learning outcomes	1. Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases. 2. Understand the usage of game theory and Simulation for Solving Business Problems. 3. Understand the usage of game theory and Simulation for Solving Business Problems. 4. Solve Optimization Problems like transportation. Identify and formulate Linear Programming Models.

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Suggested Readings: Book

1. Natrajan A. M. 'Operation Research', Pearson Education
2. Vohra N. D. 'Quantitative Techniques in Management', Tata McGraw Hill.
3. Dougerty, Introduction to Econometrics, 4E, ISBN: 9780195693249, Oxford University Press
4. Taha H, "Operation Research", Pearson Education
5. P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,
6. Hillier and Lieberman 'Operations Research', Tata McGraw Hill, Eighth Edition

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HD S Sahifa	1	P.S. SHARMA	1	Dr. N.S. [illegible]	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D K Shukla
3	(Dr. K Sharma)	3		3	R.K. MOURYA	3	
4	Mr R-K-Hirkane	4	Sanjay Singh	4	[illegible]	4	DR Megh Ram
5		5	08/6/22 Dr. Richa Handa	5	Susan R. Abraha	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - V Semester**
Paper Code/Paper No.	Paper - III (Paper Code- BDBBA 303)
Title of Subject :	Sales and Advertisement Management
Objectives:	1. To facilitate understanding of the conceptual framework of Advertising and Sales. 2. To familiar with the process of Advertising and Sales activities. 3. To facilitate understanding of the application of Advertising and Sales in decision making
Max Marks	75
Credit Value	5

Detailed Syllabus

Units	Content of the Syllabus	No. of Lectures
Unit -1	**Sales Management:** Concept, Objectives and Functions of Sales Managements. Sales Organization: Purpose, Setup & Types. **Management of Sales force**: Meaning, objectives, Sales force Recruitment, Selection, Remuneration, Training and Compensation & Evaluation.	15
Unit -2	**Personal Selling:** Meaning and Importance, Personal Selling Strategy, Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method, Procedure of Personal Selling.	15
Unit -3	**Advertising:** Concept, Scope, Objectives and Functions of Advertising. Advertising process. DAGMAR & AIDA Approaches, Role of Advertising in Marketing mix, Legal, ethical and social aspect of Advertising.	15
Unit-4	**Pre-launch Advertising Decision**: Determination of target audience, Advertising Media and their Selection. Advertising messages, Layout of advertisement, Advertising Appeal, Advertising Copy, Advertising Budget.	15
Unit -5	**Promotional Management :** Advertising Department – Organisation & Function, Advertising Agencies – Organisation & Structure, Function & Services, **Evaluation of Advertising Effectiveness**: Importance, Difficulties and Methods of Evaluation of Advertising Effectiveness.	15

Learning outcomes		1. Understanding the nature, scope & importance of Advertising & Sales. 2. Develop an understanding of various Sales Planning and Sales Budget 3. Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness.

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1	P.S. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K. K. Bhandari	2		2	Dr. D.K. Sharma
3	(A.K. Ghimma)	3		3	R.K. MOURYA	3	
4	Dr. R.K. Hira	4		4	Anil Mau	4	DR Meshram
5		5	09/08/22 Dr. Richa Hand	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.-V Semester**
Paper Code/Paper No.	Paper- IV (Paper Code- BDBBA 304)
Title of Subject :	Investment Management
Objectives:	1. To prepare students to understand various issues in Security Analysis. 2. To understand Portfolio Management from an investor's perspective of maximizing return on investment. 3. To understand the working of Stock Exchange in India & Security Exchange Board of India.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Introduction:** Investment Management; Types of investment, Objectives of investment, Nature and scope of Investment management, Type of investors, Investment V/S Speculation, Investment Process, Investment categories. Investment alternatives.	15
Unit-2	**Stock market operations:** New Issue Market, Secondary Market operations. **Derivative Instruments:** Forward contacts, Future contacts, Option contacts, Swaps Contacts.	15
Unit -3	**Analysis:** Fundamental Analysis, Economic Analysis, Company Analysis, Industrial Analysis, Technical Analysis and Efficient Market Theory, Portfolio Analysis.	15
Unit - 4	**Speculation, Arbitration, Hedging:** Introduction, Meaning and Definition, Objectives, Functions, Types, Strategies, Speculation v/s Arbitration v/s Hedging, can Speculation/ Arbitration/ Hedging mitigate financial risk for companies.	15
Unit - 5	**Stock Exchange in India:** Meaning & Definition, Members, Brokers and Participants in Stock Exchange DEMAT Account - Introduction & Types of order Processing. SEBI – Functions and operations Present scenario of capital market.	15

Learning outcomes		(1) Identify own strengths and develop new skills in the process. (2) With this type of learning outcomes, the learner will understand concepts, rules and procedures. (3) Cognitive strategy, In this type of learning outcome, the learner uses personal strategies to think, organize, learn and behave.

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1		1	
2		2		2		2	
3		3		3		3	
4		4		4		4	
5		5		5		5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A.-V Semester**
Paper Code/Paper No.	Paper - V (Paper Code - BDBBA 305)
Title of Subject :	**Material Management**
Objectives:	1. This Course aims at acquainting the students with the importance and various techniques of Material Management. 2. To develop skills for decision making and to acquire knowledge of the concepts, principles and methods of valuation. 3. To teach students the major aspects of Inventory Control and Warehousing with emphasis on Inventory Control Systems.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**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
Unit-2	**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
Unit -3	**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
Unit - 4	**Cost Reduction Techniques**: Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.	15
Unit - 5	**The Future of Material Management**: Capital Investment Decisions, Purchase of Capital Equipment's, Techniques used in Capital Investment Decision. **Introduction to Supply Chain Management & Logistics**: Scope, Functions & Importance.	15

Learning outcomes	1. Set strategic objectives, design structure, and organize the materials purchasing activities in the firm. 2. Insure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source. 3. 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.

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HP S Sahajo	1	Sharma sir P.S. SHARMA	1	Dr. N. S. Verma	1	
2		2	(Dr. K.K. Bhandari)	2		2	Dr D.K. Sinkhy 8/6/22
3	Ch. K. Sharma	3		3	R.K. MOURYA	3	
4	Mr R.K. Hirkane	4	Sanjay Sir	4	Anil Nair	4	Mr Mishra sir
5		5	08/06/22 Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - VI Semester**
Paper Code/Paper No.	Paper - VI (Paper Code - BDBBA 306)
Title of Subject :	**Business Policy and Strategy**
Objectives:	1. To equip students with the necessary insight into Designing Strategies for an organization 2. To enable the students to understand SWOT analysis in Business Strategy 3. To help the students community and acquire better knowledge and better skills for better tomorrow.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Business Policy and Strategy :** Introduction, Concept of Business Policy, Strategy and Strategic Management, Need and functions of Business Policy and Strategy, Factors influencing Business Policy and Strategy, Business Policy vs. Strategy. Importance of Strategic Management, Causes for failure of Strategic Management, Role of a Strategist,	15
Unit-2	**Strategic Management Process:** Overview of Strategic Management Process Levels of Strategy, Strategic Direction Vision and Mission, Business Definition, Company's Vision and Mission. Criteria for Evaluating a Mission Statement Goal, Process and Input, Formulation of the Mission Statement-Drucker's Performance Area, Bennis's Core Problem.	15
Unit -3	**Strategic Analysis:** Strategic Analysis; Definition, Need for Strategic Analysis & Environmental Scanning, External Environment Appraisal using PESTEL(Political Economics Social Technological Environmental and Legal), Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) and SWOT Analysis.	15
Unit - 4	**Strategy Formulation:** Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, Strategic alternatives at corporate, level, Strategic choice models -Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix, **Strategic alternatives at business level:** Michael Porter's Generic competitive strategies, Strategy as Simple Rules	15
Unit - 5	**Strategic Implementation and Control:** Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.	15

Learning outcomes		1. On successful completion of the course, the students should have acquire knowledge over Business Policies and Strategic Management.

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		2. At the end of this course students will be able to understand SWOT analysis in Business Strategy. 3. At the end of this course students will be able to take rapid decision in Business sectors and strategic implementation.

Suggested Readings: Book

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, Newl Delhi Books for Reference :
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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1		1		1	
2		2	Dr. K.K. Bhandari	2		2	
3		3		3		3	
4		4		4		4	
5		5	Dr. Richa Handa	5		5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - VI Semester**
Paper Code/Paper No.	Paper - VII (Paper Code- BDBBA 307)
Title of Subject :	**Entrepreneurship And Small Business Management**
Objectives:	1. To learn the basic concept and nature of Entrepreneurship, its various types and role an entrepreneur plays in Economic Development. 2. To study the various Entrepreneurial Development programmes in India and their valuation.
Max Marks	75
Credit Value	5

Detailed Syllabus

Units	Content of the Syllabus	No. of Lectures
Unit -1	**Entrepreneur:** Definition, emergence of Entrepreneurial class. Theories of Entrepreneurship, Characteristics of Entrepreneur. Entrepreneurial Traits. Types and Significance. Role and Importance of entrepreneur in economic growth .Government's Policy with regards to SSI and Entrepreneurs.	15
Unit-2	**Entrepreneurial Development programmes in India:** Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies .Entrepreneurial Environment. Entrepreneurial Ecosystem & Problems .Innovation – Concept and Types. Innovation and Entrepreneur. (Learning Through Experience In Chhattisgarh Area)	15
Unit -3	**Entrepreneurial Behavior:** Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility and Entrepreneurial Motivation. Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government. **Social Entrepreneurship:** Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.	15
Unit - 4	**Small Scale Industries:** Meaning & Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems. **The role of Small Scale Industries in Indian Economy :** Problems of Small Scale Industries ;Measures to promote Small Scale Industries (Learning Through Experience In Chhattisgarh State)	15
Unit - 5	**Women Entrepreneurship:** Concept, Evaluation, Importance and functions of Women Entrepreneurship, Topologies and categories of Women Entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.	15

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Learning outcomes		1. Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country. 2. Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship. 3. Students will be able to understand Entrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.

Suggested Readings: Book

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Srivastava S.B.: A Practical Guide to Industrial Enterprenuers ;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.

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1	P. S. SHARMA	1		1	
2		2	Dr. K. K. Bhandari	2		2	
3		3		3	R. K. MOURYA	3	
4		4		4		4	
5		5	Dr. Richa Handa	5		5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - VI Semester**
Paper Code/Paper No.	Paper - VIII (Paper Code- BDBBA 308)
Title of Subject :	**Business Taxation**
Objectives:	1. To enable the students to identify the basic concepts, definition, and terms related to direct and indirect tax. 2. To enable the students to compute the net total taxable income of an individual. 3. To enable the students of basic knowledge about GST, its evolution in India, and apply the provisions of GST law to various situations.
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Income Tax:** Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions; Basis of charge; Scope of Total Income, Residence and Tax Liability.	15
Unit-2	**Heads of Income**: Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms)Assessment of individuals and firms (simple problems). **Rebates and Relief's,:** Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.	15
Unit -3	**Deduction:** Capital gains, Income from other sources, Introduction of Deduction, Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR.	15
Unit - 4	**Goods and Services Tax (GST):** Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes –Benefits of implementing GST , Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST, GST Council: Structures Power and Functions. Provisions for amendments, GST Network, Registration. Taxable event- "Supply" of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, Exemption from GST, billing and e way billing.	15
Unit - 5	**Eligible and Ineligible Input Tax Credit:** Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Tax Invoice, Debit Notes, Returns, Audit in GST.	15

Learning outcomes		1. Students would identify the technical terms related to income tax. 2. Students would compute the net total income of an individual. 3. After the completion of the course, students will be able to acquire deep knowledge on GST.

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Suggested Readings: Book

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhania V.K.: Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts
5. Central excise duty act
6. Income tax Act
7. Central Sales tax Act
8. Goods & Services Tax – Indian Journey: N.K. Gupta &SunnaniaBatia, Barat's Publication

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HD S Sah	1	P. J. SHARMA	1	Dr. N. S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr. D.K. Bhandari
3	(A.K. Mang)	3		3	R.K. MOURYA	3	
4	Mr. R.K. Hima	4	Sanjay Singh	4	[illegible]	4	Dr. Meghna
5		5	08/06/22 Dr. Richa Handa	5	Susan R. Abraham	5	
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CENTRAL BOARD OF STUDIES - MANAGEMENT - PROPOSED SYLLABUS

Class Name	**B.B.A. - VI Semester**
Paper Code/Paper No.	Paper - IX (Paper Code- BDBBA 309)
Title of Subject :	**Business Ethics And Social Responsibility**
Objectives:	1. To develop various Corporate Social Responsibilities and practice in their professional life 2. To understand the Business Ethics and to provide best practices of Business Ethics
Max Marks	75
Credit Value	5

Detailed Syllabus

Unit	Content of the Syllabus	No. of Lectures
Unit -1	**Business Ethics:** Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management.	15
Unit-2	**Corporate Social Responsibility:** Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR. **Corporate governance:** Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)	15
Unit -3	**Ethics in Management**: Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.	15
Unit - 4	**Role of Corporate Culture in Business:** Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.	15
Unit - 5	**Application of Business Ethics:** Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).	15

Learning outcomes		1. Identify and evaluate Business Ethics theory and corporate social responsibility 2. Introduction and orientation to an ethical decision-making framework 3. Explore ethical theories.

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Suggested Readings: Book

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

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1		1	P. S. SHARMA	1	Dr. [illegible]	1	
2		2	Dr. K.K. Bhandari	2		2	Dr. D.K. Sharma
3	Col. K. Sharma	3		3	R.K. MOURYA	3	
4	Dr. R.K. [illegible]	4	[illegible]	4	[illegible]	4	Dr. [illegible]
5		5	08/01/22 Dr. Richa Handa	5	SRA Swan R. Abrahe	5	
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Class Name	**B.B.A. - VI Semester**
Paper Code/Paper No.	Paper - X (Paper Code - BDBBA 310)
Title of Subject :	Project Viva - Voce
Max Marks	75
Credit Value	5
Detailed Syllabus	
Content of the Syllabus	
Research report has to be an empirical work. It is to be started from the beginning of the six semester under the guidance of faculties of the college. The topics of the research project is to be finalized with the consultation of the faculty guide. The project will be evaluated both by internal of the college and external which is to be decided by the university.	

Chairman		HOD PG Department		HOD UG Department		Subject Expert	
1	HPS Saluja	1	P. J. SHARMA	1	Dr. N.S. Verma	1	
2		2	Dr. K.K. Bhandari	2		2	Dr D.K. Shukla
3	Sharma Sir	3		3	R.K. MAURYA	3	
4		4		4		4	DR Mohan
5		5	Dr. Richa Handa	5	Susan R. Abraham	5	
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