FOUR YEAR - B B A

UNDERGRADUATE PROGRAM

(2024–28)

DEPARTMENT OF COMMERCE & Management

(FACULTY OF COMMERCE)

COURSE CURRICULUM

(UNDER NEP-2020)

GOVT. OF CHHATTISGARH

DEPARTMENT OF HIGHER EDUCATION

RAIPUR

MAY - 2024

(Dr Syed Saleem Agmi)

(Dr. D R Meshram)

11/6/24

(R.K. MOURYA)

11.6.24

(Prof. A.K Srivastava)

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BBA FOUR YEAR COURSE

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

31.6.24

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

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EIGHTH	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management	3	1	-	4	100
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	3	1	-	4	100
	BBSE-11	Services Marketing	3	1	-	4	100
	BBSE-12	Tourism Management	3	1	-	4	100
		(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)					
		TOTAL CREDIT & TOTAL MARKS				**20**	**500**
		GRAND TOTAL CREDITS(I to VIII)				**160**	**4000**
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)							
SEVENTH	BBSC-19	**Strategic Management (4C)**	3	1	-	4	100
		Elective - 1: Human Resource Management					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
		Elective - 2 :Finance					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
		Elective - 3 : Marketing					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
		TOTAL CREDIT & TOTAL MARKS				**B to B Marketing**	**500**
EIGHTH	**BBSC-20**	**Advanced Strategic Management (4C)**	3	1	-	4	100
		Elective - I: Human Resource Management					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		Elective - II: Finance					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
		TOTAL CREDIT& TOTAL MARKS				24	600
		GRAND TOTAL CREDIT (I TO VIII)				160/164	4100

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

Name and Signature of Convenor & Members :

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

BBA FOUR YEAR COURCE

Semester	Category &	Subjects/Paper Titles	L	T	P	Credits	Max.

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	Paper Code						Marks
FIRST	BBSC-01	Principles of Management	3	1	-	4	100
	BBSC-02	Business Mathematics	3	1	-	4	100
	BBSC-03	Financial Accounting	3	1	-	4	100
	BBGE-01	**Computer Application or (Chose any one from Pool in Other Faculty as per rule)**	3	1	-	4	100
	BBAEC-01	Environmental Studies	1	1	-	2	50
	BBVAC-01	Social Media Marketing **OR (Choose any one from Pool Group)**	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS					**20**	**500**
SECOND	BBSC-04	Business Economics	3	1	-	4	100
	BBSC-05	Business Statistics	3	1	-	4	100
	BBSC-06	Cost Accounting	3	1	-	4	100
	BBGE-02	**(Chosseany one from Pool in Other Faculty as per rule)**	3	1	-	4	100
	BBAEC-02	EnglishLanguage	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development **OR (Choose any one from Pool Group)**	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS					**20**	**500**
	Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)					**40**	**1000**
THIRD	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
	BBSC-09	Business Environment	3	1	-	4	100
	BBSE-01 ***OR*** **BBGE-03**	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing– Marketing Management **(One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)**	3	1	-	4	100
	BBAEC-03	Hindi Language	1	1	-	2	50
	BBVAC-02	Digital Marketing **OR(Choose any one from Pool Group)**	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS					**20**	**500**
FOURTH	BBSC-10	OrganizationalBehaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
	BBSC-12	Management Information System	3	1	-	4	100
	BBSE-02 ***OR*** **BBGE-04**	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing– Sales &Advertisement Management **(One-BBSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)**	3	1	-	4	100
	BBAEC-03	**Communicative English/Other**	**1**	**1**	**-**	**2**	**50**
	BBSEC-02	**Creative Writing & Content Development OR (Choose any one from Pool Group)**	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS					**20**	**500**
	Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88					**80**	**2000**

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

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

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

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

Name and Signature of Convenor & Members:

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session: **2024-2025**
1	**CourseCode**	**BBSC-01**		
2	**CourseTitle**	**Principles of Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning Outcomes(CLO)**	➢ *The students will understand concepts, rules or procedures of Principles ofManagement.* ➢ *Improve their cognitive thinking.* ➢ *The students will learn proficient and effective use of knowledge and abilityin performance..*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction:** Concept, Nature, Process and Significance ofManagement, Role, Function and Responsibility of Management,Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)	15
II	**Planning:** Concept of Planning, Characteristics of Planning, Steps inPlanning Process; Benefits and Limitations of Planning, Types ofPlanning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and businesspossibilities in Chhattisgarh.	15
III	**Organizing :** Concept, nature, process and significance; authorityand resident relationship; Centralization and Decentralization;Departmentalization, Organization structure – forms and contingency factors. **Decision making:** Features of Decision making, Role of Decisionmaking in Management, Types of Managerial Decision, Steps inDecision making process, Decision techniques; Principles of Decisionmaking.	15
IV	**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
Keywords	*Management, Planning, Organising, Decision Making, Controlling and Budgeting.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

TextBooksRecommended –

1. Drucker Peter F: Management Challenges for the 21 st 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 6 thedtion.
4. Terry and Frankin; Principles of Management; AITBS, New Delhi.
5. M.Gupta: Principles of Management; Motilal U.K. Books of India New Delhi

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

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ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

Name and Signature of Convenor & Members (CBoS):

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session:**2024-2025**
1	**CourseCode**	**BBSC-02**		
2	**CourseTitle**	**Business Mathematics**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite(if,any)**	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *The aim of the course is to build knowledge and understanding of BusinessMathematics among the student.* ➢ *The course seeks to give detailed knowledge about the subject matter by instillingin the basic ideas about Business Mathematics.* ➢ *To provide knowledge about Mathematics and its use in business. To enable thelearner about Mathematical Calculations.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Matrices:** Definition of a Matrix; Types of Matrices; Algebra ofMatrices; Adjoint of a Matrix, Matric Inverse elementary row & columnoperations.Determinants: Properties of determinants; Calculation of values ofDeterminants up to third order.	15
II	**Types of Equations:** Simple/ Linear Equations and SimultaneousEquations (only two variables),Elimination and Substitution Methodsonly. 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
III	**Average & Ratio**: duplicate-triplicate and sub- duplicate of a ratio. **Proportions**: third, fourth and inverse. Proportion,problems.Speed, Distance and Time. Commission, Discount, Profit and Loss, Percentages.	15
IV	.**Simple Interest,Compound Interest** including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,	15

Keywords: ***Matrices, Indices, Logarithms, Average, Ratio, Proportion, Simple Interest.***

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.
2. "Practical Business Mathematics and Statistics" SuranjanSaha, 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.

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session: **2024-2025**
1	**CourseCode**	**BBSC-03**		
2	**CourseTitle**	**Financial Accounting**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *learn the commonly used accounting terminology , Identify the usersof accounting information and their respective requirements* ➢ *explain the process of recording and classifying the business transactionsand events, Make financial the financial statements, viz., Profit and LossAccount, Balance Sheet, and cash flow statement* ➢ *Explain accounting software and to acquaint with how to work in TallySoftware.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Accounting** – Definition, Meaning, Advantages, Limitations andAccounting System; Relationship of Accounting with other functionalAreas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. **Capital and Revenue** – Classification of Capital & Revenue; GoldenRules of Accounting, Journal, Ledger, Subsidiary books – CashBook, Meaning and type of Cash Book - Single Column,	15
II	**Rectification of Errors:** Classification of Error, Location of Error,Suspense Account, Effects on profit;Bank Reconciliation Statement: Meaning, Need and Importance ofBank Reconciliation Statement, Reasons of difference between CashBook and Pass Book Balance,	15
III	**Final Account**: Preparation of Manufacturing Account, TradingAccount, Profit and Loss Account, Balance Sheet (Simple Adjustmentonly). **Depreciation** - Meaning, Definition, Importance, Defects ofDepreciation - Method of calculating Depreciation - Straight linemethod - Written down value method,	15
IV	**AccountingSoftware** – Introduction - Meaning of AccountingSoftware, Types of Accounting Software; Tally - Meaning of TallySoftware – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols,Accounts /Inventory info – Master Configuration - Voucher EntryConfiguration. 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, SalesRegister and Purchase Register, Journal Register, Statement ofAccounts, and Balance Sheet.	15
Keywords	*Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

DEPARTMENT OF COMMERCE & Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session: **2024-2025**
1	**CourseCode**	**BBGE-01**		
2	**CourseTitle**	**Computer Application**		
3	**CourseType**	**Generic Elective (GE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Bridge the fundamental concepts of computers with the present level ofknowledge of the students.*** ➢ ***Familiarize operating systems, peripheral devices, software, Internet andviruses.*** ➢ ***It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction to Computers:**Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability,Repeatability, Advantages and Limitations of Computer. Type ofComputer: Analog, Digital, Hybrid, General and Purpose Computers,Computer Generation &their classification, Comparison betweenMicro, Mini &Main Frame Computers. **Input/output Devices and Memory:**Input and Output Devices of Computer. Memory of Computer:Primary and Secondary Storage, Main Memory, Secondary Memory;Cache Memory; Real and Virtual Memory; Memory Management Unit(MMU).	15
II	**Software and Operating System:**Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System - DOS,Window &Linux.Graphical User Interface [GUI] -Windows OperatingSystem. Concept of Data Communication &Networking: Network Concepts, Types of Network, Different Topologies. Types ofSoftware: Application Software, System Software, Operating System:	15
III	**MS Word:**Working with MS Word: Creating, Saving, Printing & editing worddocuments, formatting documents, checking spelling &grammar,adding page no., footnote, graphics Clipart, mail merge. **Spreadsheet Software:** Introduction to Spreadsheet, creation and their Application, Creatingworkbooks, working with data and tables, formatting and changingworkbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet. Formulas, function,Addressing, Graphics on spreadsheet, modes of Data Processing, &Report generation,	15
IV	**Presentation Software:**Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, adding sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. **Internet and Virus:**Elementary Internet Application, Security Control: Physical Security, data Security, hardware and Software Threats. Computer Viruses: Types of Viruses, Logic Bombs, Torzan Horses, Worms. Virus Prevention, Things that are not Virus, Antivirus.	15
Keywords	***Software, Operating System, MS word, Spreadsheet Software***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

P. K Sinha, 4th ed BPB, Computer Fundamentals: Concepts, Systems ; Applications

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□ *V. Rajaraman, 4th ed PHI, Fundamental Of Computers* □ *E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"*
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester- I**	Session: **2024-2025**
1	**CourseCode**	**BBVAC - 01**		
2	**CourseTitle**	**Social Media Marketing**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Create and implement a digital and social media plan that aligns to a brand's overall business objectives. ➢ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies. ➢ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams. ➢ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Social Media Marketing**: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.	08
II	**Facebook Marketing:** Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.	07
III	**LinkedIn Marketing:** Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.	08
IV	**Twitter Marketing:** Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for mangers. Instagram & Snapchat basic.	08
Keywords	***Social Media Marketing, Facebook, Twitter, Linkedin.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

OnlineResources–
https://www.coursera.org/socialmediamarketing
https://academy.hubspot.com/courses/social-media

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 50Marks** **Continuous Internal Assessment(CIA): 15Marks** **End Semester Exam(ESE): 35Marks**		
Continuous Internal Assessment(CIA): **(ByCourseTeacher)**	Internal Test / Quiz-(2): **10 & 10** Assignment/Seminar+Attendance- **05** Total Marks - **15**	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
End Semester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks** SectionB:Descriptiveanswer typeqts.,**1outof2** fromeachunit-**4x05=20Marks**	

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

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-II**	Session: **2024-2025**
1	**CourseCode**	**BBSC-04**		
2	**CourseTitle**	**Business Economics**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Get an insight into the fundamentals of economics and theory of consumerbehaviour.*** ➢ ***To make the students understand demand and supply, theory of production& theory of cost.*** ➢ ***To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction:** Nature and Scope- Positive and NormativeEconomics, Micro and Macro Economics; Central Problems of aneconomy; Working of price mechanism. **Theory of Consumer Behaviour**: Cardinal Utility Approach-Law ofDiminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties ofIndifference Curves, Budget Line, Consumer's Equilibrium	15
II	**Demand:** Meaning, Demand Schedule, Individual and MarketDemand Curve, Determinants of Demand, Law of Demand,Changes in Demand; **Supply:** Meaning, Supply Schedule, Individual and Market SupplyCurve, Determinants of Supply, Law of Supply, Changes in Supply;Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity ofDemand and Supply.	15
III	**Theory of Production:** Factors of Production, Basic Concepts, ProductionFunction, Law of Variable Proportions, Returns to Scale; Producer'sEquilibrium- Least-Cost Factor Combination and Output Maximization fora given Level of Outlay; **Theory of Costs**: Basic Concepts, Short-run Total Cost Curves. Fixed andVariable, Short-run Average and Marginal Cost Curves, Relationshipbetween Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves,Relationship between Average and Marginal Revenue Curve. **Equilibrium of the Firm**: Meaning, Objectives of the Firm, TotalDistribution- Concept and Marginal Productivity theory of distribution.	15
IV	**Market Structure:** Meaning, Forms of market- Perfect Competition,Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly,Monopolistic Competition and Oligopoly. **Wage:** Concept and Determination of Wages. **Rent**-Concept, Ricardian and Modern Theories of Rent. **Interest:** Concept and Theories of Interest; **Profit:** Nature, Concepts and Theories of Profit.	15
Keywords	***Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,***	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS, The Institute of Company Secretaries of INDIA. ***2. H. L. Ahuja, Business Economics.*** ***3. H. L. Ahuja, Principles of Microeconomics*** ***4. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill,*** ***5. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill,*** ***6. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.*** ***7. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.*** ***8. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education,2008. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.***		
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-II**	Session: **2024-2025**
1	**CourseCode**	**BBSC-05**		
2	**CourseTitle**	**Business Statistics**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Students will be able to learn basic theoretical and applied principles ofStatistics needed to enter the job force.*** ➢ ***Students will be able to communicate key statistical concepts to non-Statisticians.*** ➢ ***Students will gain proficiency in using Statistical Software for Data Analysis.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Statistical Methods:** Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data. **Classification of Data:** Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts &Types of Tables – Graphical Presentation–Functions of Graphs–Advantages and Limitations of Graphs.	15
II	**Measures of Central Tendency**: Mean - Combined Mean – Weighted Mean, Median – Quartiles; Relationship between Mean, Median and Mode. **Measures of Variation:** Range, Quartile Deviation, Standard Deviation, Co-efficient of Variation – Skewness, (Conceptual framework only)	15
III	**Correlation Analysis:** Correlation analysis: Meaning and Significance; Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.	15
IV	**Index Number:** Meaning and Significance,Problems in construction of Index Numbers, Methods of constructing Index Numbers–weighted and unweighted, test of adequacy of Index Numbers. **Time Series:** Meaning and significance – Utility, Components of Time series; Measurement of Trend: Method of Least squares, Moving Average Method.	15
Keywords	***Data, Mean, Median, Mode, Correlation, Standard Deviation, Index Number.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

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

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-II**	Session: **2024-2025**
1	**CourseCode**	**BBSC-06**		
2	**CourseTitle**	**Cost Accounting**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Have knowledge to learn the concept of cost accounting, Interpret variouscost elements and its usage.*** ➢ ***Know how cost calculated in various production sectors. Differentiate between costand financial accounting.*** ➢ ***Learn how cost and volume effect profit. Able to explore how cost accounting helps toface competition by cost determination and cost control.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction:** Definitions, Nature, Concept, Purpose and Classification of CostAccounting; Basic Cost concepts – Elements of Costs, Classification of Costs,Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing.	15
II	**Accounting of Materials:** Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials ; **Material Cost Control:** Meaning, Objectives and Benefits; Scope of MaterialCost Control; Procurement, Storage and Management of Issues; Make or BuyDecision; Purchase Process ; Vendor Selection;**Economic Order Quantity (EOQ):** Practical problems on EOQ; Methods of Stores or Inventory Control-ABC Method, VED Method, FSN Method; **Determination of Stock Levels:**Reorder Level, Minimum Level, Maximum Level, Average Level and Dangerlevel; Duties and Responsibilities of Stores Manger; Pricing of MaterialsIssues: FIFO, LIFO, HIFO, Weighted Average Method (Including PracticalProblems).	15
III	**Accounting of Labour:** Introduction, Meaning of Labour Cost; Types ofLabour - Direct Labour and Indirect Labour; Labour Cost Control : Meaning,Objectives and Benefits; Scope of Labour Cost Control; Labour Turnover; **Wage and Incentive System:**Taylors, Merricks, Halsey, Rowan DifferentialPiece Rate System **Accounting of Overhead:** Meaning and Classification of Overheads;Overheads - Allocation,Apportionment and Absorption; Methods andTreatment of Absorption of Overheads; Machine Hour Rate – IncludingPractical Problems.	15
IV	**Methods of costing:** Unit Costing, Contract Costing, Process Costing(Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconciliation of Cost &Financial Account, Break Even Analysis: Importanceand Components;	15
Keywords	***Cost, Material, Labour, Overhead, Wage, Incentive, Break Even Analysis***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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)]

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: **100Marks**
ContinuousInternalAssessment(CIA): **30Marks**
EndSemesterExam(ESE): **70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

Name and Signature of Convenor & Members:

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate/ Diploma /Degree)*			**Semester- II**	Session: **2024-2026**
1	**CourseCode**	**BBSEC - 01**		
2	**CourseTitle**	**Soft Skill & Personality Development**		
3	**CourseType**	**Skill Enhancement Course (SEC)**		
4	**Pre-requisite(if, any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Determine Communication styles-types with examples, perception of each type of communication, quiz. ➢ Focus on various communication skills/listening/ stress management etc. ➢ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.		
6	**CreditValue**	**2 Credits (1C+1C)**	***Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.of Teaching–learningPeriods:
Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)

Module	Topics(Coursecontents)	No.of Period
Theory Contents	**What are soft skills:** The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation **What is Personality:** Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self -presentation-What is Self-presentation, Strategies of self-presentation **Communication skills:** Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals. **Body Language:** For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire. **Listening skills:** Importance and types; Ways to improve Active Barriers To Active Listening.	**15**
Lab./Field Training Contents	**Telephone Communication:** Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills; **Technology And Communication:** Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette. **Presentation skills:** Tips to make effective and engaging presentations; Overcoming Fear; **Group Discussions:** Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's & Don'ts and Mistakes to Avoid during a GD. **Interview skills:** Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.	**30**
Keywords	***Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

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

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

NameandSignature ofConvener&Members of CBoS:

GOES TO 3RD SEMESTER

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-III**	Session:**2024-2026**
1	**CourseCode**	**BBSC-07**		
2	**CourseTitle**	**Business Communication**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Development the Personality of students.*** ➢ ***Students become able to face the Interview.*** ➢ ***Students can starts self-business.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Communication:** Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; **Verbal and Non-verbal Communication**: Meaning, Types and Importance, Listening, Difference between listening and hearing.	15
II	**Corporate Communication:** Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication.Role of Technology in Communication (ICT's). **Business Etiquettes:** Telephone Conversations. Business Meetings. Morality and Ethics. **Communication Networks:**Intranet–Internet–e mails–SMS–Teleconferencing–Video conferencing	15
III	**Conduct of Meeting:** Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. **Business Letter Writing:** Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. **Business Correspondence:**Essentials of Effective Businesscorrespondence, Structure of Business letter; Type of Business letter,Enquiry, Reply, Orders, Complaints and Circular letter ;	15
IV	**Employability Quotient:** Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; **Psychometric Analysis:** Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis.	15
Keywords	***Communication, Meeting, Letter writing, Resume Building.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

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

Name and Signature of Convenor & Members: (CBOS)

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-III**		Session: **2024-2026**
1	**CourseCode**	**BBSC-08**		
2	**CourseTitle**	**Managerial Economics**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Develop an understanding of the applications of Managerial Economics.*** ➢ ***Interpret regression analysis and discuss why its employed in decision-making.*** ➢ ***To know the methods of Investment Decision.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Managerial Economics:** Definition, Objectives, Nature, Scope,Concept, Importance, Application of Economic Theories in Decision-making. **Types of Cost:** Opportunity Cost, Accounting and Economic Cost,Fixed and Variable Cost, total Cost, Marginal cost , U-shaped averagecost curve in Short run, Learning curve [concept] ;	15
II	**Business Cycles:** Definition, Phases of Business cycle, Use ofbusiness cycles in decision-making and stabilization techniques. **National Income:**Meaning, concepts, GNP, GDP, NNP, PI, DPI,PCI; (Excluding Practical Problems)	15
III	**Objectives of Business Firms:** Economic and Non-Economic; **Profit:**Nature of profit, Accounting and Economic profit, profitpolicies, Aims of profit policy. **Cost of Capital**: Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.	15
IV	**Capital Budgeting / Investment Decisions:** Meaning; Definition;factors affecting Capital Budgeting; Methods of Investment Decisionsunder Certainty, Uncertainty and Risk. **Break- Even analysis:** Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis	15
Keywords	***Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi.
2. Varshney & Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.
3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Adhikary M, Business Economics, Excel Books, New Delhi.
5. 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

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

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-III**	Session: **2024-2026**
1	**CourseCode**	**BBSC-09**		
2	**CourseTitle**	**Business Environment**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Student can get knowledge about Business Environment at National andState level.*** ➢ ***Student can learn basic concepts and theories of BusinessEnvironment.*** ➢ ***It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Indian Business Environment:** Meaning of Business, scope andobjectives of Business; Environment - Micro and Macro-environmentof Business (Social, Cultural, Economic, Political, Legal, Technological and Natural); Impact of these factors on decisionmaking in Business, Environmental Analysis, and Competitivestructure analysis of Business. **Economic Environment of CG:** Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of Small-Scale Industries And fulfilment.	15
II	**Economic Trends (overview):**Income: Saving and Investment;Balance of Trade and Balance of Payments; **Problems of Growth:** Unemployment, Poverty, Regional Imbalances,Social Injustice, Inflation, Parallel Economy, Industrial Sickness. **Innovation:** Meaning, features and Types of Innovation; Impact ofTechnological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business;Management of Technology.	15
III	**Role of Government:** Government Functions of the State, Economic role of government, Stateintervention in Business; Reasons for andTypes of State Intervention in Business; Impact of Privatization, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy onBusiness; Regulation of Foreign Investment, Collaborations in thelight of recent changes. **Legal Environment:** Various laws affecting Indian businesses.	15
IV	**Indian Economic Planning:** Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti Aayog. **International Environment:**Globalisation of Business; Meaning anddimensions, Stages, Essential Conditions of Globalisation, ForeignMarket Entry Strategies, Merits and Demerits of Globalisation ofBusiness, Impact of Globalisation on Indian Businesses, Forms ofGlobalisation of Businesses – Multinational Corporation [MNC],Transnational Corporation [TNC] etc.. **International Economic Groupings:** International EconomicInstitutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.	15
Keywords	***Business Environment, Growth, Government, Innovation, Growth, Trends.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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<table>
<tr><td colspan="3">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</td></tr>
<tr><td colspan="3">Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-</td></tr>
<tr><td colspan="3">PART-D:AssessmentandEvaluation</td></tr>
<tr><td colspan="3">Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
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<tr><td>ContinuousInternal Assessment (CIA):
(ByCourseTeacher)</td><td>InternalTest/Quiz-(2):20&20
Assignment/Seminar- 10
TotalMarks- 30</td><td>Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks</td></tr>
<tr><td>EndSemester Exam (ESE):</td><td colspan="2">Twosection– A &B
SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks
SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks</td></tr>
</table>

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-III**	Session: **2024-2026**
1	**CourseCode**	**BBSE -01**		
2	**CourseTitle**	**Elective A - Management: Human Resource Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Students would learn about Employee Relations.*** ➢ ***How to do negotiations, manage grievances like strike, lockout in factories*** ➢ ***Stay within bounds of law with unions, employees, managers and Government officials.*** ➢ ***Learn to stream line significant HR activities (Payroll, compliance, administration).***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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. **Human Resource Development System:** HR development system, Training, Mentoring, Performance, Employee Identification	15
II	**Recruitment & Selection:** Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. **HR Demand Forecasting:** Meaning and Techniques and HR supply forecasting; **Succession Planning:** Meaning and Features	15
III	**Compensation, Negotiation and Resolution Management laws:** Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.	15
IV	**Industrial Relations:** Employee / Employees relation Regulatorymechanism in Industrial Relations. Employee Engagement andPsychological Contract. **Employee Engagement (EE):** Meaning and Types of EE, Drivers ofEngagement; Measurement of EE, Benefits of EE. **Psychological contract:** Meaning and features.	15
Keywords	***Human Resource Management, Succession planning, Industrial Relations.***	

PART–C: LearningResources

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TextBooks,ReferenceBooksand Others		
1. HRM by Gary dessler and Biju Varkkey 16 th ed, pearsonedution. *2. Labour and Industrial laws by P.P. Padhi Eastern book company.* *3. Strategic human resources planning by P.K. Gupta / Everest publication house.* *4. Hand book of Personnel Management by Armstrong.*		
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-III**		Session: **2024-2026**
1	**CourseCode**	**BBSE -01**		
2	**CourseTitle**	**Elective II - Finance : Financial Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Create and interpret financial statement.* ➢ *Identify legal issues and impact of financial management.* ➢ *Student can take business decision by the help of Ratio Analysis and working capital management.* ➢ *Student can take decision regarding project analysis (Capital Budgeting) by using various method.* ➢ *Enable the students Evaluate Dividend Policies*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Finance Function:** Meaning, Scope, Nature and Objectives ofFinancial Management; Profit v/s Wealth Maximization; LeaseFinancing, areas of Financial Management; Source of Finance role ofFinancial Manager. **Financial Statement:** Analysis and interpretation of FinancialStatement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.	15
II	**Ratio Analysis:** Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.	15
III	**Working Capital Management:** Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. **Capital Budgeting:** Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.	15
IV	**Capital Budgeting:** Concept and importance of Capital Budgeting,Pay Back Period (PBP),ARR, Net Present Value Method.**International Money System:** International Financial Market andnstrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)	15
Keywords	***Finance, Working Capital Management, Capital Budgetiing.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi.
2. P. Chandra, Financial Management, TMH, New Delhi
3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai.
4. M.Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi.
5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems,Cases
6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad(Prayagraj).
7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications –Sultan and Sons.

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			Semester–III	Session: 2024-2026
1	CourseCode	BBSE -01		
2	CourseTitle	Elective C – Marketing Management		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Learning the nature and scope of Marketing* ➢ *Develop an explanation of various Marketing Philosophies and Marketing Environment.* ➢ *Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Marketing:** Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; RelationshipMarketing,Concept Marketing; Digital Marketing; Social MediaMarketing; and E-tailing (Meaning only).	15
II	**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
III	**Channel of Distribution:** Nature, functions, and types of DistributionChannels; Distribution Channel Intermediaries; Channel Managementdecisions; Retailing and Wholesaling; **Promotion Mix:** Nature and importance of Promotion, Elements ofPromotion Mix, Factors influencing Promotion Mix, Types ofpromotion; Advertising, Personal Selling, Publicity, Role of promotionin marketing, **Sales Promotion:**Meaning, Objects, Importance &Tools.	15
IV	.Marketing Organisation: Company Goals and MarketingOrganisation, Marketing Organisation Structure, Relation with otherSelling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the controlof Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and LegalAspects of Marketing, Marketing of Services, Online marketing, GreenMarketing, Direct Marketing, Rural marketing, Customer RelationshipManagement, Logistic Management.	15
Keywords	*Marketing, Product, Price, Sales Promotion, Promotion Mix.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education
- *Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson*
- *William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning*
- *Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education*
- *Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan*

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□ *Management Principle and Practice, Prashantha, Abhijeet Publication* □ *An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication* □ *Marketing Management, Pingali Venugopal, Sage Publications* □ *Marketing Management,C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications* □ *Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House* *(Dr. B. K. Garg) S.G.G.UniversityAmbikapur*
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester-III**	Session:**2024-2026**
1	**CourseCode**	**BBVAC - 02**		
2	**CourseTitle**	**Digital Marketing**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Interpret the concept of digital marketing and its integration of traditional marketing. ➢ Learn thebehaviour of online consumers. ➢ Create digital media campaigns through an understanding of email content and social media marketing. ➢ Leverage digital strategies to gain competitive advantage for business and career.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing	08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.	07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing	08
IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	08
Keywords	***Digital Marketing, Technology, Consumer, Buying.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

OnlineResources–

- **https://www.thinkwithgoogle.com/**

OnlineResources–

- **https://www.coursera.org/socialmediamarketing**
- **https://academy.hubspot.com/courses/social-media**

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **MaximumMarks:** **ContinuousInternalAssessment(CIA):** **50Marks** **15Marks** **End SemesterExam(ESE):** **35Marks**		
Continuous InternalAssessment(CIA): **(ByCourseTeacher)**	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
End SemesterExam(ESE):	**Twosection– A &B** SectionA:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks** SectionB:Descriptiveanswer typeqts.,**1outof2** fromeachunit-**4x05=20Marks**	

NameandSignature ofConvener&Members ofCBoS:

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

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session: **2024-2026**
1	**CourseCode**	**BBSC- 10**		
2	**CourseTitle**	**Organizational Behaviour**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Differentiate between various types of personality using standard tools.* ➢ *Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window.* ➢ *Knowledge to learn the level of motivation in employees.* ➢ *Describe characteristics of a leader. Learn how to build a supportive* ➢ *Organisational Culture.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**OrganisationalBehaviour:** Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. OrganisationalBehaviour 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
II	**Decision Making and Communication:** Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); JohariWindow.	15
III	**Motivation:** Meaning and Importance, Maslow's need hierarchy theory of motivation, Herzberg's two factor theory, Adam's Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation andOrganisational Effectiveness.	15
IV	**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. **Dynamics of OrganisationalBehaviour**: Organisational Culture and Climate; Concept & determinants of Organisational Culture. **Organisational Change:** Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.	15
Keywords	*OrganisationalBehaviour, Decision making, Motivation, Organisational change*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session:**2024-2026**
1	**CourseCode**	**BBSC- 11**		
2	**CourseTitle**	**Business Law**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***To teach the students' basic rules of agreement and contract along withthe basic rule of offer, acceptance, performance of contract and discharge ofcontract etc.*** ➢ ***It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002.*** ➢ ***To make Companies act 1956 and Consumer protection act 1986,Indian Partnership act 1932.information act 2000, and competition act 2002***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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
II	**Negotiable Instruments Act 1881:** Salient Provision of NegotiableInstruments Act 1881; Salient Provisions of Indian Copyright Act1956. **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.	15
III	**Indian Partnership Act, 1932:** Essentials of Partnership, Rights andduties of Partner, Types of Partners. Dissolution of Partnership. **The Competition Act, 2002:** Basic Concepts, Powers of CentralGovernment under the Competition Act, Major Provisions of theCompetition Act: Role and Working of Competition Commission ofIndia.Information Technology Act.	15
IV	**The Companies Act, 1956:** An Overview; Nature and kinds ofCompanies; Formation of a Company; Company Management;Company Meetings and Winding up Joint Stock Company;	15
Keywords	***Contract Act, Negotiable Instrument Act , Partnership Act, Companies Ac.t***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1) N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi.
2) Avatar Singh – The Principles of Mercantile, Eastern Book Co., Lucknow.
3) S. K. Tuteja – Business Law for Managers, Sultan Chand & Sons, New Delhi
4) Sushma Arora - Business Law, Tax Man's Publication
5) G. K. Varshney – Sahitya Bhawan Publication, New Delhi

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

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COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session: **2024-2026**
1	**CourseCode**	**BBSC-12**		
2	**CourseTitle**	**Management Information System**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *To knoe the good learning attitude* ➢ *evaluation the role of information system*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Information Systems:** Concept &Technologies, Role of informationSystems inBusiness. Influence of Information Systems inTransforming Businesses. Global EBusinesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical andSocio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS,MIS, DSS and EIS; Organising the Information Systems function inBusiness; Ethical and Social issues of Information Systems.	15
II	**Using Information Systems to Achieve Competitive Advantage:**Porter's Competitive Forces Model and The Business Value ChainModel. Aligning Information Systems with Business; Decision Makingand Information Systems; Types of Decisions and theDecisionMaking 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 InformationSystems**: Structure of MIS, system, sub-system, integrated system,system view of Business; **MIS Planning and Development:** Introduction, MIS Planning and Development phases, Development ofMIS, System Life Cycle of MIS, Approaches of MIS Design.	15
III	**Functional Information Systems:** Marketing, Human Resource, Financial and Operational Information Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. BusinessValue of Enterprise applications and challenges in Implementing.	15
IV	**Implementing Information Systems as Planned OrganisationalChange:** Business Process Reengineering. Systems Analysis andSystems Design. **Modelling and Designing Systems:** Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems.	15
Keywords	***MIS, Business, Planning, Development, Modelling, Designing.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.

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2. Gordon B. Davis, M.H. Olson, Management Information System, Prentice Hall, NewJersey. *3. Jerome Kanter, Management Oriented Management Information Systems, PHI, NewDelhi*
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session: **2024-2026**
1	**CourseCode**	**BBSE -02**		
2	**CourseTitle**	**Elective A – Management : Production Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Acquire knowledge of knowing the nature of Production Management.* ➢ *To gain knowledge of work study, planning and scheduling of Production Activities.* ➢ *Students will gain Knowledge about quality control and Standard Quality Control.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Production Management:** Meaning, Definition, Scope, Importanceand Problems of Production Management. **Production Planning and Control:** Routing, Scheduling,Dispatching objectives, functions of Production Planning andControl.	15
II	**Production System:** Continuous and Intermittent ProductionSystem. **Plant Layout:** Objectives, Plant Layout problem, Principlesof Plant Layout, Factor influencing Plant Layout, Types andmethods of Plant Layout. **Plant Location:** Introduction, Need for selecting a suitablelocation, Plant location problem, Advantage and Disadvantages of Urban, sub-urban andrural locations; Systems view of location; Factors influencing PlantLocation.	15
III	**Aggregate Planning; Capacity Planning; Material RequirementPlanning; Just in Time Manufacturing(JIT). Maintenance Management:** Type of Maintenance; Breakdown;Preventive; Routine; MaintenanceScheduling. **Quality Control:** Concepts and Functions of Inspection and QualityControl Department, Statistical Quality Control, AcceptanceSampling, Control charts and its types. **Total Quality Management (TQM):** Concepts and characteristics;ISO 9000.	15
IV	**Work Study:** Importance of Work Study; Work study procedures; Time study Human considerations in Work Study. **Method Study:** Objectives of method study; Steps involved in Method study **Work Measurement:** Objectives of Work Measurement; Techniquesof Work Measurement; Computation of Standard Time; Allowance;Comparison of various techniques.	15
Keywords	***Production, PPC, Plant Layout, PQM, Quality Control, Method Study, Work Study.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session: **2024-2026**
1	**CourseCode**	**BBSE -02**		
2	**CourseTitle**	**Elective B – Finance: Banking Operations & Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *To Define the core concepts of banking.* ➢ *To acquaint with the knowledge of the functioning of the banking Industry, especially that of India.* ➢ *To identify the structure of Banking System in India.* ➢ *To learn the operational aspect of Commercial Banks in India.* ➢ *To learn and gain insights about Negotiable Instruments.* ➢ *To help identify various concepts like ATM, E-Banking, Basel Norms, etc.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Banking System in India:** Banking System in India; Monetary Policy:Concepts &Objectives, Basic Concepts of Regulatory Environment forCommercial Banks in India and their provisions; BankingRegulationAct (1949): General Provisions, Management Control, Loan &Advances;Deposit	15
II	**Financial sector reforms in India:** RBI–role, functions, monetarypolicy and credit control, RBI Act, Regulatory Environment forCommercial Banks in Indian Core Banking; Digital payment service providers and gateways. SARFAESI Act-Methods of recovery of NPA's and Money Laundering- Procedure,Laws and Guidelines for anti-money laundering.	15
III	**Commercial Banks in India:** Operational Aspect of CommercialBanks in India, Relationship between Banker and customers, Types ofcustomer account, Cheque &its types, Endorsement, Dishonor, Rights and liabilities of Paying and collecting Banker, Time Value of moneycalculation of interest on loan & deposits, EMIs, Employment of fundsby Commercial Banks.	15
IV	**Security Market:** Types of securities, mode of creating charge, Bankguarantees, Basel norms, Financial Sector Reforms in India.	15
Keywords	*Banking System, Commercial Banks, Monetary Policy, Security Market.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons
2. Jaiswal Bimal : Banking Operations
3. Bhole L.M: Financial Institution & Markets
4. Desai Vasant: Financial Market & Institutions
5. Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, VikasPublishing,
6. Varshney , P.N. (2017). Banking Law & Practice, Sultan. Chand Publishing, 24thEdition
7. Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50thEdition.

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

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COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-IV**	Session:**2024-2026**
1	**CourseCode**	**BBSE -02**		
2	**CourseTitle**	**Elective C – Marketing: Sales & Advertisement Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the nature, scope & importance of Advertising & Sales.* ➢ *Develop an understanding of various Sales Planning and Sales Budget* ➢ *Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Sales Management:** Concept, Objectives and Functions of SalesManagements; Sales Organization: Purpose, Setup &Types. **Management of Sales force:** Meaning, Objectives, Sales forceRecruitment, Selection, Remuneration, Training and Compensation &Evaluation.	15
II	**Personal Selling:** Meaning and Importance, Personal Selling Strategy,Theories of Personal Selling, Analysing Market Potential, SalesPotential and Sales Forecasting Method, Procedure of Personal Selling.	15
III	**Advertising:** Concept, Scope, Objectives and Functions of Advertising.Advertising process; DAGMAR &AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect ofAdvertising. **Pre-launch Advertising Decision:** Determination of target audience,Advertising Media and their Selection; Advertising messages, Layout ofadvertisement, Advertising Appeal, Advertising Copy, AdvertisingBudget.	15
IV	**Promotional Management:** Advertising Department – Organisation&Function, Advertising Agencies – Organisation& Structure, Function &Services, **Evaluation of Advertising Effectiveness:** Importance, Difficulties andMethods of Evaluation of Advertising Effectiveness.	15
Keywords	***Sales Management, Advertising, Personal Selling, Advertising Effectiveness.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

Advertisement Management, Rajeev Batra, John G, Myers. Pearson India
- *Advertisement and Promotion, George E. Belch, Michaek A. Belch, Mcgraw HillEducation*
- *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 AhilyaPrakashan.*
- *Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd*
- *Advertising, Selling and Promotion, Ritu Narang, Pearson Education*
- *Advertising and Personal Selling, Dr. SunainaSardan, Galgotia Publishing Company*
- *Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press.*
- *Advertisement Management, Sanjay Gupta & Pooja Nasa.SBPD Publication*

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

DEPARTMENTOF.....

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma /Degree)*		**Semester- IV**	Session:**2024-2026**	
1	**CourseCode**	**BBSEC - 02**		
2	**CourseTitle**	**Creative Writing & Content Development**		
3	**CourseType**	**Skill Enhancement Course (SEC)**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ To make them understand the writing process ➢ To sensitize them to the various styles and techniques of writing and editing. ➢ To learn various styles and techniques of creative writing and editing.		
6	**CreditValue**	**2 Credits (1C+1C)**	***Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.of Teaching–learningPeriods:
Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)

Module	Topics(Coursecontents)	No.of Period
Theory Contents	**Fundamentals of Creative Writing:**Meaning and Significance of Creative Writing; **Genres of Creative Writing:** poetry, fiction, non-fiction, drama and other forms. **Elements of Creative Writing:**Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. **Basics of Content Development:**The Concept of Content Writing and its relevance, Role and Functions of Content Writers **Plagiarism:**Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues	**15**
Lab./Field Training Contents	**Project:** Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)	**30**
Keywords	***Creative Writing, Content Development, Plagiarism.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001.
2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge
3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print.
4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008.Print.
5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.

OnlineResources–

https://www.entrepreneur.com/article/247908
https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/
https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-itimportant-for- blog-writing

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **MaximumMarks:** **50Marks** **Continuous Internal Assessment(CIA):** **15Marks** **End SemesterExam(ESE):** **35Marks**		
Continuous InternalAssessment (CIA):(ByCourseCoordinator)	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst **15** Marks
End Semester Exam (ESE):	**Laboratory/FieldSkillPerformance:OnspotAssessment** **D. Performedthe Task basedonlearned skill- 20Marks** **E. Spottingbased ontools(written)– 10Marks** **F. Viva-voce(basedonprinciple/technology) -05Marks**	**Managed byCoordinator asperskilling**

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-V**	**Session: 2024-2027**
1	**CourseCode**	**BBSC- 13**		
2	**CourseTitle**	**Marketing Research**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Discuss the Scope and Importance of Market Research and its role in the development of Marketing Strategy.* ➢ *Provide a detailed overview of the stages in the Market Research Process.* ➢ *To study the application of MR, Ethics in MR.* ➢ *To study the sales analysis and sales forecasting.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Marketing Research:** Nature, Purpose, Importance, Defining theMarketing Research Problem; Application of Marketing Research; Limitations of Marketing Research; Threats to Marketing Research; Research process. **Research Design:** Meaning, Characteristics and Importance.	15
II	**Marketing Research Management:** Methods of data collection.Scaling Techniques, Sampling Designs, and Sample size decisions.Questionnaire design; Meaning and Characteristics of a Questionnaire. **Data Processing:** Selecting an appropriate Statistical Technique; Hypothesis Testing; Tabulation and analysis of data; Interpretation andReport Writing.	15
III	**Application of Marketing Research:** Consumer Research, Product Research, Sales Research and Advertising Research. Various issuesinvolved and Ethics in Marketing Research.	15
IV	**Sales Analysis and Forecasting:** Identifying Market Segments; Analyzing Competition and Consumer Markets. (LEARNINGTHROUH EXPERIENCE IN CHHATTISGARH STATE)	15
Keywords	***Marketing Research, Research Design, Sales Analysis, Forecasting.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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.

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

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ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction

Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*	Semester-V	Session: 2024-2027

1	CourseCode	BBSC-14		
2	CourseTitle	Material Management		
	CourseType	Discipline Specific Course (DSC)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Set strategic objectives, design structure, and organize the materials purchasing activities in the firm.* ➢ *Ensure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source.* ➢ *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.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Material Management:** Scope, Importance and Functions,Characteristics of Material Functions,Objectives of MaterialManagement, Manpower Planning and Material Management,Materials Planning, Capacity Requirements Planning.	15
II	**Materials Research:** Definition & Scope, Need and Importance,Organization for Materials Research, Techniques and Reporting. **Source Selection:** Stages in Source Selection, Social aspects in sourceselection; Legal aspects in Buying	15
III	**Principles of Inventory Management:** Types of Inventory, ABCAnalysis, Basic Inventory Models, Determination of EOQ, SafetyStock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in Inventory Control.	15
IV	**Cost Reduction Techniques:** Value Analysis, Value Engineering,Simplification,Standardization, use of Linear Programming,Transportation Model, Quality Control. **The Future of Material Management:** Capital Investment Decisions,Purchase of Capital Equipments, Techniques used in Capital Investment Decision.	15
Keywords	*Materials Management, Materials Research, Inventory Management.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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.

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PART-D:AssessmentandEvaluation

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-V**	Session: **2024-2027**
1	**CourseCode**	**BBSC- 15**		
2	**CourseTitle**	**Quantitative Techniques**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases.*** ➢ ***Learn the usage of game theory and Simulation for Solving Business Problems.*** ➢ ***Solve Optimization Problems liketransportation and to Identify and formulateLinear Programming Models.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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; Methodologyand Models in OR (only theory).	15
II	**Linear Programming:** Formulation of Problem, Methods of solvingLinear Programming; Problems related to mixed constraints. **Transportation Model:** Mathematical Formulation, Initial BasicFeasible Solution: North West Corner Method, Least Cost Method andVogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.	15
III	**Probability:** Meaning and definition of Probability (Addition Rule,Multiplication Rule, Baye's Theorem, Poison distribution, Binomialdistribution).	15
IV	**Sampling and Sampling Distribution:** (T-test, Z-test, f-test, Chi-square test). Theory of games-Two person zero sum game; Solution togames: Saddle point, dominance rule, Value of the game, mixedstrategy, Graphical method of solving a game – (2 x n) and (m x 2)games.	15
Keywords	***Quantitative Techniques, Operation Research, Sampling, Probability.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			Semester-V	Session: 2024-2027
1	CourseCode	BBSC-03		
2	CourseTitle	Elective A – Management: Office Organisation and Management		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Learn of basic knowledge of office Organisation and Management* ➢ *Demonstrate skills in effective office Organisation* ➢ *Ability to maintain office records* ➢ *Ability to maintain digital record.* ➢ *Interpret different types ofOrganisation structures and responsibilities as future office managers*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**FUNDAMENTALS OF OFFICE MANAGEMENT:** Modern Office Organisation: Meaning; Steps in office organisation; Principles of Officeorganisation, Organisation structure types,Nature of office services: Types of services in a modern office, decentralisation andcentralisation of office services, Departmentation of OfficeManagement: Meaning, Elements and major processes of Office Management **Office Manager:** Functions and qualifications of Office manager.	15
II	**ADMINISTRATIVE ARRANGEMENT AND FACILITIES:** Office Accommodation and its Importance: Location of Office, Choice of Location:Urban vsSuburban, Factors to be Considered in Selecting the Site, Securing Office Space, **Office Lay-out:** Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay- outPlanning, Advantages of a Good Lay-out. **Types of offices:** Open Office and Private Office- advantages and disadvantages. **OFFICE ENVIRONMENT:**Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation,Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health Safety and Security.	15
III	**RECORDS MANAGEMENT:** Importance of Records, Types of office records; Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management; Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. **Filing Methods:** Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipmentused, Advantage and Disadvantages; Centralisation and Decentralisation of Filing- Centralised filingand Decentralised Filing; **Office manual:**Contents, Importance, types of office manuals; Indexing: Meaning, importance, advantages and essentials of good indexing, type of index; **Retention and disposal of files:** Meaning and benefits of record retention, need for	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1.S.P Arora, Office OrgaGinn, Record Management, 10th Edition, Cengagee Pvt Ltd.
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Online Resources–
https://alison.com/tag/office-management
https://onlinecourses.swayam2.ac.in/

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-V**	Session: **2024-2027**
1	**CourseCode**	**BBSE -03**	
2	**CourseTitle**	**Elective B – Finance: Investment Management**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite**(if,any)	*Asperrequirement*	
5	**CourseLearning. Outcomes(CLO)**	➢ *Identify own strengths and develop new skills in the process of Investment* ➢ *With this type of learning outcomes, the learner will understand concepts, rules and procedures Stock Markets.* ➢ *In this type of learning outcome, the learner usespersonal strategies to think, organize, learn and behave.*	
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Investment Management:** Types of investment, Objectives of investment, Nature and scope of Investmentmanagement; Type of investors; Investment V/S Speculation; Investment Process; Investment categories; Investment alternatives. **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
II	**Stock Market Operations:** New Issue Market, Secondary Marketoperations; Derivative Instruments: Forward contracts, Future contracts, Option, contracts, Swaps Contracts.	15
III	**Analysis:** Fundamental Analysis, Economic Analysis, CompanyAnalysis, Industrial Analysis, Technical Analysis and Efficient MarketTheory; Portfolio Analysis.	15
IV	**Stock Exchange in India:** Meaning &Definition, Members, Brokersand Participants in Stock Exchange DEMAT Account: Introduction &Types of order Processing. **SEBI:** Functions and Operations of SEBI; Present scenario of Capital Market.	15
Keywords	*Investment Management, Stock Market, Stock Exchange, SEBI.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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 & Portfolio Management (1st ed.). Excel Books.
5. Shahani, R. (2011). Financial Markets in India, A Research Initiative (3 rd 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.

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

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration ***(Certificate / Diploma / Degree/Honors)***			***Semester-V***	Session:**2024-2027**
1	**CourseCode**	**BBSE -03**		
2	**CourseTitle**	**Elective C – Marketing: Agriculture and Rural Marketing**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *In sight into rural markets* ➢ *Learn about Rural consumer Behaviour* ➢ *Know about the Institutional Support to Agriculture and Rural marketing.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Agriculture and Rural Marketing:** Definition, nature and scope, classification of rural markets, rural v/s urban markets. marketing environment, infrastructure facilities, rural credit institutions, rural retail outlets.	15
II	**Rural Marketing:** Meaning of Market and Marketing, Nature and scope of rural marketing; Rural and urban markets; rural marketing environment; Rise of rural consumerism **Rural Consumer Behaviour:** Consumer buying Behaviour in rural markets; Factors affecting rural Consumer Behaviour; Bases for segmenting rural consumer markets.	15
III	**Rural product and Pricing Strategy:** Rural Product, Rural product Classification; Rural product life cycle, product life cycle strategies in rural markets; New Product Development in Rural markets; Branding of Rural Markets; Pricing for Rural Markets : Factors and strategies	15
IV	**Institutional Support to Agriculture and Rural Marketing**: Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA), The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat , State Agriculture Marketing Boards, Chhattisgarh - Future of Rural marketing in Chhattisgarh, Recent policies for agriculture.	15
Keywords	***Rural Marketing, Consumer Behaviour, Rural markets, Urban Markets.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Badi R V Badi N.V: Rural Marketing
2. Acharya S S Agarwal: Agriculture Marketing in India
3. Economy of Assam: P.K. Dhar
4. Rural Marketing: CSG Krishnamacharyulu
5. Agricultural Economics: R. K. Lekhi

Online Resources–
https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-areas-indian-perspective-information-technology-essay.php&ved
https://study.sagepub.in/velayudhan_rm3e&ved

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

DEPARTMENTOF Commerce and Management

COURSECURRICULUM

PART-A: Introduction				
Program:Bachelorin Business Administration *(Certificate/ Diploma/Degree/Honors)*			**Semester- V**	Session:**2024-2027**
1	**CourseCode**	**BBVAC – 03**		
2	**CourseTitle**	**Data Analytics Using MS Excel**		
3	**CourseType**	**Value Addition Course [VAC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Learn spreadsheet functions to efficiently perform calculations related to real-world operations. ➢ Identify real-world problems of data using spreadsheets. ➢ Apply spreadsheets'summarise and report tools to analyze real- world data.		
6	**CreditValue**	**2Credits**	***Credit=15 Hours-learning& Observation***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse		
TotalNo.ofTeaching–learningPeriods (01Hr. perperiod)-30Periods(30 Hours)		
Unit	**Topics(Coursecontents)**	**No.of Period**
I	Working on Data in Spreadsheets: Applying Logic in Decision Making	**08**
II	Excel for Problem Solving	**07**
III	Data Visualisation with MS-Excel	**08**
IV	Lectures, Hands-on Practice, Case analysis	**08**
Keywords	***Data, MS- Excel, Problem Solving, Spreadsheets.***	

PART–C: LearningResources
OnlineResources– https://www.theexcelexperts.com/importance-excel-business/ https://www.youtube.com/watch?v=eIN40JN7sro&ab_channel=LeilaGharani

PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 50Marks** **Continuous Internal Assessment (CIA): 15Marks** **End Semester Exam (ESE): 35Marks**		
Continuous Internal Assessment(CIA): (By Course Teacher)	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks
End Semester Exam(ESE):	**Two section– A &B** Section**A**:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks** Section **B**:Descriptive answer typeqts.,**1outof 2** fromeachunit-**4x05=20Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma /Degree)*			**Semester-V**	Session:**2024-27**
1	**CourseCode**	**BBSEC - 03**		
2	**CourseTitle**	**Analytics Skill**		
3	**CourseType**	**Skill Enhancement Course [SEC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Learn the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills. ➢ Acquire competency in the use of verbal reasoning. ➢ Apply the skills and competencies acquired in the related areas ➢ Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.		
6	**CreditValue**	**2 Credits (1C+1C)**	***Credit= 15Hours– Theoreticallearning and = 30 Hours Laboratory orField learning/Training***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.of Teaching–learningPeriods:
Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)

Module	Topics(Coursecontents)	No.of Period
Theory Contents	**Arithmetic ability:** Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF). **Verbal Reasoning:** Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars **Quantitative aptitude:** Averages, Ratio and proportion, Problems on ages, Time-distance–speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest. **Data Interpretation:** Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.	**15**
Lab./Field Training Contents	Co-Curricular Activities: Problem solving/Group discussion / Case Study Based Approach enables to gain knowledge to implement business analytics in real world job.	**30**
Keywords	***Arithmetic Ability, Verbal Reasoning, Data Interpretation.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.
2. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.
3. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.

OnlineResources–

➢ **https://www.googleadservices.com/pagead/**

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➢ https://www.coursera.org/		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 50Marks** **Continuous Internal Assessment(CIA): 15Marks** **End SemesterExam(ESE): 35Marks**		
Continuous InternalAssessment (CIA) :(ByCourseCoordinator)	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall be considered against **15** Marks
End SemesterExam(ESE):	**Laboratory/FieldSkillPerformance:OnspotAssessment** **G. Performedthe Task basedonlearned skill- 20Marks** **H. Spottingbased ontools(written) – 10Marks** **I. Viva-voce(basedonprinciple/technology) -05Marks**	**Managed byCoordinator asperskilling**

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FOUR YEAR UNDERGRADUATE PROGRAM (2024–28)

DEPARTMENTOF Commerce and Management

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma /Degree)*			**Semester- V**	Session:**2024-2027**
1	**CourseCode**	**BBSEC - 03**		
2	**CourseTitle**	**GST with Return Filing**		
3	**CourseType**	**Skill Enhancement Course [SEC]**		
4	**Pre-requisite**(if, any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Detailed Overview of the indirect taxation system of India.* ➢ *GST Registration and Compliance* ➢ *Filing of various GST returns*		
6	**CreditValue**	**2 Credits (1C+1C)**	*Credit= 15Hours– Theoreticallearning and= 30 Hours LaboratoryorField learning/Training*	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse		
TotalNo.of Teaching–learningPeriods: Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)		
Module	**Topics(Coursecontents)**	**No.of Period**
Theory Contents	What is GST; What is ITR; Introduction of ITR forms; Selection of ITR forms; Verification of Returns. E filing of Return on Income Tax Portal. Basics of GST and GST in Tally; Basics of TDS and TDS in Tally. Payroll and Payroll with Tally; Income Tax with Tally Advance Excel and MIS Reporting	**15**
Lab./Field Training Contents	• Project on GST return filing on the GSTN portal. • GST tasks to be done with Accounting Software like Tally	**30**
Keywords	*GST, ITR, E Filing, Excel, MIS, Tally.*	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. GST Case Digest – By Rajat Mohan; Agarwal Law House
2. Taxmann GST – Practice Manual; Agarwal Law House

OnlineResources–

https://www.studyathome.org/products/practical-gst-return-filing-course

https://www.skillecture.com/courses/Practical-GST-Return-Filing-Course

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

MaximumMarks: 50Marks

Continuous Interna lAssessment (CIA): 15Marks

End Semester Exam (ESE): 35Marks

Continuous InternalAssessment (CIA):(ByCourseCoord	Internal Test / Quiz-(2):10 & 10Assignment/Seminar +Attendance - 05Total Marks - **15**	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst **15** Marks

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End SemesterExam(ESE):	Laboratory/FieldSkillPerformance:OnspotAssessment J. Performedthe Task basedonlearned skill- 20Marks K. Spottingbased ontools(written) – 10Marks L. Viva-voce(basedonprinciple/technology) -05Marks	Managed byCoordinator asperskilling

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GOES TO 06TH SEMESTER

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session: **2024-2027**
1	**CourseCode**	**BBSC- 16**		
2	**CourseTitle**	**Business Ethics**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Identify and evaluate Business Ethics theory and corporate social responsibility ➢ Introduction and orientation to an ethical decision-making framework ➢ Explore ethical theories.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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
II	**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. **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
III	**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
IV	**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
Keywords	***Business Ethic, Corporate Culture, Corporate Social Responsibility.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response
2. Sherlekar,Ethics in Management Himalaya

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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

Online Resources–
https://learninglink.oup.com/access/cranebe5e-student-resources&ved
https://edge.sagepub.com/spinello&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session: **2024-2027**
1	**CourseCode**	**BBSC- 17**		
2	**CourseTitle**	**Entrepreneurship & Small Business Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country. ➢ Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship. ➢ Students will be able to understandEntrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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. **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
II	**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
III	**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
IV	**Small Scale Industries**: Meaning &Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries,	15

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	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)	
Keywords	***Entrepreneurship, EDP, Entrepreneur, Small Scale Industries***	

SignatureofConvener &Members (CBoS):

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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.

Online Resources–
https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_17.pdf&ved=

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session:2024-2027
1	**CourseCode**	**BBSC - 18**		
2	**CourseTitle**	**Business Taxation**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Students would identify the technical terms related to income tax. ➢ Students would compute the net total income of an individual. ➢ After the completion of the course, students will be able to acquire deep knowledge on GST.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**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
II	**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). Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR. **Rebates and Reliefs:** 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
III	**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
IV	**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
Keywords	***Income Tax, Salary, House Property, Rebates , Goods and Service Tax.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session: **2024-2027**
1	**CourseCode**	**BBSE -04**		
2	**CourseTitle**	**Elective A – Management: Business Policy & Strategy**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Acquireknowledge over Business Policies and Strategic Management. ➢ Learn SWOTanalysis in Business Strategy. ➢ Able to take rapid decision inBusiness sectors and strategic implementation		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Business Policy and Strategy:** Introduction, Concept of BusinessPolicy, Strategy and Strategic Management, Need and functions ofBusiness Policy and Strategy; Factors influencing Business Policyand Strategy; **Business Policy vs. Strategy:** Importance of StrategicManagement, Causes for failure of Strategic Management, Role of aStrategist, **Strategic Management Process:** Overview of StrategicManagementProcess 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
II	**Strategic Analysis:** Definition, Need forStrategic Analysis & Environmental Scanning, External EnvironmentAppraisal using PESTEL(Political Economics SociaTechnological Environmental and Legal), Competitor Analysis using Porter's 5-Forces modelEnvironmental Threat and Opportunity Profile (ETOP),Value chain Analysis, Scanning Functional Resources andCapabilities for building Organization Capability Profile (OCP) andSWOT Analysis.	15
III	**Strategy Formulation:** Introduction, Types of Strategies, Steps inStrategyFormulation, Core Competencies and their Importance inStrategy Formulation, Strategic alternatives at corporate, level,Strategic choice models -Strickland's Grand Strategy SelectionMatrix, Model of Grand Strategy Clusters, BCG, GE Nine CellMatrix,Strategic alternatives at business level: Michael Porter'sGeneric competitive strategies, Strategy as Simple Rules	15
IV	**Strategic Implementation and Control:** Strategic Implementation:Developing short-term objectives and policies, functional tactics, andrewards, Structural Implementation: an overview of StructuralConsiderations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card;Strategic evaluation and control: Implementing andOperationalization.	15
Keywords	***Strategy, Business policy, Formulation, Implementation, Control.***	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. Kazmi, Azhar and Adela Kazmi; Strategic Management; McGraw Hill *2. J.A. Pearce & R.B. Robinson; Strategic Management Formulation ImplementationControl; McGraw Hill* *3. Business Policy and Strategic Management - L.M. Prasad, Sultan Chand &; Sons, NewDelhi Books* *4. Business Policy and Strategic - Francis Cherunilum, Himalaya Publishing House,2010* *5. Business Policy and Strategic Management– P.K. Ghosh, Sultan Chand& Sons, NewDelhi, 1999*		
Online Resources– **https://multimedia.3m.com/mws/media/514077O/bc3melectronicresources.pdf&ved**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2): **20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz + obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

Name and Signature of Convenor & Members: (CBOS)

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

PART-A: Introduction				
Program: Bachelorin Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session:**2024-2027**
1	**CourseCode**	**BBSE -04**		
2	**CourseTitle**	**Elective B – Finance: Financial Institutions & Markets**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *To understand the concept of financial market.* ➢ *To identify the nature and various types of financial markets in India.* ➢ *To examine the various aspects, types and functioning of different parts ofvarious financial market.* ➢ *To analyze the linkages of the different classifications of financial market and their effect on financial system.* ➢ *To develop conceptual understanding about Indian financial system.* ➢ *To get a clear understanding about financial institution & its instruments.* ➢ *To get an overview of financial services and regulatory framework relating to Merchant Banking in India.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Indian Financial System:** Introduction, Evolution of FinancialSystem In India, Overview of Financial System In India, Componentsof Financial System, Flow of Funds Matrix, Objectives of FinancialSystem, Functions of Financial System, Financial System And Financial Market, Economic Development, Reforms In Indian Financial Sector.	15
II	**Financial Market:** Indian Money Market: AnOverview of Indian Money Market,;Organisation Structure of MoneyMarket in India, Functions of Indian Money Market, Instruments ofMoney Market, Defects of Indian Money Market, Role of CentralBank in Money Market, Recommendations of Reserve Bank of India; **Indian Capital Market:** Meaning, Features of Capital Market,Objectives of Capital Market, Functions of Capital Market, CapitalMarket Organization Structure, Capital Market Institutions, CapitalMarket Instruments, Debt Market in India, Indian Equity Market.	15
III	**Primary and Secondary Market:** Primary Market; New IssuesMarket, Initial Public Offer (IPO), Offer for Sale, Private PlacementMethod, Rights Issue, Bonus Issue, Tender Method, Book Building,Intermediaries in Primary Market. **Secondary Market:**Components of Secondary Market, Characteristic Features of Secondary Market, Advantages and Disadvantages of SecondaryMarket, Functions of Secondary Market, Role of SecondaryMarket, SEBI In Secondary Market.	15
IV	**Financial Institutions:** Commercial Banking – Its role in project finance and Working Capital Finance; DevelopmentFinancial Institutions (DFIs) – An overview and role in Indianeconomy; Life and nonlife insurance companies in India; MutualFunds – Introduction and their role in Capital Market Development. Non-Banking Financial Companies (NBFCs); Stock ExchangeBoard of India;	15

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	Constitution of SEBI, Reasons for Establishment ofSEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions ofSEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, RightsIssue, SEBI Guidelines about Book Building, SEBI Regulations with Respect to Green Shoe Option. Stock Exchange: Importance &Functions of a Stock Exchange, Major Stock Exchanges In India,Trading Procedures in a Stock Exchange.	
Keywords	***Financial Market, Primary Market, Secondary Market, Financial Institutions.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Jaiswal B. & Venkatraman Bhuvana.- Financial Market, Institutions & FinancialServices*
2. *Subhash Chandra Das- The Financial System in India*
3. *Jaiswal B. & Venkatraman Bhuvana.- Indian Financial System*
4. *K Sasidharan. Alex K Mathews- Financial Services and System*
5. *V A Avadhani- Financial Services in India*
6. *Khan, M.Y., Indian Financial Systems, McGraw Hill, 11th Edition (2019)*
7. *Dhanekar, Pricing of Securities, New Delhi: Bharat Publishing House.*
8. *Clifford Gomez, Financial Markets, Institutions and Financial Services, PHILearning.*
9. *Pathak, Bharti V., Indian Financial System, Pearson Education*
10. *Prasanna, Chandra, Financial Management: Theory and Practice, McGraw-HillEducation.*

Online Resources–
https://library.ccis.edu/finance/markets&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VI**	Session: **2024-2027**
1	**CourseCode**	**BBSE -04**		
2	**CourseTitle**	**Elective C – Marketing: Logistics & Supply Chain Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Able to know the Emerging trends in Retailing and to know about Store Planning.* ➢ *Elements of Retail Store Operations* ➢ *Concept of Supply Chain Management* ➢ *Components of Supply Chain Management and understanding Benchmarking Process.* ➢ *Understanding about Customer Relationship Management and Role of* ➢ *E – Commerce in Supply Chain Management.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Logistics:** Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply ChainManagement, Logistics Vs Supply Chain Management; **Supply Chain Management:** Significance andChallenges and Importance of a SupplyChain (SC); Key Drivers of Supply Chain Management.	15
II	**Supply Chain Strategies:** Push-based, Pull-based andPush-Pull based Supply Chain; Demand Forecasting in a Supply Chain;Managing inventory in Supply Chain Environment: Transportation inSupply Chain Environment.	15
III	**Components of Supply Chain Management:** Three Components ofSupply Chain Management; Demand Management; DemandForecasting; Supply Management;Evolution of ERP; Concept of ERPin Supply Chain Management; Understanding the BenchmarkingConcept; Benchmarking Process; Benchmarking Procedure;	15
IV	**Customer Relation Management(CRM):** Introduction, Benefits of CRM, Principles,Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: NewDevelopments in Supply Chain Management; Outsourcing SupplyChain Operations; The Role of E- Commerce in Supply ChainManagement; Green Supply Chain Management; DistributionResource Planning.	15
Keywords	***Logistics, Supply Chain Management, Customer Relationship Management.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Michel H Hungo (2003) Supply Chain Management: PHI*
2. *Chopra S. (2007) Supply Chain Management: McGraw Hill*
3. *Samir S. & Ballao (2003) Logistics Management: Pearson*

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

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

PART-A: Introduction				
Program: BachelorinBusiness Administration *(Certificate/ Diploma /Degree)*			**Semester-VI**	Session:**2024-2027**
1	**CourseCode**	**BBSEC - 04**		
2	**CourseTitle**	**Basic Statistics Using Microsoft Excel**		
3	**CourseType**	**Skill Enhancement Course [SEC]**		
4	**Pre-requisite**(if, any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Learn about important statistical functions available in Microsoft Excel. ➢ Create data set and filtering the categories under variable. ➢ Learn some important type of charts and those charts will be used to make prediction. ➢ Use Microsoft excel software to estimate the models from real data, and draw conclusions. ➢ Use analysis tool box function for testing of hypothesis problems		
6	**CreditValue**	**2 Credit (1C+1C)**	***Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training***	
7	**TotalMarks**	**Max.Marks:**	**50**	**MinPassingMarks:** **20**

PART-B: Contentof theCourse		
TotalNo.of Teaching–learningPeriods: Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)		
Module	**Topics(Coursecontents)**	**No.of Period**
Theory Contents	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chat, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.	**15**
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.	**30**
Keywords	***Statistics, Charts, Trend, ANOVA, Linear Regression.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.
2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.
3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8th edition, Pearson publication.
4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.
5. Glyn Davis and BrankoPecar (2014). Business Statistics Using Excel, Oxford University Press.

OnlineResources–

- **https://www.googleadservices.com/pagead/**
- **https://www.coursera.org/**

PART-D:AssessmentandEvaluation

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Suggested Continuous Evaluation Methods: **MaximumMarks: 50Marks** **ContinuousbInternalbAssessmentb(CIA):15Marks** **End SemesterExam(ESE): 35Marks**		
Continuous Internal Assessment (CIA): **(ByCourseCoordinator)**	Internal Test / Quiz-(2):**10 &** **10**Assignment/Seminar +Attendance - **05**Total Marks -	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst **15** Marks
End Semester Exam (ESE):	**Laboratory/FieldSkillPerformance:OnspotAssessment** **M. Performedthe Task basedonlearned skill- 20Marks** **N. Spottingbased ontools(written) 10Marks** **O. Viva-voce(basedonprinciple/technology) -05Marks**	**Managed byCoordinator asperskilling**

NameandSignature ofConvener&Members ofCBoS:

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate/ Diploma /Degree)*			**Semester-VI**	Session:**2024-2027**
1	**CourseCode**	**BBSEC - 04**		
2	**CourseTitle**	**Basic Statistics Using Microsoft Excel**		
3	**CourseType**	**Skill Enhancement Course [SEC]**		
4	**Pre-requisite(if, any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Learn about important statistical functions available in Microsoft Excel. ➢ Create data set and filtering the categories under variable. ➢ Learn some important type of charts and those charts will be used to make prediction. ➢ Use Microsoft excel software to estimate the models from real data, and draw conclusions. ➢ Use analysis tool box function for testing of hypothesis problems		
6	**CreditValue**	**2 Credits (1C+1C)**	***Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse

TotalNo.of Teaching–learningPeriods:
Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)

Module	Topics(Coursecontents)	No.of Period
Theory Contents	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chat, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.	**15**
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.	**30**
Keywords	***Statistics, Charts, Trend, ANOVA, Linear Regression.***	

PART–C: LearningResources

TextBooks,ReferenceBooksandOthers

TextBooksRecommended–

1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.
2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.
3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8th edition, Pearson publication.
4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.
5. Glyn Davis and BrankoPecar (2014). Business Statistics Using Excel, Oxford University Press.

OnlineResources–

- **https://www.googleadservices.com/pagead/**
- **https://www.coursera.org/**

PART-D:AssessmentandEvaluation

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Suggested Continuous Evaluation Methods: **Maximum Marks:** **50Marks** **ContinuousInternal Assessment (CIA):** **15Marks** **End Semester Exam (ESE):** **35Marks**		
Continuous Internal Assessment (CIA): **(ByCourseCoordinator)**	Internal Test / Quiz-(2):**10** & **10**Assignment/Seminar +Attendance - **05**Total Marks - **15**	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst **15** Marks
End Semester Exam(ESE):	**Laboratory/FieldSkillPerformance:OnspotAssessment** **P. Performedthe Task basedonlearned skill- 20Marks** **Q. Spottingbased ontools(written) – 10Marks** **R. Viva-voce(basedonprinciple/technology) -05Marks**	**Managed byCoordinator asperskilling**

NameandSignature ofConvener&Members ofCBoS:

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session: **2024-2028**
1	**CourseCode**	**BBSC- 19**		
2	**CourseTitle**	**Strategic Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite(if,any)**	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of strategic management* ➢ *Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Strategy:**Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.	15
II	**Strategy Formulation:** concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.	15
III	**Corporate Level Strategies:** Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice	15
IV	**Strategy Implementation:** Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation:Developing short-term objectives and policies, functional tactics, andrewards, Structural Implementation: an overview of StructuralConsiderations, Behavioral Implementation, **Strategy Evaluation and Control:** Mc Kinsey 7-SFramework Establishing Strategic Control, Balanced Score Card;Strategic evaluation and control: Implementing andOperationalization.	15
Keywords	*Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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Online Resources– **https://multimedia.3m.com/mws/media/514077O/bc3melectronicresources.pdf&ved** **https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

Name and Signature of Convenor & Members: (CBOS)

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session:**2024-2028**
1	**CourseCode**	**BBSE -05**		
2	**CourseTitle**	**Elective A – Human Resource Management: People Management and Corporate Ettiquettes**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Ability to examine the difference between People Management with Human Resource Management. ➢ Ability to explain the need for and importance of People Management. ➢ Ability to list modern methods of performance and task assessment. ➢ Ability to analyses the factors influencing the work life balance of a working individual. ➢ Demonstrating the various types of essential etiquettes in a corporate environment. ➢ Construct effective presentations, group discussions and the professional pre requisites. ➢ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**People Management:** Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. **Getting Work Done and Building Peer Networks:**Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. **Performance Management:** meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;	15
II	**Motivation:** Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation **Managing Self :** Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. **Building Peer Networks:** Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace.	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://emilypost.com/online-course-business-etiquette-essentials&ved
https://www.udemy.com/topic/business-etiquette/&ved
https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
End Semester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answer type -**5x4=20Marks,** SectionB:Descriptiveanswertypeqts.,**1out of2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program: BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:**2024-2028**
1	**CourseCode**	**BBSE -06**		
2	**CourseTitle**	**Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ To know the concept of Corporate Governance. ➢ To learn the concept of Corporate Social Responsibility. ➢ To know about the challenges faced by MNCs in implementation of CSR. ➢ To compare the CSR with Corporate Sustainability.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Corporate Governance:** Meaning,Significance,FunctionsandObjectives.EvolutionandDevelopment of Corporate Governance in India. Pillars and Components. Conceptual framework of CorporateGovernance, Recent Development in Corporate Governance.	15
II	**Corporate Governance Reforms:** Major Corporate Scandals in India and Abroad, Common Governance Problems NoticedinvariousCorporateFailures,Codes&StandardsonCorporate Governance, Standards in different Jurisdictions,Stakeholder Engagement **Organizational Theories**:Organizational Theories(including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies, Case Study.	15
III	**.Corporate Social Responsibility (CSR):**ConceptofCSR,CorporatePhilanthropy,EarlyrootsofCorporateSocialResponsibility. Does Corporate Social Responsibility improve FinancialPerformance?Sustainabilityandastakeholderperspective,StrategicPlanningandCorporateSocialResponsibility	15
IV	**Relationship of CSR with Corporate Sustainability:** CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee;CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.	15
Keywords	***Corporate Governance, Organisational Theories, Corporate Social Responsibility.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Monks, R., Minow, N.: Corporate Governance; 4th edition, Wiley-Blackwel publishing, 2008
2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and CSR. Gower Publishing, Ltd.

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3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi
4. CS Rajesh Lohia,Corporate Social Responsibility (CSR) Activities & Projects Under The Companies Act, 2013
5. A. C. Fernando, E. K. Satheesh, et al.,Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks.
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session: **2024-2028**
1	**CourseCode**	**BBSE -07**		
2	**CourseTitle**	**Elective A – Human Resource Management: Talent Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Students will be able to understand and articulate advanced concepts of Talent Management within organization.* ➢ *Apply talent positioning within the subsidiaries and business units.* ➢ *Evaluate the potential and appropriateness of talent development* ➢ *Strategies, policies and methods with reference to relevant contextual factors.* ➢ *Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Talent Management:** Introduction, Overview, History, Meaning andimportance of talent management; Scope and Need of TalentManagement, Key Processes of Talent Management, Source of TalentManagement, Consequences of Failure in Managing Talent, Tools forManaging Talent.	15
II	**Strategies of Talent Management:** Talent Management Grid, Creatingtalent management system, Strategies of talent management.Competency model, Competency mapping, Role of leaders in talentmanagement, Talent management and competitive advantage.	15
III	**Talent Planning:** Objectives, steps in Talent Planning, SuccessionPlanning Program, Developing a Career strategy, Career Life- cycle,Innovative talent planning, Current Industry Practices for TalentPlanning. Coaching and Mentoring as Career Development Tools.	15
IV	**Knowledge Management:** Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations. Types of Knowledge: Tacit and Explicit; Managing Knowledge workers. Talent vs. Knowledge People,Knowledge Management strategies: Aligning individual needs withorganisation, Reward systems for Knowledge Management, KnowledgeAudit, Benchmarking, Balance Score card, Gap Analysis.	15
Keywords	***Talent Management, Talent Planning, Knowledge Management.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.
2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.
3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource InformationSystems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.

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

Online Resources–
https://www.udemy.com/topic/talent-management/&ved
https://onlinecourses.nptel.ac.in/noc24_mg60/preview&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	**Session: 2024-2028**
1	**Course Code**	**BBSE -08**		
2	**Course Title**	**Elective A – Human Resource Management: Customer Relationship Management**		
	Course Type	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***As per requirement***		
5	**Course Learning. Outcomes(CLO)**	➢ Customer Relationship Management, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. ➢ To equip the students with a sound foundation of CRM concepts and best practices in Industry		
6	**Credit Value**	**4 Credits**	***Credit=15 Hours-learning & Observation***	
7	**Total Marks**	**Max. Marks: 100**	**Min Passing Marks: 40**	

PART-B: Content of the Course

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

Unit	Topics (Course contents)	No. of Period
I	**Fundamentals of Customer Relationship Management:** Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management; Types, stages and issues in CRM.	15
II	**Dimensions of Customer Relationship Management Customer Satisfaction:** Meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty.	15
III	**Information Technology in Customer Relationship Management:** Technological Developments in CRM; Information Technology Implementation in CRM; Features, advantages and functional components of eCRM. Important CRM Software. Customer Relationship Management through Information Technology Tools.	15
IV	**Emerging Dimensions and Dynamics in Customer Relationship Management:** Customer Recall, Retention and Experience Management; Service Failure and Service Recovery Management; Application of Customer Relationship Management in Different Sectors; Role of Social Media.	15
Keywords	***Customer Relationship Management, Information Technology.***	

PART–C: Learning Resources

Text Books, Reference Books and Others

1. *Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education*
2. *Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback; Prentice Hall India*
3. *Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India*
4. *N Mullick; (2016), Customer Relationship Management Paperback,: Oxford University Press*
5. *William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship*

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Management;Wiley Publication *6.Jill Dyche, (2001), Customer Relationship Management; Pearson Publication*		
Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session: **2024-2028**
1	**CourseCode**	**BBSE -05**		
2	**CourseTitle**	**Elective B – Finance: Micro Finance**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Explain the nature of Microfinance and specific terms used in Microfinance ➢ Learn about Microfinance products and Services. ➢ Choose appropriate model of Microfinance Institutions and develop Microfinance products. ➢ Know in detail about Microfinance Institutions. ➢ Identify the role of Microfinance Institutions in Social and Economic Development.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Microfinance:** Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; microfinance client; Difference between micro-finance and micro credit	15
II	**Micro-finance Products and Services:** Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services. **Microfinance Credit Lending Models:** Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; Self-help group model; and rotating savings and credit association.	15
III	**Microfinance Institutions:** Objectives of the Microfinance institutions; importance of Microfinance institutions; attributes of a good Micro finance institutions; institutional types; formal financial institutions; semiformal financial institutions; and informal financial providers. Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs);	15
IV	**Microfinance and Development:** Microfinance and women empowerment; Role of micro-finance in development; microfinance and health; Microfinance and Microenterprise development; Microfinance and education; Handicrafts and handloom and cottage industry development; Agri- industry and agriculture development; Microfinance and networking; and micro insurance policies and practices	15

PART–C: LearningResources

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TextBooks,ReferenceBooksand Others		
1. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications 2. Baral, S.K. and Bihari, S.C. Rural Marketing and Micro Finance: Text and Cases, New Delhi: A.I.T.B.S. Publishers, India 3. The New Micro Finance Handbook: A Financial Market System Perspective, Washington D.C.: The World Bank		
Online Resources– **https://www.findevgateway.org/training-resources&ved-** **https://hedera.online/training.html&ved-**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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Department of Commerce and Management
COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session: **2024-2028**
1	**CourseCode**	**BBSE -06**		
2	**CourseTitle**	**Elective B – Finance: Security Analysis and Portfolio Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of basics of Investment.* ➢ *Evaluate the different types of alternatives.* ➢ *Evaluate the portfolio and portfolio management.* ➢ *Know the concept of risk and returns* ➢ *Gain the knowledge of fundamental and technical analysis.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Investments:** Investment process, Criteria for Investment, Types of Investors, Investment,Speculation and Gambling; Elements of Investment, Investment Avenues, Factorsinfluencing selection of investment alternatives. **Risk Return Relationship:** Meaning of risk, Types of risk, Measuring risk, Riskpreference of investors. Meaning of return,measures of return, holding period of return, Annualized return, Expected return, Investorsattitude towards Risk and Return.	15
II	**Security Market-** Introduction, functions, Secondary Market Operations. StockExchanges inIndia, Security Exchange Board of India, Government Securities Market, Corporate Debt Marketand Money Market Instruments.	15
III	**Fundamental Analysis and Technical Analysis**: Introduction- Investment Analysis; Fundamental Analysis; Macro Economic Analysis; IndustryAnalysis; Company Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques,Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.	15
IV	**Portfolio Management:** Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons tohold portfolio – Diversification analysis –Markowitz's Model – Assumptions –Specific model; Risk and return optimization – Efficient frontier – Efficient portfolios –Leveraged portfolios –Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.	15
Keywords	***Investment, Security Market, Fundamental Analysis, Technical Analysi, Portfolio Management..***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. ***Brahmiah& P. Subba Rao, Financial Futures and Options, HPH.***
2. ***Singh Preeti, Investment Management, HPHG***
3. ***Alexander Fundamental of Investments, Pearson Ed.***

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4.Hangen: Modern Investment theory. Pearson Ed.
5.Kahn: Technical Analysis – Plain and sample Pearson Ed.
6.Ranganthan: Investment Analysis and Port folio Management.
7.Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8.Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9.Newyork Institute of Finance – How the Bond Market work – PHI.
10.Mayo Investment Thomason hearning

Online Resources–
https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&ved-
https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&ved-

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-I**		Session: **2024-2028**
1	**CourseCode**	**BBSE -07**		
2	**CourseTitle**	**Elective B – Finance: Financial Literacy & Investment Awareness**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Provide the foundation for financial decision making.* ➢ *List out various savings and investment alternatives for a common man.* ➢ *Give a detailed overview of stock market and stock selection.* ➢ *Orient the learners about mutual funds and the criteria for selection.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Foundation For Finance:** Understand the need for financial planning-basic concepts-life goals andfinancial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions makingboth micro and macro. **Banking in India:** Types of Bank Deposits, Deposit Insurance (PMJDY),Traditional and New Banking Models. Debit and Credit Cards. DigitalPayment System-Internet Banking (NEFT, RTGS and IMPS) MobileBanking, Mobile Wallets, AEPS, UPI. **Orientation to Financial Statements**: financial terms and concepts, model forreading financial statements, basic ratios for evaluating companies whileinvesting-Time Value of Money-Concept of Compounding andDiscounting.	15
II	**Investment Management:** Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools.Investment and Saving Alternatives for a Common Investor:Insurance-Health, Life and Other General Insurance (Vehicle Insurance, PropertyInsurance etc). Retirement and Pension Plans-National Pension System, Atal PensionYojana, PM-SYM Yojana,PMLVMY, PMKMDY etc., stocks, bonds, mutualfunds. Investor Protection andGrievance Redressal. **Stock Markets:** Primary Market and Secondary Market, StockExchanges, StockExchange Operations-Trading and Settlement, DematAccount, Depository and Depository Participants. **Stock Selection:** Fundamental Analysis-Economy Analysis, IndustryAnalysis and Company Analysis. Technical Analysis-Graphical Patterns,Candle-Stick Patterns, Indicator and Oscillators.Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.	15
III	**Mutual Funds And Financial PlanningEssentials:** Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Majorfunds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan.Net Asset Value.Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe,Treynor, Alpha, Beta and R Square.	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
http://www.amfiindia.in/?caf=1&query=Mutual+Funds&afdToken=

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program: Bachelorin Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:**2024-2025**
1	**CourseCode**	**BBSE -08**		
2	**CourseTitle**	**Elective B – Finance: Insurance & Risk Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Familiarize With Fundamental Principles Of Insurance ➢ Regulations Relating To Life Insurance ➢ Laws Related With General Insurance ➢ Process And Techniques Of Risk Management. ➢ Risk Identification And Risk Measurement		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Insurance:** Historical perspective, Meaning, Nature and Scope of Insurance, Classification of Insurance Business - Life Insurance and General Insurance ; Fundamental principles of Insurance - Essentials of Insurance Contracts. Indian Insurance Industry - Insurance sector Reforms in India -Liberalisation of Insurance Markets - Major players of Insurance. Regulation of Insurance-IRDA. **Risk Identification :** Business Risk Exposures; Individual Exposures; Exposures of Physical Assets; Exposures of Financial Assets; Exposures of Human Assets; Exposures to Legal Liability; Exposure to Work Related Injury - Basic Concepts form Probability and Statistics	15
II	**Life Insurance:** Regulations relating to Life Insurance - General principles of Life Insurance contract proposals and policy; Assignment and Nomination; title and claims, concept of trusts in life policy; Growth of Actuarial Science - Features of Life Insurance - Life insurance contract - Life Insurance Documents - Insurance Premium calculations; Classification - classification on the basis of duration , premium payment, participation in profit, Number of persons Assured, Payment of Policy Amount - Money Back policies – Unit Linked Plans. Annuities – Need of Annuity Contracts – Classification of Annuities.	15
III	**General Insurance:** General Insurance – Laws related to General Insurance – General Insurance Contract – Health Insurance – Mediclaim Policy, Group Mediclaim Policy, Personal Accident Policy – Child Welfare Policy, Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan. Fire Insurance – Essentials of Fire Insurance Contracts, Types of Fire Insurance Policies and Fire insurance coverage. Marine Insurance – Types of Marine Insurance – Marine Insurance Principles – Important Clauses in Marine Insurance – Marine Insurance Policies – Marine Risks – Clauses in Marine PolicyMotor Vehicles insurance – Need for Motor Insurance, Types of Motor Insurance and Factors to be considered for Premium Fixing – Miscellaneous	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://www.coursera.org/courses%3Fquery%3Drisk%2520management&ved
https://www.tcsion.com/courses/industry-honour-course/insurance-and-risk-management/&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session: **2024-2028**
1	**CourseCode**	**BBSE -05**		
2	**CourseTitle**	**Elective C – Marketing: E Commerce**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Familiarise with different types of E - Commerce ➢ Differentiate between E - Commerce and E- Services ➢ Understanding Technology in E – Commerce. ➢ Facilitating Electronic Payment System. ➢ Knowledge about Security Issues in E - Commerce		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction to E- Commerce:** E - Commerce: Meaning, Nature, Concepts of E-Commerce; E - Commerce vs E – Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer – to -Business (C2B), Government – to – Consumers or Citizens (G2C); Business Models of E- commerce.	15
II	**E-Commerce and E – Services:** E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E – Retailing; Models of E – Retailing; and Characteristics of E – Retailing; **E - Services:** Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.	15
III	**Technology in E-Commerce:** Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider[ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hypertext Transfer Protocol [HTTP]; Cookies.	15
IV	**Electronic Payment System:** Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; **Security Issues in E – Commerce:** Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.	15
Keywords	***E- Commerce, E- Services, Electronic Payment System.***	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning 2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications 3. Wiley, Landon, E-Commerce, Pearson Education India 4. Schneider G., E-Business, Cengage Publications 5. Bhaskar, B., E–Commerce, McGraw Hill 6.Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education. 7. Schneider Gray – Electronic Commerce – Cengage Learning		
Online Resources– **https://www.coursera.org/courses%3Fquery%3De-commerce&ved** **https://www.edx.org/learn/ecommerce&ved**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (By Course Teacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:**2024-2028**
1	**CourseCode**	**BBSE -06**		
2	**CourseTitle**	**Elective C – Marketing: Retail Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Knowledge of the types and forms of Retail business.*** ➢ ***Ability to examine Consumer Behaviour in various environments.*** ➢ ***Ability to analyse various Retail operations and evaluate them.*** ➢ ***Ability to analyse various marketing mix elements in retail operations.*** ➢ ***Learning of Information Technology in Retail business.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**RETAIL BUSINESS:**Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors –present Indian retail scenario. **CONSUMER BEHAVIOUR IN RETAIL BUSINESS**: Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.	15
II	**RETAIL OPERATIONS:**Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Planmethod - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Storesdesigning; Space planning; Inventorymanagement; Merchandise Management; Category Management.	15
III	**RETAIL MARKETING MIX:**Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – pricesensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retaillogistics – computerized replenishment system – corporate replenishment policies. Promotion: Settingobjectives – communication effects - promotional mix.	15
IV	**INFORMATION TECHNOLOGY IN RETAILING:**Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integratedsystems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.	15
Keywords	***Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1.Suja Nair; Retail Management, HPH
2.Karthic – Retail Management, HPH
3.S.K. Poddar & others – Retail Management, VBH.
4.S Tiwari ; Retail Management, HPH

Online Resources–
https://www.kopykitab.com/

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:2024-2028
1	**CourseCode**	**BBSE -07**		
2	**CourseTitle**	**Elective C – Marketing: Consumer Behaviour**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ To Know the need for studying consumer behavior. ➢ To analyze the factors that affect consumer behavior. ➢ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➢ Learning about the factors affecting the consumer in soco-cultural setting. ➢ Identifying the post purchase behavior and the technological impact on consumer.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Consumer Behavior:**Introduction,ConceptandneedforstudyofConsumerBehavior; Application of Consumer Behavior; Factors affectingconsumer behavior; Individual consumer process; Features ofindividualconsumers;Typesofconsumers,Consumerdecision-makingprocess,Organizationalconsumer;Organizationalconsumerdecision-makingprocess;Consumer research.	15
II	**ConsumerMotivationandPersonality:** Conceptofmotivation, Needs and Goals; Dynamic nature of motivation; Hierarchyofneeds; Atrioofneeds;Majoraspectsof motivation research, Personality concept and Characteristics;Stagesinthedevelopment ofpersonality;SelfandSelf-image.	15
III	**Consumer Perception, Learning and Attitude:** Concept andElementsofperception;Factorsinfluencingperception;Dynamicsofperception;ConsumerImagery;Concept,Process and theories of learning; Concept and CharacteristicsofAttitude;Factorsinvolvedinattitudeformation;Modelsof Attitude;CognitivedissonanceandAttributiontheories.	15
IV	**ConsumerinSocio-Culturalsettings:**ReferenceGroups;FamilyInfluencesandLifeCycle;SocialclassanditsMeasurements; Cultural Influence on Consumer Behaviour;Cross-CulturaldimensionsofConsumerBehavior;Cross- Cultural dimensionsofconsumeranalysis. **Post Purchase Behaviour:** Situational Influences; CognitiveDissonance;DiffusionofInnovation:Definitionofinnovation,Productcharacteristicsinfluencingdiffusion,Resistancetoinnovation,Adoptionprocess;ConsumerInvolvement: RoleofConsumerInvolvement;CustomerSatisfaction;ConsumerBehaviourinMarketingStrategy, Technology'simpacton Consumers.	15
Keywords	***Consumer Behaviour, Consumer Perception, Motivation, Personality.***	

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PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved
https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:2024-2028
1	**CourseCode**	**BBSE -08**		
2	**CourseTitle**	**Elective C – Marketing: Advertising & Media Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Know the nature, role, and importance of IMC (Integrated marketing Communications) in marketing strategy.* ➢ *Learn the effective design and implementation of advertising strategies* ➢ *Present a general understanding of content, structure, and appeal of* ➢ *advertisements* ➢ *Understand ethical challenges related to responsible management of advertisingand brand strategy.* ➢ *Evaluate the effectiveness of advertising and agencies role.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Integrated MarketingCommunication [IMC]:**Integrated marketing communication, AIDA Model, Setting goals and objectives,concept of DAGMAR in setting objectives, elements of IMC; Role of advertising inIndia's economic development, Ethics in advertising, Social, Economic and Legalaspects of advertising.	15
II	**Consumer and Media**: How advertising works: perception, cognition, affect, association, persuasion,behaviour, Associating feeling with brands, Use of research in advertising planning;Advertising Media; industry structure, functions, advantages, disadvantages of print,Television, Radio, Internet, Outdoor, Basic concept of media planning, mediaselection, Media Scheduling strategy, setting media budgets.	15
III	**Advertising Program**: Planning and managing creative strategies; Creative approaches; BuildingAdvertising Program: Message, Theme, advertising appeals; Advertising layout: howto design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.	15
IV	**Other Elements of IMC**: Sales Promotion, PR, Events andExperiences and Word of Mouth; Consumer and trade sales promotion; application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication. **Measuring Effectiveness:**Measuring Advertising Effectiveness: stages of evaluations and various types oftesting-Pre and Post testing; Advertising agencies: history, role, importance,organizational structure, functions; Selection of agency, client agency relationship,compensation strategies.	15
Keywords	*Integrated Marketing Communication, Consumer, Media, Advertising*	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. Advertising Principles and Practice, William Wells, John Burnett, SandraMoriarty, 6th ed., Pearson education, Inc. *2. Advertising and Promotion, G.Belch, Michael Belch, KeyoorPurani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.*		
Online Resources– https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved https://www.coursera.org/courses%3Fquery%3De-commerce&ved		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks:** **100Marks** **ContinuousInternalAssessment(CIA):** **30Marks** **EndSemesterExam(ESE):** **70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**		Session:2024-2025
1	**CourseCode**	**BBSC-20**		
2	**CourseTitle**	**Advanced Strategic Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of strategic management* ➢ *Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Strategic Management:** An IntroductionStrategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy andtactic, Strategy and strategic plan, Nature of strategic plan, nature of strategicdecisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits.	15
II	**Mission, Objectives, Goals and Ethics:** What is mission, concept of goals, Integration of individual and organizationgoals: A Challenge, How Objectives are pursued, how are mission andobjectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutualrelationships, core of strategicmanagement: vision A-must, ethics andstrategy.	15
III	**External environment:** Analysis and appraisal; Concept of environment, environmental analysis and appraisal, whyenvironmental scanning and analysis, component of environment, SWOT:Atool of environment analysis, techniques of environmental search andanalysis, ETOP: A technique of diagnosis, decision making on environmental information. Organisational change and Innovation:Planned and unplanned change, causes or forces of organisational change,managing planned change, choosing a change strategy, creativity andinnovation in organisations, organizational creativity and innovation process,learning organisation	15
IV	**Generic Competitive Strategy:**Generic vs. competitive strategy, the five generic competitive strategy,competitive marketing strategy option, offensive vs. defensive strategy,Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy **Strategic Evaluation and Control:**Evaluation of strategy and strategic control, why strategy evaluating, criteriafor evaluation and the evaluation process, strategic control process, types ofexternal controls.	15
Keywords	*Strategic Management, Mission, Objectives, Goals, Ethics, External Environment.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://multimedia.3m.com/mws/media/514077O/bc3melectronicresources.pdf&ved
https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar-**10** TotalMarks-**30**	Bettermarks outofthetwoTest/ Quiz **+**obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	**Session:2024-2028**
1	**CourseCode**	**BBSE -09**		
2	**CourseTitle**	**Elective A – Human Resource Management: Project Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Know the concept of Project Management. ➢ LearnthetoolsandtechniquesofProject Management. ➢ Compare the importance of Project Management and Project Appraisal.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Project Management:** Definitions, Significance, and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle and its different phases., Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & Demand Analysis, Collection of Primary & Secondary information, Demand Forecasting, Market Planning, Project Planning: Generation and Screening of Projects Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening, Sources of Positive Net Present Value.	15
II	**Project Analysis:** Market Demand and Situational Analysis, Demand Forecasting. Technical analysis: Location and Site, Project Charts and Layouts. Financial Analysis: Cost of Project, Means of Finance, Cost of Production, Working Capital Requirement and its Financing. **Analysis of Project Risk:**Types and Measures of ProjectRisk,Identification of CriticalSourcesof Risk, SensitivityAnalysis,ScenarioAnalysis,Decision-treeAnalysis, Selection of a Project-Methods.	15
III	**Project Appraisal:** Cost benefit analysis (Cash flow projections), Financial Evaluation: Capital budgeting techniques-discounted and non-discounted, Project Rating Index, Critical examination of evaluation techniques, Economic, Commercial, Social cost benefit analysis in public and private sectors, Investment criteria and choice of technique.	15
IV	**Project Implementation:**FormsofProjectOrganization,Project Control & Control Charts, Human aspects of projectmanagement, Prerequisites for a successful project implementation, Introduction to Project Network & Determinationofcriticalpath,Preparationofcomprehensive, Project Report, Project Termination-Types and Process.	15
Keywords	***Project Management, Project Analysis, Project Risk, Project Appraisal, Project Implementation.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A:	**Introduction**		
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE –10**	
2	**CourseTitle**	**Elective A – Human Resource Management: Compensation & Performance Management**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite**(if,any)	*Asperrequirement*	
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concepts of Compensation management.* ➢ *Describe job evaluation and its methods.* ➢ *Evaluate the different methods of wages.* ➢ *Describe performance management and methods of performance management.* ➢ *Preparation of Payroll.*	
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Compensation Management:**Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA,Consolidated Pay; Equity based programs, Commission, Reward, Remuneration,Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, PensionPlans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and EmployerCosts for ESOP, Individual Retirement Account, Savings Incentive Match Plan forEmployees; Compensation and Non-compensation Dimensions, Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.	15
II	**Job Evaluation:**Definition of Job Evaluation, Major Decisions in Job Evaluation, Job EvaluationMethods, Point Factor Method of Job Evaluation: Combining Point factor and FactorComparison Methods, Job Evaluation Committee, Factor Evaluation System(FES),Using FES to determine Job Worth, Position Evaluation Statements. **Wage and Salary Administration:**Theories of Wages - Wage Structure - Wage Fixation - Wage Payment – SalaryAdministration. Difference between Salary and Wages - Basis for CompensationFixation- Components of Wages - Basic Wages - Overtime Wages – DearnessAllowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages -Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect ofvarious Labour Laws on Wages-Preparation of Pay Roll	15
III	**Performance Management and Issues In Performance Management:**Evolution of Performance Management, Definitions of Performance Management,Importance of Performance Management, Aims and Purpose of PerformanceManagement, Employee Engagement and Performance Management, Principles andDimensions of Performance Management. **Performance Appraisal Methods:** TraditionalMethods, Modern Methods, Performance Appraisal Feedback: Role, Types andPrinciples, Levels of Performance Feedback, 360-Degree Appraisal, Ethics inPerformance Appraisal; Team Performance	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	100Marks
ContinuousInternalAssessment(CIA):	30Marks
EndSemesterExam(ESE):	70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar-**10** TotalMarks-**30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark; **Q2**.Short answertype-**5x4=20Marks** SectionB: Descriptive answertypeqts., **1out of 2** from each unit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:**2024-2028**
1	**CourseCode**	**BBSE -11**		
2	**CourseTitle**	**Elective A – Human Resource Management: Industrial Relations**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Sensitize the students with the Industrial Relations scenario in India* ➢ *Introduce students to Basic Concepts in Industrial Relations* ➢ *Enable students, understand the dynamic nature of Indian Industrial Relations*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks:** 100	**MinPassingMarks:** 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Industrial Relations (IR):** Definition, Scope, Objectives, Factorsaffecting IR, Participants of IR, Importance of IR. Approaches to Industrial Relations, System of IR in India.	15
II	**Collective Bargaining:** Definition, Meaning, Nature, essential conditions for the success ofcollective bargaining, Functions of Collective Bargaining, Importance of Collective Bargaining, Collective Bargaining Process. **Negotiations:** Types of Negotiations-Problem solving attitude, Techniques of Negotiation, Negotiation Process, Essential skills for Negotiation, Workers Participation in Management.	15
III	**Trade Unions:** Meaning, Trade Union movement in India, Objective, Role and functions of theTrade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions,Grounds for the withdrawal and cancellation of registration, union structure, Rights andresponsibilities of Trade Unions, Problems of Trade Unions, Employee Relations in IT sector	15
IV	**Grievance:** Meaning and forms, sources of grievance, approaches to grievance machinery,Grievance procedures, and model grievance procedure. Disciplinary procedures, approaches tomanage discipline in Industry.. **Indian Industrial Relations:** Changes And Challenges - Liberalization and Indian IndustrialRelations. The future of Industrial Relations in the wake of changes in work culture. Effects ofchanges in Labour Laws on Indian Industrial Relations	15
Keywords	*Industrial Relations, Collective Bargaining, Trade Union, Grievance.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Bose, Subhas Chandra, The Trade Union Movement, Selected Speeches of Subhas Chandra Bose, Publication Division, Government of India, New Delhi, 1992*
2. *Giri V V: Labour Problems in Indian Industry, Asia Publishing House, Mumbai, 1972*
3. *Yoder, Dale: Personnel Management and Industrial Relations, Oxford University Press,1972*

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

Online Resources–
https://vvgnli.gov.in/en/course/online-training-programme-industrial-relations-and-trade-unionism-transforming-world-work&ved
https://scol.ac.in/IndustrialrelationsandLabourLaws/&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction

Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*	Semester-VIII	Session:2024-2028

1	CourseCode	BBSE -12	
2	CourseTitle	Elective A – Human Resource Management: Training & Development	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	*Asperrequirement*	
5	CourseLearning. Outcomes(CLO)	➢ *To provide an overview of Training and Development in the organization.* ➢ *Students will be able to learn the importance of Training in organisations* ➢ *Design and evaluate the Training Programmes.*	
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Training Concepts:** Introduction - Concept - Training Process- Significance, Models of Training-Systematic Model- Transitional Model- Systems approach to Training. **Training Function:** HR and the Training function - Training and corporate strategy – Organizationand Management of Training Function.	15
II	**Training & Development Organizations and Policies:** Training Centers inorganizations- Role of external agency inT&D- Training as consultancy - Evolving Training Policy; Training budget and schedules/calendar, **Training needs assessment:** Training Needs Assessment - Definition and purposes – Componentsof Needs assessment; Advantages- Competency modeling - Organization Analysis - Team Workfor Conducting Training Needs Analysis- selection of Trainees.	15
III	**Design of Training Programme:** Course content design – Trainer skill development – Facilitiesdesign- Trainee design -Resistance in Training, Motivation of Trainee: Goal setting- Pre-trainingcommunication –Use of ice breakers to stimulate interest.	15
IV	**Training Methods:**Indoor training methods: On-the-job Training - Off –the –job methods-Behavior Modeling- Audio Visual Enhancements to Training- Outdoor training methods: E-learning and Evaluation of T & D Programme;E-learning methods-Computer-Based Training-programmed Instruction- Intelligent Tutoring Systems-Interactive Multimedia- Virtual RealityMonitoring and evaluation of TrainingProgramme: Conceptual model of Training – Effectiveness --Evaluation criteria-Kirkpatrick model.	15
Keywords	*Training, Development, Training Functions, Training Methods.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Employee Training and Development, Raymond A.Noe, TMH .*
2. *Effective Human Resource Training and Development Strategy, B.Rathan Reddy,*
3. *Himalaya. Donald L. Kirkpatrck and James D.Kirckpatrck, Evaluating Trainingprograms, Tata McGraw Hill*

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

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

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE -09**	
2	**CourseTitle**	**Elective B – Finance: Financial Analytics**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite(if,any)**	***Asperrequirement***	
5	**CourseLearning. Outcomes(CLO)**	➢ *Analyze and model financial data.* ➢ *Access the different open-source domains.* ➢ *Evaluate and build model on time series data.* ➢ *Execute the statistical analysis using python.*	
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Financial Analytics:**Meaning-Importance of Financial Analytics uses-Features-Documents used in FinancialAnalytics: Time value of money – Discounted and Non-discounted (computation using Excel)	15
II	**Access to Financial Data Using Latest Technology:**Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data fromNSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECHcompanies (ROBO, ALGO trade).	15
III	**Time Series Modeling:**Meaning of Data- types of data- time series, panel, cross sectional-components of Time seriesdata. Simple time series concepts – moving average, exponential moving, WMA (Theory andPractices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailedexplanation with examples)computing return series data (simple returns and logarithmreturns) (using Excel).	15
IV	**Python**: Installation of Python, types of data and structures, basic analysis using NUMPY andPANDAs (financial examples), data preparation for time series data.Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation andcovariance, basics of regression and its assumptions, Stationary and non-stationary data,basics of Time series using Python. Credit default using binary logistic regression.	15
Keywords	***Financial Analytics, Financial Data, Time Series, Python.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Python for finance: Yves hilpisces
2.Hands on Data analysis with Pandas: Stefanie molin.
3.Hands on Python for finance, Krish Naik, Packt
4.Python For Finance, Yuxing Yan, Packt
5.Mastering Python for Finance, James Ma Weiming ,Pack Publishing
6.Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
7.Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
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COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE -10**		
2	**CourseTitle**	**Elective B – Finance: Goods and Service Tax**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the basics of taxation, including the meaning and types of taxes, and thedifferences between direct and indirect taxation.* ➢ *Analyze the history of indirect taxation in India and the structure of the Indian taxationsystem.* ➢ *Know the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.* ➢ *Learn the time, place, and value of supply under GST, and apply this knowledge* ➢ *To calculate the value of supply and determine GST liability.* ➢ *Interpret input tax credit under GST, including its meaning and process for availingit, and apply this knowledge to calculate net GST liability.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Basics of Taxation:**Tax – Meaning and Types, Differences between Direct and Indirect Taxation, BriefHistory of Indirect Taxation. **Goods and Services Tax:** Framework and Definitions; Introduction to Goods and Services Tax; Constitutional Framework, Orientation to CGST,SGST and IGST,Meaning and Scope of Supply, Types of Supply. Exemptions from GST.	15
II	**Time, Place And Value of Supply:** Time of Supply – in case of Goods and in case of Services - Problems on ascertaining; Time of Supply; Place of Supply – in case of Goods and in case of Services (both Generaland Specific Services) – Problems on Identification of Place of Supply; Value of Supply– Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.	15
III	**GST Liability and Input Tax Credit:**Rates of GST – Classification of Goods and Services and Rates based on classification,Problems on computation of GST Liability. Input Tax Credit – Meaning, Process foravailing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GSTLiability.	15
IV	**GST Procedures:**Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme,Due dates for Payment of GST, Accounting record for GST, Features of GST in TallyPackage. GST Returns – Types of Returns, Monthly Returns, Annual Return and FinalReturn – Due dates for filing of returns. Final Assessment. Accounts and Audit underGST.	15
Keywords	*Taxation, GST, Value of Supply, Input Tax, GST Liability.*	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education *2.Datey, V S, "Indirect Taxes", Taxmann Publications.* *3.Hiregange et al, "Indirect Taxes:,Puliani and Puliani.* *4.Haldia, Arpit, "GST Made Easy", Taxmann Publications.* *5.Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.* *6.Garg, Kamal, "Understanding GST", Bharat Publications.* *7.Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani*		
Online Resources– **https://www.gstzen.in/a/resources.html&ved** **https://www.gstzen.in/a/resources.html&ved**		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE -11**		
2	**CourseTitle**	**Elective B – Finance: Corporate Financial Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn and determine the overall cost of capital.* ➢ *Comprehend the different advanced capital budgeting techniques.* ➢ *Study the importance of dividend decisions and dividend theories.* ➢ *Evaluate mergers and acquisition.* ➢ *Enable the ethical and governance issues in financial management.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Cost of Capital and Capital Structure Theories:** **Cost of Capital:** Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. **Theories of Capital Structures:** The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.	15
II	**Risk Analysis in Capital Budgeting:** **Risk Analysis:** Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks –Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.	15
III	**Dividend Decisions:** Meaning - Types of Dividends – Types of DividendsPolices – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter's Model and Gordon's Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.	15
IV	**Mergers and Acquisitions:**Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits ofMerger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout,Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratiosbased on Assets Approach, Earnings Approach and Market Value Approach and Impact ofMerger on EPS, Market Price and Market capitalization.	15
Keywords	***Cost of Capital, Dividend, Risk, Mergers,Acquisitions.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1.I M Pandey, Financial management, Vikas publications, New Delhi.
2.AbrishGuptha, Financial Management, Pearson.
3.Khan & Jain, Basic Financial Management, TMH, New Delhi.
4.S N Maheshwari, Principles of Financial Management, Sulthan Chand &Sons, New Delhi.

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

Online Resources–
https://www.edx.org/learn/financial-management&ved-
https://corporatefinanceinstitute.com/resources/&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE -12**	
2	**CourseTitle**	**Elective B – Finance: Artificial Intelligence for Business and Society**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite(if,any)**	***Asperrequirement***	
5	**CourseLearning. Outcomes(CLO)**	➢ Identify Logic Based and Knowledge based Artificial Intelligence. ➢ Philosophy of Artificial Intelligence. ➢ Application of Artificial Intelligence ➢ Artificial Intelligence in Business Applications. ➢ Solve Cases relating to Healthcare, Gamification etc.	
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Artificial Intelligence:** Introduction to Artificial Intelligence; Artificial Intelligence History and Philosophy; Logic Based Artificial Intelligence; Knowledge Based Artificial Intelligence;Contemporary Artificial Intelligence .	15
II	**Philosophy Of Artificial Intelligence:** Philosophy of mind; Evolving Intelligence; Types of Memory; Human like Problem-Solving; Difference between Artificial Intelligence, Biological Intelligence and Natural Intelligence; Hard Computing and Soft Computing; Knowledge and Reasoning; Intelligent Agent and Human Computer Interface.	15
III	**Application Of Artificial Intelligence:** Uses of Artificial Intelligence in Business application and Social Applications; Artificial Intelligence in Governance; Commercial Artificial Intelligence; Applications in Business [Financial Analysis , Sentimental Analysis and Behavioural Analysis]; Computer Vision; Virtual Reality; Cognitive Intelligence; Smart City Project Implementation using Artificial Intelligence.	15
IV	**AI in Business and Social Organisation:** When and how Artificial Intelligence can help your company; Artificial Intelligence in Business Applications; Artificial Intelligence in Social Applications; Tools and Techniques; Ethical Issues; The Good and Bad Artificial Intelligence and the Human Component; How Artificial Intelligence is transforming the future of business on an Organisational level with special emphasis on the Sales and Marketing, Customer Service, Manufacturing, Supply Chain Management and the supporting functions [HR, Finance, Back Office] challenges for successful implementation and utilisation of Artificial Intelligence.	15
Keywords	***Artificial Intelligence, Business, Organisation, Business, Social Organisation.***	

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PART–C: LearningResources

TextBooks,ReferenceBooksand Others

- Stuart G Russell, Peter Norvig (2010), Artificial Intelligence: A Modern Approach (second edition) by Prentice Hall.
- Steven Finlay, Relativistic, (2017), Artificial Intelligence and Machine Learning for Business: A No-Nonsense Guide to Data Driven Technologies.

Online Resources–

https://guides.loc.gov/artificial-intelligence-healthcare/electronic-resources&ved

https://jpl-nasa.libguides.com/subject-guides/artificial-intelligence-ai/ebooks&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VIII	Session:2024-2028
1	CourseCode	BBSE -09		
2	CourseTitle	Elective C – Marketing: Digital Marketing		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *students will gain knowledge of several updated technologies involved in this digital Marketing era.* ➢ *Learn about How search Engine Works.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Digital Marketing:**Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression-SEOOptimization- CRM platform-Google Analytics- Social Media Marketing-Budgeting.	15
II	**Digital Marketing Budgeting:**Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest DigitalMarketing Trends.	15
III	**Search Engine Optimization:** Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.	15
IV	**Social Media Marketing:** Social Media- SMM v/s SMO- Benefits of SMM- Social MediaStrategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; InstagramMarketing;Google Marketing; Linkedin Marketing; Contextual Marketing. **Internet demographics:** On-line user behaviour and characteristics – navigation behaviour(click-o-graphics) – Market research on the internet, Web tracking audits and demandforecasting Trends in internet marketing – acquiring customers on the web.	15
Keywords	*Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

- ***The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic***
- ***Content Marketing, Mcgraw Hill Education.***
- ***Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the***
- ***Digital Generation, Kogan Page Limited***
- ***References***
- ***Frost, R. D., & Strauss, J. (2016). E-marketing. Routledge.***
- ***Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a***
- ***networked economy (Tat McGraw-Hill)***

Online Resources–
https://www.webfx.com/digital-marketing/&ved
https://digitalmarketinginstitute.com/resources/ebooks&ved

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:2024-2028
1	**CourseCode**	**BBSE -10**		
2	**CourseTitle**	**Elective C – Marketing: Product & Brand Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Present contemporary view of the role of Brand Management. ➢ Explore various issue related to Brand Management. ➢ Develop a critical understanding of the process involved in Private Label Managementin Retailing. ➢ Learn the skills of Management of Brand and Private Label.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Brand:** Meaning – Definition – Role of Brand – Brand Positioning & Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria-Marketing; Advantages Of Strong Brands- Financial Brand Value.	15
II	**Consumer's Concept Of 'Self-Image':**Brand Proposition – Brand Name & Brand AwarenessDescribes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- BrandAwareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management –Various Issues Related To Brand Management – Process Involve In Building & Managing Brand In Retail-Brand Positioning- Value proposition- Brandpositioning And Relaunching.	15
III	**Planning & Implementing:** Private Label Marketing Programs- Criteria For Choosing PrivateLabel Elements-Options & Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For BrandBuilding- Leveraging Secondary Brand Associations To Private Brand Building.	15
IV	**Measuring &Interpreting Private Label Performance:** Developing A private Brand EquityMeasurement & Management System- Measuring Sources of Brand Equity - Outcome of Brandlabel - Equity Identifying & Establishing Private Label Positioning.	15
Keywords	***Brand, Consumer, Planning, Implementing, Private Label Performance.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. ***Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi***
2. ***Kelley &Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008***
3. ***Dunne, P. M., Lusch, R. F., & Carver, J. R. (2013). Retailing. Cengage Learning.***
4. ***Gilbert, D. (2003). Retail marketing management. Pearson Education India.***
5. ***S.L. Gupta, Retail Management***

Online Resources–
https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/
https://www.iupindia.in/Brand_Management.asp&ved

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

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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	**Session: 2024-2028**
1	**CourseCode**	**BBSE -11**		
2	**CourseTitle**	**Elective C – Marketing: Services Marketing**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Learn service Marketing, features, classification of services.*** ➢ ***Acquire knowledge on service promotion, strategies, implications and marketingcommunication mix in modern economy.*** ➢ ***Formulate marketing plans, and understands planning process, allocation of resources andmonitoring marketing planning.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse		
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)		
Unit	**Topics(Coursecontents)**	**No.of Period**
I	**Understanding Services marketing:** Introduction - Characteristics of services marketing mix -services in the modern economy - Classification of services - marketing services Vs. Physicalservices **Customer Expectations of service:** Service expectations, types of expectations, factors thatinfluence customer expectations of service. Issues in involving customers service expectations,Customer defined service standards	**15**
II	**Pricing & Promotion Strategies for Services:** Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies intopractice.	**15**
III	**Service Promotion:** The role of marketing communication; Implication for communicationstrategies, marketing communication mix.	**15**
IV	**Marketing plans for services:** The marketing planning process, strategic context, situation reviewmarketing strategy formulation, resource allocations and monitory marketing planning andservices.	**15**
Keywords	***Services Marketing, Service Promotion, MarketingPlans.***	

PART–C: LearningResources
TextBooks,ReferenceBooksand Others
1. Services Marketing – Text and Cases, Rajendra Nargundkar, TMH. *2. Services Marketing—Integrating Customer Focus Across the Firm,ValarieA.Zeithaml& MaryJo-Bitner: TMH.* *3. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.* *4. Services Marketing – Concepts planning and implementation, Bhattacharjee, excel,2009*
Online Resources– **https://www.google.com/searchE+resources+on+services+marketing+pdf&sa=X&ved** **https://www.classcentral.com/course/openlearning-services-marketing-selling-the-invisible-562&ved**
PART-D:AssessmentandEvaluation

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

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**	Session:**2024-2028**
1	**CourseCode**	**BBSE -12**	
2	**CourseTitle**	**Elective C – Marketing: Tourism Management**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite**(if,any)	*Asperrequirement*	
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the fundamental concept of Tourism.* ➢ *Overview of the Tourism products and resources of India.* ➢ *Learn the basic concept and various components of Tourism Management.* ➢ *Gain knowledge of the Functions and Types of Travel Agents and Tour Operators.* ➢ *Familiarize the concept of Transport.*	
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Tourism:** Travel: Meaning, Factors affecting travel, Traveler, Tourist, Travel guide (Meaning only); Tourism: Meaning and Definition, Objectives, Types of Tourism: Inter-regional, Intra regional, Inbound and Outbound Tourism, Domestic, International. Forms of Tourism: Religious, Medical, Historical, Social, Adventure, Health, Business, Conference, Sports. Impact of Tourism. **Tourism Management:** Meaning, Nature, Levels of Management, Principles of Management, Role of Manager, Managerial Functions (Planning, Decision, Organizing , Staffing, Directing) Accommodation - Meaning, role of accommodation in tourism; Types of Accommodations.	15
II	**Tourism Products:**Tourism Resources- Meaning, Definition, Tourism resources of India-types & typologies Cultural resources - Art & Architectures, Historical, Festivals, Costumes. Popular Religious Centres - Hindu, Muslim, Christianity, Buddhism, Jainism, Sikhism others. Performing Art of India - Classical Dance, folk, Music, Musical Instruments, costumes, handicrafts, boat race, food festivals, An overview of tourism development strategies.	15
III	**Travel Agency & Tour Operations:**Travel Agency-Introduction, Meaning, Types of Travel Agency, Functions, challenges faced by Travel Agency and Tour Operators. Procedure for approval of a travel agency & tour operators (IATA & Govt body Approval) Travel Documentation: Passport-types, Procedure to apply, VISA-Types & Documents required for foreigners to visit India. Tour Operators: Meaning, Roles and Responsibilities, Types of tour operators, Types of tour packages; Travel Organizations-UFTAA, TAAI, IATO and Its Functions.	15
IV	**Transportation Management:**Transportation - Meaning, Role of Transport in Tourism,	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Cottman, Travel & Tourism*
2. *Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.*
3. *Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principlesand Practices,4th edition, Pearson Education Limited.*
4. *Dennis L &Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.*
5. *Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.*
6. *Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.*
7. *Kaul R.N 91991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,*

Online Resources–
https://www.edx.org/learn/tourism-management&ved
https://onlinecourses.swayam2.ac.in/cec22_ge36/preview&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)
DEPARTMENTOF COMMERCE & Management
COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	**Session:2024-2028**
1	**CourseCode**	**BBSC- 19**		
2	**CourseTitle**	**Strategic Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of strategic management* ➢ *Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Strategy:**Concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent – Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.	15
II	**Strategy Formulation:** concept of environment, environmental sectors, environmental scanning; organizational appraisal – competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.	15
III	**Corporate Level Strategies:** Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice	15
IV	**Strategy Implementation:** Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategic Implementation:Developing short-term objectives and policies, functional tactics, andrewards, Structural Implementation: an overview of StructuralConsiderations, Behavioral Implementation, **Strategy Evaluation and Control:** Mc Kinsey 7-SFramework Establishing Strategic Control, Balanced Score Card;Strategic evaluation and control: Implementing andOperationalization.	15
Keywords	*Strategy, Strategy Formulation, Corporate Level strategies, Strategy Implementation.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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Online Resources– https://multimedia.3m.com/mws/media/514077O/bc3melectronicresources.pdf&ved https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:2024-2028
1	**CourseCode**	**BBSE -05**		
2	**CourseTitle**	**Elective A – Human Resource Management: People Management and Corporate Ettiquettes**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ Ability to examine the difference between People Management with Human Resource Management. ➢ Ability to explain the need for and importance of People Management. ➢ Ability to list modern methods of performance and task assessment. ➢ Ability to analyses the factors influencing the work life balance of a working individual. ➢ Demonstrating the various types of essential etiquettes in a corporate environment. ➢ Construct effective presentations, group discussions and the professional pre requisites. ➢ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**People Management:** Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. **Getting Work Done and Building Peer Networks:**Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. **Performance Management:** meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;	15
II	**Motivation:** Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation **Managing Self :** Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. **Building Peer Networks:** Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://emilypost.com/online-course-business-etiquette-essentials&ved
https://www.udemy.com/topic/business-etiquette/&ved
https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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DEPARTMENTOFM a n a g e m e n t

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:2024-2028
1	**CourseCode**	**BBSE -06**		
2	**CourseTitle**	**Elective A -Human Resource Management: Corporate Governance & Corporate Social Responsibility**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ To know the concept of Corporate Governance. ➢ To learn the concept of Corporate Social Responsibility. ➢ To know about the challenges faced by MNCs in implementation of CSR. ➢ To compare the CSR with Corporate Sustainability.		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Corporate Governance:** Meaning,Significance,FunctionsandObjectives.EvolutionandDevelopment of Corporate Governance in India. Pillars and Components. Conceptual framework of CorporateGovernance, Recent Development in Corporate Governance.	15
II	**Corporate Governance Reforms:** Major Corporate Scandals in India and Abroad, Common Governance Problems NoticedinvariousCorporateFailures,Codes&StandardsonCorporate Governance, Standards in different Jurisdictions,Stakeholder Engagement **Organizational Theories**:Organizational Theories(including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies, Case Study.	15
III	**Corporate Social Responsibility (CSR):**ConceptofCSR,CorporatePhilanthropy,EarlyrootsofCorporateSocialResponsibility. Does Corporate Social Responsibility improve FinancialPerformance?Sustainabilityandastakeholderperspective,StrategicPlanningandCorporateSocialResponsibility	15
IV	**Relationship of CSR with Corporate Sustainability:** CSR andBusinessEthics,CSRandCorporateGovernance;CSRprovisions under the Companies Act 2013; CSR Committee;CSR Models, Codes, and Standards on CSR, The Criticism of Corporate Social Responsibility, Sustainability reporting.	15
Keywords	***Corporate Governance, Organisational Theories, Corporate Social Responsibility.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Monks, R., Minow, N.: Corporate Governance; 4th edition, Wiley-Blackwel publishing, 2008
2. Crowther, D., & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and

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CSR. Gower Publishing, Ltd.
3. Anil Kumar, Corporate Governance: Theory and Practice, Indian Book House, New Delhi
4. CS Rajesh Lohia,Corporate Social Responsibility (CSR) Activities & Projects Under The Companies Act,
5. A. C. Fernando, E. K. Satheesh, et al.,Corporate Governance: Principles, Policies and Practices, Third Edition, Pearson

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VII	Session:2024-2028
1	CourseCode	BBSE -07		
2	CourseTitle	Elective A – Human Resource Management: Talent Management		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Students will be able to understand and articulate advanced concepts of Talent Management within organization.* ➢ *Apply talent positioning within the subsidiaries and business units.* ➢ *Evaluate the potential and appropriateness of talent development* ➢ *Strategies, policies and methods with reference to relevant contextual factors.* ➢ *Assess the role and influence the politics of knowledge management policy and practice in a range of contexts.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Talent Management:** Introduction, Overview, History, Meaning andimportance of talent management ; Scope and Need of TalentManagement, Key Processes of Talent Management, Source of TalentManagement, Consequences of Failure in Managing Talent, Tools forManaging Talent.	15
II	**Strategies of Talent Management:** Talent Management Grid, Creatingtalent management system, Strategies of talent management.Competency model, Competency mapping, Role of leaders in talentmanagement, Talent management and competitive advantage.	15
III	**Talent Planning:** Objectives, steps in Talent Planning, SuccessionPlanning Program, Developing a Career strategy, Career Life- cycle,Innovative talent planning, Current Industry Practices for TalentPlanning. Coaching and Mentoring as Career Development Tools.	15
IV	**Knowledge Management:** Elements of Knowledge Management; Advantages of Knowledge Management, Knowledge Management in Learning organisations. Types of Knowledge: Tacit and Explicit; Managing Knowledge workers. Talent vs. Knowledge People,Knowledge Management strategies: Aligning individual needs withorganisation, Reward systems for Knowledge Management, KnowledgeAudit, Benchmarking, Balance Score card, Gap Analysis.	15
Keywords	*Talent Management, Talent Planning, Knowledge Management.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.
2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.
3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource InformationSystems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.

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

Online Resources–
https://www.udemy.com/topic/talent-management/&ved
https://onlinecourses.nptel.ac.in/noc24_mg60/preview&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks
EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar-**10** TotalMarks-**30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VII	Session:2024-2028
1	CourseCode	BBSE -05		
2	CourseTitle	Elective B – Finance: Micro Finance		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ Explain the nature of Microfinance and specific terms used in Microfinance ➢ Learn about Microfinance products and Services. ➢ Choose appropriate model of Microfinance Institutions and develop Microfinance products. ➢ Know in detail about Microfinance Institutions. ➢ Identify the role of Microfinance Institutions in Social and Economic Development.		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Microfinance:** Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Micro-finance and related terms micro credit, microcredit loans, sustainable microfinance, micro saving, micro finance institution (MFI), micro insurance, micro finance services, micro finance products, micro enterprise, microfinance clients and agriculture micro finance; microfinance client; Difference between micro-finance and micro credit	15
II	**Micro-finance Products and Services:** Concept and nature of micro-finance products and services; types of micro-finance products – micro credits, micro savings, micro insurance, Pension and provident fund and payment transfers; Types of micro-finance services – financial intermediations, social intermediations and social services. **Microfinance Credit Lending Models:** Individual lending model; Grameen Bank solidarity lending model; village banking model; cooperative model; Self-help group model; and rotating savings and credit association.	15
III	**Microfinance Institutions:** Objectives of the Microfinance institutions; importance of Microfinance institutions; attributes of a good Microfinance institutions; institutional types; formal financial institutions; semiformal financial institutions; and informal financial providers. Rural Self-reliance Fund (RSRF); Rural Micro-finance Development Centre Ltd. (RMDC); Small Farmers Development Bank Ltd. (SFDBL); Commercial Banks (CBs);	15
IV	**Microfinance and Development:** Microfinance and women empowerment; Role of micro-finance in development; microfinance and health; Microfinance and Microenterprise development; Microfinance and education; Handicrafts and handloom and cottage industry development; Agri- industry and agriculture development; Microfinance and networking; and micro insurance policies and practices	15
Keywords	Microfinance and Development, Microfinance Institutions, Microfinance Credit Lending Models	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. Shah, R. K., Micro Finance in Nepal, New Delhi: Serials Publications 2. Baral, S.K. and Bihari, S.C. Rural Marketing and Micro Finance: Text and Cases, New Delhi: A.I.T.B.S. Publishers, India 3. The New Micro Finance Handbook: A Financial Market System Perspective, Washington D.C.: The World Bank		
Online Resources– **https://www.findevgateway.org/training-resources&ved-** **https://hedera.online/training.html&ved-**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VII**		Session:2024-2025
1	**CourseCode**	**BBSE -06**		
2	**CourseTitle**	**Elective B – Finance: Security Analysis and Portfolio Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of basics of Investment.* ➢ *Evaluate the different types of alternatives.* ➢ *Evaluate the portfolio and portfolio management.* ➢ *Know the concept of risk and returns* ➢ *Gain the knowledge of fundamental and technical analysis.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Investments:**Investment process, Criteria for Investment, Types of Investors, Investment,Speculation and Gambling; Elements of Investment, Investment Avenues, Factorsinfluencing selection of investment alternatives. **Risk Return Relationship:**Meaning of risk, Types of risk, Measuring risk, Riskpreference of investors. Meaning of return,measures of return, holding period of return, Annualized return, Expected return, Investorsattitude towards Risk and Return.	15
II	**Security Market-** Introduction, functions, Secondary Market Operations. StockExchanges inIndia, Security Exchange Board of India, Government Securities Market, Corporate Debt Marketand Money Market Instruments.	15
III	**Fundamental Analysis and Technical Analysis**: Introduction- Investment Analysis; Fundamental Analysis; Macro Economic Analysis; IndustryAnalysis; Company Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques,Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.	15
IV	**Portfolio Management:**Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons tohold portfolio – Diversification analysis –Markowitz's Model – Assumptions –Specific model; Risk and return optimization – Efficient frontier – Efficient portfolios –Leveraged portfolios –Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.	15
Keywords	*Investment, Security Market, Fundamental Analysis, Technical Analysi, Portfolio Management..*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Brahmiah& P. Subba Rao, Financial Futures and Options, HPH.*
2. *Singh Preeti, Investment Management, HPHG*
3. *Alexander Fundamental of Investments, Pearson Ed.*

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4.Hangen: Modern Investment theory. Pearson Ed.
5.Kahn: Technical Analysis – Plain and sample Pearson Ed.
6.Ranganthan: Investment Analysis and Port folio Management.
7.Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8.Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9.Newyork Institute of Finance – How the Bond Market work – PHI.
10.Mayo Investment Thomason hearning

Online Resources–
https://himpub.com/product/security-analysis-and-portfolio-management-sem-6-bba-nep-karnataka/&ved-
https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&ved-

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VII**	Session:2024-2028
1	**CourseCode**	**BBSE -07**		
2	**CourseTitle**	**Elective B – Finance: Financial Literacy & Investment Awareness**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ *Provide the foundation for financial decision making.* ➢ *List out various savings and investment alternatives for a common man.* ➢ *Give a detailed overview of stock market and stock selection.* ➢ *Orient the learners about mutual funds and the criteria for selection.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Foundation For Finance:** Understand the need for financial planning-basic concepts-life goals andfinancial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions makingboth micro and macro. **Banking in India:** Types of Bank Deposits, Deposit Insurance (PMJDY),Traditional and New Banking Models. Debit and Credit Cards. DigitalPayment System-Internet Banking (NEFT, RTGS and IMPS) MobileBanking, Mobile Wallets, AEPS, UPI. **Orientation to Financial Statements**: financial terms and concepts, model forreading financial statements, basic ratios for evaluating companies whileinvesting-Time Value of Money-Concept of Compounding andDiscounting.	15
II	**Investment Management:** Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools.Investment and Saving Alternatives for a Common Investor:Insurance-Health, Life and Other General Insurance (Vehicle Insurance, PropertyInsurance etc). Retirement and Pension Plans-National Pension System, Atal PensionYojana, PM-SYM Yojana, PMLVMY, PMKMDY etc., stocks, bonds, mutualfunds. Investor Protection and Grievance Redressal. **Stock Markets:** Primary Market and Secondary Market, StockExchanges, Stock Exchange Operations-Trading and Settlement, DematAccount, Depository and Depository Participants. **Stock Selection:** Fundamental Analysis-Economy Analysis, IndustryAnalysis and Company Analysis. Technical Analysis-Graphical Patterns,Candle-Stick Patterns, Indicator and Oscillators.Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.	15
III	**Mutual Funds And Financial PlanningEssentials:** Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Majorfunds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan.Net Asset Value.Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe,Treynor, Alpha, Beta and R Square. Financial Planning-Sample formats-integrating all the concepts learnt with apersonal financial plan.Giving and Supporting-Family Support-Charitable giving-crowd sourcing	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
http://www.amfiindia.in/?caf=1&query=Mutual+Funds&afdToken=

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2): **20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VII	Session:2024-2028
1	CourseCode	BBSE -05		
2	CourseTitle	Elective C – Marketing: E Commerce		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ Familiarise with different types of E - Commerce ➢ Differentiate between E - Commerce and E- Services ➢ Understanding Technology in E – Commerce. ➢ Facilitating Electronic Payment System. ➢ Knowledge about Security Issues in E - Commerce		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Introduction to E-Commerce:** E-Commerce: Meaning, Nature, Concepts of E-Commerce; E-Commerce vs E–Business; Advantages and Disadvantages of E-Commerce; Value Chain in E-Commerce; Porter's value chain model; Competitive Advantage and Competitive Strategy, Different Types of E-Commerce like Business - to - Business (B2B), Business – to Customer (B2C), Customer – to - Customer (C2C), Customer to Business (C2B), Government to Consumers or Citizens (G2C); Business Models of E- commerce.	15
II	**E-Commerce and E – Services:** E – Commerce - A Consumer Oriented Approach: Traditional v/s E-Retailing; Key success factors in E–Retailing; Models of E–Retailing; and Characteristics of E–Retailing; **E-Services:** Categories of E - Services, Web-enabled services, Information selling on the web, Entertainment, Auctions and other specialized services.	15
III	**Technology in E-Commerce:** Technology in E-Commerce: An overview of the internet; Basic Network Architecture and the Layered Model; Internet Architecture; Network Hardware and Software Considerations; Intranets and Extranets; The making of World Wide Web; Web System Architecture; Building and hosting your website: choosing an Internet Service Provider[ISP]; registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, Uniform Resource Locator [URL's] ; and Hyper text Transfer Protocol [HTTP]; Cookies.	15
IV	**Electronic Payment System:** Methods of E – Payment: Debit Card, Credit Card, Smart Cards, E money, Electronic and Digital wallet, Digital Signature (Concepts), Payments Gateways, Core Banking Solutions [CBS]; Mobile Payments; Unified Payments Interface [UPI]; National Payments Corporation of India [NPCI]; **Security Issues in E – Commerce:** Security Threats; Security in Cyberspace; Kinds of Threats and Crimes: Client Threat, Communication Channel Threat, Server Threat, Other Programming Threats; Frauds and Scams; Basics of Encryption and Decryption.	15
Keywords	*E- Commerce, E- Services, Electronic Payment System.*	

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PART–C: LearningResources		
TextBooks,ReferenceBooksand Others		
1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning 2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications 3. Wiley, Landon, E-Commerce, Pearson Education India 4. Schneider G., E-Business, Cengage Publications 5. Bhaskar, B., E–Commerce, McGraw Hill 6.Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education. 7. Schneider Gray – Electronic Commerce – Cengage Learning		
Online Resources– **https://www.coursera.org/courses%3Fquery%3De-commerce&ved** **https://www.edx.org/learn/ecommerce&ved**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
End Semester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		Semester-VII	Session:2024-2028
1	CourseCode	BBSE -06	
2	CourseTitle	Elective C – Marketing: Retail Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	*Asperrequirement*	
5	CourseLearning. Outcomes(CLO)	➢ *Knowledge of the types and forms of Retail business.* ➢ *Ability to examine Consumer Behaviour in various environments.* ➢ *Ability to analyse various Retail operations and evaluate them.* ➢ *Ability to analyse various marketing mix elements in retail operations.* ➢ *Learning of Information Technology in Retail business.*	
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**RETAIL BUSINESS:**Definition – functions of retailing - types of retailing – forms of retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle; Retail business in India: Influencing factors –present Indian retail scenario. **CONSUMER BEHAVIOUR IN RETAIL BUSINESS**: Buying decision process and its implication on retailing – Influence of group and individual factors; Customer shopping behaviour; Customer service and customer satisfaction.	15
II	**RETAIL OPERATIONS:**Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Planmethod - Site evaluation. Retail Operations: Stores Layout and visual merchandising; Storesdesigning; Space planning; Inventorymanagement; Merchandise Management; Category Management.	15
III	**RETAIL MARKETING MIX:**Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – pricesensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retaillogistics – computerized replenishment system – corporate replenishment policies. Promotion: Settingobjectives – communication effects - promotional mix.	15
IV	**INFORMATION TECHNOLOGY IN RETAILING:**Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integratedsystems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.	15
Keywords	*Retail Business, Retail Operations, Retail Marketing Mix, IT In Retailing.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1.Suja Nair; Retail Management, HPH
2.Karthic – Retail Management, HPH
3.S.K. Poddar & others – Retail Management, VBH.
4.R.S Tiwari ; Retail Management, HPH

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Online Resources– **https://www.kopykitab.com/** **https://www.hitbullseye.com/grad-**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-I**	Session:2024-2025
1	**CourseCode**	**BBSE -07**		
2	**CourseTitle**	**Elective C – Marketing: Consumer Behaviour**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ To Know the need for studying consumer behavior. ➢ To analyze the factors that affect consumer behavior. ➢ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➢ Learning about the factors affecting the consumer in soco-cultural setting. ➢ Identifying the post purchase behavior and the technological impact on consumer.		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Consumer Behavior:**Introduction,ConceptandneedforstudyofConsumerBehavior; Application of Consumer Behavior; Factors affectingconsumer behavior; Individual consumer process; Features ofindividualconsumers;Typesofconsumers,Consumerdecision-makingprocess,Organizationalconsumer;Organizationalconsumerdecision-makingprocess;Consumer research.	15
II	**ConsumerMotivationandPersonality:**Conceptofmotivation, Needs and Goals; Dynamic nature of motivation;Hierarchyofneeds;Atrioofneeds;Majoraspectsof motivation research, Personality concept and Characteristics;Stagesinthedevelopment ofpersonality;SelfandSelf-image.	15
III	**Consumer Perception, Learning and Attitude:** Concept andElementsofperception;Factorsinfluencingperception;Dynamicsofperception;ConsumerImagery;Concept,Process and theories of learning; Concept and CharacteristicsofAttitude;Factorsinvolvedinattitudeformation;Modelsof Attitude;CognitivedissonanceandAttributiontheories.	15
IV	**ConsumerinSocio-Culturalsettings:**ReferenceGroups;FamilyInfluencesandLifeCycle;SocialclassanditsMeasurements; Cultural Influence on Consumer Behaviour;Cross-CulturaldimensionsofConsumerBehavior;Cross- Cultural dimensionsofconsumeranalysis. **Post Purchase Behaviour:** Situational Influences; CognitiveDissonance;DiffusionofInnovation:Definitionofinnovation,Productcharacteristicsinfluencingdiffusion,Resistancetoinnovation,Adoptionprocess;ConsumerInvolvement: RoleofConsumerInvolvement;CustomerSatisfaction;ConsumerBehaviourinMarketingStrategy, Technology'simpacton Consumers.	15

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Keywords	*Consumer Behaviour, Consumer Perception, Motivation, Personality.*

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved
https://onlinecourses.nptel.ac.in/noc22_mg47/preview&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**		Session:2024-2028
1	**CourseCode**	**BBSC-20**		
2	**CourseTitle**	**Advanced Strategic Management**		
	CourseType	**Discipline Specific Course (DSC)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *Learn the concept of strategic management* ➢ *Familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Strategic Management:** An IntroductionStrategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy andtactic, Strategy and strategic plan, Nature of strategic plan, nature of strategicdecisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits.	15
II	**Mission, Objectives, Goals and Ethics:** What is mission, concept of goals, Integration of individual and organizationgoals: A Challenge, How Objectives are pursued, how are mission andobjectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutualrelationships, core of strategicmanagement: vision A-must, ethics andstrategy.	15
III	**External environment:** Analysis and appraisal; Concept of environment, environmental analysis and appraisal, whyenvironmental scanning and analysis, component of environment, SWOT:Atool of environment analysis, techniques of environmental search andanalysis, ETOP: A technique of diagnosis, decision making on environmental information. Organisational change and Innovation:Planned and unplanned change, causes or forces of organisational change,managing planned change, choosing a change strategy, creativity andinnovation in organisations, organizational creativity and innovation process,learning organisation	15
IV	**Generic Competitive Strategy:**Generic vs. competitive strategy, the five generic competitive strategy,competitive marketing strategy option, offensive vs. defensive strategy,Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy **Strategic Evaluation and Control:**Evaluation of strategy and strategic control, why strategy evaluating, criteriafor evaluation and the evaluation process, strategic control process, types ofexternal controls.	15
Keywords	*Strategic Management, Mission, Objectives, Goals, Ethics, External Environment.*	

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PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

Online Resources–
https://multimedia.3m.com/mws/media/514077O/bc3melectronicresources.pdf&ved
https://usiu-ke.libguides.com/c.php%3Fg%3D942935%26p%3D6797010&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- TotalMarks-	**10** **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**		

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**	**Session:2024-2028**
1	**CourseCode**	**BBSE -09**	
2	**CourseTitle**	**Elective A – Human Resource Management: Project Management**	
	CourseType	**Discipline Specific Elective (DSE)**	
4	**Pre-requisite(if,any)**	***Asperrequirement***	
5	**CourseLearning. Outcomes(CLO)**	➢ Know the concept of Project Management. ➢ LearnthetoolsandtechniquesofProject Management. ➢ Compare the importance of Project Management and Project Appraisal.	
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Project Management:** Definitions, Significance, and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle and its different phases., Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & Demand Analysis, Collection of Primary & Secondary information, Demand Forecasting, Market Planning, Project Planning: Generation and Screening of Projects Ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening, Sources of Positive Net Present Value.	15
II	**Project Analysis:** Market Demand and Situational Analysis, Demand Forecasting. Technical analysis: Location and Site, Project Charts and Layouts. Financial Analysis: Cost of Project, Means of Finance, Cost of Production, Working Capital Requirement and its Financing. **Analysis of Project Risk:**Types and Measures of ProjectRisk,Identification of CriticalSourcesof Risk, SensitivityAnalysis,ScenarioAnalysis,Decision-treeAnalysis, Selection of a Project-Methods.	15
III	**Project Appraisal:** Cost benefit analysis (Cash flow projections), Financial Evaluation: Capital budgeting techniques-discounted and non-discounted, Project Rating Index, Critical examination of evaluation techniques, Economic, Commercial, Social cost benefit analysis in public and private sectors, Investment criteria and choice of technique.	15
IV	**Project Implementation:**FormsofProjectOrganization,Project Control & Control Charts, Human aspects of projectmanagement, Prerequisites for a successful project implementation, Introduction to Project Network & Determinationofcriticalpath,Preparationofcomprehensive, Project Report, Project Termination-Types and Process.	15
Keywords	***Project Management, Project Analysis, Project Risk, Project Appraisal, Project Implementation.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Project Management: A Managerial Approach, John Wiley & Sons, 7th Edition.
2. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1st Edition

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

Online Resources–
https://www.kopykitab.com/
https://www.hitbullseye.com/grad-

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:2024-28
1	**CourseCode**	**BBSE –10**		
2	**CourseTitle**	**Elective A – Human Resource Management: Compensation & Performance Management**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	***Asperrequirement***		
5	**CourseLearning Outcomes(CLO)**	➢ *Learn the concepts of Compensation management.* ➢ *Describe job evaluation and its methods.* ➢ *Evaluate the different methods of wages.* ➢ *Describe performance management and methods of performance management.* ➢ *Preparation of Payroll.*		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Compensation Management:**Compensation - Definition - Classification - Types- Wages, Salary, Benefits, DA,Consolidated Pay; Equity based programs, Commission, Reward, Remuneration,Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, PensionPlans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and EmployerCosts for ESOP, Individual Retirement Account, Savings Incentive Match Plan forEmployees; Compensation and Non-compensation Dimensions, Concept in Compensation Management, Compensation as Retention Strategy,Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.	15
II	**Job Evaluation:**Definition of Job Evaluation, Major Decisions in Job Evaluation, Job EvaluationMethods, Point Factor Method of Job Evaluation: Combining Point factor and FactorComparison Methods, Job Evaluation Committee, Factor Evaluation System (FES) ,Using FES to determine Job Worth, Position Evaluation Statements. **Wage and Salary Administration:** Theories of Wages - Wage Structure - Wage Fixation - Wage Payment – SalaryAdministration. Difference between Salary and Wages -Basis for Compensation Fixation- Components of Wages-Basic Wages-Overtime Wages – DearnessAllowance Basis for calculation - Time Rate Wages and Efficiency Based Wages -Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll	15
III	**Performance Management and Issues In Performance Management:**Evolution of Performance Management, Definitions of Performance Management,Importance of Performance Management, Aims and Purpose of PerformanceManagement, Employee Engagement and Performance Management, Principles andDimensions of Performance Management. **Performance Appraisal Methods:** TraditionalMethods, Modern Methods, Performance Appraisal Feedback: Role, Types andPrinciples, Levels of Performance Feedback, 360-Degree Appraisal, Ethics inPerformance Appraisal; Team Performance	15

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

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

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

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

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VIII	Session:2024-28
1	CourseCode	BBSE -11		
2	CourseTitle	Elective A – Human Resource Management: Industrial Relations		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Sensitize the students with the Industrial Relations scenario in India* ➢ *Introduce students to Basic Concepts in Industrial Relations* ➢ *Enable students, understand the dynamic nature of Indian Industrial Relations*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Industrial Relations (IR):** Definition, Scope, Objectives, Factorsaffecting IR, Participants of IR, Importance of IR. Approaches to Industrial Relations, System of IR in India.	15
II	**Collective Bargaining:** Definition, Meaning, Nature, essential conditions for the success ofcollective bargaining, Functions of Collective Bargaining, Importance of Collective Bargaining, Collective Bargaining Process. **Negotiations:** Types of Negotiations-Problem solving attitude, Techniques of Negotiation, Negotiation Process, Essential skills for Negotiation, Workers Participation in Management.	15
III	**Trade Unions:** Meaning, Trade Union movement in India, Objective, Role and functions of theTrade Unions in Modern Industrial Society of India, Procedure for registration of Trade Unions,Grounds for the withdrawal and cancellation of registration, union structure, Rights andresponsibilities of Trade Unions, Problems of Trade Unions, Employee Relations in IT sector	15
IV	**Grievance:** Meaning and forms, sources of grievance, approaches to grievance machinery,Grievance procedures, and model grievance procedure. Disciplinary procedures, approaches tomanage discipline in Industry.. **Indian Industrial Relations:** Changes And Challenges - Liberalization and Indian IndustrialRelations. The future of Industrial Relations in the wake of changes in work culture. Effects ofchanges in Labour Laws on Indian Industrial Relations	15
Keywords	*Industrial Relations, Collective Bargaining, Trade Union, Grievance.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Bose, Subhas Chandra, The Trade Union Movement, Selected Speeches of Subhas Chandra Bose, Publication Division, Government of India, New Delhi, 1992*
2. *Giri V V: Labour Problems in Indian Industry, Asia Publishing House, Mumbai, 1972*
3. *Yoder, Dale: Personnel Management and Industrial Relations, Oxford University Press,1972*
4. *Davar R S: Personnel Management and Industrial Relations in India, Himalaya Publishing*

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

Online Resources–
https://vvgnli.gov.in/en/course/online-training-programme-industrial-relations-and-trade-unionism-transforming-world-work&ved
https://scol.ac.in/IndustrialrelationsandLabourLaws/&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		Semester-VIII	Session:2024-2028
1	CourseCode	BBSE -09	
2	CourseTitle	Elective B – Finance: Financial Analytics	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	*Asperrequirement*	
5	CourseLearning. Outcomes(CLO)	➢ *Analyze and model financial data.* ➢ *Access the different open-source domains.* ➢ *Evaluate and build model on time series data.* ➢ *Execute the statistical analysis using python.*	
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Financial Analytics:**Meaning-Importance of Financial Analytics uses-Features-Documents used in FinancialAnalytics: Time value of money – Discounted and Non-discounted (computation using Excel)	15
II	**Access to Financial Data Using Latest Technology:**Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data fromNSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECHcompanies (ROBO, ALGO trade).	15
III	**Time Series Modeling:**Meaning of Data- types of data- time series, panel, cross sectional-components of Time seriesdata. Simple time series concepts – moving average, exponential moving, WMA (Theory andPractices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailedexplanation with examples)computing return series data (simple returns and logarithmreturns) (using Excel).	15
IV	**Python**: Installation of Python, types of data and structures, basic analysis using NUMPY andPANDAs (financial examples), data preparation for time series data.Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation andcovariance, basics of regression and its assumptions, Stationary and non-stationary data,basics of Time series using Python. Credit default using binary logistic regression.	15
Keywords	*Financial Analytics, Financial Data, Time Series, Python.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. Python for finance: Yves hilpisces
2.Hands on Data analysis with Pandas: Stefanie molin.
3.Hands on Python for finance, Krish Naik, Packt
4.Python For Finance, Yuxing Yan, Packt
5.Mastering Python for Finance, James Ma Weiming ,Pack Publishing
6.Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
7.Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT

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Online Resources– **https://usiu-ke.libguides.com/c.php%3Fg%3D942895%26p%3D6796651&ved** **https://imarticus.org/blog/what-are-some-good-resources-about-learning-financial-analysis/&ved**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)
DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			**Semester-VIII**	Session:2024-28
1	**CourseCode**	**BBSE -10**		
2	**CourseTitle**	**Elective B – Finance: Goods and Service Tax**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite(if,any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ ***Learn the basics of taxation, including the meaning and types of taxes, and thedifferences between direct and indirect taxation.*** ➢ ***Analyze the history of indirect taxation in India and the structure of the Indian taxationsystem.*** ➢ ***Know the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.*** ➢ ***Learn the time, place, and value of supply under GST, and apply this knowledge*** ➢ ***To calculate the value of supply and determine GST liability.*** ➢ ***Interpret input tax credit under GST, including its meaning and process for availingit, and apply this knowledge to calculate net GST liability.***		
6	**CreditValue**	**4Credits**	***Credit=15Hours-learning&Observation***	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Basics of Taxation:**Tax – Meaning and Types, Differences between Direct and Indirect Taxation, BriefHistory of Indirect Taxation. **Goods and Services Tax:** Framework and Definitions; Introduction to Goods and Services Tax; Constitutional Framework, Orientation to CGST,SGST and IGST,Meaning and Scope of Supply, Types of Supply. Exemptions from GST.	15
II	**Time, Place And Value of Supply:** Time of Supply – in case of Goods and in case of Services - Problems on ascertaining; Time of Supply; Place of Supply – in case of Goods and in case of Services (both Generaland Specific Services) – Problems on Identification of Place of Supply; Value of Supply– Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.	15
III	**GST Liability and Input Tax Credit:**Rates of GST – Classification of Goods and Services and Rates based on classification,Problems on computation of GST Liability. Input Tax Credit – Meaning, Process foravailing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GSTLiability.	15
IV	**GST Procedures:**Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme,Due dates for Payment of GST, Accounting record for GST, Features of GST in TallyPackage. GST Returns – Types of Returns, Monthly Returns, Annual Return and FinalReturn – Due dates for filing of returns. Final Assessment. Accounts and Audit underGST.	15
Keywords	***Taxation, GST, Value of Supply, Input Tax, GST Liability.***	

PART–C: LearningResources

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TextBooks,ReferenceBooksand Others
1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education *2.Datey, V S, "Indirect Taxes", Taxmann Publications.* *3.Hiregange et al, "Indirect Taxes:,Puliani and Puliani.* *4.Haldia, Arpit, "GST Made Easy", Taxmann Publications.* *5.Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.* *6.Garg, Kamal, "Understanding GST", Bharat Publications.* *7.Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani*
Online Resources– **https://www.gstzen.in/a/resources.html&ved** **https://www.gstzen.in/a/resources.html&ved**

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction			
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		Semester-VIII	Session:2024-2025
1	CourseCode	BBSE -11	
2	CourseTitle	Elective B – Finance: Corporate Financial Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	*Asperrequirement*	
5	CourseLearning. Outcomes(CLO)	➢ *Learn and determine the overall cost of capital.* ➢ *Comprehend the different advanced capital budgeting techniques.* ➢ *Study the importance of dividend decisions and dividend theories.* ➢ *Evaluate mergers and acquisition.* ➢ *Enable the ethical and governance issues in financial management.*	
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Cost of Capital and Capital Structure Theories:** **Cost of Capital:** Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. **Theories of Capital Structures:** The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.	15
II	**Risk Analysis in Capital Budgeting**: **Risk Analysis:** Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks –Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.	15
III	**Dividend Decisions:** Meaning - Types of Dividends – Types of DividendsPolices – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter's Model and Gordon's Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.	15
IV	**Mergers and Acquisitions:**Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits ofMerger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout,Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratiosbased on Assets Approach, Earnings Approach and Market Value Approach and Impact ofMerger on EPS, Market Price and Market capitalization.	15
Keywords	*Cost of Capital, Dividend, Risk, Mergers,Acquisitions.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1.I M Pandey, Financial management, Vikas publications, New Delhi.
2.AbrishGuptha, Financial Management, Pearson.

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

Online Resources–
https://www.edx.org/learn/financial-management&ved-
https://corporatefinanceinstitute.com/resources/&ved

PART-D:AssessmentandEvaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:	**100Marks**
ContinuousInternalAssessment(CIA):	**30Marks**
EndSemesterExam(ESE):	**70 Marks**

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*		**Semester-VIII**		Session:2024-2028
1	**CourseCode**	**BBSE -09**		
2	**CourseTitle**	**Elective C – Marketing: Digital Marketing**		
	CourseType	**Discipline Specific Elective (DSE)**		
4	**Pre-requisite**(if,any)	*Asperrequirement*		
5	**CourseLearning. Outcomes(CLO)**	➢ *students will gain knowledge of several updated technologies involved in this digital Marketing era.* ➢ *Learn about How search Engine Works.*		
6	**CreditValue**	**4Credits**	*Credit=15Hours-learning&Observation*	
7	**TotalMarks**	**Max.Marks: 100**	**MinPassingMarks: 40**	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Digital Marketing:**Creating initial Digital Marketing Plan- SWOT Analysis-Target Group Analysis- Content management- Optimization of Web Sites-MS Expression-SEOOptimization- CRM platform-Google Analytics- Social Media Marketing-Budgeting.	15
II	**Digital Marketing Budgeting:**Digital Marketing- Benefits of Digital V/s Traditional Marketing- Digital Marketing Platforms- Defining Digital Marketing Goals- Latest DigitalMarketing Trends.	15
III	**Search Engine Optimization:** Introduction to Search Engines-How Search Engine works-Search Engine Optimization & its Benefits- Search Engine Marketing- Google Adwords-Google Ad sense- Display Advertising- Keyword Optimization.	15
IV	**Social Media Marketing:** Social Media- SMM v/s SMO- Benefits of SMM- Social MediaStrategy; Facebook Marketing; Twitter Marketing; Youtube Marketing; InstagramMarketing;Google Marketing; Linkedin Marketing; Contextual Marketing. **Internet demographics:** On-line user behaviour and characteristics – navigation behaviour(click-o-graphics) – Market research on the internet, Web tracking audits and demandforecasting Trends in internet marketing – acquiring customers on the web.	15
Keywords	***Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.***	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

- *The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic*
- *Content Marketing, Mcgraw Hill Education.*
- *Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the*
- *Digital Generation, Kogan Page Limited*
- *References*
- *Frost, R. D., & Strauss, J. (2016). E-marketing. Routledge.*
- *Mohammed, Fisher, Jaworski and Cahill : Internet marketing – building advantage in a*
- *networked economy (Tat McGraw-Hill)*

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Online Resources– **https://www.webfx.com/digital-marketing/&ved** **https://digitalmarketinginstitute.com/resources/ebooks&ved**		
PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: **Maximum Marks: 100Marks** **ContinuousInternalAssessment(CIA): 30Marks** **EndSemesterExam(ESE): 70 Marks**		
ContinuousInternal Assessment (CIA): **(ByCourseTeacher)**	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
EndSemester Exam (ESE):	**Twosection– A &B** SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks** SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks**	

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DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VIII	Session:2024-2028
1	CourseCode	BBSE -10		
2	CourseTitle	Elective C – Marketing: Product & Brand Management		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Present contemporary view of the role of Brand Management.* ➢ *Explore various issue related to Brand Management.* ➢ *Develop a critical understanding of the process involved in Private Label Managementin Retailing.* ➢ *Learn the skills of Management of Brand and Private Label.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Brand:** Meaning – Definition – Role of Brand – Brand Positioning & Personality Of A Brand; Concepts On Branding And Brand Management - Brand Element Choice Criteria-Marketing; Advantages Of Strong Brands- Financial Brand Value.	15
II	**Consumer's Concept Of 'Self-Image':**Brand Proposition – Brand Name & Brand AwarenessDescribes The Brand Equity Model (D. Aaker) Perceived Quality - Brand Associations- BrandAwareness - Brand Loyalty - Brand Asset Valuator; Managing Brand Portfolio – Contemporary View Of The Role Of Brand Management –Various Issues Related To Brand Management – Process Involve In Building & Managing Brand In Retail-Brand Positioning- Value proposition- Brandpositioning And Relaunching.	15
III	**Planning & Implementing:** Private Label Marketing Programs- Criteria For Choosing PrivateLabel Elements-Options & Tactics For Private Label Elements- Use Of IMC (Integrated Marketing Communications) For BrandBuilding- Leveraging Secondary Brand Associations To Private Brand Building.	15
IV	**Measuring &Interpreting Private Label Performance:** Developing A private Brand EquityMeasurement & Management System- Measuring Sources of Brand Equity - Outcome of Brandlabel - Equity Identifying & Establishing Private Label Positioning.	15
Keywords	*Brand, Consumer, Planning, Implementing, Private Label Performance.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Bajaj, Tuli & Srivastava, Retail Management, Oxford University Press, New Delhi*
2. *Kelley &Jugenheimer, Advertising Media Planning A Brand Management Approach, Prentice Hall, India. 2008*
3. *Dunne, P. M., Lusch, R. F., & Carver, J. R. (2013). Retailing. Cengage Learning.*
4. *Gilbert, D. (2003). Retail marketing management. Pearson Education India.*
5. *S.L. Gupta, Retail Management*

Online Resources–

https://www.linkedin.com/pulse/topics/marketing-s2461/brand-management-s12885/

https://www.iupindia.in/Brand_Management.asp&ved

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PART-D:AssessmentandEvaluation		
SuggestedContinuousEvaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks		
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EndSemester Exam (ESE):	Twosection– A &B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

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DEPARTMENTOFManagement

COURSECURRICULUM

PART-A: Introduction				
Program:BachelorinBusiness Administration *(Certificate / Diploma / Degree/Honors)*			Semester-VIII	Session:2024-2028
1	CourseCode	BBSE -11		
2	CourseTitle	Elective C – Marketing: Services Marketing		
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)	*Asperrequirement*		
5	CourseLearning. Outcomes(CLO)	➢ *Learn service Marketing, features, classification of services.* ➢ *Acquire knowledge on service promotion, strategies, implications and marketingcommunication mix in modern economy.* ➢ *Formulate marketing plans, and understands planning process, allocation of resources andmonitoring marketing planning.*		
6	CreditValue	4Credits	*Credit=15Hours-learning&Observation*	
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40	

PART-B: ContentoftheCourse

TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)

Unit	Topics(Coursecontents)	No.of Period
I	**Understanding Services marketing:** Introduction - Characteristics of services marketing mix -services in the modern economy - Classification of services - marketing services Vs. Physicalservices **Customer Expectations of service:** Service expectations, types of expectations, factors thatinfluence customer expectations of service. Issues in involving customers service expectations,Customer defined service standards	15
II	**Pricing & Promotion Strategies for Services:** Service pricing, establishing monetary Pricing Objectives, Foundations of Pricing, Pricing and Demand, putting Service Pricing Strategies intopractice.	15
III	**Service Promotion:** The role of marketing communication; Implication for communicationstrategies, marketing communication mix.	15
IV	**Marketing plans for services:** The marketing planning process, strategic context, situation reviewmarketing strategy formulation, resource allocations and monitory marketing planning andservices.	15
Keywords	*Services Marketing, Service Promotion, MarketingPlans.*	

PART–C: LearningResources

TextBooks,ReferenceBooksand Others

1. *Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.*
2. *Services Marketing—Integrating Customer Focus Across the Firm,ValarieA.Zeithaml& MaryJo-Bitner: TMH.*
3. *Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee,*
4. *Pearson.*
5. *Services Marketing – Concepts planning and implementation, Bhattacharjee, excel,2009*

Online Resources–
https://www.google.com/searchE+resources+on+services+marketing+pdf&sa=X&ved
https://www.classcentral.com/course/openlearning-services-marketing-selling-the-

PART-D:AssessmentandEvaluation

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SuggestedContinuousEvaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):**20&20** Assignment/Seminar- **10** TotalMarks- **30**	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks
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