

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	
FIRST	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	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	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	
	TOTAL CREDIT & TOTAL MARKS						20	500
SECON D	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	Chosseany one from Pool in Other Faculty as per rule)	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	
	TOTAL CREDIT & TOTAL MARKS						20	500
	<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)</i>						40	1000
THIRD	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 (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)	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	
	TOTAL CREDIT & TOTAL MARKS						20	500
FOURT H	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 (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)	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	
	TOTAL CREDIT & TOTAL MARKS						20	500
	<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>						80	2000
	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
TOTAL CREDIT & TOTAL MARKS						20	500
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
TOTAL CREDIT & TOTAL MARKS						20	500
Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						120	3000
For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)							
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	3	1	-	4	100
		(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)					
	TOTAL CREDIT & TOTAL MARKS						20
	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

EIGHT H	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
		Elective -III Marketing					
	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
		(Choose 4- DSE (9 to 12)From any One Group from Own faculty4x4=16)					
TOTAL CREDIT & TOTAL MARKS						20	500
GRAND TOTAL CREDITS(I to VIII)						160	4000
For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)							
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
		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
		Elective - 3 : Marketing					
	BBSE-05	E Commerce	3	1	-	4	100
	BBSE-06	Retail Management					
	BBSE-07	Consumer Behaviour	3	1	-	4	20
	TOTAL CREDIT & TOTAL MARKS						B to B Marketing
EIGHT H	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
		Elective - II: Finance					
	BBSE-09	Financial Analytics	3	1	-	4	100
	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	TOTAL CREDIT& TOTAL MARKS						24
GRAND TOTAL CREDIT (I TO VIII)						160/164	4100

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
FIRST	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	Computer Application or (Chose any one from Pool in Other Faculty as per rule)	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
TOTAL CREDIT & TOTAL MARKS						20	500
SECOND	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	(Chosseany one from Pool in Other Faculty as per rule)	3	1	-	4	100
	BBAEC-02	EnglishLanguage	1	1	-	2	50
	BBSEC-01	Soft Skill and Personality Development OR (Choose any one from Pool Group)	1	1	-	2	50
	TOTAL CREDIT & TOTAL MARKS						20
<i>Students on exit shall be awarded undergraduate Certificate in the Field of Multidisciplinary study after securing the requisite 44 Credits in Sem. I & II (Extra Credits of Voc /Skill Course)</i>						40	1000
THIRD	BBSC-07	Business Communication	3	1	-	4	100
	BBSC-08	Managerial Economics	3	1	-	4	100
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	BBSE-01	Gr.-I-Management – Human Resource Management Gr.-II-Finance – Financial Management Gr.-III-Marketing- Marketing Management (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)	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
TOTAL CREDIT & TOTAL MARKS						20	500
FOURTH	BBSC-10	OrganizationalBehaviour	3	1	-	4	100
	BBSC-11	Business Law	3	1	-	4	100
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	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
	TOTAL CREDIT & TOTAL MARKS						20
<i>Students on exit shall be awarded undergraduate Diploma in the Field of Multidisciplinary study after securing the requisite 88</i>						80	2000

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Credits on completion of Semester IV (8 Credits extra)							
FIFTH	BBSC-13	Marketing Research	3	1	-	4	100
	BBSC-14	Material Management	3	1	-	4	100
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	BBVAC-03	Data Analytics using MS Excel OR(Choose any one from Pool Group)	1	1	-	2	50
BBSEC-03	iii. Analytics Skills OR iv. GST with Return Filing OR (Choose any one from Pool Group)	1	1	-	2	50	
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	INTERNSHIP	(2 c) Compulsory for all	1	1	-	2	50
	BBSEC-04	iii. Basic Statistics using Microsoft Excel OR iv. Web Analytics OR (Choose any one from Pool Group)	1	1	-	2	50
TOTAL CREDIT & TOTAL MARKS						20	500
Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester						120	3000
For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)							
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	BBSE-08	Insurance and Risk Management	3	1	-	4	100
		Elective - 3 : Marketing					
	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		
		(Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)							
	TOTAL CREDIT & TOTAL MARKS						20	500	
EIGHTH	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		
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	BBSE-11	Corporate Financial Management	3	1	-	4	100		
	BBSE-12	Artificial Intelligence for Business & Society	3	1	-	4	100		
		Elective -III Marketing							
	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		
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		TOTAL CREDIT & TOTAL MARKS						20	500
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For Award of Bachelor Degree with Honors & Research (Students Securing 7.5 CGPA)									
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	BBSE-07	Financial Literacy & Investment Awareness	3	1	-	4	100		
		Elective - 3 : Marketing							
	BBSE-05	E Commerce	3	1	-	4	100		
	BBSE-06	Retail Management							
	BBSE-07	Consumer Behaviour	3	1	-	4	20		
		TOTAL CREDIT & TOTAL MARKS						3 to B Marketing	500
		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		
		Elective - II: Finance							
	BBSE-09	Financial Analytics	3	1	-	4	100		

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EIGHTH	BBSE-10	Goods & Service Tax (GST)	3	1	-	4	100
	BBSE-11	Corporate Financial Management					
		Elective -III Marketing					
	BBSE-09	Digital Marketing	3	1	-	4	100
	BBSE-10	Product & Brand Management	-	-		-	
	BBSE-11	Services Marketing				8	200
	TOTAL CREDIT & TOTAL MARKS						24
GRAND TOTAL CREDIT (I TO VIII)						160/164	4100
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:

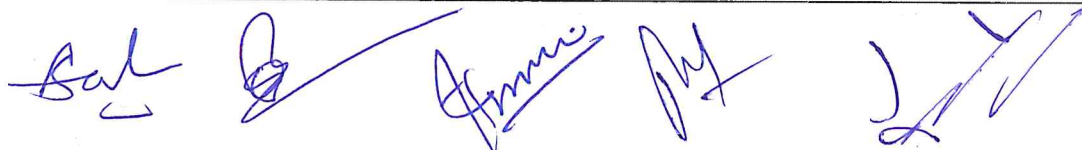
Sr.No.	Name	Designation	Signature
01	Dr. Tapesh Chandra Gupta (Convenor)	Professor	
02	Dr. Dhruv Pandey (Member)	Professor	
03	Dr. Pawan Agrawal (Member)	Professor	
04	Dr. Susan R. Abraham (Member)	Assistant Professor	

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

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session:2024-2026
1	CourseCode	BBSC-07	
2	CourseTitle	Business Communication	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Development the Personality of students. ➤ Students become able to face the Interview. ➤ Students can starts self-business. 	
6	CreditValue	4Credits	Credit=15Hours-learning&Observation
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching-learningPeriods(01 Hr.perperiod)- 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Communication: Historical background of Communication; Definition and Process of Communication; Essentials of effective Communication; Barriers of Communication; Verbal and Non-verbal Communication: Meaning, Types and Importance, Listening, Difference between listening and hearing.		15
II	Corporate Communication: Scope, Components, Corporate Communication, Public Relations, Role of Social Media in Communication.Role of Technology in Communication (ICT's). Business Etiquettes: Telephone Conversations. Business Meetings. Morality and Ethics. Communication Networks: Intranet-Internet-e mails-SMS-Teleconferencing-Video conferencing		15
III	Conduct of Meeting: Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release. Business Letter Writing: Need, Functions and kinds, layout andtypes. Report Writing: problems, organization and techniques. Business Correspondence: Essentials of Effective Businesscorrespondence, Structure of Business letter; Type of Business letter,Enquiry, Reply, Orders, Complaints and Circular letter ;		15
IV	Employability Quotient: Resume building- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions; Psychometric Analysis: Mock Interview sessions; Drafting ofNotices; Agendas; Minutes; Job Application; Letters; Preparation ofBiodata. SWOT Analysis.		15
Keywords	<i>Communication, Meeting, Letter writing, Resume Building.</i>		
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
1. Rao N. and Das R.P. Communication skills, Himalaya publishing house, Mumbai. 2. N. Gupta. P. Mahajan And K. Jain, Business Communication, Sahitya Bhawan, Publication, Agra 3. Dr. Mishra, Shukla and Patel, Business Communication, SBPD, Publishing House, Agra.			
Online Resources-			
https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			
PART-D:AssessmentandEvaluation			



Suggested Continuous Evaluation Methods:		
Maximum Marks:	100Marks	
ContinuousInternalAssessment(CIA):	30Marks	
EndSemesterExam(ESE):	70 Marks	
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection- A &B SectionA:Q1.Objective-10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptiveanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

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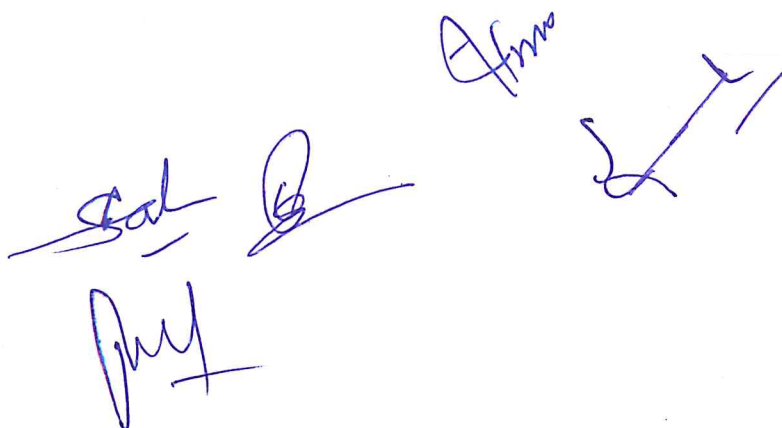
FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	CourseCode	BBSC-08	
2	CourseTitle	Managerial Economics	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	➤ Develop an understanding of the applications of Managerial Economics. ➤ Interpret regression analysis and discuss why its employed in decision-making. ➤ To know the methods of Investment Decision.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Managerial Economics: Definition, Objectives, Nature, Scope, Concept, Importance, Application of Economic Theories in Decision-making. Types of Cost: Opportunity Cost, Accounting and Economic Cost, Fixed and Variable Cost, total Cost, Marginal cost, U-shaped average cost curve in Short run, Learning curve [concept];		15
II	Business Cycles: Definition, Phases of Business cycle, Use of business cycles in decision-making and stabilization techniques. National Income: Meaning, concepts, GNP, GDP, NNP, PI, DPI, PCI; (Excluding Practical Problems)		15
III	Objectives of Business Firms: Economic and Non-Economic; Profit: Nature of profit, Accounting and Economic profit, profit policies, Aims of profit policy. Cost of Capital: Cost of Debenture, Cost of Preference Share, Cost of Equity Share, Cost of retained earnings; Weighted Average Cost.		15
IV	Capital Budgeting / Investment Decisions: Meaning; Definition; factors affecting Capital Budgeting; Methods of Investment Decisions under Certainty, Uncertainty and Risk. Break- Even analysis: Concept; Revenue concepts- Total, Average and Marginal Revenue; Application in Break Even Analysis		15
Keywords <i>Managerial Economics, Business Cycle, Break even Analysis, Capital Budgeting.</i>			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. P.L. Mehta; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 2. Varshney & Maheshwari; <i>Managerial Economics, Sultan Chand and Sons, New Delhi.</i> 3. Dwivedi D.N., <i>Managerial Economics, Vikas Publishing House, New Delhi.</i> 4. Adhikary M, <i>Business Economics, Excel Books, New Delhi.</i> 5. Dean, Joel; <i>Managerial Economics, Prentice Hall, Delhi.</i> 6. Chopra O.P.; <i>Managerial Economics, Tata Mc Graw Hill, Delhi.</i> 7. Peterson, h. Craig and W. Cris Lewis ; <i>Managerial Economics, Prentice Hall, Delhi</i>			
Online Resources-			
https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			

PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	100Marks	
ContinuousInternalAssessment(CIA):	30Marks	
EndSemesterExam(ESE):	70 Marks	
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2): 20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Two section– A & B SectionA:Q1.Objective– $10 \times 1 = 10$ Mark;Q2.Short answer type- $5 \times 4 = 20$ Marks SectionB:Descriptiveanswer typeqts., 1outof2 fromeachunit- $4 \times 10 = 40$ Marks	

Name and Signature of Convenor & Members: (CBOS)

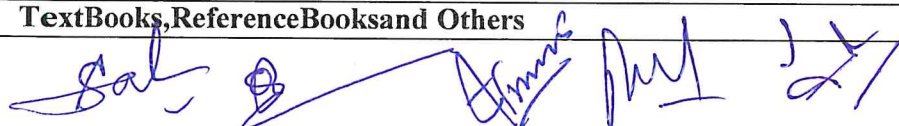


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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

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



1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.
2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.
3. Ashathappa K. Essential of business Environment, Himalaya publishing House Pvt.Ltd.
4. Sinha Dr. V.C., Business and Environment, SBPD, Agra

Online Resources–

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

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

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	CourseCode	BBSE -01	
2	CourseTitle	Elective A - Management: Human Resource Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Students would learn about Employee Relations. ➤ How to do negotiations, manage grievances like strike, lockout in factories ➤ Stay within bounds of law with unions, employees, managers and Government officials. ➤ Learn to stream line significant HR activities (Payroll, compliance, administration). 	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Human Resource Management: Meaning, Definition, Concept and boundaries of HRM, Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices. Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP. Human Resource Development System: HR development system, Training, Mentoring, Performance, Employee Identification		15
II	Recruitment & Selection: Process recruitment, selection, out sourcing, advertising and the website development / socializing the new employee of Chhattisgarh and involving their activities as self - employment. HR Demand Forecasting: Meaning and Techniques and HR supply forecasting; Succession Planning: Meaning and Features		15
III	Compensation, Negotiation and Resolution Management laws: Laws covering wages, welfare, benefits, health, safety etc of the employee (monetary and non-monetary rewards) compensation strategy, structure composition negotiation management skills, conflict solution improving the performance of the employees in an Organisations.		15
IV	Industrial Relations: Employee / Employees relation Regulatory mechanism in Industrial Relations. Employee Engagement and Psychological Contract. Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement; Measurement of EE, Benefits of EE. Psychological contract: Meaning and features.		15
Keywords Human Resource Management, Succession planning, Industrial Relations.			
PART-C: Learning Resources			

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

Name and Signature of Convenor & Members: (CBOS)

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

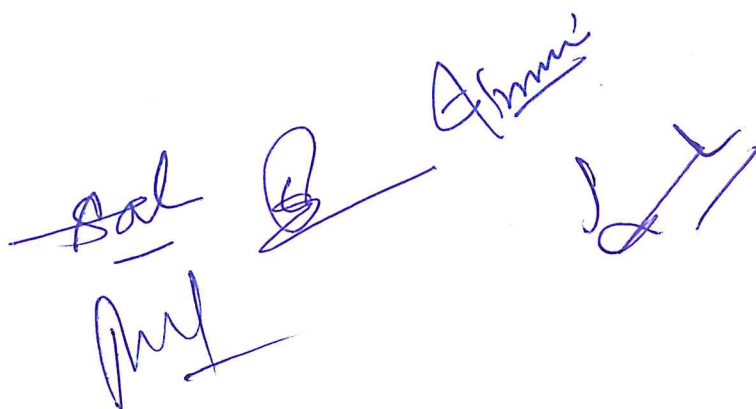
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-III	Session: 2024-2026
1	Course Code	BBSE -01	
2	Course Title	Elective II - Finance : Financial Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Create and interpret financial statement. ➤ Identify legal issues and impact of financial management. ➤ Student can take business decision by the help of Ratio Analysis and working capital management. ➤ Student can take decision regarding project analysis (Capital Budgeting) by using various method. ➤ Enable the students Evaluate Dividend Policies 	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Finance Function: Meaning, Scope, Nature and Objectives of Financial Management; Profit v/s Wealth Maximization; Lease Financing, areas of Financial Management; Source of Finance role of Financial Manager. Financial Statement: Analysis and interpretation of Financial Statement cash flow (As per Accounting Standard 3), fund flow statement, Time value of money.		15
II	Ratio Analysis: Meaning, definition, objective and limitation of Ratio Analysis, Profitability ratio; liquidity ratio; solvency ratio; acid test ratio; risk and returned analysis.		15
III	Working Capital Management: Meaning, Concept types and cycle of working capital; Dividend theories Management of Accounts Receivables and Accounts Payable. Capital Budgeting: Concept and importance of Capital Budgeting, Post Back Pay (PBP), ARR, MPB Method.		15
IV	Capital Budgeting: Concept and importance of Capital Budgeting, Pay Back Period (PBP), ARR, Net Present Value Method. International Money System: International Financial Market and instrument; Euro Currency, GDRs (Global Depository Receipts) ADRs (American Depository Receipts)		15
Keywords Finance, Working Capital Management, Capital Budgeting.			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. I.M. Pandey, Financial Management, Vikas Publishing House, New Delhi. 2. P. Chandra, Financial Management, TMH, New Delhi 3. R.M. Srivastava, Financial Decision Making, Himalaya Publishing House, Mumbai. 4. M.Y. Khan and P.K. Jain, Financial Management, T.M.H. New Delhi. 5. Ravi M. Kishor, Taxman's Publications, Financial Management, Theory, Problems, Cases 6. S.C. Kuchal, Financial Management, Chaitya Publishing House, Allahabad(Prayagraj). 7. Dr. S.N. Maheshwari, Financial Management, Principles & Practice. Publications –Sultan and Sons.			

Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100Marks ContinuousInternalAssessment(CIA): 30Marks EndSemesterExam(ESE): 70 Marks		
ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20 Assignment/Seminar- 10 TotalMarks- 30	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
EndSemester Exam (ESE):	Twosection– A &B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answer-type-5x4=20Marks SectionB:Descriptiveanswer-typeqts.,1outof2fromeachunit-4x10=40Marks	

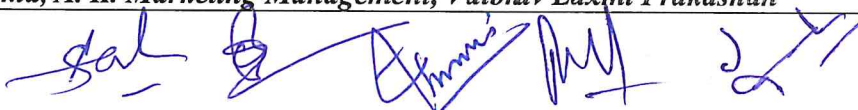
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

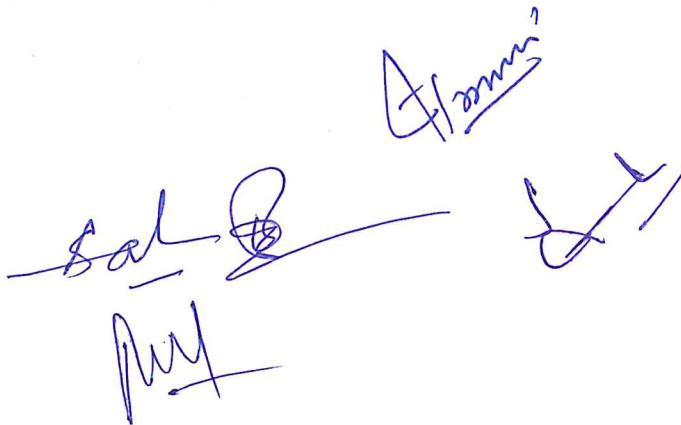
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester–III	Session: 2024-2026
1	CourseCode	BBSE -01	
2	CourseTitle	Elective C – Marketing Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	➤ <i>Learning the nature and scope of Marketing</i> ➤ <i>Develop an explanation of various Marketing Philosophies and Marketing Environment.</i> ➤ <i>Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.</i>	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Marketing: Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; RelationshipMarketing, Concept Marketing; Digital Marketing; Social MediaMarketing; and E-tailing (Meaning only).		15
II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle :strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-		15
III	Channel of Distribution: Nature, functions, and types of DistributionChannels; Distribution Channel Intermediaries; Channel Managementdecisions; Retailing and Wholesaling; Promotion Mix: Nature and importance of Promotion, Elements ofPromotion Mix, Factors influencing Promotion Mix, Types ofpromotion; Advertising, Personal Selling, Publicity, Role of promotionin marketing, Sales Promotion: Meaning, Objects, Importance &Tools.		15
IV	Marketing Organisation: Company Goals and MarketingOrganisation, Marketing Organisation Structure, Relation with otherSelling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the controlof Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and LegalAspects of Marketing, Marketing of Services, Online marketing, GreenMarketing, Direct Marketing, Rural marketing, Customer RelationshipManagement, Logistic Management.		15
Keywords		<i>Marketing, Product, Price, Sales Promotion, Promotion Mix.</i>	
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
<i>Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education</i> <input type="checkbox"/> <i>Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson</i> <input type="checkbox"/> <i>William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning</i> <input type="checkbox"/> <i>Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education</i> <input type="checkbox"/> <i>Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan</i>			



<input type="checkbox"/> <i>Management Principle and Practice, Prashantha, Abhijeet Publication</i> <input type="checkbox"/> <i>An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication</i> <input type="checkbox"/> <i>Marketing Management, Pingali Venugopal, Sage Publications</i> <input type="checkbox"/> <i>Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications</i> <input type="checkbox"/> <i>Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House</i> (Dr. B. K. Garg) S.G.G. University Ambikapur		
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

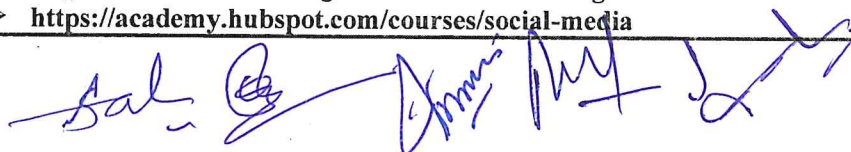
Name and Signature of Convenor & Members: (CBOS)



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

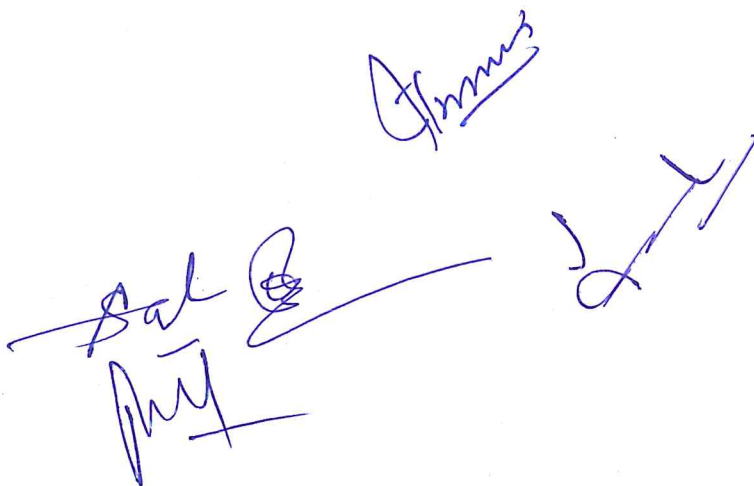
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate/ Diploma/Degree/Honors)</i>		Semester-III	Session:2024-2026
1	CourseCode	BBVAC - 02	
2	CourseTitle	Digital Marketing	
3	CourseType	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Interpret the concept of digital marketing and its integration of traditional marketing. ➤ Learn the behaviour of online consumers. ➤ Create digital media campaigns through an understanding of email content and social media marketing. ➤ Leverage digital strategies to gain competitive advantage for business and career. 	
6	CreditValue	2Credits	<i>Credit=15 Hours-learning & Observation</i>
7	TotalMarks	Max.Marks: 50	MinPassingMarks: 20
PART-B: Content of the Course			
TotalNo.ofTeaching-learningPeriods (01Hr. perperiod)-30Periods(30 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing		08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing		08
IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.		08
Keywords <i>Digital Marketing, Technology, Consumer, Buying.</i>			
PART-C: Learning Resources			
TextBooks,ReferenceBooksandOthers			
TextBooksRecommended-			
<ol style="list-style-type: none"> 1. Digital Marketing –Kamat and Kamat-Himalaya 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan, 3. Digital Marketing, V. Ahuja, Oxford University Press 4. Digital Marketing, S.Gupta, McGraw-Hill 5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition 			
OnlineResources-			
➤ https://www.thinkwithgoogle.com/			
OnlineResources-			
➤ https://www.coursera.org/socialmediamarketing			
➤ https://academy.hubspot.com/courses/social-media			

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

Name and Signature of Convener & Members of CBoS:

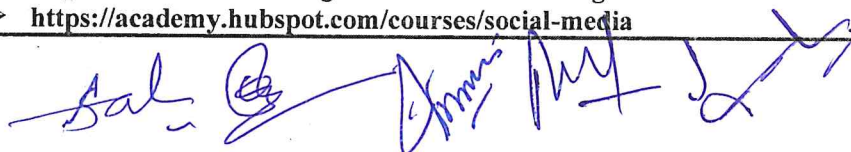


GOES TO 04TH SEMESTER

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

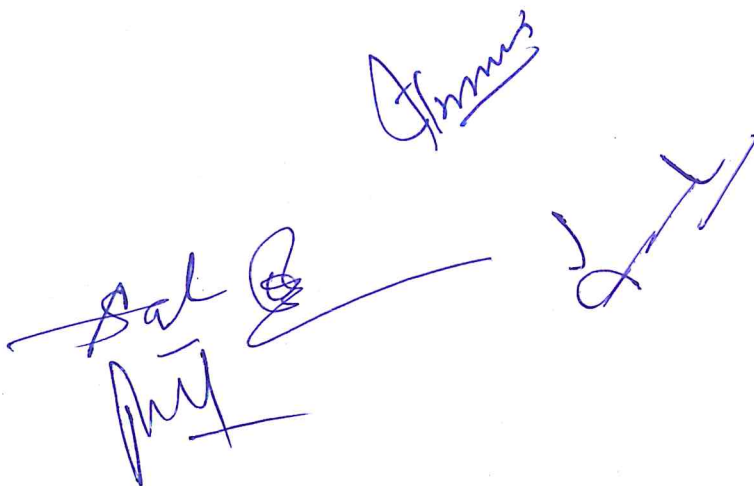
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate/ Diploma/Degree/Honors)</i>		Semester-III	Session:2024-2026
1	CourseCode	BBVAC - 02	
2	CourseTitle	Digital Marketing	
3	CourseType	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Interpret the concept of digital marketing and its integration of traditional marketing. ➤ Learn the behaviour of online consumers. ➤ Create digital media campaigns through an understanding of email content and social media marketing. ➤ Leverage digital strategies to gain competitive advantage for business and career. 	
6	Credit Value	2 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods (30 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing		08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		07
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IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.		08
Keywords		<i>Digital Marketing, Technology, Consumer, Buying.</i>	
PART-C: Learning Resources			
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Online Resources-			
➤ https://www.thinkwithgoogle.com/			
Online Resources-			
➤ https://www.coursera.org/socialmediamarketing			
➤ https://academy.hubspot.com/courses/social-media			

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PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
MaximumMarks:		
		50Marks
ContinuousInternalAssessment(CIA):		15Marks
End SemesterExam(ESE):		35Marks
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst15Marks
End Semester Exam (ESE):	Twosection- A & B SectionA:Q1. Objective-05 x1=05 Mark;Q2. Short answer type-5x2 =10Marks SectionB:Descriptiveanswer typeqts.,1outof2 fromeachunit-4x05=20Marks	

NameandSignature ofConvener&Members ofCBoS:



GOES TO 04TH SEMESTER

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	AEC-03	
2	Course Title	हिन्दी भाषा-1	
3	Course Type	Ability Enhancement Course	
4	Pre-requisite (if any)	As per requirement	
5	Course Learning Outcome (CLO)	1. विद्यार्थी हिन्दी भाषा एवं व्याकरण संबंधी ज्ञान से समृद्ध होंगे। 2. भाषा ज्ञान के माध्यम से भारतीय संस्कृति एवं भावनात्मक एकता के महत्व को समझने की क्षमता विकसित हो सकेगी। 3. मुहावरे एवं लोकोक्तियों का महत्व समझ सकेंगे। 4. व्यंग्य, निबंध एवं कविता विधा से परिचित होंगे। 5. निबंध लेखन एवं अपठित गद्यांश के माध्यम से विद्यार्थियों का बौद्धिक विकास हो सकेगा।	
6	Credit Value	2 Credits	(01 Credit = 15 Hours - learning & Observation)
7	Total Marks	Maximum Marks : 50	Minimum Passing Marks : 20

PART -B : Content of the Course		
Total No. of Teaching-Learning Periods (01 Hr. Per Period) - 30 Periods (30 Hours)		
Unit	Topics (Course Contents)	No. of Period
I	रचनाएं भारत वंदना – सूर्यकांत त्रिपाठी 'निराला' (कविता) भोलाराम का जीव – हरिशंकर परसाई (व्यंग्य) चोरी और प्रायश्चित – महात्मा गांधी (निबंध)	8
II	हिन्दी व्याकरण एवं शब्द रचना उपसर्ग, प्रत्यय, संधि, समास पर्यायवाची शब्द, विलोम शब्द, अनेकार्थी शब्द, समश्रुत शब्द, अनेक शब्दों के लिए एक शब्द	7
III	हिन्दी व्याकरण एवं रचना पक्ष मुहावरे एवं लोकोक्तियां पारिभाषिक शब्दावली एवं हिन्दी में पदनाम, शब्द शुद्धि, वाक्य शुद्धि	8
IV	रचनात्मक लेखन निबंध लेखन अपठित गद्यांश (नोट विद्यार्थी को किसी एक विषय पर निबंध व प्रदत्त गद्यांश का शीर्षक तथा सारांश लिखना होगा।)	7
Keywords		

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PART -C : Learning Resource
Text Books, Reference Books and Others
1. भारतीयता के अमर स्वर – डॉ. धनंजय वर्मा, मध्यप्रदेश हिन्दी अकादमी 2. आधुनिक हिन्दी व्याकरण और रचना – डॉ. वासुदेव नंदन 3. हिन्दी भाषा और व्यवहार – डॉ. गंगा चरण त्रिपाठी 4. हिन्दी व्याकरण माला – डॉ. के.आर. गहिया, डॉ. विमलेश शर्मा 5. हिन्दी व्याकरण – कामता प्रसाद गुरु
Online Resources -
1 www.bookspace.in 2 https://libgmm.com 3 https://www.gkexams.com

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 Marks Assignment/Seminar+Attendan ce - 05 Total Marks 15	Better marks out of the two Text/Quiz obtained marks in assignment shall be considered against 15 Marks
End Semester Exam (ESE) :	Two Section - A&B Section A : Q1 Objective - 05X1=05 Marks Section A : Q2 Short Answer Type - 5X2=10 Marks Section B : Descriptive Answer Type Qts. 1 out of 2 From Each Unit - 4X5=20 Marks Total =35 Marks	

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