FOUR YEAR - B B A UNDERGRADUATE PROGRAM

(2024-28)

DEPARTMENT OF COMMERCE & Management

(FACULTY OF COMMERCE)

COURSE CURRICULUM

(UNDER NEP-2020)

GOVT. OF CHHATTISGARH

DEPARTMENT OF HIGHER EDUCATION

RAIPUR

MAY - 2024

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BBA FOUR YEAR COURSE

Semester	Category &	Subjects/Paper Titles		L	Т	P	Credits	Max.
	Paper Code			~	•	1	Cicuits	Marks
	BBSC-01	Principles of Management		3	1	-	4	100
	BBSC-02	Business Mathematics		3	1	-	4	100
1	BBSC-03	Financial Accounting		3	1	-	4	100
FIRST	BBGE-01	Computer Application or (Chose any one from F	Pool	3	1		4	100
		in Other Faculty as per rule)						
	BBAEC-01	Environmental Studies		1	1	1-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one fro	m	1	1	·-	2	50
		Pool Group)	7.0				0.0	=00
	DDGG 64	TOTAL CREDIT & TOTAL MARK	(2				20	500
	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
SECON	BBAEC-02 BBSEC-01	EnglishLanguage		1	1	-	2	50
D	DD2EC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)		1	1	-	2	50
יע			7.0				20	F 00
	0: 1	TOTAL CREDIT & TOTAL MARK					20	500
	study after sec	xit shall be awarded undergraduate Certificate in the uring the requisite 44 Credits in Sem. I & II (Extra Cred	Field of its of V	f Multid oc /Ski	liscipl Il Cou	inary rse)	40	1000
	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	GrI-Management – Human Resource	3	1		-	4	100
		Management	-					
		(r II kinanco kinancial Managament	l .	1				
TUIDD	OB	GrII-Finance – Financial Management			1		X.	
THIRD	OR	GrIII-Marketing- Marketing Management					Ä	
THIRD		GrIII-Marketing-Marketing Management (One-BBSE -Choose any one Gr. from Own						
THIRD	OR BBGE-03	GrIII-Marketing-Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR					,	
THIRD		GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other						
THIRD		GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)	1	1		-,	2	50
THIRD	BBGE-03	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other	1 1	1 1		-	2 2	50 50
THIRD	BBAEC-03	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language				-		
THIRD	BBAEC-03	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool	1					
THIRD	BBAEC-03 BBVAC-02 BBSC-10	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour	1			-	2	50
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law	1 S	1		= - - -	20	50 500
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System	1 (S 3	1			20 4	500 100
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK Organizational Behaviour Business Law Management Information System GrI-Management – Production Management	1 (S 3 3	1 1 1		-	20 4 4	500 500 100 100
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management – Production Management GrII-Finance – Banking Operations &	1 (S 3 3 3	1 1 1 1 1			2 20 4 4 4 4	500 100 100 100
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12	GrIII-Marketing – Marketing Management (One-BBSE – Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management – Production Management GrII-Finance – Banking Operations & Management	1 (S 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4	500 100 100 100
THIRD	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement	1 (S 3 3 3	1 1 1 1 1			2 20 4 4 4 4	500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management	1 (S 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4	500 100 100 100
FOURT	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own	1 (S 3 3 3	1 1 1 1 1			2 20 4 4 4 4	500 100 100 100
	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK Organizational Behaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR	1 (S 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4	500 100 100 100
FOURT	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other	1 (S 3 3 3	1 1 1 1 1		-	2 20 4 4 4 4	500 100 100 100
FOURT	BBGE-03 BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	1 (S 3 3 3 3 3	1 1 1 1 1 1		-	2 20 4 4 4 4	50 500 100 100 100 100
FOURT	BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule) Communicative English/Other	1 (S 3 3 3 3 3	1 1 1 1 1			2 20 4 4 4 4	50 500 100 100 100 100
FOURT	BBAEC-03 BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)	1 (S 3 3 3 3 3	1 1 1 1 1 1 1		-	2 20 4 4 4 4	50 500 100 100 100 100
FOURT	BBAEC-03 BBAEC-03 BBVAC-02 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule) Communicative English/Other Creative Writing & Content Development OR (Choose any one from Pool Group)	1 SS 3 3 3 3 3	1 1 1 1 1 1 1		-	2 20 4 4 4 4 2 2	50 500 100 100 100 100 50 50
FOURT	BBAEC-03 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04 BBAEC-03 BBAEC-03 BBSEC-02	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule) Communicative English/Other Creative Writing & Content Development OR (Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK exit shall be awarded undergraduate Diploma in the Fie	1 S 3 3 3 3 3 1 1	1	ciplin	ary	2 20 4 4 4 4	50 500 100 100 100 100
FOURT	BBAEC-03 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04 BBAEC-03 BBSEC-02	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK Organizational Behaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule) Communicative English/Other Creative Writing & Content Development OR (Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK Exit shall be awarded undergraduate Diploma in the Figuring the requisite 88 Credits on completion of Semess	1 S 3 3 3 3 1 1 1 ter IV (1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ciplin	ary	2 20 4 4 4 4 4 2 2 2 2 80	50 500 100 100 100 100 50 50 50 2000
FOURT	BBAEC-03 BBSC-10 BBSC-11 BBSC-12 BBSE-02 OR BBGE-04 BBAEC-03 BBAEC-03 BBSEC-02	GrIII-Marketing- Marketing Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule) Hindi Language Digital Marketing OR(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK OrganizationalBehaviour Business Law Management Information System GrI-Management -Production Management GrII-Finance -Banking Operations & Management GrIII-Marketing- Sales &Advertisement Management (One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule) Communicative English/Other Creative Writing & Content Development OR (Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARK exit shall be awarded undergraduate Diploma in the Fie	1 S 3 3 3 3 3 1 1	1	ciplin	ary	2 20 4 4 4 4 4 2 2 2	50 500 100 100 100 100 50 50

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	BBSE-03	GrI-Management – Office Organization and Management	3	1	-	4	10
		GrII-Finance – Investment Management					
	OR	GrIII-Marketing-Agriculture& Rural Marketing					1
		(One-COSE -Choose any one Gr. from Own Poo	1				
FIFTH	BBGE-05	as per rule) OR					
		(One-GE-05-Chosse any one from Pool in Other	r		1		
		raculty as per rule)					
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any	1	1			
		one from Pool Group)	1	1	-	2	50
1	BBSEC-03	i. Analytics Skills OR	+				
		ii. GST with ReturnFiling OR	1	1	-	2	50
		(Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MARKS					
	BBSC-16	Business Ethics	T -			20	50
	BBSC-17	Entrepreneurship	3	11	-	4	10
	BBSC-18	Business Taxation	3	1		4	100
	BBSE-04	Cr. I Management B	3	1	_	4	100
	DD3L-04	GrI-Management – Business Policy & Strategy	3	1	-	4	100
	OR	C. U.F.					
	UK	GrII-Finance – Financial Institutions & Markets			-		
	DDCE OC	GrIII-Marketing- Logistics & Supply Chain	1				
SIXTH	BBGE-06	Management	1				-
SIAIT		(One-COSE -Choose any one Gr. from Own Pool					
		as per rule) OR					
		(One-GE-06-Chosse any one from Pool in Other					
		raculty as per rule)					1
	INTERNSHIP	(2 c) Compulsory for all	1	1			
	BBSEC-04	i. Basic Statistics using Microsoft Excel OR	1	1	<u> </u>	2	50
			1	1 1	-	2	50
		ii. Web Analytics OR	1	1			
		cs imalytics Ok					
		(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS					
	Students on	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS	dasw			20	500
	Students on Study) after	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiol	d of M	ultidisc	iplinar	20 y 120	500 3000
	ocady) arter	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester				y 120	
	For Av	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no	ot secu	ring 7.5		y 120	
	ocady) arter	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C)				y 120	
	For Av BBSC-19	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management	ot secu 3	1 1		y 120) 4	3000
	For Av BBSC-19	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes	3 3	1 1		y 120	3000
	For Av BBSC-19	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social	ot secu 3	1 1	CGPA	y 120) 4	100
Secure Sens	For Av BBSC-19 BBSE-05 BBSE-06	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility	3 3 3	1 1 1 1 1	CGPA	y 120) 4 4	100
	For Av BBSC-19 BBSE-05 BBSE-06 BBSE-07	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management	3 3 3	1 1	CGPA	y 120) 4 4	100 100 100
	For Av BBSC-19 BBSE-05 BBSE-06	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management	3 3 3	1 1 1 1 1	CGPA	y 120) 4 4 4	100 100 100
SEVEN	For Av BBSC-19 BBSE-05 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance	3 3 3	1 1 1 1 1	CGPA	y 120) 4 4 4 4 4	100 100 100
	For Av BBSC-19 BBSE-05 BBSE-06 BBSE-07 BBSE-08 BBSE-05	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance	3 3 3 3 3 3	1 1 1 1 1	CGPA	y 120 4 4 4 4 4	100 100 100 100 100
SEVEN TH	BBSE-05 BBSE-08 BBSE-05 BBSE-08 BBSE-05 BBSE-06	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management	3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4	100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness	3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		120 4 4 4 4 4 4 4	100 100 100 100 100 100
	BBSE-05 BBSE-08 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester ward of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management	3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-07 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing	3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		120 4 4 4 4 4 4 4	100 100 100 100 100 100
SEVEN TH	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester ward of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management	3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100
to the same of the	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management	3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100
to the same of the	BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour	3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management	3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8) From any One Group	3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)	3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS	3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C)	3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management	3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	## For Av BBSC-19 ## BBSE-05 ## BBSE-06 ## BBSE-07 ## BBSE-08 ## BBSE-05 ## BBSE-06 ## BBSE-07 ## BBSE-08 ## BBSE-07 ## BBSE-08 ## BBSE-07 ## BBSE-08 ## BBSE-07 ## BBSE-08 ## BBSE-08 ## BBSE-09 ## BBSE-09	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management Project Management	3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-09 BBSE-09 BBSE-10	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management Project Management Compensation & Performance Management	3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-08 BBSE-09 BBSE-09 BBSE-10 BBSE-11	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-05 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-09 BBSE-09 BBSE-10 BBSE-11 BBSE-12	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students not Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management Industrial Relations Fraining and Development	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100
	BBSE-05 BBSE-06 BBSE-06 BBSE-07 BBSE-06 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-08 BBSE-07 BBSE-01	(Choose any one from Pool Group) TOTAL CREDIT & TOTAL MARKS exit shall be awarded Bachelor degree of in (Fiel VI Semester vard of Bachelor degree with Honors (Students no Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness Insurance and Risk Management Elective - 3: Marketing E Commerce Retail Management Consumer Behaviour Advertising and Media Management (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16) TOTAL CREDIT & TOTAL MARKS Advanced Strategic Management (4C) Elective - I: Human Resource Management Project Management Compensation & Performance Management	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		y 120 4 4 4 4 4 4 4 4 4 4 4 4 4	100 100 100 100 100 100 100 100 100 100

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	BBSE-10	O Goods & Service Tax (GST)			_		3
	BBSE-13	1 Corporate Financial Management	3	1	-	4	100
	BBSE-12		3	1_	-	4	100
	DD3E-12	2 Artificial Intelligence for Business & Society Elective -III Marketing	3	1		4	100
EIGHT	BBSE-09						
Н	BBSE-10		3	1	-	4	100
	BBSE-11		3	1	-	4	100
	BBSE-12		3	1	_	4	100
	DD3E-12		3	1	-	4	100
		(Choose 4- DSE (9 to 12)From any One Group					
		from Own faculty4x4=16)					
		TOTAL CREDIT & TOTAL MARKS				20	500
	For Aw	GRAND TOTAL CREDITS(I to VIII) ard of Bachelor Degree with Honors & Research (Students)	dont- C-			160	400
	BBSC-19	Strategic Management (4C)			g 7.5 C		T
		Elective - 1: Human Resource Management	3	1	-	4	100
	BBSE-05	People Management & Corporate Etiquettes		+			
	BBSE-06	Corporate Governance & Corporate Social	3	1	-	4	100
	BBSE 00	Responsibility	3	1	-	4	100
	BBSE-07	Talent Management		-			
	BBBB 07	Elective - 2 :Finance	3	1	-	4	100
	BBSE-05	Microfinance				-	
	BBSE-06		3	1	-	4	100
	BBSE-07	Security Analysis & Portfolio Management	3	1	-	4	100
SEVEN	DDSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
TH	BBSE-05	Elective - 3 : Marketing E Commerce					
	BBSE-05		3	1	-	4	100
		Retail Management			- 1		
×	BBSE-07	Consumer Behaviour	3	1	- (4	20
		TOTAL CREDIT & TOTAL MARKS				B to B Mark eting	500
	BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management		1		1	100
	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				1	100
	BBSE-09	Financial Analytics	3	1		4	100
	BBSE-10	Goods & Service Tax (GST)	3	1		4	100
EIGHT	BBSE-11	Corporate Financial Management	- 3	-	-	4	100
H		Elective -III Marketing		\vdash			
•	BBSE-09	Digital Marketing	3	1			100
1	BBSE-10	Product & Brand Management	- 3		-	4	100
f	DDUD IU		-	1-1		-	
ŀ		Services Marketing				0	200
-	BBSE-11	Services Marketing TOTAL CREDIT& TOTAL MARKS				8	200
		TOTAL CREDIT& TOTAL MARKS				24	600
							100-100-100-100-100-100-100-100-100-100

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

BBA FOUR YEAR COURCE

Semester	Category &	Subjects/Paper Titles	I	Т	D	Credite	34
A	1	1 Desperation of the state of t		101	_ P	Credits	Max.
50	1 det	Tes IV		70			

FIRST	BBSC-01 BBSC-02 BBSC-03 BBGE-01	Principles of Management Business Mathematics	3			4 4	Mark 100
FIRST	BBSC-03	Business Mathematics					
FIRST					1 -		100
FIRST	BBGE-01	Financial Accounting	3		_	4	100
		Computer Application or (Chose	3		-	4	100
		any one from Pool in Other Faculty				4	100
		as per rule)					
	BBAEC-01	Environmental Studies	1	1	_	2	50
	BBVAC-01	Social Media Marketing OR (Choose	1		_	2	50
		any one from Pool Group)		_		_	30
		TOTAL CREDIT & TOTAL MARKS			PANESTA L	20	500
	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	3	1	-	4	100
SECOND	DD 170 00	Faculty as per rule)					100
SECOND	BBAEC-02	EnglishLanguage	1	1	1-	2	50
	BBSEC-01	Soft Skill and Personality	1	1	-	2	50
		Development OR					
		(Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MARKS				20	500
	Students on a	exit shall be awarded undergraduate Co	ertifi	cate ii	ı the	40	1000
	riela of Mi	iltidisciplinary study after securina the	real	iisite 4	14		
	DDCC 07	in Sem. I & II (Extra Credits of Voc /Skil		irse)	Sec.	This is the	
	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	GrI-Management – Human Resource	3	1	-	4	100
		Management					
THIRD	OR	GrII-Finance – Financial					
THILD	OK .	Management					
	BBGE-03	GrIII-Marketing– Marketing Management					
	DDGL-03						
		(One-BBSE –Choose any one Gr. from Own Pool as per rule)				1	
		OR					
		(One-GE-03-Chosse any one from					
		Pool in Other Faculty as per rule)					
	BBAEC-03	Hindi Language	1	1			+
	BBVAC-02	Digital Marketing OR(Choose any	1	1	-	2	50
		one from Pool Group)	1	1	-	2	50
		TOTAL CREDIT & TOTAL MARKS				20	F00
	BBSC-10	OrganizationalBehaviour	3	1		4	500
[BBSC-11	Business Law	3	1		4	100
	BBSC-12	Management Information System	3	1			100
	BBSE-02	GrI-Management –Production	3	1		4	100
		Management	3	1	_	4	100
	OR	GrII-Finance –Banking Operations &					
		Management					
	BBGE-04	GrIII-Marketing- Sales				×	
OURTH		&Advertisement Management					
1		(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)					
_	BBAEC-03	Communicative English/Other	1	1	-	2	50
		Creative Writing & Content	1	1	_	2	50
		Development OR	-	-		2	30
	800 80 St	(Choose any one from Pool Group)					
	Commence of the second	TOTAL CREDIT & TOTAL MARKS				20	500
	Students on e.	xit shall be awarded undergraduate Div	olom	a in th	e	80	2000
	Field of Mult	idisciplinary study after securing the re	equis	ite\88			2000

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	Credi	ts on completion of Semester IV (8 Credi	its ext	ra)	100	500	
	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	GrI-Management – Office	3	1	=1	4	100
		Organization and Management					
		GrII-Finance – Investment					
	OR	Management					
EIETI	DDGD 65	GrIII-Marketing-Agriculture& Rural					
FIFTH	BBGE-05	Marketing					
		(One-COSE -Choose any one Gr.					
		from Own Pool as per rule) OR					
		(One-GE-05-Chosse any one from					1
	BBVAC-03	Pool in Other Faculty as per rule)	V				
	BBVAC-03	Data Analytics using MS	1	1	-	2	50
		ExcelOR(Choose any one from Pool					
	BBSEC-03	Group)					
	BBSEC-03	iii. Analytics Skills OR	1	1	-	2	50
		iv. GST with ReturnFiling OR					
		(Choose any one from Pool Group)			90 C A C C C C C C C		
	BBSC-16	TOTAL CREDIT & TOTAL MARKS				20	500
		Business Ethics	3	1	-	4	100
	BBSC-17	Entrepreneurship	3	1	-	4	100
	BBSC-18	Business Taxation	3	1		4	100
	BBSE-04	GrI-Management – Business Policy &	3	1	-1	4	100
		Strategy					
		GrII-Finance – Financial Institutions					
	OR	& Markets			1		
SIXTH	OK	GrIII-Marketing– Logistics & Supply					
SIXIII	BBGE-06	Chain Management					
	DDGE-00	(One-COSE -Choose any one Gr.			- 1		
		from Own Pool as per rule)					
		OR (One-GE-06-Chosse any one from			1		
		Pool in Other Faculty as per rule)					
	INTERNSHIP	(2 c) Compulsory for all	1	1			
	BBSEC-04	iii. Basic Statistics using	1 1	1		2	50
×		Microsoft Excel OR	1	1	-	2	50
		iv. Web Analytics OR					
		(Choose any one from Pool Group)					
		TOTAL CREDIT & TOTAL MARKS	12.00			20	F 00
	Students on e	exit shall be awarded Bachelor degree	of in (Field	of	120	500 3000
	M	ultidisciplinary Study) after VI Semest	er er	Liciu	01	120	3000
	For Award of E	Bachelor degree with Honors (Students	nots	ecuri	1975	CGPA)	
	DDCC 40				-6 / ··		100
	BBSC-19	Strategic Management (4C)			- 1	1 4 1	
	BBSC-19	Strategic Management (4C)	3	1		4	100
	BBSC-19	Strategic Management (4C) Elective - 1: Human Resource Management			-	4	100
	BBSE-05	Strategic Management (4C) Elective - 1: Human Resource Management	3	1	-		
		Strategic Management (4C) Elective - 1: Human Resource			-	4	100
		Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes	3	1		4	100
,	BBSE-05	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate	3	1	-		
	BBSE-05	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management	3 3	1 1		4 4	100
SEVENTH	BBSE-05 BBSE-06	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management	3 3 3	1 1 1	-	4 4 4	100 100 100
SEVENTH	BBSE-05 BBSE-06 BBSE-07	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility	3 3	1 1	-	4 4	100
SEVENTH	BBSE-05 BBSE-06 BBSE-07	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management	3 3 3 3	1 1 1 1 1	-	4 4 4	100 100 100 100
SEVENTH	BBSE-05 BBSE-06 BBSE-07 BBSE-08	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance	3 3 3 3 3 3	1 1 1 1 1 1	-	4 4 4 4	100 100 100 100
SEVENTH	BBSE-05 BBSE-07 BBSE-08 BBSE-05	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio	3 3 3 3	1 1 1 1 1	-	4 4 4	100 100 100 100
SEVENTH	BBSE-05 BBSE-07 BBSE-08 BBSE-05	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management	3 3 3 3 3 3	1 1 1 1 1 1 1	-	4 4 4 4 4	100 100 100 100 100
SEVENTH	BBSE-05 BBSE-07 BBSE-08 BBSE-05 BBSE-06	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio	3 3 3 3 3 3	1 1 1 1 1 1	-	4 4 4 4	100 100 100 100
SEVENTH	BBSE-05 BBSE-07 BBSE-08 BBSE-05 BBSE-06	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment Awareness	3 3 3 3 3 3	1 1 1 1 1 1 1	-	4 4 4 4 4 4	100 100 100 100 100 100
SEVENTH	BBSE-05 BBSE-07 BBSE-08 BBSE-05 BBSE-06 BBSE-07	Strategic Management (4C) Elective - 1: Human Resource Management People Management & Corporate Etiquettes Corporate Governance & Corporate Social Responsibility Talent Management Customer Relationship Management Elective - 2: Finance Microfinance Security Analysis & Portfolio Management Financial Literacy & Investment	3 3 3 3 3 3	1 1 1 1 1 1 1	-	4 4 4 4 4	100 100 100 100 100

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1	BBSE-0	Retail Manageme	nt		2	- 4			
	BBSE-0		iour		3	1	-	4	1(
	BBGE-0	Gondanici Dellav	Media Management		3	1	-	4	10
			5 to 8)From any C		3	_1_	-	4	10
		Group from	n Own 4x4=16)	1					
-	Ppgg as	TOTAL CRED	IT & TOTAL MARK	ΚS				20	50
	BBSC-20	Advanced Strategic	Management (4C)) 3	1		-	4	10
	1	Elective - I: Human	Resource						10
	DDCE 00	Management							
	BBSE-09	Project Management	·	3	1		-	4	10
	BBSE-10	Compensation & Per	formance	3	1		-	4	10
	BBSE-11	Management							
	BBSE-11	Industrial Relations		3	1		-	4	10
	DDSE-12	Training and Develo	pment	3	1		-	4	10
	BBSE-09	Elective - II: Finance	e						
	BBSE-10	Financial Analytics		3	1		-	4	100
EIGHTH	BBSE-10	Goods & Service Tax	(GST)	3	1		*	4	100
	BBSE-11	Corporate Financial	Management	3	1		-	4	100
	DD3E-12	Artificial Intelligence Society	for Business &	3	1		-	4	100
	BBSE-09	Elective -III Marketi	ng						
	BBSE-10	Digital Marketing	W. 100	3	1		-	4	100
	BBSE-11	Product & Brand Man Services Marketing	agement	3	1		-	4	100
	BBSE-12	Tourism Managemen		3	1		-	4	100
	DDGE 12	(Choose 4 DSE (O	4- 10) [3	1		-	4	100
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	J.D. J. J. G	GRAND TOTAL CREDIT (I TO VIII)				160/164	4100		
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	DDSE-11	John Meding					200		
ŀ	BBSE-10 BBSE-11	Product & Brand Management	-	-		-			
	BBSE-09	Digital Marketing	3	1	(1 - 9)	4	100		
		Elective -III Marketing							
EIGHTH	BBSE-11	Corporate Financial Management				1	100		
	BBSE-10	Goods & Service Tax (GST)	3	1	_	4	100		

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

Name and Signature of Convenor & Members:

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



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

COURSECHDDICHILIM

CourseTitle Principles of Management CourseType Discipline Specific Course (DSC) Pre-requisite(if,any) CourseLearning of Management CourseLearning of Management CourseCLO) The students will understand concepts, rules or procedures of Principles of Management. Improve their cognitive thinking. The students will learn proficient and effective use of knowledge and ability in performance. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 ART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) 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.) II Planning: Concept of Planning, Chareteristics of Planning, Steps inPlanning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and businessposibilities in Chattisgarh, and Decentralization; Departmentalization, Organization structure—forms and contingency factors. Decision making: Concept of Planning, Steps in Planning of Decisionmaking. 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. Management, Planning, Organising, Decision Making, Controlling and Budgeting. ART-C: LearningResources TextBooks,ReferenceBooksand Others ExtBooksRecommended— Drucker Peter F: Management Challenges for the 21 st century; Butterworth Heinemann. Weihrich and Koontz, Essentials of Management, ATHS, New Delhi. McJura: Principles of Management; Motilal U.K. Books of India New Delhi Miline Resources— Text Books, ReferenceBooksand Ot				COURSE	CURRI	ICULUM		
CourseCode CourseCode CourseCode CourseCode CourseCitite Principles of Management CourseTitle Principles of Management CourseType Discipline Specific Course (DSC) Asperrequirement CourseLearning Asperrequirement The students will understand concepts, rules or procedures of Principles of Management. Outcomes(CLO) The students will understand concepts, rules or procedures of Principles of Management. Improve their cognitive thinking. The students will learn proficient and effective use of knowledge and abilityin performance. CreditValue 4Credits Credit=15Hours-learning&Observation TotalNarks Max.Marks: 100 MinPassingMarks: 40 ART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) 60Periods(60 Hours) Topics(Coursecontents) Proposition	P	AF	RT-A:	Introduction	1			
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CourseLearning The students will understand concepts, rules or procedures of Principles of Management. Improve their cognitive thinking. The students will learn proficient and effective use of knowledge and abilityin performance. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 ART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Init Topics(Coursecontents) Introduction: Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.) Planning: Concept of Planning, Characteristics of Planning, Steps inPlanning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and businesspossibilities in Chhattisgarh. If Organizing: Concept, nature, process and significance; authority and 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 Management Decision, Steps inDecision making, Role of Decisionmaking in Management, Process of 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. Worlds Management, Planning, Organising, Decision Making, Controlling and Budgeting: Management, Plannin		C	ourseType	Discipline Spec	ific Course	(DSC)		
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uggested Continuous Evaluation Methods:								

70 Marks

100Marks

30Marks

Maximum Marks:

EndSemesterExam(ESE):

Continuous Internal Assessment (CIA):

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

Name and Signature of Convenor & Members (CBoS):

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

COURSECURRICULUM

P	AR	T-A: I	ntroduction	1				
Pr	ogra	m:BachelorinE			Semester-	I Session:2024	-2025	
		cate / Diploma / De			Semester		Zad O Zad O	
1	Cor	urseCode	BI	3SC-02				
2	Cor	urseTitle	Business Mathen	natics			••••	
	Cor	urseType	Discipline Specifi	ic Course (D	SC)			
4	Pre	-requisite(if,any)			Asperrequire	ment		
		urseLearning.	> The aim of the	course is to		e and understanding of	f	
5	Ou	tcomes(CLO)	BusinessMath	ematics amo	ong the student.	- ····· - ···· - · · · · · · · · · · ·		
						e about the subject ma	tter by	
					about Business			
						and its use in business.	To	
			enable thelear	ner about M	athematical Cal	culations.		
6		editValue	4Credits	Credit	=15Hours-learn	ing&Observation		
7	Tot	alMarks	Max.Marks:	100	M	inPassingMarks: 4	40	
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		Matrix, Matric Inv	atrix, Matric Inverse elementary row & Determinants:					
		Properties of determinants; Calculation of values of Determinants up to third order.						
]	П	Types of Equations: Simple/ Linear Equations and Simultaneous Equations (only two						
		variables), Elimination and Substitution Methodsonly. Quadratic Equation -						
		Factorization and Formula Method (ax2 + bx+ $c = 0$ form only). Simple problems.						
			ogarithms: Meaning- Basic Laws of Indices and their application for					
		simplification. Laws of Logarithms –Common Logarithm, Application of Log Table for						
10	nr .	Simplification Average & Ratio: duplicate-triplicate and sub- duplicate of a ratio.						
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Γ	/				yearly and half y	vearly calculations,	15	
Caus	words	Annuities, Percenta			Datis Dusassis	a: 1 7		
				s, Average, I	tatio, Proportion	n, Simple Interest.		
	RT-C		Resources					
		ooks,ReferenceBoo						
. Bl	usine	ss Mathematics: D	r. S.M. Shukla, Si	ahitya Bhaw	an Publications		(*)	
oull	racii Ishin	cal Business Math g Company ltd. Ne	ematics and Statis	stics" Suran	janSaha, Tata N	Ac. Graw – Hill		
				a & amn · Dr	CK Agrawal	Sahitya Bhawan Agra		
. M.	Rsg	hsvachari : Mathe	matics for Manag	ement – An	Introduction. T	ata Mc Graw	•	
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PA	RT-E	D:Assessmenta	andEvaluation					
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Suggested Continuous E	valuation Methods:					
Maximum Marks:	100Marks					
ContinuousInternalAsse	ssment(CIA): 30Marks					
EndSemesterExam(ESE): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester Exam	Twosection- A &B					
(ESE):	Section A: Q1. Objective - 10x1	=10Ma	rk;Q2.Short answertype-5x4=20Marks			
	SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks					

Name and Signature of Convenor & Members (CBoS):

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

COURSECURRICULUM

P	ART-A: I	ntroduction	1						
	ogram:Bachelorin E ertificate / Diploma / De		istration	Semester-I	Session:2024-2	2025			
1	CourseCode	В	BSC-03						
2	CourseTitle	Financial Accou	nting						
	CourseType	Discipline Specif		(DSC)					
4	Pre-requisite(if,any)	<u> </u>		Asperrequire	omont				
	CourseLearning.	learn the com	monh used	A		carcof			
5	Outcomes(CLO)	accounting in	 learn the commonly used accounting terminology, Identify the user accounting information and their respective requirements explain the process of recording and classifying the business transactions and 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 						
6	CreditValue	4Credits		dit=15Hours-lea	rning&Observation				
7	TotalMarks	Max.Marks:	100			10			
PAI	RT-B: Conte	ntoftheCou	rsa		8				
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ш	profit;Bank Reconciliation Reasons of difference be	on Statement: Meaning	ig, Need and	Importance ofBank R	econciliation Statement,	15			
П	Sheet (Simple Adjustment Depreciation - Meaning Depreciation - Straight li	ntonly). , Definition, Importan nemethod - Written o	nce, Defects of lown value m	ofDepreciation - Methethod,		15			
,	Depreciation - Straight linemethod - Written down value method, 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 of Accounts, and Balance Sheet. Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.								
PAF		gResources			у				
Te	extBooks,ReferenceBoo								
1. S.N 2. Ha 3. S.F 4. S.N 5. T.S	M. Shukla, Accounting anif Mukherji, Modern P. Jain and K.L. Naranş V. Maheshwari, Advanc S. Grewal, Advanced Ac	Principles, Sahity Accounting- Vol g – Financial Acc ced Accountancy, ccounts, S. Chana	–I, T.M.H. counts, Kal Vol I, Vike l& So	yani Publishers. as Publishing Ho ns, New Delhi.					
5. R.I	L. Gupta, Advanced Acc P. Ghosh, Financial Ac	counts, S.Chande	& Son	s, New Del	Pvt. Ltd.	21			

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

Name and Signature of Convenor & Members (CBoS)

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

COURSECURRICULUM

CourseCode BBGE-01		, · · · · · · · · · · · · · · · · · · ·		ntroduction	RT-A: II	PAI
CourseTitle Computer Application	2025	Session: 2024-2	on Semester-I			
CourseTitle Computer Application		CourseCode BBGE-01				
Generic Elective (GE) Asperrequirement						
Pre-requisit(c(i,any) Asperrequirement						
CourseLearning. Outcomes(CLO) Partition Partition				Generic E		
Outcomes(CLO) Ofknowledge of the students. Familiarize operating systems, peripheral devices, software, Imandriuses. It focuses on computer literacy that prepares students for life-learning of computer concepts and skills.				D.: 1		1
6 CreditValue 4Credits Credit=15Hours-learning&Observatio 7 TotalMarks Max.Marks: 100 MinPassingMarks: PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) I Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability,Repeatability, Advantages and Limitation 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; Management Unit(MMU). 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 [Gul] - Windows OperatingSystem. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types ofSoftware: Application Software, System Software, Operating System: III MS Word: Working with MS Word: Creating, Saving, Printing & Day (Creating worddocuments, formattin 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. IV Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating a	ernet	evices, software, Inter	ofknowledge of Familiarize operandviruses. It focuses on contents learning	Outcomes(CLO)		
TotalMarks Max.Marks: 100 MinPassingMarks: PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)— 60Periods(60 Hours) Unit Topics(Coursecontents) I Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitation 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). 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: III MS Word: Working with MS Word: Creating, Saving, Printing & Departing System: III MS Word: Working with MS Word: Creating, Saving, Printing & Departing System: 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, IV Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin sound and Animation to slides, reviewing, preparing and delivering presentation, Cus	,	ning&Ohservation				6 C
TotalNo.of Teaching—learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitation of Computer. Type of Computer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & & their classification, Comparison between Micro, Mini & Main Frame Computers. Input/output Devices and Memory: Input and Output Devices of Computer. Memory of Computer: Primary and Secondary Storage, Main Memory, Secondary Memory; Cache Memory; Real and Virtual Memory; Memory Management Unit(MMU). Software and Operating System: Operating System Concept: Introduction to 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 of Software: Application Software, System Software, Operating System: MS Word: Working with MS Word: Creating, Saving, Printing & Departing System software, Operating System: MS Word: Working with MS Word: Creating, Saving, Printing & Departing System in Englished 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, V Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. Internet and Virus: Elementary Internet Application,	40					
Unit Topics(Coursecontents) Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitation of Computer. Type ofComputer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & their classification, Comparison between Micro, Mini & Main Frame Computers. Input/output Devices and Memory: Input and Output Devices of Computer. Memory of Computer: Memory Storage, Main Memory, Secondary Memory; Real and Virtual Memory; Memory Management Unit(MMU). 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: Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types ofSoftware: Application Software, System Software, Operating System: Immunication of System: Application Software, System Software: Operating System: Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types ofSoftware: Application Software, System Software: Operating System: Immunication of Memory System: IM Word: Working with MS Word: Creating, Saving, Printing & 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, Creating and managing graphics, adding sound an	40	iii assingiviai ks: 4	141	L		
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Introduction to Computers:Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitation of Computer. Type of Computer: 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). 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: III MS Word:Working with MS Word: Creating, Saving, Printing & editing worddocuments, formattin 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, IV Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin 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		Periods(60 Hours)	Hr.perperiod)-60	ching-learningPer	TotalNo.of Teac	
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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: III MS Word: Working with MS Word: Creating, Saving, Printing & editing worddocuments, formattin 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, IV Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin 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. Software, Operating System, MS word, Spreadsheet Software PART—C: LearningResources TextBooks, ReferenceBooksand Others		omputers,Computer Computers. mory of	d, General and Purpose (licro, Mini &Main Fram Devices of Computer. M	omputer: Analog, Digit fication, Comparison I nd Memory:Input and Secondary Storage, Ma	of Computer. Type of Co Generation & their classis Input/output Devices an Computer:Primary and S	
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, IV Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin 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. Software, Operating System, MS word, Spreadsheet Software PART—C: LearningResources TextBooks,ReferenceBooksand Others	15	nux.Graphical User Networking: Network	tem - DOS,Window &L f Data Communication &	g System: Operating S System, Types of Oper ws Operating System. Ovork, Different Topolo	Software and Operating Sunctions of Operating Sunterface [GUI] -Window Concepts, Types of Network	П
Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, addin 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. Software, Operating System, MS word, Spreadsheet Software PART—C: LearningResources TextBooks,ReferenceBooksand Others	g 15	part, mail merge. on, Creatingworkbooks, naging and hiding urces, creating	o., footnote, graphics Cli eation and their Applicat orkbook appearance, maing data from multiple so	h MS Word: Creating, elling &grammar, adding Introduction to Spreace ables, formatting and control and summarizing data totion of worksheet. For	MS Word: Working with documents, checking spe Spreadsheet Software: working with data and ta worksheet data, ordering charts and graphs, protec	Ш
PART-C: LearningResources TextBooks,ReferenceBooksand Others	15	aging graphics, adding ntation, Customizing hysical Security, data ruses, Logic Bombs,	rting, creating and man g and delivering prese on, Security Control: F r Viruses: Types of V that are not Virus, Ant	re: Creating and mana enting content in tab to slides, reviewing, ons. lementary Internet A d Software Threats. s s. Virus Prevention,	Presentation Softwar content on slides, prese sound and Animation t and Sharing presentation Internet and Virus: El Security, hardware and Torzan Horses, Worms	
TextBooks,ReferenceBooksand Others			readsheet Software		Software, open	
P. K. Sinha, 4th ed RPR, Computer Fundamentals: Concerts Systems Applications	0					
Same, in the DI D, Compact I angumentalis. Concepts, systems, Applications		pplications	Concepts, Systems ; 2	omputer Fundame	inha, 4th ed BPB, Co	P. K S

gol and June My

V. Rajaraman, 4th ed PHI, Fundamental Of Computers								
☐ E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"								
Online Resources-								
https://www.kopykitab.o	com/							
https://www.hitbullseye.	.com/grad-							
PART-D:Assessi	mentandEvaluation	1						
Suggested Continuous	Evaluation Methods:	-						
Maximum Marks:	100Mark	S						
ContinuousInternalAss	essment(CIA): 30Mark	8						
EndSemesterExam(ES	E): 70 Marl	S						
ContinuousInternal	InternalTest/Quiz-(2):20&2	0	Bettermarks outofthetwoTest/ Quiz					
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe					
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks					
EndSemester	Twosection-A &B	1	4.40					
Exam (ESE):	SectionA:Q1.Objective-10x1=	10Mark	Q2.Short answertype-5x4=20Marks					
(=32)	SectionB:Descriptiveanswerty	peqts.,10	utof2fromeachunit-4x10=40Marks					

SignatureofConvener &Members (CBoS):

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

COURSECURRICULUM

P	ART-A: I	ntroduction				1		
Pr (Ce	ogram:Bachelorin F ertificate/ Diploma/Deg	Business Administr ree/Honors)	ation Semest	er- I	Session:202	4-2025		
1	CourseCode	BBVAC - 01		·				
2	2 CourseTitle Social Media Marketing							
3	CourseType	Value Addition Co	ourse [VAC]					
4	Pre-requisite(if, any)		Asperreq	uirem	ent	· · · · · · · · · · · · · · · · · · ·		
5	CourseLearning. Outcomes(CLO)	 Create and implement a digital and social media plan that aligns to a brand's overall business objectives. 						
6	CreditValue	2Credits			ing& Observatio			
7	TotalMarks	Max.Marks:	50		assingMarks:	20		
PA	RT-B: Conte	ntof theCourse	•	***		***************************************		
	TotalNo.ofTeach	ing-learningPeriods	(01Hr. perperiod)-30Peri	ods(30 Hours)			
Un	it	Topics(Coursecontents)						
I	Social Media Mark Necessity of Social r Implementation.	Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.						
II	formats, Setting up F	g: Facebook for Busin facebook Advertising A Advertising campaign	Account, Facebook	audienc	e & types,	07		
II	I LinkedIn Marketin Strategy, LinkedIn a	Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags. LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.						
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. **Keywords** Social Media Marketing, Facebook, Twitter, Linkedin.**						08		
atus esso a	200000 1/100000 1/	gResources	ruci, Lincum.					
	extBooks,ReferenceBo							
1. 2. 3. 4. 5.	BooksRecommended—Digital Marketing —Kar Marketing Strategies for Digital Marketing, V. A Digital Marketing, S.G Quick win Digital Marketing	nat and Kamat-Himala or Engaging the Digital Ahuja, Oxford Univers upta, McGraw-Hill	Generation, D. Ry ity Press		on			
http:	neResources- s://www.coursera.org/s s://academy.hubspot.co	socialmediamarketing	ī		×			

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PART-D:AssessmentandEvaluation							
Suggested Continuous Maximum Marks: Continuous Internal A End Semester Exam(E	50Marks ssessment(CIA): 15Marks						
Continuous Interna Assessment(CIA): (ByCourseTeacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- Total Marks - 05	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbecon sideredagainst15Marks					
End Semester Exam (ESE):	Twosection—A &B SectionA:Q1. Objective—05 x1=05 Mar SectionB:Descriptiveanswer typeqts.,10	k;Q2. Short answertype-5x2 =10Marks outof2 fromeachunit-4x05=20Marks					

NameandSignature ofConvener&Members (CBoS)

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

COURSECURRICULUM

P	ART-A: I	ntroduction	1		W			
Pr	ogram:Bachelorin E	Business	Semester-II	Session:2024-20)25			
	lministration							
(Ce	ertificate / Diploma / De	gree/Honors)		4				
1	CourseCode	Y	BSC-04	1	7			
2	CourseTitle	Business Econom	nics					
	CourseType	Discipline Specifi	ic Course (DSC)	works and the second se				
4	Pre-requisite(if,any)		Asperrequ	uirement				
	CourseLearning.	Get an insight		economics and theory of				
5	Outcomes(CLO)	consumerbeh		cconomics and meory of				
		> To make the st	udents understand demai	nd and supply, theory of				
		production& t	theory of cost.					
				ructure, forms of market,	perfect			
	O 114 V 7 1		basic concepts of revenu					
6	CreditValue	4Credits		learning&Observation				
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	10			
PA	RT-B: Conte	ntoftheCou	rse ·					
,	TotalNo.of Teac	ching-learningPe	riods(01 Hr.perperiod)-	60Periods(60 Hours)				
Un			oics(Coursecontents)		No.of			
		101	ores (Coursecontents)		Period			
I	Introduction: Nature and Scope- Positive and NormativeEconomics, Micro and Macro Economics; Central Problems of aneconomy; Working of price mechanism.							
	Central Problems of ane	conomy; Working of	price mechanism.	alaina Mara ka Intiliika na ara				
	Theory of Consumer Behaviour: Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach-Indifference Curves, Properties of Indifference							
	Curves, Budget Line, Co	onsumer's Equilibrium	1					
П		Demand: Meaning, Demand Schedule, Individual and MarketDemand Curve, Determinants of Demand, Law of Demand, Changes in Demand;						
			al and Market SupplyCurve D	eterminants of Sunnly I am of				
	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, Effe	ct of a shift in Demand	d or Supply; Elasticity of Dema	and and Supply.				
II	I Theory of Production:	Factors of Production	, Basic Concepts, ProductionF librium- Least-Cost Factor Co	unction, Law of Variable	15			
	Maximization for given		norum- Least-Cost Factor Co	momation and Output				
	Theory of Costs: Basic	Concepts, Short-run T	otal Cost Curves. Fixed and Va	ariable, Short-run Average and				
	Marginal Cost Curves, R	Relationshipbetween A	verage and Marginal Cost Cur	ve, Average and Marginal				
	and Marginal Revenue C	g-run. Basic Concepts	of Revenue, Revenue Curves,	Relationship between Average	-			
			es of the Firm, TotalDistribution	on- Concept and Marginal				
**	Productivity theory of di	Productivity theory of distribution.						
IV	Market Structure: M	leaning, Forms of m	arket-Perfect Competition,	Monopoly, Monopolistic	15			
	Monopoly, Monopolist	opoly; Price and Out	tput Determination under Pe	errect Competition,				
	Wage: Concept and D							
	Rent-Concept, Ricard			·				
	Interest: Concept and	Theories of Interest	;;					
**	Profit: Nature, Conce							
Keywo	rds Consumer Beh	haviour, Demand, S	upply, Production, Cost, M	Tarket Structure,				
	1							

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PART-C: LearningResources

TextBooks, Reference Books and Others

STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS,

The Institute of Company Secretaries of INDIA.

2. H. L. Ahuja, Business Economics.

3. H. L. Ahuja, Principles of Microeconomics

4. Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill,

5. B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill,

6. Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.

7. Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.

8. Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.

Online Resources-

https://www.kopykitab.com/

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

PART-D:AssessmentandEvaluation

Suggested Continuous	Evaluation Methods:		
Maximum Marks:	100Marks		•
ContinuousInternalAss	essment(CIA): 30Marks		
EndSemesterExam(ESI	E): 70 Marks	5	
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndComester	Two section A & D		

EndSemester To

Twosection- A &B

Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBoS)

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

COURSECURRICULUM

P	ART-A:	Introduction						
Pr	ogram:Bachelorin	Business Admin	istration	Seme	ster-II	Session:2024	-2025	
	ertificate / Diploma / L			~ CIII C	3001 11		2020	
1	CourseCode BBSC-05						•	
2	CourseTitle Business Statistics							
	CourseType	Discipline Specifi		OSC)		- 486		
4	Pre-requisite(if,any)		e course (1	Asperred	nninama	nt		
\dashv	CourseLearning.		a abla to los					
5	Outcomes(CLO)	ofStatistics ne	e uvie io ieu adad to anta	rn basic ine	eorencai (and applied princi	pies	
	outcomes(CEO)					tical concepts to n	OH	
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1			ain proficie	ncv in usina	Statistic	al Software for De	ata	
1		Analysis.	un projecte	ncy in using	Simismo	ai Sojiware joi Di	u,	
6	CreditValue	4Credits	Cred	it=15Hour	s_learnii	ng&Observation		
7	TotalMarks	Max.Marks:	100				40	
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A						T ((0 TT)		
TT.		ching-learningPer				ods(60 Hours)		
Un	it	Тог	oics(Cour	secontents	s)		No.of Period	
I		Importance and Sco		ons – Need f	or Data –	Principles of	15	
		rement. Tabulation and Presentation of Data.						
	Classification of Da	Classification of Data: Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts & Types						
	Types of Frequency	Distributions / Tabula	ation of Data	 Objectives 	of Tabula	tion – Parts &Type	S	
TT	of Tables – Graphica	l Presentation–Functi	ons of Graph	is-Advantage	es and Lin	nitations of Graphs.	15	
П		Measures of Central Tendency: Mean - Combined Mean - Weighted Mean, Median - Quartiles; Relationship between Mean, Median and Mode.						
		ion: Range, Quartile			ation Co.	afficient of		
		ss, (Conceptual frame		tandard Devi	ation, co-	efficient of		
П		s: Correlation analys		and Significa	ance: Type	es of Correlation	15	
	Methods of studying	Simple Correlation –	Scatter diag	ram, Karl Pe	arson's Co	pefficient of		
	Correlation, Spearma	m's Rank Correlation	co-efficient.					
IV		ning and Significanc	e,Problems in	n constructio	n of Index	Numbers, Methods	15	
	of constructing Index	Numbers-weighted	and unweigh	ted, test of ac	dequacy of	f Index Numbers.		
		ng and significance -			ime series	; Measurement of		
7		ast squares, Moving			-			
Keywo		Median, Mode, Corr		dard Deviati	on, Index	Number.		
PA	RT-C: Learni	ngResource:	5					
	extBooks,ReferenceF							
1.D.	H. Elhence-Fundamer	ital of Statistics, Kit	ab Mahal A	llahabad				
	upta S.PBusiness St							
	oonda R.P-Statics for							
	ichard I& David S Rul						*	
). H	ein l.w.:Quantitative a	pproach to manager	rial decision	s Prentice h	all –New	Jersey		
	.C.Gupta&SmtI.Gupta					ouse –Delhi		
	.C.Sancheti&V.K.Kap							
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PART-D:AssessmentandEvaluation									
Suggested Continuous	Suggested Continuous Evaluation Methods:								
Maximum Marks:	100Marks								
ContinuousInternalAss	sessment(CIA): 30Marks								
EndSemesterExam(ES	E): 70 Marks								
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz						
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe						
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks						
EndSemester	Twosection- A &B								
		ectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks							
	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-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

		ntroduction	_			
	ogram:BachelorinI		istration	Semester	-II Session	n:2024-202
(Ce	ertificate / Diploma / De	-		1		
1	CourseCode		3SC-06	X 000-000	The second secon	
2	2 CourseTitle Cost Accounting					
	CourseType	Discipline Specifi	c Course	DSC)		
4	Pre-requisite(if,any)			Asperrequ	iirement	
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. Differenti 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.						Differentiate now cost
6	CreditValue	4Credits	Cred	dit=15Hours-	learning&Obser	vation
7	TotalMarks	Max.Marks:	100		MinPassingMar	
	RT-B: Conte	ntoftheCour				
					(A)	
TT.		ching-learningPer			60Periods(60 Ho	
Un		-	`	rsecontents)		No.of Perio
I	Introduction: Definition concepts – Elements of wiz. Life Cycle Costing;	Costs, Classification o	f Costs, Total	Cost build up an	CostAccounting; Basic d Cost sheet, Emergin	Cost 15 g Terms
П		Is: Introduction, Mean : Meaning, Objectives at of Issues; Make or E : Practical problems of thod, FSN Method; k Levels: Reorder Level Responsibilities of Sto	ing of Mater and Benefits suyDecision; n EOQ; Met l, Minimum ores Manger	ial Cost; Types of ; Scope of Materi Purchase Process hods of Stores or Level, Maximum	alCost Control; Procu ; Vendor Selection;E Inventory Control- Level, Average Leve	rement, conomic
П		Introduction, Meaning Cost Control: Meaning stem: Taylors, Merrick d: Meaning and Class and Absorption; Me	g of Labour (ag,Objectives as, Halsey, R ification of (s and Benefits; Sc owan Differentia Overheads; Overhe	ope of Labour Cost Co Piece Rate System eads -	ontrol;
IV		Unit Costing, Contra	ct Costing,	Process Costing	(Excluding Equival	ent 15
11	Costing, By Product, J Reconciliation of Cost			en Analysis: Im	portanceand Compo	nents;

TextBooks, Reference Books and 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 & Camp; Co., New Delhi).
- 4. Maheshwari & Mittal Cost Accounting (Theory & Camp; Problems) (Mahavir Prakashan, Delhi)
- 5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain Cost Accounting (RDB Publishing House)]

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):

InternalTest/Quiz-(2):20&20 Assignment/Seminar-

10

30

Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe

considered against 30 Marks

(ByCourseTeacher)

Twosection-A &B

TotalMarks-

EndSemester Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-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	

Add all

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

COURSECURRICULUM

P	AR	Г-А: І	ntroduction	1					
Pro (Ce	ogra ertific	nm:BachelorinB cate/ Diploma /Deg	Business Admin ree)	istration	Semester- I	Session:2024-	2026		
1 CourseCode 2 CourseTitle			BBSEC	BBSEC - 01					
CourseTitleCourseType		ırseTitle	Soft Skill &	Personality	Development				
			Skill Enhancer	ment Cours	se (SEC)				
4		-requisite(if, any)			Asperrequire	ment			
5		urseLearning. tcomes(CLO)	type of commu Focus on vario	inication, qu ous communi tte-social an	iz. cation skills/liste	examples, perception ning/stress managem s, Presentation skills, l	ent etc.		
6	Cre	editValue	2 Credits			heoreticallearning a			
			(1C+1C)			rField learning/Trai			
7		alMarks	Max.Marks:	50	Mi	nPassingMarks:	20		
PA	RT-	B: Conte	ntof theCou	rse					
		Theory - 15Perio	TotalNo.o ods(15Hrs) andLab	f Teaching- oorFieldlear	-learningPeriods ning/Training 301	: Periods(30Hours)			
Mod				• `	secontents)		No.of Period		
Cont	tents	Self-Management S Actualisation What is Personality Significance and met Strategies of self-pre Communication skit ;Nonverbal Community Body Language: Fo Importance of Eye C	Skill - Aiming For v:Personality traits a thods of self-analys esentation ills:Process, elemen nication: Issues And or Interviews; For G contact, Body Move prtance and types; \	and tips to decis; Self-presents, and import Types; Basiroup Discuss ment, Role o	: Developing Pot velop a good Perso entation-What is Se tance - Ways to im cs And Universals. ions; Gestures; Fac f Formal Attire. ove Active Barriers	nality; Self-analysis - elf-presentation, aprove communication cial Expressions;	15		
Train Cont	ents	Telephone Skills; Technology And Cor Principles; How Not Presentation skills: 1	mmunication: Techi to Send E-Mails! E-I	nological Per Mail Etiquett	sonality; Mobile - F e; Netiquette.	ersonality? E-Mail	30		
						clude A GD; Types of			
		GD; Do's & Don'ts an				ciade A GD, Types OI.			
		Interview skills: Inte				Tins on making a			
		positive impression.			and boll to	, The outling a			
Keyw									
TTC,	Ulus	SOIL SKIUS. P	ersonality. Commu	nication Ski	lls. Listening Skille	, Presentation Skills.			

TextBooks, Reference Books and Others

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
- Soft skills and Professional Communication-Francis Peter S.J

4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh \rightarrow 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

Bird Semioster Brann (Ex	13.1			DIVICE IND			
Continuous	Internal	Test	/	Quiz-(2):10	&	Bettermarksout of the t	woTest/ Quiz
InternalAssessment	10Assign	ment/S	emi	nar +Attendand	ce -	+ obtained marks in As	ssignment shall
(CIA):(ByCourseCoordi	05Total N	1arks -			15	beconsideredagai	nst 15 Marks
nator)							
End Semester	Laborat	ory/Fi	elds	SkillPerforma	ince:	OnspotAssessment	Managed

Exam (ESE):

Laboratory/FieldSkillPerformance:OnspotAssessme

A. Performed the Task based on learned skill-20 Marks

B. Spottingbased ontools(written)—10 Marks

C. Viva-voce(based on principle/technology)-05 Marks

Managed byCoordinator asperskilling

NameandSignature ofConvener&Members of CBoS:

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GOES TO 3RD SEMESTER

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

COURSECURRICULUM

Program:BachelorinBusiness Administration Semester-III Session:2024-						
	-2026					
Certificate / Diploma / Degree/Honors)						
CourseCode BBSC-07						
CourseTitle Business Communication						
CourseType Discipline Specific Course (DSC)						
Pre-requisite(if,any) Asperrequirement						
CourseLearning. > Development the Personality of students.						
Outcomes(CLO) > Students become able to face the Interview.						
> Students can starts self-business.						
CreditValue 4Credits Credit=15Hours-learning&Observation						
TotalMarks Max.Marks: 100 MinPassingMarks: 40	0					
ART-B: ContentoftheCourse						
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)						
	No.of Period					
I Communication: Historical background of Communication; Definition and Process of	15					
Communication; Essentials of effective Communication; Barriers of Communication;	13					
Verbal and Non-verbal Communication: Meaning, Types and Importance, Listening,						
Difference between listening and hearing.						
Corporate Communication: Scope, Components, Corporate Communication, Public Relations,	15					
Role of Social Media in Communication.Role of Technology in Communication (ICT's). Business Etiquettes: Telephone Conversations. Business Meetings. Morality and Ethics.						
Communication Networks: Intranet—Internet—e mails—SMS—Teleconferencing—Video						
conferencing						
Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders,	15					
Press Release.						
Business Letter Writing: Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques.						
Business Correspondence: Essentials of Effective Businesscorrespondence, Structure of						
Business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter;						
IV Employability Quotient: Resume building- Facing the Personal	15					
(HR & Technical) Interview -Frequently Asked Questions;						
Psychometric Analysis: Mock Interview sessions; Drafting of Notices; Agendas; Minutes; Job						
Application; Letters; Preparation ofBiodata. SWOT Analysis. wwords Communication, Meeting, Letter writing, Resume Building.						
Tomas and section of the section of						
YART-C: LearningResources TextBooks,ReferenceBooksand Others						
Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai.	-					
N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Ag	rra					
Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.	,,,,,					
	9					
nline Resources-						
ttps://www.kopykitab.com/						

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Suggested Continuous Maximum Marks:	Evaluation Methods: 100Marks	***************************************	
ContinuousInternalAss	sessment(CIA): 30Marks		*
EndSemesterExam(ES	E): 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection-A &B		
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark;	Q2.Short answertype-5x4=20Marks
	SectionB:Descriptiveanswertype	eqts.,10	utof2fromeachunit-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

D.,		RT-A:	ntroduction	n ·		
Ac	lm	ram:Bachelorin I inistration ficate / Diploma / De	Business	Semester-III	Session:2024-2	026
1	1	ourseCode	7	BSC-08		
2	2 CourseTitle Managerial Economics					
CourseType Discipline Specific Course (DSC)						
4	P	re-requisite(if,any)			guirement	
CourseLearning. 5 Outcomes(CLO)			Interpret regree making.	iderstanding of the app	dications of Managerial Ecc cuss why its employed in dec	onomics. cision-
6		reditValue	4Credits	Credit=15Hou	rs-learning&Observation	
7	T	otalMarks	Max.Marks:	100	MinPassingMarks:	40
PA	RI	Γ-B: Conte	ntoftheCou	rse		
		TotalNo.of Teac	hing-learningPe	riods(01 Hr.perperiod	l)- 60Periods(60 Hours)	
Un			Topics(Coursecontents)			
I		Application of Econor Types of Cost: Oppor Cost, Marginal cost, I	nic Theories in Dec tunity Cost, Accou U-shaped averageco	nting and Economic Cost ost curve in Short run, Le	Fixed and Variable Cost, total	-
П		Business Cycles: Defiand stabilization techn	inition, Phases of B siques.	usiness cycle, Use ofbusi	ness cycles in decision-making PCI; (Excluding Practical	g 15
П		Objectives of Busines Profit: Nature of profit Cost of Capital: Cost retained earnings; Wei	t, Accounting and E of Debenture, Cost	Economic profit, profitpo of Preference Share, Cos	icies, Aims of profit policy. st of Equity Share, Cost of	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
Keywo					ysis, Capital Budgeting.	
		T-C: Learnir tBooks,ReferenceBo	ngResource	S		
1. P 2. V 3. D 4. A	L. ars wi dh	Mehta; Managerial shney & Maheshwar vedi D.N., Manageri ikary M, Business E	Economics, Sulta i; Managerial Ec al Economics, Vi conomics, Excel	kas Publishing House,	d and Sons, New Delhi.	

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

https://www.kopykitab.com/

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PART-D:AssessmentandEvaluation						
Suggested Continuous	Evaluation Methods:					
Maximum Marks:	100Marl	KS				
ContinuousInternalAss	essment(CIA): 30Marl	KS				
EndSemesterExam(ES	E): 70 Mar	ks				
ContinuousInternal	InternalTest/Quiz-(2):20&	20	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection-A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1	=10Mark	x;Q2.Short answertype-5x4=20Marks			
()	SectionB:Descriptiveanswerty	peqts.,1	outof2fromeachunit-4x10=40Marks			

Name and Signature of Convenor & Members: (CBOS)

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

COURSECURRICULUM

	ART-A:	Introduction	1					
	ogram:Bachelori	nBusiness	Semester-III	Session:2024-20	26			
	lministration				9			
	ertificate / Diploma /							
1	CourseCode	В	BSC-09					
2	CourseTitle Business Environment							
	CourseType		fic Course (DSC)					
4	Pre-requisite(if,an	y)	Asperrequ	uirement				
5	CourseLearning. Outcomes(CLO)	andState		Business Environment at N	ational			
			un tearn busic concepts a Environment.	na ineories oj				
				s about Environment for the	ho			
			Business in India and Chh					
6	CreditValue	4Credits		learning&Observation				
7	TotalMarks	Max.Marks:	100		0			
A	RT-B: Conf	tentoftheCou	rse	,				
	TotalNo.of To	eaching-learningPe	riods(01 Hr.perperiod)-	- 60Periods(60 Hours)				
Un			Topics(Coursecontents) nument: Meaning of Business, scope and objectives of Business; Environment -					
	Technological and Non Analysis, and Compe Economic Environ Minerals, Power and	atural); Impact of these factitivestructure analysis comment of CG: Basic food Energy, Means of T	ocial, Cultural, Economic, Polifactors on decisionmaking in Bof Business. Eatures, Population, Industry ransport, Major Industry, Stall-Scale Industries And f	usiness, Environmental 7, Agriculture and Forest, mall Scale Industries [SSI],				
П	Economic Trends (or Problems of Growth Economy, Industrial Innovation: Meaning	overview):Income: Savir n: Unemployment, Pover Sickness. g, features and Types of		rade and Balance of Payments; I Injustice, Inflation, Parallel egical changes on Business;	15			
П	Role of Government: Government Functions of the State, Economic role of government, Stateintervention in Business; Reasons for and Types of State Intervention in Business; Impact of Privatization, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy on Business; Regulation of Foreign Investment, Collaborations in the light of recent changes.							
IV	Indian Economic	Legal Environment: Various laws affecting Indian businesses. Indian Economic Planning: Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti						
	Essential Condition Globalisation of Businesses – Mu	ns of Globalisation, For siness, Impact of Glob altinational Corporation	on of Business; Meaning and reignMarket Entry Strategie alisation on Indian Business n [MNC],Transnational Cor	s, Merits and Demerits of ses, Forms of Globalisation poration [TNC] etc	9			
			ernational EconomicInstitut	ions - GATT, WTO, World				
	DAILK HALF ELLI 17							
eywo	Bank, IMF, FDI, Co		Government, Innovation. (Growth, Trends.				
	rds Business E		Government, Innovation, (Growth, Trends.				

Sol D Winn W

1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.

2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.

3. Ashathappa K. Essiential of business Environment, Himalaya publishing House Pvt.Ltd.

4. Sinha Dr. V.C., Business and Environment, SBPD, Agra

Online Resources-

https://www.kopykitab.com/

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): EndSemesterExam(ESE):

A): 30Marks 70 Marks

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

EndSemester Exam (ESE):

Twosection- A &B

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

Add B

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

COURSECURRICULUM

P	ART-A:	Introductio	n					
	ogram:Bachel	orinBusiness	Semester-III	Session:2024-2	026			
	lministration			21 20 300000				
-		na / Degree/Honors)						
1	CourseCode	E	BBSE -01					
2	CourseTitle	Elective A - M	anagement: Human Reso	ource Management				
	CourseType	CourseType Discipline Specific Elective (DSE)						
4	Pre-requisite(re-requisite(if,any) Asperrequirement						
CourseLearning. 5 Outcomes(CLO)		(O) > How to do neg factories > Stay within be Government	 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, 					
		administratio	on).	ivilies (1 ayroli, compilant	.е,			
6	CreditValue	4Credits	Credit=15Hours	-learning&Observation				
7	TotalMarks	Max.Marks:	100		40			
A	RT-B: Co	ontentoftheCou	ırse	,				
	TotalNo.o	f Teaching–learningPo	eriods(01 Hr.perperiod)-	- 60Periods(60 Hours)				
Uni			pics(Coursecontents)		No.of Perio			
	HRM, Feature Personnel Ma Manager, Trei Human Reso Process of HR Human Reso	es, Objectives, Difference, nagement, Importance, ands influencing HR practurce Planning: Meaning P. LP. LP. LP. LP. LP.	ng and Importance of Hum tem: HR development sys	urce Management and HRM, Role of HR				
		Performance, Employee Identification						
П	the website de their activities HR Demand	velopment / socializing as self - employment.	ecruitment, selection, out so the new employee of Chl and Techniques and HR s Features	nattisgarh and involving	15			
Ш	[Compensation	Compensation, Negotiation and Resolution Management laws: Laws covering						
wages, welfare, benefits, health, safety etc of the employee (monetary and non-mor rewards) compensation strategy, structure composition negotiation management ski conflict solution improving the performance of the employees in an Organisations.				netary and non-monetary ion management skills,	3			
ĪV	IV Industrial Relations: Employee / Employees relation Regulatorymechanism in Industrial Relations. Employee Engagement and Psychological Contract. Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. Psychological contract: Meaning and features.							
				-4-:-1 D-1-4:				
ywoi	Human	Resource Management,	Succession planning. Indus	striai Kelations.				

PARI-C: LearningResources

sel & Sunt M

TextBooks, Reference Books and 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 Resourceshttps://www.kopykitab.com/ https://www.hitbullseye.com/grad-PART-D:AssessmentandEvaluation **Suggested Continuous Evaluation Methods: Maximum Marks:** 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks InternalTest/Quiz-(2):20&20 ContinuousInternal Bettermarks outofthetwoTest/ Ouiz Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe Assessment (CIA): TotalMarks-30 (ByCourseTeacher) considered against 30 Marks

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

SectionB:Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

Twosection- A &B

EndSemester

Exam (ESE):

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSECURRICHIUM

P	ART-A:	ntroductio	า							
Ad	ogram:Bachelorin I ministration rtificate / Diploma / De		Semester-I	II Session:2024-20	026					
1	CourseCode	В	BBSE -01							
2	CourseTitle	Elective II - Fin	ective II - Finance : Financial Management							
	CourseType		Discipline Specific	Elective (DSE)	1600					
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										
7	TotalMarks	Max.Marks:	100		40					
PAI		ntoftheCou								
TT .				riod)- 60Periods(60 Hours)	No.of					
Uni	t	Topics(Coursecontents)								
Ι	Wealth Maximization; of Financial Manager.	LeaseFinancing, and Analysis and interpretable	reas of Financial Mar pretation of Financial	Financial Management; Profit v/s nagement; Source of Finance role Statement cash flow (As per oney.	Period 15					
П	Ratio Analysis: Mean	ing, definition, objective and limitation of Ratio Analysis, Profitability olvency ratio; acid test ratio; risk and returned analysis.								
m	Working Capital Ma Dividend theories Mar	nagement: Meaning agement of Account	g, Concept types and Ants Receivables and A	cycle of working capital;	15					
IV	Net Present Value Met andnstrument; Euro Cu (American Depository	thod. International arrency, GDRs (Glo	Money System: Inte	ting,Pay Back Period (PBP),ARR, rnational Financial Market ipts) ADRs	15					
eywor.			gement, Capital Budş	getiing.						
		ngResource	5							
	extBooks,ReferenceBo		D 111 11 ==	=						
1. I.ľ) P	M. Pandey, Financial M Chandra, Financial Ma	anagement, Vikas	Publishing House,	New Delhi.						

- 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).

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

Name and Signature of Convenor & Members: (CBOS)

Bal De James

COURSECURRICULUM

P	ART-A: I	ntroductio	n	***************************************		
	ogram:Bachelorin	Business	Semester-III	Session:2024-20	26	
	lministration					
4	Certificate / Diploma / Degree/Honors)					
1	CourseCode	В	BSE -01			
2	CourseTitle	Elective C – Ma	rketing Management			
	CourseType		Discipline Specific Election	ive (DSE)	on production and the control of the	
4	Pre-requisite(if,any)		Asperreq	uirement		
5	CourseLearning. Outcomes(CLO)	 Develop an ex Marketing Et Develop an st contemporary 	nvironment. trategy of decisions conc v issues in Marketing.	erketing Philosophies and erning 4 P's and		
6	CreditValue	4Credits	Credit=15Hours	-learning&Observation		
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	0	
PAI	RT-B: Conte	ntoftheCou	rse		***************************************	
	TotalNo.of Tea	ching-learningPe	eriods(01 Hr.perperiod)-	- 60Periods(60 Hours)	****	
Uni			pics(Coursecontents)		No.of Perio	
Ι	Marketing; Recent tren	ds in Marketing; E-bu	of Marketing; Approaches to Marketing; M-Business; Tele-marketing; M-Budigital Marketing; Social Med	isiness;	15	
п	and product mix; Brand product development an	ing;Packaging and lat d consumer adoption	beling; Product life cycle :strat		15	
П	Intermediaries; Channel Promotion Mix: Nature	Managementdecision and importance of Pofpromotion; Advertise	and types of DistributionChanns; Retailing and Wholesaling; romotion, Elements ofPromotion, Personal Selling, Publicity	on Mix, Factors influencing	15	
IV	Marketing Organisati Structure, Relation wi Controlling, Planning Control; Issue and De Marketing of Services Customer Relationshi	ion: Company Goals th otherSelling and the controlof Marke velopment in Marke s, Online marketing, pManagement, Log	s and MarketingOrganisation Non-selling Department, Freeting Activities, Types and Teting: Social, Ethical and Leting: GreenMarketing, Direct Mistic Management.	ield Organisation; Steps in Techniques of Marketing egalAspects of Marketing, larketing, Rural marketing,	15	
Keywo			Promotion, Promotion Mix	x.		
		ngResource	25			
	extBooks,ReferenceB					
	Kotler, Armstrong, Agn William, M. Pride and (Ramaswamy V. S., Nan	iihotri, Haque, Pr O. C. Ferrell, Mar nakumari, Market	Management, Pearson I inciples of Marketing, Pe rketing, Cenage Learning ting Management, Mcgro	earson g aw Hill Education		
	Shukla, A. K. Marketin	g Management, V	Yaibhav Laxmi Prakashar	<u>n</u>		

Management Principle and Practice, Prashantha, Abhijeet Publication							
☐ An Introduction to Pi	☐ An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication						
☐ Marketing Managem	ent, Pingali Venugopal, Sage	Public	ations				
☐ Marketing Manageme	ent, C. N. Sontakki, Neetu Gu	ota ana	l Anju Gupta, Kalvani Publications				
☐ Marketing Manageme	ent, Arun Kumar and N. Mee	nakshi,	Vikas Publishing House				
(Dr. B. K. Garg) S.G.G.U	IniversityAmbikapur	1	8				
Online Resources-				_			
https://www.kopykitab.	com/						
https://www.hitbullseye							
PART-D: Assess	mentandEvaluation						
	IV I IN DOME WAS PROPERTY OF BEING						
Suggested Continuous	Evaluation Methods:						
Maximum Marks:	100Marks						
ContinuousInternalAss	sessment(CIA): 30Marks						
EndSemesterExam(ES	E): 70 Marks	i.					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher) TotalMarks- 30 considered against 30 Marks							
EndSemester	Twosection-A &B		1 3	-			
at come management and							
Exam (ESE):							
	SectionB:Descriptiveanswertyp	eqts.,10	utof2fromeachunit-4x10=40Marks				

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COURSECURRICULUM

P	AR	RT-A: II	ntroductio	n				
Pr	ogr	am:BachelorinB	Business Admii	nistration Sen	nester-III Session:2024-2	2026		
(Ca	ertif	icate/ Diploma/Degi	gree/Honors)					
1	Co	ourseCode	BBVAC - 02					
. 2	Co	ourseTitle	Digital Mar	keting	·			
3	Co	ourseType	Value Addition	Course [VAC]				
4	Pr	e-requisite(if, any)		Asperrequirement				
5	Oı	ourseLearning. utcomes(CLO)						
6	Cı	reditValue	2Credits	Credit=1.	5 Hours-learning& Observation	2		
7	·To	otalMarks	Max.Marks:	50		20		
PA	RT	-B: Conte	ntof theCou	irse				
		TotalNo.ofTeach	ing-learningPer	iods (01Hr. per	period)-30Periods(30 Hours)			
					No.of Period			
I		Marketing, Evolution	of Digital Marketin	g, Digital Marketin	itional marketing Vs Digital ng Landscape, Key Drivers, Digital & influence w.r.t Digital Marketing	08		
II		The Digital users in I	India, Digital mar Segmenting & Cu	keting Strategy- stomizing messa	Consumer Decision journey, ges, Digital advertising Market in	07		
II		Social Media Market	ting, SEO techniq	ues, Keyword ad	e marketing through social media, lvertising, Google web-master and ing, Mobile Marketing	08		
IV		Display adverting, B	uying Models, dif f display ads, diff	fferent type of ad erent ad formats,	tools, Display advertising Ad placement techniques,	08		
Keywo			ing, Technology, C					
PA	RI	ľ-C: Learnin	gResource	S				
		Books,ReferenceBo	oksandOthers					
		oksRecommended-						
		8						
		b b b b b b b b b b b b b b b b b b b						
		Quick win Digital M			, Paperback edition			
Onli		Resources-	4					
			thinkwithgoogle.	com/		and the second		
Onli	ineF	Resources-	- 20 mm					
		https://www.co			to.			
	-	> https://academ	iy.nubspot.com/co	urses/social-medi	la	artan warmen en argenta		

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PART-D:Assess	PART-D:AssessmentandEvaluation						
Suggested Continuous	Evaluation Metho	ods:					
MaximumMarks:							
		50Marks					
ContinuousInternalAss	sessment(CIA):	15Marks					
End SemesterExam(ES	SE):	35Marks					
Continuous	Internal Test /	Quiz-(2):10 &	Bettermarksout ofthetwoTest/ Quiz				
Internal Assessment(10Assignment/Sem	inar +Attendance -	+obtainedmarksinAssignmentshallbecon				
CIA):	05Total Marks -	15	sideredagainst15Marks				
(ByCourseTeacher)							
End	Twosection-A	&B					
			k;Q2. Short answertype-5x2 =10Marks				
m(ESE):	Section B: Descripti	veanswer typeqts.,10	outof2 fromeachunit-4x05=20Marks				

NameandSignature ofConvener&Members ofCBoS:

pal &

GOES TO 04TH SEMESTER

COURSECURRICULUM

P	ART-A:		Introductio	n		
		achelorin	Business	Semester-IV	Session:2024-20	026
	lministra					
			egree/Honors)			
1	CourseC	ode	B	BBSC- 10		
2	CourseT	tle	Organizational	Behaviour		
	CourseT	pe	Discipline Speci	fic Course (DSC)		
4	Pre-requ	isite(if,any)		Asperrequ	uirement	
CourseLearning. Outcomes(CLO) Differentiate between various types of personality using standard took 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				îe		
6	CreditV	alua	> Organisation 4Credits		1 . 0.01	
7	TotalMa	2-2-3			learning&Observation	
	<u> </u>		Max.Marks:	100	MinPassingMarks:	40
PA	RT-B:		entoftheCou			
		INo.of Tea	ching-learningPo	eriods(01 Hr.perperiod)-	- 60Periods(60 Hours)	
Un				pics(Coursecontents)		No.of Period
	OB. Co Person Values Value; Learni Percep	ntributing di ality: Type A and Attitud Components ng: Concept ion and Em	isciplines of OB. (A and B, Big Five les: Concept and to of attitude, job-rest, Learning theories)	s and reinforcement. Perceptual process, Impor	Models. s influencing personality. alue and Instrumental	
П	Decisio Process	n Making a Individual	nd Communicati	on: Concept and Nature of ision Making; Communication	of Decision Making cation and Feedback;	15
	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 and Organisational Effectiveness.					
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 t	o stress; Pre	vention and Mana	gement of Stress.	5-5	
еужо	rds (rganisationa	ılBehaviour, Decisi	ion making, Motivation, Org	ganisational change	
	RT-C:		alBehaviour, Decisi ngResource	ion making, Motivation, Org	ganisational change	

Sal

iers Xmm

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). Organisational Behaviour. 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). Organisational Behaviour. New Delhi: Excel Books Pvt. Ltd.

Online Resources-

https://www.kopykitab.com/

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

PA	RT-	D:Ass	essmen	tand	Eva	luation
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Suggested Continuous Evaluation Methods:
Maximum Marks: 100Marks
ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE):

ContinuousInternalInternalTest/Quiz-(2):20&20Bettermarks outofthetwoTest/QuizAssessment (CIA):
(ByCourseTeacher)Assignment/Seminar-
TotalMarks-10
30+obtainedmarksinAssignmentshallbe
considered against 30 Marks

70 Marks

EndSemester

Twosection-A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

P	ART-A:		ntroduction	1				
Pr	ogram:Ba		Business Admin		Semes	ter-IV	Session:2024	-2026
			gree/Honors)					
1	CourseCod			BSC- 11				
2		CourseTitle Business Law						
	CourseTyp		Discipline Specif	ic Course (DSC)			
4	Pre-requis				Asperreq	uiremen	ť	
	CourseLea		> To teach the st	udents' bas	ic rules of ag	reement d	and contract alon	g
5	Outcomes	(CLO)	withthe basic	rule of offer	r, acceptance	, perform	ance of contract o	and
			discharge ofce		61			_
			> It is also helpf information a	ul Jor nuand et 2000 and	ce of law, ind	emnity ar	id guarantee, bai	lment,
			> To make Com	ci 2000, uni nanies act l	i competition 1956 and Cov	aci 2002. Sumor pr	otaction act 1086	Indian
			Partnership a	ct 1932.info	rmation act	2000. and	competition act 2	,111atan 2002
6	CreditVal	ue	4Credits				& Observation	.002
7	TotalMarl	KS	Max.Marks:	100				10
PAI	RT-B:	Conte	ntoftheCou	V-1-07-04-0	***************************************			
			hing-learningPe		nerneriod)	60Pario	de(60 House)	
Uni		10101 1040					us(00 110u15)	No.of
O III	•		10	oics(Cour	secontents))		Period
I	Laws of	Contract (The Indian Conti	act Act, 18	(72) : Concer	t of Contr	act, Offer and	15
	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 Contra	cts; Quasi-	Contract; performance of a Contract; discharge of Contract;					
			of Contract.					
	Special co	ontract: In	demnity, Guarante	ee, Bailmen	t & Age	ncy.		
П	Negotiab	le Instrum	ents Act 1881: Sa	llient Provis	sion of Negot	iableInstr	uments Act	15
			ions of Indian Cop					
	Consumer	Rights of	tection Act, 1986 Consumer; Cons	Imer Forum	cepis; Compi	aint,Com	plainant,	
			mer Grievance	unici rorun	iis. Then Role	e, Powers	and functions,	
			cided Cases.					
III			Act, 1932: Essen	tials of Parti	nership, Righ	ts anddut	ies of Partner.	15
	Types of I	Partners. D	issolution of Partn	ership.				A STOCK AND A STOC
	The Com	petition A	ct, 2002: Basic Co	oncepts, Pov	vers of Centr	alGoverni	ment under the	
			ajor Provisions of				rking of	
13.7			ssion ofIndia.Info					
IV	The same of the second	panies Act	, 1956: An Overv	iew; Nature	and kinds of	Compani	es; Formation of	15
a Company; Company Management; Company Meetings and Winding up Joint Stock Company;								
eywor			Negotiable Instrum	ant Act Par	wtwanshin Act	Companie	ng 4 a 4	
			gResource:		inership Aci,	Companie	S AC.I	
			oksand Others	3				
			Law, Sultan Cha	and and Car	Non Dall	;		
2) A	vatar Singh	– The Prin	ciples of Mercant	ile. Eastern	Book Co	ucknow		
3) S.	K. Tuteja –	Business 1	Law for Managers	s, Sultan Ch	and & amp:	Sons. Net	v Delhi	
4) Si	ushma Arord	ı - Busines	s Law, Tax Man's	s Publicatio	n			
5) G	. K. Varshne	y – Sahity	a Bhawan Publica	ition, New 1	Delki 1	7	M	

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

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

	P	ART-A: I	ntroduction	1					
CourseCode BBSC-12	Pro	ogram:BachelorinI	Business Admin	istration	Semester-IV	Session:2024	-2026		
CourseTitle									
CourseType Discipline Specific Course (DSC)	1	CourseCode	CourseCode BBSC-12						
Pre-requisite(if,any) Asperrequirement	2	CourseTitle	CourseTitle Management Information System						
CourseLearning. Outcomes(CLO) ACredits CreditValue ACredits CreditIs CreditIs Credit=ISHours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)-60Periods(60 Hours) Unit Topics(Coursecontents) 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; Types of Business Information Systems; Types of Business Information Systems; Decision Makingand Information Systems; Types of Decisions and the DecisionMaking 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, Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Susply Chain Management Systems. Sustomer Relationship Management Systems. Sustems Subsiness Value of Enterprise applications and challenges in Implementing. IN Implementing Information Systems Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle, Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. MS, Business, Planning, Development, Modelling, Designing. PART-C: LearningResources TextBooks, ReferenceBooksand Others		CourseType	Discipline Specif	ic Course (DSC)				
Soluteomes Soluteomes Solute S	4	Pre-requisite(if,any)			Asperrequirem	ent			
TotalMarks									
TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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; Behavioural, Technical andSocio-technical approaches; Enhancing Business Processes through Information Systems; Types of Business Information Systems; TPS,MIS, DSS and EIS; Organising the Information Systems function inBusiness; Ethical and Social issues of Information Systems. 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, Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Packed of Improved OrganisationalChange: Business Process Reengineering. Systems analysis and Systems Design. Implementing Information Systems and OrganisationalChange: Business Process Reengineering. Systems Analysis and Systems Design. Modelling and Designing Systems: Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software				role of info	ormation system				
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) – 60Periods(60 Hours) Unit Topics(Coursecontents) 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. 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. III Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing. IV Implementing Information Systems as Planned OrganisationalChange: Business Process Reengineering. Systems Analysis and Systems 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. MIS, Business, Planning, Development, Modelling, Designing. PART-C: LearningResources TextBooks, ReferenceBooksand Other									
Unit Topics(Coursecontents) No. of Period Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global EBusinesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information Systems; Types of Business Information Systems; Types, MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems. Using Information Systems to Achieve Competitive Advantage:Porter's Competitive Forces Model and The Business Value ChainModel. Aligning Information Systems with Business; Decision Making Process; Business Value of Improved Decision Making; Decision Support for Operational, Middle and Senior Management; Concepts of Database and Database Management System. Characteristics and Structure of Management InformationSystems: Structure of MIS, system, sub-system, integrated system, system view of Business; MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, Systems. Life Cycle of MIS, Approaches of MIS Design. III Functional Information Systems: Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Systems. Business Value of Enterprise applications and challenges in Implementing. IV Implementing Information Systems as Planned OrganisationalChange: Business Process Reengineering. Systems analysis andSystems Design. Modelling and Designing Systems: Structured and ObjectOriented Methodologies; Traditional Systems: Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks, ReferenceBooksand Others	7	TotalMarks	Max.Marks:	100	Min	PassingMarks: 4	10		
Information Systems: Concept &Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global EBusinesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS,MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems. 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 the Decision Making Process; Business Value of Improved Decision Making; Decision Support for Operational, Middle and Senior Management; Concepts of Database and Database Management System. Characteristics and Structure of Management InformationSystems: Structure of MIS, system, sub-system, integrated system, system view of Business; MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design. Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing. IV Implementing Information Systems as Planned OrganisationalChange: Business Process Reengineering. Systems Analysis and Systems 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. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks, ReferenceBooksand Others	PAI	RT-B: Conte	ntoftheCou	rse		,			
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. 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. 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. IV Implementing Information Systems as Planned OrganisationalChange: Business Process Reengineering. Systems Structured and ObjectOriented Methodologies; Traditional Systems Structured and ObjectOriented Methodologies; Traditional Systems if Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. III MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks, ReferenceBooksand Others		TotalNo.of Teac	hing-learningPe	riods(01 H	r.perperiod)– 60Pe	riods(60 Hours)			
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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 of MIS, System Life Cycle of MIS, Approaches of MIS Design. III Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing. IV Implementing Information Systems as Planned OrganisationalChange: Business Process Reengineering. Systems: Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks, ReferenceBooksand Others		Information Systems: Concept &Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global EBusinesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS,MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems.							
Development ofMIS, System Life Cycle of MIS, Approaches of MIS Design. 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. 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. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks,ReferenceBooksand Others		Business; Decision I the Decision Making Support for Operation Database Management Characteristics and MIS, system, sub-system.	Makingand Inform Process; Business on al, Middle and Sent System. I Structure of Mastem, integrated system, integrated system.	ation Syste Value of In enior Mana nagement ystem,syste	ms; Types of Decisi nproved Decision Magement; Concepts of InformationSystem m view of Business;	ons and laking; Decision f Database and s: Structure of			
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. 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. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks, ReferenceBooks and Others		Development of MIS	. System Life Cyc	le of MIS.	Approaches of MIS	Design	9		
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. MIS, Business, Planning, Development, Modelling, Designing. PART—C: LearningResources TextBooks,ReferenceBooksand Others	III	Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross FunctionalInformation Systems, Enterprise Systems. Supply Chain ManagementSystems. Customer Relationship Management							
Modelling and Designing Systems: Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. MIS, Business, Planning, Development, Modelling, Designing. PART-C: LearningResources TextBooks,ReferenceBooksand Others	IV	Implementing Information Systems as Planned OrganisationalChange: Business							
PART-C: LearningResources TextBooks,ReferenceBooksand Others	Kevwo	Modelling and Designing Systems: Structured and ObjectOriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems.							
TextBooks,ReferenceBooksand Others					eung, Designing.				
		A TEN STATE AND A SECURITION OF THE PROPERTY OF THE SECURITION OF THE SECURITIES OF THE SECURITION OF		5					
				Classes I.	formation Custom	Fou Modous Mass			

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

Name and Signature of Convenor & Members: (CBOS)

AND BOTH

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COURSECURRICULUM

P	ART-A:	Introduction	1					
Pro	ogram:Bachelorin	Business Admin	istration	Semester	r-IV Se	ession:202	4-2026	
1	rtificate / Diploma / Degree/Honors)							
2		CourseCode BBSE -02						
2		CourseTitle Elective A – Management: Production Management						
	CourseType		Discipline S	pecific Electi	ive (DSE)			
4	Pre-requisite(if,any)	8		Asperrequ	uirement			
5	CourseLearning. Outcomes(CLO)	 Acquire knowl To gain knowl Activities. Students will g Control. 	edge of wor	k study, plani	ning and so	cheduling of I	Production	
6	CreditValue	4Credits	Cred	it=15Hours-	-learning&	&Observation	n	
7	TotalMarks	Max.Marks:	100			ingMarks:	40	
PAF	RT-B: Conte	entoftheCour	'Se					
		ching-learningPer		.perperiod)-	- 60Periods	s(60 Hours)		
Uni				secontents)		(No.of Period	
Ι	Production Managem Management. Production Planning a Planning and Control.						15	
П	Production System: C Plant Layout: Objectiv Layout, Types andmeth	ves, Plant Layout proble ods of Plant Layout. uction, Need for selecti	em, Principles	of Plant Layout	cation proble	m. Advantage	15	
- 111		Maintenance Manage cheduling. epts and Functions of ItanceSampling, Control	ment: Type on spection and charts and its	f Maintenance; QualityControl types.	Breakdown;P Department,	reventive;	15	
IV	Work Study: Import considerations in Work Method Study: Obje Work Measurement Computation of Stand	ance of Work Study; rk Study. ctives of method stud: Objectives of Work	Work study y; Steps invo Measuremen	procedures; Ti Dived in Methont; Techniques	ime study Hi od study sof Work Me		15	
Keywor	ds Production. F	PPC, Plant Layout, P	OM, Quality	Control. Met	hod Study I	Vork Study		
PAI		ngResources			nou Sinuy, 7	, orn Study.		
1. In 2. In 3. Pr 4. SN 5. Kh Onlin	extBooks,ReferenceB dustrial Engineering; dustrial Engineering; doduction Managemen N Chari - Production of danna OP - Industrial ne Resources— ://www.kopykitab.com	Hazra. MartandTelsang; at; Buffa and Operation Man Engineering and	agement			\ \(\frac{1}{2} \)		

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

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COURSECURRICULUM

		ntroduction						
	ogram:Bachelorinl		istration	Semest	er-IV	Session:202	4-2026	
	ertificate / Diploma / Degree/Honors)							
1	CourseCode							
2	CourseTitle	Elective B – Final			ns & M	anagement	•	
	CourseType	Discipline Specifi	c Elective (D	SE)				
4	Pre-requisite(if,any)	re-requisite(if,any) Asperrequirement						
	CourseLearning.	> To Define the						
5	the state of the s						ng	
		Industry, espec						
		To identify the	structure of .	Banking Sy	stem in	India.		
		To learn the op To learn and ge				Banks in India.		
		To help identify						
		Norms, etc.	runions con	ecpis inc 1.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Danking, Busci		
6	CreditValue	4Credits	Credit	=15Hours	-learni	ng&Observation	n	
7	TotalMarks	Max.Marks:	100	-	MinP	assingMarks:	40	
PA	RT-B: Conte	ntoftheCour	se	4				
		ching-learningPer		perperiod)-	- 60Per	iods(60 Hours)		
Un			ics(Course				No.of Perio	
I	Banking System in &Objectives, Basic and their provisions Control, Loan &Ad	Concepts of Regulation; BankingRegulation	atory Environ	nment forC	ommerc	ial Banks in Indi	a 15	
П		forms in India: RE egulatory Environm yment service provi	ent forComiders and gat	nercial Ban eways. SAI	iks in In RFAESI	dian Core Act-Methods of	15	
П	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.							
IV	IV Security Market: Types of securities, mode of creating charge, Bankguarantees, Basel 15							
	norms, Financial Sector Reforms in India.							
eywo	ords Banking Syste	em, Commercial Ban	ks, Monetary	Policy, Sec.	urity Ma	rket.		
PA	RT-C: Learnii	ngResources	5					
T	extBooks,ReferenceB							
2. J. 3. B	axena, G.S; Legal Aspa aiswal Bimal : Banking hole L.M: Financial I	g Operations Institution & Marke	ets	ltan Chand	d and Sc	pns	i i	
	esai Vasant: Financia hakhar K.C. and Shak			1.10	. Y 79			

7. Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50th Edition.

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

Online Resources-	Online Resources-					
https://www.edx.org/lea	A THE STATE OF THE					
https://www.coursera.or	·g/					
PART-D:Assessi	mentandEvaluation		-			
Suggested Continuous	Evaluation Methods:					
Maximum Marks:	100Marks					
ContinuousInternalAss	essment(CIA): 30Marks					
EndSemesterExam(ES)	E): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection-A &B		,			
			Q2.Short answertype-5x4=20Marks			
(_~~_),	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-4x10=40Marks			

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P	ART-A: I	ntroduction		ICOLON		
	ogram:Bachelorinl			Semester-IV	Session:2024	-2026
	ertificate / Diploma / D			Schiester-14	SC331011.202-	-2020
1	CourseCode	~	BSE -02			
2	CourseTitle	Elective C - Man	keting: Sales	& Advertisement I	Management	
	CourseType	Discipline Specif	ic Elective (D	OSE)		
4	Pre-requisite(if,any)			Asperrequiremen	et .	
	CourseLearning.	> Learn the natu		mportance of Advert		***************************************
5	Outcomes(CLO)			of various Sales Plan		udget
				of Advertising decision	ons and evaluation	n of
	C PAT I	advertisement	T			
6	CreditValue	4Credits		=15Hours-learnin		
7	TotalMarks	Max.Marks:	100	MinPa	ssingMarks: 4	0
PAI	RT-B: Conte	ntoftheCou	rse			
	TotalNo.of Teach	ching-learningPe	riods(01 Hr.p	perperiod)– 60Perio	ods(60 Hours)	,
Uni	it	Top	pics(Course	econtents)		No.of
						Period
I	Sales Management: Co Purpose, Setup &Types.	oncept, Objectives and	Functions of Sa	lesManagements; Sales	Organization:	15
	Management of Sales i	f orce: Meaning, Object	ctives. Sales forc	eRecruitment, Selection	Remuneration	
	Training and Compensa	tion &Evaluation.				
II Personal Selling: Meaning and Importance, Personal Selling Stra				Strategy, Theories of Per	sonal Selling,	15
Analysing Market Potential, SalesPotential and Sales Forecasting Method, Procedure of Personal Selling. Advertising: Concept, Scope, Objectives and Functions of Advertising. Advertising process; DAGMAR				15		
I.I.	&AIDA Approaches, Ro	ole of Advertising in N	Marketing mix; L	egal, ethical and social	aspect of Advertising.	13
	Pre-launch Advertising	g Decision: Determina	ation of target au	dience, Advertising Med	ia and their	
	Advertising Budget.	nessages, Layout ofad	vertisement, Adv	vertising Appeal, Advert	ising Copy,	
IV		ement: Advertising	Department – 0	Organisation&Function	n. Advertising	15
	Agencies – Organisati	ion& Structure, Fund	ction &Service	s,	_	10
	Evaluation of Adver	tising Effectiveness	: Importance, I	Difficulties and Method	ds of Evaluation of	
Zanuo.	Advertising Effective					
eywo				ng, Advertising Effect	iveness.	-
	RT-C: Learni		S	<u>-</u>		
	extBooks,ReferenceB					
	ertisement Managemer				Tritter v	
	Idvertisement and Prod Villiam F. Arens& Cou					
	ib Fowles, Advertisem				<i>774.</i>	
$\Box A$	Advertisement and Cult	ure, Sage Prentice	Hall			*
$\Box A$	dvertisement and Prop	notion Manageme	ent, S. A. Chu	nawalla.		
$\sqcup A$	dvertisement and Sale	s Management, D	r. Vipul Patel	l, Devi AhilyaPraka	shan.	
⊔ <i>A</i> I ⊓ <i>A</i>	Idvertisement and Sale Idvertising, Selling and	Promotion, S. K.	. Sarangi, Asi Narang Page	ian Books Pvt. Ltd		
$\Box A$	dvertising and Person	al Selling. Dr. Sui	vurung, Feur nainaSardan	son Euucuuon Galootia Puhlishin	o Company	
$\Box A$	dvertising and Person	al Selling, Dr. Ru	chi Gupta, Sc	cholar Tech Press.	5 Company	
	dvertisement Manager				on	
Onli	ine Resources-					
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PART-D:AssessmentandEvaluation						
	Suggested Continuous Evaluation Methods:					
Maximum Marks:	100Marks					
ContinuousInternalAssessment(CIA): 30Marks						
EndSemesterExam(ES	E): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks			
	SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks					

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

COURSECURRICULUM

8	AR	Г-А: І	ntroduction	1		
	0.000	ım:BachelorinE	Business	Semester- IV	Session:2024-2	2026
		istration				
4		cate/ Diploma /Deg	<u> </u>			
1		ırseCode	BBSE	C - 02		
2	Cou	ırseTitle	Creative Writ	ing & Content Develop	ment	
3	Cou	ırseType	Skill Enhanceme	ent Course (SEC)		
4	Pre	-requisite(if, any)		Asperreq	uirement	
5 Outcomes(CLO) > T			To sensitize the editing.		process and techniques of writing of creative writing and ec	
6	Cre	editValue	2 Credits	Cradit= 15Hou	rs- Theoreticallearning a	nung.
(1C+1C) =30 Hours Laboratoryor Field learning/Trainin						
			Max.Marks:	50	MinPassingMarks:	20
A	RT-	B: Conte	ntof theCou	rse		
				f Teaching–learningPe	riods:	
	~	Theory - 15Perio	ds(15Hrs) andLab	o.orFieldlearning/Training	g 30Periods(30Hours)	
	dule		То	pics(Coursecontent	s)	No.o Perio
Con	tents	Genres of Creative Elements of Creat Literary Devices an Structure of Langu Basics of Content Role and Functions Plagiarism: Meanind evelop plagiarism	Writing: poetry, fictive Writing: Plot, and Figurative Language; Proof Readin Development: The sof Content Writeing and concept, Ty-free content; T to	e Concept of Content Wors ypes of Plagiarism, rules check plagiarism, Copy	nd other forms. logue, Point of View; e; Grammar and the riting and its relevance, s on plagiarism; How to	15
Con	/Field ining tents	Project: Submit a Pr	oject based on the c	contents covered in the the	ory paper I or Paper II our ideas and imagination)	30
Кеуи	vords	Creative Wri	ting, Content Devel	lopment, Plagiarism.		
	RT-		gResources			
		oks,ReferenceBoo	ksandOthers			
1. 2. 3.	Bell, Baile Comp	y, Tom. On Writing panion to Creative	g Short Stories. US Writing. Pune: Car	SA: OUP, 2010. Print. M	ondon: Macmillan, 2001. Iorley, David. The Cambr s India Ltd., 2012. Print. 8 Print	idge
Τ.			0	enette Book Group, 200	s. USA: Palgrave Macmill	

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 Assessr	ent(CIA): 15Marks				
End SemesterExam(ESE):	35Marks				
Continuous	Internal Test / Quiz-(2):10 & Bettermarksout of the tw	voTest/ Quiz +			
InternalAssessment	10Assignment/Seminar +Attendance - obtained marks in Assig	gnment shall			
(CIA):(ByCourseCoordinator)	05Total Marks - 15 beconsidered against 15	Marks			
End Semester	Laboratory/FieldSkillPerformance:OnspotAssessment Managed				
Exam (ESE):	D. Performed the Task based on learned skill-20 Marks by Coordinator				
(2~2).	E. Spottingbased ontools(written)–10Marks asperskilling				
	F. Viva-voce(basedonprinciple/technology) -05Marks	F. Viva-voce(basedonprinciple/technology) -05Marks			

GOES TO 05TH SEMESTER

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COURSECURRICULUM

		Introduction					
	rogram:Bachelorin		istration Sen	nester-V	Session:2024-2	2027	
1	'ertificate / Diploma / D		200 10				
2	CourseCode		BSC- 13				
	CourseTitle	Marketing Resea					
	CourseType	Discipline Specifi	ic Course (DSC)			
4	Pre-requisite(if,any)					×.	
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 Processing to the Study the application of MR, Ethics in MR. To study the sales analysis and sales forecasting.						
6	CreditValue	reditValue 4Credits Credit=15Hours-learning&Observation					
7	TotalMarks	Max.Marks:	100		inPassingMarks:	40	
PA	RT-B: Conte	entoftheCour	rse				
		ching-learningPe		marriad) 601	Dowieda(60 II.e		
Un					erious(ou mours)	I D.T. C	
omt		Topics(Coursecontents)			No.of Perio		
I		Nature, Purpose, Impor	rtance, Defining the	Marketing Rese	earch Problem;	15	
	Application of Marketi	ng Research; Limitation	ns of Marketing Re	search; Threats	to Marketing Research;		
	Research process. Research Design: Mea	uning Characteristics as	nd Importance				
I	Marketing Research	Management: Methods	s of data collection.	Scaling Technic	jues, Sampling Designs,	15	
	and Sample size decision	ons.Questionnaire desig	n; Meaning and Ch	aracteristics of	a Questionnaire.		
	Data Processing: Selection analysis of data; Interpretable	cting an appropriate Sta	ntistical Technique;	Hypothesis Tes	ting; Tabulation and		
П	Application of Marke	ting Research: Consum	ner Research Produ	uct Research Sa	ales Research and	15	
	Advertising Research.	Various issuesinvolved	and Ethics in Mark	eting Research.		. 13	
II	,	Forecasting: Identify	ing Market Segm	ents; Analyzin	g Competition and	15	
Canu	Consumer Markets. (ords Marketing Re						
		esearch, Research De		ysis, Forecasti	ing.		
		ngResource	5				
	FextBooks, ReferenceB						
	Marketing Research; G						
2. L	D. D. Sharma, Marketi M.N. Mishra, Marketin	ng Keseurch, Hima a Rosoarch, Sultan	uaya Publishing Chand and So	HOUSE, MUI	mbai.		
4. (Churchill, Gilbert A.; B	g Keseuren, Bullan Basic Marketing Re	search. Dryden	ns, New Dein Press. Rosto	n.		
	Luck, D.J.; Marketing						
	line Resources-	W.					
	ps://www.kopykitab.co						
http	ps://www.hitbullseye.c	om/grad-			COMMON TO A SECTION OF THE SECTION O	AND ALL DO STATE OF THE PARTY O	
P	ART-D:Assessn	nentandEval	uation		2		
	ggested Continuous E	valuation Method	s:				
78. 05	aximum Marks:	1	00Marks	e.			
			O O I T. REEL HELD				
Co	ontinuousInternalAsse adSemesterExam(ESE	ssment(CIA):	30Marks				

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

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSECURRICULUM

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. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching—learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) No.of	P	ART-A: I	ntroduction	1						
CourseCode BBSC-14	Pr	ogram:BachelorinI	Business Admir	istration	Semester-V	Session:2024	-2027			
CourseTitle	(Co	ertificate / Diploma / De	egree/Honors)			000011.2027	-2021			
CourseType Discipline Specific Course (DSC) 4 Pre-requisite(if,any) 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 buty, purchase commodities versus capital goods, and purchase for resale. 4 Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks 100 MinPassingMarks 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) No.of Periods Material Management: Scope, Importance and Functions, Characteristics of Material Planning, Capacity Requirements Planning. II Material Management: Scope, Importance and Functions, Characteristics of Material Management, Materials Research: Definition & Scope, Need and Importance, Organization for Materials Research, Planning, Capacity Requirements Planning. III 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 Principles of Inventory Management: Types of Inventory, ABCAnalysis, Basic Inventory Models, Determination of EloC, Safety/Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Inventory Management, 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: Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control. The Future of Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi		CourseCode	B	BSC-14	1					
Pre-requisite(if,any) 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 resule. 4 Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 MinPassingMarks: 40 Material Research TotalNo.of Teaching-learningPeriods(01 Hr.perperiod) 60Periods(60 Hours) 15 Functions,Objectives of MaterialManagement, Manpower Planning and Material Management, Materials Research, Techniques and Reporting. 15 Functions,Objectives of MaterialManagement 15 Functions,Objectives of Material Research, Period 15 Functions of Enguire Research 15 15 15 15 15 15 15 1	2	CourseTitle	Material Manage	ement						
Pre-requisite(if,any) Set strategic objectives, design structure, and organize the materials purchasing activities in the firm.		CourseType	Discipline Specif	ic Course (DS	C)					
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 4 Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) No.of Period Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of MaterialManagement, Manpower Planning and Material Management, 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 III Principles of Inventory Management: Types of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in Inventory Control. 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, Purchase of Capital Equipments, Techniques used in Capital Investment Decision, New Delhi. 2 A.K. Dutta, Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 5 S.E. Sexena — Material Management, Pathy Bhawan. Online Resou	4	Pre-requisite(if,any)				ent				
decision to make or buy, purchase commodities versus capital goods, and purchase for resale. 6	5		Dutcomes(CLO) 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.							
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 Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of MaterialManagement, Manpower Planning and Material Management, Materials Planning, Capacity Requirements Planning. 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 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. Vost 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. Materials Management, Materials Research, Inventory Management. PART—C: LearningResources TextBooks, ReferenceBooksand Others 1 M.M. Verma- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Materials Management, PHI Publications, New Delhi 5 S.E. Sexena — Material Management, Sahitya Bhawan. Online Resources— https://www.hitbullseye.com/grad-			decision to make or buy, purchase commodities versus capital goods, and							
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. 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 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. 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. Materials Management, Materials Research, Inventory Management. PART—C: LearningResources TextBooks, ReferenceBooksand Others I M M. Verma- Material Management, S. Chand and Sons, New Delhi. 3 Dolbey& Lee- Material Management, Printrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Material Management, Printrice-Hall of India Pvt. Ltd, New Delhi. 5 S.E. Sexena — Material Management, Sahitya Bhawan. Online Resources https://www.hitbullseye.com/grad-	6	CreditValue	4Credits	Credit=	15Hours-learn	ing&Observation				
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) No.of Period Material Management: Scope, Importance and Functions, Characteristics of Material Management, Materials Planning, Capacity Requirements Planning. 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 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. 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. Materials Management, Materials Research, Inventory Management. PPART—C: LearningResources TextBooks,ReferenceBooksand Others I M M. Verma- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 2 A.K. Dutta, Materials Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Materials Management, PHI Publications, New Delhi 5 S.E. Sexena — Material Management, Sahitya Bhawan. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	7	TotalMarks	Max.Marks:				40			
Init	PA	RT-B: Conte	ntoftheCou	'se						
Init	_	TotalNo.of Teac	hing-learningPe	riods(01 Hr.pe	erperiod) – 60Pe	riods(60 Hours)				
I Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of MaterialManagement, Manpower Planning and Material Management, Materials Planning, Capacity Requirements Planning. 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 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. Symptoms of Poor Inventory Management, Quality Standards in Inventory Control. 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. Materials Management, Materials Research, Inventory Management. PART—C: LearningResources TextBooks,ReferenceBooksand Others I M M. Verma- Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 2 A.K. Dutta, Material Management, Prentrice-Hall of India Pvt. Ltd, New Delhi. 3 Dolbey& Lee- Materials Management, PHI Publications, New Delhi 5 S.E. Sexena – Material Management, Sahitya Bhawan. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	*	W.Y.			No.of Period					
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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. 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 Decisions. Materials Management, Materials Research, Inventory Management. PART—C: Learning Resources TextBooks, Reference Books and Others I 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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	П	Materials Research: De Techniques and Reportin	efinition & Scope, Nee			~	15			
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. Materials Management, Materials Research, Inventory Management. PART—C: Learning Resources TextBooks, Reference Books and 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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	П	Determination of EOQ, S	Management: Types SafetyStock, Need and	s of Inventory, AE I functions of Inve	CAnalysis, Basic In entory Control, Sym	ventory Models	15			
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. 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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	IV	Cost Reduction Tech	niques: Value Anal	ysis, Value Eng	neering.Simplifica	ation, Standardization.	15			
Equipments, Techniques used in Capital Investment Decision. 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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		use of Linear Program	ming,Transportatior	Model, Quality	Control.					
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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		Equipments, Technique	es used in Capital Ir	apital Investment	it Decisions,Purch	ase of Capital				
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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	Keywo	rds Materials Man	agement, Materials	Research, Inve	entorv Manageme	nt.				
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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	PA	Parameter Security States Security States Security Securi			,					
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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	T									
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. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	1 M	M.Verma- Material Ma	nagement, S. Char	nd and Sons, N	lew Delhi.		,			
4 Gopal Krishanan- Material Management, PHI Publications, New Delhi 5 S.E. Sexena – Material Management, Sahitya Bhawan. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	2 A.	K. Dutta, Material Man	agement, Prentrice	-Hall of India	Pvt. Ltd, New D	elhi.				
S.E. Sexena – Material Management, Sahitya Bhawan. Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	3 DC	Olbey& Lee- Materials N	Management-IMH	Publications	N 5 11 1					
Online Resources— https://www.kopykitab.com/ https://www.hitbullseye.com/grad-	5 S.I	E. Sexena – Material Ma	anagement Sahitu	11 Publications a Rhawan	, New Deini		943			
https://www.hitbullseye.com/grad-	Onli	ine Resources-	Bement, Builty	a Dilawaii.						
PART-D:AssessmentandEvaluation			THE RESIDENCE OF THE PROPERTY	COMM decays and the commence of the commence o						
	PA	RT-D:Assessm	entandEvalu	ıation	- William Shift Later And Strangers and Strangers	The second of th	-			

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

Sal My

COURSECURRICULUM

	rtificate / Diploma / Do		Semester-V				
1	CourseCode	BBSC- 15					
2	CourseTitle	Quantitative Techniques					
	CourseType	Discipline Specific Course (D	SC)				
4	Pre-requisite(if,any)		Asperrequiremen	t			
5	CourseLearning. Outcomes(CLO) Set an insight into the fundamentals of Operations Research and it definition, characteristics and phases. Learn the usage of game theory and Simulation for Solving Busines. Problems. Solve Optimization Problems liketransportation and to Identify and formulateLinear Programming Models.						
6	CreditValue 4Credits Credit=15Hours-learning&Observation						
7	TotalMarks	Max.Marks: 100			10		
PAF	RT-B: Conte	ntoftheCourse					
	TotalNo.of Teac	hing–learningPeriods(01 Hr.	perperiod)– 60Perio	ds(60 Hours)			
Unit	t	Topics(Cours	econtents)		No.of Period		
I	Operation Research: In	e: Definition, Approach to decision material troduction to OR; Scope, Techniques and Models in OR (only theory).			15		
	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						
П	Linear Programming: related to mixed constrait Transportation Model: Method, Least Cost Method, Least Cost Method	nts. Mathematical Formulation, Initial Ba nod andVogel's Approximation Meth	asicFeasible Solution: No	rth West Corner ization and			
Ш	Linear Programming: related to mixed constrait Transportation Model: Method, Least Cost Method, Least Cost Method, Least Cost Method, Least Cost Method, Waximization) using Moderobability: Meaning ar Poison distribution, Bino	nts. Mathematical Formulation, Initial Band and Vogel's Approximation Methodified Distribution Method. Ind definition of Probability (Addition mialdistribution).	asicFeasible Solution: No. od; Optimization (Minimization Rule, Multiplication Rule	, Baye's Theorem,	15		
	Linear Programming: related to mixed constrai Transportation Model: Method, Least Cost Meth Maximization) using Mo Probability: Meaning ar Poison distribution, Bino Sampling and Sampli Two person zero sum a mixedstrategy, Graphic	nts. Mathematical Formulation, Initial Band and Vogel's Approximation Meth diffied Distribution Method. In definition of Probability (Addition)	asicFeasible Solution: No od; Optimization (Minimization (Minimization Rule, Multiplication Rule F-test, Chi-square test). oint, dominance rule, V x n) and (m x 2)games	Exation and Baye's Theorem, Theory of games-Value of the game,	15 15		

- 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

Online Resources-

https://www.kopykitab.com/

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

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

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSECURRICULUM

D/	ADT A. II						
		ntroduction	_				
Pro	ogram:Bachelorin F etificate / Diploma / De	gree/Honors)		Semester-V	Session:2024	4-2027	
1	CourseCode		BSC-03				
2	CourseTitle	Elective A – Man	agement: O	ffice Organisation a	and Management		
	CourseType	Discipline Specifi	ic Elective (I	OSE)			
4	Pre-requisite(if,any)			Asperrequireme	nt		
	CourseLearning.	> Learn of basic	knowledge o	f office Organisatio	n and Manageme	nt	
5	Outcomes(CLO)	Demonstrate si	kills in effect	ive office Organisat	ion		
		> Ability to main	tain office re	ecords			
		> Ability to main			,		
		future office n	eni types of C	Organisation structu	res and responsibl	ilities as	
6	CreditValue	4Credits		=15Hours-learnin	ock Obsamation		
7	TotalMarks	Max.Marks:	100		0	40	
			(III	WIIIIF	assingMarks:	40	
PAI		ntoftheCour	1.0 C-0				
		hing-learningPe	riods(01 Hr.	perperiod)– 60Peri	ods(60 Hours)		
Uni	t	Top	oics(Course	econtents)		No.of	
I	TOTALINA NATIONAL C	OF OPEROD M	A DI A CITTA FIN	NITE NA 1 000		Period	
1	FUNDAMENTALS Meaning: Steps in of	of Office M.	ANAGEME.	NT: Modern Office	Organisation:	15	
	structure types Natur	re of office service	fice organisation; Principles of Officeorganisation, Organisation e of office services: Types of services in a modern office,				
	decentralisation and	centralisation of of	entralisation of office services, Departmentation of				
	OfficeManagement:	Meaning, Element	ts and major	processes of Office	Management		
	Office Manager: Fu	inctions and qualif	ications of O	ffice manager.	· · · · · · · · · · · · · · · · · · ·		
П	ADMINISTRATIV				e Accommodation	15	
	and its Importance: I	Location of Office	, Choice of L	ocation:Urban vsSu			
	be Considered in Sel	ecting the Site, Se	curing Office	e Space,			
	Office Lay-out: Obj	Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in					
	Lay- outPlanning, Ac	Lay- outPlanning, Advantages of a Good Lay-out.					
	OFFICE ENVIRON	Types of offices: Open Office and Private Office- advantages and disadvantages.					
	Decoration: Colour (OFFICE ENVIRONMENT: Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furnishing					
	Types of Furniture, C	Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing					
	Selection of Furnitur	e Lighting and Ve	ntilation, Noi	se: Internal Noise, E	external Noise:		
	Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health Safety and Security.						
Ш	1	GEMENT: Impor	tance of Rec	ords, Types of offic	e records;	15	
	Records Managemen	t: Meaning, Princi	ples of Reco	rd Keeping, Functio	ns of 'Records		
	Management; Filing:	Elements of Filin	g and Filing	Functions, Objective	es and Importance		
	of Filing, Advantages	s of Filing, Essenti	ials of a Good	d Filing System, Cla	ssification of		
	Files, Filing Procedu		oning types	and advantages M	etical Dili		
	Filing Methods: Hormeaning, equipment	ised. Advantage a	aining, types nd Disadvant	and advantages, Ver	and		
	Decentralisation of F	iling- Centralised	filingand De	centralised Filing	anu		
	Office manual:Cont	ents, Importance. t	ypes of offic	e manuals: Indexing	:: Meaning		
	importance, advantag	ges and essentials of	of good index	king, type of index:	,,		
	Retention and dispo	sal of files: Mean	ing and bene	fits of record retenti	on/need for		
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disposal of files, life-cycle stages of files. IV OFFICE MECHANISATION AND DATA PROCESSING: Meaning Importance and							
	15						
Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines:Duplicating Machines and							
Photocopying Machines Accounting tabulating and computing machines and	Photocopying Machines, Accounting, tabulating and computing machines, communication						
machines; Introduction to Data and Information: Distinction between Data and Information,	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	Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods: Data						
presentation Methods of Presentation of Data; Data processing using computers: Components of	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							
Keywords Office Management, Records Management, office Mechanisation.							
PART-C: LearningResources							
TextBooks, Reference Books and Others							
1.S.P Arora, Office OrgaGinn, Record Management, 10th Edition, Cengagee Pvt Ltd.							
2. M.E. Inakuram 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	AND THE PERSON NAMED IN						
Suggested Continuous Evaluation Methods:							
Maximum Marks: 100Marks							
ContinuousInternalAssessment(CIA): 30Marks							
EndSemesterExam(ESE): 70 Marks							
ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/Quiz							
Assessment (CIA): Assignment/Seminar- 10 +obtainedmarksinAssignmentshallbe	e						
(ByCourseTeacher) TotalMarks- 30 considered against 30 Marks							
EndSemester Twosection- A &B							
The second management of the second management of the second seco							
Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks							

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COURSECURRICULUM

A		ntroduction	n				
10	ogram:Bachelorinl Iministration ertificate / Diploma / Do	Business	Semester-V	Session:2024-2	027		
1	CourseCode	7	BBSE -03				
2	CourseTitle						
	CourseType	Elective B – Finance: Investment Management Discipline Specific Elective (DSE)					
4		Discipline Specif					
_	Pre-requisite(if,any)		Asperreq				
5	CourseLearning. Outcomes(CLO)	Investment With this type concepts, rule In this type of	 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 strategie think, organize, learn and behave. 				
6	CreditValue	4Credits		-learning&Observation			
7	TotalMarks	Max.Marks:	100		40		
A	RT-B: Conte	ntoftheCou	rse	В			
			riods(01 Hr.perperiod)-	- 60Periods(60 Hours)			
Un	it	Topics(Coursecontents)					
I	Investmentmanagement; categories; Investment al Speculation, Arbitrat Functions, Types, Stra Arbitration / Hedging	Type of investors; In lternatives. tion, Hedging: Intro tegies; Speculation mitigate financial ri	oduction, Meaning and Def v/s Arbitration v/s Hedgin sk for companies.	inition, Objectives, g; Can Speculation/	15		
П	Stock Market Operation Forward contracts, Futur	ons: New Issue Marke e contracts, Option, c	t, Secondary Marketoperation ontracts, Swaps Contracts.		15		
II	Analysis: Fundamental Analysis and Efficient M	Analysis, Economic A IarketTheory; Portfoli	nalysis, CompanyAnalysis, In o Analysis.		15		
IV eywo	DEMAT Account: Intro SEBI: Functions and (duction &Types of or Operations of SEBI;	ion, Members, Brokersand Pa der Processing. Present scenario of Capita Market, Stock Exchange, S.	l Market.	15		
PA		gResource:					
781	extBooks,ReferenceBo	oksand Others			,		
	mling, Federic. Investn	R.J. : Security An	alysis & Portfolio Mana	gement ; Pearson			
l. A. 2. F. 3. Pi Hill	rasannaChandra : Inve Education Private Lim	rited					
l. A. P. F. B. Pi Hill I. Si I. Si Ina	rasannaChandra : Inve Education Private Lim ingh, R (2009). Security hahani, R. (2011). Fina mika Publishers &	ited Analysis & Portj ncial Markets in ; ; Distributors (P)	folio Management (1st e India. A Research Initia	d.). Excel Books. tive (3 rd ed.)			

Online Resources-

https://www.kopykitab.com/

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

- Amus My

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

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COURSECURRICULUM

P	A	RT-A:	ntroduction	1			
Pr	og	ram:BachelorinB	usiness Admini	stration	Semester	r-V Session:2024	-2027
(Co		ificate / Diploma / De	gree/Honors)			00001011.202-	ULI
1	_	CourseCode	BBSE -03				
2	C	CourseTitle	Elective C – Mar	keting: Ag	riculture and	d Rural Marketing	
		CourseType	19	Discipline S	pecific Elect	ive (DSE)	
4		re-requisite(if,any)			Asperreq	uirement	
_		CourseLearning.	> In sight into ru				
5	Dearn about Rai at Consumer Denaviour				ur		
		11.487	Know about th	e Institutio	nal Support t	o Agriculture and Rural m	arketing
6		reditValue	4Credits		lit=15Hours	-learning&Observation	
7	_	otalMarks	Max.Marks:	100		MinPassingMarks:	10
PA	R		ntoftheCour				
		TotalNo.of Teac	hing–learningPe	riods(01 H	r.perperiod)-	- 60Periods(60 Hours)	
	Unit		Topics(Coursecontents)			No.of Period	
I		Agriculture and Rural Marketing: Definition, nature and scope, classification of rural					15
		markets, rural v/s urb	oan markets. mark	eting envir	onment, infra	structure facilities, rural	*
		credit institutions, rural retail outlets.					
П		Rural Marketing:	Meaning of Marke	t and Mark	eting, Nature	and scope of rural	15
		marketing; Rural and consumerism	i urban markets; ru	ıral marketi	ing environm	ent; Rise of rural	
		The Control of the Co	haviana Canan	1	D. 1	1	
		affecting rural Consu	ımer Rehaviour: B	er buying	Benaviour in	rural markets; Factors al consumer markets.	
II	I	Rural product and	Pricing Strategy:	Rural Prod	uct Dural pr	oduct Classification; Rural	15
		product life cycle. nr	oduct life cycle str	ategies in r	ural markete	New Product	12
		Development in Rura	al markets: Brandi	oduct life cycle strategies in rural markets; New Product all markets; Branding of Rural Markets; Pricing for Rural Markets:			
		Factors and strategies	S	B = 1 1 tm m	1114111010, 111	onig for Rufai Warkets.	
IV		Institutional Suppor	rt to Agriculture	and Rural	Marketing:	Commission on	15
	Agriculture Costs an		d Prices (CACP), 1	National As	griculture Co-	-operative Marketing	
	Federation (NAFED), Agriculture and Processed Food Exports Development Authority						
		(APEDA), The Natio	nal Co-operative l	Developme	nt Corporatio	on (NCDC), Food	
		Corporation of India	(FCI), Panchayat	State Agri	culture Mark	eting Boards,	
Keywoi	r de	Chnattisgarh - Futur	e of Rural marketi	ng in Chha	ttisgarh, Rece	ent policies for agriculture.	
			ng, Consumer Beha	viour, Rura	l markets, Urb	ban Markets.	
PA	R	T-C: Learnin	a Pacaura a				

PART-C: LearningResources

TextBooks, Reference Books and 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

Minny

&ved

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

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

PART-A: Introduction Program: Bachelorin Business Administration | Semester- V | Session: 2024-2027 (Certificate/ Diploma/Degree/Honors) CourseCode BBVAC - 03 2 CourseTitle Data Analytics Using MS Excel 3 CourseType Value Addition Course [VAC] 4 Pre-requisite(if, any) | Asperrequirement Learn spreadsheet functions to efficiently perform calculations related to CourseLearning. real-world operations. 5 Outcomes(CLO) Identify real-world problems of data using spreadsheets. Apply spreadsheets'summarise and report tools to analyze real-world data. CreditValue 2Credits Credit=15 Hours-learning& Observation **TotalMarks** Max.Marks: 50 MinPassingMarks: 20 eriods(30 Hours)

PARI-B:	Contentor	theCourse	9	
Tota	lNo.ofTeaching-le	earningPeriods	(01Hr.	nerneriod)-30Pe

	Total 10:01 Teaching Tear lining 1 chous (01111: per period)-30 Feriods(30 H	ours)
Unit	Topics(Coursecontents)	No.of Period
I	Working on Data in Spreadsheets: Applying Logic in Decision Making	08
	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-

Exam(ESE):

https://www.theexcelexperts.com/importance-excel-business/

https://www.youtube.com/watch?v=eIN40JN7sro&ab_channel=LeilaGharani

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks: 50Marks

Continuous Internal Assessment (CIA): 15Marks

End Semester Exam (ESE): 35Marks

Continuous Internal Internal Test / Quiz-(2):10 Better marks out of the two Test/ Quiz Assessment(CIA): 10Assignment/Seminar +Attendance -+obtainedmarksinAssignmentshallbecon 05Total Marks -15 (By Course Teacher) sideredagainst15Marks

Two section- A &B **End Semester**

Section A:Q1. Objective-05 x1=05 Mark; Q2. Short answertype-5x2 =10 Marks Section B:Descriptive answer typeqts., 1 out of 2 from each unit-4x05=20 Marks

Name and Signature of Convenor & Members: (CBOS)

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

COURSECURRICULUM

		ntroduction						
Pr (Ca	ogram:Bachelorin] ertificate/ Diploma /Deg	Business Administration gree)	Semester-V	Session:202	4-27			
1	CourseCode	BBSEC - 03	BBSEC - 03					
2	CourseTitle	Analytics Skill		-				
3	CourseType	Skill Enhancement Course	e [SEC]					
4	Pre-requisite(if, any)		Asperrequiremen	t				
CourseLearning. Outcomes(CLO) Learn the basic concepts of arithmetic ability, quantitative ability, lor reasoning, business computations and data interpretation and obtain 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					ain the			
6	verbal ability inside and outside the campus. CreditValue 2 Credits Credit= 15Hours- Theoreticallearning and = 30 Hour (1C+1C) Laboratory or Field learning/Training							
7 TotalMarks Max.Marks: 50 MinPassingMarks: 20								
A	RT-B: Conte	ntof theCourse						
	Theory – 15Peri	TotalNo.of Teaching- ods(15Hrs) andLab.orFieldlearn	learningPeriods: ning/Training 30Period	ls(30Hours)				
	dule	Topics(Coursecontents)			No.of Perio			
Theory Contents Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility LCM & GCD(HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship Calendars					15			
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.								
	distance—speed. B compound interest	usiness computations: Percenta	ges, Profit & loss, Par	ges, Time- tnership, simple				
I al	distance—speed. B compound interest Data Interpretati Field Co-Curricular Ac	usiness computations: Percenta	ges, Profit & loss, Par e Charts, line Graphs.	ges, Time- tnership, simple Venn diagrams.	30			
Cont	distance—speed. Becompound interest Data Interpretati Go-Curricular Act ning Approach enables	usiness computations: Percenta on: Tabulation, Bar Graphs, Pi tivities: Problem solving/Grour	ges, Profit & loss, Par e Charts, line Graphs. discussion / Case Stu nt business analytics in	ges, Time- tnership, simple Venn diagrams.	30			
Cont Keyw	distance—speed. Broompound interest Data Interpretati Field Co-Curricular Act ning Approach enables tents Pords Arithmetic A	usiness computations: Percenta on: Tabulation, Bar Graphs, Pi tivities: Problem solving/Group to gain knowledge to implemen	ges, Profit & loss, Par e Charts, line Graphs. discussion / Case Stu nt business analytics in	ges, Time- tnership, simple Venn diagrams.	30			
Cont Keyw	distance—speed. Broompound interest Data Interpretati Field Co-Curricular Act ning Approach enables tents Pords Arithmetic A	usiness computations: Percenta on: Tabulation, Bar Graphs, Pi tivities: Problem solving/Group to gain knowledge to implement Ability, Verbal Reasoning, Data In	ges, Profit & loss, Par e Charts, line Graphs. discussion / Case Stu nt business analytics in	ges, Time- tnership, simple Venn diagrams.	30			

- 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/

https://www.coursera.org/							
PART-D:AssessmentandEvaluation							
Suggested Continuous Evalu	Suggested Continuous Evaluation Methods:						
Maximum Marks:	50Marks						
Continuous Internal Assessi	ment(CIA): 15Marks						
End SemesterExam(ESE):	35Marks						
Continuous	Internal Test / Quiz-(2):10 & Bettermarksout of the tw	voTest/ Ouiz +					
InternalAssessment (CIA)	10Assignment/Seminar +Attendance obtained marks in Assig	nment shall be					
:(ByCourseCoordinator)	- 05Total Marks - 1 considered against 15 N	Iarks					
End	Laboratory/FieldSkillPerformance:OnspotAssessment	Managed					
SemesterExam(E	G. Performedthe Task basedonlearned skill-20Marks	byCoordinator					
SE):	H Spottinghound ontoolo(wwitton)						
DE1).	10Marks						
	I. Viva-voce(basedonprinciple/technology) -05Marks						

NameandSignature ofConvener&Members ofCBoS:

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

COURSECURRICULUM

P	AR'	T-A:	Introduction	n			
Pr (C	rogra ertific	am:Bachelorin cate/ Diploma /D	Business Adm egree)	inistration	Semester- V	Session:202	24-2027
1	Cor	urseCode	BBSEC	- 03			2
2	Cou	urseTitle	GST with R	eturn Filing			
3	Cou	urseType		ement Course	[SEC]		
4	Pre	e-requisite(if, any			Asperrequire	ment	
5		urseLearning. tcomes(CLO)	> Detailed Ove > GST Registre > Filing of var	erview of the i	ndirect taxation opliance	system of India.	
6		editValue	2 Credits (1C+1C)	Credit= 15H		callearning and= 30 Training	Hours
7	Tot	alMarks	Max.Marks:	50		nPassingMarks:	20
PA	RT-	B: Conte	entof theCo	urse			
		Theory – 15Per	TotalNo. riods(15Hrs) andLa	of Teaching— ab.orFieldlearn	learningPeriods ning/Training 301	s: Periods(30Hours)	
	dule			opics(Cours	2		No.of Period
	eory	, vi in terms, verificación or					15
Con		1	Return on Income				
				Γ in Tally; Basics of TDS and TDS in Tally.			
				vith Tally; Income Tax with Tally			
		Advance Excel and	MIS Reporting	1IS Reporting			
	/Field	Project on GST return filing on the GSTN portal.				30	
	ining tents	GST tasks	s to be done with A	o be done with Accounting Software like Tally			
	vords	GST, ITR,	E Filing, Excel, M.	IS, Tally.			
PA	RT-		ingResource				
T	'extB	ooks,ReferenceE					
		ksRecommended-					
1	1. GS	ST Case Digest – B	y Rajat Mohan; Aga	arwal Law Hou	se		
			ctice Manual; Agar	wal Law House)		
		esources—					
attp	s://w	ww.skillecture.c	e.org/products/pr om/courses/Pract	actical-gst-rei ical-GST-Ret	turn-filing-cour urn-Filing-Cou	rse	
			nentandEva			TO SEE THE COMMISSION OF THE PROPERTY OF THE P	
Sug	ggest		Evaluation Metho	ds:			
			sessment (CTA).	50Marks			
	Continuous Interna lAssessment (CIA): 15Marks						
End Semester Exam (ES) Continuous			3 P. 1:				
	d Se			35Marks	& Retterme	rkeout ofthe twoTas	t/ Onic a
Co	d Sen	uous	Internal Test /	Quiz-(2):19		rksout ofthe twoTes	
Co Int	d Sentinu erna	lAssessment		Quiz-(2):19	ce - obtained	rksout ofthe twoTes marks in Assignmeredagainst 15 Marks	

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

GOES TO 06TH SEMESTER

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COURSECURRICULUM

P	ART-A:	ntroductio	n			
	ogram:Bachelorinl			C : 2024 2	0.4.5	
	ministration	Dusiness	Semester-VI	Session:2024-20	027	
	ertificate / Diploma / De	egree/Honors)				
1	CourseCode		SC- 16			
2	CourseTitle	Business Ethics				
	CourseType	Discipline Speci	fic Course (DSC)			
4	Pre-requisite(if,any)			uirement		
	CourseLearning.	> Identify :				
5	Outcomes(CLO)	responsi	hility	Ethics theory and corpora	ite social	
				ethical decision-making fra	mework	
		Explore e	thical theories.	omous doorston making ne	unework	
6	CreditValue	4Credits	Credit=15Hours	-learning&Observation	,	
7.	TotalMarks	Max.Marks:	100	MinPassingMarks:	10	
PAI	RT-B: Conte	ntoftheCou	rse			
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.perperiod)	- 60Periods(60 Hours)		
Uni	it		pics(Coursecontents		No.of	
-						
. I	Business Ethics: Meaning, Scope, Types of Ethics, Characteristics, Factors influencing					
	Ethics: Basics of Bu	siness Ethics Eth	ortance of Business Ethics Arguments for and against Business ness Ethics. Ethical Practices in Management			
П	Ethics in Managem	ent. Ethics in HR	M Marketing Ethics E	thical agreets of Figure 1.1	15	
		gement: Ethics in HRM, Marketing Ethics, Ethical aspects of Financial echnology Ethics and Professional ethics. Ethics in Managing Ethical				
	Theories, Enterprise	Mission, Institutionalizing Ethics Code of ethics and its				
	implementation.					
	Role of Corporate (Culture in Busine	ess: Meaning; Functions;	Impact of Corporate		
	Needs Features Por	al issues in Ethics	s. Social Audit-Evaluatio	n of concept, Objectives;		
Ш	Needs, Features, Ber	ness Ethics: Appl	iostion of Dusiness Ethic	- :- 4 - 11 C1 :	15	
	11	ness Ethics: Application of Business Ethics in the world of business rights like designs, patents, trademarks, copy rights). Ethics in				
	Marketing (consume	eting (consumer rights, advertising, dumping). Ethics in Finance (financial				
	disclosures, insider to	rading, window d	ressing). Ethics in Inform	ation Technology and		
	systems usage (data	confidentiality). E	thics in Human Resource	es Management (whistle		
TX 7	blowing, discriminat	ion), Environmen	tal Ethics (Carbon tradin	g).		
IV				ions and Tools of Social	15	
		icial Responsibility and Social Responsiveness. Nature and				
	significance; argume	_				
	Corporate governar	ice: Scope of Cor	porate Governance, Bene	efits and Limitations of		
	Corporate Governance	e. Ethical issues	in Corporate Governance	; (Learning Through		
Keywor	Experience In Chhatt					
1	Business Einic	, Corporate Cultur	re, Corporate Social Respo	nsibility.		

PART-C: LearningResources

TextBooks,ReferenceBooksand Others

1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response

2. Sherlekar, Ethics in Management Himalaya

Suma

pal B My

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

Suggested Continuous Evaluation Methods: Maximum Marks:

100Marks

ContinuousInternalAssessment(CIA):

30Marks 70 Marks

EndSemesterExam(ESE): ContinuousInternal

Assessment (CIA):

(ByCourseTeacher)

InternalTest/Quiz-(2):20&20 Assignment/Seminar-10 Total Marks-30

Bettermarks outofthetwoTest/ Ouiz +obtainedmarksinAssignmentshallbe

considered against 30 Marks

EndSemester Exam (ESE):

Twosection- A &B

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

COURSECURRICULUM

PART-A: Introduction									
	ogram:Bachelorin I ertificate / Diploma / De		nistration	Semester-VI Sessio	n: 2024-202 7				
1	CourseCode	В	BSC- 17						
2	CourseTitle	Entrepreneurshi	ip & Small Bus	iness Management	×				
	CourseType	Discipline Specif							
4	Pre-requisite(if,any)		A	sperrequirement					
5	CourseLearning. Outcomes(CLO)	Entrepre economic Will unde Assistance entrepres Students v Entrepres	 Students will be able to understand the significance Entrepreneurship and the role an Entrepreneur plays economic growth of the country. Will understand the various Financial, Technical and Marke Assistance provided for the establishment and growth entrepreneurship. 						
6	CreditValue	Entrepren							
7	TotalMarks	4Credits Max.Marks:	100	15Hours-learning&Obser					
		ntoftheCou		MinPassingMan	rks: 40				
			A1 78 200 10 201	rperiod)– 60Periods(60 Ho					
Un					No.of				
		Topics(Coursecontents)							
I	Entrepreneurship, Cl Significance. Role as Policy with regards t Entrepreneurial De Process, Developing	haracteristics of Eand Importance of one of SSI and Entrepresed the East of th	ntrepreneur. En entrepreneur in reneurs. rammes in Indi Competencies s .Innovation —	rial class. Theories of trepreneurial Traits. Types a economic growth .Governma: Concept, Types, Theorie .Entrepreneurial Environm Concept and Types. Innovatattisgarh Area)	es, and ent.				
П					eneurial 15				
	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.								
II	Women Entreprend	eurship: Concept.	, Evaluation, In	portance and functions of	Women 15				
	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.								
IV	Small Scale Indust	ries: Meaning &	Definition; Pr	oduct Range; Capital Inve	estment; 15				
	Ownership Patterns	- Meaning and in	nportance of Ti	ny Industries, Ancillary Ind	dustries,				

Ming

Salz Q W

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;

Keywords

Entrepreneurship, EDP, Entrepreneur, Small Scale Industries

SignatureofConvener &Members (CBoS):

PART-C: LearningResources

TextBooks, Reference Books and Others

- 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 Less on 17.pdf&ved=

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:

100Marks

ContinuousInternalAssessment(CIA):

30Marks

EndSemesterExam(ESE):

70 Marks

ContinuousInternal Assessment (CIA):

InternalTest/Quiz-(2):20&20 10

Bettermarks outofthetwoTest/ Ouiz

Assignment/Seminar-

+obtainedmarksinAssignmentshallbe

(ByCourseTeacher)

TotalMarks-30 considered against 30 Marks

EndSemester

Twosection- A &B

Exam (ESE):

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

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

10	ogram:Bachelorin F ertificate / Diploma / De	Business Admin	istration Sen	nester-VI	Session:2024-	2027	
1	CourseCode	Y	BSC - 18				
2	CourseTitle	Business Taxatio					
-	CourseType	10 20 May 10 May					
4							
	Pre-requisite(if,any) CourseLearning. Students would identify the technical terms related to income						
5	Outcomes(CLO)	Students wou	lid identity the	technical terms	s related to income	tax.	
Students would compute the net total income of an individua After the completion of the course, students will be able to acquir						door	
		knowledge on	GST.	irse, students w	in be able to acquire	ueep	
6	CreditValue	4Credits		5Hours-learn	ing&Observation		
7	TotalMarks	Max.Marks:	100			0	
A	RT-B: Conte	ntoftheCour	rea		5		
		hing-learningPe		noviod) (ODo	ioda((A IIa)		
Uni					ious(ou riours)	No.o	
		Topics(Coursecontents)					
I	Income Tax:Law rela	Income Tax:Law relating to Income tax: Detailed study of the main provision of the Indian					
	Income tax act of 196	l, as amended up to	date, income tax a	authorities, impor	rtant definitions;		
П	Basis of charge; Scope	of Total Income, R	esidence and Tax	Liability.			
ш		Salary, House Pro	perty, Business	or Profession,	capital gains, other	15	
	sources, clubbing of firms)Assessment of	f individuals and	firms (simple	nroblems). Con	to individuals and		
	Total Income. Tax L	iability. Introducti	on of E-filing &	itr	inputation 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					
	Rebates and Reliefs:	Set off and carry for	rward of losses, de	eduction of tax at	sources. Payment of		
	advance tax, law relati	Set off and carry for ng to maintenance of	of books, accounts	and vouchers.			
III	advance tax, law relati Goods and Services T	Set off and carry for ng to maintenance of Cax (GST): Objective	of books, accounts wes and basic sche	and vouchers. me of GST, Mea	ning – Salient	15	
Ш	advance tax, law relati Goods and Services T features of GST – Sub	Set off and carry for mg to maintenance of tax (GST): Objective suming of taxes—Be	of books, accounts wes and basic sche enefits of implement	and vouchers. ome of GST, Mea enting GST, Stru	ning – Salient	15	
II	advance tax, law relati Goods and Services T features of GST – Sub Model) – Central GST	Set off and carry for ng to maintenance of ax (GST): Objective suming of taxes—Betate / Union Ter	of books, accounts wes and basic sche enefits of implementatory GST – Inter	and vouchers. ome of GST, Mea enting GST, Stru grated GST, GST	ning – Salient cture of GST (Dual	15	
III	advance tax, law relati Goods and Services T features of GST – Sub Model) – Central GST Power and Functions.	Set off and carry for ng to maintenance of ax (GST): Objective suming of taxes—Bear — State / Union Ter Provisions for amen	of books, accounts wes and basic sche enefits of implementatory GST – Integral adments, GST Net	and vouchers. ome of GST, Mea enting GST, Stru grated GST, GST work, Registration	ning – Salient cture of GST (Dual Council: Structures on. Taxable event-	15	
III	advance tax, law relati Goods and Services Teatures of GST – Sub Model) – Central GST Power and Functions. "Supply" of Goods and Time of supply; Valua	Set off and carry for ng to maintenance of tax (GST): Objective suming of taxes—Bective—State / Union Terprovisions for amen at Services; Place of	of books, accounts wes and basic sche enefits of implementatory GST – Integralments, GST Net Supply: Within st	and vouchers. The of GST, Mean of GST, Strugrated GST, GST work, Registration ate, Interstate, Interst	ning – Salient cture of GST (Dual Council: Structures on. Taxable event- nport and Export;	15	
	advance tax, law relati Goods and Services T features of GST – Sub Model) – Central GST Power and Functions. "Supply" of Goods and Time of supply; Valua billing.	Set off and carry for ng to maintenance of ax (GST): Objective suming of taxes—Beau — State / Union Ter Provisions for amend Services; Place of tion for GST- Valuation	of books, accounts wes and basic sche enefits of implementatory GST – Integralments, GST Net Supply: Within station rules, Exemple	and vouchers. me of GST, Mea enting GST, Stru grated GST, GST work, Registratic eate, Interstate, In tion from GST, b	ning – Salient cture of GST (Dual Council: Structures on. Taxable event- aport and Export; illing and e way		
III	advance tax, law relati Goods and Services T features of GST – Sub Model) – Central GST Power and Functions. "Supply" of Goods and Time of supply; Valua billing. Eligible and Ineligible	Set off and carry for ng to maintenance of Tax (GST): Objective suming of taxes—Bective - State / Union Ter Provisions for amend Services; Place of tion for GST- Valuate Input Tax Credit	of books, accounts wes and basic sche enefits of implementations GST – Integralments, GST Net Supply: Within station rules, Exempted: Tax Credit in research	and vouchers. The of GST, Meanting GST, Strugrated GST, GST Work, Registrationate, Interstate, Interstate, Interstate, Interstate of Capital C	ning – Salient cture of GST (Dual Council: Structures on. Taxable event- nport and Export; illing and e way Goods; Recovery of	15	
	advance tax, law relati Goods and Services T features of GST – Sub Model) – Central GST Power and Functions. "Supply" of Goods and Time of supply; Valua billing.	Set off and carry for mg to maintenance of tax (GST): Objective suming of taxes—Bective - State / Union Ter Provisions for amend Services; Place of tion for GST- Valuate Input Tax Credit ansfer of Input Credit	of books, accounts wes and basic sche enefits of implementatory GST – Integralments, GST Net Supply: Within station rules, Exemple: Tax Credit in resit (Input Service I	and vouchers. The of GST, Meanting GST, Strugrated GST, GST Work, Registrationate, Interstate, Interstate, Interstate, Interstate of Capital C	ning – Salient cture of GST (Dual Council: Structures on. Taxable event- nport and Export; illing and e way Goods; Recovery of		

TextBooks, Reference Books and 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
- Income tax Act
- Central Sales tax Act
- Goods & Services Tax Indian Journey: N.K. Gupta & Sunnania Batia, Barat's Publication

Online Resource							
https://www.gstindiaonline.com							
https://cleartax.in/s/e-invoicing-gst&ved							
PART-D:AssessmentandEvaluation							
Suggested Continuous							
Maximum Marks:	100Marks						
ContinuousInternalAss	essment(CIA): 30Marks						
EndSemesterExam(ES)		S					
ContinuousInternal	InternalTest/Quiz-(2):20&20)	Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester							
Exam (ESE):	Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
	SectionB:Descriptiveanswertyp	eqts.,10	outof2fromeachunit-4x10=40Marks				

Name and Signature of Convenor & Members (CBOS)

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COURSECURRICULUM

PA	ART-A:	ntroduction	1				
Pro (Cer	ogram:Bachelorin F etificate / Diploma / De	Business Admin egree/Honors)	istration	Semester-VI	Session:2024	-2027	
1	CourseCode	B	BSE -04				
2	CourseTitle	Elective A – I	Manageme	nt: Business Policy	& Strategy		
	CourseType Discipline Specific Elective (DSE)						
4	Pre-requisite(if,any) Asperrequirement						
	CourseLearning. Outcomes(CLO)	Learn SWOTa	ınalysis in I	Business Policies and Business Strategy.	d Strategic Managemand strategic implen		
6	CreditValue	4Credits	Cred	dit=15Hours-learn	ing&Observation		
7	TotalMarks	Max.Marks:	100			40	
PAR	RT-B: Conte	ntoftheCou	'se				
	TotalNo.of Teac	hing-learningPe	riods(01 H	r.perperiod)– 60Pe	eriods(60 Hours)		
Unit				secontents)		No.of Period	
п	Strategic Manageme influencing Business Business Policy vs. Strategic Manageme Strategic Managem Strategy, Strategic D and Mission; Criteria Formulation of the Problem.	Strategy: Important, Role of aStrate ent Process: Over irection Vision and for Evaluating a Mission Statement	gy; nce of Stra gist, rview of St d Mission, Mission Sta nt:Drucker	rategicManagement, or rategicManagement Business Definition atement Goal, Proce 's Performance Are	Causes for failure of Process Levels of a, Company's Vision ess and Input, a,Bennis's Core		
- 8	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.						
Ш	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's Generic competitive strategies, Strategy as Simple Rules						
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.						
(eyword				mentation, Control.	n 1	≪ .	

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PART-C: LearningResources

TextBooks, Reference Books and 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:Assessi	PART-D:AssessmentandEvaluation							
Suggested Continuous	Suggested Continuous Evaluation Methods:							
Maximum Marks:								
ContinuousInternalAss	sessment(CIA): 30Marks							
EndSemesterExam(ES	E): 70 Marks							
ContinuousInternal	InternalTest/Quiz-(2): 20&20	Bettermarks outofthetwoTest/ Quiz +						
Assessment (CIA):	Assignment/Seminar- 10	obtainedmarksinAssignmentshallbe						
(ByCourseTeacher)	TotalMarks- 30	considered against 30 Marks						
EndSemester	EndSemester Twosection- A &B							
Exam (ESE):	SectionA:Q1.Objective-10x1=10Mark;	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
	ectionB:Descriptiveanswertypeqts1outof2fromeachunit-4x10=40Marks							

Name and Signature of Convenor & Members: (CBOS)

COURSECURRICULUM

P	ART-A:	ntroduction							
Pr	ogram:Bachelorinl	Business Administration Semester-VI Session:	2024-2027						
(C	ertificate / Diploma / De	egree/Honors)	2027-202						
1	CourseCode	BBSE -04							
2	CourseTitle	Elective B – Finance: Financial Institutions & Markets							
	CourseType	Discipline Specific Elective (DSE)							
4	Pre-requisite(if,any)	Asperrequirement							
	CourseLearning.	> To understand the concept of financial market.							
5	Outcomes(CLO)	To identify the nature and various types of financial market	ts in India.						
	(a)	To examine the various aspects, types and functioning of different part							
		ofvarious financial market.							
		To analyze the linkages of the different classifications of fir	iancial mark						
		and their effect on financial system.							
		To develop conceptual understanding about Indian financia	al system.						
		> To get a clear understanding about financial institution & a	mp; its						
		instruments.	_						
		To get an overview of financial services and regulatory framework relating to Merchant Banking in India.							
6	CreditValue	4Credits Credit=15Hours-learning&Observe	ation						
7	TotalMarks	Total Steaming & Observe							
		TVALITE CONTRACTOR AT	s: 40						
A		ntoftheCourse							
	TotalNo.of Teac	ching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hou	rs)						
Un		Topics(Coursecontents)	No.of Perio						
I		Indian Financial System: Introduction, Evolution of Financial System In India,							
	Overview of Financi	ial System In India, Components of Financial System, Flow of F	unds						
	Matrix, Objectives o	of Financial System, Functions of Financial System, Financial System,	/stem						
	And Financial Mark	et, Economic Development, Reforms In Indian Financial Sector	·.						
П		Indian Money Market: AnOverview of Indian Money	15						
	Market,;Organisation	n Structure of MoneyMarket in India, Functions of Indian Mone	ey						
	Market, Instruments	of Money Market, Defects of Indian Money Market, Role of	s						
	CentralBank in Mon	ey Market, Recommendations of Reserve Bank of India;							
	Morket Experience	Indian Capital Market: Meaning, Features of Capital Market, Objectives of Capital							
	Market Institutions	Market, Functions of Capital Market, CapitalMarket Organization Structure, Capital							
	Market Institutions, CapitalMarket Instruments, Debt Market in India, Indian Equity Market.								
П		dary Market: Primary Market; New IssuesMarket, Initial Publ	ic 15						
		or Sale Private Placement Method Rights Issue Ropus Issue To	ic 15						
	Method, Book Build	Offer (IPO), Offer for Sale, Private PlacementMethod, Rights Issue, Bonus Issue, Tender Method, Book Building,Intermediaries in Primary Market.							
	Secondary Market:	Secondary Market: Components of Secondary Market, Characteristic Features of							
	Secondary Market, A	Secondary Market, Advantages and Disadvantages of Secondary Market, Functions of							
	Secondary Market, R	Role of Secondary Market, SEBI In Secondary Market.	/1						
IV	Financial Institution	ns: Commercial Banking – Its role in project finance and Work	ing 15						
	Capital Finance; Dev	relopmentFinancial Institutions (DFIs) – An overview and role in	in .						
	Indianeconomy; Life	and nonlife insurance companies in India; MutualFunds –							
	Introduction and thei	r role in Capital Market Development.	2						
	Non-Banking Financ	ial Companies (NBFCs); Stock ExchangeBoard of India;	1						
									

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Sales), seek fixenangesourd of mara,

Constitution of SEBI, Reasons for Establishment of SEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions of SEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, 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, Reference Books and 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. VA 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

ContinuousInterna
Assessment (CIA):
(ByCourseTeacher)

InternalTest/Quiz-(2):20&20 Assignment/Seminar-

Bettermarks outofthetwoTest/ Quiz **+**obtainedmarksinAssignmentshallbe

Assignment/Semina TotalMarks-

10 30

considered against 30 Marks

EndSemester

Twosection- A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

History

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSECURRICULUM

P	ART-A:	ntroductio	า				
Pr	ogram:BachelorinI	Business Admir	nistration	Semester-	VI Session:2024-	-2027	
1	ertificate / Diploma / De						
2	CourseCode		BSE -04				
	CourseTitle				ly Chain Management		
	CourseType	Discipline Specif	ic Elective (DSE)			
4	Pre-requisite(if,any)			Asperrequi	irement		
5	CourseLearning. Outcomes(CLO)	► Able to know to Store Planning	he Emergin	g trends in Rei	tailing and to know abo	ut	
	outcomes(CDO)			Ingrations		9	
	 Elements of Retail Store Operations Concept of Supply Chain Management 						
		> Components o	f Supply Ch	ain Manageme	ent and understanding		
		Benchmarkin	g Process.	8	site and the constantains		
		Understanding	g about Cust	omer Relation	ship Management and	Role of	
	C HAY	► E – Commerce	in Supply (Chain Manage	ment.		
6	CreditValue	4Credits		t=15Hours-le	earning&Observation	!	
7	TotalMarks	Max.Marks:	100		MinPassingMarks:	40	
PAI	RT-B: Conte	ntoftheCou	rse				
	TotalNo.of Teac	hing-learningPe	riods(01 Hr	.perperiod)– (60Periods(60 Hours)		
Uni	Topics(Coursecontents)			No.of			
I	I ogiation Interdicati						
	Evolution of the Cor	Logistics: Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply ChainManagement, Logistics Vs Supply Chain					
	Management;	icept of Supply Ci	iainivianagei	ment, Logistics	s Vs Supply Chain		
	Supply Chain Man	agement: Signific	ance andCh	allenges and In	anortance of a		
	SupplyChain (SC); k	Key Drivers of Sur	oply Chain N	Management	iiportance of a		
П	SupplyChain (SC); Key Drivers of Supply Chain Management. Supply Chain Strategies: Push-based, Pull-based andPush-Pull based Supply Chain;						
	Demand Forecasting	Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain					
,	Environment: Transp	portation inSupply	Chain Envi	ronment.			
III	Components of Sup	Components of Supply Chain Management: Three Components of Supply Chain					
	Management; Demai	Management; Demand Management; DemandForecasting: Supply					
	Management; Evolution of ERP; Concept of ERPin Supply Chain Management; Understanding the BenchmarkingConcept; Benchmarking Process; Benchmarking						
	Understanding the Bo	enchmarkingConc	ept; Benchm	narking Proces	s; Benchmarking		
ĪV		Procedure;					
1 4		Customer Relation Management(CRM): Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer					
	Relationship Manage	ement (CDM) & D	olo of E	ce in Retailing	; Customer		
	Management: NewD	Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: NewDevelopments in Supply Chain Management; Outsourcing					
	SupplyChain Operati	ons: The Role of I	E-Commerc	e in Sunniv Cl	Outsourcing nainManagement; Greer		
	Supply Chain Manag	iamivianagement; Green					
eywor	ds Logistics, Supp	ly Chain Managen	ent. Custom	er Relationshin	Management		
PAI		gResources		- Licianon sint	araming cinetti.		
		2.10.000100					

TextBooks,ReferenceBooksand Others

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

Online Resources—								
Commence America Service Service (Service Service Serv								
https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-								
	https://rmit.libguides.com/logistics&ved							
PART-D:Assessi	mentandEvaluation							
Suggested Continuous	Evaluation Methods:							
Maximum Marks:	100Marks							
ContinuousInternalAss	essment(CIA): 30Marks							
EndSemesterExam(ES		;						
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz					
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe					
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks					
EndSemester	The state of the s							
Exam (ESE):	SectionA:Q1.Objective $-10x1=1$	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
	SectionB:Descriptiveanswertype	eqts.,10	utof2fromeachunit-4x10=40Marks					

Name and Signature of Convenor & Members: (CBOS)

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Introduction

COURSECURRICULUM

Pi	rogra	am:BachelorinE	Business Admii	nistration	Semester	·-VI	Session:2024	-2027	
(C)		cate/Diploma/Deg			<u> </u>				
2	-	urseCode	BBSEC - 04						
3		urseTitle			Jsing Micros				
4		urseType		Skill Enhand	ement Cours	se [SE			
	1	e-requisite(if, any)			Asperrequ				
_	Co	urseLearning.	Learn about im	portant statist	ical functions a	vailabl	e in Microsoft Exce	1.	
5	Ou	tcomes(CLO)	Create data se	t and filtering	g the categori	es und	er variable.		
	-		Learn some in	nportant type	of charts and	l those	charts will be used	d to	
			make prediction	on.					
			Use Microsoft	t excel softwa	are to estimate	e the m	odels from real da	ita, and	
			draw conclusi						
6	C	J:4X7-1	Use analysis to	ol box function	n for testing of	hypoth	esis problems		
U	Cre	editValue	2 Credit (1C+1C)	-20 H	dit= 15Hours	- Theo	reticallearning ar	ıd	
7	Tot	alMarks	Max.Marks:	50 Ho			eld learning/Trail		
\vdash						WinPa	ssingMarks:	20	
PA	RT-	D: Conte	ntof theCou						
		Theory - 15Perio	TotalNo.o ods(15Hrs) andLab	f Teaching— o.orFieldlearn	learningPerioning/Training	ods: 30Perio	ods(30Hours)		
	dule			_ %	secontents)			No.of Period	
The	eory	Basic Statistics: Sta	atistical Functions	be used to p	erform basic	calcula	tions on ranges of	15	
Con	tents	values, Ranking Fu	ınctions, Rank val	ues to establi	ish percentage	es and	percentiles, Data		
		Analysis Toolpak, Analysis	Quickly and easily	Quickly and easily perform statistical calculations with the Data					
		Charts - Bar Chart,	Pie chat, Scatter	diagram, His	togram, Line	chart			
		Trend method, poly	ynomial regression	n, logistic reg	gression, expo	nential	smoothing,		
		exponential trend n	nethod for forecas	t and moving	average and	time se	eries forecasting		
Lab.	Field	Descriptive Statistics	: statistical measur	es t tests for o	ne sample two	o camp	e E tosts for one	30	
Con	tonts	sample, two sample,	ANOVA for single f	actor, ANOVA	for two factor	, Correl	ation, Simple		
COII	Lents	Linear Regression an	d Multiple linear re	gression.			and the second s		
Кеуи	vords	Statistics, Ch	arts, Trend, ANOV	'A, Linear Res	gression.				
PA	PART-C: LearningResources								
	TextBooks, Reference Books and Others								

TextBooks, Reference Books and Others

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-

PART-A:

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

PART-D: Assessmentand Evaluation

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Suggested Continuous Evaluation Methods:							
MaximumMarks:	50Marks						
ContinuousbInternalbAss	essmentb(CIA):15Marks						
End SemesterExam(ESE)	: 35Marks						
Continuous Internal	Internal Test / Quiz-(2):10 & Bettermarksout of the two Tes						
Assessment (CIA):	10Assignment/Seminar	 obtained marks in Ass 	ignment shall				
(ByCourseCoordinator)	+Attendance - 05Total Marks -	beconsideredagain	st 15 Marks				
End Semester	d Semester Laboratory/FieldSkillPerformance:OnspotAssessment Manage						
Exam (ESE):	M. Performedthe Task basedonlearned skill- 20Marks by Coordin						
Zimi (ZSZ).	N. Spottingbased ontools(written) 10Marks asperskilling						
	O. Viva-voce(basedonprinciple/ted	O. Viva-voce(basedonprinciple/technology) -05Marks					

NameandSignature ofConvener&Members ofCBoS:

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COURSECURRICULUM

P	AR	Г-А: І	ntroductio	on				
		m:BachelorinE cate/ Diploma /Deg		inistration	Semeste	er-VI	Session:2024	1-2027
1	Cou	ırseCode	BBSEC - 04		<u> </u>		1	
2		ırseTitle	Ba	sic Statistics Us	sing Micro	soft Exe	cel	
3	Cou	ırseType		Skill Enhance	ment Cou	rse [SE	C]	
4	Pre	-requisite(if, any)		1	4sperrequ	iireme	nt	
5		urseLearning. tcomes(CLO)	 Create data Learn some make predict Use Microso draw conclu 	set and filtering important type option. off excel softwardsions.	the categor of charts and re to estima	ies undo d those te the m	charts will be use	ed to
6	Cwo	editValue	2 Credits	tool box function				TT
	Cit	cuit v aiue	(1C+1C)	Laboratoryor.			earning and =30	Hours
7	Tot	alMarks	Max.Marks:	50	L tetu teurn		assingMarks:	20
	RT-		ntof theCo		<u>, </u>	1/11/1/1	E33111611111111111111111111111111111111	
		Theory – 15Perio	ods(15Hrs) andL		ng/Training	g 30Peri	ods(30Hours)	
	dule			Copics(Course				No.of Period
Con	tents	Basic Statistics: St values, Ranking Fu Analysis Toolpak, Analysis Charts - I Trend method, poly exponential trend r	unctions, Rank v Quickly and eas Bar Chart, Pie ch ynomial regress nethod for forec	values to establis sily perform stati nat, Scatter diagration, logistic regrates ast and moving	h percentagistical calculation, Histogram, Histogram, expansion, e	ges and plations ram, Liponentia d time s	percentiles, Data with the Data ne chart I smoothing, eries forecasting.	f 15
Lrai	tents	Descriptive Statistics sample, two sample, Linear Regression an	, ANOVA for singl	e factor, ANOVA f	e sample, to for two facto	wo samp or, Corre	le F tests for one lation, Simple	30
Кеуи	vords	Statistics, Ch	arts, Trend, ANO	OVA, Linear Regi	ression.			
PA	RT-	-C: Learnin	gResource	es				2.
T	`extB	ooks,ReferenceBo				-		
Text	tBook	ksRecommended-						
		Sah (2021). Statist Salkind (2015). Ex				amtech l	Press.	
3.]	Livin	e David M (2017). a Lysander Manoha	Statistics for Ma	anager using Mi	crosoft Exc	el, 8 th ec	dition, Pearson pu Jsing Microsoft E	blication

- 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 Method	ds:		
Maximum Marks:		50Marks		
ContinuousInternal As	sessment (CIA):	15Marks		
End Semester Exam (E	SE):	35Marks		
Continuous Internal	Internal Test /	Quiz-(2):10 &	Bettermarksout of the tw	oTest/ Quiz
Assessment (CIA):	10Assignment/Semin	nar +Attendance -	+ obtained marks in Ass	ignment shall
(ByCourseCoordinator)	05Total Marks -	15	beconsideredagain	st 15 Marks
End Semester	Laboratory/FieldS	SkillPerformance	:OnspotAssessment	Managed
Exam(ESE):	P. Performedthe T	ask basedonlearne	d skill- 20Marks	byCoordinator
	Q. Spottingbased o		- 10Marks	asperskilling
	R. Viva-voce(based	lonprinciple/techno	ology) -05Marks	

NameandSignature ofConvener&Members ofCBoS:

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COURSECURRICULUM

P	ART-A:	Introduction	1				
	ogram:Bachelorin		istration	Semester	·-VII	Session:20	24-2028
	ertificate / Diploma / D			1			
1 2	CourseCode		BSC- 19	- Marie			
	CourseTitle	Strategic Manag	ement				
	CourseType	Discipline Specifi	ic Course (I	OSC)			
4	Pre-requisite(if,any)			Asperrequ	iremen	t	
5	CourseLearning. Outcomes(CLO)	Learn the concFamiliarize the improving bus	e students wi	ith the import	ance and	d relevance of s	trategy in
6	CreditValue	4Credits				&Observation	n
7	TotalMarks	Max.Marks:	100	13110413-2		ssingMarks:	40
PΔ		entoftheCour			willi as	singiviai ks.	40
		ching-learningPer		nownowied)	40Dania	Jacob Trans	· · ·
Un					ouPerio	as(60 Hours)	
				econtents)			No.of Period
I	Strategy: Concept, Strategy; Approach Goals and Objective	es to Strategic Deci	ision Making	g; Strategic In	nt Proces tent – V	s, Levels of ision, Mission,	15
П	Strategy Formulat scanning; organizat organizational appra	ion: concept of envional appraisal – co	vironment, ex	nvironmental s. capability, t	sectors, echnique	environmental es for	15
П	I Corporate Level S strategies; Expansio Strategies, Coopera Choice	n strategies – Anso	off Matrix, Ir	itegration Stra	tegies, I	Diversification	15
IV	Implementation; Fu Implementation; Str policies, functional StructuralConsidera Strategy Evaluatio Control, Balanced S andOperationalization	nctional and Opera rategic Implemental tactics, andrewards tions, Behavioral In n and Control: M core Card; Strategic	tional Imple tion:Develor , Structural l nplementation c Kinsey 7-8	mentation; Be bing short-tern implementation, SFramework I	chavioura n objecti on: an ov Establish	al ives and erview of ing Strategic	15
Keywor	rds Strategy, Strat	tegy Formulation, C	orporate Leve	el strategies, St	trategy In	nplementation.	
PA		ngResources					
T	extBooks,ReferenceB						
2. S 3. K 4. J 5. B 6. 1	Tazmi, A. (2014). Strat Strategic Management Tachru, U. (2005). Stra LA. Pearce & R.B. Rol AcGraw Hill Business Policy and Str Business Policy and St	– Analysis, Implen stegic Management pinson; Strategic M rategic Managemen trategic - Francis C	nentation an t – Excel Bo Ianagement nt - L.M. Pre Cherunilum,	d Control, Vi oks Formulation asad, Sultan (Himalava Pi	ikasPubi Implem Chand & ublishing	lishing House eentationContro c; Sons, NewDo House 2010	ol; elhi
7. B	Susiness Policy and Str	rategic Managemei	nt-P.K. Ghe	osh, Sultan C	hand&	Sons, NewDelh	i, 1999/

Mayor Sal De Wy Sons, New Dermi, 18

Online Resources-			
https://multimedia.3m.c	om/mws/media/514077O/bc3	melect	ronicresources.pdf&ved
https://usiu-ke.libguides.	com/c.php%3Fg%3D942935	%26p°	%3D6797010&ved
PART-D:Assessr	mentandEvaluation	×	
Suggested Continuous	Evaluation Methods:		
Maximum Marks:	100Marks		
ContinuousInternalAss	essment(CIA): 30Marks		
EndSemesterExam(ESI	E): 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection-A &B		
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks
	SectionB:Descriptiveanswertype	eqts.,10	utof2 fromeachunit-4x10=40 Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

P	ART-A: I	ntroduction			
Pro (Ce	ogram:Bachelorin] artificate / Diploma / D	Business Administration egree/Honors)	Semester-I	Session:202	4-2028
1	CourseCode	BBSE -05	J		
2	CourseTitle	Elective A – Human Resour	ce Management:	People Management	and
		Corporate Ettiquettes	8	Pro 112mm Somon	·
	CourseType	Discipline Specific Elective (DSE)		
4	Pre-requisite(if,any)		Asperrequiren	nent	
	CourseLearning.	Ability to examine the			ent wit
5	Outcomes(CLO)	Human Resource Manag	ement.	m reopie managem	· ·
		> Ability to explain th		nd importance of	People
		Management.			1 oopi
		Ability to list modern me	ethods of perform	ance and task asses	sment.
		Ability to analyses the f	actors influencin	g the work life bala	ance of a
		working individual.			
		Demonstrating the various	us types of essen	tial etiquettes in a c	orporate
		environment.			
		Construct effective p	resentations, gro	oup discussions a	and the
		professional pre requisit			
1		Evaluate the prevailing co conflict effectively	rporate culture, eth	nical issues; and man	age
6	CreditValue		it=15Hours loans	ning&Observation	
7	TotalMarks	Max.Marks: 100			
			IVILI	PassingMarks: 4	10
AI		ntoftheCourse			
Uni	TotalNo.01 Teac	hing–learningPeriods(01 Hr		eriods(60 Hours)	Υ
UIII	L	Topics(Cours	secontents)		No.of
I	People Managemer	t: Meaning, Features, Signific	cance of people ma	nagamant	Period 15
	Difference between	People Management and Hum	an Resource Mana	gement impact of	13
	individual and organ	izational factors on people ma	nagement.	gement, impact of	
12	Getting Work Done	and Building Peer Network	s:Getting work do	ne: Challenges of	
		; significance of prioritizati			
		nce Management: meaning,			
		mance management process;			
		valuation Process of evaluat			
TY		essment and evaluation of tas		and the second s	
П		ation; Meaning, Importance			
	motivation- meanin	g, importance team motivati	on, types of Moti	vators and Modern	
	methods of motivati	on Managing Self: Reflection	on what does it r	nean to be a people	
		personal development plan fo		- w <u>1</u> · wow. 1	
		ent: Causes for stress, work li		ance of Work life	
	balance, Factors influ	encing Work life Balance. Bu	ilding Peer Netw	orks:	
	Understanding the in	portance of peer networks in	an organization; be	eing able to	Y
	influence those on w	hom you have no authority; ch	allenges of Peer no	etworking and	
	different types of peo	ple networking in the workpla	ace.		
		<i>b</i> .		IN M	

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					04
Ш	Business And Co	rporate Etiquette: Business	Etique	tte – Meaning & characteristics -	15
	1			Etiquette practice – Dimensions of	
				ew (Before, After and During	ě
**		olace, Business party, letter, e			
				all talk, Greetings, Handshakes.	
	PPT presentation	 Essentials of good presentat 	ion – S	pokes Person – Group Discussion:	
	Introduction, Type	es, Do's and Don'ts, Elevator	pitch, E	Body Language, Verbal	
TXZ		Resume preparation and Groom		,	
IV	issues Cross cul	re: Corporate Culture & its co	mpone	nts – values – Addressing Ethical	15
	various corporate	cultures	Enque	tte techniques and styles under	
			portan	ce of Professional Behaviour –	
	Dress Code. Meet	ing: Protocol – Agenda – Cha	iring. C	General Disability Etiquette -	
	Attitude and Conf	lict Management, Indian Busi	ness Et	iquette.	
Keywords			ement, C	Corporate Culture, Corporate Etiquette	
		ingResources			
	Books,ReferenceE				
1. McS	hane, Steven L. a	nd Mary Ann Von Glinow,	Organiz	zational Behavior: Emerging Knov	wledge
and	Practice for the R	eal World. McGraw-Hill, late	st editi	ion, ISBN: 0-07- 115113-3.	
2. Berr	nardin, H. John a	ınd Joyce E. A. Russell. Hı	ıman F	Resource Management: An Exper	iential
		ill, 6/e. ISBN: 0078029163			
3. Colq	uitt, J.A., LePin	e, J.A., & Wesson, M.J.	(2009)	Organizational Behavior: Imp	roving
Perf	ormance and Con	nmitment in. Conduct a sur	vey of v	work life balance of working indiv	riduals
		national edition). New York:			
4. Lillia	an H. ChaneyΦ&	Jeanette S. Martin. The E	ssentia	l Guide to Business Etiquette. P	raeger
Publ	ishers. Raghu Pa	lat. Indian Business Etiquett	e. Jaico	Publishing House.	
5. Sarv	esh Gulati. Corpo	rate Grooming and Etiquette	e. Rupa	Publications India Pvt. Ltd.	
	Resources-				
https://e	emilypost.com/onl	line-course-business-etiquet	te-essen	tials&ved	
https://v	vww.uuemy.com/e vww.tcsion.com/e	topic/business-etiquette/&ve ourses/tcs-ion/business-etiqu	d	read	
				veu	III TOTAL MARKANINI M
		nentandEvaluation			
Maxim	ted Continuous E tum Marks:	valuation Methods: 100Marks			
	uousInternalAsse				н
	mesterExam(ESE	, ,			
Contin	nuousInternal	InternalTest/Quiz-(2):20&2)	Bettermarks outofthetwoTest/ Qui	Z
	ment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshall	
	urseTeacher)	TotalMarks-	30	considered against 30 Marks	
	emester Exam			Objective-10x1=10Mark; Q2. Short answ	ver
(III)		type -5v1=20Marks Section			

Name and Signature of Convenor & Members:

4x10=40Marks

(ESE):

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type -5x4=20Marks, SectionB:Descriptiveanswertypeqts.,1out of2fromeachunit-

COURSECURRICULUM

	ART-A:	Introduction
Pr	ogram:Bach	orinBusiness Administration Semester-VII Session: 2024-2028
(C	ertificate / Diplo	a / Degree/Honors)
1	CourseCode	BBSE -06
2	CourseTitle	Elective A -Human Resource Management: Corporate Governance &
		Corporate Social Responsibility
	CourseType	Discipline Specific Elective (DSE)
4	Pre-requisit	
	CourseLear	
5	Outcomes(C	is a see the concept of dorporate books Responsibility.
	es	To know about the challenges faced by MNCs in implementation
		CSR.
6	CreditValue	To compare the CSR with Corporate Sustainability.
7	TotalMarks	4Credits Credit=15Hours-learning&Observation
		Max.Marks: 100 MinPassingMarks: 40
A	RT-B: (ntentoftheCourse
	TotalNo	Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)
Un	it	Topics(Coursecontents) No.of
		Perio
I		
	Meaning, Si	ficance, Functions and Objectives. Evolution and Development of Corporate
	CorporateG	India. Pillars and Components. Conceptual framework of
I	Corporate	ernance, Recent Development in Corporate Governance. vernance Reforms: Major Corporate Scandals in India and Abroad, 15
1.1	The real country are a second and	vernance Reforms: Major Corporate Scandals in India and Abroad, ernance Problems
		susCorporateFailures,Codes&StandardsonCorporate Governance,
	Standards in	fferent Jurisdictions, Stakeholder Engagement
	Organizatio	I Theories: Organizational Theories (including Stewardship, Resource and
	Institutional	neory), Economic Theories (such as Agency, Finance and Managerial
	Theory) and	e Stakeholder Theory. Corporate Governance and Corporate Performance
		companies, Case Study.
П		cial Responsibility 15
	(CSR):Cond	tofCSR,CorporatePhilanthropy,EarlyrootsofCorporateSocialResponsibilit
		rate Social Responsibility improve rmance?Sustainabilityandastakeholderperspective,StrategicPlanningandC
	orporateSoc	Responsibility
IV		of CSR with Corporate Sustainability: CSR and Business Ethics, 15
		rporate Governance; CSR provisions under the Companies Act 2013;
	CSR Com	ttee; CSR Models, Codes, and Standards on CSR, The Criticism of
	Corporate S	cial Responsibility, Sustainability reporting.
eywo		te Governance, Organisational Theories, Corporate Social Responsibility.
PA	RT-C: Le	rningResources
T		nceBooksand Others
1	e i rioillo, iti, r	ow, N. Corporate Governance; 4 edition, whev-Blackwei minishing while
		ow, N.: Corporate Governance; 4 th edition, Wiley-Blackwel publishing, 2008 & Aras, G. (Eds.). (2012). Global perspectives on corporate governance and

- 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.hitbullseve.com/grad-

ittps://www.intbullseye.	com/grau-		
PART-D:Assessi	mentandEvaluation		
Suggested Continuous	Evaluation Methods:		
Maximum Marks:	100Marks		
ContinuousInternalAss	essment(CIA): 30Marks		
EndSemesterExam(ES)	E): 70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	♣ obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection-A &B	-	
Exam (ESE):	Section A: Q1. Objective $-10x1=1$	0Mark	Q2.Short answertype-5x4=20Marks

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

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

P	ART-A:	ntroduction	1			
	ogram:BachelorinI			Samastar V	7TT C	4 2020
(Ce	rtificate / Diploma / De	egree/Honors)	nsu anon	Semester-	VII Session:202	4-2028
1	CourseCode	Y	BSE -07	<u> </u>		
2	CourseTitle	Elective A – Hur	nan Resour	ce Managemen	t: Talent Management	t
	CourseType	Discipline Specif			8	
4	Pre-requisite(if,any)			Asperreguii	romont	
	CourseLearning.	> Students will b	e able to un		rticulate advanced conc	onts
5	Outcomes(CLO)	of Talent Mai	nagement wi	ithin organizati	on.	cpis
		Apply talent p	ositioning w	ithin the subsid	liaries and business uni	its.
		Evaluate the p	ootential and	d appropriatene	ss of talent developmen	t
		Strategies, pol	icies and me	thods with refe	rence to relevant contex	ctual
		factors.	1			
		nolicy and pro	e ana injiue. Iotica in a re	nce the politics inge of contexts	of knowledge managen	nent
6	CreditValue	4Credits	Y		arning&Observation	
7	TotalMarks	Max.Marks:	100			40
PAF	RT-B: Conte	ntoftheCou	rse		and wooding it det into	
COL STATE DESCRIPTION				nerneriod) – 6	0Periods(60 Hours)	
Unit	t			econtents)	01 (11003(00 110013)	No.of
		-	**			Period
I	Talent Management	: Introduction, Ov	erview, His	tory, Meaning a	ndimportance of talent	15
	management; Scope a	and Need of Talen	tManagemei	nt, Key Processe	es of Talent	
	Management, Source	of TalentManager	nent, Conse	quences of Fail	ure in Managing	
	Talent, Tools forMan		700			
П	Strategies of Talent	Management: Ta	lent Manage	ment Grid, Cre	atingtalent	15
	management system,	Strategies of talen	t manageme	nt.Competency	model, Competency	
	mapping, Role of lead advantage.	iers in talentmanag	gement, Tale	ent management	t and competitive	
Ш		inativos stans in T	7-1			
111	Talent Planning: Ob Developing a Career s	strategy Career I	for evolution	ing, Succession	Planning Program,	15
	Industry Practices for	TalentPlanning ('oaching and	I Mentering of	Caron Davidson	
	Tools.	ratetta tamming. C	ouching and	i Memoring as	Career Development	
IV		ement: Elements	of Know	ledge Manage	ment; Advantages of	15
	Knowledge Managem	ent, Knowledge	Managemen	t in Learning of	organisations. Types of	, ,
	Knowledge: Tacit an	d Explicit; Mana	ging Knowl	edge workers.	Talent vs. Knowledge	
	People, Knowledge M	anagement strate	gies: Aligni	ng individual n	needs withorganisation.	
	Reward systems for k	Knowledge Manag	gement, Kno	wledgeAudit, I	Benchmarking, Balance	
Kannar	Score card, Gap Analy	ysis.				
Keywore s	Talent Managen	nent, Talent Plann	ing, Knowled	ge Management.		
PAF	RT-C: Learnin	gResources	3			
	vtBooks ReferenceRo					

TextBooks, ReferenceBooks and 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 Information Systems Basics,

Applications, and Future Directions, Sage publication, 2nd Edition.

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

Online Resources-

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

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

PART-D: Assessment and Evaluation	PA	RT.	-D:A	ssessm	entar	ndEva	Iluation
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Suggested Continuous Evaluation Methods:

Maximum Marks:

100Marks

Continuous Internal Assessment (CIA):

30Marks

EndSemesterExam(ESE):

70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher) InternalTest/Quiz-(2):20&20
Assignment/SerninarTotalMarks30

Hettermarks outofthetwoTest/ Quiz
obtainedmarksinAssignmentshallbe
considered against 30 Marks

EndSemester

Twosection-A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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

COURSECURRICULUM

P	ART	-A: I	ntroductio	n				
		n:Bachelorinl te / Diploma / De	Business Admi egree/Honors)	nistration	Semes	ster-VII	Session:202	4-2028
1	Cour	seCode	E	BSE -08			L	
2	Cour	seTitle	Elective A – Hu Management		ce Managen	nent: Cust	omer Relations	hip
	Cour	seType	Discipline Speci	fic Elective	DSE)			
4	Pre-	requisite(if,any)			Asperreg	uirement	(
5	Cour Outc	rseLearning. comes(CLO)	implement and retain To equip	nt strategies, ning custome	practices and ersprofitably. with a sound	d technolog	usinessessucces gies aimed at wi n of CRMconce	nning
6	Cred	litValue	4Credits			-learning	& Observation	
7	Total	lMarks	Max.Marks:	100				40
PA	RT-B	: Conte	ntoftheCou	rse				
		TotalNo.of Teac	hing-learningPo	eriods(01 Hi	.perperiod)	- 60Period	ls(60 Hours)	
Un	iit			Topics(C	ourseconte	ents)		No.of Period
	I	of CRM, benefit	of Customer Rel ts ofCRM, reason ionship Managem	s for adoptin	g CRM, Con	ceptual Fo	oundations of	15
	П	Meaning and de Satisfaction, ISC	Customer Relati finition, Customer Diguidelines. Customer Loyalty.	r Satisfaction tomer Loyalt	Models, Me	asuring Cu	ıstomer	15
П		Information Te Developments in advantages and	echnology in Cus n CRM; Informat functional compo unagement throug	tomer Relation Technologies of the contract of	ogy Implemen M. Important	ntation in (t CRM Sof	CRM; Features.	15
IV	7	Emerging Dime Customer Recal Service Recover	ensionsand Dyna I,Retention and E ry Management; tors; Role of Soci	mics in Cus experience M Application	tomer Relat	ionship M Service Fa	ilure and	15
Кеуи	vords	Custome	r Relationship M	anagement,	Information	Technolog	gy.	
PA	RT-0		ngResource				~ سو	
78	1 (D	1 D 0 D						

TextBooks, Reference Books and Others

- 1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: EmergingConcepts, 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 PrenticeHall India 4.N Mullick; (2016), Customer Relationship Management Paperback,: Oxford University Press

5. William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship

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

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

119-		ntroduction			
	rogram:Bachelorin]	Business Admir	nistration Sen	nester-VII Session:2024-	2028
1	Certificate / Diploma / Do CourseCode	~	BSE -05		
2	CourseTitle		BSE -05 Ince: Micro Finai		
	CourseType			ice	
4		Discipline Specif	ic Elective (DSE)		
-	Pre-requisite(if,any)			errequirement	
5	CourseLearning. Outcomes(CLO)	Microfina Learn abo Choose a	ance out Microfinance ppropriate mode	ofinance and specific terms used products and Services. I of Microfinance Institutions an	
		develop N	Aicrofinance prod	ducts.	
				ofinance Institutions.	
		Identify the Developm	ne role of Microfin nent.	nance Institutions in Social and Ec	onomi
6	CreditValue	4Credits	Credit=15	Hours-learning&Observation	
7	TotalMarks	Max.Marks:	100		10
PA	RT-B: Conte	ntoftheCou	rse		MINIA!
				eriod)– 60Periods(60 Hours)	
Un	nit Total 10.01 Teac				T 20 /
		10	pics(Coursecon	itents)	No.of Perio
I	Microfinance: Con-	cept and meaning	of microfinance: h	nistory of microfinance; need of	15
	microfinance; Grov	vth of micro-finance	ce industry: key pr	rinciples of microfinance; Micro-	
	finance and related t	erms micro credit,	microcredit loans	s, sustainable microfinance,	
	micro saving, micro	finance institution	(MFI), micro ins	urance, micro finance services,	
	micro finance produ	cts, micro enterpri	se, microfinance o	clients and agriculture micro	
	finance; microfinance	ce client; Differenc	ce between micro-	finance and micro credit	
\mathbf{D}	Micro-finance Proc	1			
		lucts and Service	s: Concept and na	ture of micro-finance products	15
	and services; types of	of micro-finance pr	roducts – micro cr	ture of micro-finance products edits, micro savings, micro	15
	and services; types of insurance, Pension a	of micro-finance prond provident fund	roducts – micro cr and payment tran	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance	15
	and services; types of insurance, Pension a services – financial i	of micro-finance pront of micro-finance produced in the micro-finance of micro-finance produced in the micro-finance produced	roducts – micro cr and payment tran ocial intermediatio	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance ns and social services.	15
	and services; types of insurance, Pension a services – financial i Microfinance Cred	of micro-finance paind provident fund intermediations, so it Lending Model	roducts – micro cr and payment tran ocial intermediatio s: Individual lend	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance ns and social services. ing model; Grameen Bank	15
	and services; types of insurance, Pension a services – financial in Microfinance Cred solidarity lending me	of micro-finance paind provident fund intermediations, so it Lending Model odel; village banki	roducts – micro cr and payment tran ocial intermediatio s: Individual lend ng model; cooper	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance ns and social services.	15
	and services; types of insurance, Pension a services – financial in Microfinance Cred solidarity lending model; and rotating in model;	of micro-finance part	roducts – micro cr and payment tran ocial intermediations: Individual lending model; coopera association.	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance ns and social services. ing model; Grameen Bank ative model; Self-help group	
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П	and services; types of insurance, Pension a services – financial in Microfinance Cred solidarity lending model; and rotating in Microfinance Institutypes; formal financial providers. In Centre Ltd. (RMDC) Banks (CBs); Microfinance and Indicrofinance in device Microenterprise developments.	of micro-finance productions of the provident fund intermediations, so it Lending Model odel; village bankings and credit outions: Objectives tions; attributes of all institutions; sen Rural Self-reliance or Small Farmers Development: Microfit development; Microfit development; Agr	roducts – micro cr and payment tran ocial intermediatio ls: Individual lend ng model; coopera association. s of the Microfinal a good Micro fina niformal financial Fund (RSRF); Ru Development Bank crofinance and wo mance and health; nance and education i- industry and ag	ture of micro-finance products edits, micro savings, micro sfers; Types of micro-finance ns and social services. ing model; Grameen Bank ative model; Self-help group nce institutions; importance of ance institutions; and informal institutions; and informal ural Micro-finance Development at Ltd. (SFDBL); Commercial men empowerment; Role of Microfinance and on; Handicrafts and handloom riculture development;	15

PART-C: LearningResources

Xunn Sal

TextBooks, ReferenceBooks and Others

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

Online Resources-

Exam (ESE):

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

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

PART-D:AssessmentandEvaluation							
Suggested Continuous Evaluation Methods:							
Maximum Marks: 100Marks							
ContinuousInternalAss	ContinuousInternalAssessment(CIA): 30Marks						
EndSemesterExam(ES)	E): 70 Marks						
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				

(ByCourseTeacher) TotalMarksEndSemester Twosection- A &B

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

considered against 30 Marks

30

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

Pro	ART-A: I ogram:BachelorinI	ntroduction		T C : 2024.2	000				
	ministration	Jusiness	Semester-VII Session:2024-2						
	rtificate / Diploma / De	poree/Honors)			19				
1	CourseCode		BSE -06						
2	CourseTitle	Elective B – Fina	ince: Security Analy	sis and Portfolio Manageme	m t				
	CourseType		ic Elective (DSE)	sis and 1 of thome wantageme	111				
4	Pre-requisite(if,any)	р	Asperrequirement						
\dashv	CourseLearning.	> Learn the con							
5	Outcomes(CLO)								
		> Evaluate the p	Evaluate the atjerem types of alternatives. Evaluate the portfolio and portfolio management.						
		> Know the con	cept of risk and retur	ns					
6	CreditValue	Gain the know		l and technical analysis.					
7		4Credits		urs-learning&Observation					
	TotalMarks	Max.Marks:	100	MinPassingMarks:	40				
AF		ntoftheCou							
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.perperio	od) – 60Periods(60 Hours)					
Uni	t	Topics(Coursecontents)							
I	Investments: Investment process, Criteria for Investment, Types of Investors,								
	Investment, Speculati	ion and Gambling	; Elements of Investr	nent, Investment Avenues,					
	Risk Return Relation	Factors influencing selection of investment alternatives.							
	Riskpreference of in	Risk Return Relationship: Meaning of risk, Types of risk, Measuring risk,							
	return, Annualized re	Riskpreference of investors. Meaning of return, measures of return, holding period of return, Annualized return, Expected return, Investorsattitude towards Risk and Return.							
П	Security Market- In	Security Market- Introduction, functions, Secondary Market Operations.							
	StockExchanges inIndia, Security Exchange Board of India, Government Securities								
	Market, Corporate D	ebt Marketand Mo	oney Market Instrume	ents.					
TUT	Fundamental Analy	sis and Technica	l Analysis: Introduct	ion- Investment Analysis;	15				
Ш	Fundamental Analysis; Macro Economic Analysis; IndustryAnalysis; Company								
Ш	Analysis; Trend Analysis; and Ratio Analysis; Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing								
Ш	Fundamental vs Tech	mical Analysis Cl	harting techniques To	inical Analysis, Charting techniques, Technical Indicators, Testing ales and Evaluation of Technical Analysis.					
Ш	Fundamental vs Tech	nnical Analysis, Cl	harting techniques, Te	chnical Indicators, Testing					
	Fundamental vs Tech Technical Trading Ru	nnical Analysis, Clules and Evaluatio	harting techniques,Te on of Technical Analy	sis.	15				
	Fundamental vs Tech Technical Trading Ru Portfolio Managemo Meaning of portfolio	nnical Analysis, Cludes and Evaluation ent: Framework-Po Reasons tohold	harting techniques,Te n of Technical Analy ortfolio Analysis – Se portfolio – Diversifio	sis. election and Evaluation – eation analysis –Markowitz's	15				
	Fundamental vs Tech Technical Trading Ri Portfolio Managemon Meaning of portfolio Model – Assumption	nnical Analysis, Clules and Evaluation ent: Framework-Po-Reasons tohold s—Specific model	harting techniques, Te on of Technical Analy ortfolio Analysis – Se portfolio – Diversifio ; Risk and return opti	sis. election and Evaluation – eation analysis –Markowitz's mization – Efficient frontier	15				
IV	Fundamental vs Tech Technical Trading Ru Portfolio Managemon Meaning of portfolio Model – Assumption – Efficient portfolios	nnical Analysis, Cludes and Evaluation ent: Framework-Polares and Evaluation ent: Framework-Polares and Evaluation entitle and Evaluation entitle entite entitle entitle entitle entite entitle entite entite	harting techniques, Te on of Technical Analy ortfolio Analysis – Se portfolio – Diversific ; Risk and return opti olios –Corner portfoli	sis. election and Evaluation – eation analysis –Markowitz's mization – Efficient frontier	15				
	Fundamental vs Tech Technical Trading Ri Portfolio Managemo Meaning of portfolio Model – Assumption – Efficient portfolios model – Portfolio-eva	nnical Analysis, Cludes and Evaluation ent: Framework-Po- - Reasons tohold of Section of the se	harting techniques, Te on of Technical Analy ortfolio Analysis – Se portfolio – Diversific ; Risk and return opti olios –Corner portfoli – Sharpe's	sis. election and Evaluation – eation analysis –Markowitz's mization – Efficient frontier sos – Sharpe's Single Index	15				
ĪV	Fundamental vs Tech Technical Trading Ru Portfolio Manageme Meaning of portfolio Model – Assumption – Efficient portfolios model – Portfolio-eva Performance Index –	mical Analysis, Cludes and Evaluation ent: Framework-Po-Reasons tohold in Specific model aluation measures Treynor's Perform	harting techniques, Te on of Technical Analy ortfolio Analysis – Se portfolio – Diversific ; Risk and return opti olios –Corner portfoli – Sharpe's nance Index – Jensen	sis. election and Evaluation – eation analysis –Markowitz's mization – Efficient frontier					

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.

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					
ContinuousInternalAsse	ssment(CIA): 30Marks					
EndSemesterExam(ESE): 70 Marks		A.			
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester Exam	EndSemester Exam Twosection- A &B					
(ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks			
,	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-4x10=40Marks			

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

Admir (Certific 1 Co 2 Co 4 Pro 5 Ou 6 Cr 7 To 1 Pro 1 Pro 1 Pro 2 Pro 5 Pro 6 Pro 6 Pro 7 To 6 Pro 7 To 6 Pro 7 To 6 Pro 7 To 7 To 7 Pro 8 Pro 9 Pro 1 Pro	ram:BachelorinE nistration ficate / Diploma / De ourseCode ourseTitle ourseType re-requisite(if,any)	egree/Honors) Bl Elective B – Fina	Semester	r-I	Session: 2024-20)28			
(Certification of the content of the	icate / Diploma / De ourseCode ourseTitle ourseType	Bl Elective B – Fina							
Con	ourseCode ourseTitle ourseType	Bl Elective B – Fina							
Con	ourseTitle ourseType	Elective B – Fina							
Cool 4 Pro 5 Co Ou 6 Cro 7 Tot VART-	ourseType		CourseTitle Elective B – Finance: Financial Literacy & Investment Awareness						
4 Pro Co Ou 6 Cro 7 Tot PART- Unit I F	- 1	Investment Investment Investment Investment Investment							
Co Ou 6 Cre 7 Tot CART- Unit I F	e-requisite(if,any)	Discipline Specif	ic Elective (DSE	E)					
6 Cro 7 Tot PART- Unit I F			As	sperrequir	rement				
6 Cro 7 Tot 2ART- Unit I F	ourseLearning.	> Provide the for							
7 Total	utcomes(CLO)	List out variou	is savings and in	ivestment al	lternatives for a common	ı man.			
7 Total					and stock selection.				
7 Total	reditValue	4Credits			nd the criteria for selection	on.			
Unit I F	otalMarks	Max.Marks:	100		arning&Observation	0			
Unit I F					MinPassingMarks: 4	0			
I F		ntoftheCou							
I F	TotalNo.of Teac	ching-learningPe	riods(01 Hr.per	period)-6	0Periods(60 Hours)				
g		Top	pics(Courseco	ontents)		No.of			
g	Foundation For Fir	nanacal Indonetond	the mend for C.		. 1	Period 15			
5	goals and financial of	nance: Understand the need for financial planning-basic concepts-life bals-form of a sample financial plan for young adults.							
ΙF	Economics-Meaning	scope-key conce	nts influencing of	an for young decisions m	g auuits. akingboth micro and				
	macro.	-scope-key concepts influencing decisions makingboth micro and							
В	Banking in India: T	ypes of Bank Deposits, Deposit Insurance (PMJDY), Traditional and s. Debit and Credit Cards. Digital Payment System-Internet Banking							
N	New Banking Model								
Ω	(NEFT, RTGS and I	MPS) MobileBanl	MPS) MobileBanking, Mobile Wallets, AEPS, UPI.						
C	Orientation to Fina	ncial Statements: financial terms and concepts, model forreading basic ratios for evaluating companies whileinvesting-Time Value of							
fi	financial statements,								
	Money-Concept of C					-			
II II	Investment Manage	ement: Investmen	t Goals-Basic in	vestment of	bjectives-investment	15			
g	goals-time framing-a	assessing risk prof	ile-concept of di	versificatio	n-risk measurement				
IC	ools.Investment and	Saving Alternativ	es for a Commo	on Investor:	Insurance-Health, Life				
D D	Pension Plans Nation	nal Pansian System	Insurance, Prope	ertylnsurand	ce etc). Retirement and				
V	Pension Plans-Nation Yojana,PMLVMY, I	DMKMDV etc. st	n, Atai Pension	rojana, Pivi tuolfunda L	-SYM				
21	andGrievance Redres	ecal	ocks, bolids, mu	tuanunus. 1	nvestor Protection				
	Stock Markets: Prin		Secondary Marke	et StockEv	changes				
S	StockExchange Oper	rations-Trading an	d Settlement De	emat Accoun	nt Denository and	*			
D	Depository Participal	nts.	a settioment, Di	0111417 100041	it, Depository and				
	Stock Selection: Fur		is-Economy Ana	alysis, Indus	strvAnalysis and				
C	Company Analysis.	Technical Analysis	s-Graphical Patt	erns,Candle	e-Stick Patterns,				
In	1' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '	itors.Stock Return	and Risk: Analy	sing risk ar	nd returns trade off-				
re	ndicator and Oscilla		•	100					
III M	elationship-investme	ent risk.							
Fı	elationship-investme Mutual Funds And	ent risk. Financial Planni	ngEssentials: M	lutual Fund	s: Features of Mutual	15			
S	elationship-investme Mutual Funds And Funds, Mutual Fund	ent risk. Financial Planni History in India, N	Majorfunds hous	es in India	and Mutual Fund	15			
Fı	elationship-investme Mutual Funds And Funds, Mutual Fund	ent risk. Financial Planni History in India, N	Majorfunds hous .Net Asset Value	ses in India a e.Criteria fo	and Mutual Fund or Selection of Mutual	15			

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	h: : 1 p: :								
	Financial Planning	g-Sample formats-integrating a	ill the c	concepts learnt with apersonal					
	financial plan.Giv	ng and Supporting-Family Support-Charitable giving-crowd sourcing							
***	forneeds.								
IV	Project Work:				15				
	1. Prepare a Sprea	dsheet modeling using financia	al func	tions.					
		presentation on investment al	ternativ	ves (advantages,					
	sustainability and								
	3. Prepare a exerc	xercise on calculation of net asset value of mutual fund scheme.							
Keywords	Finance,Ba	nking, Stock markets, Mutual Fi	unds, F	inancial Planning.					
PAR	T-C: Learn	ingResources							
Tex	tBooks,Reference	Booksand Others							
1. RBI	Financial Educat	ion Handbook							
2. Pras	sanna Chandra, F	inancial Management, Mc Gr	aw Hi	ll.					
3. Asw	ath Damodaran, C	Corporate Finance, John Wile	y & So	ons Inc.					
4. Pita	bas Mohanty, Spre	eadsheet Skills for Finance Pi	ofessio	onals, Taxmann Publications.					
5. Fisc	her & Jordan, Sec	curity Analysis and Portfolio I	Manag	ement, Prentice Hall.					
6. NSE	Knowledge Hub,	AI-powered Learning Experi	ence P	latform for BFSI					
7. NSE		ation in Financial Markets (1) Modules:					
		nomics for Financial Markets							
	o Financial	Markets (Beginners Module)							
	Mutual FlTechnical	unds (Beginners Module)							
Online	Resources-	Anatysis							
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		nentandEvaluation	usocan	I I UKCII—	************				
Sugge	ested Continuous	Evaluation Methods:		y.					
100-100-100-100-100-100-100-100-100-100	mum Marks:	100Marks							
	nuousInternalAss								
	emesterExam(ESI								
	inuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Qu					
Asses	ssment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshal	lbe				
	ourseTeacher)	TotalMarks-	30	considered against 30 Marks					
EndS	Semester	Twosection- A &B							
Exan	n (ESE):	SectionA:Q1.Objective-10x1=1	0Mark:	Q2.Short answertype-5x4=20Marks					
T DOM: N.A.	i (iii).	SectionB:Descriptiveanswertype	eqts.,10	utof2fromeachunit-4x10=40Marks					
	10:								

Name and Signature of Convenor & Members: (CBOS)

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FOURYEARUNDERGRADUATEPROGRAM(2024–28) DEPARTMENTOFManagement

COURSECURRICULUM

P	A	RT-A:	ntroduction	1				
Pr	og	ram:BachelorinI			Semester-V	II Cassia - 2	034 3035	
(C	7	ficate / Diploma / De	egree/Honors)		Semester-v	II Session:20	024-2025	
1	C	CourseCode	В	BSE -08				
2	C	CourseTitle	Elective B – Fina	lective B – Finance: Insurance & Risk Management				
	C	CourseType	Discipline Specific Elective (DSE)					
4	P	re-requisite(if,any)			Asperrequire	ment		
						ples Of Insurance		
5		CourseLearning. Outcomes(CLO)	> Regulation	ns Relating	g To Life Insuran	ce		
		attentes(CLO)			eneral Insurance ues Of Risk Man			
					d Risk Measuren		8	
6		reditValue	4Credits	Cred	it=15Hours-lear	rning&Observatio	n	
7		otalMarks	Max.Marks:	100	Mi	nPassingMarks:	40	
PA	R		ntoftheCou					
		TotalNo.of Teac	hing-learningPe	riods(01 Hr	.perperiod)– 60I	Periods(60 Hours)		
Un	it		Top	pics(Cours	secontents)		No.of Period	
Ī		Insurance: Historica	al perspective, Meaning, Nature and Scope of Insurance,					
		Classification of Inst	urance Business -	Life Insuran	ce and General Ir	isurance;	15	
		Fundamental princip	les of Insurance -	Essentials o	f Insurance Contr	acts. Indian		
		Markets - Major play	Insurance sector Reforms in India -Liberalisation of Insurance vers of Insurance. Regulation of Insurance-IRDA.					
		Risk Identification :	Business Risk Exposures; Individual Exposures; Exposures of Physical					
			f Financial Assets; Exposures of Human Assets; Exposures to Legal					
		Tr.	to Work Related Injury - Basic Concepts form Probability and					
		Statistics				· •		
П	[Life Insurance: Reg	gulations relating	to Life In	surance - Gener	ral principles of L	ife 15	
		Insurance contract p						
		concept of trusts in I	ife policy; Growth	of Actuaria	l Science - Featui	res of Life Insurance	e -	
		Life insurance contra						
		Classification - classi						
		in profit, Number of						
TT	т .	– Unit Linked Plans. /					5.	
II		General Insurance: Insurance Contract –					15	
		Personal Accident Po	olicy – Child Welf	are Policy, I	Employee Group N	neuiciann Poncy, Insurance – Feature	es	
		of Group Health Insu	rance – Group Av	ailability Pl	an. Fire Insurance	e – Essentials of Fir	e /	
		Insurance Contracts,	Types of Fire Inst	rance Polic	ies and Fire insur	ance coverage.		
		Marine Insurance – T Important Clauses in	ypes of Marine It Marine Insurance	isurance – N : – Marine Ir	larine Insurance l	rinciples – – Marine Ricks		
		Clauses in Marine Po	licyMotor Vehicl	es insurance	- Need for Moto	r Insurance, Types,	of	
		Motor Insurance and	Factors to be con-	sidered for F	remium Fixing –	Miscellaneous		
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Insurance-Rural Insurance-Rural Policies-Obligations of Insurers to the Social Sector. Risk Management: Introduction to Risk Management: Risk - Risk and Uncertainty, 15 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. Keywords Risk Management Risk Control General Insurance PART-C: LearningResources TextBooks, ReferenceBooks and Others Gupta P.K., (2012). Insurance and Risk Management. Bengaluru, Himalayan Publications. Dr. Neelam C. Gulati (2011), Principles of Risk Management and Insurance. New Delhi Excel Publishing. Panda G.S., (2012). Principle and Practice of insurance, Bengaluru, Kalyani publishers. DR. G. Syamala Rao (2011)., Growth and Performance of Insurance Sector with Special Reference to LIC of India. New Delhi, Excel Publishing Online Resourceshttps://www.coursera.org/courses%3Fquery%3Drisk%2520management&ved https://www.tcsion.com/courses/industry-honour-course/insurance-and-risk-management/&ved PART-D: Assessment and Evaluation

SuggestedContinuousEvaluation Methods:

Maximum Marks:

100Marks

ContinuousInternalAssessment(CIA):

30Marks

EndSemesterExam(ES	E): 70 Mar	ks	
ContinuousInternal	InternalTest/Quiz-(2):20&	20	Bettermarks outofthetwoTest/ Quiz
Assessment (CIA): (ByCourseTeacher)	Assignment/Seminar- TotalMarks-	10 30	+obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester	Twosection-A &B		
Exam (ESE):	SectionA:Q1.Objective-10x1	=10Mark	;Q2.Short answertype-5x4=20Marks

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

Nameand Signature of Convene r& Members (CBOS)

COURSECURRICULUM

Introduction

PART-A:

Pro	ogram:Bachelorin F	Business Admin	istration	Semester-	VII Session: 202	24-2028			
-	rtificate / Diploma / De								
2	CourseCode		BSE -05			-			
2	CourseTitle	Elective C – Mar							
	CourseType	Discipline Specif	ic Elective (D	SE)					
4	Pre-requisite(if,any)		Asperrequirement						
	CourseLearning.	Familiaris		ent types of E					
5	Outcomes(CLO)	Differenti	Differentiate between E - Commerce and E- Services						
		Understa	nding Techno	ology in E – Co	mmerce.				
		Facilitating	ng Electronic	Payment Syste	em.				
	A 11.11	➤ Knowledg		ity Issues in E					
6	CreditValue	4Credits		=15Hours-lear	rning&Observation	!			
7	TotalMarks	Max.Marks:	100	Mi	nPassingMarks:	40			
PAF	RT-B: Conte	ntoftheCou	rse						
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.p	erperiod)– 60I	Periods(60 Hours)				
Uni	Introduction to E-		oics(Course			No.of Period			
i	Commerce; E - Com Commerce; Value C	merce vs E – Busi hain in E-Comme petitive Strategy, I usiness – to Custo ness (C2B), Gover	iness; Advanta rce; Porter's v Different Type omer (B2C), C	ages and Disadvalue chain modes of E-Comme dustomer – to - (vantages of E- el; Competitive rce like Business - to Customer (C2C),				
П	E-Commerce and E Traditional v/s E-Ret Retailing; and Chara Web-enabled service specialized services.	tailing; Key succest cteristics of E – R	ss factors in E etailing; E - S	 Retailing; Meservices: Category 	ented Approach: odels of E – ories of E - Services, nt, Auctions and othe	15			
Ш	Technology in E-Co Basic Network Archi Hardware and Softwa Wide Web; Web Sys Internet Service Prov marketing techniques tracking customers, of Hypertext Transfer P	itecture and the La are Considerations tem Architecture; rider[ISP]; register s, e-cycle of intern customer service, I rotocol [HTTP]; C	yered Model; s; Intranets and Building and ring a domain et marketing, Uniform Resort Cookies.	Internet Archited Extranets; The hosting your we name, web prorepersonalization urce Locator [U	ecture; Network e making of World ebsite: choosing an motion, internet , mobile agents, [RL's]; and	; 15			
IV	Electronic Payment Cards, E money, Electronic Payme	etronic and Digital king Solutions [Cional Payments Coinal Payments Coinal Paymerce: See Client Threat, Con	wallet, Digita BS]; Mobile F rporation of Ir curity Threats nmunication (al Signature (Co Payments; Unification [NPCI]; Security in Cy Channel Threat,	oncepts), Payments ed Payments berspace; Kinds of Server Threat, Other	15			
Keyword	Programming Threats E- Commerce.	E- Services, Electro	onic Payment	Encryption and	Decryption.				
	La Commerce,	L- Seivices, Liectic	mic Fuyment S	ysiem.	C hlad	2			

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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 70 Marks

EndSemesterExam(ESE):70 MarksContinuousInternal
Assessment (CIA):
(By Course Teacher)InternalTest/Quiz-(2):20&20
Assignment/Seminar-
TotalMarks-Bettermarks outofthetwoTest/ Quiz
+obtainedmarksinAssignmentshallbe
considered against 30 Marks

EndSemester

Twosection-A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSECURRICULUM

	4	COOKSI	COKK	ICOTOM				
PA	ART-A:	ntroduction	1					
Pro (Cer	ogram:Bachelorin I etificate / Diploma / De	Business Admir	nistration	Semester	-VII	Session:2024	-2028	
1	CourseCode		BSE -06					
2	CourseTitle	Elective C – Marketing: Retail Management						
	CourseType	Discipline Specif	ic Elective	(DSE)				
4	Pre-requisite(if,any)			Asperrequ	ireme	nt	*	
	CourseLearning.	> Knowledge of	the types an	d forms of Re	tail hus	siness		
5	Outcomes(CLO)	> Ability to exan	nine Consul	ner Behaviou	r in var	rious environments	7.	
		> Ability to anal	yse various	Retail operation	ons and	l evaluate them.		
		> Ability to anal	yse various	marketing mis	x eleme	nts in retail operat	tions.	
_		Learning of I	nformation	Technology in	a Retail	business.		
	CreditValue	4Credits	Cred	it=15Hours-	learnii	ng&Observation		
7	TotalMarks	Max.Marks:	100				40	
AF	RT-B: Conte	ntoftheCou	rse					
				nerneriod)	60Peri	ods(60 Hours)		
Unit	t		hing-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours) Topics(Coursecontents)				No.of	
						Period		
I	RETAIL BUSINES	S:Definition – fur	nctions of re	etailing - types	of reta	iling – forms of	15	
	retail business owner	retail business ownership; Retail theories – Wheel of Retailing – Retail life cycle: Retail						
	business in India: In	fluencing factors -	luencing factors –present Indian retail scenario					
	CONSUMER BEH	AVIOUR IN RETAIL BUSINESS: Buying decision process and ailing – Influence of group and individual factors: Customer						
	its implication on ret							
	shopping behaviour;	shopping behaviour; Customer service and customer satisfaction.						
II	RETAIL OPERAT	RETAIL OPERATIONS: Factors influencing location of Store - Market area analysis -						
	I rade area analysis –	Trade area analysis – Rating Planmethod - Site evaluation. Retail Operations: Stores						
	Layout and visual merchandising; Storesdesigning; Space planning; Inventorymanagement; Merchandise Management; Category Management.							
III	DETAIL MADIZET	III; Merchandise I	vianagemen	t; Category M	anagen	nent.		
TIL	RETAIL MARKET	Managament revi	uction -Pro	duct: Decision	s relate	d to selection of	15	
	goods (Merchandise Pricing: Influencing	factors - approach	sited) –Deci	sions related t	o deliv	ery of service.		
	Markdown pricing. P	Place: Supply chan	nel – SCM	g – pricesensii principles – P	.1VIIy -	value pricing –		
	computerized repleni	shment system = 0	cornorate re	plilicipies – K nlenishment n	olicies	Dromotion		
	Settingobjectives – co	ommunication eff	ects - promo	pionishmem p otional mix	oncies.	riomotion.		
IV	INFORMATION T	ECHNOLOGY I	N RETAIL	ING: Non stor	re retai	ling (e-retailing)	15	
	The impact of Inform	nation Technology	in retailing	- Integrateds	vstems	and networking	15	
	EDI – Bar coding – E	Electronic article s	urveillance	– Electronic sl	helf lab	els		
	Customer database	management syste	em.	-				
word		s, Retail Operations		keting Mix, IT	In Reta	iling.		
AF	Mark Production Control Contro	gResources						
Te	xtBooks,ReferenceBo							
	a Nair; Retail Manage		· ·				71/	
	thic - Retail Managen							

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:Assessi	mentandEvaluation					
Suggested Continuous	Evaluation Methods:		•			
Maximum Marks:	100Marks					
ContinuousInternalAss	essment(CIA): 30Marks					
EndSemesterExam(ES)	E): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=1	ectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks				
()	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-4x10=40Marks			

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

PA	ART-A:	ntroduction	1	*	2			
Pro	ogram:BachelorinI	Business Admin	istration	Semester-VII	Session:202	4-2028		
1	<i>rtificate / Diploma / De</i> CourseCode	7	BSE -07	,	<u> </u>	<u>, </u>		
2	CourseTitle			D.I. •				
		Elective C – Mar						
4	CourseType	Discipline Specif	ic Elective (D	OSE)				
4	Pre-requisite(if,any)			Asperrequiremen				
_	CourseLearning.	> To Know the	To Know the need for studying consumer behavior.					
5	Outcomes(CLO)	To analyze th	e factors tha	it affect consumer b	ehavior.			
	*	To learn the	concepts rel	ated to consumer p	erception, lear	ning and		
ē				associated with it.				
		Learning abo	out the facto	rs affecting the con	nsumer in soco	-cultural		
		setting.		1.				
		consumer.	post purchas	e behavior and the te	chnological imp	act on		
6	CreditValue	4Credits	Credit	=15Hours-learning	& Observation			
7	TotalMarks	Max.Marks:	100			40		
PAF	RT-B: Conte	ntoftheCour		TYRIAI 665	511151111111111111111111111111111111111			
				· I) (OT) ·	I ((0 YY			
Unit				perperiod)– 60Perio	ds(60 Hours)	T		
UIII		Tor	oics(Course	econtents)		No.of		
I	Consumer Behavio	r.Introduction Co.	ncentandneed	forstudyofConsumer	Daharrian	Period 15		
	Application of Cons	umer Behavior: Fa	ectors affectin	gconsumer behavior:	Individual	13		
	consumer process; F	eatures	·	geomeanier benavior,	, marviduai			
	ofindividualconsume		ners,Consume	erdecision-	×			
	makingprocess,Orga	nizationalconsume	er;Organizatio	onalconsumerdecision	n-			
	makingprocess;Cons				a .			
II	ConsumerMotivation	onandPersonality	: Conceptofn	notivation, Needs and	l Goals;	15		
	Dynamic nature of n	notivation; Hierarc	chyofneeds; A	trioofneeds;Majoras _l	pectsof			
	motivation research,	Personality conce	pt and Charac	cteristics;Stagesinthed	development			
III	ofpersonality; Selfand		A 44.4 - J C			1 1 2		
TIL		on, Learning and ption:Factorsinflue	Attitude: Co	oncept ion;Dynamicsofperce	4:O	15		
	rImagery;Concept,Pi	ocess and theories	of learning:	Concept and	epilon;Consume			
	CharacteristicsofAtti	tude:Factorsinvolv	vedinattitudef	ormation: Modelsof				
	Attitude;Cognitivedi	ssonanceandAttrib	outiontheories	•				
\mathbf{IV}	ConsumerinSocio-					15		
	Culturalsettings:Re	ferenceGroups;Far	milyInfluence	esandLifeCycle;Socia	lclassanditsMea			
	surements; Cultural I	Influence on Const	umer Behavio	our;Cross-				
	Culturaldimensionso	fConsumerBehavi	or;Cross- Cul	tural dimensionsofco	nsumeranalysis.	\mathcal{M}		
	Post Purchase Beha			:C)	_//		
	csinfluencingdiffusio	n Resistancetoins	ovation Adam	ionofinnovation, Prod	uctcharacteristi			
	RoleofConsumerInvo	Olvement Custome	erSatisfaction	ConsumerRehaviour	inMarketingSt			
	tegy, Technology'sin	npacton Consumer	. Sansiacholl, S.		muviai keungstra	0		
Keyword				otivation, Personality.				
		Nuc		A	6	+		

PART-C: LearningResources

TextBooks, Reference Books and Others

- 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

PARI-D:ASSESSMENTANGEVALUATION					
Suggested Continuous	Evaluation Methods:				
Maximum Marks:	100Marks				
ContinuousInternalAss	sessment(CIA): 30Marks				
EndSemesterExam(ES	E): 70 Marks				
ContinuousInternal			Bettermarks outofthetwoTest/ Quiz		
Assessment (CIA):	Assignment/Seminar-	10	*obtainedmarksinAssignmentshallbe		
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks		
EndSemester	Twosection- A &B				
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks		
	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-4x10=40Marks		

Name and Signature of Convenor & Members: (CBOS)

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FOURYEARUNDERGRADUATEPROGRAM(2024–28) DEPARTMENTOFM anagement

COURSECURRICULUM

		ntroductio					
Pro	ogram:BachelorinI	Business Admi	inistration	C	B 788	G	
(Ce	rtificate / Diploma / De	egree/Honors)		Semester	-VII	Session:2	024-202
1	CourseCode		BBSE -08				
2	CourseTitle	Elective C – Ma	arketing: Ad	lvertising & N	Media Ma	nagement	
	CourseType	Discipline Spec			1100100 11100	magement	
4	Pre-requisite(if,any)				111401000101	£	
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 advertising and brand strategy.						strategies peal of
	C 1'4\7 1	> Evaluate the	effectiveness	of advertising	g and ager	icies role.	
	CreditValue TotalMarks	4Credits		lit=15Hours-			on
		Max.Marks:	100		MinPass	singMarks:	40
PAR		ntoftheCou					
	TotalNo.of Teac	hing-learningP	eriods(01 H	r.perperiod)–	60Period	ls(60 Hours)	
Unit I	Topics(Coursecontents) Integrated MarketingCommunication [IMC]:Integrated marketing communication,				No.of Perio		
1	AIDA Model, Setting elements of IMC; Ro advertising, Social, E	g goals and object ble of advertising	tives,concer inIndia's ec	ot of DAGMA onomic devel	R in setting	o objectives	15
II	Consumer and Med association, persuasic advertising planning; disadvantages of prin planning, mediaselec	lia: How advertison, behaviour, As Advertising Med at, Television, Rad tion, Media Sche	sing works: p sociating feed lia; industry dio, Internet, eduling strate	perception, copeling with brain structure, fund Outdoor, Bases, setting more	nds, Use of ctions, advice concept dia budge	f research in vantages, t of media	15
III	Advertising Program BuildingAdvertising howto design and program advertising appropria Copywriting for print	m: Planning and Program: Messa oduce advertisem ation; Art of copy t, Audio, TV and	managing cr ge, Theme, a ents; Advert writing; Gui outdoor med	eative strategid vertising applissing Budget: delines for collia.	es; Creative cals; Advenature and pywriting;	ve approache ertising layou I methods of	it.
IV	Other Elements of I Mouth; Consumer an domains; Using publi event management; V Measuring Effective and various types ofte importance, organizationship, compensationship, com	d trade sales produce relations in image of the relations in image of the relations. The relations is the relations and relations of the relat	motion; applage building ouilding organ Advertising ost testing:	ication of sale Planning and nic word of m Effectiveness dvertising age	s promotion I executing nouth comments stages of encies: hist	on in different g events, munication. evaluations	15 .t
(eyword			nication C	Machine Maria	. 4.7	<u> </u>	102
	integratea Ma	rketing Commu	accution, Co.	nsumer, Media	, Advertisir	ıg	

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PART-C: LearningResources

TextBooks, Reference Books and 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, 9thedition, 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:

Maximum Marks:

100Marks

ContinuousInternalAssessment(CIA): EndSemesterExam(ESE):

30Marks 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)

InternalTest/Quiz-(2):20&20
Assignment/SeminarTotalMarks10

Bettermarks outofthetwoTest/ Quiz

+obtainedmarksinAssignmentshallbe
considered against 30 Marks

EndSemester

Twosection-A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

P	ART-A:	Introduction					
Ad	ogram:Bachelorin		Semester-VIII	Session:20 2025	024-		
1	ertificate / Diploma / CourseCode		BBSC-20				
2							
	CourseTitle		egic Management				
_	CourseType		ific Course (DSC)				
4	Pre-requisite(if,an		Asperr	equirement			
5	CourseLearning. Outcomes(CLO)	> Familiarize t	ncept of strategic managen he students with the impor usiness performance of an	tance and relevance of strategy	in		
6	CreditValue	4Credits	4Credits Credit=15Hours-learning&Observation				
7	TotalMarks	Max.Marks:	100	MinPassingMarks:	40		
PAF	RT-B: Con	tentoftheCours	se				
		eaching-learningPer	riods(01 Hr.perperiod)– 6	0Periods(60 Hours)			
Uni			opics(Coursecontents)		No.of Period		
I	Strategic planning strategy andtactic strategic decisions strategic manager	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.					
П	individual and or andobjectives are	ganizationgoals: A Ch formulated, why do n es, goals and Strategy:	nission and objective chang	re pursued, how are mission	15		
П	and appraisal, whe SWOT: Atool of extechnique of diagram information. Organisational characteristics of the companisation of the compa	ment: Analysis and a yenvironmental scann environment analysis, nosis, decision making ange and Innovation:I	ing and analysis, compone techniques of environment	al search andanalysis, ETOP: A nge, causes or forces of ge strategy, creativity			
IV	Generic Compet strategy,competiti strategy:- Concep defensive strategy Strategic Evalua evaluating, criteri ofexternal control	ive marketing strategy t of corporate strategy y, scope and significan tion and Control:Eva afor evaluation and thes.	option, offensive vs. defer y, offensive strategy, ace of corporate strategy aluation of strategy and strate e evaluation process, strate	ategic control, why strategy	15		
cywur	Strategic N	uanagement, Mission, C	Objectives, Goals, Ethics, Ext	ernal Environment.			

PART-C: LearningResources

TextBooks,ReferenceBooksand Others

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Sal Day

- 1. Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies 🗆 Nag, A. (2011).
- 2. Strategic Management Analysis, Implementation and Control, Vikas Publishing House
- 3. Kachru, U. (2005). Strategic Management Excel Books
- 4. J.A. Pearce & R.B. Robinson; Strategic Management Formulation 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

Twosection-A &B

(ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

P	AF	RT-A: I	ntroduction	,				
		ram:BachelorinI		istration	Semester-V	III Session:2024	4-2028	
17 "	ertij	ficate / Diploma / De	egree/Honors)					
1	C	ourseCode	BI	BSE -09			The state of the s	
2	C	ourseTitle	Elective A – Hun	an Resour	ce Management:	Project Manageme	nt	
	C	ourseType	Discipline Specifi	c Elective (DSE)			
4	P	re-requisite(if,any)			Asperrequire	ment		
	C	ourseLearning.	➤ Know the co	ncept of Pro	oject Managemei			
5	O	outcomes(CLO)	Learnthetoolsa	indtechniqu	esofProject Mana	gement.		
6		reditValue	Compare the i			ement and Project Ap		
7		otalMarks	4Credits Max.Marks:	100		ning&Observation		
						nPassingMarks:	40	
PA	K		ntoftheCour					
Un	:4	I otalivo.of Teac				Periods(60 Hours)	T	
UII	11	2	lop	oics(Cour	secontents)		No.of Period	
I		Project Manageme	nt: Definitions, Si	gnificance,	and Characteristic	es of Project, Scope of		
		Project Management	Types of Projects, Project Life Cycle and its different phases.					
		Project Management	Process: Introduc	Process: Introduction, Tools & Techniques of Project Management,				
		information Doman	s, Market & Demand Analysis, Collection of Primary & Secondary I Forecasting, Market Planning, Project Planning: Generation and					
		Screening of Project	u Forecasting, Mai s Ideas Monitorin	ket Planning the Environment	ig, Project Plannir	ig: Generation and		
		Preliminary Screening	19. Sources of Pos	itive Net Pr	esent Value	Appraisai,		
II	[Project Analysis: M	Sarket Demand and	Situationa	l Analysis, Demai	nd Forecasting.	15	
		Technical analysis: I	Location and Site,	Project Cha	rts and Layouts. I	inancial Analysis:		
		Cost of Project, Mea	ns of Finance, Cos	st of Produc	tion, Working Ca	pital Requirement		
		and its Financing.						
		Analysis of Project						
		CriticalSourcesof Ri Selection of a Projec		iysis,scenai	noAnarysis,Decis	ion-treeAnalysis,		
II		Project Appraisal:		sis (Cash flo	ow projections). F	inancial Evaluation:	15	
		Capital budgeting tea	chniques-discounte	ed and non-	discounted, Project	et Rating Index,		
		Critical examination	of evaluation tech	niques, Eco	nomic, Commerc	ial, Social cost		
17	7	benefit analysis in pu	ablic and private se	ectors, Inves	stment criteria and	l choice of technique	; <u>.</u>	
IV		Project Implementa	ation:FormsofProj	ectOrganiza	ation,Project Cont	rol & Control Charts	5, 15	
		Human aspects of primplementation, Int	roduction to Pro	Prerequisi	ites for a succe	essful project		
		Determination of critic				enort Project		
		Termination-Types a	and Process.		110,110,110,000	, port, 110,000	>	
Keywo				lysis, Projec	t Risk, Project App	raisal, Project Implen	rentation.	
PA	R		gResources					
T	ext	Books,ReferenceBo	oksand Others			^	Λ	
							. 11	

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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:Assessme	ntandEvaluation

Suggested Continuous Evaluation Meth	iods:
Maximum Marks:	100Marks
Combination II	2024

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

InternalTest/Quiz-(2):20&20
Assignment/Seminar- 10

Bettermarks outofthetwoTest/ Quiz
*obtainedmarksinAssignmentshallbe
considered against 30 Marks

(ByCourseTeacher)
EndSemester

ContinuousInternal

Assessment (CIA):

Twosection-A &B

TotalMarks-

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

30

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

PAR		ntroduction			*					
Progi (Certif	ram:BachelorinBus ficate / Diploma / Degre	iness Administ e/Honors)	ration	Semester-V	III Session:202	4-2028				
1	CourseCode	В	BSE -10							
2	CourseTitle	Elective A – Hui Performance Ma	ctive A – Human Resource Management: Compensation & formance Management							
	CourseType		pipline Specific Elective (DSE)							
4	Pre-requisite(if,any)		Asperrequirement							
	CourseLearning.	> Learn the con	cents of Ca	ompensation man	agamant					
5	Outcomes(CLO)	> Describe job e	valuation a	ind its methods.	ugemeni.					
		Evaluate the a	lifferent me	thods of wages.						
		Describe perfo	rmance m	anagement and n	nethods of performan	ce				
		management.								
6	CreditValue	> Preparation of								
7	TotalMarks	4Credits			arning&Observation	2				
		Max.Marks:	100	I. M.	IinPassingMarks:	40				
PART-		toftheCourse								
	TotalNo.of Teaching	g-learningPeriod	ls(01 Hr.pe	erperiod)– 60Per	iods(60 Hours)					
Unit	Compensation Man			rsecontents)		No.of Period				
	Incentis and Employ Incentive Match Plar Concept in Compens Compensation Issues Compensation Strate Strategies, Compensa Policies.	resionPlans, Profit verCosts for ESOF of forEmployees; Costion Managements, Compensation Negy: Organizational ation Strategies as	Sharing Place of Sharin	an, Stock Bonus Fall Retirement Account and Non-composition as Retention in Multi-Nation and Factors Affect Part of HRM, C	Plan, ESOP, Employer ount, Savings bensation Dimensions on Strategy, al organizations oting Compensation ompensation	1				
П	System(FES), Using I Wage and Salary Ac - Wage Payment – Sa for CompensationFix Dearness Allowance - Wages - Incentive Sch	Point Factor Meth lethods, Job Evaluate FES to determine a dministration: The lary Administration ation - Component Basis for calculate memes - Individual	od of Job Ination Community Job Worth, eories of Won. Differents of Wagestion - Time I Bonus Sch	Evaluation: Comb mittee, Factor Ev Position Evaluat Vages - Wage Struce between Salar s - Basic Wages - Rate Wages and nemes, Group Bo	ining Point factor and aluation ion Statements. Inture - Wage Fixation y and Wages - Basis	n				
Ш	ofvarious Labour Lav Performance Manag	rement and Issue	s In Perfor	ay Koll	manti Erraluti C	15				
	Performance Manage Performance Manage Performance Manage Engagement and Performanagement. Performance	ment, Definitions ment, Aims and P ormance Manager	of Perform urpose of F ment, Princ	ance Managemer PerformanceMana iples andDimensi	at,Importance of agement, Employee ons of Performance	15				
	Performance Appraisa Feedback, 360-Degree	al Feedback: Role	. Types and	Principles, Level	s of Performance					

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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.	15
	4.Study any one contemporary practice of Performance ManagementSystem (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)	20
Keywords	Compensation Management, Job Evaluation, Wage & Salary Administration, Performance App	raisal.

PART-C: LearningResources

TextBooks, Reference Books and Others

- 1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
- 2. Michael Armstrong & Samp; Helen Murlis: Hand Book of Reward Management Crust Publishing House.
- 3. Milkovich & Dewman, Compensation, Tata McGraw Hill
- 4.Richard I. Anderson, Compensation Management in Knowledge basedworld, 10th edition, Pearson Education
- 5. Thomas. P. Plannery, David. A. Hofrichter & E. Platten: People, Performance & E. Play Free Press.
- 6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
- 7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
- 8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
- 9.BD Singh, Compensation & Samp; 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-performancemanagement-and-compensation/&ved

https://www.phindia.com/Books/BookDetail/9788119364039/performance-appraisal-and-compensationmanagement-goel&ved

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks:

100Marks

ContinuousInternalAssessment(CIA)	30Marks		
EndSemesterExam(ESE):	70 Marks		
ContinuousInternal	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz	
Assessment (CIA):	Assignment/Seminar-10	+obtainedmarksinAssignmentshallbe	
(ByCourseTeacher)	TotalMarks-30	considered against 30 Marks	
EndSemester Exam	Twosection- A &B SectionA:	Q1.Objective-10x1=10Mark; Q2.Short	
(ESE):	answertype-5x4=20Marks SectionB: Descriptive answertypeqts., 1out of 2		
	from each unit-4x10=40Marks		

Name and Signature of Convenor & Members: (CBOS)

COURSECURRICULUM

Pr	.00	ram:BachelorinI	Business	Semester-VIII	Session:2024-20	170		
		inistration	Justicss	Semester-vill	SCSS1011.2024-20	140		
		ficate / Diploma / De	egree/Honors)					
1	1	ourseCode	Y	BSE -11				
2	C	ourseTitle	Elective A – Hui	man Resource Managem	nent: Industrial Relations			
	C	ourseType		fic Elective (DSE)	Tome Industrial Relations			
4		re-requisite(if,any)	- sorpine specif		Taire over a vad	···		
			N C	Asperreq				
CourseLearning. 5 Outcomes(CLO)			> Sensuize the s	tudents with the Industri lents to Basic Concepts is	al Relations scenario in Inc	dia		
		utcomes(CLO)	> Enable studen	ients to busic Concepts that its understand the dynam	n Industrial Relations nic nature of Indian Indust	tvial		
			Relations	is, and stand the agreen	uc nature of matan maust	itut		
6	C	reditValue	reditValue 4Credits Credit=15Hours-learning&Observation					
7	T	otalMarks	Max.Marks:	100		10		
A	RT	Г-В: Conte	ntoftheCou	rse		·		
				riods(01 Hr.perperiod)-	- 60Periods(60 Hours)			
Un	it			pics(Coursecontents		No.o		
		Topics(Coursecontents)						
I		Industrial Relations (IR): Definition, Scope, Objectives, Factorsaffecting IR,						
		Participants of IR, Ir	nportance of IR. A	Approaches to Industrial	Relations, System of IR			
		in India.						
D	[Collective Bargaini	ng: Definition, M	leaning, Nature, essential	conditions for the success	15		
		ofcollective bargaini	ng, Functions of (Collective Bargaining, In	portance of Collective	×		
		Bargaining, Collecti		ocess. Problem solving attitude,	T1			
		Negotiation Negotia	ation Process Esse	ential skills for Negotiation	on, Workers Participation			
		in Management.		chilai skiiis ioi negoliali	on, workers rarnerpation			
Il			ning, Trade Union	n movement in India. Obj	jective. Role and functions	15		
		Trade Unions: Meaning, Trade Union movement in India, Objective, Role and functions of the Trade Unions in Modern Industrial Society of India, Procedure for registration of						
		Trade Unions,Groun	ds for the withdra	wal and cancellation of r	egistration, union			
				f Trade Unions, Problems	s of Trade Unions,			
TX		Employee Relations						
I	'	Grievance: Meaning	g and forms, source	es of grievance, approach	hes to grievance	15		
		machnery,Ghevanco procedures, approact	e procedures, and	model grievance procedu	ire. Disciplinary			
				s And Challenges - Liber	olization and Indian			
		Industrial Relations.	The future of Indu	strial Relations in the wa	ke of changes in work			
		culture. Effects ofcha	anges in Labour L	aws on Indian Industrial	Relations			
2ywc	ords			argaining, Trade Union, C				
_	0		gResource					
A	100		-21					
		Books,ReferenceBo						

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					
ContinuousInternalAss	sessment(CIA): 30Marks					
EndSemesterExam(ES	E): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks			
	SectionB:Descriptiveanswertype	qts.,1o	utof2fromeachunit-4x10=40Marks			

Name and Signature of Convenor & Members:

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FOURYEARUNDERGRADUATEPROGRAM(2024–28) DEPARTMENTOFM anagement

COURSECURRICULUM

Adm (Certii 1 C 2 C 4 P 5 C 6 C	CourseType Pre-requisite(if,any) CourseLearning. Dutcomes(CLO) CreditValue TotalMarks T-B: Conte	Belective A – Hur Discipline Special To provide an Students will	fic Elective (DSE) Asperreq overview of Training an	d Development in the organ rtance of Training in organ rammes.	ment	
1 C 2 C 4 P 5 C 7 T PAR	CourseCode CourseTitle CourseType Pre-requisite(if,any) CourseLearning. Outcomes(CLO) CreditValue CotalMarks T-B: Conte	Elective A – Hunder Discipline Special Discipline Special Discipline Special Discipline Special Discipline Students will a Design and evaluation Design and evaluation Discipline Disciplin	man Resource Managen fic Elective (DSE) Asperreq n overview of Training an be able to learn the impo valuate the Training Prog	uirement d Development in the organ rtance of Training in organ rammes.	nizatioi	
2 C C C C C C C C C C C C C C C C C C C	CourseTitle CourseType Pre-requisite(if,any) CourseLearning. Outcomes(CLO) CreditValue CotalMarks T-B: Conte	Elective A – Hunder Discipline Special Proposition of the Discipline Special Provide and Provide and Example 1997 Students will be a provide and every special provide and	man Resource Managen fic Elective (DSE) Asperreq n overview of Training an be able to learn the impo valuate the Training Prog	uirement d Development in the organ rtance of Training in organ rammes.	nizatio	
5 C C C C C C C C C C C C C C C C C C C	CourseType Pre-requisite(if,any) CourseLearning. Outcomes(CLO) CreditValue TotalMarks T-B: Conte	Discipline Special To provide and Students will a Design and ev	fic Elective (DSE) Asperreq overview of Training and be able to learn the impo valuate the Training Prog	uirement d Development in the organ rtance of Training in organ rammes.	nizatio	
4 P 5 C 7 T PAR	Pre-requisite(if,any) CourseLearning. Outcomes(CLO) CreditValue TotalMarks T-B: Conte	> To provide an > Students will to provide and even to provide and	Asperreq n overview of Training and be able to learn the impo valuate the Training Prog	d Development in the organ rtance of Training in organ rammes.	nization nisation	
5 CO 7 T PAR	CourseLearning. Outcomes(CLO) CreditValue CotalMarks T-B: Conte l	> Students will be Design and evaluated 4Credits	overview of Training and be able to learn the impostalluate the Training Prog	d Development in the organ rtance of Training in organ rammes.	nizatio nisatio	
6 C 7 T	Outcomes(CLO) CreditValue TotalMarks T-B: Conte	> Students will be Design and evaluated 4Credits	overview of Training and be able to learn the impostalluate the Training Prog	d Development in the organ rtance of Training in organ rammes.	nizatioi nisatioi	
7 T	otalMarks T-B: Conte i		Credit=15Hours	Lognesius P. Obsamadi		
PART	T-B: Conte	Max.Marks:		-ieurning&Ooservaiion		
			100	· · · · · · · · · · · · · · · · · · ·	10	
Unit		ntoftheCou	rse			
Unit	TotalNo.of Teac	- hing-learningPe	eriods(01 Hr.perperiod)-	- 60Periods(60 Hours)		
Unit Topics(Coursecontents)				No.of Perio		
II	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. Training & Development Organizations and Policies: Training Centers inorganizations- Role of external agency in T&D- Training as consultancy - Evolving Training Policy; Training budget and schedules/calendar, Training needs assessment: Training Needs Assessment - Definition and purposes –					
	Components of Needs assessment; Advantages- Competency modeling - Organization					
Ш	Analysis - Team Workfor Conducting Training Needs Analysis - selection of Trainees. I Design of Training Programme: Course content design – Trainer skill development – Facilitiesdesign - Trainee design - Resistance in Training, Motivation of Trainee: Goal setting - Pre-training communication – Use of ice breakers to stimulate interest.				15	
IV	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 - EffectivenessEvaluation criteria- Kirkpatrick model.					
eywords		elopment. Training	Functions, Training Meth	ands		

TextBooks, Reference Books and 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

Online Resources-						
https://www.coursera.org/courses%3Fquery%3Dtraining%2520and%2520development&ved						
https://inflibnet.ac.in/docs/erm brochure.pdf&ved						
PART-D:AssessmentandEvaluation						
SuggestedContinuousEvaluation Methods:						
Maximum Marks: 100Marks						
ContinuousInternalAssessment(CIA): 30Marks						
EndSemesterExam(ESE): 70 Marks						
ContinuousInternal	InternalTest/Quiz-(2):20&2	0	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B		,			
Exam (ESE):	SectionA:Q1.Objective-10x1=	10Mark	Q2.Short answertype-5x4=20Marks			
	SectionB:Descriptiveanswerty	peqts.,10	utof2fromeachunit-4x10=40Marks			

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

Administ (Certificate 1 Cours 2 Cours Cours 4 Pre-re Cours 5 Outco 6 Credi 7 Total PART-B: Unit I Fina Doct	te / Diploma / Deservate of the second of th	Elective B – Find Discipline Special Property Analyze and Access the different Execute the substitute of the Special Property Access the different Execute the substitute of the Special Property Access the different Execute the substitute of the Special Property Access the different Execute the Special Property Access the different Execute the Special Property Access to the Execute the Special Property Access the Discourse the Special Property Access the Discourse the Execute the Exe	model financial data. fferent open-source dom build model on time ser tatistical analysis using	quirement ains. ies data. python. rs-learning&Observation				
Cours Cours Cours Pre-re Cours Cours Total Total Unit I Fina	seCode seTitle seType equisite(if,any) seLearning. omes(CLO) stValue Marks Conte	Elective B – Find Discipline Special Property Analyze and Access the different Evaluate and Execute the substitute of th	nance: Financial Analytic Elective (DSE) Asperred model financial data. If ferent open-source dome build model on time sertatistical analysis using the control of the con	quirement ains. ies data. python. rs-learning&Observation				
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4 Pre-re Cours Outco 6 Credi 7 Totali PART-B: Tunit I Fina	equisite(if,any) seLearning. omes(CLO) itValue Marks Conte	Discipline Special Discipline Special Discipline Special Discrete Special Discrete Special Discrete Di	ific Elective (DSE) Asperred model financial data. fferent open-source dom build model on time ser tatistical analysis using p	quirement ains. ies data. python. rs-learning&Observation				
Cours Outco 6 Credi 7 Totali PART-B: Tunit I Fina	seLearning. omes(CLO) tValue Marks Conte	> Analyze and a Access the dig > Evaluate and > Execute the s 4Credits Max.Marks:	Asperred model financial data. fferent open-source dom build model on time ser tatistical analysis using p Credit=15Hour	ains. ies data. python. rs-learning&Observation				
6 Credi 7 Totali PART-B: Tunit I Fina	seLearning. omes(CLO) tValue Marks Conte	> Access the dip > Evaluate and > Execute the s 4Credits Max.Marks:	model financial data. fferent open-source dom build model on time ser tatistical analysis using j Credit=15Hour	ains. ies data. python. rs-learning&Observation				
7 Totali PART-B: TUnit I Fina Document	Marks Conte	4Credits Max.Marks:	Credit=15Hour	s-learning&Observation				
PART-B: Unit I Fina Document	Conte							
Unit Fina		ntoftheCou	·····	MinPassingMarks:	40			
Unit Fina		114014110000	PART-B: ContentoftheCourse					
Unit I Fina Docu		hing-learningP		- 60Periods(60 Hours)				
Doc	TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours) Unit Topics(Coursecontents)				No.of Perio			
uisce	Financial Analytics: Meaning-Importance of Financial Analytics uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel)				15			
II Access to Financial Data Using Latest Technology: Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).				15				
III Time secti- expo laggi retur	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 and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing							
return series data (simple returns and logarithmreturns) (using Excel). IV Python: Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data. Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.								
eywords	Financial Ana	lytics, Financial L	Data, Time Series, Python.		1			

PART-C: LearningResources

TextBooks, Reference Books and 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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Pavel Ryznov, PACKI

Online Resources-							
https://usiu-ke.libguides.com/c.php%3Fg%3D942895%26p%3D6796651&ved							
https://imarticus.org/blo	https://imarticus.org/blog/what-are-some-good-resources-about-learning-financial-analysis/&ved						
	PART-D:AssessmentandEvaluation						
	Suggested Continuous Evaluation Methods:						
Maximum Marks: 100Marks							
ContinuousInternalAssessment(CIA): 30Marks							
EndSemesterExam(ESE): 70 Marks							
ContinuousInternal	InternalTest/Quiz-(2):20&2	0	Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester	Twosection- A &B						
Exam (ESE):	SectionA:Q1.Objective-10x1=	10Mark	Q2.Short answertype-5x4=20Marks				
(SectionB:Descriptiveanswerty	eqts.,10	utof2fromeachunit-4x10=40Marks				

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

P	ART-A:	ntroduction						
	ogram:BachelorinE ertificate / Diploma / De	Business Administration Semester-VIII Session:2024- egree/Honors)	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						
-	CourseLearning.							
5	Outcomes(CLO)	 Learn the basics of taxation, including the meaning and types of taxes, and the differences 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 liab						
6		CreditValue 4Credits Credit=15Hours-learning&Observation						
7	7 TotalMarks Max.Marks: 100 MinPassingMarks: 40							
PAI	PART-B: ContentoftheCourse							
	TotalNo.of Teac	hing-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)						
Uni	i opies (confectes)							
Ι	Taxation, BriefHisto Goods and Services Services Tax; Consti	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						
II	and Scope of Supply, Types of Supply. Exemptions from GST. 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'.							
III		Input Tax Credit: Rates of GST – Classification of Goods and	15					
	Services and Rates b Input Tax Credit – M	Passed on classification, Problems on computation of GST Liability. Meaning, Process foravailing Input Tax Credit – Problems on Tax Credit and Net GSTLiability.						
IV	GST Procedures:Re	egistration under GST, Tax Invoice, Levy and Collection of GST,	15					
	Composition Scheme	e,Due dates for Payment of GST, Accounting record for GST,						
	Features of GST in T	FallyPackage. GST Returns – Types of Returns, Monthly Returns,						
		FinalReturn – Due dates for filing of returns. Final Assessment.	1					
Keywoi	Accounts and Audit	underGST. T, Value of Supply, Input Tax, GST Liability.	7/					
nevwoi	Tavation (201		/					

fal, &

PART-C: LearningResources TextBooks, Reference Books and Others

- 1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
- 2. Datey, VS, "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-

Bettermarks outofthetwoTest/ Quiz **♦**obtainedmarksinAssignmentshallbe

TotalMarks-

10 30

considered against 30 Marks

EndSemester

Twosection- A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

	rogram:Bachelorinl	Business Admin	istration	Semester-VIII	Carrian 202	1 2020
1 -	ertificate / Diploma / D		iistiation	semester-vIII	Session:202	4-2028
1	CourseCode	7	BSE -11	8	4	
2	CourseTitle	Elective B – Fina	nce: Corpor	ate Financial Mana	gement	***************************************
	CourseType	Discipline Specif	ic Elective (I	OSE)		
4	Pre-requisite(if,any)			Asperrequiremen	ıt	
	CourseLearning.	> Learn and deta		verall cost of capital.		
5	Outcomes(CLO)	Comprehend tStudy the impoEvaluate merg	he different a ortance of div ers and acqu	dvanced capital bud idend decisions and	dividend theories.	
6	CreditValue	4Credits		=15Hours-learnin		
7 .	TotalMarks	Max.Marks:	100	MinPa	ssingMarks: 4	10
PA	RT-B: Conte	ntoftheCou	'se			
	TotalNo.of Teac	ching-learningPe	riods(01 Hr.	perperiod)– 60Perio	ods(60 Hours)	
Ur	Topics(Coursecontents) Cost of Capital and Capital Structure Theories:				No.of Period	
	Share Capital – Wei	ghted Average Collister I Structures: The	st of Capital - Net Income <i>A</i>	Approach, The Net C		,
I	Risk Analysis in Ca Risk Analysis: Typ —Risk adjusted Disce Analysis - Probabilit Decision Tree Analy	apital Budgeting: bes of Risks — Risk ount Rate Approact ty Approach - Stan vsis — Problems.	and Uncerta h – Certainty dard Deviation	inty – Techniques of Equivalent Approac on and Co-efficient o	ch – Sensitivity of Variation –	15
TI	II Dividend Decisions	: Meaning - Types	.fD:::11	Types of Divider	daPolicos	
*	Significance of Sta Theories: Theories of Irrelevance – The M	able Dividend Poli of Relevance – Wa iller-Modigliani (N	cy - Determir Iter's Model a MM) Hypothe	nants of Dividend Po and Gordon's Model esis - Problems.	licy; Dividend and Theory of	15
IV	Significance of Sta Theories: Theories of Irrelevance – The M	able Dividend Poling Relevance — Waliller-Modigliani (Misitions: Meaning - and Benefits of Mergrage buyout, Manage Exchange Ratiosba	cy - Determing ter's Model and MM) Hypother Reasons - Typer - Financia gement Buyonsed on Assets	nants of Dividend Po and Gordon's Model esis - Problems. Types of Combination of a Mo ut Meaning and Sign of Approach, Earning	and Theory of as - Types of erger - Merger hificance of P/E s Approach and	15

TextBooks, Reference Books and Others

1.IM Pandey, Financial management, Vikas publications, New Delhi.

2. Abrish Guptha, Financial Management, Pearson.

3.Khan & Jain, Basic Financial Management, TMH, New Delhi.

4.S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.

5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi. 6.B. Mariyappa, Advanced Financial Management, Himalaya PublishingHouse, New Delhi. 7. Ravi M Kishore, Financial Management, Taxman Publications 8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill. Online Resourceshttps://www.edx.org/learn/financial-management&vedhttps://corporatefinanceinstitute.com/resources/&ved PART-D: Assessment and Evaluation **Suggested Continuous Evaluation Methods:** Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks ContinuousInternal Internal Test/Ouiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assignment/Seminar-10 Assessment (CIA): **d**obtainedmarksinAssignmentshallbe TotalMarks-30 (ByCourseTeacher) considered against 30 Marks **EndSemester** Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

Name and Signature of Convenor & Members: (CBOS)

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FOURYEARUNDERGRADUATEPROGRAM(2024–28) DEPARTMENTOFM anagement

COURSECURRICULUM

P	ART-A:	ntroductio				
Pr Ad	ogram:BachelorinF ministration	Business	Semester-VIII Session:20		028	
	rtificate / Diploma / De	gree/Honors)				
1	CourseCode	В	BSE -12			
2	CourseTitle	Elective B – Fin	ance: Artificial Intelligen	ce for Business and Socie	ety	
	CourseType	Discipline Speci	fic Elective (DSE)		-	
4	Pre-requisite(if,any)		Asperrequ	irement		
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		learning&Observation	***	
7	7 Total Marks				10	
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.					
П						
Ш	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;					
IV	Smart City Project Implementation using Artificial Intelligence. 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.					
Keyword			Organisation, Business, Soci	ial Organisation.		
		Λ.	200			

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PART-C: LearningResources

TextBooks, ReferenceBooks and 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 Metho	ds:
Maximum Marks:	100Marks
ContinuousInternalAssessment(CIA):	30Marks
EndSemesterExam(ESE):	70 Marks

ContinuousInternal	InternalTest/Quiz-(2):20&20	7	Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-		+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSamastar	Twosection_ A & R		

EndSemester

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members: (CBOS)

COURSECURRICULUM

P	ART-A:	Introduction	n				
Pr	ogram:Bachelori	nBusiness Admii	nistration	Semester	r-VIII	Session:202	4-2028
(Ca	ertificate / Diploma /	Degree/Honors)			, , , , , ,	2 0001011.23 0 Z	22020
1	CourseCode		BSE -09				5-7-7
2	CourseTitle Elective C – Marketing: Digital Marketing						
	CourseType Discipline Specific Elective (DSE)						
4	Pre-requisite(if,an	site(if,any) Asperrequirement					
	CourseLearning.	> students will g	ain knowled	lge of several	undated	technologies in	volved in
5	Outcomes(CLO)	this digital M	arketing era	•	op www.	teention tes in	roirca in
		> Learn about F	Iow search I	Engine Work	S.		
6	CreditValue	4Credits	Cred	it=15Hours	-learnin	g& Observation	n
7	TotalMarks	Max.Marks:	100		MinPa	ssingMarks:	40
PART-B: ContentoftheCourse							
	TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)						
Un			Topics(Coursecontents)			No.of	
			,		Period		
I	I Digital Marketing: Creating initial Digital Marketing Plan- SWOT Analysis-Target		lysis-Target	15			
	Group Analysis- (Content managemen	t- Optimizat	ion of Web S	ites-MS	Expression-	
	SEOOptimization	- CRM platform-Go	ogle Analyti	ics- Social M	edia Mai	keting-	
II	Budgeting. Digital Marketin	a Dudgotin a Dicita	1 N / 1 4 .	D C. C.	 1.7	/ B 11:1	
111	Marketing Digita	g Budgeting: Digital l Marketing Platform	i Marketing-	Benefits of I	Digital V	/s Traditional	15
	Digital Marketing	Trends.	us- Deminig	Bigital Mari	keting G	oais- Latest	-
II		ptimization: Introdu	uction to Sea	arch Engines-	How Sea	arch Engine	15
	works-Search Eng	ine Optimization &	its Benefits-	Search Engi	ne Mark	eting- Google	
	Adwords-Google	Ad sense- Display A	dvertising-	Keyword Opt	timizatio	n.	
IV	Social Media Ma	rketing: Social Med	lia- SMM v/	s SMO- Bene	fits of S	MM- Social	15
	MediaStrategy; Fa	cebook Marketing;	Twitter Mar.	keting; Youti	ibe Mark	teting;	
	InstagramMarketi	ng;Google Marketin	g; Linkedin	Marketing; C	ontextua	al Marketing.	
	hehaviour(click o	phics: On-line user	behaviour a	nd characteri	stics — na	avigation	
	demandforecasting	graphics) – Market ; g Trends in internet i	researen on i	une internet, \	web trac	King audits and	
Keywo	ords Digital Mar	keting, Budgeting, Se	arch Fugina	Ontimization	Social N	Madia Markatisa	
- m		- S, Zingenie, De	a. Cit Linguite	оринилиной,	Docette IVI	eau markeung.	

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(ES)	E): 70 Marks					
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark	Q2.Short answertype-5x4=20Marks			
	SectionB:Descriptiveanswertype	qts.,10	utof2fromeachunit-4x10=40Marks			

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

		ntroduction							
Pr	ogram:BachelorinE	Business Admin	istration	Semester	-VIII	Session:202	4-2028		
(Co	ertificate / Diploma / De		· ·						
1	CourseCode		BSE -10						
2	CourseTitle	The state of the s							
	CourseType	Discipline Specif	ipline Specific Elective (DSE)						
4	Pre-requisite(if,any)		Asperrequirement Present contemporary view of the role of Brand Management.						
	CourseLearning.	Present contemp	orary view o	f the role of Bra	and Man	agement.			
5	Outcomes(CLO)	Explore various	issue related	to Brand Mana	gement.				
	·	Develop a critical understanding of the process involved in Private Label Managementin Retailing.							
			Managementin Retailing. Learn the skills of Management of Brand and Private Label.						
6	CreditValue								
7	TotalMarks	4Credits Credit=15Hours-learning&Observation Max.Marks: 100 MinPassingMarks: 40							
					IVIIIIP 3	assingiviarks:	40		
PA		ntoftheCou		······································					
		hing-learningPe	riods(01 Hr	.perperiod)	60Peri	ods(60 Hours)			
Un				secontents)	**	ž.	No.of Period		
I		Definition – Role of	of Brand – E	Brand Position	ing & F	Personality Of A	15		
	Brand; Concepts On	Branding And Br	and Manage	ement - Brand	Elemen	nt Choice Criteria	a-		
TI	Marketing; Advantage	ges Of Strong Bran	nds- Financ	ial Brand Valu	ue.	~			
II		pt Of 'Self-Image	Brand Pro	position – Br	and Nai	ne & Brand	15		
	AwarenessDescribes	Awareness Pron	Model (D.	Aaker) Perce	ived Q	iality - Brand	,		
	Associations- Brand. Portfolio – Contemp	orary View Of Th	a Loyany e Role Of R	rand Manager	aluatoi ment J	"; Managing Bran	ıd		
	Related To Brand M	anagement – Proc	ess Involve	In Building &	Manac	ving Brand In			
	Retail-Brand Position	ning- Value propo	sition- Bran	dpositioning	And Re	launching			
II	I Planning & Implem	enting: Private L	abel Market	ing Programs	- Criter	ia For Choosing	15		
	PrivateLabel Elemen	ts-Options & Tact	ics For Priv	ate Label Ele	ments-	Use Of IMC			
	(Integrated Marketin	g Communication	s) For Brane	dBuilding- Le	veragin	g Secondary			
	Brand Associations To Private Brand Building.								
IV	IV Measuring &Interpreting Private Label Performance: Developing A private Brand EquityMeasurement & Management System- Measuring Sources of Brand Equity -					15			
	EquityMeasurement	& Management S	ystem- Mea	suring Source	s of Bra	and Equity -	-		
Keywo	Outcome of Brandlal								
		ner, Planning, Imp		riville Label P	erjorma	nce.			
	extBooks,ReferenceBo	gResources	5						
	l. Bajaj, Tuli & Srivas		gamont O.	ford This	it. Duca	a Now Dalla:	Til.		
	Dujujo I uli de Di l'us	eurus auceulu 1911 Ullill	Schiell, OX	joiu Universi	uv rres	s. ivew Deini			

- 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-mapagement-s12885/

https://www.iupindia.in/Brand Management.asp&yed



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

Name and Signature of Convenor & Members: (CBOS)

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COURSECURRICULUM

PA	RT-A: I	ntroduction	า					
Pro (Cer	gram:BachelorinI tificate / Diploma / De	Business Admir egree/Honors)	istration	Semester	-VIIIS	Session:20	24-2028	
1	CourseCode	B	BSE -11	1				
2	CourseTitle	Elective C – Mar	keting: Ser	vices Market	ing			
,	CourseType							
4	Pre-requisite(if,any)	Asperrequirement						
5	CourseLearning. > 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, allocatio of resources andmonitoring marketing planning.							
6 (CreditValue	4Credits		it=15Hours-l			ion	
7 Total Marks							40	
PAR	T-B: Conte	ntoftheCou	rse		2.72			
	TotalNo.of Teac	hing-learningPe	riods(01 Hr	.perperiod)-	60Perio	ds(60 Hours)	
Unit	Topics(Coursecontents)					No.of Period		
Ι	Understanding Sermarketing mix -services Vs. Physica Customer Expectat thatinfluence custom expectations, Custom	ices in the modern lservices ions of service: S ler expectations of	ervice expects service. Issue	Classification tations, types	of servi	ces - marketin	15	
II	Pricing & Promotion Pricing Objectives, F Strategies intopraction	on Strategies for Str	Services: Se	rvice pricing, and Demand	establish, putting	ning monetar Service Price	y 15	
Ш	Service Promotion: communicationstrate	The role of marke	ommunication	on mix.			15	
IV	Marketing plans for services: The marketing planning process, strategic context, situation reviewmarketing strategy formulation, resource allocations and monitory marketing planning andservices.							
Keywords	Services William	eting, Service Prom		tingPlans.				
		gResources	S					
Tex	xtBooks,ReferenceBo							

- 1. Services Marketing Text and Cases, Rajendra Nargundkar, TMH.
- 2. Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml & MaryJo-Bitner: TMH.
- 3. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee,
- 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&yed

PART-D:AssessmentandEvaluation

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

Name and Signature of Convenor & Members: (CBOS)

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FOURYEARUNDERGRADUATEPROGRAM(2024–28) DEPARTMENTOFManagement

COURSECURRICULUM

P	ART-A:	Introduction	n						
A	ogram:Bachelorin Iministration		Semester-VIII	Session:2024-20	028				
	ertificate / Diploma / D	egree/Honors)							
1	CourseCode	В	BSE -12						
2	CourseTitle	Elective C – Ma	ive C – Marketing: Tourism Management pline Specific Elective (DSE)						
	CourseType	Discipline Speci							
4	Pre-requisite(if,any)		Asperrequirement						
	Coursel corning	> Learn the fun	idamental concept of Tou	ırism.					
5	CourseLearning. Outcomes(CLO)	> Learn the has	he Tourism products and sic concept and various co	resources of India.					
	outcomes(Cho)	Management	sic concepi ana various co	omponents of Lourism					
				Types of Travel Agents an	d Tour				
		Operators.		-yry wooling ones we	u rom				
	C INT		e concept of Transport.						
6	CreditValue	4Credits		Hours-learning&Observation					
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	10				
PA	RT-B: Conte	entoftheCou	rse						
	TotalNo.of Tea	ching-learningPe	riods(01 Hr.perperiod)-	- 60Periods(60 Hours)					
Un			Topics(Coursecontents)						
E.	(Meaning only); To regional, Intra regio of Tourism: Religio Conference, Sports. Tourism Managem Management, Role of Staffing, Directing) Types of Accommon	urism: Meaning ar nal, Inbound and (us, Medical, Histo Impact of Tourism tent: Meaning, Na of Manager, Mana Accommodation - dations.	Outbound Tourism, Dome rical, Social, Adventure, In. Iture, Levels of Managem gerial Functions (Plannin Meaning, role of accomm	Types of Tourism: Interestic, International. Forms Health, Business, ent, Principles of g, Decision, Organizing, modation in tourism;	15				
II	Tourism Products:	Tourism Resource	es- Meaning, Definition, T	ourism resources of	15				
	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								
III	strategies. Travel Agency & T	Our Operations	Croval Agamas Tudent	M	9 Aug				
***	Procedure for approval) Travel Do	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 &							
#F~	Responsibilities, Typ UFTAA, TAAI, IAT	pes of tour operator O and Its Function	visit India. Tour Operators rs, Types of tour package ns.	s; Travel Organizations-					
IV	Transportation Ma	nagement:Transp	ortation - Meaning, Role	of Transport in Tourism,	<i>2</i> 15				
		del	les Dim	Jul ()	1				

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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, Reference Books and Others

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

SuggestedContinuousE	valuation Methods:		
Maximum Marks:	100Marks	6	
ContinuousInternalAss	sessment(CIA): 30Marks	5	
EndSemesterExam(ES	E): 70 Mark	S	
ContinuousInternal		0	Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection- A &B		
Exam (ESE):	SectionA:Q1.Objective-10x1=	10Marl	k;Q2.Short answertype-5x4=20Marks

SectionB:Descriptiveanswertypeqts., 1 out of 2 from each unit-4x10=40 Marks

NameandSignatureofConvener&Members: (CBOS)

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

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FOURYEARUNDERGRADUATEPROGRAM(2024-28) DEPARTMENTOF COMMERCE & Management

COURSECURRICULUM

P	ART-A:	ntroduction	1	**************************************			
	ogram:BachelorinF ertificate / Diploma / De		istration	Semester-	-VII	Session:2024-	-2028
1	CourseCode	Ť	BSC- 19				
2	CourseTitle	Strategic Manag					
7.	CourseType	Discipline Specif		DSC)			
4	Pre-requisite(if,any)	Discipline Specia	ie Course (1		uivama	ea f	
5	CourseLearning. Outcomes(CLO)	> Learn the concept of strategic management CourseLearning. > Familiarize the students with the importance and relevance of strategic management					trategy in
6	CreditValue	4Credits				g&Observation	2
7	TotalMarks	Max.Marks:	100		MinPa	issingMarks:	40
PA	RT-B: Conte	ntoftheCou	rse				
	TotalNo.of Teac	ching-learningPe	riods(01 Hi	:.perperiod)	– 60Peri	ods(60 Hours)	
Un		Topics(Coursecontents)				No.of Period	
I	Strategy: Concept, r Strategy; Approache Goals and Objective	es to Strategic Dec	ision Makin	g; Strategic	ent Proce Intent – V	ess, Levels of Vision, Mission,	15
II	Strategy Formulati scanning; organizati	ion: concept of en onal appraisal – co	vironment, o ompetence v	environmenta s. capability			15
П	organizational appraisal; Industry and Competition Analysis. 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
Keywo	ords Strategy, Strat	egy Formulation, C	Corporate Le	vel strategies,	Strategy .	Implementation.	
PA	RT-C: Learnin	ngResource	S				

TextBooks, Reference Books and Others

- 1. Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill CompaniesNag, A. (2
- 2. Strategic Management Analysis, Implementation and Control, Vikas Publishing House
- 3. Kachru, U. (2005). Strategic Management Excel Books
- 4. J.A. Pearce & R.B. Robinson; Strategic Management Formulation 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
- Business Policy and Strategic Management-P.K. Ghosh, Sultan Chand& Sons, NewDelhi,

Online Resourceshttps://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 InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/ Quiz Assessment (CIA): Assignment/Seminar-10 +obtainedmarksinAssignmentshallbe TotalMarks-30 (ByCourseTeacher) considered against 30 Marks

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

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

NameandSignatureofConvener&Members: (CBOS)

Twosection-A &B

EndSemester

Exam (ESE):

Bal

FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFM a n a g e m e n t

COURSECURRICULUM

-		ntroduction		91				
P	rogram:BachelorinI	Business Administration So	mester-VII Session:2024-	2020				
(0		egree/Honors)	mester-VII Session:2024-	2028				
1	CourseCode	BBSE -05						
2	CourseTitle	Elective A – Human Resource I Corporate Ettiquettes	Management: People Managemen	t and				
	CourseType	Discipline Specific Elective (DS	E)					
4	Pre-requisite(if,any)		sperrequirement					
5	CourseLearning. Outcomes(CLO)	 Ability to examine the different Human Resource Management Ability to explain the need form Ability to list modern method working individual. Demonstrating the various the environment. Construct effective presentate pre requisites. 	Ability to examine the difference between People Management 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 working individual. Demonstrating the various types of essential etiquettes in a corporation of the profession of the					
6	CreditValue		5Hours-learning&Observation					
7	TotalMarks	Max.Marks: 100		40				
PA	RT-B: Contento	oftheCourse						
	TotalNo.of Teac	hing-learningPeriods(01 Hr.pe	rperiod)- 60Periods(60 Hours)					
Un	iit	Topics(Courseco	ontents)	No.of Period				
I	Difference between I individual and organic Getting Work Done getting work done; si Performance Manaperformance manage and Evaluation Procassessment and evaluation	e and Building Peer Networks: Cand Building Peer Networks: Types of Performent process; Types of Performent process; Types of Performent peers of evaluation of tasks in the lation of tasks and performance;	Resource Management, impact of gement. Getting work done: Challenges of ssigning work to team members. Ager in the different stages of the rmance assessment; Assessment e organisation; Modern tools of	15				
II	Motivation: Motiva	ation; Meaning, Importance a	and need for motivation, team	15				
	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 Netwo	orks: Understanding the important	ace of peer networks in an	1/				
	organization; being al	ole to influence those on whom you	ou have no authority; challenges of					

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	1	1					
		and different types of people					
III				ette – Meaning & characteristics -	15		
				Etiquette practice – Dimensions of			
				ew (Before, After and During			
	Interview), Workj	place, Business party, letter	, e-mail. S	ocial Media Etiquettes.			
	Presentation Skill	s: Importance, Basic Courte	esies – Sm	mall talk, Greetings, Handshakes.			
	PPT presentation	- Essentials of good presen	tation – S _l	pokes Person – Group Discussion:			
	Introduction, Type	es, Do's and Don'ts, Elevat	or pitch, E	Body Language, Verbal			
IV	Communication, R	Resume preparation and Gro	oming.	1 11 11 1	4.5		
1 4	issues – Cross cul	re: Corporate Culture & its	compone	nts – values – Addressing Ethical	15		
	issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. Corporate Expectations: Professionalism – Importance of Professional Behaviour						
	Corporate Expectations: Professionalism – Importance of Professional Behaviour –						
	Dress Code. Meet	ing: Protocol – Agenda – C	hairing. G	eneral Disability Etiquette -			
	Attitude and Conf	lict Management, Indian Bu	usiness Eti	iquette.			
Keywords		agement, Performance Mand	agement, C	Corporate Culture, Corporate Etiquette	2.		
PART	C: Learnin	ngResources					
		Booksand Others					
6.	McShane, Steven	L. and Mary Ann Von Glin	now, Orga	nizational Behavior: Emerging Kno	wledge		
	and Practice for th	e Real World. McGraw-Hi	ll, latest ed	dition, ISBN: 0-07- 115113-3.			
7.	Bernardin, H. Jol	nn and Joyce E. A. Russe	ll. Human	Resource Management: An Expe	eriential		
		w-Hill, 6/e. ISBN: 0078029					
8.	Colquitt, J.A., L	ePine, J.A., & Wesson,	M.J. (20	09) Organizational Behavior: Imp	proving		
	Performance and	Commitment in. Conduct a	survey of	f work life balance of working indi	ividuals		
		ternational edition). New Y					
9.	Lillian H. Chaney	νΦ& Jeanette S. Martin. T	The Essen	tial Guide to Business Etiquette.	Praeger		
- ×	Publishers. Raghu	ı Palat. Indian Business Etic	quette. Jai	co Publishing House.			
10.	Sarvesh Gulati. Co	orporate Grooming and Etiq	juette. Ruj	oa Publications India Pvt. Ltd.			
Online	Resources-			* .			
https://d	emilypost.com/onl	ine-course-business-etiquet	te-essentia	als&ved			
https://v	www.udemy.com/i	copic/business-etiquette/&ve	ed	1			
		ourses/tcs-ion/business-etiq	THE RESERVE OF THE PARTY OF THE				
		mentandEvaluatio	n				
Sugge	stedContinuousE num Marks:	valuation Methods:	1	3			
	num Marks. nuousInternalAss	essment(CIA): 100Mar					
	emesterExam(ES)						
	ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/Quiz		iz				
	sment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshal			
	ourseTeacher)	TotalMarks-	30	considered against 30 Marks			
	Semester	Twosection- A &B		<u> </u>			
	(ESE):	SectionA:Q1.Objective-10x	l=10Mark;	Q2.Short answertype-5x4=20Marks			
	` ,	SectionB:Descriptiveanswer	typeqts.,10	utof2fromeachunit-4x10=40Marks			

 $Name and {\it Cignature of Convener \& Members: (CBOS)}$

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FOURYEARUNDERGRADUATEPROGRAM(2024-28)

DEPARTMENTOFM a n a g e m e n t

COURSECURRICULUM

D	A	RT-A:	ntroduction					
						10		
	ertij	ficate / Diploma / De		on Semest	er-VII	Session:202	24-2028 	
1		ourseCode	BBSE -06					
2	C	ourseTitle	Elective A -Human Reso	urce Managemen	t: Corp	orate Governan	ce &	
	C	ourseType	Corporate Social Respon					
4			Discipline Specific Electi					
4		re-requisite(if,any)	j.	Asperrequi	irement	t ·		
		ourseLearning.	To know the concept	of Corporate Go	vernanc	e.		
5	U	utcomes(CLO)	To learn the concept	of Corporate Soc	ial Resp	onsibility.		
			To know about the	hallenges faced	by MNO	Cs in implemen	itation o	
			CSR.	ith Composite Co.				
6	C	reditValue	To compare the CSR w				- , 	
7	_	otalMarks	Max.Marks: 100	edit=15Hours-l				
					Mineas	singMarks:	40	
A			ntoftheCourse					
W T	• •	TotalNo.of Teac	hing-learningPeriods(01		60Perio	ds(60 Hours)		
Un	it		Topics(Co	Topics(Coursecontents)				
Ī		Corporate Governa					Period 15	
-				e,FunctionsandObjectives.EvolutionandDevelopment of Corporate				
		Governance in India	. Pillars and Components.	Conceptual frame	ework of	or Corporate		
		CorporateGovernance	ce, Recent Development in	Corporate Gover	nance.			
I	[Corporate Governa	ance Reforms: Major Cor	nce Reforms: Major Corporate Scandals in India and Abroad,				
		Common Governance						
		NoticedinvariousCon	rporateFailures,Codes&Sta	porateFailures,Codes&StandardsonCorporate Governance, t Jurisdictions,Stakeholder Engagement ories:Organizational Theories(including Stewardship, Resource and				
		Organizational The	il Jurisdictions, Stakeholde					
		Institutional Theory)	, Economic Theories (such	n as Agency Fina	ewarasni nce and	ip, Resource and	1	
		Theory) and the Stak	ceholder Theory. Corporat	e Governance and	Cornor	ivialiageriai ate Performance		
		- guidelines in comp	anies, Case Study.		Согроп			
II		.Corporate Social R			V		15	
		(CSR):ConceptofCS	R,CorporatePhilanthropy,	EarlyrootsofCorp	orateSoc	ialResponsibilit		
			ocial Responsibility impro		a	. 51		
		orporateSocialRespo	e?Sustainabilityandastake	noiderperspective	,Strategi	cPlanningandC		
IV				Corporate Si	ustainab	oility: CSR	15	
		_	CSR and Corporate Governa			under the	13	
		Companies Act 201	13; CSR Committee; CSR	Models, Codes, a	and Stan			
		The Criticism of Co	orporate Social Responsibi	lity, Sustainability	reporti	ng.		
eywo	1		ernance, Organisational Th	eories, Corporate S	ocial Re	sponsibility.		
PA	R	Г–С: Learnin	gResources					
T		Books,ReferenceBo						
	1.	Monks, R., Minow, N	I.: Corporate Governance	4 th edition, Wile	y-Black	wel publishing,	2008	
	2.	Crowther, D., & Ara	as, G. (Eds.). (2012). Glo	bal perspectives	on cor	porate governa	nce and	
			Cal	St To	M	AM &	//	

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-

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į			- 11.27 = 12.21	15565	Sinni (2in		EVAI	

SuggestedContinuousEvaluation Methods:					
Maximum Marks:	100Marks				
ContinuousInternalAssessment(CIA):	30Marks				
EndSemesterExam(ESE):	70 Marks				
C 4 T 1 T 10	. (0) 20 0 20				

ContinuousInternal	Internal l'est/Quiz-(2):20&20		Bettermarks outofthetwo Test/ Quiz		
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe		
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks		
EndSemester	Twosection- A &B				
Section A: O1 Objective 10x1=10Mark: O2 Short answertype-5x4=20Marks					

Exam (ESE):

ectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members: (CBOS)

COURSECURRICULUM

Pr	ogram:BachelorinI	ntroduction Business Admin		Semester-VII	Session:2024-2	028	
(Certificate / Diploma / Degree/Honors)							
1	CourseCode	BI	BSE -07				
2	CourseTitle	Elective A – Hun	nan Resource	Management: T	alent Managemen	it	
	CourseType	Discipline Specific Elective (DSE)					
4	Pre-requisite(if,any)	re-requisite(if,any) Asperrequirement					
5	 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 contextifactors. Assess the role and influence the politics of knowledge manageme 					nits. nt extual	
6	CreditValue	policy and pra				10	
7	THE CONTRACTOR OF THE PARTY OF	4Credits			ing&Observation		
	TotalMarks	Max.Marks:	100	Min	PassingMarks:	40	
PA	RT-B: Conte	ntoftheCour	'se				
		ching-learningPer	riods(01 Hr.p	erperiod)– 60Pe	riods(60 Hours)		
Un		Topics(Coursecontents)			No.of Perio		
Ι	Talent Management management; Scope Management, Source Talent, Tools for Ma	e and Need of Tale e of TalentManage	ntManagemer	nt, Key Processes	of Talent	nt 15	
П	Strategies of Talent management system mapping, Role of lea advantage.	, Strategies of tales	nt managemer	nt.Competency m	odel, Competency	15	
П	I Talent Planning: O Developing a Career Industry Practices fo Tools.	strategy, Career L	ife- cycle,Inn	ovative talent pla	nning, Current	15	
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, Knowledge Audit, Benchmarking, Balance Score card, Gap Analysis.							
	Reward systems for	Knowledge Manag	gement, Knov	vledgeAudit, Ben	chmarking, Balanc	e	
Keywo	Reward systems for Score card, Gap Ana	Knowledge Manag			chmarking, Balanc	e	
we were 100	Reward systems for Score card, Gap Ana Talent Manage	Knowledge Manaş ılysis.	ning, Knowledg		chmarking, Balanc	е	

2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.

3. Kavanagh MJ. T Mohan, Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.

4. Badgi S M (2012), Practical Guide to Human Resource Management Systems, PHI publication.

5. Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill 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	InternalTest/Quiz-	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	(2):20&20	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	Assignment/Seminar-10	considered against 30 Marks			
	TotalMarks-30				

EndSemester Exam (ESE):

Twosection- A &B

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-

5x4=20Marks

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

NameandSignatureofConvener&Members: (CBOS)

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		COURSE	CURRIC	ULU	M		
P	ART-A:	ntroduction	1				
Pi (C	ogram:Bachelorinl ertificate / Diploma / De	Business Admin	nistration	Semes	ster-VII	Session:20	24-2028
1	CourseCode		BSE -05				6
2	CourseTitle	Elective B - Fina	nce: Micro Fin	ance			
	CourseType	Discipline Specif					
4	Pre-requisite(if,any)				uirement		
5	CourseLearning. Outcomes(CLO)	Microfinance	ature of Microf	inance a	and specifi	c terms used i	n
		 Learn about Microfinance products and Services. Choose appropriate model of Microfinance Institutions and deviation Microfinance products. Know in detail about Microfinance Institutions. Identify the role of Microfinance Institutions in Social and Econom Development. 					
6	CreditValue	4Credits	Credit=1	5Hours	-learning	& Observation	
7	TotalMarks	Max.Marks:	100			singMarks:	40
PA	RT-B: Conte	ntoftheCour	'se				
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.per	period)-	- 60Period	s(60 Hours)	
Un	it	Тор	oics(Courseco	ontents))		No.of Period
I	microfinance; Grow finance and related to micro saving, micro micro finance produc	Microfinance: Concept and meaning of microfinance; history of microfinance; need of microfinance; Growth of micro-finance industry; key principles of microfinance; Microfinance 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 microfinance; microfinance client; Difference between micro-finance and micro credit					
II	Micro-finance Prod	lucts and Services	s: Concept and r	nature of	micro-fina	nce products	15
	and services; types of micro-finance products – micro credits, micro savings, micro						

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. Microfinance Institutions: Objectives of the Microfinance institutions; importance of III 15 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): Microfinance and Development: Microfinance and women empowerment; Role of IV 15 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 Keywords Microfinance and Development, Microfinance Institutions, Microfinance Cledit Lending Models

Sal 2 New W

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:

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

EndSemesterExam(ESE):70 MarksContinuousInternalInternalTest/Quiz-(2):20&20Bettermarks outofthetwoTest/ QuizAssessment (CIA):Assignment/Seminar-10+obtainedmarksinAssignmentshallbe(ByCourseTeacher)TotalMarks-30considered against 30 Marks

EndSemester Twosection- A &B

Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

P	ART-A:	ntroduction	3					
	ogram:Bachelorinl			0 : 2024.2	00#			
	Iministration	Dusiness	Semester-VII	Session:2024-2	025			
	ertificate / Diploma / D	egree/Honors)						
1	CourseCode		BSE -06					
2	CourseTitle	Elective B – Fina	ance: Security Analysis a	nd Portfolio Managemer	nt			
	CourseType		ic Elective (DSE)	na i oi tiono ivianagemen				
4	Pre-requisite(if,any)			11700700000				
	CourseLearning.	> Leave the con	Asperreque cept of basics of Investme					
5	Outcomes(CLO)	> Evaluate the d	lifferent types of alternativ	nı. Ves				
	(> Evaluate the p	ortfolio and portfolio mai	nagement.				
		> Know the con	cept of risk and returns					
-	Caralia Val		ledge of fundamental and					
7	CreditValue	4Credits		learning&Observation				
	TotalMarks	Max.Marks:	100	MinPassingMarks:	40			
PA		ntoftheCou						
		ching-learningPe	riods(01 Hr.perperiod)-	60Periods(60 Hours)				
Un		Topics(Coursecontents)						
I		Investments: Investment process, Criteria for Investment, Types of Investors,						
	Investment, Speculat	Investment, Speculation and Gambling; Elements of Investment, Investment Avenues,						
	Risk Return Relati	Factors influencing selection of investment alternatives. Risk Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Types of risk Manning in the Paturn Polationshim Manning of risk Manning of risk Manning of risk Types of risk Manning of risk Manni						
	Riskpreference of in	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 r	return, Annualized return, Expected return, Investorsattitude towards Risk and Return.						
II	Security Market- In	Security Market- Introduction, functions, Secondary Market Operations.						
	StockExchanges in In	StockExchanges inIndia, Security Exchange Board of India, Government Securities						
П			oney Market Instruments.		15			
11.	Fundamental Analys	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 Tec	Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing						
WW.	Technical Trading R	Technical Trading Rules and Evaluation of Technical Analysis.						
IV		ent:Framework-P	ortfolio Analysis – Select	ion and Evaluation –	15			
	Model – Assumption	o – Reasons tonoid	portfolio – Diversification; Risk and return optimiz	n analysis – Markowitz's				
	- Efficient portfolios	s –Specific mode. Leveraged portf	folios –Corner portfolios –	- Sharne's Single Index				
 Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe's Single model – Portfolio-evaluation measures – Sharpe's 				omarpe o omigie much				
	Performance Index -	- Treynor's Perform	mance Index - Jensen's P	erformance Index.				
Keywords Investment, Security Market, Fundamental Analysis, Technical Analysi, Portfolio Management								
PART-C: LearningResources								

TextBooks, Reference Books and Others

1. Brahmiah& P. Subba Rao, Financial Futures and Options, HPH.

2. Singh Preeti, Investment Management, HPHG

3. Alexander Fundamental of Investments, Pearson Ed.

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-nepkarnataka/&ved-

https://www.firstonlineuniversity.org/course/detail/certificate-in-security-analysis-and-portfolio-management-11345&ved-

PART-D:AssessmentandEvaluation								
SuggestedContinuousE	SuggestedContinuousEvaluation Methods:							
Maximum Marks:	100Marks							
ContinuousInternalAss	ContinuousInternalAssessment(CIA): 30Marks							
EndSemesterExam(ES								
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz					
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe					
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks					
EndSemester	Twosection- A &B							
Exam (ESE):	SectionA:Q1.Objective-10x1=3	0 Mark	Q2.Short answertype-5x4=20Marks					
(=.32)	SectionB:Descriptiveanswertyp	SectionB:Descriptiveanswertypeqts., 1 out of 2 from each unit-4x10=40 Marks						

NameandSignatureofConvener&MembersofCBoS:

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FOURYEARUNDERGRADUATEPROGRAM(2024–28)

DEPARTMENTOFM a n a g e m e n t

COURSECURRICULUM

D	PART-A: Introduction							
Pr	ogram:Bachelorink	Business Admin	istration	Semester-V	II Session:20	024-2028		
100	ertificate / Diploma / De							
2	CourseCode	BBSE -07 Elective B – Finance: Financial Literacy & Investment Awareness						
7	CourseTitle				nvestment Aware	ness		
4	CourseType	Discipline Specif	ic Elective (DSE)	-			
4	Pre-requisite(if,any)			Asperrequire				
_	CourseLearning.	Provide the for	undation for	financial decision	on making.			
5	Outcomes(CLO)	List out variou	s savings ar	id investment alte	ernatives for a con	ımon man.		
	 Give a detailed overview of stock market and stock selection. Orient the learners about mutual funds and the criteria for selection. 							
6	CreditValue							
7	TotalMarks	4Credits			rning&Observati			
		Max.Marks:	100	M	inPassingMarks:	40		
PA	RT-B: Conte	ntoftheCou	rse					
	TotalNo.of Teac	ching-learningPer	riods(01 Hr	.perperiod)- 60]	Periods(60 Hours)		
Un	it	Tor	oics(Cour	secontents)		No.of		
		_		<i>'</i>		Period		
I		nance: Understand	d the need for	or financial planni	ing-basic concepts	-life 15		
	goals and financial go	goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and						
		g-scope-key conce	pts influence	ing decisions mak	kingboth micro and	1		
	macro.	C CD 1 D	·	* T (703)				
	Banking in India: T	lypes of Bank Dep	osits, Depo	sit Insurance (PM	IJDY), Traditional	and .		
	New Banking Mode (NEFT, RTGS and I	MPS) MobileRant	ting Mobile	gitaiPayment Sys	tem-internet Bank	ing		
	Orientation to Fina	ncial Statements:	financial te	erms and concents	UPI. model formeding	~		
	financial statements,	basic ratios for ev	valuating con	nnanies whileinv	esting-Time Value	e of		
	Money-Concept of C	Compounding and	Discounting		csting-rime value	5 01		
II		ement: Investment	t Goals-Basi	ic investment obje	ectives-investment	15		
	goals-time framing-a	assessing risk profi	ile-concept	of diversification-	risk measurement			
	tools.Investment and	Saving Alternativ	es for a Con	nmon Investor:In	surance-Health, L	ife		
	and Other General Ir	nsurance (Vehicle)	Insurance, F	ropertyInsurance	etc). Retirement a	and		
	Pension Plans-Nation	nal Pension Syster	n, Atal Pens	ionYojana, PM-S	SYM Yojana,			
	PMLVMY, PMKMI	DY etc., stocks, bo	nds, mutual	funds. Investor Pr	rotection and			
	Grievance Redressal							
	Stock Markets: Prin	nary Market and S	Secondary M	larket, StockExch	langes, Stock			
	Exchange Operations	s-Trading and Sett	lement, Der	natAccount, Depo	ository and			
	Depository Participa		a Economic	A a lauraita. T d d.				
	Stock Selection: Fur Company Analysis.	Technical Analysi	S-Economy	Pottama Condla	yAnalysis and			
	Indicator and Oscilla	itors Stock Return	and Rick. A	nalveing rick and	returns trade off			
Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade relationship-investment risk.				returns trade on-				
II			ngEssential	s: Mutual Funde	Features of Mutur	al 15		
	Funds, Mutual Fund	History in India. N	Majorfunds 1	nouses in India ar	d Mutual Fund			
	Schemes. Types of M	Autual Funds Plan.	Net Asset V	alue.Criteria for	Selection of Mutus	al		
	Funds: Returns, Perfe	ormance Measures	s- Sharpe, Tr	eynor, Alpha, Be	ta and R Square.			
	Financial Planning-S	ample formats-inte	egrating all	the concepts learn	nt with apersonal			
	financial plan.Giving	and Supporting-F	amily Supp	ort-Charitable giv	ing-crowd sourcing	ılg \		
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	forneeds.									
IV	Project Work:									
IA	,	adahaat madalina aaina fira	:-1 C	. 1						
	2 Propore a group	a progentation on inventor	eet modeling using financial functions. esentation on investment alternatives (advantages,							
			aiternati	ves (advantages,						
	sustainability and									
eywords	5. Prepare a exerc	sise on calculation of net assanking, Stock markets, Mutua	et value o	of mutual fund scheme.						
	1 manee, B	ningResources	u Funas,	Financial Planning.						
		Booksand Others								
	I Financial Educa									
		uon rianabook Iinancial Management, Mc	Canal II	:11						
. Asu	vath Damodaran i	chanciai Managemeni, Mc Corporate Finance, John W	Graw Hi	III.						
1. Pita	thas Mohanty Spe	corporate Finance, John W	Duefans	ons inc. ionals, Taxmann Publications.						
5. Fisc	cher & Tordan Se	curity Analysis and Portfoli	io Maraga	ondis, Laxmann Publications.						
. NSI	E Knowledge Huh	AI-powered Learning Exp	orioneo l	Platform for PESI						
. NSI	E Academy Certifi	cation in Financial Market.	enence i	Modules						
		 Macroeconomics for I 	inancial	Markets						
		• Financial Markets (Be	oinn <i>o</i> rc	Module						
		• Mutual Funds (Begins	ners Mod	Jule)						
		• Technical Analysis	1015 111011							
Online	e Resources-									
ttp://	www.amfiindia.in	/?caf=1&query=Mutual+F	unds⁡	dToken=						
		mentandEvaluatio	***************							
		Evaluation Methods:	/88	CANADA DI TUTA						
Maxi	mum Marks:	100Mar	lze	,						
	inuousInternalAs:									
	emesterExam(ES		100000							
	tinuousInternal	<u></u>		Bettermarks outofthetwoTest/ Quiz						
	ssment (CIA):	Assignment/Seminar-	10	*obtainedmarksinAssignmentshallbe						
	courseTeacher)	TotalMarks-	30							
				considered against 30 Marks						
	Semester	Twosection- A &B								
Exan	n (ESE):	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks								

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

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COURSECURRICULUM

PART-A: Introduction								
	Program:BachelorinBusiness Administration (Certificate / Diploma / Degree/Honors) Semester-VII Session:2024-202							
1	CourseCode	7	DOE OF			***************************************		
2	CourseTitle		BSE -05		·			
-		Elective C – Man						
4	CourseType	Discipline Specif	fic Elective (I	OSE)				
-	Pre-requisite(if,any)			Asperrequireme				
5	CourseLearning.	Familiarise v	vith differen	t types of E - Comn	nerce			
2	Outcomes(CLO)	A second		Commerce and E-				
		Understandi	ng Technolo	gy in E – Commerc	e.			
		Facilitating E	Electronic Pa	yment System.				
6	CreditValue	4Credits		Issues in E - Comm		1		
7	TotalMarks	Max.Marks:	100	=15Hours-learnin		10		
				1VIIII ?	issingiviarks: 4	10		
PA		ntoftheCou				***************************************		
		hing-learningPe	riods(01 Hr.	perperiod)– 60Peri	ods(60 Hours)			
Uni			pics(Cours	,		No.of Period		
Commerce; E-Commerce vs E-Business; Advantages and Disadvant Commerce; Value Chain in E-Commerce; Porter's value chain mode Advantage and Competitive Strategy, Different Types of E-Commerce-Business (B2B), Business – to Customer (B2C), Customer – to - Customer to Business (C2B), Government to Consumers or Citizens Models of E-commerce.				value chain model; (bes of E-Commerce Customer – to - Cust umers or Citizens (C	Competitive like Business - to comer (C2C), Business			
II	E-Commerce and E Traditional v/s E-Reand Characteristics of services, Information services.	tailing; Key succe of E–Retailing; E-	ss factors in I -Services: Ca	E–Retailing; Models tegories of E - Servi	of E–Retailing; ces, Web-enabled	15		
	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.							
Keyword	eds E- Gommerce.	E- Services, Electr	onic Paymont	System	a ypuon.			
	4	1 / N	I ayment	NA I V	7/			

PART-C: LearningResources

TextBooks, Reference Books and Others

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

Online Resources-

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

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

PART-D: Assessment and Evaluation

SuggestedContinuousEvaluation Methods:							
Maximum Marks:	100Marks						
ContinuousInternalAss	sessment(CIA): 30Marks		×				
EndSemesterExam(ESE): 70 Marks							
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
End Semester	Twosection-A &B	·····					
Exam (ESE):	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks							

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

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		ntroductio					
Pro (Ce	ogram:BachelorinI ertificate / Diploma / De	Business Admir egree/Honors)	nistration	Semester	-VII	Session:202	24-2028
1	CourseCode BBSE -06						
2	CourseTitle Elective C – Marketing: Retail Management						
	CourseType Discipline Specific Elective (DSE)						
4	Pre-requisite(if,any)					-4	
	- Sp of equal criteria						
5	CourseLearning. Outcomes(CLO) 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				g& Observation	<u> </u>
7	TotalMarks	Max.Marks:	100			ssingMarks:	40
PAI	RT-B: Conte	ntoftheCou	rse				
	TotalNo.of Teac	hing-learningPe	riods(01 H	.perperiod)-	- 60Perio	ods(60 Hours)	
Uni	RETAIL BUSINES	To	pics(Cour	secontents)			No.of Period
	retail business owner business in India: Interest in India: Interest India: Interest India: Interest India: Interest India: Interest India: Interest India:	fluencing factors - AVIOUR IN RE ailing – Influence Customer service	present Ind TAIL BUS of group ar and custom	ian retail scentiness: Buyir INESS: Buyir Individual for satisfaction	nario. ng decisio factors; C n.	on process and Customer	5
П	RETAIL OPERAT Trade area analysis – Layout and visual me	IONS: Factors inf - Rating Planmeth erchandising; Store	luencing loc od - Site ev resdesigning	cation of Store aluation. Reta	e - Marke il Operat ing:	tions: Stores	- 15
Ш	Inventorymanagement; Merchandise Management; Category Management. 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 – Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.						15
Keyword		s, Retail Operations		ketino Miy IT	In Retai	lina	
PAI		gResource		THE STATE OF THE	AIL ALCIUL	5.	
	xtBooks,ReferenceBo					<u> </u>	/
1.Suj	a Nair; Retail Manage	ment, HPH		-		\rightarrow	
2.Kai	rthic – Retail Managen	nent, HPH	4 Y7max			2	
4.R.S	. Poddar & others – Ro Tiwari : Retail Manas	etati Managemen Tamant LIDLI	t, VBH.	1. 0.1			

4.R.S Tiwari; Retail Management, HPH

ent, VBH.

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

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

P	ART-A: I	ntroductio	n					
Pr	ogram:Bachelorinl	Business	Semester-I	Session:2024-20	025			
	Iministration	527						
(C	ertificate / Diploma / D	egree/Honors)						
1	CourseCode		BSE -07					
2	CourseTitle	Elective C – Ma	rketing: Consumer Beha	viour				
	CourseType	Discipline Specif	fic Elective (DSE)					
4	Pre-requisite(if,any)							
	CourseLearning.	To Know the need for studying consumer behavior.						
5	Outcomes(CLO)	> To analyze the						
		> To learn the	concepts related to co	nsumer perception, learn	ning ar			
		attitude	and theories associated	with it.	img ar			
				g the consumer in soco	-cultur			
		setting.		g and companier in 30co	cuitui			
			e post purchase behavior	and the technological imp	act on			
		consumer.		Siem mit	011			
6	CreditValue	4Credits	Credit=15Hours	learning&Observation				
7	TotalMarks	Max.Marks:	100		10			
A	RT-B: Conte	ntoftheCou	rse					
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			riods(01 Hr.perperiod)-	- 60Periods(60 Hours)	-			
Un			pics(Coursecontents)		No.of			
I	C	T. 1 G			Perio			
1	COMMITTED INCIDENTIA	r:Introduction,Co	nceptandneedforstudyof	ConsumerBehavior;	15			
	Application of Cons	Application of Consumer Behavior; Factors affectingconsumer behavior; Individual						
		consumer process; Features						
	makingnya aga Orga	ofindividualconsumers; Typesofconsumers, Consumerdecision- makingprocess, Organizationalconsumer; Organizationalconsumerdecision-						
	makingprocess,Orga	mizationalconsum	er;Organizationalconsum	erdecision-				
II	makingprocess;Cons		0					
11	noture of motivation	onandPersonanty	Conceptormotivation, N	leeds and Goals; Dynamic	15			
	Personality concept	, Hierarchyolneeds	s;Atriooineeds;Majoraspe	ectsof motivation research,				
	ofpersonality;Selfan	and Characteristic	s;Stagesinthedevelopmen	t				
II			1 4444 1 0		1.			
щ		on, Learning and	Attitude: Concept	·	15			
	rImagery:Concept D	puon, raciorsimiu	encingperception;Dynam s of learning; Concept and	icsofperception;Consume				
	Characteristics of Atti	tude:Factorsinvol	vedinattitudeformation;M					
	Attitude; Cognitive di	sconanceand Attril	vedinatifiudeformation;	lodelsof				
IV	Consumerin Socio-	SSOIIAIICCAIIGAIIII	outiontheories.		15			
		ferenceGroups·Fa	milyInfluencesandI ifaCx	vcle;SocialclassanditsMea	12			
	surements: Cultural l	Influence on Cons	umer Behaviour;Cross-	veie, Social classarium siviea				
	Culturaldimensionso	fConsumerRehavi	ior:Cross-Cultural diman	sionsofconsumeranalysis.				
	Post Purchase Beha	viour: Situationa	Influences	sionsorconsumeranarysis.				
				ation,Productcharacteristi				
	csinfluencingdiffusion	n.Resistancetoinn	ovation, Adoption process	:ConsumerInvolvement				
	RoleofConsumerInvo	olvement: Custome	erSatisfaction Consumer	BehaviourinMarketingStra				
	tegy, Technology'sin	npacton Consume	rs L N	onaviouriniviar keungstra				
	, 00, 511		Carl lile					

Keywords Consumer Behaviour, Consumer Perception, Motivation, Personality. PART-C: LearningResources TextBooks, ReferenceBooks and Others 1. Leon G. Schiffman Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication 2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill 3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior 4. Wayne D. Hoyer; Deborah J. MacInnis and 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 Resourceshttps://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 InternalTest/Quiz-(2):20&20 ContinuousInternal Bettermarks outofthetwoTest/ Quiz Assignment/Seminar-Assessment (CIA): 10 ♣obtainedmarksinAssignmentshallbe TotalMarks-30 (ByCourseTeacher) considered against 30 Marks **EndSemester** Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks Exam (ESE): SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

	ogram: bachelorim ertificate / Diploma / De	ousiness Admin egree/Honors)	ustration Sei	mester-VIII Session:2024	-2028		
1	CourseCode	CourseCode BBSC-20					
2	CourseTitle	Advanced Strate	gic Manageme	nt			
	CourseType	Discipline Specif	7982 ()				
4	Pre-requisite(if,any)			sperrequirement			
5	CourseLearning. Outcomes(CLO)	> Familiarize the	cept of strategic e students with i		ategy ii		
6	CreditValue	4Credits	Credit=1	5Hours-learning&Observation	· · · · · · · · · · · · · · · · · · ·		
7	TotalMarks	Max.Marks:	100		10		
PA	RT-B: Conte	ntoftheCour	'se				
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.ne)	rperiod)– 60Periods(60 Hours)			
Un					No.of		
	Strategic Managem	Topics(Coursecontents)					
II	Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy andtactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits. Mission, Objectives, Goals and Ethics: What is mission, concept of goals, Integration of individual and organizationgoals: A Challenge, How Objectives are pursued, how are				15		
III	mission andobjectives, mission, objectives, strategicmanagemen	es are formulated, goals and Strategy t: vision A-must, e	why do mission : Mutualrelatior thics andstrateg	and objective change, vision aships, core of			
	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		
	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 of external controls.						

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PART-C: LearningResources							
TextBooks,ReferenceBooksand Others							
1. Kazmi, A. (2014). Str.	. Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies Nag, A.						
(2011).			2				
2. Strategic Managemer							
3. Kachru, U. (2005). St	rategic Management – Excel .	Books					
4. J.A. Pearce & R.B. R	obinson; Strategic Manageme	ent Foi	mulation ImplementationControl;				
McGraw Hill							
5. Business Policy and S	Strategic Management - L.M. 1	Prasaa	l, Sultan Chand &; Sons, NewDelhi				
Books							
6. Business Policy and	Strategic - Francis Cherunilu	m, Hin	nalaya Publishing House,2010				
7. Business Policy and S	Strategic Management– P.K. C	ihosh,	Sultan Chand& Sons, NewDelhi, 1999				
Online Resources-			2				
	om/mws/media/514077O/bc3						
https://usiu-ke.libguides.	com/c.php%3Fg%3D942935	%26p°	<u>%3D6797010&ved</u>				
PART-D:Assessi	mentandEvaluation						
SuggestedContinuousE	valuation Methods:	THE PARTY OF THE P					
Maximum Marks:	100Marks						
ContinuousInternalAss	essment(CIA): 30Marks						
EndSemesterExam(ES)							
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	*obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester	Twosection- A &B	* dilli					
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark:	Q2.Short answertype-5x4=20Marks				
SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks							

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

P	AF	RT-A:	ntroduction	1			
		ram:Bachelorin F ficate / Diploma / De		istration	Semester-VIII	Session:202	4-2028
1	C	ourseCode	В	BSE -09	<u> </u>		
2	$\overline{\mathbf{C}}$	ourseTitle	Elective A – Hun	nan Resour	ce Management: Pro	iect Management	<u> </u>
	C	ourseType	Discipline Specif			Jeserian	-
4		re-requisite(if,any)			Asperrequiremen	va t	-
5	C	ourseLearning. outcomes(CLO)	Learnthetools	andtechniqu	oject Management. nesofProject Management of Project Management	nent.	oraisal.
6	C	reditValue	4Credits	Cred	it=15Hours-learnin	g&Observation	
7	T	otalMarks	Max.Marks:	100		<u> </u>	10
A	RT	Г-В: Conte	ntoftheCou	rse			
•		TotalNo.of Teac	hing-learningPe	riods(01 Hı	.perperiod)– 60Peri	ods(60 Hours)	
Uni			Тој	oics(Cour	secontents) and Characteristics of		No.of Period
		Entrepreneurial Skillinformation, Demand Screening of Project	ls, Market & Dem d Forecasting, Ma s Ideas, Monitorin	and Analysi rket Planning g the Environ	& Techniques of Projection of Primary, Project Planning: Comment, Corporate Apesent Value.	ary & Secondary Generation and	
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 Critical Sources of Risk, Sensitivity Analysis, Scenario Analysis, Decision-tree Analysis, Selection of a Project-Methods.					15	
						15	
IV		Project Implementation: Formsof Project Organization, Project Control & Control Charts, Human aspects of projectmanagement, Prerequisites for a successful project implementation, Introduction to Project Network & Determination of Critical path, Preparation of Comprehensive, Project Report, Project Termination-Types and Process.					
eywor				lysis, Projec	t Risk, Project Apprais	al, Project Impleme	ntation.
PA	R'	T-C: Learnin	gResources	5			71/

TextBooks, Reference Books and Others

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

- 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-

ran i-b:Assessmentandevaluation						
SuggestedContinuousEvaluation Metho	ds:					
Maximum Marks:	100Marks					
ContinuousInternalAssessment(CIA):	30Marks					
EndSemesterExam(ESE):	70 Marks					

ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks
EndSemester	Twosection- A &B		
Exam (ESE):	SectionA:Q1.Objective-10x1=1	0Mark;	Q2.Short answertype-5x4=20Marks

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

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

T-	ART-A:	Introduction	1				
Pro	gram:Bachel	orinBusiness Admii	nistration	Semester-VIII Session:2024	1-28		
(Cei	rtificate / Diplom	na / Degree/Honors)			r-20		
1	CourseCode						
2	CourseTitle	Elective A – Hum	an Resource	Management: Compensation &	*		
		Performance Man	nagement				
	CourseType	Discipline Specifi		SE)	4		
4	Pre-requisite(i	f,any)		Asperrequirement			
	CourseLearnin			pensation management.			
5	Outcomes(CL	O) > Describe job ev	aluation and	its methods.			
		> Evaluate the di	fferent metho	ods of wages.			
			mance mana	gement and methods of performance			
	*	management.					
6	C	> Preparation of	T				
	CreditValue	4Credits		t=15Hours-learning&Observation			
7	TotalMarks	Max.Marks:	100	MinPassingMarks: 4	10		
AF	RT-B: Co	ntentoftheCou	rse				
	TotalNo.of	f Teaching-learningPe	riods(01 Hr.	perperiod)- 60Periods(60 Hours)			
Unit			ics(Course		No.of		
		тор	ies (Course	contents)	Perio		
I	Compensation	Management:Compen	sation - Defin	nition - Classification - Types- Wages,	15		
	Salary, Benefits	s, DA, Consolidated Pay	; Equity base	d programs, Commission, Reward,			
	Remuneration, I	Bonus, Short term and L	ong term Inc	entives, Social Security, Retirement			
	Plan, PensionPl	ans, Profit Sharing Plan	, Stock Bonu	s Plan, ESOP, Employer Benefits and			
	EmployerCosts	for ESOP, Individual R	etirement Ac	count, Savings Incentive Match Plan			
	forEmployees;	Compensation and Non-	-compensatio	n Dimensions, Concept in			
	Compensation I	Management, Compensa	ation as Reter	ntion Strategy, Compensation Issues,			
*	Compensation	Compensation Management in Multi-National organizations Compensation Strategy:					
	Organizational and External Factors Affecting Compensation Strategies, Compensation						
	Organizational	and External Factors Af	fecting Comp	pensation Strategies, Compensation			
П	Strategies as an	and External Factors Af Integral Part of HRM, (fecting Comp Compensation	pensation Strategies, Compensation Policies.	100		
II	Strategies as an Job Evaluation	and External Factors Af Integral Part of HRM, (Definition of Job Eval	fecting Comp Compensation uation, Major	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job	15		
II	Strategies as an Job Evaluation EvaluationMeth	and External Factors Af Integral Part of HRM, (Definition of Job Evaluds, Point Factor Methology)	fecting Comp Compensation uation, Major od of Job Eva	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and	15		
П	Strategies as an Job Evaluation Evaluation Meth Factor Comparis	and External Factors Af Integral Part of HRM, (a:Definition of Job Evalueds, Point Factor Methoson Methods, Job Evalueds	fecting Comp Compensation uation, Major od of Job Eva ation Commit	pensation Strategies, Compensation in Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES)	15		
П	Strategies as an Job Evaluation EvaluationMeth FactorComparis, Using FES to d	and External Factors Af Integral Part of HRM, (Integral Part of Job Evaluads, Point Factor Methods, Job Evaluatermine Job Worth, Po	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary	15		
П	Strategies as an Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration	and External Factors Af Integral Part of HRM, On Definition of Job Evaluads, Point Factor Methology, Point Factor Methology, Job Evaluation Methods, Job Evaluation Methods, Job Worth, Polic Theories of Wages - Valuation	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary re - Wage Fixation - Wage Payment -	15		
П	Strategies as an Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdminist	and External Factors Af Integral Part of HRM, On Definition of Job Evaluations, Point Factor Methology, Point Factor Methology, Job Evaluation Methods, Job Evaluation Job Worth, Polar Theories of Wages - Variation. Difference between	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur een Salary and	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary re - Wage Fixation - Wage Payment — d Wages -Basis for Compensation	15		
II	Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdminist Fixation-Comp	and External Factors Af Integral Part of HRM, (Integral Part of HRM, (Integral Part of Job Evaluation), Point Factor Methods, Job Evaluation Methods, Job Evaluation Methods, Job Evaluation Factories of Wages - Variation. Difference between onents of Wages-Basic	fecting Compensation uation, Major od of Job Evaluation Commit sition Evaluation Salary and Wages-Overt	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary re - Wage Fixation - Wage Payment — d Wages -Basis for Compensation Itime Wages — Dearness Allowance	15		
II	Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdministration Fixation-Comp Basis for calcula	and External Factors Af Integral Part of HRM, (as Definition of Job Evaluates Point Factor Methods, Point Factor Methods, Job Evaluate Theories of Wages - Variation. Difference between the Control of Wages - Variation of Wages - Variation of Wages - Basic Pattern - Time Rate Wage	fecting Compensation uation, Major od of Job Evaluation Commit sition Evaluation Evaluation Evaluation Structures Salary and Wages-Overts and Efficier	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary re - Wage Fixation - Wage Payment - d Wages -Basis for Compensation Itime Wages - Dearness Allowance ancy Based Wages - Incentive Schemes	15		
a i	Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdministr Fixation- Comp Basis for calcula - Individual Bor Wages-Preparat	and External Factors Af Integral Part of HRM, (Integral Part of HRM, (Integral Part of Job Evaluated Part of Methods, Point Factor Methods, Job Evaluate Theories of Wages - Wartion. Difference between onents of Wages-Basic Part of Wages - Time Rate Wage on Schemes, Group Botton of Pay Roll	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur een Salary and Wages-Overt s and Efficier nus Schemes	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Iluation: Combining Point factor and Itee, Factor Evaluation System (FES) Ition Statements. Wage and Salary re - Wage Fixation - Wage Payment — d Wages -Basis for Compensation Imme Wages — Dearness Allowance ancy Based Wages -Incentive Schemes — Effect of various Labour Laws on	15		
a i	Strategies as an Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdministration Fixation- Comp Basis for calcula - Individual Bor Wages-Preparat Performance M	and External Factors Af Integral Part of HRM, 6 Integral Part of Job Evaluation Methods, Job Evaluation Methods, Job Evaluation Honories of Wages - Variation. Difference between the Job Wages - Variation of Wages - Basic Part of Wages - W	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur een Salary and Wages-Overt s and Efficier nus Schemes	pensation Strategies, Compensation of Policies. Decisions in Job Evaluation, Job aluation: Combining Point factor and stee, Factor Evaluation System (FES) attion Statements. Wage and Salary re - Wage Fixation - Wage Payment - d Wages -Basis for Compensation time Wages - Dearness Allowance ancy Based Wages - Incentive Schemes - Effect of various Labour Laws on ance Management: Evolution of	15		
a i	Strategies as an Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdminist Fixation- Comp Basis for calcula - Individual Bor Wages-Preparat Performance M Performance M	and External Factors Af Integral Part of HRM, (Integr	fecting Compensation Compensation, Major od of Job Evaluation Commit sition Evaluation Evaluation Evaluation Structures and Efficient and Efficient Schemes In Perform of Performan	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job Policies. Decisions in Job Evaluation, Job Policies. Decisions in Job Evaluation, Job Policies. Decisions Factor Evaluation System (FES) Policies, Factor Evaluation - Wage Payment - Policies Passed Fixation - Wage Payment - Policies Passed Wages - Dearness Allowance Passed Wages - Incentive Schemes - Effect of various Labour Laws on Pance Management: Evolution of Cee Management, Importance of			
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	Strategies as an Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdministr Fixation- Comp Basis for calcula - Individual Bor Wages-Preparat Performance Ma Performance Ma Performance Ma Engagement and	and External Factors Af Integral Part of HRM, (Integral Part of Job Evaluations, Point Factor Methods, Job Evaluation Methods	fecting Comp Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur een Salary and Wages-Overt s and Efficier nus Schemes In Performan urpose of Per- ment, Principl	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job aluation: Combining Point factor and tee, Factor Evaluation System (FES) ation Statements. Wage and Salary re - Wage Fixation - Wage Payment - d Wages -Basis for Compensation are Wages - Dearness Allowance and Based Wages - Incentive Schemes - Effect of various Labour Laws on ance Management; Evolution of the Management, Importance of formance Management, Employee es and Dimensions of Performance			
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	Job Evaluation EvaluationMeth FactorComparis ,Using FES to d Administration SalaryAdministration Fixation- Comp Basis for calcula - Individual Bor Wages-Preparat Performance Ma Performance Ma Performance Ma Performance Ma Engagement and Management. Performance Ap	and External Factors Af Integral Part of HRM, (Integral Part of Job Evaluation, Point Factor Methods, Job Evaluation Factor Mages - V Integration Factor Mages -	fecting Compensation uation, Major od of Job Eva ation Commit sition Evalua Wage Structur een Salary and Wages-Overt s and Efficier nus Schemes In Perform of Performan urpose of Per nent, Principl Methods: Tr	pensation Strategies, Compensation Policies. Decisions in Job Evaluation, Job aluation: Combining Point factor and tee, Factor Evaluation System (FES) ation Statements. Wage and Salary re - Wage Fixation - Wage Payment - d Wages -Basis for Compensation are Wages - Dearness Allowance and Based Wages - Incentive Schemes - Effect of various Labour Laws on ance Management; Evolution of the Management, Importance of formance Management, Employee es and Dimensions of Performance			

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	Management; Performance Management and Learning Organizations, 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.	15				
	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)					
Keyword	Keyword Compensation Management, Job Evaluation, Wage & Salary Administration, Performance Appraisal					

Keyword Compensation Management, Job Evaluation, Wage & Salary Administration, Performance Appraisal

PART-C: LearningResources

TextBooks, Reference Books and Others

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education

2.Michael Armstrong & Crust Publishing House.

3. Milkovich & amp; 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 & Eamp; Paul. E. Platten: People, Performance & Camp; 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 and Strategies for Organisation Success, 2007, Deep & Camp; Deep, New Delhi.

9.BD Singh, Compensation & amp; 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

SuggestedContinuousE	Evaluation Methods:	***************************************				
Maximum Marks:	100Marks					
ContinuousInternalAss	sessment(CIA): 30Marks					
EndSemesterExam(ES	E): 70 Marks	S	*			
ContinuousInternal	InternalTest/Quiz-(2):20&20)	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection-A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=	nA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks				
	SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks					

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

P	A	RT-A:	ntroduction	1				
Pr	og	ram:BachelorinI	Business Admir	nistration	Semester	-VIII	Session:202	24-28
		ificate / Diploma / De						20
1		CourseCode BBSE -11						
2		CourseTitle Elective A – Human Resource Management: Industrial Relations						
	C	CourseType	Discipline Specif	ic Elective (DSE)			
4	P	re-requisite(if,any)			Asperrequ	irement		
		CourseLearning.	> Sensitize the st	tudents with				dia
5	C	Outcomes(CLO)	> Introduce stud	lents to Basi	c Concepts in	Industria	l Relations	
			Enable studen	ts, understai	nd the dynam	ic nature	of Indian Indus	trial
	_	1 1°487 H	Relations	,				Comment
6		CreditValue	4Credits	Credi	it=15Hours-	learning	& Observation	
7		otalMarks	Max.Marks:	100				10
PAI	RT	Γ-B: Conte	ntoftheCou	rse				
		TotalNo.of Teac	hing-learningPe	riods(01 Hr	.perperiod)	60Period	s(60 Hours)	
Uni	it				secontents)		(00 110415)	No.of
					,			Period
I		Industrial Relation	s (IR): Definition,	Scope, Obj	ectives, Facto	rsaffectin	g IR,	15
		Participants of IR, In	mportance of IR.	Approaches	to Industrial F	Relations,	System of IR	
TT		in india.						
II		Collective Bargaini	ng: Definition, Mo	eaning, Natu	re, essential c	conditions	for the success	15
		ofcollective bargaini Bargaining, Collectiv	ng, Functions of (Collective Ba	argaining, Imp	ortance o	of Collective	
		Negotiations: Types	of Negotiations I	cess. Problem gelv		r 1 .		
		Negotiation, Negotia	tion Process Esse	ntial chille f	or Negotieties	l echnique	es of	
		in Management.		ilitai skiiis i	or negotiation	i, worker	's Participation	
III		Trade Unions: Mean	ning, Trade Union	movement	in India Ohie	ctive Rol	e and functions	15
		of the I rade Unions in	n Modern Industri	al Society of	f India, Proce	dure for re	egistration of	10
		Trade Unions, Ground	ds for the withdraw	wal and cand	ellation of res	gistration	union	
		structure, Rights and	responsibilities of	Trade Union	ns, Problems	of Trade (Jnions,	
TX7		Employee Relations	in IT sector					
IV		Grievance: Meaning	and forms, source	es of grievan	ice, approache	es to griev	rance	15
	machinery, Grievance procedures, and model grievance procedure. Disciplinary							
	procedures, approaches tomanage discipline in Industry Indian Industrial Relations: Changes And Challenges - Liberalization and Indian							
		Industrial Relations. T	The fiture of Indus	And Challe	nges - Liberal	ization ar	id Indian	
		culture. Effects ofcha	nges in Lahour La	outai Ketatio	ns in the wak	e of chang	ges in work	
Keyword	ds	Industrial Rela	tions, Collective Ba	rgaining Tr	ade Union Cu	iovance		
PAI	27		gResources		uue Onion, Gr	ievunce.		
		Books, Reference Book						
								e

- 1. Bose, Subhas Chandra, The Trade Union Movement, Selected Speeches of Subhas Chandra Bose, Publication Division, Government of India, New Delhi, 1992
- 2. Giri VV: 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

pal & David My

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

nttps://scol.ac.in/industrian ciationsandLabourLaws/&ved							
PART-D:AssessmentandEvaluation							
SuggestedContinuousE	SuggestedContinuousEvaluation Methods:						
Maximum Marks:	100Marks						
ContinuousInternalAss	sessment(CIA): 30Marks						
EndSemesterExam(ES	EndSemesterExam(ESE): 70 Marks						
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester	EndSemester Twosection- A &B						
Exam (ESE):	Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
	SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks						
and Simulation of Company and Company							

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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) 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). 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 and Practices), data - differencing, logarithm,				ntroduction			-	
CourseTitle Elective B - Finance: Financial Analytics	-2028	er-VIII Session:2024-	istration	Business Admin egree/Honors)	ram:BachelorinB ficate / Diploma / De	Prog Certi	P (0	
CourseType Discipline Specific Elective (DSE) Asperrequisite(if,any)			BSE -09	Bl	ourseCode	C	1	
CourseType		CourseTitle Elective B – Finance: Financial Analytics						
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. CreditValue TotalMarks Max.Marks: 100 MinPassingMarks: PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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) 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). 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). 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.								
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. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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) 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). 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 and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailedexplanation with examples) computing return series data (simple returns and logarithmreturns) (using Excel). IV Python: Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data. Python for Finance Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and nonstationary data, basics of Time series using Python. Credit default using binary logistic regression.								
TotalMarks		CourseLearning. > Analyze and model financial data. > Access the different open-source domains. > Evaluate and build model on time series data.						
TotalMarks					reditValue	C	6	
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Unit Topics(Coursecontents) 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) 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). 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 (detailed explanation with examples) computing return series data (simple returns and logarithmreturns) (using Excel). 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.	40				otalMarks	T	7	
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		7.	ta, Time Se	alytics, Financial Da	Financial Anal	vords	Еун	
PART-C: LearningResources						AR	P	

TextBooks, Reference Books and 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 Hitt/

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						
			out-learning-financial-analysis/&ved			
	mentandEvaluation	n				
SuggestedContinuousE Maximum Marks:	valuation Methods: 100Mark	S				
ContinuousInternalAss						
EndSemesterExam(ES	E): 70 Mar	ks				
ContinuousInternal	InternalTest/Quiz-(2):20&2	20	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
Exam (ESE):	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks					

NameandSignatureofConvener&Members: (CBOS)

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COURSECURRICULUM

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	P	ART-A:	ntroduction	~ ~					
CourseCode BBSE -10				istration	Semester-VIII	Session:20	24-28		
CourseTitle Elective B - Finance: Goods and Service Tax			Y	OT 40			***		
CourseType					3				
Pre-requisite(if.any) Asperrequirement	2	CourseTitle	Elective B – Finar	nce: Goods	and Service Tax				
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. CreditValue 4Credits Credit=15Hours-learning&Observation TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Tippics(Coursecontents) No.of Periods Tippics(Coursecontents) No.of Periods(07 Hourse) In Imaging and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions from GST. In Imaging and Services (both Generaland Specific Services)—Problems on Identification of Place of Supply, Types of Supply. Exemptions from GST. 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 and Net GST.iability. Input Tax Credit and Net GST. Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Fea		CourseType	Discipline Specifi	c Elective (I	SE)				
and the difference's 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 constitutiona framework, CGST, GGST, 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. Interpret input tax credit under GST, including its meaning and process for availingit, and apply this knowledge to calculate net GST liability. CreditValue 4Credits Credit=15Hours-learning&Observation TotalMarks Max.Marks: 100 MinPassingMarks: 40 PART-B: ContentoftheCourse TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Inti ContentoftheCourse Topics(Coursecontents) No.of Teaching-learningPeriods(01 Hr.perperiod)—60Periods(60 Hours) Inti Course Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Services Tax: Framework and Definitions; Introduction to Goods and Incase of Supply, Types of Supply. Exemptions from GST. II Time, Place And Value of Supply: Time of Supply: in case of Goods and in case of Services 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 Meaning, Inclusions and Exclusions. Problems on calculation of 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 forav	4	Pre-requisite(if,any)		Asperrequirement					
for availingit, and apply this knowledge to calculate net GST liability. CreditValue	5		 and the differences between direct and indirect taxation. Analyze the history of indirect taxation in India and the structure of the Indian taxation system. 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. 						
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		Total Paris			I Liability.	No.	/		

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	TextBooks,ReferenceBooksand Others						
1. Rajesh Kumar and Mo	1. Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education						
2.Datey, VS, "Indirect T	axes", Taxmann Publicatio	ns.					
	ect Taxes:,Puliani and Puli						
4.Haldia, Arpit, "GST M	ade Easy", Taxmann Publi	cations.					
5.Chaudhary, Dalmia, G	irdharwal, "GST – A Practi	ical Appr	oach", Taxmann Publications.				
6. Garg, Kamal, "Unders	tanding GST", Bharat Publ	ications.					
7.Hiregange, Jain and N	aik, "Students' Handbook o	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:Assessi	mentandEvaluatio	n					
SuggestedContinuousE	valuation Methods:						
Maximum Marks:	100Marl	S					
ContinuousInternalAss	essment(CIA): 30Mark	S					
EndSemesterExam(ES)	E): 70 Mar	ks					
ContinuousInternal	ContinuousInternal InternalTest/Quiz-(2):20&20 Bettermarks outofthetwoTest/Quiz						
Assessment (CIA): Assignment/Seminar- 10 +obtainedmarksinAssignmentshallbe							
(ByCourseTeacher) TotalMarks- 30 considered against 30 Marks							
EndSemester Twosection-A&B							
Exam (ESE):	Exam (ESE): SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks							
amound Singular SC							

NameandSignatureofConvener&MembersofCBoS:

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COURSECURRICULUM

		ntroduction					
	ogram:BachelorinI ministration	Susiness	Semester-VIII	Session:2024-20)25		
	rtificate / Diploma / De	agyaa/Hanaya)					
1	CourseCode		BSE -11				
2	*						
	CourseTitle		nce: Corporate Financ	cial Management			
	CourseType Discipline Specific Elective (DSE)						
4	Pre-requisite(if,any) Asperrequirement						
5	CourseLearning. > Learn and determine the overall cost of capital.						
6	CreditValue	4Credits		s-learning&Observation			
7	TotalMarks	Max.Marks:	100	7	10		
PAF	RT-B: Conte	ntoftheCou	'se				
				- 60Periods(60 Hours)			
Uni	t		pics(Coursecontents		No.of		
I	Cost of Capital and	_	*	·)	Perio		
5	Capital – Computation Share Capital – Weight Theories of Capital Approach, Tradition	on of Cost of Capi ghted Average Cos Structures: The land Approach and N	tal – Specific Cost – Co st of Capital – Problems	The Net Operating Income			
II	Risk Analysis in Ca Risk Analysis: Typ –Risk adjusted Disco Analysis - Probabilit Decision Tree Analy	pital Budgeting: es of Risks – Risk ount Rate Approac y Approach - Stan sis – Problems.	and Uncertainty – Tech h – Certainty Equivalen dard Deviation and Co-	uniques of Measuring Risks at Approach – Sensitivity efficient of Variation –	15		
III Dividend Decisions: Meaning - Types of Dividends - Types of Dividends Polices - 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.							
	Theories: Theories of Irrelevance – The Mi	f Relevance – Wal Iller-Modigliani (N	ter's Model and Gordor M) Hypothesis - Proble	n's Model and Theory of ems.			
IV	Theories: Theories of Irrelevance – The Minimum Mergers and Acquirem Merger – Motives and Negotiations – Lever Ratio. Problems on Elementary Market Value Approximations – Market Value Ap	f Relevance — Waldler-Modigliani (Nations: Meaning - d Benefits of Mergage buyout, Managexchange Ratiosba	ter's Model and Gordor MM) Hypothesis - Proble Reasons – Types of Cor ger – Financial Evaluation gement Buyout Meaning	m's Model and Theory of ems. mbinations - Types of on of a Merger - Merger g and Significance of P/E and Earnings Approach and	15		
IV	Theories: Theories of Irrelevance – The Mindergers and Acquired Merger – Motives and Negotiations – Lever Ratio. Problems on Elementary Market Value Approximation.	f Relevance – Waldler-Modigliani (Nations: Meaning - d Benefits of Mergrage buyout, Managexchange Ratiosbanch and Impact of Mergrage buyout, Meaninge Ratiosbanch and Impact of Mergrage Ratiosbanch and Mergrage Ratiosbanch and Impact of Mergrage Ratiosbanch and Impact of Mergrage Ratiosbanch and Mergrage Ratiosbanch Andrew Ratiosbanch A	ter's Model and Gordor (MM) Hypothesis - Problem (Reasons – Types of Conger – Financial Evaluation (Reasons – Buyout Meaning (Reasons – Buyout Meani	m's Model and Theory of ems. mbinations - Types of on of a Merger - Merger g and Significance of P/E and Earnings Approach and	15		
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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 InternalTest/Quiz-(2):20&20

Assignment/Seminar-Assessment (CIA): 10 TotalMarks-30 (ByCourseTeacher)

Bettermarks outofthetwoTest/ Quiz **+**obtainedmarksinAssignmentshallbe considered against 30 Marks

EndSemester

Twosection-A &B

Exam (ESE):

SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

NameandSignatureofConvener&Members:

COURSECURRICULUM

Ad	ogram:BachelorinF ministration rtificate / Diploma / De		Semester-VIII	Session:2024-2	2028			
1	CourseCode							
2	CourseTitle	Elective C – Mai	lective C – Marketing: Digital Marketing					
\top	CourseType		fic Elective (DSE)	8				
4	Pre-requisite(if,any)			uirement				
5	CourseLearning. Outcomes(CLO) Asperrequirement > 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	s-learning&Observation	r			
7	TotalMarks	Max.Marks:	100	MinPassingMarks:	40			
PAF	RT-B: Conte	ntoftheCou	rse					
	TotalNo.of Teac	hing-learningPe	riods(01 Hr.perperiod)	- 60Periods(60 Hours)				
Uni			pics(Coursecontents		No.of Perio			
Ι	Group Analysis- Con	ntent managemen	gital Marketing Plan- SV t- Optimization of Web S ogle Analytics- Social M	Sites-MS Expression-	15			
II	Digital Marketing l	Marketing Platforn	l Marketing- Benefits of ns- Defining Digital Mar	Digital V/s Traditional keting Goals- Latest	15			
Ш	Search Engine Opt works-Search Engine Adwords-Google Ad	imization: Introduce Optimization & l sense- Display A	uction to Search Engines its Benefits- Search Eng Advertising- Keyword Op	ine Marketing- Google otimization.	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 T	demandforecasting Trends in internet marketing – acquiring customers on the web. Digital Marketing, Budgeting, Search Engine Optimization, Social Media Marketing.						

PART-C: LearningResources

TextBooks, Reference Books and 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)

t McGraw Hill)

Online Resources-						
https://www.webfx.com/digital-marketing/&ved						
https://digitalmarketingi	nstitute.com/resources/ebool	ks&ved	*			
PART-D:Assessi	mentandEvaluation					
SuggestedContinuousE	valuation Methods:	- 1.1				
Maximum Marks:	100Marks					
ContinuousInternalAss	essment(CIA): 30Marks		•			
EndSemesterExam(ES	E): 70 Mark	5				
ContinuousInternal	InternalTest/Quiz-(2):20&20)	Bettermarks outofthetwoTest/ Quiz			
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe			
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks			
EndSemester	Twosection- A &B					
	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks					
(===)	SectionB:Descriptiveanswertyp	ectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks				

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COURSECURRICULUM

			JUKSE	CURR	ICULUM			
			ntroduction					
Pr	rog	ram:BachelorinE	Business Admir	istration	Semester-VIII Session:2024	-2028		
		tificate / Diploma / Degree/Honors)						
$\frac{1}{2}$	+	CourseCode						
		CourseTitle			duct & Brand Management			
4	-	CourseType Discipline Specific Elective (DSE)						
-		Pre-requisite(if,any) Asperrequirement						
5		CourseLearning. Outcomes(CLO)	Explore variouDevelop a critiManagementi	us issue relat ical understa in Retailing.	of the role of Brand Management. ed to Brand Management. nding of the process involved in Private ment of Brand and Private Label.	Label		
6	C	CreditValue	4Credits		t=15Hours-learning&Observation			
7	T	otalMarks	Max.Marks:	100	MinPassingMarks: 40)		
PA	R	Г-В: Conte	ntoftheCou	rse				
		TotalNo.of Teac	hing-learningPe	riods(01 Hr.	perperiod)- 60Periods(60 Hours)			
Un				•	econtents)	No.of Period		
I		Brand; Concepts On Marketing; Advantage	Branding And Br ges Of Strong Bra	and Manager nds- Financia	rand Positioning & Personality Of A ment - Brand Element Choice Criteria- al Brand Value.	15		
l II		AwarenessDescribes Associations- Brand Portfolio – Contemp Related To Brand M	The Brand Equity Awareness - Brandorary View Of Thanagement - Proc	y Model (D. d Loyalty - E e Role Of Br ess Involve I	Asker) Perceived Quality - Brand Brand Asset Valuator; Managing Brand and Management –Various Issues n Building & Managing on- Brandpositioning And	15		
II								
IV Keywo	7	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.						
		and the second s			ivate Label Performance.			
			gResource	5				
1. 1 2. 1	Baj Kel Hal	ley & Jugenheimer, A ll, India. 2008	, Retail Managen Advertising Media	Planning A	University Press, New Delhi Brand Management Approach, Prenti	ice		
4.	Gill	nne, P. M., Lusch, R. bert, D. (2003). Retai Gunta Retail Mand	l marketing mand	R. (2013). R agement. Ped	etailing. Cengage Learning. urson Education India.			

Online Resources-

5. S.L. Gupta, Retail Management

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

https://www.iupindia.in/Brand Management.asp&yed

nagement.asp&ved

	PART-D:AssessmentandEvaluation						
SuggestedContinuousE	valuation Methods:						
Maximum Marks:	100Mark	S					
ContinuousInternalAss	essment(CIA): 30Mark	s					
EndSemesterExam(ES	E): 70 Marl	KS .					
ContinuousInternal	InternalTest/Quiz-(2):20&2	0	Bettermarks outofthetwoTest/ Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester	Twosection- A &B						
Exam (ESE):	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
(=32)	ectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks						

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COURSECURRICULUM

R	<u> </u>	JUKSE	COM	VICOLO	INI			
P	ART-A:	ntroduction	1			1		
	ogram:Bachelorin		istration	Semester-	VIII	Session:202	4-202	
100	ertificate / Diploma / D							
1	CourseCode	В	BSE -11					
2	CourseTitle	Elective C – Mai	ctive C – Marketing: Services Marketing					
	CourseType	Discipline Specif	ic Elective	(DSE)				
4	Pre-requisite(if,any)			Asperrequi	remen	t		
5	CourseLearning. Outcomes(CLO)	CourseLearning. > Learn service Marketing, features, classification of services.						
6	CreditValue	4Credits				&Observation		
7	TotalMarks	Max.Marks:	100			· · · · · · · · · · · · · · · · · · ·	40	
A	RT-B: Conte	ntoftheCou	rse					
			The second second	.perperiod) – 6	OPerio	ds(60 Hours)		
Un	it	Topics(Coursecontents)					No.of Period	
Ι	marketing mix -serv services Vs. Physica Customer Expectation that influence custom expectations, Custom	ices in the modern diservices tions of service: S her expectations of her defined service	ervice expe service. Iss standards	Classification of ctations, types of the cues in involving	of services of expect g custor	tations, factors	15	
II	Pricing & Promotic Pricing Objectives, I Strategies intopractic	on Strategies for Str	Services: Secing, Pricin	g and Demand,	putting	Service Pricing	15	
II	I Service Promotion: communicationstrate	The role of marke	eting commo	unication; Impli	cation f	or	15	
IV	Marketing plans fo situation reviewmark marketing planning	r services: The make ting strategy for and services.	arketing pla mulation, re	nning process, s source allocation	strategic ons and i	c context, monitory	15	
_		eting, Service Prom		eungPlans.				
	extBooks,ReferenceBo	ngResource	3					
	Services Marketing – To		iondra Nar	anadkar TMH	6.			
	Services Marketing—In	itegrating Custom	er Focus A	cross the Firm.	Valarie	A.Zeithaml& M	arvJo-	
S	Bitner: TMH. Services Marketing Peo Pearson.						yoo	
	Se r vices Marketing – C	oncents planning	and implan	ontation Plas	tach au	a aveal 2000		
Inli	ine Resources-	pulling	ana impien	CHUUUI, DHUL	ucnurje	e, excel, 2009		

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

PART-D:AssessmentandEvaluation

Online Resources-

	SuggestedContinuousEvaluation Methods:						
Maximum Marks:	100Marks						
ContinuousInternalAss	sessment(CIA): 30Marks						
EndSemesterExam(ES	E): 70 Marks						
ContinuousInternal	InternalTest/Quiz-(2):20&20		Bettermarks outofthetwoTest/Quiz				
Assessment (CIA):	Assignment/Seminar-	10	+obtainedmarksinAssignmentshallbe				
(ByCourseTeacher)	TotalMarks-	30	considered against 30 Marks				
EndSemester	Twosection- A &B		•				
Exam (ESE):	SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks						
	SectionB:Descriptiveanswertype	ectionB:Descriptiveanswertypeqts., 1outof2 from each unit-4x10=40 Marks					

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