

**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-VI		Session: 2024-2027
1	Course Code	BBSC- 16		
2	Course Title	Business Ethics		
	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"><li>➤ Identify and evaluate Business Ethics theory and corporate social responsibility</li><li>➤ Introduction and orientation to an ethical decision-making framework</li><li>➤ Explore ethical theories.</li></ul>		
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	Business Ethics: Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management			15
II	Ethics in Management: Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation. Role of Corporate Culture in Business: Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.			15
III	Application of Business Ethics: Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).			15
IV	Corporate Social Responsibility: Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR. Corporate governance: Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)			15
Keywords		Business Ethic, Corporate Culture, Corporate Social Responsibility.		
PART-C: Learning Resources				
Text Books, Reference Books and Others				
1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response				
2. Sherlekar, Ethics in Management Himalaya				

3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi

**Online Resources–**

<https://learninglink.oup.com/access/cranebe5e-student-resources&ved>

<https://edge.sagepub.com/spinello&ved>

**PART-D:AssessmentandEvaluation**

**Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100Marks

**ContinuousInternalAssessment(CIA):** 30Marks

**EndSemesterExam(ESE):** 70 Marks

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

<b>EndSemester Exam (ESE):</b>	<b>Two section– A &amp; B</b>
	SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks
	SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks

**Name and Signature of Convenor & Members: (CBOS)**

*Signature*

*Sal D*

*Signature*



**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-VI	Session: 2024-2027
1	Course Code	BBSC- 17		
2	Course Title	Entrepreneurship & Small Business Management		
	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"><li>➤ Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country.</li><li>➤ Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship.</li><li>➤ Students will be able to understand Entrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.</li></ul>		
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	<b>Entrepreneur:</b> Definition, emergence of Entrepreneurial class. Theories of Entrepreneurship, Characteristics of Entrepreneur. Entrepreneurial Traits. Types and Significance. Role and Importance of entrepreneur in economic growth .Government's Policy with regards to SSI and Entrepreneurs. <b>Entrepreneurial Development Programmes in India:</b> Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies .Entrepreneurial Environment. Entrepreneurial Ecosystem & Problems .Innovation – Concept and Types. Innovation and Entrepreneur. (Learning Through Experience In Chhattisgarh Area)			15
II	<b>Entrepreneurial Behavior:</b> Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility and Entrepreneurial Motivation. Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government. <b>Social Entrepreneurship:</b> Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.			15
III	<b>Women Entrepreneurship:</b> Concept, Evaluation, Importance and functions of Women Entrepreneurship, Topologies and categories of Women Entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.			15
IV	<b>Small Scale Industries:</b> Meaning & Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries.			15

	Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems. <b>The role of Small Scale Industries in Indian Economy</b> :Problems of Small Scale Industries ;Measures to promote Small Scale Industries (Learning Through Experience In Chhattisgarh State)	
Keywords	<i>Entrepreneurship, EDP, Entrepreneur, Small Scale Industries</i>	

**Signature of Convener & Members (CBoS):**

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Srivastava S.B.: A Practical Guide to Industrial Entrepreneurs ;Sultan Chand & Sons., New Delhi.
3. Pandey I.M.: Venture Capital – The Indian Experience ;Prentice Hall Of India.
4. Ishwar C. Dingra: The Indian Economy-Resources, Planning ,Development and problems; Sultan Chand & Sons ,New Delhi.
5. Misra & Puri: Indian Economy; Himalaya Publishing House.

#### **Online Resources–**

[https://nios.ac.in/media/documents/249\\_Enterpreneurship/English\\_pdf/249\\_Enterpreneurship\\_Lesson\\_17.pdf&ved=](https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_17.pdf&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

<b>Continuous Internal Assessment (CIA):</b> (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
---	--	---

<b>End Semester Exam (ESE):</b>	<b>Two section– A &amp; B</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)**

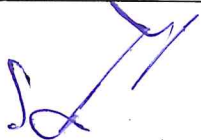
*[Signature]*

*[Signature]*



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




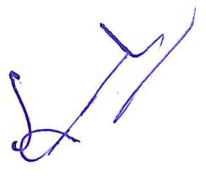

## COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	Course Code	BBSC - 18	
2	Course Title	Business Taxation	
	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"><li>➤ Students would identify the technical terms related to income tax.</li><li>➤ Students would compute the net total income of an individual.</li><li>➤ After the completion of the course, students will be able to acquire deep knowledge on GST.</li></ul>	
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	Income Tax: Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions; Basis of charge; Scope of Total Income, Residence and Tax Liability.		15
II	Heads of Income: Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems). Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR. Rebates and Reliefs: Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.		15
III	Goods and Services Tax (GST): Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST, Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST, GST Council: Structures Power and Functions. Provisions for amendments, GST Network, Registration. Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, Exemption from GST, billing and e way billing.		15
IV	Eligible and Ineligible Input Tax Credit: Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Tax Invoice, Debit Notes, Returns, Audit in GST.		15
Keywords	Income Tax, Salary, House Property, Rebates, Goods and Service Tax.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<div><div><div>1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.</div><div>2. Singhania V.K.: Direct Taxes, Direct tax planning &amp; management.</div><div>3. Mehrotra &amp; Goyal: Sales tax and taxation</div><div>4. H.C. Mehrotra: Income tax Law Accounts</div><div>5. Central excise duty act</div><div>6. Income tax Act</div><div>7. Central Sales tax Act</div><div>8. Goods &amp; Services Tax – Indian Journey: N.K. Gupta &amp; Sunnania Batia, Barat's Publication</div></div><div></div></div>			

**Online Resource**<https://www.gstindiaonline.com><https://cleartax.in/s/e-invoicing-gst&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

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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)**

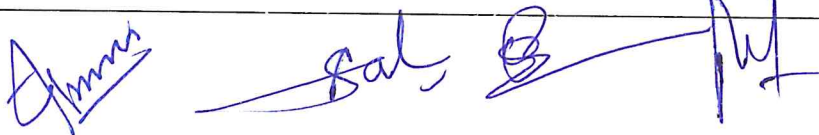
  
  
  
  




**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**Department of Commerce and Management**

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VI</b>	<b>Session: 2024-2027</b>
1	CourseCode	BBSE -04	
2	CourseTitle	Elective A – Management: Business Policy & Strategy	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Acquire knowledge over Business Policies and Strategic Management.</li> <li>➤ Learn SWOT Analysis in Business Strategy.</li> <li>➤ Able to take rapid decision in Business sectors and strategic implementation</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Business Policy and Strategy:</b> Introduction, Concept of Business Policy, Strategy and Strategic Management, Need and functions of Business Policy and Strategy; Factors influencing Business Policy and Strategy; <b>Business Policy vs. Strategy:</b> Importance of Strategic Management, Causes for failure of Strategic Management, Role of a Strategist, <b>Strategic Management Process:</b> Overview of Strategic Management Process Levels of Strategy, Strategic Direction Vision and Mission, Business Definition, Company's Vision and Mission; Criteria for Evaluating a Mission Statement Goal, Process and Input, <b>Formulation of the Mission Statement:</b> Drucker's Performance Area, Bennis's Core Problem.		15
II	<b>Strategic Analysis:</b> Definition, Need for Strategic Analysis & Environmental Scanning, External Environment Appraisal using PESTEL(Political Economics Social Technological Environmental and Legal), Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP), Value chain Analysis, Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) and SWOT Analysis.		15
III	<b>Strategy Formulation:</b> Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation, Strategic alternatives at corporate, level, Strategic choice models -Strickland's Grand Strategy Selection Matrix, Model of Grand Strategy Clusters, BCG, GE Nine Cell Matrix, Strategic alternatives at business level: Michael Porter's Generic competitive strategies, Strategy as Simple Rules		15
IV	<b>Strategic Implementation and Control:</b> Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards, Structural Implementation: an overview of Structural Considerations, Behavioral Implementation, Mc Kinsey 7-S Framework Establishing Strategic Control, Balanced Score Card; Strategic evaluation and control: Implementing and Operationalization.		15
Keywords	Strategy, Business policy, Formulation, Implementation, Control.		



**PART-C: Learning Resources**

Text Books, Reference Books and Others

1. Kazmi, Azhar and Adela Kazmi; *Strategic Management*; McGraw Hill
2. J.A. Pearce & R.B. Robinson; *Strategic Management Formulation Implementation Control*; McGraw Hill
3. *Business Policy and Strategic Management* - L.M. Prasad, Sultan Chand & Sons, New Delhi Books
4. *Business Policy and Strategic* - Francis Cherunilum, Himalaya Publishing House, 2010
5. *Business Policy and Strategic Management* - P.K. Ghosh, Sultan Chand & Sons, New Delhi, 1999

Online Resources-

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&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

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

Name and Signature of Convenor &amp; Members: (CBOS)





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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-VI</b>	<b>Session: 2024-2027</b>
1	Course Code	BBSE -04	
2	Course Title	Elective B – Finance: Financial Institutions & Markets	
	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"> <li>➤ To understand the concept of financial market.</li> <li>➤ To identify the nature and various types of financial markets in India.</li> <li>➤ To examine the various aspects, types and functioning of different parts of various financial market.</li> <li>➤ To analyze the linkages of the different classifications of financial market and their effect on financial system.</li> <li>➤ To develop conceptual understanding about Indian financial system.</li> <li>➤ To get a clear understanding about financial institution &amp; its instruments.</li> <li>➤ To get an overview of financial services and regulatory framework relating to Merchant Banking in India.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Indian Financial System:</b> Introduction, Evolution of Financial System In India, Overview of Financial System In India, Components of Financial System, Flow of Funds Matrix, Objectives of Financial System, Functions of Financial System, Financial System And Financial Market, Economic Development, Reforms In Indian Financial Sector.		15
II	<b>Financial Market:</b> Indian Money Market: An Overview of Indian Money Market, Organisation Structure of Money Market in India, Functions of Indian Money Market, Instruments of Money Market, Defects of Indian Money Market, Role of Central Bank in Money Market, Recommendations of Reserve Bank of India; <b>Indian Capital Market:</b> Meaning, Features of Capital Market, Objectives of Capital Market, Functions of Capital Market, Capital Market Organization Structure, Capital Market Institutions, Capital Market Instruments, Debt Market in India, Indian Equity Market.		15
III	<b>Primary and Secondary Market:</b> Primary Market; New Issues Market, Initial Public Offer (IPO), Offer for Sale, Private Placement Method, Rights Issue, Bonus Issue, Tender Method, Book Building, Intermediaries in Primary Market. <b>Secondary Market:</b> Components of Secondary Market, Characteristic Features of Secondary Market, Advantages and Disadvantages of Secondary Market, Functions of Secondary Market, Role of Secondary Market, SEBI In Secondary Market.		15
IV	<b>Financial Institutions:</b> Commercial Banking – Its role in project finance and Working Capital Finance; Development Financial Institutions (DFIs) – An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds – Introduction and their role in Capital Market Development. Non-Banking Financial Companies (NBFCs); Stock Exchange Board of India;		15

	Constitution of SEBI, Reasons for Establishment of SEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions of SEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, Rights Issue, SEBI Guidelines about Book Building, SEBI Regulations with Respect to Green Shoe Option. Stock Exchange: Importance & Functions of a Stock Exchange, Major Stock Exchanges In India, Trading Procedures in a Stock Exchange.	
Keywords	<i>Financial Market, Primary Market, Secondary Market, Financial Institutions.</i>	

### **PART-C: Learning Resources**

#### **Text Books, Reference Books and Others**

1. Jaiswal B. & Venkatraman Bhuvana.- *Financial Market, Institutions & Financial Services*
2. Subhash Chandra Das- *The Financial System in India*
3. Jaiswal B. & Venkatraman Bhuvana.- *Indian Financial System*
4. K Sasidharan. Alex K Mathews- *Financial Services and System*
5. V A Avadhani- *Financial Services in India*
6. Khan, M. Y., *Indian Financial Systems*, McGraw Hill, 11th Edition (2019)
7. Dhanekar, *Pricing of Securities*, New Delhi: Bharat Publishing House.
8. Clifford Gomez, *Financial Markets, Institutions and Financial Services*, PHI Learning.
9. Pathak, Bharti V., *Indian Financial System*, Pearson Education
10. Prasanna, Chandra, *Financial Management: Theory and Practice*, McGraw-Hill Education.

#### **Online Resources-**

<https://library.ccis.edu/finance/markets&ved>

### **PART-D: Assessment and Evaluation**

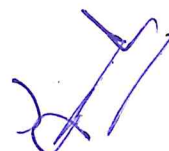
#### **Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

<b>Continuous Internal Assessment (CIA):</b> (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
<b>End Semester Exam (ESE):</b>	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-VI	Session: 2024-2027
1	Course Code	BBSE -04	
2	Course Title	Elective C – Marketing: Logistics & Supply Chain 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"><li>➤ Able to know the Emerging trends in Retailing and to know about Store Planning.</li><li>➤ Elements of Retail Store Operations</li><li>➤ Concept of Supply Chain Management</li><li>➤ Components of Supply Chain Management and understanding Benchmarking Process.</li><li>➤ Understanding about Customer Relationship Management and Role of E – Commerce in Supply Chain Management.</li></ul>	
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	Logistics: Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management; Supply Chain Management: Significance and Challenges and Importance of a Supply Chain (SC); Key Drivers of Supply Chain Management.		15
II	Supply Chain Strategies: Push-based, Pull-based and Push-Pull based Supply Chain; Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain Environment: Transportation in Supply Chain Environment.		15
III	Components of Supply Chain Management: Three Components of Supply Chain Management; Demand Management; Demand Forecasting; Supply Management; Evolution of ERP; Concept of ERP in Supply Chain Management; Understanding the Benchmarking Concept; Benchmarking Process; Benchmarking Procedure;		15
IV	Customer Relation Management(CRM): Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: New Developments in Supply Chain Management; Outsourcing Supply Chain Operations; The Role of E- Commerce in Supply Chain Management; Green Supply Chain Management; Distribution Resource Planning.		15
Keywords	Logistics, Supply Chain Management, Customer Relationship Management.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Michel H Hungo (2003) Supply Chain Management: PHI			
2. Chopra S. (2007) Supply Chain Management: McGraw Hill			
3. Samir S. & Ballao (2003) Logistics Management: Pearson			

**Online Resources–**

<https://blog.shiperp.com/7-educational-resources-supply-chain-logistics->

<https://rmit.libguides.com/logistics&ved>

**PART-D:AssessmentandEvaluation****Suggested Continuous Evaluation Methods:**

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

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

**Name and Signature of Convenor & Members: (CBOS)**

*Signature*

*Sal* *[Signature]* *[Signature]*

*[Signature]*



**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-VI	Session: 2024-2027
1	Course Code	BBSEC - 04	
2	Course Title	Basic Statistics Using Microsoft Excel	
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"><li>➤ Learn about important statistical functions available in Microsoft Excel.</li><li>➤ Create data set and filtering the categories under variable.</li><li>➤ Learn some important type of charts and those charts will be used to make prediction.</li><li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li><li>➤ Use analysis tool box function for testing of hypothesis problems</li></ul>	
6	Credit Value	2 Credit (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	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		15
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		30
Keywords	Statistics, Charts, Trend, ANOVA, Linear Regression.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
<ol style="list-style-type: none"><li>1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.</li><li>2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.</li><li>3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8<sup>th</sup> edition, Pearson publication.</li><li>4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.</li><li>5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.</li></ol>			
Online Resources–			
<ul style="list-style-type: none"><li>➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a></li><li>➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a></li></ul>			
PART-D: Assessment and Evaluation			

<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 50 Marks</b> <b>Continuous Internal Assessment (CIA): 15 Marks</b> <b>End Semester Exam (ESE): 35 Marks</b>		
<b>Continuous Internal Assessment (CIA):</b> (By Course Coordinator)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks -	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
<b>End Semester Exam (ESE):</b>	<b>Laboratory/Field Skill Performance: On spot Assessment</b> <b>M. Performed the Task based on learned skill- 20 Marks</b> <b>N. Spotting based on tools (written) 10 Marks</b> <b>O. Viva-voce (based on principle/technology) -05 Marks</b>	<b>Managed by Coordinator as per skilling</b>

**Name and Signature of Convener & Members of CBoS:**

*[Signature]*

*[Signature]*

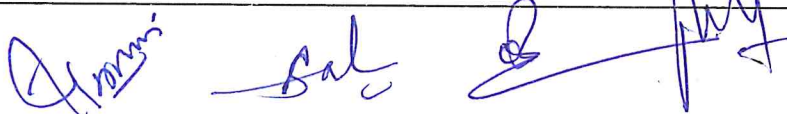
*[Signature]*  
*[Signature]*



**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-VI	Session: 2024-2027
1	Course Code	BBSEC - 04	
2	Course Title	Basic Statistics Using Microsoft Excel	
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"><li>➤ Learn about important statistical functions available in Microsoft Excel.</li><li>➤ Create data set and filtering the categories under variable.</li><li>➤ Learn some important type of charts and those charts will be used to make prediction.</li><li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li><li>➤ Use analysis tool box function for testing of hypothesis problems</li></ul>	
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	Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting.		15
Lab./Field Training Contents	Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.		30
Keywords	Statistics, Charts, Trend, ANOVA, Linear Regression.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.			
2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.			
3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8 <sup>th</sup> edition, Pearson publication.			
4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.			
5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.			
Online Resources–			
➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a>			
➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a>			
PART-D: Assessment and Evaluation			



<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 50Marks</b>		
<b>Continuous Internal Assessment (CIA): 15Marks</b>		
<b>End Semester Exam (ESE): 35Marks</b>		
<b>Continuous Internal Assessment (CIA):</b> (By Course Coordinator)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
<b>End Semester Exam (ESE):</b>	<b>Laboratory/Field Skill Performance: Onspot Assessment</b> P. Performed the Task based on learned skill- 20Marks Q. Spotting based on tools (written) - 10Marks R. Viva-voce (based on principle/technology) -05Marks	<b>Managed by Coordinator as per skilling</b>

Name and Signature of Convener & Members of CBoS:

GOES TO 07TH SEMESTER

*[Signature]*

*[Signature]* *[Signature]* *[Signature]*