

PART-C: Learning Resources

Text Books, 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: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
--------------------------	--

Name and Signature of Convenor & Members: (CBoS)

[Handwritten signatures]

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	Course Code	BBSC-05	
2	Course Title	Business Statistics	
	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">➤ Students will be able to learn basic theoretical and applied principles of Statistics needed to enter the job force.➤ Students will be able to communicate key statistical concepts to non-Statisticians.➤ Students will gain proficiency in using Statistical Software for Data Analysis.	
6	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	Statistical Methods: Importance and Scope – Limitations – Need for Data – Principles of Measurement, Tabulation and Presentation of Data. Classification of Data: Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts & Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and Limitations of Graphs.		15
II	Measures of Central Tendency: Mean - Combined Mean – Weighted Mean, Median – Quartiles; Relationship between Mean, Median and Mode. Measures of Variation: Range, Quartile Deviation, Standard Deviation, Co-efficient of Variation – Skewness, (Conceptual framework only)		15
III	Correlation Analysis: Correlation analysis: Meaning and Significance; Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.		15
IV	Index Number: Meaning and Significance, Problems in construction of Index Numbers, Methods of constructing Index Numbers-weighted and unweighted, test of adequacy of Index Numbers. Time Series: Meaning and significance – Utility, Components of Time series; Measurement of Trend: Method of Least squares, Moving Average Method.		15
Keywords	Data, Mean, Median, Mode, Correlation, Standard Deviation, Index Number.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad 2. Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi. 3. Hoonda R.P-Statics for Business and Economics Mac Millian, New Delhi. 4. Richard I& David S Rubin-statistics for Management, Prentice Hall –New Delhi. 5. Hein I.w.:Quantitative approach to managerial decisions Prentice hall –New Jersey 6. S.C.Gupta&Smt I.Gupta :Fundamental of Statistics –Himalaya Publishing House –Delhi 7. D.C.Sancheti&V.K.Kapoor-Statistics Theory Methods and Applications 8. Dr. S.M. Shukla, Dr. S.P. Sahai Sahitya Bhawan Publication Agra.			
Online Resources –			
https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&ved https://openstax.org/details/books/introductory-business-statistics&ved			

Sal *ee* *Ahmm* *my* *2*

PART-D:AssessmentandEvaluation**Suggested Continuous Evaluation Methods:****Maximum Marks:** 100Marks**ContinuousInternalAssessment(CIA):** 30Marks**EndSemesterExam(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=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)






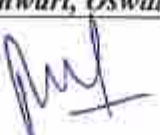

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-06	
2	Course Title	Cost 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">➤ Have knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage.➤ Know how cost calculated in various production sectors. Differentiate between cost and financial accounting.➤ Learn how cost and volume effect profit. Able to explore how cost accounting helps to face competition by cost determination and cost control.	
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: Definitions, Nature, Concept, Purpose and Classification of Cost Accounting; Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing.		15
II	Accounting of Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials; Material Cost Control: Meaning, Objectives and Benefits; Scope of Material Cost Control; Procurement, Storage and Management of Issues; Make or Buy Decision; Purchase Process; Vendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores or Inventory Control- ABC Method, VED Method, FSN Method; Determination of Stock Levels: Reorder Level, Minimum Level, Maximum Level, Average Level and Danger level; Duties and Responsibilities of Stores Manager; Pricing of Materials issues: FIFO, LIFO, HIFO, Weighted Average Method (Including Practical Problems).		15
III	Accounting of Labour: Introduction, Meaning of Labour Cost; Types of Labour - Direct Labour and Indirect Labour; Labour Cost Control : Meaning, Objectives and Benefits; Scope of Labour Cost Control; Labour Turnover; Wage and Incentive System: Taylor's, Merricks, Halsey, Rowan Differential Piece Rate System Accounting of Overhead: Meaning and Classification of Overheads; Overheads - Allocation, Apportionment and Absorption; Methods and Treatment of Absorption of Overheads; Machine Hour Rate – Including Practical Problems.		15
IV	Methods of costing: Unit Costing, Contract Costing, Process Costing(Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconciliation of Cost & Financial Account, Break Even Analysis: Importance and Components;		15
Keywords	Cost, Material, Labour, Overhead, Wage, Incentive, Break Even Analysis		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Ravi M. Kishore – Cost Management (Taxman's Publication). 2. S. P. Iyengar – Cost Accounting (S. Chand & Co., New Delhi). 3. R. S. N. Pillai V. Bhagwati – Cost Accounting (S. Chand & Co., New Delhi). 4. Maheshwari & Mittal – Cost Accounting (Theory & Problems) (Mahavir Prakashan, Delhi) 5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – Cost Accounting (RDB Publishing House)			

Sal


Online Resources–

<https://icmai.in/studentswebsite/Foundation-Papers.php&ved>

<https://www.edx.org/learn/cost-accounting&ved>

PART-D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

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 – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks

Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks

Name and Signature of Convenor & Members:

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

Sal





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

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- II	Session: 2024-2026
1	Course Code	BBSEC - 01	
2	Course Title	Soft Skill & Personality Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">➤ Determine Communication styles-types with examples, perception of each type of communication, quiz.➤ Focus on various communication skills/listening/ stress management etc.➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc.	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods (15Hrs) and Lab. or Field learning/Training 30 Periods (30Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	What are soft skills: The importance of soft skills in our lives - Types Of Soft Skills; Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation What is Personality: Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self -presentation-What is Self-presentation, Strategies of self-presentation Communication skills: Process, elements, and importance - Ways to improve communication ; Nonverbal Communication: Issues And Types; Basics And Universals. Body Language: For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire. Listening skills: Importance and types; Ways to improve Active Barriers To Active Listening.		15
Lab./Field Training Contents	Telephone Communication: Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills; Technology And Communication: Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette. Presentation skills: Tips to make effective and engaging presentations; Overcoming Fear; Group Discussions: Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's & Don'ts and Mistakes to Avoid during a GD. Interview skills: Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.		30
Keywords	Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
<ol style="list-style-type: none">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. Murugavel3. Soft skills and Professional Communication-Francis Peter S.J			

Sal *Adman* *my* *S* *✓*

4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh | Personality Development and Soft skills-Barun K. Mitra

Online Resources—

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 : 50 Marks

Continuous Internal Assessment(CIA): 15 Marks

End Semester Exam(ESE) : 35Marks

Continuous Internal Assessment (CIA): (By Course Coordinator)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Bettermarks out of the two Test/ Quiz ♦ obtained marks in Assignment shall be considered against 15 Marks	
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment A. Performed the Task based on learned skill- 20 Marks B. Spotting based on tools (written)- 10 Marks C. Viva-voce (based on principle/technology) -05 Marks		Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS:

Sal
Pul

Q
Pul

Answer

✓

GOES TO 3RD SEMESTER

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

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSC-07	
2	Course Title	Business Communication	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcomes (CLO)	➤ Development the Personality of students. ➤ Students become able to face the Interview. ➤ Students can start self-business.	
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	Communication: Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; Verbal and Non-verbal Communication: Meaning, Types and Importance, Listening, Difference between listening and hearing.		15
II	Corporate Communication: Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's). Business Etiquettes: Telephone Conversations. Business Meetings. Morality and Ethics. Communication Networks: Intranet–Internet–e mails–SMS–Teleconferencing–Video conferencing		15
III	Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout and types. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Business correspondence, Structure of Business letter, Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter ;		15
IV	Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting of Notices; Agendas; Minutes; Job Application; Letters; Preparation of Biodata. SWOT Analysis.		15
Keywords	Communication, Meeting, Letter writing, Resume Building.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai. 2. N. Gupta, P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Agra 3. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.			
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			
PART-D: Assessment and Evaluation			










Suggested Continuous Evaluation Methods:		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
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=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

Sal

 Prof



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSC-08	
2	Course Title	Managerial Economics	
	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">> Develop an understanding of the applications of Managerial Economics.> Interpret regression analysis and discuss why its employed in decision-making.> To know the methods of Investment Decision.	
6	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	Managerial Economics: Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. Types of Cost: Opportunity Cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost, U-shaped average cost curve in Short run, Learning curve [concept];		15
II	Business Cycles: Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. National Income: Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)		15
III	Objectives of Business Firms: Economic and Non-Economic; Profit: Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. Cost of Capital: Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.		15
IV	Capital Budgeting / Investment Decisions: Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. Break- Even analysis: Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis		15
Keywords	Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. P.L. Mehta; Managerial Economics, Sultan Chand and Sons, New Delhi. 2. Varshney & Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi. 3. Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi. 4. Adhikary M., Business Economics, Excel Books, New Delhi. 5. Dean, Joel; Managerial Economics, Prentice Hall, Delhi. 6. Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi. 7. Peterson, h. Craig and W. Cris Lewis ; Managerial Economics, Prentice Hall, Delhi			
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

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=10 Mark; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

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-III	Session:2024-2026
1	CourseCode	BBSC-09	
2	CourseTitle	Business Environment	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none">➤ Student can get knowledge about Business Environment at National and State level.➤ Student can learn basic concepts and theories of Business Environment.➤ It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Indian Business Environment: Meaning of Business, scope and objectives of Business; Environment - Micro and Macro-environment of Business (Social, Cultural, Economic, Political, Legal, Technological and Natural); Impact of these factors on decision making in Business, Environmental Analysis, and Competitive structure analysis of Business. Economic Environment of CG: Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of Small-Scale Industries And fulfilment.		15
II	Economic Trends (overview): Income: Saving and Investment; Balance of Trade and Balance of Payments; Problems of Growth: Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness. Innovation: Meaning, features and Types of Innovation; Impact of Technological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business; Management of Technology.		15
III	Role of Government: Government Functions of the State, Economic role of government, State intervention 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. Legal Environment: Various laws affecting Indian businesses.		15
IV	Indian Economic Planning: Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti Aayog. International Environment: Globalisation of Business; Meaning and dimensions, Stages, Essential Conditions of Globalisation, Foreign Market Entry Strategies, Merits and Demerits of Globalisation of Business, Impact of Globalisation on Indian Businesses, Forms of Globalisation of Businesses – Multinational Corporation [MNC], Transnational Corporation [TNC] etc.. International Economic Groupings: International Economic Institutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.		15
Keywords	Business Environment, Growth, Government, Innovation, Growth, Trends.		
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			



1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.
2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.
3. Ashathappa K. Essential 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): 30Marks

EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz +obtainedmarks inAssignments shallbe considered against 30 Marks
	Assignment/Seminar- 10	
	TotalMarks- 30	

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)

Sal B
Amr
Amr

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective A - Management: Human Resource Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none">➤ Students would learn about Employee Relations.➤ How to do negotiations, manage grievances like strike, lockout in factories➤ Stay within bounds of law with unions, employees, managers and Government officials.➤ Learn to stream line significant HR activities (Payroll, compliance, administration).	
6	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	Human Resource Management: Meaning, Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices. Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP. Human Resource Development System: HR development system, Training, Mentoring, Performance, Employee Identification		15
II	Recruitment & Selection: Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. HR Demand Forecasting: Meaning and Techniques and HR supply forecasting; Succession Planning: Meaning and Features		15
III	Compensation, Negotiation and Resolution Management laws: Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.		15
IV	Industrial Relations: Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract. Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. Psychological contract: Meaning and features.		15
Keywords	Human Resource Management, Succession planning, Industrial Relations.		
PART-C: Learning Resources			

TextBooks,ReferenceBooksand Others		
1. HRM by Gary dessler and Biju Varkkey 16 th ed, pearsonedution. 2. Labour and Industrial laws by P.P. Padhi Eastern book company. 3. Strategic human resources planning by P.K. Gupta / Everest publication house. 4. Hand book of Personnel Management by Armstrong.		
Online Resources- https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100Marks		
ContinuousInternalAssessment(CIA): 30Marks		
EndSemesterExam(ESE): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A & B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

The image shows three handwritten signatures in blue ink. The signature on the left is 'Sal' with 'Mull' written below it. The signature in the middle is a stylized 'B'. The signature on the right is a stylized 'S' with a checkmark-like flourish.

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective II - Finance : Financial Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none">➤ 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	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	Finance Function: Meaning, Scope, Nature and Objectives of Financial Management; Profit v/s Wealth Maximization; Lease Financing, areas of Financial Management; Source of Finance role of Financial Manager. Financial Statement: Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.		15
II	Ratio Analysis: Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and return analysis.		15
III	Working Capital Management: Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. Capital Budgeting: Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.		15
IV	Capital Budgeting: Concept and importance of Capital Budgeting, Pay Back Period (PBP), ARR, Net Present Value Method. International Money System: International Financial Market and instrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)		15
Keywords	Finance, Working Capital Management, Capital Budgeting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none">1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi.2. P. Chandra, Financial Management, TMH, New Delhi3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai.4. M.Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi.5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems, Cases6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad (Prayagraj).7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications –Sultan and Sons.			

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

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 – 10 x 1 = 10 Marks; Q2. Short answer type – 5 x 4 = 20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4 x 10 = 40 Marks
---------------------------------	---

Name and Signature of Convenor & Members: (CBOS)

[Handwritten signatures and initials]

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective C – Marketing Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none">➤ Learning the nature and scope of Marketing➤ Develop an explanation of various Marketing Philosophies and Marketing Environment.➤ Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.	
6	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	Marketing: Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; Relationship Marketing, Concept Marketing; Digital Marketing; Social Media Marketing; and E-tailing (Meaning only).		15
II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle :strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-		15
III	Channel of Distribution: Nature, functions, and types of Distribution Channels; Distribution Channel Intermediaries; Channel Management decisions; Retailing and Wholesaling; Promotion Mix: Nature and importance of Promotion, Elements of Promotion Mix, Factors influencing Promotion Mix, Types of promotion; Advertising, Personal Selling, Publicity, Role of promotion in marketing. Sales Promotion: Meaning, Objects, Importance & Tools.		15
IV	Marketing Organisation: Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and Legal Aspects of Marketing, Marketing of Services, Online marketing, Green Marketing, Direct Marketing, Rural marketing, Customer Relationship Management, Logistic Management.		15
Keywords	Marketing, Product, Price, Sales Promotion, Promotion Mix.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education			
Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson			
William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning			
Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education			
Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan			

- *Management Principle and Practice, Prashantha, Abhijeet Publication*
 - *An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication*
 - *Marketing Management, Pingali Venugopal, Sage Publications*
 - *Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications*
 - *Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House*
- (Dr. B. K. Garg) S.G.G. University Ambikapur

Online Resources–

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

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
--------------------------	--

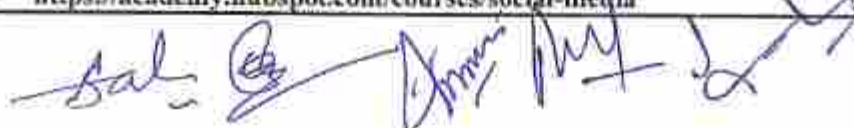
Name and Signature of Convenor & Members: (CBOS)

Sal
Pr
Am

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma/Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBVAC - 02	
2	Course Title	Digital 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">➤ Interpret the concept of digital marketing and its integration of traditional marketing.➤ Learn the behaviour of online consumers.➤ Create digital media campaigns through an understanding of email content and social media marketing.➤ Leverage digital strategies to gain competitive advantage for business and career.	
6	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	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing		08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing		08
IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.		08
Keywords	Digital Marketing, Technology, Consumer, Buying.		
PART-C: 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-			
<ul style="list-style-type: none">➤ https://www.thinkwithgoogle.com/			
Online Resources-			
<ul style="list-style-type: none">➤ https://www.coursera.org/socialmediamarketing➤ https://academy.hubspot.com/courses/social-media			



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

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 15 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-05 x1=05 Mark; Q2. Short answer type-5x2 =10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20 Marks	

Name and Signature of Convener & Members of CBOS:





GOES TO 04TH SEMESTER