

**FOUR YEAR - B B A**  
**UNDERGRADUATE PROGRAM**  
**(2024-28)**

**DEPARTMENT OF COMMERCE & Management**  
*(FACULTY OF COMMERCE)*

**COURSE CURRICULUM**  
**(UNDER NEP-2020)**

**GOVT. OF CHHATTISGARH**  
**DEPARTMENT OF HIGHER EDUCATION**  
**RAIPUR**  
**MAY - 2024**

*Sad*  
*(Dr Syed Saleem Ahmad)*  
*Dr. D. R. Meheram*  
*11/6/24*  
*(R.K. MOURYA)*

*Prad. A.K. Sirota*  
*11.6.24*  
*S. L*

## BBA FOUR YEAR COURSE

Semester	Category & Paper Code	Subjects/Paper Titles	L	T	P	Credits	Max. Marks	
<b>FIRST</b>	BBSC-01	Principles of Management	3	1	-	4	100	
	BBSC-02	Business Mathematics	3	1	-	4	100	
	BBSC-03	Financial Accounting	3	1	-	4	100	
	BBGE-01	<b>Computer Application or (Chose any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100	
	BBAEC-01	Environmental Studies	1	1	-	2	50	
	BBVAC-01	Social Media Marketing <b>OR (Choose any one from Pool Group)</b>	1	1	-	2	50	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>SECON D</b>	BBSC-04	Business Economics	3	1	-	4	100	
	BBSC-05	Business Statistics	3	1	-	4	100	
	BBSC-06	Cost Accounting	3	1	-	4	100	
	BBGE-02	<b>Chosseany one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100	
	BBAEC-02	English Language	1	1	-	2	50	
	BBSEC-01	Soft Skill and Personality Development <b>OR (Choose any one from Pool Group)</b>	1	1	-	2	50	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
	<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I &amp; II (Extra Credits of Voc /Skill Course)</i>						<b>40</b>	<b>1000</b>
<b>THIRD</b>	BBSC-07	Business Communication	3	1	-	4	100	
	BBSC-08	Managerial Economics	3	1	-	4	100	
	BBSC-09	Business Environment	3	1	-	4	100	
	BBSE-01	Gr.-I-Management - Human Resource Management Gr.-II-Finance - Financial Management Gr.-III-Marketing- Marketing Management <b>(One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-03-Chosse any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100	
	BBAEC-03	Hindi Language	1	1	-	2	50	
	BBVAC-02	Digital Marketing <b>OR(Choose any one from Pool Group)</b>	1	1	-	2	50	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>FOURT H</b>	BBSC-10	Organizational Behaviour	3	1	-	4	100	
	BBSC-11	Business Law	3	1	-	4	100	
	BBSC-12	Management Information System	3	1	-	4	100	
	BBSE-02	Gr.-I-Management - Production Management Gr.-II-Finance -Banking Operations & Management Gr.-III-Marketing- Sales & Advertisement Management <b>(One-BBSE -Choose any one Gr. from Own Pool as per rule) OR (One-GE-04-Chosse any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100	
	BBAEC-03	Communicative English/Other	1	1	-	2	50	
	BBSEC-02	<b>Creative Writing &amp; Content Development OR (Choose any one from Pool Group)</b>	1	1	-	2	50	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
	<i>Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88 Credits on completion of Semester IV (8 Credits extra)</i>						<b>80</b>	<b>2000</b>
		BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100	
	BBSC-15	Quantitative Techniques	3	1	-	4	100	

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FIFTH	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100	
	OR	Gr.-II-Finance – Investment Management						
	BBGE-05	Gr.-III-Marketing–Agriculture& Rural Marketing (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Chosse any one from Pool in Other Faculty as per rule)						
	BBVAC-03	Data Analytics using MS ExcelOR(Choose any one from Pool Group)	1	1	-	2	50	
	BBSEC-03	i. Analytics Skills OR ii. GST with ReturnFiling OR (Choose any one from Pool Group)	1	1	-	2	50	
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>	
SIXTH	BBSC-16	Business Ethics	3	1	-	4	100	
	BBSC-17	Entrepreneurship	3	1	-	4	100	
	BBSC-18	Business Taxation	3	1	-	4	100	
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100	
	OR	Gr.-II-Finance – Financial Institutions & Markets						
	BBGE-06	Gr.-III-Marketing– Logistics & Supply Chain Management (One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Chosse any one from Pool in Other Faculty as per rule)						
	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50	
	BBSEC-04	i. Basic Statistics using Microsoft ExcelOR ii. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50	
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>	
Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						<b>120</b>	<b>3000</b>	
<b>For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA )</b>								
SEVENTH	BBSC-19	Strategic Management (4C)	3	1	-	4	100	
		Elective - 1: Human Resource Management						
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100	
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100	
	BBSE-07	Talent Management	3	1	-	4	100	
	BBSE-08	Customer Relationship Management	3	1	-	4	100	
		Elective - 2 :Finance						
	BBSE-05	Microfinance	3	1	-	4	100	
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100	
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100	
	BBSE-08	Insurance and Risk Management	3	1	-	4	100	
		Elective - 3 : Marketing						
	BBSE-05	E Commerce	3	1	-	4	100	
	BBSE-06	Retail Management	3	1	-	4	100	
	BBSE-07	Consumer Behaviour	3	1	-	4	100	
	BBGE-08	Advertising and Media Management (Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)	3	1	-	4	100	
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
		BBSC-20	Advanced Strategic Management (4C)	3	1	-	4	100
		Elective - I: Human Resource Management						
BBSE-09		Project Management	3	1	-	4	100	
BBSE-10		Compensation & Performance Management	3	1	-	4	100	
BBSE-11		Industrial Relations	3	1	-	4	100	
BBSE-12		Training and Development	3	1	-	4	100	
		Elective - II: Finance						
BBSE-09		Financial Analytics	3	1	-	4	100	

<b>EIGHT H</b>	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management	3	1	-	4	100
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100
		<b>Elective -III Marketing</b>					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	3	1	-	4	100
	BBSE-11	Services Marketing	3	1	-	4	100
	BBSE-12	Tourism Management	3	1	-	4	100
		<b>(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)</b>					
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>GRAND TOTAL CREDITS(I to VIII)</b>						<b>160</b>	<b>4000</b>
<b>For Award of Bachelor Degree with Honors &amp; Research (Students Securing 7.5 CGPA)</b>							
<b>SEVENTH</b>	BBSC-19	<b>Strategic Management (4C)</b>	3	1	-	4	100
		<b>Elective - 1: Human Resource Management</b>					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
		<b>Elective - 2 :Finance</b>					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
		<b>Elective - 3 : Marketing</b>					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>B to B Marketing</b>
<b>EIGHT H</b>	BBSC-20	<b>Advanced Strategic Management (4C)</b>	3	1	-	4	100
		<b>Elective - I: Human Resource Management</b>					
	BBSE-09	Project Management	3	1	-	4	100
	BBSE-10	Compensation & Performance Management	3	1	-	4	100
	BBSE-11	Industrial Relations	3	1	-	4	100
		<b>Elective - II: Finance</b>					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		<b>Elective -III Marketing</b>					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	<b>TOTAL CREDIT&amp; TOTAL MARKS</b>						<b>24</b>
<b>GRAND TOTAL CREDIT (I TO VIII)</b>						<b>160/164</b>	<b>4100</b>

Awarded Bachelor of (in the Field of Multidisciplinary Study) {Honors (160/164) or Honors with Academic Research (164)} after securing the requisite Credits on Completion of Semester VIII

Name and Signature of Convenor & Members :

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

### BBA FOUR YEAR COURSE

Semester	Category &	Subjects/Paper Titles	L	T	P	Credits	Max.
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	Paper Code						Marks
<b>FIRST</b>	BBSC-01	Principles of Management	3	1	-	4	100
	BBSC-02	Business Mathematics	3	1	-	4	100
	BBSC-03	Financial Accounting	3	1	-	4	100
	BBGE-01	<b>Computer Application or (Chose any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100
	BBAEC-01	Environmental Studies	1	1	-	2	50
	BBVAC-01	Social Media Marketing OR (Choose any one from Pool Group)	1	1	-	2	50
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>SECOND</b>	BBSC-04	Business Economics	3	1	-	4	100
	BBSC-05	Business Statistics	3	1	-	4	100
	BBSC-06	Cost Accounting	3	1	-	4	100
	BBGE-02	<b>(Chose any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100
	BBAEC-02	English Language	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>
<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I &amp; II (Extra Credits of Voc /Skill Course)</i>						<b>40</b>	<b>1000</b>
<b>THIRD</b>	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
	BBSC-09	Business Environment	3	1	-	4	100
	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing- Marketing Management <b>(One-BBSE -Choose any one Gr. from Own Pool as per rule)</b> <b>OR</b> <b>(One-GE-03-Chosse any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100
	BBAEC-03	Hindi Language	1	1	-	2	50
	BBVAC-02	Digital Marketing OR(Choose any one from Pool Group)	1	1	-	2	50
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>FOURTH</b>	BBSC-10	Organizational Behaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
	BBSC-12	Management Information System	3	1	-	4	100
	BBSE-02	Gr.-I-Management –Production Management Gr.-II-Finance –Banking Operations & Management Gr.-III-Marketing- Sales &Advertisement Management <b>(One-BBSE -Choose any one Gr. from Own Pool as per rule) OR</b> <b>(One-GE-04-Chosse any one from Pool in Other Faculty as per rule)</b>	3	1	-	4	100
	BBAEC-03	Communicative English/Other	1	1	-	2	50
	BBSEC-02	Creative Writing & Content Development OR (Choose any one from Pool Group)	1	1	-	2	50
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>
<i>Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88</i>						<b>80</b>	<b>2000</b>

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<b>Credits on completion of Semester IV (8 Credits extra)</b>							
<b>FIFTH</b>	BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100
	BBSC-15	Quantitative Techniques	3	1	-	4	100
	BBSE-03	Gr.-I-Management – Office Organization and Management	3	1	-	4	100
	<b>OR</b>	Gr.-II-Finance – Investment Management					
	<b>BBGE-05</b>	Gr.-III-Marketing–Agriculture& Rural Marketing <b>(One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-05-Chosse any one from Pool in Other Faculty as per rule)</b>					
	BBVAC-03	Data Analytics using MS Excel <b>OR(Choose any one from Pool Group)</b>	1	1	-	2	50
BBSEC-03	iii. Analytics Skills <b>OR</b> iv. GST with Return Filing <b>OR</b> <b>(Choose any one from Pool Group)</b>	1	1	-	2	50	
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>SIXTH</b>	BBSC-16	Business Ethics	3	1	-	4	100
	BBSC-17	Entrepreneurship	3	1	-	4	100
	BBSC-18	Business Taxation	3	1	-	4	100
	BBSE-04	Gr.-I-Management – Business Policy & Strategy	3	1	-	4	100
	<b>OR</b>	Gr.-II-Finance – Financial Institutions & Markets					
	<b>BBGE-06</b>	Gr.-III-Marketing– Logistics & Supply Chain Management <b>(One-COSE –Choose any one Gr. from Own Pool as per rule) OR (One-GE-06-Chosse any one from Pool in Other Faculty as per rule)</b>					
	<b>INTERNSHIP</b>	<b>(2 c) Compulsory for all</b>	1	1	-	2	50
BBSEC-04	iii. Basic Statistics using Microsoft Excel <b>OR</b> iv. Web Analytics <b>OR</b> <b>(Choose any one from Pool Group)</b>	1	1	-	2	50	
<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
<b>Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester</b>						<b>120</b>	<b>3000</b>
<b>For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)</b>							
<b>SEVENTH</b>	BBSC-19	<b>Strategic Management (4C)</b>	3	1	-	4	100
		<b>Elective - 1: Human Resource Management</b>					
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100
	BBSE-07	Talent Management	3	1	-	4	100
	BBSE-08	Customer Relationship Management	3	1	-	4	100
		<b>Elective - 2 :Finance</b>					
	BBSE-05	Microfinance	3	1	-	4	100
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100
	BBSE-08	Insurance and Risk Management	3	1	-	4	100
		<b>Elective - 3 : Marketing</b>					
	BBSE-05	E Commerce	3	1	-	4	100

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	BBSE-06	Retail Management	3	1	-	4	100		
	BBSE-07	Consumer Behaviour	3	1	-	4	100		
	BBGE-08	Advertising and Media Management	3	1	-	4	100		
		<b>(Choose 4- DSE( 5 to 8)From any One Group from Own 4x4=16)</b>							
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>	
<b>EIGHTH</b>	<b>BBSC-20</b>	<b>Advanced Strategic Management (4C)</b>	3	1	-	4	100		
		<b>Elective - I: Human Resource Management</b>							
	BBSE-09	Project Management	3	1	-	4	100		
	BBSE-10	Compensation & Performance Management	3	1	-	4	100		
	BBSE-11	Industrial Relations	3	1	-	4	100		
	BBSE-12	Training and Development	3	1	-	4	100		
		<b>Elective - II: Finance</b>							
	BBSE-09	Financial Analytics	3	1	-	4	100		
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100		
	BBSE-11	Corporate Financial Management	3	1	-	4	100		
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100		
		<b>Elective -III Marketing</b>							
	BBSE-09	Digital Marketing	3	1	-	4	100		
	BBSE-10	Product & Brand Management	3	1	-	4	100		
	BBSE-11	Services Marketing	3	1	-	4	100		
	BBSE-12	Tourism Management	3	1	-	4	100		
			<b>(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)</b>						
		<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>20</b>	<b>500</b>
	<b>GRAND TOTAL CREDITS(I to VIII)</b>						<b>160</b>	<b>4000</b>	
<b>For Award of Bachelor Degree with Honors &amp; Research (Students Securing 7.5 CGPA)</b>									
<b>SEVENTH</b>	<b>BBSC-19</b>	<b>Strategic Management (4C)</b>	3	1	-	4	100		
		<b>Elective - 1: Human Resource Management</b>							
	BBSE-05	People Management & Corporate Etiquettes	3	1	-	4	100		
	BBSE-06	Corporate Governance & Corporate Social Responsibility	3	1	-	4	100		
	BBSE-07	Talent Management	3	1	-	4	100		
		<b>Elective - 2 :Finance</b>							
	BBSE-05	Microfinance	3	1	-	4	100		
	BBSE-06	Security Analysis & Portfolio Management	3	1	-	4	100		
	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100		
		<b>Elective - 3 : Marketing</b>							
	BBSE-05	E Commerce	3	1	-	4	100		
	BBSE-06	Retail Management							
	BBSE-07	Consumer Behaviour	3	1	-	4	20		
		<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						<b>3 to B Marketing</b>	<b>500</b>
		<b>BBSC-20</b>	<b>Advanced Strategic Management (4C)</b>	3	1	-	4	100	
		<b>Elective - I: Human Resource Management</b>							
BBSE-09	Project Management	3	1	-	4	100			
BBSE-10	Compensation & Performance Management	3	1	-	4	100			
BBSE-11	Industrial Relations	3	1	-	4	100			
	<b>Elective - II: Finance</b>								
BBSE-09	Financial Analytics	3	1	-	4	100			

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<b>EIGHTH</b>	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		<b>Elective -III Marketing</b>					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	<b>TOTAL CREDIT &amp; TOTAL MARKS</b>						24
<b>GRAND TOTAL CREDIT (I TO VIII)</b>						<b>160/164</b>	<b>4100</b>
<b>Awarded Bachelor of (in the Field of Multidisciplinary Study) {Honors (160/164) or Honors with Academic Research (164)} after securing the requisite Credits on Completion of Semester VIII</b>							

Name and Signature of Convenor & Members:

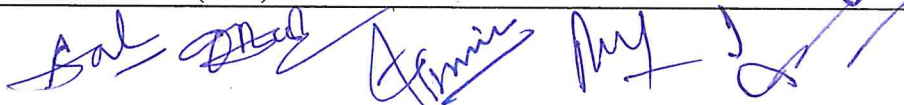
Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

*Sal*  
*Dr. Tapesh Chandra Gupta*  
*Dr. Dhruv Pandey*  
*Dr. Pawan Agrawal*  
*Dr. Susan R. Abraham*

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

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	<b>CourseCode</b>	<b>BBSC-01</b>	
2	<b>CourseTitle</b>	<b>Principles of Management</b>	
	<b>CourseType</b>	<b>Discipline Specific Course (DSC)</b>	
4	<b>Pre-requisite(if,any)</b>	<b>Asperrequirement</b>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>The students will understand concepts, rules or procedures of Principles of Management.</i></li> <li>➤ <i>Improve their cognitive thinking.</i></li> <li>➤ <i>The students will learn proficient and effective use of knowledge and ability in performance..</i></li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<b>Credit=15Hours-learning&amp;Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>Introduction:</b> Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)		<b>15</b>
<b>II</b>	<b>Planning:</b> Concept of Planning, Characteristics of Planning, Steps in Planning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and business possibilities in Chhattisgarh.		<b>15</b>
<b>III</b>	<b>Organizing :</b> Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors. <b>Decision making:</b> Features of Decision making, Role of Decision making in Management, Types of Managerial Decision, Steps in Decision making process, Decision techniques; Principles of Decision making.		<b>15</b>
<b>IV</b>	<b>Controlling and Budgeting:</b> Nature of Control, Relationship between Planning and Control, Need for Control; Significance and Limitations of Control, Types of Control, Process of Control; Budgetary Control, Performance Budgeting; Zero Based Budgeting; Management Audit; Networks Techniques.		<b>15</b>
<b>Keywords</b>	<b>Management, Planning, Organising, Decision Making, Controlling and Budgeting.</b>		
<b>PART-C: LearningResources</b>			
<b>TextBooks,ReferenceBooksand Others</b>			
TextBooksRecommended –			
1. Drucker Peter F: Management Challenges for the 21 st century; Butterworth Heinemann.			
2. Wehrich and Koontz, Essentials of Management; Tata Mc Graw Hill, New Delhi.			
3. P.C. Tripathi : Principles of Management Mc Graw Hill Education 6 thedition.			
4. Terry and Frankin; Principles of Management; AITBS, New Delhi.			
5. M.Gupta: Principles of Management; Motilal U.K. Books of India New Delhi			
<b>Online Resources–</b>			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D:AssessmentandEvaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		<b>100Marks</b>	
<b>ContinuousInternalAssessment(CIA):</b>		<b>30Marks</b>	
<b>EndSemesterExam(ESE):</b>		<b>70 Marks</b>	



<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 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):**

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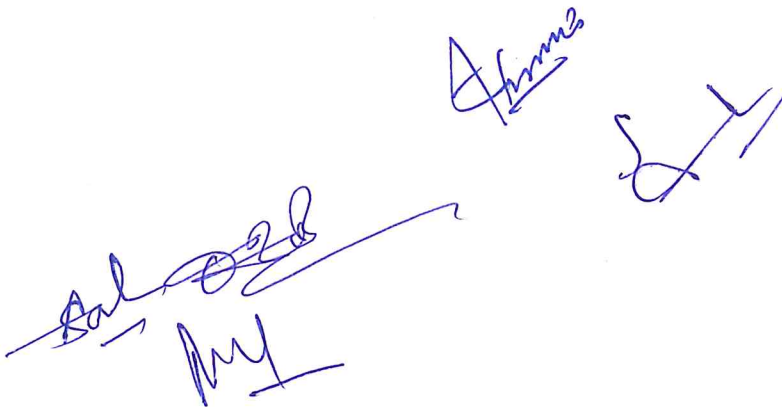
**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
Department of Commerce and Management

**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	Course Code	BBSC-02	
2	Course Title	Business Mathematics	
	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>➤ The aim of the course is to build knowledge and understanding of Business Mathematics among the student.</li> <li>➤ The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics.</li> <li>➤ To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-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>Matrices:</b> Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matrix Inverse elementary row & column operations. Determinants: Properties of determinants; Calculation of values of Determinants up to third order.		15
II	<b>Types of Equations:</b> Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Method only. Quadratic Equation - Factorization and Formula Method ( $ax^2 + bx + c = 0$ form only). Simple problems. <b>Indices and Logarithms:</b> Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification		15
III	<b>Average &amp; Ratio:</b> duplicate-triplicate and sub- duplicate of a ratio. <b>Proportions:</b> third, fourth and inverse. Proportion, problems. Speed, Distance and Time. Commission, Discount, Profit and Loss, Percentages.		15
IV	<b>Simple Interest, Compound Interest</b> including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,		15
<b>Keywords:</b> Matrices, Indices, Logarithms, Average, Ratio, Proportion, Simple Interest.			
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. <i>Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.</i></li> <li>2. <i>“Practical Business Mathematics and Statistics” Suranjan Saha, Tata Mc. Graw – Hill Publishing Company Ltd. New Delhi.</i></li> <li>3. <i>“Business Mathematics” by Dr. B.N. Gupta &amp; Dr. S.K. Agrawal, Sahitya Bhawan Agra.</i></li> <li>4. <i>M. Raghavachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.</i></li> </ol>			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D: Assessment and Evaluation</b>			

<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 100Marks</b>		
<b>ContinuousInternalAssessment(CIA): 30Marks</b>		
<b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	InternalTest/Quiz-(2): <b>20&amp;20</b> Assignment/Seminar- <b>10</b> TotalMarks- <b>30</b>	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against <b>30</b> Marks
<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):**



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

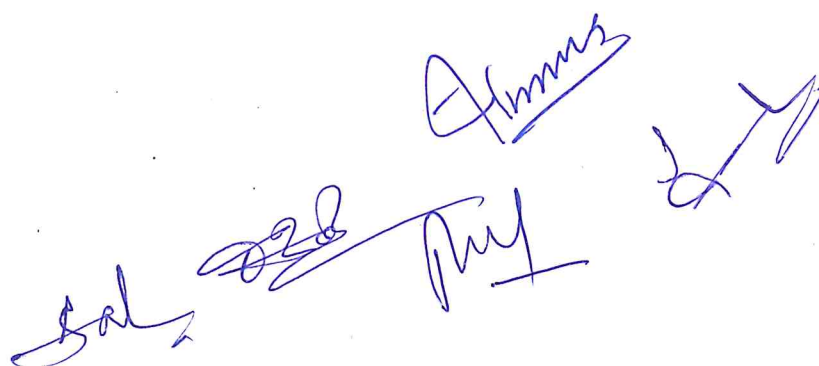
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-I</b>	<b>Session: 2024-2025</b>
1	CourseCode	BBSC-03	
2	CourseTitle	Financial Accounting	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ learn the commonly used accounting terminology , Identify the users of accounting information and their respective requirements</li> <li>➤ explain the process of recording and classifying the business transactions and events, Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement</li> <li>➤ Explain accounting software and to acquaint with how to work in Tally Software.</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>Accounting</b> – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. <b>Capital and Revenue</b> – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books – Cash Book, Meaning and type of Cash Book - Single Column,		15
II	<b>Rectification of Errors:</b> Classification of Error, Location of Error, Suspense Account, Effects on profit; Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance,		15
III	<b>Final Account:</b> Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only). <b>Depreciation</b> - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method,		15
IV	<b>Accounting Software</b> – Introduction - Meaning of Accounting Software, Types of Accounting Software; Tally - Meaning of Tally Software – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols, Accounts /Inventory info – Master Configuration - Voucher Entry Configuration. Working in Tally: Groups, Ledgers, writing voucher, Different types of Voucher, Voucher Entry Problem on Voucher entry- Generating Basic Reports in Tally - Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.		15
<b>Keywords</b>	<i>Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. S.M. Shukla, Accounting Principles, Sahitya Bhawan Publication, Agra</li> <li>2. Hanif Mukherji, Modern Accounting- Vol –I, T.M.H.</li> <li>3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers.</li> <li>4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House.</li> <li>5. T.S. Grewal, Advanced Accounts, S. Chand &amp; Sons, New Delhi.</li> <li>6. R.L. Gupta, Advanced Accounts, S. Chand &amp; Sons, New Del</li> <li>7. T.P. Ghosh, Financial Account for Manager Taxmann Allied Services Pvt. Ltd.</li> </ol>			



<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>Continuous Internal Assessment (CIA): 30Marks</b> <b>End Semester Exam (ESE): 70 Marks</b>		
<b>Continuous Internal Assessment (CIA):</b> <b>(By Course Teacher)</b>	<b>Internal Test/Quiz-(2): 20 &amp; 20</b> <b>Assignment/Seminar- 10</b> <b>Total Marks- 30</b>	<b>Better marks out of the two Test/ Quiz</b> <b>+ obtained marks in Assignments shall be</b> <b>considered against 30 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>Two section – A &amp; B</b> <b>Section A: Q1. Objective – 10x1=10Mark; Q2. Short answer type – 5x4=20Marks</b> <b>Section B: Descriptive answer type qts., 1 out of 2 from each unit – 4x10=40Marks</b>	

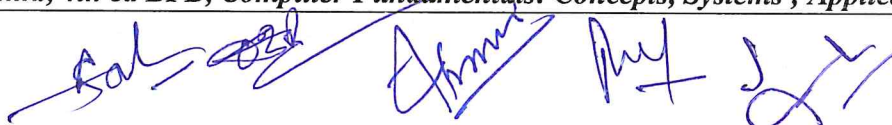
**Name and Signature of Convenor & Members (CBOS)**



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

**COURSE CURRICULUM**

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



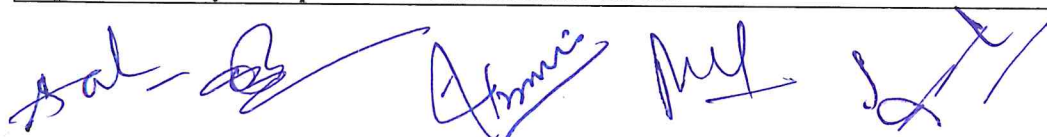
<input type="checkbox"/> V. Rajaraman, 4th ed PHI, Fundamental Of Computers <input type="checkbox"/> E Balagurusamy, "FUNDAMENTALS OF COMPUTERS"		
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<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:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

**SignatureofConvener &Members (CBoS):**

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



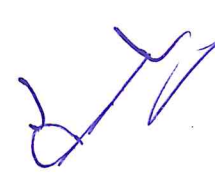
## COURSE CURRICULUM

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



<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>50 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>	<b>15 Marks</b>	
<b>End Semester Exam (ESE):</b>	<b>35 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test / Quiz-(2): <b>10 &amp; 10</b> Assignment/Seminar+Attendance- <b>05</b> Total Marks - <b>15</b>	Better marks out of the two Test/ Quiz +obtained marks in Assignments shall be considered against <b>15 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</b> Section A: Q1. Objective- <b>05 x 1 = 05 Mark</b> ; Q2. Short answer type- <b>5 x 2 = 10 Marks</b> Section B: Descriptive answer type qts., <b>1 out of 2</b> from each unit- <b>4 x 05 = 20 Marks</b>	

**Name and Signature of Convener & Members (CBOS)**

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**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 <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session:2024-2028</b>
1	<b>CourseCode</b>	<b>BBSE -05</b>	
2	<b>CourseTitle</b>	<b>Elective A – Human Resource Management: People Management and Corporate Etiquettes</b>	
	<b>CourseType</b>	<b>Discipline Specific Elective (DSE)</b>	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Ability to examine the difference between People Management with Human Resource Management.</li> <li>➤ Ability to explain the need for and importance of People Management.</li> <li>➤ Ability to list modern methods of performance and task assessment.</li> <li>➤ Ability to analyses the factors influencing the work life balance of a working individual.</li> <li>➤ Demonstrating the various types of essential etiquettes in a corporate environment.</li> <li>➤ Construct effective presentations, group discussions and the professional pre requisites.</li> <li>➤ Evaluate the prevailing corporate culture, ethical issues; and manage conflict effectively</li> </ul>	
6	<b>CreditValue</b>	<b>4Credits</b>	<i>Credit=15Hours-learning&amp;Observation</i>
7	<b>TotalMarks</b>	<b>Max.Marks: 100</b>	<b>MinPassingMarks: 40</b>
<b>PART-B: ContentoftheCourse</b>			
<b>TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)</b>			
<b>Unit</b>	<b>Topics(Coursecontents)</b>		<b>No.of Period</b>
<b>I</b>	<b>People Management:</b> Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management. <b>Getting Work Done and Building Peer Networks:</b> Getting work done: Challenges of getting work done; significance of prioritization and assigning work to team members. <b>Performance Management:</b> meaning, role of a manager in the different stages of the performance management process; Types of Performance assessment; Assessment and Evaluation Process of evaluation of tasks in the organisation; Modern tools of assessment and evaluation of tasks and performance;		<b>15</b>
<b>II</b>	<b>Motivation:</b> Motivation; Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation <b>Managing Self :</b> Reflection on what does it mean to be a people manager; building a personal development plan for oneself, <b>Self-Stress Management:</b> Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance. <b>Building Peer Networks:</b> Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges of Peer networking and different types of people networking in the workplace.		<b>15</b>

<b>III</b>	<b>Business And Corporate Etiquette:</b> Business Etiquette – Meaning & characteristics – Essentials of Business Etiquette – Generally accepted Etiquette practice – Dimensions of Business Etiquettes: Telephone, Meeting, Interview (Before, After and During Interview), Workplace, Business party, letter, e-mail. Social Media Etiquettes. Presentation Skills: Importance, Basic Courtesies – Small talk, Greetings, Handshakes. PPT presentation – Essentials of good presentation – Spokes Person – Group Discussion: Introduction, Types, Do's and Don'ts, Elevator pitch, Body Language, Verbal communication, Resume preparation and Grooming.	<b>15</b>
<b>IV</b>	<b>Corporate Culture:</b> Corporate Culture & its components – values – Addressing Ethical issues – Cross cultural values and expectation – Etiquette techniques and styles under various corporate cultures. <b>Corporate Expectations:</b> Professionalism – Importance of Professional Behaviour – Dress Code. Meeting: Protocol – Agenda – Chairing. General Disability Etiquette - Attitude and Conflict Management, Indian Business Etiquette.	<b>15</b>
<b>Keywords</b> <i>People Management, Performance Management, Corporate Culture, Corporate Etiquette.</i>		

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

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

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07- 115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in. Conduct a survey of work life balance of working individuals the Workplace (International edition). New York: McGraw-Hill.
4. Lillian H. Chaney & Jeanette S. Martin. The Essential Guide to Business Etiquette. Praeger Publishers. Raghu Palat. Indian Business Etiquette. Jaico Publishing House.
5. Sarvesh Gulati. Corporate Grooming and Etiquette. Rupa Publications India Pvt. Ltd.

#### **Online Resources–**

<https://emilypost.com/online-course-business-etiquette-essentials&ved>

<https://www.udemy.com/topic/business-etiquette/&ved>

<https://www.tcsion.com/courses/tcs-ion/business-etiquette/&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
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<b>End Semester Exam (ESE):</b>	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
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**Name and Signature of Convenor & Members:**



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program: Bachelor in Business Administration</b> <i>(Certificate / Diploma / Degree/Honors)</i>		<b>Semester-I</b>	<b>Session: 2024-2028</b>
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	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>➤ Provide the foundation for financial decision making.</li> <li>➤ List out various savings and investment alternatives for a common man.</li> <li>➤ Give a detailed overview of stock market and stock selection.</li> <li>➤ Orient the learners about mutual funds and the criteria for selection.</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	<p><b>Foundation For Finance:</b> Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro.</p> <p><b>Banking in India:</b> Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.</p> <p><b>Orientation to Financial Statements:</b> financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.</p>		15
II	<p><b>Investment Management:</b> Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools. Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal.</p> <p><b>Stock Markets:</b> Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants.</p> <p><b>Stock Selection:</b> Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.</p>		15
III	<p><b>Mutual Funds And Financial Planning Essentials:</b> Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.</p>		15

	Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan. Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs.	
<b>IV</b>	<b>Project Work:</b> 1. Prepare a Spreadsheet modeling using financial functions. 2. Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) 3. Prepare a exercise on calculation of net asset value of mutual fund scheme.	<b>15</b>
<b>Keywords</b>	<i>Finance, Banking, Stock markets, Mutual Funds, Financial Planning.</i>	

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

Text Books, Reference Books and Others

1. *RBI Financial Education Handbook*
2. *Prasanna Chandra, Financial Management, Mc Graw Hill.*
3. *Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.*
4. *Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications.*
5. *Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall.*
6. *NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI*
7. *NSE Academy Certification in Financial Markets (NCFM) Modules:*
  - *Macroeconomics for Financial Markets*
  - *Financial Markets (Beginners Module)*
  - *Mutual Funds (Beginners Module)*
  - *Technical Analysis*

Online Resources-

<http://www.amfiindia.in/?caf=1&query=Mutual+Funds&afdToken=>

### **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	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10 Total Marks- 30	

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

*Almm*

*Salil*

## FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)

DEPARTMENT OF Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSE -07	
2	Course Title	Elective C – Marketing: Consumer Behaviour	
	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 Know the need for studying consumer behavior.</li> <li>➤ To analyze the factors that affect consumer behavior.</li> <li>➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it.</li> <li>➤ Learning about the factors affecting the consumer in socio-cultural setting.</li> <li>➤ Identifying the post purchase behavior and the technological impact on consumer.</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>Consumer Behavior:</b> Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer; Organizational consumer decision-making process; Consumer research.		15
II	<b>Consumer Motivation and Personality:</b> Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; Atrio of needs; Major aspects of motivation research, Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	<b>Consumer Perception, Learning and Attitude:</b> Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		15
IV	<b>Consumer in Socio-Cultural settings:</b> Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimensions of Consumer Behavior; Cross-Cultural dimensions of consumer analysis. <b>Post Purchase Behaviour:</b> Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15

<b>Keywords</b>	<i>Consumer Behaviour, Consumer Perception, Motivation, Personality.</i>	
<b>PART-C: Learning Resources</b>		
TextBooks, Reference Books and Others		
<ol style="list-style-type: none"> <li>1. Leon G. Schiffman &amp; Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication</li> <li>2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGrawhill</li> <li>3. David L. Loudon &amp; Albert J. Della Bitta, (1988), Consumer Behavior</li> <li>4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior</li> <li>5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.</li> <li>6. Loudon and Della, Consumer Behavior: Concepts and Applications.</li> <li>7. Schiffman and Kanuk, Consumer Behavior.</li> <li>8. Bennett, Consumer Behavior.</li> <li>9. S.H. Britt, Consumer Behavior in Theory and Action.</li> </ol>		
Online Resources–		
<a href="https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&amp;ved">https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&amp;ved</a> <a href="https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved">https://onlinecourses.nptel.ac.in/noc22_mg47/preview&amp;ved</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
<b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>	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 Convener & Members: (CBOS)

GOES TO 08<sup>th</sup> SEMESTER

**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**

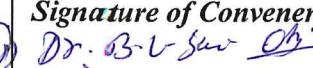

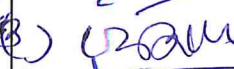





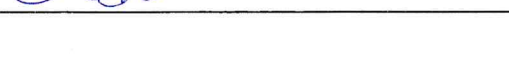
**DEPARTMENT OF GEOGRAPHY**

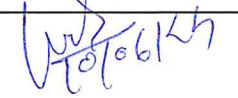
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
Program: Bachelor in Arts (Certificate / Diploma / Degree / Honors)		Semester - I	Session: 2024-2025
1	Course Code	GOGE – 01 T	
2	Course Title	Fundamental of Physical Geography	
3	Course Type	GENERIC	
4	Pre-requisite (if, any)	As per the program	
5	Course Learning Outcomes(CLO)	At the end of this course , the students will be able to : 5- Understand the functioning of Earth systems and analyze geo morphological, climatic and oceanic factors. 6- Understand the Physical aspect of Geographical concepts which are relevant in day to day life 7- To record the temperature, pressure, humidity, rainfall and other climatic conditions and evaluate the local climate 8- Understand the Oceanic Features and Conditions.	
6	Credit Value	3 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) - 45 Periods (45 Hours)		
Unit	Topics (Course contents)	No. of Period
<b>I</b>	<b>Fundamental of Physical Geography-</b> Definition and Scope of Physical Geography, Origin of the Earth- Nebular Theory, Hoyle and Littleton Theory. Interior of the earth:- Composition and Structure. Folds and Faults- Origin and Classification.	12
<b>II</b>	<b>Rocks:</b> - Origin, Classification and Characteristics. <b>Weathering-</b> Meaning, Types. <b>Agents of Erosion-</b> Winds , River and their resultant topographical features	10
<b>III</b>	<b>Atmosphere-</b> Elements of Weather and Climate, Composition of the Atmosphere, Atmospheric Temperature, Pressure Belt, winds, Tropical Cyclone and Origin and mechanism of Monsoon.	12
<b>IV</b>	<b>Hydrosphere-</b> Relief of the Ocean Basins-Tetrahedral theory. Hydrological Cycle, Ocean Salinity, Ocean Temperature-vertical and horizontal Distribution , Ocean Currents (Pacific and Indian)	11
<b>Keywords</b>	Topographical Features, Erosion, Tetrahedral, Faults.	

**Signature of Convener, Members of CBoS:**

1) Dr. B. V. Saw 
 2) 
 3) 
 4) 
 5) 
 6) 
 7) 
 8) 
 9) 



**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**

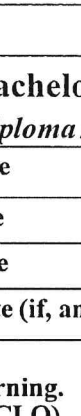

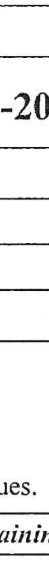



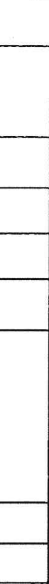



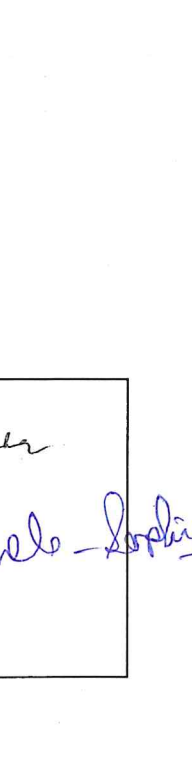
**DEPARTMENT OF GEOGRAPHY**

**COURSE CURRICULUM**

<b>PART- A: Introduction</b>			
Program: Bachelor in Arts <i>(Certificate / Diploma / Degree / Honors)</i>		Semester -I	Session: 2024-2025
1	Course Code	GOSC – 01 P	
2	Course Title	Practical 1 - Cartography-Tools and Techniques	
3	Course Type	Practical	
4	Pre-requisite (if, any)	<i>As per program</i>	
5	Course Learning Outcomes (CLO)	<i>At the end of this practical course the student will have an ability to</i> 1- Understand the basic concepts of cartography 2- Learn and prepare the different kinds of maps. 3- Recognize basic themes of map making. 4- Develop an idea about different types of thematic mapping techniques.	
6	Credit Value	1 Credits	<i>Credit =30 Hours Laboratory or Field learning/Training</i>
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20

<b>PART -B: Content of the Course</b>		
Total No. of learning-Training/performance Periods: 30 Periods (30 Hours)		
Module	Topics (Course contents)	No. of Period
Lab./Field Training/ Experiment Contents of Course	1- History of Cartography, Indian cartography, Modern cartography, Drawing Equipment's, 2- Characteristics Features of Map, classification of maps, Mapping methods. Tools of Map Making, Type of printed Shades. 3- Enlargement, Reduction and Combination of Maps- Graphical and Mechanical Methods.	<b>30</b>
Keywords	Cartography ,Enlargement, Reduction , Graphical	

**Signature of Convener, Members of CBoS :**

Dr. A. K. Gaur  5   
 Dr. B. K. Thakur  6   
 Dr. S. SAHU  7   
 Dr. C. P. NARAYAN  8   
 10. Dr. Sitadav   
 11. Dr.  Dr. S. Shinde  
 12.  
 13. Dr. Sophie Ambrel 

## PART-C: Learning Resources

### Text Books, Reference Books and Others

1. Chauhan, P R. 2005, Practical Geography, Vasundhara Prakashan, Gorakhpur
2. Sharma, J.P. (2001): Prayogik Bhugol., Rastogi Publication, Meerut 3rd edition.
3. Singh, R.L. and Singh, Rana P.B. (1993): Elements of Practical Geography. (Hindi and English editions). Kalyani Publishers, New Delhi.
4. Singh, L.R. (2006) : Fundamentals of Practical Geography, Sharda Pustak Bhawan,
5. Haroon, M. , Practical Geography, Mishra Trading Corporation, Varanasi,2010
6. Istiyak.M. 1989,A Textbook of Practical Geography, Heritage Publication New Delhi

### E books-

1. Map Work and Practical Geography <https://books.google.co.in/books>
2. Practical Geography, S.B.P.D Publications <https://uou.ac.in/sites/default/files/slm/DGIS-504.pdf>.
3. <https://ncert.nic.in/ncerts/l/legy303.pdf>
4. <https://www.uou.ac.in/sites/default/files/slm/GE-203.pdf>

## 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 Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory / Field Skill Performance: On spot Assessment A. Performed the Task based on lab. work - 20 Marks B. Spotting based on tools & technology (written) - 10 Marks C. Viva-voce (based on principle/technology) - 05 Marks	Managed by Course teacher as per lab. status

Signature of Convener, Members of CBoS

Dr. Bil. Smit

Dr. B. H. Mishra

M. S. SATHU

Dr. CP. VANI

10. Dr. S. Yadav  
11. Dr. S. Chandra  
12.  
13. Dr. Sophie Ambrele, Sophie

**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**  
**DEPARTMENT OF COMPUTER APPLICATION**  
**COURSE CURRICULUM**

<b>PART- A: Introduction</b>			
<b>Program:</b> Bachelor in Computer Application (Certificate / Diploma / Degree/Honors)		<b>Semester - I</b>	<b>Session:</b> 2024-2025
1	Course Code	CASC-02T	
2	Course Title	Computer Fundamental and MS office	
3	Course Type	DSC (Discipline Specific Course)	
4	Prerequisite	As per program	
5	Course Learning Outcomes (CLO)	After Completing this course, students will be able to: <ul style="list-style-type: none"> <li>• Study and use of basic concepts and terminology of information technology.</li> <li>• Organize files and documents on storage devices.</li> <li>• Acquire knowledge of ICT and Internet applications.</li> <li>• Develop information technology solutions by evaluating user requirements in advance trends of IT.</li> <li>• Acquire knowledge of MS-Excel, MS-PowerPoint and MS-Access.</li> </ul>	
6	Credit Value	3 Credits	Credit = 15 Hours - Learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART -B: Content of the Course</b>			
<b>Total No. of Teaching-Learning Periods (01 Hr. per period) - 45 Periods (45 Hours)</b>			
Unit	Topics (Course contents)		No. of Period
I	<b>Introduction to Computer:</b> History of computer, Generations and Classification, Basic Anatomy of Computer: Block Diagram, Central Processing Unit (CPU): Function of each Unit, Memory: Primary, Cache, Flash, Software and its needs, Types of S/W: System Software and Application Software, Types of Programming Language: Machine Language, Assembly Language, High Level Language their advantages and disadvantages, Language Processors/Translators: Assembler, Interpreter and Compiler, Fundamental of Information Technology: Data and Information, Concept of IT, Application of IT, What is ICT?, Components of ICT, Impact of ICT in Society. <b>Advanced Trends in IT:</b> Cloud Technology, Virtual LAN Technology, M-Commerce, Nanotechnology, Virtual Reality, 3-D Printing, Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), Cloud Computing, Quantum Computing, G-Suite, GoI digital initiatives in higher education: SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-Yantra and NPTEL.		12
II	<b>MS-Word:</b> Introduction to word processing software and its features, Creating new document, Saving documents, Opening and Printing documents. Home Tab: Setting fonts, Paragraph settings, Various styles (Normal, No spacing, Heading1, Heading2, Title, Strong), Find & Replace, Format painter, Copy paste and paste special. Insert Tab: Pages, Tables, Pictures, Clipart, Shapes, Header & Footer, Word Art, Equation and Symbols. Page Layout Tab: Page setup, Page Background, Paragraph (indent and spacing). Mailing Tab: Create Envelops and Labels, Mail Merge. Review Tab: Spelling and Grammar check, New comment, Protect document, View Tab: Document views, Zoom, Window (New window, Split, Switch window).		11
III	<b>MS-Excel:</b> Introducing Excel, Use of Excel sheet, creating new sheet, Saving, Opening, and Printing workbook. Home Tab: Font, Alignment, Number, Styles and cells and editing, Conditional Formatting. Insert Tab: Table, Charts (column chart, Pie chart, Bar chart, Line chart) and Texts (header & footer, word art, signature line). Page Layout Tab:		11

Dr. H.S. Floka (Chairman)   
 Dr. K.G. Dubey   
 Dr. S.K. Sah   
 Dr. Anil Sharma   
 Dr. S. J. An   
 R. Khurshid   
 Dr. Anshika Shukla   
 Dr. Anshika Shukla   
 Dr. Anshika Shukla





**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**  
**DEPARTMENT OF COMPUTER APPLICATION**  
**COURSE CURRICULUM**

<b>PART- A: Introduction</b>			
Program: Bachelor of Computer Application (Certificate / Diploma / Degree)		Semester - I	Session: 2024-2025
1	Course Code	CASC-02P	
2	Course Title	Lab 1: MS-Office	
3	Course Type	Practical	
4	Prerequisite	As per program	
5	Course Learning Outcomes (CLO)	After Completing this course, students will be able to: <ul style="list-style-type: none"> <li>• Gain Practical knowledge of MS-Office.</li> <li>• Organize files and documents on storage devices.</li> <li>• Acquire knowledge of ICT and Internet applications.</li> <li>• Develop information technology solutions by evaluating user requirements in advance trends of IT.</li> <li>• Acquire knowledge of MS-Excel, MS-PowerPoint and MS-Access.</li> </ul>	
6	Credit Value	1 Credits	Credit =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 learning-Training/performance Periods: 30 Periods (30 Hours)

List of Experiments		No. of Period
<b>Application of Information Technology</b> <ol style="list-style-type: none"> <li>1. How to create mail in a Gmail account? Write the uses of Inbox, Sent, Outbox, Draft, Spam and Trash labels.</li> <li>2. How to design Google form? Write the steps with appropriate windows.</li> <li>3. How to create different student classes in Google classroom.</li> <li>4. How do teachers create assignments and provide due dates, or grades in Google Classroom?</li> <li>5. How do students find assignments, due dates, or grades in Google Classroom?</li> <li>6. How to use social media platforms like twitter, Facebook and YouTube?</li> <li>7. How to use social media platforms like Flickr, Skype, yahoo and WhatsApp?</li> <li>8. How to use Google spreadsheets, Google Slides and Google forms?</li> <li>9. How to share files between mobile phone and computer system/Laptop using Bluetooth.</li> </ol>		30
***** <b>MS-Word</b> <ol style="list-style-type: none"> <li>1. Prepare a grocery list having four columns (Serial number, the name of the product, quantity and price) for the month of April, 06.                             <ul style="list-style-type: none"> <li>&gt; Font specific actions for Title (Grocery List):14-pointArialfontinboldanditalics.</li> <li>&gt; The headings of the columns should be in12-point and bold.</li> <li>&gt; The rest of the document should be in10-point Times New Roman.</li> </ul> </li> </ol>		

Dr. H. S. Hora  
 Chairman  
 (Dr. K. B. Duhay)  
 (Sushil Kumar Sahas)  
 (Dr. S. K. Sah)  
 (Dr. Anil Sharma)  
 (Dr. S. Jain)  
 (Dr. Anil Sharma)  
 (Shubhendra Singh)  
 (Dr. Anil Sharma)  
 (Dr. S. Jain)  
 (Dr. Anil Sharma)  
 (Dr. S. Jain)  
 (Dr. Anil Sharma)  
 (Dr. S. Jain)







Rs.50/- if Basic is  $\leq 1000$   
 Rs.75/- if Basic  $> 1000$  & Basic  $\leq 2000$   
 Rs.100 if Basic  $> 2000$

- Entertainment Allowance (EA)  
 NIL if Basic is  $\leq 1000$   
 Rs.100/-if Basic  $> 1000$

Deductions

- Provident Fund  
 6% of Basic
- Group Insurance Premium  
 Rs.40/-if Basic is  $\leq 1500$   
 Rs.60/-if Basic  $> 1500$  & Basic  $\leq 3000$   
 Rs.80/-if Basic  $> 3000$

Calculate the following:

Gross Salary = Basic + HRA + DA + CA + EA

Total Deduction = Provident Fund + Group Insurance Premium

Net Salary = Gross Salary - Total Deduction

5. Create Payment Table for a fixed Principal amount, variable rate of interests and time in the form at below:

No. of Installments	5%	6%	7%	8%	9%
3	XX	XX	XX	XX	XX
4	XX	XX	XX	XX	XX
5	XX	XX	XX	XX	XX
6	XX	XX	XX	XX	XX

6. Use an array formula to calculate Simple Interest for given principal amounts given the rate of Interest and time

Rate of Interest	8%
Time	5 Years
Principal	Simple Interest
1000`	?
18000	?
5200	?

7. The following table gives a year wise sale figure of five salesmen in Rs.

Salesman	2019	2020	2021	2022
S1	10000	12000	20000	50000
S2	15000	18000	50000	60000
S3	20000	22000	70000	70000
S4	30000	30000	100000	80000
S5	40000	45000	125000	90000

- Calculate total sale year wise.
- Calculate the net sale made by each salesman
- Calculate the maximum sale made by the salesman
- Calculate the commission for each salesman under the condition.

Dr. H.S. Hota  
 Chairman

Dr. K.B. Dubey

Dr. S.K. Saha

Dr. Anil Sharma

Dr. S. Jain

R. Khuntia

Sushil Kumar Saha

Dr. Anil Sharma

Dr. Anil Sharma

Dr. Anil Sharma

ANJEETA

Dr. Anil Sharma

>> If total sales > 4, 00,000 give 5% commission on total sale made by the salesman.

>> Otherwise give 2% commission.

- e. Draw a bar graph representing the sale made by each salesman.
- f. Draw a pie graph representing the sale made by a salesman in 2000.

8. Enter the following data in Excel Sheet

**PERSONAL BUDGET FOR FIRST QUARTER**

Monthly Income(Net): 1,475

EXPENSES	JAN	FEB	MARCH QUARTER TOTAL	QUARTER AVERAGE
Rent	600.00	600.00	600.00	
Telephone	48.25	43.50	60.00	
Utilities	67.27	110.00	70.00	
Credit Card	200.00	110.00	70.00	
Oil	100.00	150.00	90.00	
AV to Insurance	150.00			
Cable TV	40.75	40.75	40.75	
<b>Monthly Total</b>				

- a. Calculate Quarter total and Quarter average.
- b. Calculate Monthly total.
- c. Surplus=Monthly income-Monthly total.
- d. What would be the total surplus if monthly income is 1500.
- e. How much does the telephone expense for March differ from quarter average?
- f. Create a 3D column graph for telephone and utilities.
- g. Create a pie chart for monthly expenses.

9. Enter the following data in Excel Sheet

**TOTAL REVENUE EARNED FOR SAM'S BOOK STALL**

Publisher Name	1997	1998	1999	2000	Total
A	Rs. 1,000.00	Rs. 1100.00	Rs. 1,300.00	Rs. 800.00	
B	Rs. 1,500.00	Rs. 700.00	Rs. 1,000.00	Rs. 2,000.00	
C	Rs. 700.00	Rs. 900.00	Rs. 1,500.00	Rs. 600.00	
D	Rs. 1,200.00	Rs. 500.00	Rs. 200.00	Rs. 1,100.00	

- a) Compute the total revenue earned.
  - b) Plot the line chart to compare the revenue of all publishers for 4 years.
  - c) Chart Title should be Total Revenue of Sam's Book stall(1997-2000)
  - d) Give appropriate categories and value axis title.
10. Generate 25 random numbers between 0 & 100 and find their sum, average and count. How many no. are in the range 50-60.

\*\*\*\*\*

**MS-Power Point**

1. Do the following task:

- Start a new blank presentation
- Your first Slide is going to be a Title Slide
- Write the Text as in the preview below:

*Dr. B. S. Bhatia*  
 Chairman  
*Sushil Kumar*  
*Dr. K. B. Dubey*  
*Dr. S. K. Saly*  
*Suresh (Tah)*  
*Dr. S. J. Jha*  
*R. Khundley*  
*ANJEEA*  
*S. Sharma*

- Lighthouse Co Ltd
- Make the Font of "Lighthouse" Arial Black and size 88
- Insert a second slide this should be with a layout of Bulleted List
- Write the Text as in preview below
- [Title]: Lighthouse Co Ltd
- [Body]:
  - i. Mission Statement
  - ii. Company Objectives
  - iii. Management Team
  - iv. Employees
  - v. Sales

Make the Font Color of the Points to Green

Insert a third slide that should be an Organization Chart.

Include the following people in the chart:

- a. David Brent, General Manager
- b. Tim Canterbury, Head of Sales
- c. Gareth Keenan, Assistant to the General Manager
- d. Dawn Tinsley, Human Resources Manager

Add a fourth slide and this should be a Table Chart.

The chart should look like the following:

New Products	Discontinued Products
Digital Cameras	8mm Cameras
Ultra Slim Video Camera	8x Zoom Video Camera
25" Plasma TVs21"	Black and White TVs
DVD Recorders	Video Players
7.1 Dolby Surround Systems	2 channel stereo systems

- Make the titles New Products and Discontinued Products with a shadow effect and centered in the cell. Widen columns to fit Text as above.
- The Fifth slide should be a Chart slide. The chart should be a bar chart, and include the following data must be used to form the chart:

	January	February	March	April
TVs	20	27	90	75
DVDs	30	38	34	31
Wifi equipment	45	46	45	43
Video Recorders	25	29	15	40

- Change the colours of the chart so that the series of bars are red, yellow, pink, and green.
- Add a light coloured background to all slides in the presentation.
- Add also Transition effects between each slide and also different effects for all text and pictures in the presentation.
- Reverse the order of the second and third slides
- Save the presentation as Light House Ltd.

2. Do the following:

Load your Presentation Application and start a new presentation

- The first slide is a Title Slide. Select the appropriate layout and enter the title:  
**Annual Food Fair**
- Add the subtitle: **A Celebration of Eating**
- Insert a small, red circle at the bottom right of the title slide.

Dr. H.S. Hota  
Chairman

Dr. K.B. Dubey

Sushil Kumar Saha

Shankar Prasad

Dr. S.K. Saha

Suresh Kumar

Dumyanti Kotwal

Shobhana Kumar

Dr. Anil Sharma

Chris Jain

ANJETA K.U.T.R.

R. Khuntia

Dr. A.S. Sharma

Devi

J.P. Saha

- Change the font color for the whole title and subtitle to blue, and apply a text shadow effect just to the words **Food** and **Fair**
- Insert a second slide to the presentation, selecting a layout appropriate for a series of bullet points, and using the title: **The Menu**. Enter the following text:
  - i. Chocolate Desserts
  - ii. Cakes and Puddings
  - iii. Roast Meals
  - iv. Using Pasta Creatively
- Change the line spacing for these bullet points to 1.5 lines.
- Increase the font size for the words **The Menu** in the title.
- Add a footer with your name and the text: **Food Fair** so they both appear on every slide, and number all the slides. (Make sure the number is not obscured by the red circle on the title slide)
- Insert a third slide, which is to be an organization chart. Use the title **Meet The Team**. Enter: **Maggie Peet, Manager** at the top of the chart, and show the following three as reporting to Maggie Peet: **Brian Webb, Bookings; Janine Newton, Publicity; Gregg Brown, Accounts**
- Embolden the text in the title of the third slide, and change the font to Arial.
- Apply a light coloured background to all the slides in the presentation
- On the third slide, insert an image suitable for the topic of food from an image library. Reduce the size of the image and place it where it will not interfere with text.
- Save the presentation as **foodfair**.
- Print the presentation with three slides per page, and close the presentation.

3. Do the followings:

- Load your Presentation Application and start a new presentation
- The first slide is a Title Only Slide. Select the appropriate layout and enter the title: **Cook Family Cruises**.
- Add a small blue rectangle at the top left of this slide.
- Change the font color for the whole title to red, and apply a text shadow effect just to the word **Cruises**.
- Insert a second slide to the presentation, selecting a layout appropriate for a series of bullet points, and using the title: **Our Itinerary**. Enter the following text:
  - a. Canary Islands
  - b. Mediterranean
  - c. Greek Islands
- Change the line spacing for these bullet points to 2 lines. Increase the font size of the word **Itinerary** in the title. Add a footer with your name and the text: **Cruise Information** so they both appear on every slide, and number all the slides.
- Insert a third slide, which is to be a graph. Use the title **Our Market Share**. Use the following data to produce a pie chart: Cook 54%; Jackson 28%; Wilson 12%; Bennett 5%  
 Embolden the text in the title of the third slide, and change the font to Arial.
- Apply a different background to each slide in the presentation.
- On the third slide, insert an image suitable for the topic of holidays from an image library. Reduce the size of the image and place it where it will not interfere with text.
- Add a 4-slide containing nothing but the text: **Travel with us for less!!**
- Save the presentation as a holiday.
- Print the presentation with 4 slides per page, and close the presentation.

4. Creating an animation looks like the leaf is falling in a tree.

Dr. H.S. Hotg  
 Chair man  
 Sushil Kumar Sahu  
 (Dr. K.B. Dubey)  
 (Dr. S. Saly)  
 (Suresh Babu)  
 (Dr. Anil Sharma)  
 Anjita Kujur  
 (Dr. S. Jain)  
 R. Khuntia  
 AS. Iken

5. Creating an animation looks like demolishing a world trade center in America.

\*\*\*\*\*

### MS-Access

1. Create a database named "college" and perform the following tasks:
  - A. Create a table named "student" having following fields:  
Class, Roll no and Name with these Information i.e., Field Name, Data type and Description
  - B. Fill at least 5 records.
  - C. Prepare a query to display all records and Name should be in ascending order.
2. Create the employee table in MS-Access with the referential integrity-foreign key.

**Note:** This is a tentative list; the teachers' concern can add more program as per requirement.

**Keywords:** Information Technology (IT), Information and Communication Technology (ICT), G-Suite, MS Word, MS Excel, MS Power Point, MS-Access.

Name and Signature of Convener & Members of CBoS:

## PART-C: Learning Resources

Text Books, Reference Books and Others

### Text Books Recommended:

- Computer Fundamentals, P.K. Sinha, BPB Publication, Sixth Edition.
- Fundamentals of Information Technology, Chetan Shrivastava, Kalyan Publishers.
- Fundamentals of Computers, V. Rajaraman, PHI Sixth Edition.
- Computer Fundamentals and Office Automation, Dr. Santosh Kumar Miri, Iterative International Publisher IIP.
- Computer Fundamentals Architecture and Organization, B. Ram, New Age International Publishers, Fifth Edition.
- Fundamentals of Information Technology, Alexis Leon and Mathews Leon, Vikash Publication.

### Reference Books Recommended:

- Introduction to Information Technology, V. Rajaraman, PHI publication.
- Fundamental of IT, Leon and Leon, Leon Tec world.
- Introduction to Information Technology, Aksoy and Denardis, Cengage learning.
- Computers Today, Suresh K. Basandra, Galgotia Publications.
- Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.
- OFFICE 2013 in Simple Steps, Kogent Solution Inc., DremTech Press.
- Access 2010 in Simple Steps by Kogent Learning Solutions Inc.

### Online Resources:

- Introduction to Computer Fundamental from W3school:  
<https://www.w3schools.blog/computer-fundamentals-tutorial>
- Introduction to MS-Word from W3school:

*Dr. H.S. Haba*  
Chairman  
*Sushil Kumar Saboo*  
*Shailendra Arya*  
*Dr. K.B. Dubey*  
*Dr. S.K. Sahi*  
*(Suresh Thakur)*  
*Duryodhan Kothiyal*  
*Dr. Prasad Sharma*  
*Anjeeta Kujur*  
*Dr. R. Khuthey*  
*ANJEETA KUSUR*





## PART-C: Learning Resources

### Text Books, Reference Books and Others

#### Text Books Recommended:

- Peter Baer Galvin, Greg Gagne, Operating System Concepts – Abraham Silberschatz, 8th edition, Wiley-India, 2009.
- Andrew S. Tanenbaum, Modern Operating Systems, 3rd Edition, PHI
- Elmasri, Carrick, Levine, Operating Systems: A Spiral Approach – TMH Edition

#### Reference Books Recommended:

- Akshay Singh , Operating System, RGCSM Publications
- Rusell A Stultz, MS DOS 6.22, BPB Publications
- Brain Underdahl, Teach yourself Windows 2000, Wiley Publications.
- Peter Norton, Maximizing Windows, Teachmedia.
- Ray Duncan, Advances MS-DOS Programming, BPB
- Ray Yao, Shell Scripting in 8 Hours

#### Online Resources:

- Fundamentals of Computer , Windows Operating System: <https://vikaspedia.in/education/digital-literacy/it-literacy-courses-in-associating-with-msup/computer-fundamentals>
- Introduction to Operating System: <https://www.w3schools.in/operating-system/tutorials/>
- Introduction to Operating System: <https://www.javatpoint.com/windows>
- Windows : <https://www.javatpoint.com/windows>
- Linux: <https://www.javatpoint.com/what-is-linux>
- DOS: <https://www.geeksforgeeks.org/ms-dos-operating-system/>
- DOS : <https://www.javatpoint.com/ms-dos-operating-system>

## 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 Assignment shall be considered against 30 Marks
	Assignment / Seminar - 10	
	Total Marks - 30	

End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x1= 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
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Name and Signature of Convener & Members of CBoS:

Dr. H.S. Khatke  
 Chairman  
 Sushil Kumar Sahel  
 Anil K. B. Desai  
 (Dr. K. B. Desai)  
 (Suresh Thakur)  
 Shailendra Aggarwal  
 Jayant Kottam  
 Anil Sharma  
 (Dr. Anil Sharma)  
 Anjeeta Kujur  
 (Dr. S. Jain)  
 R. Khuntia  
 A.S. Phora

**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)**  
**DEPARTMENT OF COMPUTER APPLICATION**  
**COURSE CURRICULUM**

<b>PART- A: Introduction</b>			
<b>Program:</b> Bachelor in Computer Application (Certificate / Diploma / Degree)		<b>Semester - I</b>	<b>Session:</b> 2024-2025
1	<b>Course Code</b>	CASC-03P	
2	<b>Course Title</b>	Lab 2: Operating System	
3	<b>Course Type</b>	Practical	
4	<b>Prerequisite</b>	As per program	
5	<b>Course Learning Outcomes (CLO)</b>	At the end of this course, the students will be able to: <ul style="list-style-type: none"> <li>• Understand the fundamental concepts of DOS, Windows and Linux Operating System.</li> <li>• Understand basics of DOS commands and its types.</li> <li>• Understand features of Windows Operating system.</li> <li>• Understand comparative features of DOS and Windows Operating systems.</li> <li>• Explore functionality of Linux.</li> </ul>	
6	<b>Credit Value</b>	1 Credits	Credit =30 Hours Laboratory or Field Learning/Training
7	<b>Total Marks</b>	Max. Marks: 50	Min Passing Marks: 20

**PART -B: Content of the Course**

Total No. of learning-Training/performance Periods: 30 Periods (30 Hours)

Module	Topics (Course contents)	No. of Period
List of Practical Experiment	<ol style="list-style-type: none"> <li>1. Demonstrate different Directory naming listing structure with all options.</li> <li>2. Create one file and rename file using DOS command</li> <li>3. Demonstrate all Internal DOS Commands with Output.</li> <li>4. Demonstrate all external DOS Commands with output.</li> <li>5. Introduction to Windows and Familiarity with its controls.</li> <li>6. Study and use of Desktop, my computer, recycle bin, Task bar.</li> <li>7. Working with Files and Folder.</li> <li>8. Use of various window applications: Calculator, notepad and MS-Paint.</li> <li>9. Explaining control panel options.</li> <li>10. Working with printers.</li> <li>11. Create a file using Linux command.</li> <li>12. Write a Linux command which lists all files and directories.</li> <li>13. Demonstrate use of grep command.</li> <li>14. Create Directory using Linux command and create 3 different files in this directory.</li> <li>15. Delete above created files and directory using Linux command.</li> <li>16. Explaining various flavors of Linux.</li> </ol> <p><b>Note:</b> Concerned teacher can add additional experiment as per requirement.</p>	30

**Keywords** DOS, Windows, Linux.

Name and Signature of Convener & Members of CBoS:

*Dr. H.S. Hota* (Chairman)     *Dr. K.B. Dubey*     *Dr. S.K. Sah*     *Dr. Anil Sharma*     *Dr. S. Jain*     *R. Khuntia*  
*Sushil Kumar Sahu*     *Burush Thakker*     *Dr. Anil Sharma*     *Dr. A.S. Sanyal*  
*(Shekhar Singh)*     *ANJEETA Kujur*



FOUR YEAR UNDERGRADUATE PROGRAM - (2024-28)  
DEPARTMENT OF HINDI  
COURSE CURRICULUM

PART -A : Introduction			
Program: Bachelor in Arts Certificate/Diploma/Degree/Honors		Semester - I	Session: 2024-25
1	Course Code	HNGE-01	
2	Course Title	हिन्दी साहित्य का इतिहास (आदिकाल से रीतिकाल तक)	
3	Course Type	GE	
4	Pre-requisite ( if any)	As per requirement	
5	Course Learning Outcome (CLO)	1. विद्यार्थी साहित्येतिहास, काल विभाजन एवं नामकरण संबंधी ज्ञान से अवगत हो सकेंगे। 2. युगीन परिस्थितियों और साहित्यिक प्रवृत्तियों के आधार पर साहित्य और समाज के अन्तर्संबंधों को समझ पाने में सक्षम हो सकेंगे। 3. युगीन सामाजिक सांस्कृतिक परिस्थितियों के परिपेक्ष्य में व्यापक दृष्टिकोण की समझ का विकास हो सकेगा। 4. आदिकाल से रीतिकाल तक के सम्पूर्ण रचनाकारों की रचनाओं और उसके विविध विषयों पर विश्लेषणात्मक विचारशीलता का विकास हो सकेगा। 5. हिन्दी गद्य के आविर्भाव के प्रधान कारणों एवं परिस्थितियों को समझ सकेंगे।	
6	Credit Value	4 Credits	(01 Credit = 15 Hours - learning & Observation)
7	Total Marks	Maximum Marks : 100	Minimum 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	हिन्दी साहित्य का इतिहास व काल विभाजन – अ. हिन्दी साहित्य के इतिहास लेखन की परम्परा, समस्या ब. हिन्दी साहित्य के इतिहास का कालविभाजन व नामकरण	15
II	आदिकाल – अ. आदिकाल : सामान्य परिचय प्रमुख प्रवृत्तियां व कवि, सिद्ध साहित्य, नाथ साहित्य ब. रासो काव्य, लौकिक साहित्य, जैन साहित्य	15
III	भक्तिकाल – अ. भक्तिकाल : सामान्य परिचय, प्रमुख प्रवृत्तियां व कवि । निर्गुण भक्तिधारा (प्रेममार्गी, ज्ञानमार्गी) ब. सगुण भक्तिधारा (रामकाव्य, कृष्णकाव्य)	15
IV	रीतिकाल – अ. रीतिकाल : सामान्य परिचय, प्रमुख प्रवृत्तियां व कवि ब. रीतिबद्ध, रीतिसिद्ध एवं रीतिमुक्त काव्यधारा	15
Keywords		

Signature of Convener & members (CBos) :

*[Signature]*  
11-06-24

*[Signature]*

*[Signature]*  
11/6/2024

*[Signature]*  
11/6/24

**PART -C : Learning Resource****Text Books, Reference Books and Others**

1. हिन्दी साहित्य का इतिहास – आचार्य रामचन्द्र शुक्ल, लोक भारती प्रकाशन, इलाहाबाद
2. हिन्दी साहित्य का इतिहास – डॉ. नगेन्द्र, राजकमल प्रकाशन, नई दिल्ली
3. हिन्दी साहित्य का आदिकाल – आचार्य हजारीप्रसाद द्विवेदी, राजकमल प्रकाशन, नई दिल्ली
4. हिन्दी साहित्य उदभव और विकास – आचार्य हजारीप्रसाद द्विवेदी, राजकमल प्रकाशन, नई दिल्ली
5. हिन्दी साहित्य युग और प्रवृत्तियों – डॉ. शिवकुमार शर्मा
6. हिन्दी साहित्य का विवेचनात्मक इतिहास – डॉ. सरयूकांत शास्त्री
7. हिन्दी साहित्य की भूमिका – हजारी प्रसाद द्विवेदी
8. हिन्दी साहित्य का आलोचनात्मक इतिहास – राम कुमार वर्मा, लोक भारती प्रकाशन प्रयागराज
9. हिन्दी भाषा साहित्य का इतिहास तथा काव्यांग विवेचन – डॉ. आर.के.पाण्डेय, शताक्षी प्रकाशन रायपुर

**Online Resources -**

1. epgpathshala
2. <https://www.hindwi.org>

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




Maximum Marks : 100 Marks

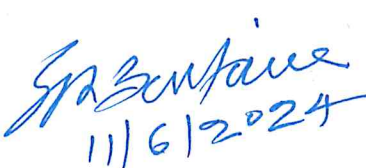
Continuous Internal Assessment (CIA) : 30 Marks



End Semester Exam (ESE) : 70 Marks

Continuous Internal Assessment : (CIA) : (By Course Teacher)	Internal Test/Quiz-(2) : 20 & 20 Marks Assignment/Seminar - 10 Total Marks 30	Better marks out of the two Text/Quiz obtained marks in assignment shall be considered against 30 Marks
End Semester Exam (ESE) :	Two Section - A&B Section A : Q1 Objective - 10X1=10 Marks Section A : Q2 Short Answer Type - 5X4=20 Marks Section B : Descriptive Answer Type Qts. 1 out of 2 From Each Unit - 4X10=40 Marks Total =70 Marks	

Name and Signature of Convener &amp; Members of CBoS:

  
  
  
11-06-24

  
11/6/2024

  
  
11/6/24

**FOUR YEAR UNDERGRADUATE PROGRAM  
DEPARTMENT OF ECONOMICS  
COURSE CURRICULUM – 2024-28**

<b>PART-A, INTRODUCTION</b>			
<b>PROGRAM: Bachelor in Art (Certificate/Diploma/Degree)</b>		<b>Sem -I</b>	<b>SESSION:2024- 2025</b>
<b>SUBJECT: ECONOMICS</b>			
1	<b>COURSE CODE:</b>	ECGE -01	
2	<b>COURSE TITLE:</b>	<b>BASICS OF ECONOMICS</b>	
3	<b>COURSE TYPE:</b>	DSC	
4	<b>Pre-requisite</b>	As per program	
5	<b>COURSE LEARNING OUTCOME (CLO):</b>	<ul style="list-style-type: none"> <li>This course gives a general idea about the basics of economics.</li> <li>It tries to bridge the gap between higher secondary syllabus and higher education.</li> <li>This paper creates eagerness and enthusiasm among students to know more about economics.</li> <li>It also envisages the basic knowledge of micro and macroeconomics and tries to create an interest.</li> </ul>	
6	<b>CREDIT VALUE:</b>	4 Credits	Credit= 15 Hours- Learning and observation
7	<b>TOTAL MARKS:</b>	Max Marks:100	Min Passing Marks:40
<b>PART-B, CONTENT OF THE COURSE</b>			
<b>Total No. of Teaching-Learning Periods (01Hr per period) -60 Periods (60 Hours)</b>			
<b>UNIT</b>	<b>TOPICS (Course Contents)</b>		<b>No of Periods</b>
UNIT I- What is Economics	<ol style="list-style-type: none"> <li>1. Origin of economics in Indian culture</li> <li>2. Definition, Nature and Scope of Economics.</li> <li>3. Major fields- Micro and Macro</li> <li>4. Classical, Neo-classical and Modern Economists.</li> <li>5. Major contribution by various economists (in brief) – Adam Smith, J M Keynes, Marshal, Pigou.</li> </ol>		15
UNIT II- Basics of Macro Economics	<ol style="list-style-type: none"> <li>1. Circular Flow of Income</li> <li>2. Measurement of National Income</li> <li>3. Basics of GDP, GNP, NNP</li> <li>4. Money and its functions</li> <li>5. Demand and supply of money</li> <li>6. Concept of consumption and saving</li> </ol>		15
UNIT III- Basics of Micro Economics	<ol style="list-style-type: none"> <li>1. Meaning of consumer behavior</li> <li>2. Concept of utility</li> <li>3. Demand and elasticity</li> <li>4. Basics of Production function</li> <li>5. Various markets in the economy (In brief).</li> </ol>		15

UNIT IV- Economy of Chhattisgarh	<ol style="list-style-type: none"> <li>1. Agriculture in Chhattisgarh- Agricultural Production, Land use, Irrigation facilities.</li> <li>2. Industries in Chhattisgarh – Major Industries, Mineral based industries in Chhattisgarh</li> <li>3. Infrastructure in Chhattisgarh, Road and Railways.</li> <li>4. Per Capita income and Gross State domestic Product in C.G.</li> </ol>	15
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Signature of Convener & Members CBoS:-

### PART-C, LEARNING RESOURCES

AUTHOR	TITLE	PUBLISHER
सिन्हा, वी.सी., पुष्पा सिन्हा	व्यष्टि अर्थशास्त्र	SBPD
पंत जे०सी० एवं मिश्रा	सूक्ष्म अर्थशास्त्र	साहित्य भवन
जैन, के. पी.	आधुनिक माइक्रो अर्थशास्त्र	रतन प्रकाशन मंदिर
Jhingan, M.L.	Micro Economic Theories (Hindi & English)	Vrinda Publications
Ahuja, H.L.	Principles of Micro Economics ( Hindi & English)	S Chand & Co
Seth, M.L.	Micro Economics (Hindi & English)	L.N Agrawal
Dhingra, I. C., V. K. Garg	Principles of Micro Economics (Reference)	Sultan Chand & Sons
Bose, D., A. Marimuthu	An Introduction to Micro Economics (Reference)	Himalaya Publishing House

### Online Resources

1	<a href="https://www.swayamprabha.gov.in/index.php">https://www.swayamprabha.gov.in/index.php</a>
2	<a href="https://vidyamitra.inflibnet.ac.in/index.php">https://vidyamitra.inflibnet.ac.in/index.php</a>
3	<a href="https://epgp.inflibnet.ac.in/Home/ViewSubject">https://epgp.inflibnet.ac.in/Home/ViewSubject</a>
4	<a href="https://descg.gov.in/">https://descg.gov.in/</a>

### PART-D ASSESSMENT & EVALUATION

#### Suggested Continuous Evaluation Methods:

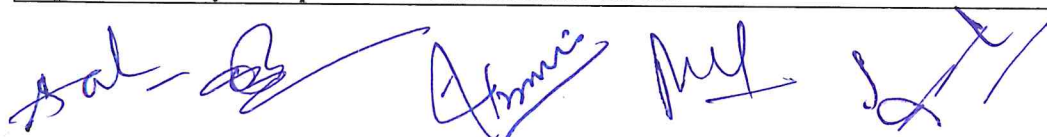
Maximum Marks	:100 Marks
Continuous Internal Assessment (CIA)	: 30 Marks,
End Semester Exams (ESE)	:70 marks

<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Tests/Quiz-(2) : 20 & 20 Assignment/Seminar/Attendance - 10 Total Marks - 30	Better marks out of the two Test /Quiz +Obtained marks in Assignment shall be considered against 30 Marks
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FOUR YEAR UNDERGRADUATE PROGRAM (2024–28)  
Department of Commerce and Management



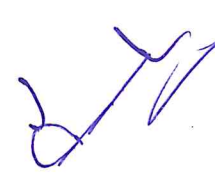
## COURSE CURRICULUM

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



<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks:</b>	<b>50 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>	<b>15 Marks</b>	
<b>End Semester Exam (ESE):</b>	<b>35 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test / Quiz-(2): <b>10 &amp; 10</b> Assignment/Seminar+Attendance- <b>05</b> Total Marks - <b>15</b>	Better marks out of the two Test/ Quiz +obtained marks in Assignments shall be considered against <b>15 Marks</b>
<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</b> Section A: Q1. Objective- <b>05 x 1 = 05 Mark</b> ; Q2. Short answer type- <b>5 x 2 = 10 Marks</b> Section B: Descriptive answer type qts., <b>1 out of 2</b> from each unit- <b>4 x 05 = 20 Marks</b>	

**Name and Signature of Convener & Members (CBOS)**

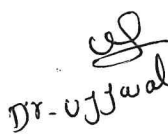
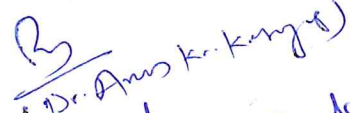
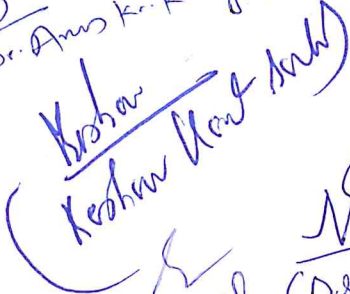
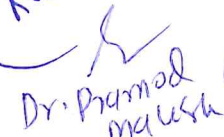


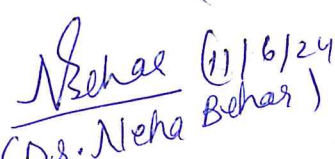
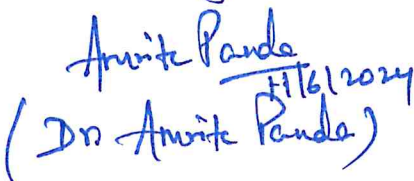
  
  


**Goes to 2nd Sem -----**

**FOUR YEAR UNDERGRADUATE PROGRAM (2024 – 28)  
COURSE CURRICULUM**

PART A: INTRODUCTION		
Program: Certificate Course		Semester- I Sem
		Session: 2024-25
1	Course Code	AEC 01
2	Course Title	Environmental Studies
3	Course Type	Ability Enhancement Course (AEC)
4	Prerequisite (If Any)	As per requirement
5	Course Outcome (CO)	At the end of this course, students will be able to – CO 01: relate the basic concept of the environment CO 02: explain environmental alterations CO 03: develop skills in environmental measurement CO 04: examine correction measures of the environment
6	Credit Value	02 C      01 Credit = 15 Hrs. Teaching-Learning
7	Total Marks	Max. Marks: 50      Minimum Pass marks: 20
PART: B CONTENT OF THE COURSE		
Total No. of Teaching-Learning Periods: 30Hours/ 30Periods		
UNIT	TOPIC (Course Contents)	No. of Hours
I	<b>Basic Composition:</b> 1. Abiotic and Biotic components of the environment 2. Biodiversity—Concept, types, and measures about its protection 3. Basic concept of Bio-Geo Chemical Cycle 4. Energy Flow in an ecosystem	07
II	<b>Alterations in Environment:</b> 1. Concept and components of the pond ecosystem 2. Air pollution and measures for its control 3. Water pollution and measures for its control 4. Global warming, Climate change, and possible measures	07
III	<b>Measurements of Environmental Components</b> 1. Soil composition and methods of its analysis 2. Water analysis methods for DO, BOD, COD 3. Water analysis methods for pH, TDS, Turbidity, Salinity, and Alkalinity 4. Information about environmental factors—PM-10, PM-2.5, NO <sub>2</sub> , O <sub>3</sub>	08
IV	<b>Application Measures</b> 1. Useful microbes to control water pollution 2. Useful microbes to control soil pollution 3. Concept of Biodegradation 4. Concept of Phytoremediation	08
<b>Key Words</b>	<b>Ecosystem, Pollution, Climate Change, Biodegradation</b>	

Name and Signature of Convener and Members of CBOS

 Dr. Ujjwal Sagar  
 Dr. Anurag K. Kung'u  
 Keshav Khandarkar  
 Dr. Pramod Malush  
 Dr. Sanjana Bhagat  
 Dr. Shirani Shrivastava  
 Dr. Neha Behar  
 Dr. Anvite Panda

## PART-C: Learning Resources

### Text Books, Reference Books, and Others

#### Text Books Recommended –

1. Ecology and Environment, 8<sup>th</sup> Edition, P.D.Sharma, Rastogi Publication, Meerut.
2. Environmental Biology, 2<sup>nd</sup> Edition, P.D.Sharma, Rastogi Publication, Meerut.
3. Environmental Biology and Toxicology, 2<sup>nd</sup> Edition, P.D.Sharma, Rastogi Publication, Meerut.
4. Environmental Studies, 1<sup>st</sup> Edition, S.V.S.Rana, Rastogi Publication, Meerut.
5. Environmental Biotechnology, 1<sup>st</sup> Edition, S. V. S. Rana, Rastogi Publication, Meerut.

#### Online Resources–

- e-Resources / e-books and e-learning portals

#### Online Resources–

- e-Resources / e-books and e-learning portals

## PART -D: Assessment and Evaluation

### Suggested Continuous Evaluation Methods:

Maximum Marks: 50 Marks

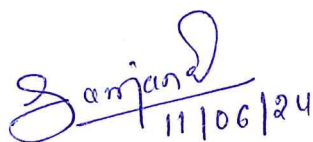
Continuous Internal Assessment (CIA): 15 Marks

End Semester Exam (ESE): 35 Marks

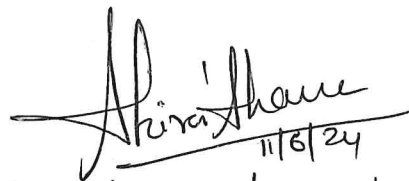
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2):	10 & 10	Better marks out of the two Test / Quiz + obtained marks in Assignment shall be considered against 15 Marks
	Assignment/Seminar +Attendance -	05	
	Total Marks -	15	

End Semester Exam (ESE):	Two sections – A & B Section A: Q1. Objective – 05 x1= 05 Mark; Q2. Short answer type- 5x2 =10 Marks Section B: Descriptive answer type qts., 1out of 2 from each unit- 4x05 =20 Marks
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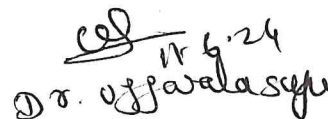
Name and Signature of Convener & Members of CBoS:

  
11/06/24

(Dr. Sanjani Bhagat)

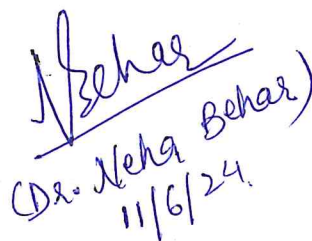
  
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(Dr. Shivani Sharma)

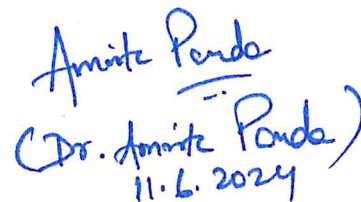
  
11/6/24  
Dr. Ujjwal Singh

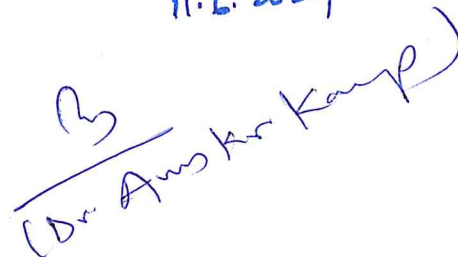
  
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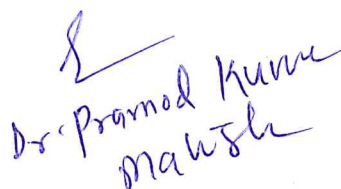
(Dr. Shubha Diwan)

  
11/6/24  
Dr. Neha Behar

(Dr. Neha Behar)

  
11.6.2024  
Dr. Amite Pande

  
Dr. Anurag Kaur

  
Dr. Pramod Kumar Mahesh