

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

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

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

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

Name and Signature of Convenor & Members :

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

### BBA FOUR YEAR COURSE

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

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

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

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

Name and Signature of Convenor & Members:

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

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

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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-V</b>	<b>Session: 2024-2027</b>
1	<b>CourseCode</b>	BBSC- 13	
2	<b>CourseTitle</b>	Marketing Research	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Discuss the Scope and Importance of Market Research and its role in the development of Marketing Strategy.</i></li> <li>➤ <i>Provide a detailed overview of the stages in the Market Research Process.</i></li> <li>➤ <i>To study the application of MR, Ethics in MR.</i></li> <li>➤ <i>To study the sales analysis and sales forecasting.</i></li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp; Observation</i>
7	<b>TotalMarks</b>	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Marketing Research:</b> Nature, Purpose, Importance, Defining theMarketing Research Problem; Application of Marketing Research; Limitations of Marketing Research; Threats to Marketing Research; Research process. <b>Research Design:</b> Meaning, Characteristics and Importance.		15
II	<b>Marketing Research Management:</b> Methods of data collection. Scaling Techniques, Sampling Designs, and Sample size decisions. Questionnaire design; Meaning and Characteristics of a Questionnaire. <b>Data Processing:</b> Selecting an appropriate Statistical Technique; Hypothesis Testing; Tabulation and analysis of data; Interpretation and Report Writing.		15
III	<b>Application of Marketing Research:</b> Consumer Research, Product Research, Sales Research and Advertising Research. Various issuesinvolved and Ethics in Marketing Research.		15
IV	<b>Sales Analysis and Forecasting:</b> Identifying Market Segments; Analyzing Competition and Consumer Markets. (LEARNINGTHROUH EXPERIENCE IN CHHATTISGARH STATE)		15
<b>Keywords</b> <i>Marketing Research, Research Design, Sales Analysis, Forecasting.</i>			
<b>PART-C: LearningResources</b>			
TextBooks,ReferenceBooksand Others			
<ol style="list-style-type: none"> <li>1. <i>Marketing Research ;G.C.Beri, Tata Mc Graw Hill, New Delhi</i></li> <li>2. <i>D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.</i></li> <li>3. <i>M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.</i></li> <li>4. <i>Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.</i></li> <li>5. <i>Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.</i></li> </ol>			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D:AssessmentandEvaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		100Marks	
<b>ContinuousInternalAssessment(CIA):</b>		30Marks	
<b>EndSemesterExam(ESE):</b>		70 Marks	

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

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

## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC-14	
2	Course Title	Material Management	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Set strategic objectives, design structure, and organize the materials purchasing activities in the firm.</li> <li>➤ Ensure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source.</li> <li>➤ Make decisions to the basic Materials Management elements such as the decision to make or buy, purchase commodities versus capital goods, and purchase for resale.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Material Management: Scope, Importance and Functions, Characteristics of Material Functions, Objectives of Material Management, Manpower Planning and Material Management, Materials Planning, Capacity Requirements Planning.		15
II	Materials Research: Definition & Scope, Need and Importance, Organization for Materials Research, Techniques and Reporting. Source Selection: Stages in Source Selection, Social aspects in source selection; Legal aspects in Buying		15
III	Principles of Inventory Management: Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in Inventory Control.		15
IV	Cost Reduction Techniques: Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control. The Future of Material Management: Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.		15
Keywords	Materials Management, Materials Research, Inventory Management.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1 M M. Verma- Material Management, S. Chand and Sons, New Delhi.			
2 A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.			
3 Dolbey & Lee- Materials Management- IMH Publications			
4 Gopal Krishnan- Material Management, PHI Publications, New Delhi			
5 S.E. Sexena – Material Management, Sahitya Bhawan.			
Online Resources–			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a>			
<a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D: Assessment and Evaluation</b>			

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

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

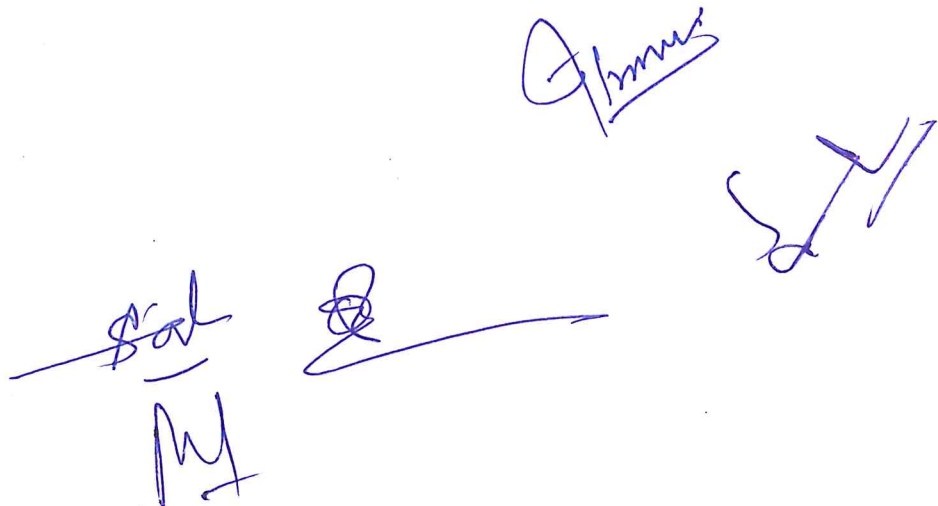
FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC- 15	
2	Course Title	Quantitative Techniques	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases.</li> <li>➤ Learn the usage of game theory and Simulation for Solving Business Problems.</li> <li>➤ Solve Optimization Problems like transportation and to Identify and formulate Linear Programming Models.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	<b>Quantitative Technique:</b> Definition, Approach to decision making, Analysis and Computer Based Information System. <b>Operation Research:</b> Introduction to OR; Scope, Techniques, Characteristics and Limitations of Operation Research; Methodology and Models in OR (only theory).		15
II	<b>Linear Programming:</b> Formulation of Problem, Methods of solving Linear Programming; Problems related to mixed constraints. <b>Transportation Model:</b> Mathematical Formulation, Initial Basic Feasible Solution: North West Corner Method, Least Cost Method and Vogel's Approximation Method; Optimization (Minimization and Maximization) using Modified Distribution Method.		15
III	<b>Probability:</b> Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poisson distribution, Binomial distribution).		15
IV	<b>Sampling and Sampling Distribution:</b> (T-test, Z-test, f-test, Chi-square test). Theory of games- Two person zero sum game; Solution to games: Saddle point, dominance rule, Value of the game, mixed strategy, Graphical method of solving a game – (2 x n) and (m x 2) games.		15
Keywords	Quantitative Techniques, Operation Research, Sampling, Probability.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. <i>Natrajan A. M. 'Operation Research', Pearson Education</i> 2. <i>Vohra N. D. 'Quantitative Techniques in Management', Tata McGraw Hill.</i> 3. <i>Dougerty, Introduction to Econometrics, 4E, ISBN: 9780195693249, Oxford University Press</i> 4. <i>Taha H, "Operation Research", Pearson Education</i> 5. <i>P. K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications,</i> 6. <i>Hillier and Lieberman 'Operations Research', Tata McGraw Hill, Eighth Edition</i>			
Online Resources–			
<a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			

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

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

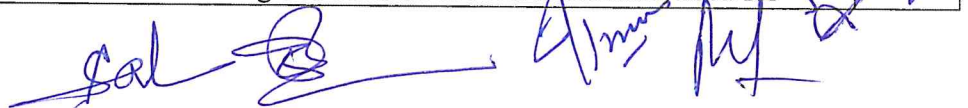


## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management



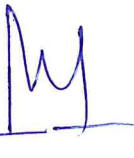
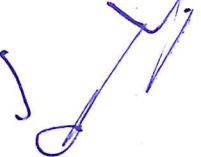
## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSC-03	
2	Course Title	Elective A – Management: Office Organisation and Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn of basic knowledge of office Organisation and Management</li> <li>➤ Demonstrate skills in effective office Organisation</li> <li>➤ Ability to maintain office records</li> <li>➤ Ability to maintain digital record.</li> <li>➤ Interpret different types of Organisation structures and responsibilities as future office managers</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>FUNDAMENTALS OF OFFICE MANAGEMENT:</b> Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office Management: Meaning, Elements and major processes of Office Management <b>Office Manager:</b> Functions and qualifications of Office manager.		15
II	<b>ADMINISTRATIVE ARRANGEMENT AND FACILITIES:</b> Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, <b>Office Lay-out:</b> Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay- out Planning, Advantages of a Good Lay-out. <b>Types of offices:</b> Open Office and Private Office- advantages and disadvantages. <b>OFFICE ENVIRONMENT:</b> Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health Safety and Security.		15
III	<b>RECORDS MANAGEMENT:</b> Importance of Records, Types of office records; Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management; Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. <b>Filing Methods:</b> Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, Advantage and Disadvantages; Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing; <b>Office manual:</b> Contents, Importance, types of office manuals; Indexing: Meaning, importance, advantages and essentials of good indexing, type of index; <b>Retention and disposal of files:</b> Meaning and benefits of record retention, need for		15



	disposal of files, life-cycle stages of files.	
<b>IV</b>	<b>OFFICE MECHANISATION AND DATA PROCESSING:</b> Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines; Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods: Data presentation Methods of Presentation of Data; Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation.	<b>15</b>
<b>Keywords</b>	<b>Office Management, Records Management, office Mechanisation.</b>	
<b>PART-C: Learning Resources</b>		
Text Books, Reference Books and Others		
1. S.P Arora, Office Orga Ginn, Record Management, 10th Edition, Cengage Pvt Ltd.		
2. M.E Thakuram Rao, Office organisation and Management, Atlantic		
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.		
Online Resources-		
<a href="https://alison.com/tag/office-management">https://alison.com/tag/office-management</a>		
<a href="https://onlinecourses.swayam2.ac.in/">https://onlinecourses.swayam2.ac.in/</a>		
<b>PART-D: Assessment and Evaluation</b>		
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	

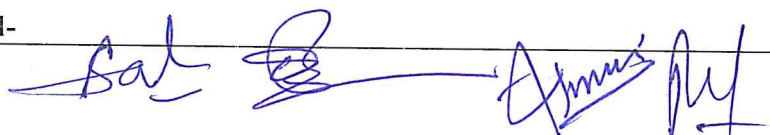
Name and Signature of Convenor & Members: (CBOS)

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


## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree / Honors)		Semester-V	Session: 2024-2027
1	Course Code	BBSE -03	
2	Course Title	Elective B – Finance: Investment Management	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Identify own strengths and develop new skills in the process of Investment</li> <li>➤ With this type of learning outcomes, the learner will understand concepts, rules and procedures Stock Markets.</li> <li>➤ In this type of learning outcome, the learner uses personal strategies to think, organize, learn and behave.</li> </ul>	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)	No. of Period	
I	<b>Investment Management:</b> Types of investment, Objectives of investment, Nature and scope of Investment management; Type of investors; Investment V/S Speculation; Investment Process; Investment categories; Investment alternatives. <b>Speculation, Arbitration, Hedging:</b> Introduction, Meaning and Definition, Objectives, Functions, Types, Strategies; Speculation v/s Arbitration v/s Hedging; Can Speculation/ Arbitration / Hedging mitigate financial risk for companies.	15	
II	<b>Stock Market Operations:</b> New Issue Market, Secondary Market operations; Derivative Instruments: Forward contracts, Future contracts, Option, contracts, Swaps Contracts.	15	
III	<b>Analysis:</b> Fundamental Analysis, Economic Analysis, Company Analysis, Industrial Analysis, Technical Analysis and Efficient Market Theory; Portfolio Analysis.	15	
IV	<b>Stock Exchange in India:</b> Meaning & Definition, Members, Brokers and Participants in Stock Exchange DEMAT Account: Introduction & Types of order Processing. <b>SEBI:</b> Functions and Operations of SEBI; Present scenario of Capital Market.	15	
Keywords	<i>Investment Management, Stock Market, Stock Exchange, SEBI.</i>		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> <li>1. Amling, Federic. Investment Englewood Cliffs, New Jersey, PHI</li> <li>2. Fischer, D.E. &amp; Jordan, R.J. : Security Analysis &amp; Portfolio Management ; Pearson</li> <li>3. Prasanna Chandra : Investment Analysis and Portfolio Management ; Tata Mcgraw Hill Education Private Limited</li> <li>4. Singh, R (2009). Security Analysis &amp; Portfolio Management (1st ed.). Excel Books.</li> <li>5. Shahani, R. (2011). Financial Markets in India, A Research Initiative (3 rd ed.) Anamika Publishers &amp; Distributors (P) Ltd.</li> <li>6. Frank k Reilly &amp; Keith C Brown (2006). Investment Analysis and Portfolio Management. (8th ed.). Cenage India Pvt. Ltd.</li> </ol>			
Online Resources – <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			



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

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



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

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<i>Program: Bachelor in Business Administration</i> (Certificate / Diploma / Degree/Honors)		<i>Semester-V</i>	<i>Session: 2024-2027</i>
1	Course Code	BBSE -03	
2	Course Title	Elective C – Marketing: Agriculture and Rural Marketing	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	➤ In sight into rural markets ➤ Learn about Rural consumer Behaviour ➤ Know about the Institutional Support to Agriculture and Rural marketing.	
6	Credit Value	4 Credits	Credit=15Hours-learning&Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Agriculture and Rural Marketing:</b> Definition, nature and scope, classification of rural markets, rural v/s urban markets. marketing environment, infrastructure facilities, rural credit institutions, rural retail outlets.		15
II	<b>Rural Marketing:</b> Meaning of Market and Marketing, Nature and scope of rural marketing; Rural and urban markets; rural marketing environment; Rise of rural consumerism <b>Rural Consumer Behaviour:</b> Consumer buying Behaviour in rural markets; Factors affecting rural Consumer Behaviour; Bases for segmenting rural consumer markets.		15
III	<b>Rural product and Pricing Strategy:</b> Rural Product, Rural product Classification; Rural product life cycle, product life cycle strategies in rural markets; New Product Development in Rural markets; Branding of Rural Markets; Pricing for Rural Markets : Factors and strategies		15
IV	<b>Institutional Support to Agriculture and Rural Marketing:</b> Commission on Agriculture Costs and Prices (CACP), National Agriculture Co-operative Marketing Federation (NAFED), Agriculture and Processed Food Exports Development Authority (APEDA), The National Co-operative Development Corporation (NCDC), Food Corporation of India (FCI), Panchayat , State Agriculture Marketing Boards, Chhattisgarh - Future of Rural marketing in Chhattisgarh, Recent policies for agriculture.		15
<b>Keywords</b>	<i>Rural Marketing, Consumer Behaviour, Rural markets, Urban Markets.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
1. Badi R V Badi N.V: Rural Marketing 2. Acharya S S Agarwal: Agriculture Marketing in India 3. Economy of Assam: P.K. Dhar 4. Rural Marketing: CSG Krishnamacharyulu 5. Agricultural Economics: R. K. Lekhi			
<b>Online Resources–</b>			
<a href="https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-areas-indian-perspective-information-technology-essay.php&amp;ved">https://www.ukessays.com/essays/information-technology/e-marketing-in-rural-areas-indian-perspective-information-technology-essay.php&amp;ved</a> <a href="https://study.sagepub.in/velayudhan_rm3e&amp;ved">https://study.sagepub.in/velayudhan_rm3e&amp;ved</a>			

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

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

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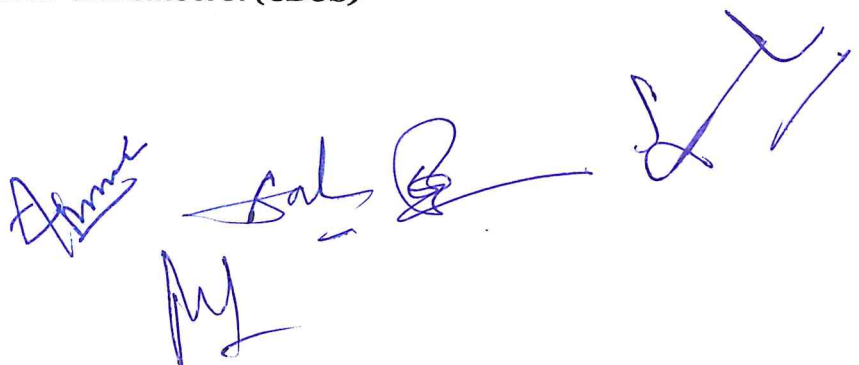
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**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**DEPARTMENT OF Commerce and Management**  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate/ Diploma/Degree/Honors)</i>		<b>Semester-</b> V	<b>Session:</b> 2024-2027
1	<b>CourseCode</b>	<b>BBVAC – 03</b>	
2	<b>CourseTitle</b>	<b>Data Analytics Using MS Excel</b>	
3	<b>CourseType</b>	<b>Value Addition Course [VAC]</b>	
4	<b>Pre-requisite(if, any)</b>	<b>Asper requirement</b>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn spreadsheet functions to efficiently perform calculations related to real-world operations.</li> <li>➤ Identify real-world problems of data using spreadsheets.</li> <li>➤ Apply spreadsheets' summarise and report tools to analyze real- world data.</li> </ul>	
6	<b>CreditValue</b>	<b>2Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 50</b>	<b>MinPassingMarks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01Hr. per period)-30 Periods(30 Hours)</b>			
Unit	Topics(Course contents)		No. of Period
I	Working on Data in Spreadsheets: Applying Logic in Decision Making		08
II	Excel for Problem Solving		07
III	Data Visualisation with MS-Excel		08
IV	Lectures, Hands-on Practice, Case analysis		08
<b>Keywords</b>	<b>Data, MS- Excel, Problem Solving, Spreadsheets.</b>		
<b>PART-C: Learning Resources</b>			
<b>Online Resources-</b>			
<a href="https://www.theexcelexperts.com/importance-excel-business/">https://www.theexcelexperts.com/importance-excel-business/</a>			
<a href="https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani">https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani</a>			
<b>PART-D: Assessment and Evaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		<b>50 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>		<b>15 Marks</b>	
<b>End Semester Exam (ESE):</b>		<b>35 Marks</b>	
<b>Continuous Internal Assessment(CIA): (By Course Teacher)</b>	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	
<b>End Semester Exam(ESE):</b>	Two section- A & B Section A: Q1. Objective-05 x1=05 Mark; Q2. Short answer type-5x2 =10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20 Marks		

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



FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)  
DEPARTMENT OF Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate/ Diploma /Degree)		<b>Semester-V</b>	<b>Session: 2024-27</b>
1	Course Code	BBSEC - 03	
2	Course Title	Analytics Skill	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Learn the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.</li> <li>➤ Acquire competency in the use of verbal reasoning.</li> <li>➤ Apply the skills and competencies acquired in the related areas</li> <li>➤ Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.</li> </ul>	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours– Theoretical learning and = 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods:</b> Theory – 15 Periods(15Hrs) and Lab. or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)	No. of Period	
<b>Theory Contents</b>	<b>Arithmetic ability:</b> Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF). <b>Verbal Reasoning:</b> Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars <b>Quantitative aptitude:</b> Averages, Ratio and proportion, Problems on ages, Time-distance–speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest. <b>Data Interpretation:</b> Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.	<b>15</b>	
<b>Lab./Field Training Contents</b>	Co-Curricular Activities: Problem solving/Group discussion / Case Study Based Approach enables to gain knowledge to implement business analytics in real world job.	<b>30</b>	
<b>Keywords</b>	<i>Arithmetic Ability, Verbal Reasoning, Data Interpretation.</i>		
<b>PART-C: Learning Resources</b>			
<b>Text Books, Reference Books and Others</b>			
<b>Text Books Recommended–</b>			
<ol style="list-style-type: none"> <li>1. Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.</li> <li>2. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.</li> <li>3. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.</li> <li>4. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.</li> </ol>			
<b>Online Resources–</b>			
➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a>			

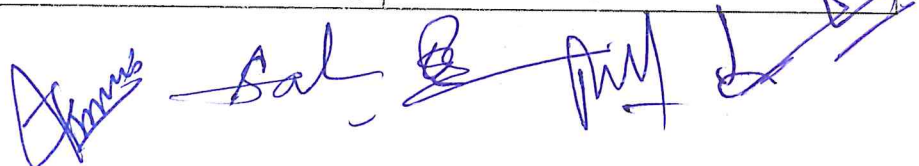
➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a>		
<b>PART-D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Maximum Marks: 50 Marks</b>		
<b>Continuous Internal Assessment (CIA): 15 Marks</b>		
<b>End Semester Exam (ESE): 35 Marks</b>		
<b>Continuous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

Name and Signature of Convener & Members of CBoS:

FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)  
DEPARTMENT OF Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- V	Session: 2024-2027
1	Course Code	BBSEC - 03	
2	Course Title	GST with Return Filing	
3	Course Type	Skill Enhancement Course [SEC]	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> <li>➤ Detailed Overview of the indirect taxation system of India.</li> <li>➤ GST Registration and Compliance</li> <li>➤ Filing of various GST returns</li> </ul>	
6	Credit Value	2 Credits (1C+1C)	Credit = 15 Hours – Theoretical learning and = 30 Hours Laboratory or Field learning/Training
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
<b>PART-B: Content of the Course</b>			
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
<b>Theory Contents</b>	What is GST; What is ITR; Introduction of ITR forms; Selection of ITR forms; Verification of Returns. E filing of Return on Income Tax Portal. Basics of GST and GST in Tally; Basics of TDS and TDS in Tally. Payroll and Payroll with Tally; Income Tax with Tally Advance Excel and MIS Reporting		15
<b>Lab./Field Training Contents</b>	<ul style="list-style-type: none"> <li>• Project on GST return filing on the GSTN portal.</li> <li>• GST tasks to be done with Accounting Software like Tally</li> </ul>		30
<b>Keywords</b>	GST, ITR, E Filing, Excel, MIS, Tally.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
<b>Text Books Recommended-</b>			
1. GST Case Digest - By Rajat Mohan; Agarwal Law House 2. Taxmann GST - Practice Manual; Agarwal Law House			
<b>Online Resources-</b>			
<a href="https://www.studyathome.org/products/practical-gst-return-filing-course">https://www.studyathome.org/products/practical-gst-return-filing-course</a> <a href="https://www.skilleecture.com/courses/Practical-GST-Return-Filing-Course">https://www.skilleecture.com/courses/Practical-GST-Return-Filing-Course</a>			
<b>PART-D: Assessment and Evaluation</b>			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		50 Marks	
Continuous Internal Assessment (CIA):		15 Marks	
End Semester Exam (ESE):		35 Marks	
<b>Continuous Internal Assessment (CIA): (By Course Coord</b>	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks -	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks	



<b>End Semester Exam (ESE):</b>	<b>Laboratory/Field Skill Performance: Onspot Assessment</b> <b>J. Performed the Task based on learned skill- 20 Marks</b> <b>K. Spotting based on tools (written) - 10 Marks</b> <b>L. Viva-voce (based on principle/technology) - 05 Marks</b>	<b>Managed by Coordinator as per skilling</b>
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*Name and Signature of Convener & Members (CBOS)*

GOES TO 06TH SEMESTER




**FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)**  
**DEPARTMENT OF Commerce and Management**  
**COURSE CURRICULUM**

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration <i>(Certificate/ Diploma/Degree/Honors)</i>		<b>Semester-</b> V	<b>Session:</b> 2024-2027
1	<b>CourseCode</b>	<b>BBVAC – 03</b>	
2	<b>CourseTitle</b>	<b>Data Analytics Using MS Excel</b>	
3	<b>CourseType</b>	<b>Value Addition Course [VAC]</b>	
4	<b>Pre-requisite(if, any)</b>	<b>Asper requirement</b>	
5	<b>Course Learning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ Learn spreadsheet functions to efficiently perform calculations related to real-world operations.</li> <li>➤ Identify real-world problems of data using spreadsheets.</li> <li>➤ Apply spreadsheets' summarise and report tools to analyze real- world data.</li> </ul>	
6	<b>CreditValue</b>	<b>2Credits</b>	<b>Credit=15 Hours-learning &amp; Observation</b>
7	<b>TotalMarks</b>	<b>Max.Marks: 50</b>	<b>MinPassingMarks: 20</b>
<b>PART-B: Content of the Course</b>			
<b>Total No. of Teaching-learning Periods (01Hr. per period)-30 Periods(30 Hours)</b>			
Unit	Topics(Course contents)		No. of Period
I	Working on Data in Spreadsheets: Applying Logic in Decision Making		08
II	Excel for Problem Solving		07
III	Data Visualisation with MS-Excel		08
IV	Lectures, Hands-on Practice, Case analysis		08
<b>Keywords</b>	<b>Data, MS- Excel, Problem Solving, Spreadsheets.</b>		
<b>PART-C: Learning Resources</b>			
<b>Online Resources-</b>			
<a href="https://www.theexcelexperts.com/importance-excel-business/">https://www.theexcelexperts.com/importance-excel-business/</a>			
<a href="https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani">https://www.youtube.com/watch?v=eIN40JN7sro&amp;ab_channel=LeilaGharani</a>			
<b>PART-D: Assessment and Evaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		<b>50 Marks</b>	
<b>Continuous Internal Assessment (CIA):</b>		<b>15 Marks</b>	
<b>End Semester Exam (ESE):</b>		<b>35 Marks</b>	
<b>Continuous Internal Assessment(CIA): (By Course Teacher)</b>	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	
<b>End Semester Exam(ESE):</b>	Two section- A & B Section A: Q1. Objective-05 x1=05 Mark; Q2. Short answer type-5x2 =10 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x05=20 Marks		

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

