

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

Name and Signature of Convenor & Members (CBoS):






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

COURSE CURRICULUM





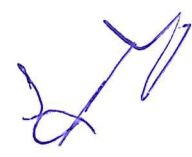
PART-A: Introduction				
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)			Semester-I	Session: 2024-2025
1	Course Code	BBSC-03		
2	Course Title	Financial Accounting		
	Course Type	Discipline Specific Course (DSC)		
4	Pre-requisite (if any)	As per requirement		
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">➤ learn the commonly used accounting terminology, Identify the users of 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 Loss Account, Balance Sheet, and cash flow statement➤ Explain accounting software and to acquaint with how to work in Tally Software.		
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation	
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40	
PART-B: Content of the Course				
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)				
Unit	Topics (Course contents)			No. of Period
I	Accounting – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. Capital and Revenue – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books – Cash Book, Meaning and type of Cash Book - Single Column,			15
II	Rectification of Errors: Classification of Error, Location of Error, Suspense Account, Effects on profit; Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance,			15
III	Final Account: Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only). Depreciation - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method,			15
IV	Accounting Software – Introduction - Meaning of Accounting Software, Types of Accounting Software; Tally - Meaning of Tally Software – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols, Accounts /Inventory info – Master Configuration - Voucher Entry Configuration. Working in Tally: Groups, Ledgers, writing voucher, Different types of Voucher, Voucher Entry Problem on Voucher entry- Generating Basic Reports in Tally - Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.			15
Keywords	Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.			
PART-C: Learning Resources				
Text Books, Reference Books and Others				
<ol style="list-style-type: none">1. S.M. Shukla, Accounting Principles, Sahitya Bhawan Publication, Agra2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.5. T.S. Grewal, Advanced Accounts, S. Chand & Sons, New Delhi.6. R.L. Gupta, Advanced Accounts, S. Chand & Sons, New Del7. T.P. Ghosh, Financial Account for Manager Taxmann Allied Services Pvt. Ltd.				



Online Resources–<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:****Maximum Marks:** 100Marks**ContinuousInternalAssessment(CIA):** 30Marks**EndSemesterExam(ESE):** 70 Marks

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

Name and Signature of Convenor & Members (CBOS)

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

COURSE CURRICULUM

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



- ☐ V. Rajaraman, 4th ed PHI, Fundamental Of Computers
☐ E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"

Online Resources–

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

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

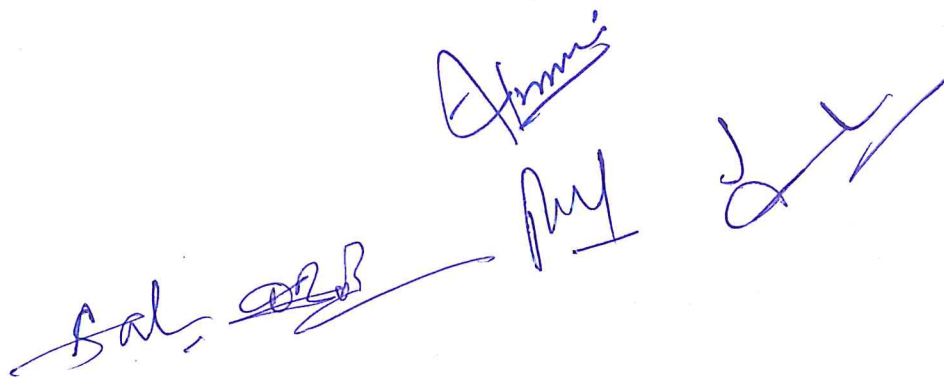
Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

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

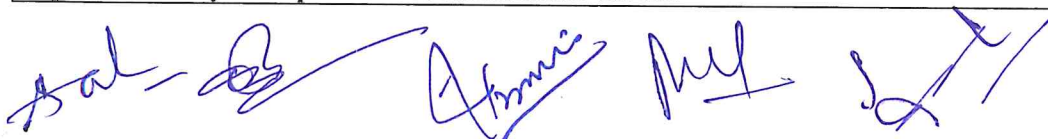
SignatureofConvener &Members (CBoS):



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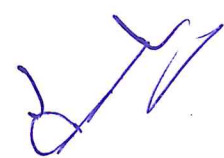
PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		Semester- I	Session: 2024-2025
1	Course Code	BBVAC - 01	
2	Course Title	Social Media Marketing	
3	Course Type	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none">➤ Create and implement a digital and social media plan that aligns to a brand's overall business objectives.➤ Interpret digital and social media analytics, trends, tools, and activities to determine the effectiveness of various strategies.➤ Develop effective communication and interpersonal strategies to foster collaboration, diversity and inclusion within digital and social media project teams.➤ Evaluate current trends and emerging technologies in digital marketing to inform planning and ongoing effectiveness.	
6	Credit Value	2 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Social Media Marketing: Fundamentals of Social Media Marketing & its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.		08
II	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags.		07
III	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign.		08
IV	Twitter Marketing: Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basic.		08
Keywords	Social Media Marketing, Facebook, Twitter, LinkedIn.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
<ul style="list-style-type: none">1. Digital Marketing –Kamat and Kamat-Himalaya2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,3. Digital Marketing, V. Ahuja, Oxford University Press4. Digital Marketing, S.Gupta, McGraw-Hill5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition			
Online Resources–			
https://www.coursera.org/socialmediamarketing			
https://academy.hubspot.com/courses/social-media			



PART-D:AssessmentandEvaluation**Suggested Continuous Evaluation Methods:****Maximum Marks:** 50Marks**Continuous Internal Assessment(CIA):** 15Marks**End Semester Exam(ESE):** 35Marks

Continuous Internal Assessment(CIA): (ByCourseTeacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- 05 Total Marks - 15	Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbecon sideredagainst15Marks
End Semester Exam (ESE):	Twosection- A &B SectionA:Q1. Objective-05 x1=05 Mark;Q2. Short answertype-5x2 =10Marks SectionB:Descriptiveanswer typeqts.,1outof2 fromeachunit-4x05=20Marks	

NameandSignature ofConvener&Members (CBoS)

Goes to 2nd Sem -----

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session:2024-2025
1	CourseCode	BBSC-04	
2	CourseTitle	Business Economics	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	➤ <i>Get an insight into the fundamentals of economics and theory of consumerbehaviour.</i> ➤ <i>To make the students understand demand and supply, theory of production & theory of cost.</i> ➤ <i>To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent.</i>	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Introduction: Nature and Scope- Positive and NormativeEconomics, Micro and Macro Economics; Central Problems of aneconomy; Working of price mechanism. Theory of Consumer Behaviour: Cardinal Utility Approach-Law ofDiminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties ofIndifference Curves, Budget Line, Consumer's Equilibrium		15
II	Demand: Meaning, Demand Schedule, Individual and MarketDemand Curve, Determinants of Demand, Law of Demand,Changes in Demand; Supply: Meaning, Supply Schedule, Individual and Market SupplyCurve, Determinants of Supply, Law of Supply, Changes in Supply;Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity ofDemand and Supply.		15
III	Theory of Production: Factors of Production, Basic Concepts, ProductionFunction, Law of Variable Proportions, Returns to Scale; Producer'sEquilibrium- Least-Cost Factor Combination and Output Maximization fora given Level of Outlay; Theory of Costs: Basic Concepts, Short-run Total Cost Curves. Fixed andVariable, Short-run Average and Marginal Cost Curves, Relationshipbetween Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves,Relationship between Average and Marginal Revenue Curve. Equilibrium of the Firm: Meaning, Objectives of the Firm, TotalDistribution- Concept and Marginal Productivity theory of distribution.		15
IV	Market Structure: Meaning, Forms of market- Perfect Competition,Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly,Monopolistic Competition and Oligopoly. Wage: Concept and Determination of Wages. Rent- Concept, Ricardian and Modern Theories of Rent. Interest: Concept and Theories of Interest; Profit: Nature, Concepts and Theories of Profit.		15
Keywords	Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,		

