

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. Sirohi
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 (Choose 4- DSE(5 to 8)From any One Group from Own 4x4=16)	3	1	-	4	100	
	TOTAL CREDIT & TOTAL MARKS						20	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	
	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	500
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	600
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
	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
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	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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	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	
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		Elective - 3 : Marketing					
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	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		
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		Elective -III Marketing							
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	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		
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		Elective - 2 :Finance							
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		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	

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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-IV	Session: 2024-2026
1	Course Code	BBSC- 10	
2	Course Title	Organizational Behaviour	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Differentiate between various types of personality using standard tools. ➤ Appreciate the applicability of decision making process in real life situations and use Transactional Analysis and Johari Window. ➤ Knowledge to learn the level of motivation in employees. ➤ Describe characteristics of a leader. Learn how to build a supportive ➤ Organisational Culture. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Organisational Behaviour: Concepts, Determinants, Challenges and Opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. Personality: Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes: Concept and type of values; Terminal value and Instrumental Value; Components of attitude, job-related attitudes. Learning: Concept, Learning theories and reinforcement. Perception and Emotions: Concept, Perceptual process, Importance, Factors influencing Perception; Emotional Intelligence.		15
II	Decision Making and Communication: Concept and Nature of Decision Making Process, Individual versus Group Decision Making; Communication and Feedback; Transactional Analysis (TA); Johari Window.		15
III	Motivation: Meaning and Importance, Maslow's need hierarchy theory of motivation, Herzberg's two factor theory, Adam's Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and Organisational Effectiveness.		15
IV	Leadership, Power and Conflict: Meaning and concept of leadership, Trait theory, Transactional Charismatic and Transformational Leadership; Power and conflict; Power tactics, Sources of conflict, Conflict Resolution Strategies. Dynamics of Organisational Behaviour: Organisational Culture and Climate; Concept & determinants of Organisational Culture. Organisational Change: Importance, Managing change. Individual and organisational factors to stress; Prevention and Management of Stress.		15
Keywords	Organisational Behaviour, Decision making, Motivation, Organisational change		
PART-C: Learning Resources			
Text Books, Reference Books and Others			

<p>1. Chhabra, T.N. (2017). <i>Management Process and Organisational Behaviour</i>. Delhi :Sun India Publications.</p> <p>2. Greenberg, J & Baron, R.A (1996). <i>Organisational Behaviour</i>. New Jersey: Prentice Hall.</p> <p>3. Luthans, F (2010). <i>Organisational Behaviour</i>. New York : Mc Graw Hill Education.</p> <p>4. Robbins, S.P. & Judge, T.A. (2015). <i>Organisational Behaviour</i>. New Delhi : London: Pearson Education. Singh, A.K. & Singh B.P. (2007). <i>Organisational Behaviour</i>. New Delhi : Excel Books Pvt. Ltd.</p>		
<p>Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-</p>		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)



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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC- 11	
2	Course Title	Business Law	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ To teach the students' basic rules of agreement and contract along with the basic rule of offer, acceptance, performance of contract and discharge of contract etc. ➤ It is also helpful for nuance of law, indemnity and guarantee, bailment, information act 2000, and competition act 2002. ➤ To make Companies act 1956 and Consumer protection act 1986, Indian Partnership act 1932, information act 2000, and competition act 2002 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Laws of Contract (The Indian Contract Act, 1872) : Concept of Contract, Offer and Acceptance; valid Contracts and it's essential elements; Void Agreements; classification of Contracts; Quasi-Contract; performance of a Contract; discharge of Contract; Remedies for Breach of Contract. Special contract: Indemnity, Guarantee, Bailment & Agency.		15
II	Negotiable Instruments Act 1881: Salient Provision of Negotiable Instruments Act 1881; Salient Provisions of Indian Copyright Act 1956. The Consumer Protection Act, 1986: Basic Concepts; Complaint, Complainant, Consumer, Rights of Consumer; Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressal, Major Decided Cases.		15
III	Indian Partnership Act, 1932: Essentials of Partnership, Rights and duties of Partner, Types of Partners. Dissolution of Partnership. The Competition Act, 2002: Basic Concepts, Powers of Central Government under the Competition Act, Major Provisions of the Competition Act: Role and Working of Competition Commission of India. Information Technology Act.		15
IV	The Companies Act, 1956: An Overview; Nature and kinds of Companies; Formation of a Company; Company Management; Company Meetings and Winding up Joint Stock Company;		15
Keywords Contract Act, Negotiable Instrument Act, Partnership Act, Companies Act			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1) N. D. Kapoor – Business Law, Sultan Chand and Sons, New Delhi. 2) Avatar Singh – The Principles of Mercantile, Eastern Book Co., Lucknow. 3) S. K. Tuteja – Business Law for Managers, Sultan Chand & Sons, New Delhi 4) Sushma Arora - Business Law, Tax Man's Publication 5) G. K. Varshney – Sahitya Bhawan Publication, New Delhi			

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

Online Resources–

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

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:



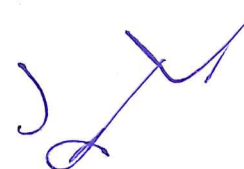
Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

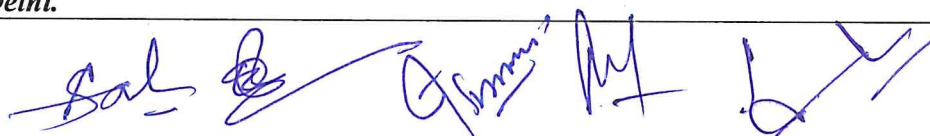
Name and Signature of Convenor & Members: (CBOS)

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSC-12	
2	Course Title	Management Information System	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ To know the good learning attitude ➤ evaluation the role of information system 	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global EBusinesses and Collaborations; Strategic roles of Information Systems; Behavioural, Technical and Socio-technical approaches; Enhancing Business Processes through Information System; Types of Business Information Systems; TPS, MIS, DSS and EIS; Organising the Information Systems function in Business; Ethical and Social issues of Information Systems.		15
II	Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business; Decision Making and Information Systems; Types of Decisions and the Decision Making Process; Business Value of Improved Decision Making; Decision Support for Operational, Middle and Senior Management; Concepts of Database and Database Management System. Characteristics and Structure of Management Information Systems: Structure of MIS, system, sub-system, integrated system, system view of Business; MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.		15
III	Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.		15
IV	Implementing Information Systems as Planned Organisational Change: Business Process Reengineering. Systems Analysis and Systems Design. Modelling and Designing Systems: Structured and Object Oriented Methodologies; Traditional Systems Life Cycle; Prototyping; End-User Development; Application Software Packages and Outsourcing; Implementing Information Systems.		15
Keywords	MIS, Business, Planning, Development, Modelling, Designing.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.			



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

Online Resources–

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

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

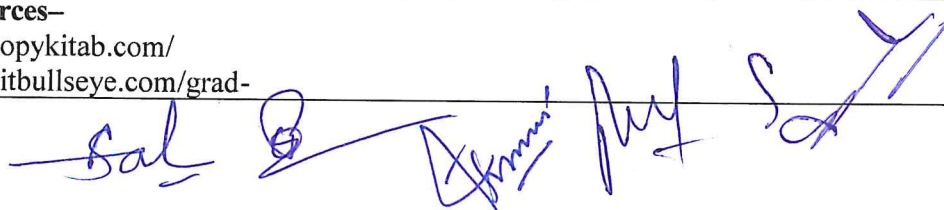
Name and Signature of Convenor & Members: (CBOS)

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


COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective A – Management : Production 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"> ➤ Acquire knowledge of knowing the nature of Production Management. ➤ To gain knowledge of work study, planning and scheduling of Production Activities. ➤ Students will gain Knowledge about quality control and Standard Quality Control. 	
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	Production Management: Meaning, Definition, Scope, Importance and Problems of Production Management. Production Planning and Control: Routing, Scheduling, Dispatching objectives, functions of Production Planning and Control.		15
II	Production System: Continuous and Intermittent Production System. Plant Layout: Objectives, Plant Layout problem, Principles of Plant Layout, Factor influencing Plant Layout, Types and methods of Plant Layout. Plant Location: Introduction, Need for selecting a suitable location, Plant location problem, Advantage and Disadvantages of Urban, sub-urban and rural locations; Systems view of location; Factors influencing Plant Location.		15
III	Aggregate Planning; Capacity Planning; Material Requirement Planning; Just in Time Manufacturing(JIT). Maintenance Management: Type of Maintenance; Breakdown; Preventive; Routine; Maintenance Scheduling. Quality Control: Concepts and Functions of Inspection and Quality Control Department, Statistical Quality Control, Acceptance Sampling, Control charts and its types. Total Quality Management (TQM): Concepts and characteristics; ISO 9000.		15
IV	Work Study: Importance of Work Study; Work study procedures; Time study Human considerations in Work Study. Method Study: Objectives of method study; Steps involved in Method study Work Measurement: Objectives of Work Measurement; Techniques of Work Measurement; Computation of Standard Time; Allowance; Comparison of various techniques.		15
Keywords	Production, PPC, Plant Layout, PQM, Quality Control, Method Study, Work Study.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. Industrial Engineering; Hazra. 2. Industrial Engineering; Martand Telsang; Sultan Chand & Sons. 3. Production Management ; Buffa 4. SN Chari - Production and Operation Management 5. Khanna OP - Industrial Engineering and Management 			
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–10x1=10Mark;Q2.Short answer type-5x4=20Marks SectionB:Descriptiveanswer typeqts.,1outof2fromeachunit-4x10=40Marks	

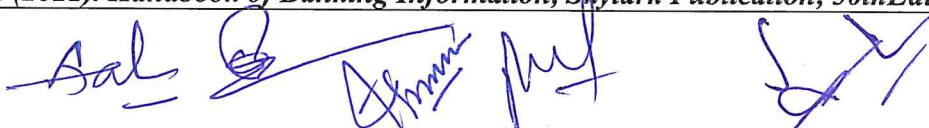
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

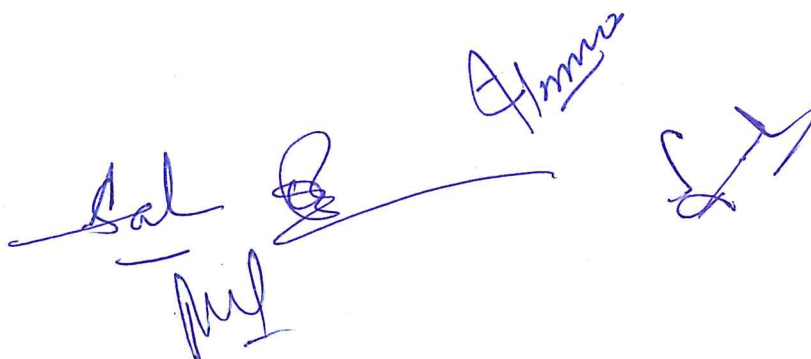
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester-IV	Session:2024-2026
1	CourseCode	BBSE -02	
2	CourseTitle	Elective B – Finance: Banking Operations & Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ <i>To Define the core concepts of banking.</i> ➤ <i>To acquaint with the knowledge of the functioning of the banking Industry, especially that of India.</i> ➤ <i>To identify the structure of Banking System in India.</i> ➤ <i>To learn the operational aspect of Commercial Banks in India.</i> ➤ <i>To learn and gain insights about Negotiable Instruments.</i> ➤ <i>To help identify various concepts like ATM, E-Banking, Basel Norms, etc.</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	Banking System in India: Banking System in India; Monetary Policy:Concepts &Objectives, Basic Concepts of Regulatory Environment forCommercial Banks in India and their provisions; BankingRegulationAct (1949): General Provisions, Management Control, Loan &Advances;Deposit		15
II	Financial sector reforms in India: RBI–role, functions, monetarypolicy and credit control, RBI Act, Regulatory Environment forCommercial Banks in Indian Core Banking; Digital payment service providers and gateways. SARFAESI Act-Methods of recovery of NPA’s and Money Laundering- Procedure,Laws and Guidelines for anti-money laundering.		15
III	Commercial Banks in India: Operational Aspect of CommercialBanks in India, Relationship between Banker and customers, Types ofcustomer account, Cheque &its types, Endorsement, Dishonor, Rights and liabilities of Paying and collecting Banker, Time Value of moneycalculation of interest on loan & deposits, EMIs, Employment of fundsby Commercial Banks.		15
IV	Security Market: Types of securities, mode of creating charge, Bankguarantees, Basel norms, Financial Sector Reforms in India.		15
Keywords	<i>Banking System, Commercial Banks, Monetary Policy, Security Market.</i>		
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
<ol style="list-style-type: none"> 1. <i>Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons</i> 2. <i>Jaiswal Bimal : Banking Operations</i> 3. <i>Bhole L.M: Financial Institution & Markets</i> 4. <i>Desai Vasant: Financial Market & Institutions</i> 5. <i>Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, VikasPublishing,</i> 6. <i>Varshney , P.N. (2017). Banking Law & Practice, Sultan. Chand Publishing, 24thEdition</i> 7. <i>Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50thEdition.</i> 			



Online Resources– https://www.edx.org/learn/banking https://www.coursera.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 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)



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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-IV	Session: 2024-2026
1	Course Code	BBSE -02	
2	Course Title	Elective C – Marketing: Sales & Advertisement Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Learn the nature, scope & importance of Advertising & Sales. ➤ Develop an understanding of various Sales Planning and Sales Budget ➤ Develop an understanding of Advertising decisions and evaluation of advertisement effectiveness. 	
6	Credit Value	4 Credits	Credit=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	Sales Management: Concept, Objectives and Functions of Sales Managements; Sales Organization: Purpose, Setup & Types. Management of Sales force: Meaning, Objectives, Sales force Recruitment, Selection, Remuneration, Training and Compensation & Evaluation.		15
II	Personal Selling: Meaning and Importance, Personal Selling Strategy, Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method, Procedure of Personal Selling.		15
III	Advertising: Concept, Scope, Objectives and Functions of Advertising. Advertising process; DAGMAR & AIDA Approaches, Role of Advertising in Marketing mix; Legal, ethical and social aspect of Advertising. Pre-launch Advertising Decision: Determination of target audience, Advertising Media and their Selection; Advertising messages, Layout of advertisement, Advertising Appeal, Advertising Copy, Advertising Budget.		15
IV	Promotional Management: Advertising Department – Organisation & Function, Advertising Agencies – Organisation & Structure, Function & Services, Evaluation of Advertising Effectiveness: Importance, Difficulties and Methods of Evaluation of Advertising Effectiveness.		15
Keywords	Sales Management, Advertising, Personal Selling, Advertising Effectiveness.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Advertisement Management, Rajeev Batra, John G, Myers. Pearson India <input type="checkbox"/> <i>Advertisement and Promotion, George E. Belch, Michael A. Belch, Mcgraw Hill Education</i> <input type="checkbox"/> <i>William F. Arens & Courtland L Bovee, Contemporary Advertising-Irwin 1994.</i> <input type="checkbox"/> <i>Jib Fowles, Advertisement and Popular Culture, Sage Publication</i> <input type="checkbox"/> <i>Advertisement and Culture, Sage Prentice Hall</i> <input type="checkbox"/> <i>Advertisement and Promotion Management, S. A. Chunawalla.</i> <input type="checkbox"/> <i>Advertisement and Sales Management, Dr. Vipul Patel, Devi Ahilya Prakashan.</i> <input type="checkbox"/> <i>Advertisement and Sales Promotion, S. K. Sarangi, Asian Books Pvt. Ltd</i> <input type="checkbox"/> <i>Advertising, Selling and Promotion, Ritu Narang, Pearson Education</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. Sunaina Sardan, Galgotia Publishing Company</i> <input type="checkbox"/> <i>Advertising and Personal Selling, Dr. Ruchi Gupta, Scholar Tech Press.</i> <input type="checkbox"/> <i>Advertisement Management, Sanjay Gupta & Pooja Nasa. SBPD Publication</i>			
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			



PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

Name and Signature of Convenor & Members: (CBOS)

Sal B. Amin

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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
DEPARTMENT OF.....

COURSE CURRICULUM

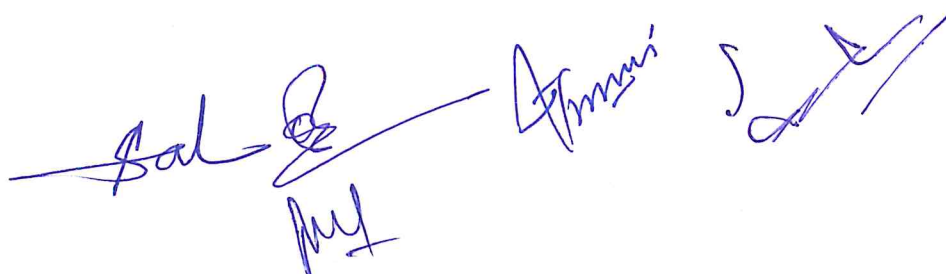
PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- IV	Session: 2024-2026
1	Course Code	BBSEC - 02	
2	Course Title	Creative Writing & Content Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ To make them understand the writing process ➤ To sensitize them to the various styles and techniques of writing and editing. ➤ To learn various styles and techniques of creative writing and editing. 	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching–learning Periods: Theory – 15 Periods (15 Hrs) and Lab. or Field learning/Training 30 Periods (30 Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms. Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues		15
Lab./Field Training Contents	Project: Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)		30
Keywords	Creative Writing, Content Development, Plagiarism.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended–			
1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001. 2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge 3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print. 4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print. 5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.			
Online Resources–			
https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing			



PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
MaximumMarks: 50Marks		
Continuous Internal Assessment(CIA): 15Marks		
End SemesterExam(ESE): 35Marks		
Continuous InternalAssessment (CIA):(By CourseCoordinator)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst 15 Marks
End Semester Exam (ESE):	Laboratory/FieldSkillPerformance: OnspotAssessment D. Performedthe Task basedonlearned skill- 20Marks E. Spottingbased ontools(written)- 10Marks F. Viva-voce(basedonprinciple/technology) -05Marks	Managed byCoordinator asperskilling

NameandSignature ofConvener&Members: (CBOS)

GOES TO 05TH SEMESTER



FOUR YEAR UNDERGRADUATE PROGRAM (2024 –28)
DEPARTMENT OF English
COURSE CURRICULUM

PART- A: Introduction			
Program: Bachelor in-Arts/Science/Commerce (Diploma)		Semester -IV	Session: 2024-2025
1	Course Code	AEC- 04	
2	Course Title	Communicative English and Soft Skills	
3	Course Type	AEC [Ability Enhancement Course]	
4	Pre-requisite (if, any)	As per program	
5	Course Learning Outcomes (CLO)	After completion of this course, the students will be able to: <ul style="list-style-type: none"> ➤ Learn deviant use of English both in written and spoken forms. ➤ Understand the importance of communication in English. ➤ Apply the ability to improve competence in using English language. ➤ Analyze the importance of reading skills. ➤ Develop language for speaking with confidence. 	
6	Credit Value	2 Credits	Credit = 15 Hours - learning & Observation
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
PART -B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) - 30 Periods (30 Hours)			
Unit	Topics (Course contents)		No. of Period
I	What is communication? <ul style="list-style-type: none"> • Purpose of Communication, • Types of Communication (Verbal and Non- Verbal), • The motivating factors (Intrinsic and Extrinsic) • Barriers of Communication (Internal and External). 		08
II	Building Vocabulary <ul style="list-style-type: none"> • Use of Dictionary, • Building Vocabulary through synonyms and antonyms, • Use of Phrasal Verbs, Idioms and Phrases • Unseen passage 		07
III	Conversation in English (Performance Based) <p>A) Reading: Very short stories (Gift of Magi, Cinderella, The Selfish Giant, Stories from Panchatantra), Newspaper reports / Fact- based articles, Diction and tone, Identifying topic sentences, Reading aloud: Reading an article/report.</p> <p>B) Spoken English for the Real world and Situational Dialogues) (any four)</p> <ul style="list-style-type: none"> • Call Center: Talking to service Providers, Professional Enquiries, Talking with peers/ seniors. • Bank: for opening an account (seeking information on loans/FDs/other schemes. • Office: (seeking information regarding job vacancy) • Market (asking for price of an object, discount etc), • Restaurant: (asking for the special dish, offerings in the menu and ordering for food) 		08

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	<ul style="list-style-type: none"> At the Railway Station/ Bus Station enquiry: (Arrival and departure of buses/ trains) Hotel: Booking a room, asking tariff rate Travel agency: (Asking to book tickets fares, finding vacancies in hotels) <p>C) Greetings and Common Etiquettes: Introducing oneself; Invitation; Making Requests; Expressing Gratitude; Complimenting and Congratulating; Expressing Sympathy; Apologizing; Complaining and Expressing Regret</p>	
IV	<p>Presentation skills (Performance Based):</p> <p>Effective oral presentation, Characteristics of good oral presentation. Use of quotations and anecdotes. Ways of Oral Presentation (Seminar, Viva -voce, Interview, Power Point etc.) Gestures/ Mannerism during oral presentation. Media methods used for effective oral presentation, Body Language, Attire.</p>	08
Key words	Communication, Vocabulary, Conversation, Reading, Presentation.	

Signature of Convener & Members (CBoS) :

PART-C: Learning Resources
Text Books, Reference Books and Others
<p>Text Books Recommended - Suggested Reading:</p> <ul style="list-style-type: none"> ➤ Fluency in English - Part II, Oxford University Press, 2006. ➤ Enrich Your English, OUP, SR Inthira and V. Saraswathi, CIEFL, 1997 ➤ Oxford A-Z of English Usage, ed. Jeremy Butterfield, OUP, 2007. ➤ Longman Dictionary of Common Errors, N.D. Turton and J.B. Heaton, Longman, 1998 ➤ Contemporary Communicative English, S Chand ➤ Malhotra Perna, Deb Dulal Halder, (2019) Communication Skills: Theory and Practice, Eighth Edition, BookAge Publications, New Delhi.
<p>Online Resources-</p> <ul style="list-style-type: none"> ➤ Applying Communication Theory for Professional Life: A Practical Introduction. Dainton and Zolley, http://tsime.uz.ac.zw/claroline/backends/download.php?url=L0ludHJvX3RvX2NvbW11bmljYXRpb25f ➤ https://web.sol.du.ac.in/my_modules/type/cbcs-41-2/data/root/B.Com/Semester%202/ABILITY-ENHANCEMENT%20COMPULSORY%20COURSE-AECC/English%20Communication%20A-B-C/Unit%201-5.pdf ➤ https://archive.org/details/personality-development-book/mode/1up ➤ https://www.coursera.org/articles/presentation-skills ➤ https://www.cbs.de/en/blog/15-effective-presentation-tips-to-improve-presentation-skills/ ➤ https://benjaminball.com/blog/good-body-language-best-visual-aid-talks/ ➤ https://blog.moderngov.com/importance-of-body-language-in-presentations-good-bad-examples
PART -D: Assessment and Evaluation
<p>Suggested Continuous Evaluation Methods:</p> <p>Maximum Marks: 50 Marks</p> <p>Continuous Internal Assessment (CIA): 15 Marks</p> <p>End Semester Exam (ESE): 35 Marks</p>

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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):	Q1. Objective/ MCQs to be asked only from Unit I (1 x5= 05 Mark) Q2. I Vocabulary: (5Marks) II Unseen Passage (5 Marks) Q3. Particles from Unit 3 & 4 consisting of 20 marks.	

Name and Signature of Convener & Members of CBoS:

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