| **Suggested Continuous Evaluation Methods:**<br>**Maximum Marks:** **100Marks**<br>**ContinuousInternalAssessment(CIA):** **30Marks**<br>**EndSemesterExam(ESE):** **70 Marks** | | |
|---|---|---|
| **ContinuousInternal Assessment (CIA):**<br>**(ByCourseTeacher)** | InternalTest/Quiz-(2):**20&20**<br>Assignment/Seminar- **10**<br>TotalMarks- **30** | Betternarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks |
| **EndSemester Exam (ESE):** | **Twosection– A &B**<br>SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks**<br>SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**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 | **CourseCode** | **BBSC-03** | | |
| 2 | **CourseTitle** | **Financial Accounting** | | |
| | **CourseType** | **Discipline Specific Course (DSC)** | | |
| 4 | **Pre-requisite**(if,any) | *Asperrequirement* | | |
| 5 | **CourseLearning. Outcomes(CLO)** | ➢ *learn the commonly used accounting terminology , Identify the usersof accounting information and their respective requirements*<br>➢ *explain the process of recording and classifying the business transactionsand events, Make financial the financial statements, viz., Profit and LossAccount, Balance Sheet, and cash flow statement*<br>➢ *Explain accounting software and to acquaint with how to work in TallySoftware.* | | |
| 6 | **CreditValue** | **4Credits** | *Credit=15Hours-learning&Observation* | |
| 7 | **TotalMarks** | **Max.Marks: 100** | **MinPassingMarks: 40** | |

## PART-B: ContentoftheCourse

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

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

## PART–C: LearningResources

**TextBooks,ReferenceBooksand Others**


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

| | | |
|---|---|---|
| **Online Resources–**<br>**https://www.kopykitab.com/**<br>**https://www.hitbullseye.com/grad-** | | |
| **PART-D:AssessmentandEvaluation** | | |
| **Suggested Continuous Evaluation Methods:**<br>**Maximum Marks: 100Marks**<br>**ContinuousInternalAssessment(CIA): 30Marks**<br>**EndSemesterExam(ESE): 70 Marks** | | |
| **ContinuousInternal Assessment (CIA):**<br>**(ByCourseTeacher)** | InternalTest/Quiz-(2):**20&20**<br>Assignment/Seminar- **10**<br>TotalMarks- **30** | Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks |
| **EndSemester Exam (ESE):** | **Twosection– A &B**<br>SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks**<br>SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**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 | **CourseCode** | **BBGE-01** | | |
| 2 | **CourseTitle** | **Computer Application** | | |
| 3 | **CourseType** | **Generic Elective (GE)** | | |
| 4 | **Pre-requisite**(if,any) | ***Asperrequirement*** | | |
| 5 | **CourseLearning. Outcomes(CLO)** | ➢ ***Bridge the fundamental concepts of computers with the present level ofknowledge of the students.***<br>➢ ***Familiarize operating systems, peripheral devices, software, Internet andviruses.***<br>➢ ***It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills.*** | | |
| 6 | **CreditValue** | **4Credits** | ***Credit=15Hours-learning&Observation*** | |
| 7 | **TotalMarks** | **Max.Marks: 100** | **MinPassingMarks: 40** | |

## PART-B: ContentoftheCourse

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

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

## PART–C: LearningResources

**TextBooks,ReferenceBooksand Others**

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

| |
|---|
| □ *V. Rajaraman, 4th ed PHI, Fundamental Of Computers*<br>□ *E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"* |
| **Online Resources–**<br>**https://www.kopykitab.com/**<br>**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):**<br>**(ByCourseTeacher)** | InternalTest/Quiz-(2):**20&20**<br>Assignment/Seminar- **10**<br>TotalMarks- **30** | Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against **30** Marks |
| **EndSemester Exam (ESE):** | **Twosection– A &B**<br>SectionA:**Q1**.Objective–10x1=**10**Mark;**Q2**.Short answertype-**5x4=20Marks**<br>SectionB:Descriptiveanswertypeqts.,**1outof2**fromeachunit-**4x10=40Marks** | |

***SignatureofConvener &Members (CBoS):***

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

# COURSECURRICULUM

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

## PART-B: Contentof theCourse

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

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

## PART–C: LearningResources

**TextBooks,ReferenceBooksandOthers**

***TextBooksRecommended–***

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

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

| **PART-D:AssessmentandEvaluation** | | |
|---|---|---|
| **Suggested Continuous Evaluation Methods:**<br>**Maximum Marks: 50Marks**<br>**Continuous Internal Assessment(CIA): 15Marks**<br>**End Semester Exam(ESE): 35Marks** | | |
| **Continuous Internal Assessment(CIA):**<br>**(ByCourseTeacher)** | Internal Test / Quiz-(2): **10 & 10**<br>Assignment/Seminar+Attendance- **05**<br>Total Marks - **15** | Better marks out of the two Test/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst**15**Marks |
| **End Semester Exam (ESE):** | **Twosection– A &B**<br>SectionA:**Q1**. Objective–**05 x1=05** Mark;**Q2**. Short answertype-**5x2 =10Marks**<br>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) | ***Asperrequirement*** | | |
| 5 | **CourseLearning. Outcomes(CLO)** | ➢ ***Get an insight into the fundamentals of economics and theory of consumerbehaviour.***<br>➢ ***To make the students understand demand and supply, theory of production& theory of cost.***<br>➢ ***To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent.*** | | |
| 6 | **CreditValue** | **4Credits** | ***Credit=15Hours-learning&Observation*** | |
| 7 | **TotalMarks** | **Max.Marks: 100** | **MinPassingMarks: 40** | |

**PART-B: ContentoftheCourse**

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

| Unit | Topics(Coursecontents) | No.of Period |
|---|---|---|
| I | **Introduction:** Nature and Scope- Positive and NormativeEconomics, Micro and Macro Economics; Central Problems of aneconomy; Working of price mechanism.<br>**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;<br>**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;<br>**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.<br>**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.<br>**Wage:** Concept and Determination of Wages.<br>**Rent**-Concept, Ricardian and Modern Theories of Rent.<br>**Interest:** Concept and Theories of Interest;<br>**Profit:** Nature, Concepts and Theories of Profit. | 15 |
| *Keywords* | ***Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,*** | |