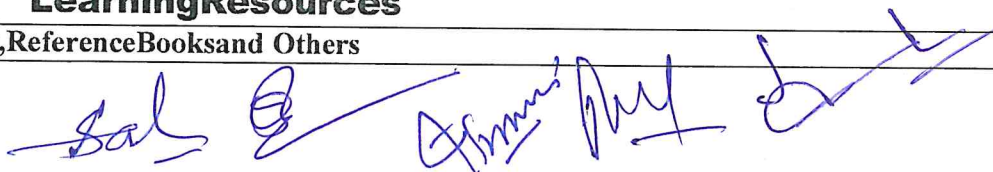


FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

| PART-A: Introduction | | | | |
|---|---|---|--|--------------------|
| Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors) | | Semester-IV | | Session: 2024-2026 |
| 1 | Course Code | BBSC- 10 | | |
| 2 | Course Title | Organizational Behaviour | | |
| | 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">➤ Differentiate between various types of personality using standard tools.➤ Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window.➤ Knowledge to learn the level of motivation in employees.➤ Describe characteristics of a leader. Learn how to build a supportive➤ Organisational Culture. | | |
| 6 | 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 | Organisational Behaviour: Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. Personality: Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes: Concept and type of values; Terminal value and Instrumental Value; Components of attitude, job-related attitudes. Learning: Concept, Learning theories and reinforcement. Perception and Emotions: Concept, Perceptual process, Importance, Factors influencing Perception; Emotional Intelligence. | | | 15 |
| II | Decision Making and Communication: Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); Johari Window. | | | 15 |
| III | Motivation: Meaning and Importance, Maslow's need hierarchy theory of motivation, Herzberg's two factor theory, Adam's Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and Organisational Effectiveness. | | | 15 |
| IV | Leadership, Power and Conflict: Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership; Power and conflict; Power tactics, Sources of conflict, Conflict Resolution Strategies. Dynamics of Organisational Behaviour: Organisational Culture and Climate; Concept & determinants of Organisational Culture. Organisational Change: Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress. | | | 15 |
| Keywords | Organisational Behaviour, Decision making, Motivation, Organisational change | | | |
| PART-C: Learning Resources | | | | |
| Text Books, Reference Books and Others | | | | |



1. Chhabra, T.N. (2017). *Management Process and Organisational Behaviour*. Delhi :Sun India Publications.
2. Greenberg, J & Baron, R.A (1996). *Organisational Behaviour*. New Jersey: Prentice Hall.
3. Luthans, F (2010). *Organisational Behaviour*. New York : Mc Graw Hill Education.
4. Robbins, S.P. & Judge, T.A. (2015). *Organisational Behaviour*. 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->

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

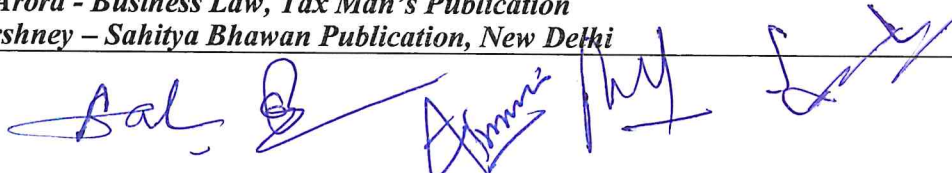
| | | |
|---|--|---|
| Continuous Internal Assessment (CIA): (By Course Teacher) | Internal Test/Quiz-(2): 20 & 20 | Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks |
| | Assignment/Seminar- 10 Total Marks- 30 | |
| End Semester Exam (ESE): | Two section– A & B Section A: Q1. Objective–10x1=10 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-IV | Session: 2024-2026 |
| 1 | Course Code | BBSC- 11 | |
| 2 | Course Title | Business Law | |
| | 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">➤ To teach the students' basic rules of agreement and contract along with the basic rule of offer, acceptance, performance of contract and discharge of contract etc.➤ It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002.➤ To make Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932, information act 2000, and competition act 2002 | |
| 6 | 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 | Laws of Contract (The Indian Contract Act, 1872) : Concept of Contract, Offer and Acceptance; valid Contracts and its essential elements; Void Agreements; classification of Contracts; Quasi-Contract; performance of a Contract; discharge of Contract; Remedies for Breach of Contract. Special contract: Indemnity, Guarantee, Bailment & Agency. | | 15 |
| II | Negotiable Instruments Act 1881: Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956. The Consumer Protection Act, 1986: Basic Concepts; Complaint, Complainant, Consumer, Rights of Consumer; Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases. | | 15 |
| III | Indian Partnership Act, 1932: Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership. The Competition Act, 2002: Basic Concepts, Powers of Central Government under the Competition Act, Major Provisions of the Competition Act: Role and Working of Competition Commission of India. Information Technology Act. | | 15 |
| IV | The Companies Act, 1956: An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company; | | 15 |
| Keywords | Contract Act, Negotiable Instrument Act, Partnership Act, Companies Act | | |
| PART-C: Learning Resources | | | |
| Text Books, Reference Books and Others | | | |
| <ol style="list-style-type: none">1) N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi.2) Avatar Singh – The Principles of Mercantile, Eastern Book Co., Lucknow.3) S. K. Tuteja – Business Law for Managers, Sultan Chand & Sons, New Delhi4) Sushma Arora - Business Law, Tax Man's Publication5) G. K. Varshney – Sahitya Bhawan Publication, New Delhi | | | |



6) R. S. N. Pillai – S. Chand Publication, New Delhi.

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 | |

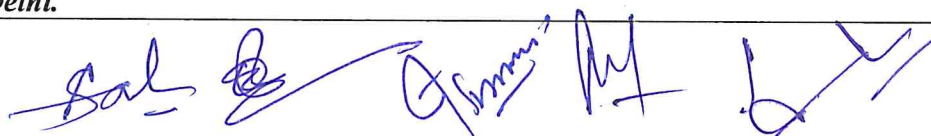
Name and Signature of Convenor & Members: (CBOS)

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

COURSE CURRICULUM

| PART-A: Introduction | | | |
|--|---|---|-------------------------------------|
| Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors) | | Semester-IV | Session: 2024-2026 |
| 1 | Course Code | BBSC-12 | |
| 2 | Course Title | Management Information System | |
| | Course Type | Discipline Specific Course (DSC) | |
| 4 | Pre-requisite(if,any) | As per requirement | |
| 5 | Course Learning Outcomes(CLO) | ➤ To know the good learning attitude ➤ evaluation the role of information system | |
| 6 | Credit Value | 4 Credits | Credit=15Hours-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 | Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses 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. | | 15 |
| II | Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business; Decision Making and 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 Information Systems: 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. | | 15 |
| III | Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing. | | 15 |
| IV | Implementing Information Systems as Planned Organisational Change: Business Process Reengineering. Systems Analysis and Systems Design. Modelling and Designing Systems: Structured and Object Oriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems. | | 15 |
| Keywords | MIS, Business, Planning, Development, Modelling, Designing. | | |
| PART-C: Learning Resources | | | |
| Text Books, Reference Books and Others | | | |
| 1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi. | | | |



2. Gordon B. Davis, M.H. Olson, *Management Information System*, Prentice Hall, New Jersey.
 3. Jerome Kanter, *Management Oriented Management Information Systems*, PHI, New Delhi

Online Resources–

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

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

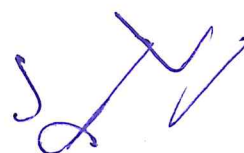
Continuous Internal Assessment (CIA): 30 Marks

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)





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

COURSE CURRICULUM

| PART-A: Introduction | | | | |
|---|--|--|--|---------------|
| Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors) | | Semester-IV | Session: 2024-2026 | |
| 1 | Course Code | BBSE -02 | | |
| 2 | Course Title | Elective A – Management : Production Management | | |
| | Course Type | Discipline Specific Elective (DSE) | | |
| 4 | Pre-requisite(if,any) | As per requirement | | |
| 5 | Course Learning Outcomes(CLO) | <p>➤ Acquire knowledge of knowing the nature of Production Management.</p> <p>➤ To gain knowledge of work study, planning and scheduling of Production Activities.</p> <p>➤ Students will gain Knowledge about quality control and Standard Quality Control.</p> | | |
| 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 | Production Management: Meaning, Definition, Scope, Importance and Problems of Production Management. Production Planning and Control: Routing, Scheduling, Dispatching objectives, functions of Production Planning and Control. | | | 15 |
| II | Production System: Continuous and Intermittent Production System. Plant Layout: Objectives, Plant Layout problem, Principles of Plant Layout, Factor influencing Plant Layout, Types and methods of Plant Layout. Plant Location: Introduction, Need for selecting a suitable location, Plant location problem, Advantage and Disadvantages of Urban, sub-urban and rural locations; Systems view of location; Factors influencing Plant Location. | | | 15 |
| III | Aggregate Planning; Capacity Planning; Material Requirement Planning; Just in Time Manufacturing(JIT). Maintenance Management: Type of Maintenance; Breakdown; Preventive; Routine; Maintenance Scheduling. Quality Control: Concepts and Functions of Inspection and Quality Control Department, Statistical Quality Control, Acceptance Sampling, Control charts and its types. Total Quality Management (TQM): Concepts and characteristics; ISO 9000. | | | 15 |
| IV | Work Study: Importance of Work Study; Work study procedures; Time study Human considerations in Work Study. Method Study: Objectives of method study; Steps involved in Method study Work Measurement: Objectives of Work Measurement; Techniques of Work Measurement; Computation of Standard Time; Allowance; Comparison of various techniques. | | | 15 |
| Keywords | Production, PPC, Plant Layout, PQM, Quality Control, Method Study, Work Study. | | | |
| PART-C: Learning Resources | | | | |
| Text Books, Reference Books and Others | | | | |
| <p>1. Industrial Engineering; Hazra.</p> <p>2. Industrial Engineering; Martand Telsang; Sultan Chand & Sons.</p> <p>3. Production Management ; Buffa</p> <p>4. SN Chari - Production and Operation Management</p> <p>5. Khanna OP - Industrial Engineering and Management</p> | | | | |
| Online Resources– | | | | |
| <p>https://www.kopykitab.com/</p> <p>https://www.hitbullseye.com/grad-</p> | | | | |



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 | |

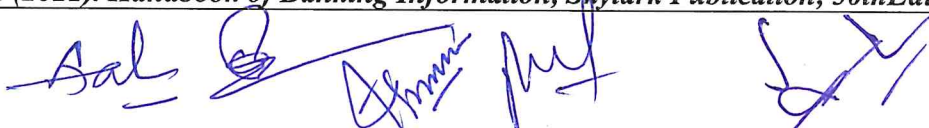
Name and Signature of Convenor & Members: (CBOS)

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

COURSE CURRICULUM

| PART-A: Introduction | | | |
|--|---|--|--|
| Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors) | | Semester-IV | Session: 2024-2026 |
| 1 | Course Code | BBSE -02 | |
| 2 | Course Title | Elective B – Finance: Banking Operations & 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">➤ To Define the core concepts of banking.➤ To acquaint with the knowledge of the functioning of the banking Industry, especially that of India.➤ To identify the structure of Banking System in India.➤ To learn the operational aspect of Commercial Banks in India.➤ To learn and gain insights about Negotiable Instruments.➤ To help identify various concepts like ATM, E-Banking, Basel Norms, etc. | |
| 6 | 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 | Banking System in India: Banking System in India; Monetary Policy: Concepts & Objectives, Basic Concepts of Regulatory Environment for Commercial Banks in India and their provisions; Banking Regulation Act (1949): General Provisions, Management Control, Loan & Advances; Deposit | | 15 |
| II | Financial sector reforms in India: RBI–role, functions, monetary policy and credit control, RBI Act, Regulatory Environment for Commercial Banks in India Core Banking; Digital payment service providers and gateways. SARFAESI Act-Methods of recovery of NPA's and Money Laundering- Procedure, Laws and Guidelines for anti-money laundering. | | 15 |
| III | Commercial Banks in India: Operational Aspect of Commercial Banks in India, Relationship between Banker and customers, Types of customer account, Cheque & its types, Endorsement, Dishonor, Rights and liabilities of Paying and collecting Banker, Time Value of money calculation of interest on loan & deposits, EMIs, Employment of funds by Commercial Banks. | | 15 |
| IV | Security Market: Types of securities, mode of creating charge, Bank guarantees, Basel norms, Financial Sector Reforms in India. | | 15 |
| Keywords | Banking System, Commercial Banks, Monetary Policy, Security Market. | | |
| PART-C: Learning Resources | | | |
| Text Books, Reference Books and Others | | | |
| <ol style="list-style-type: none">1. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons2. Jaiswal Bimal : Banking Operations3. Bhole L.M: Financial Institution & Markets4. Desai Vasant: Financial Market & Institutions5. Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, Vikas Publishing,6. Varshney, P.N. (2017). Banking Law & Practice, Sultan. Chand Publishing, 24th Edition7. Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50th Edition. | | | |



Online Resources–<https://www.edx.org/learn/banking><https://www.coursera.org/>**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:****Maximum Marks: 100Marks****ContinuousInternalAssessment(CIA): 30Marks****EndSemesterExam(ESE): 70 Marks**

| | | |
|--|---|--|
| ContinuousInternal Assessment (CIA): (By CourseTeacher) | InternalTest/Quiz-(2): 20&20 Assignment/Seminar- 10 TotalMarks- 30 | Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks |
| EndSemester Exam (ESE): | Two section– A & B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypepts.,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

COURSE CURRICULUM

| PART-A: Introduction | | | |
|--|---|---|--|
| Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors) | | Semester-IV | Session: 2024-2026 |
| 1 | Course Code | BBSE -02 | |
| 2 | Course Title | Elective C – Marketing: Sales & Advertisement Management | |
| | Course Type | Discipline Specific Elective (DSE) | |
| 4 | Pre-requisite(if,any) | As per requirement | |
| 5 | Course Learning Outcomes(CLO) | ➤ Learn the nature, scope & importance of Advertising & Sales. ➤ Develop an understanding of various Sales Planning and Sales Budget ➤ Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness. | |
| 6 | 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 | Sales Management: Concept, Objectives and Functions of Sales Managements; Sales Organization: Purpose, Setup & Types. Management of Sales force: Meaning, Objectives, Sales force Recruitment, Selection, Remuneration, Training and Compensation & Evaluation. | | 15 |
| II | Personal Selling: Meaning and Importance, Personal Selling Strategy, Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method, Procedure of Personal Selling. | | 15 |
| III | Advertising: Concept, Scope, Objectives and Functions of Advertising. Advertising process; DAGMAR & AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect of Advertising. Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their Selection; Advertising messages, Layout of advertisement, Advertising Appeal, Advertising Copy, Advertising Budget. | | 15 |
| IV | Promotional Management: Advertising Department – Organisation & Function, Advertising Agencies – Organisation & Structure, Function & Services, Evaluation of Advertising Effectiveness: Importance, Difficulties and Methods of Evaluation of Advertising Effectiveness. | | 15 |
| Keywords | Sales Management, Advertising, Personal Selling, Advertising Effectiveness. | | |
| PART-C: Learning Resources | | | |
| Text Books, Reference Books and Others | | | |
| Advertisement Management, Rajeev Batra, John G, Myers. Pearson India <input type="checkbox"/> Advertisement and Promotion, George E. Belch, Michael A. Belch, McGraw Hill Education <input type="checkbox"/> William F. Arens & Courtland L Bovee, Contemporary Advertising-Irwin 1994. <input type="checkbox"/> Jib Fowles, Advertisement and Popular Culture, Sage Publication <input type="checkbox"/> Advertisement and Culture, Sage Prentice Hall <input type="checkbox"/> Advertisement and Promotion Management, S. A. Chunawalla. <input type="checkbox"/> Advertisement and Sales Management, Dr. Vipul Patel, Devi Ahilya Prakashan. <input type="checkbox"/> Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd <input type="checkbox"/> Advertising, Selling and Promotion, Ritu Narang, Pearson Education <input type="checkbox"/> Advertising and Personal Selling, Dr. Sunaina Sardan, Galgotia Publishing Company <input type="checkbox"/> Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press. <input type="checkbox"/> Advertisement Management, Sanjay Gupta & Pooja Nasa. SBPD Publication | | | |
| 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 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.....

COURSE CURRICULUM

| PART-A: Introduction | | | |
|---|---|--|--|
| Program: Bachelor in Business Administration (Certificate/ Diploma /Degree) | | Semester- IV | Session: 2024-2026 |
| 1 | Course Code | BBSEC - 02 | |
| 2 | Course Title | Creative Writing & Content Development | |
| 3 | Course Type | Skill Enhancement Course (SEC) | |
| 4 | Pre-requisite(if, any) | As per requirement | |
| 5 | Course Learning Outcomes(CLO) | ➤ To make them understand the writing process ➤ To sensitize them to the various styles and techniques of writing and editing. ➤ To learn various styles and techniques of creative writing and editing. | |
| 6 | 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 | Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms. Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues | | 15 |
| Lab./Field Training Contents | Project: Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination) | | 30 |
| Keywords | Creative Writing, Content Development, Plagiarism. | | |
| PART-C: Learning Resources | | | |
| Text Books, Reference Books and Others | | | |
| Text Books Recommended– | | | |
| 1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001. 2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge 3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print. 4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print. 5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009. | | | |
| Online Resources– | | | |
| 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-it-important-for- blog-writing | | | |

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

| | | |
|--|--|--|
| Continuous InternalAssessment (CIA): (By CourseCoordinator) | Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05Total Marks - 15 | Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst 15 Marks |
| End Semester Exam (ESE): | Laboratory/FieldSkillPerformance: OnspotAssessment D. Performedthe Task basedonlearned skill- 20Marks E. Spottingbased ontools(written)- 10Marks F. Viva-voce(basedonprinciple/technology) -05Marks | Managed byCoordinator asperskilling |

NameandSignature ofConvener&Members: (CBOS)

GOES TO 05TH SEMESTER