

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

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

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

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

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

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

## BBA FOUR YEAR COURSE

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

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

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

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

Name and Signature of Convenor & Members :

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

### BBA FOUR YEAR COURSE

| Semester | Category & | Subjects/Paper Titles | L | T | P | Credits | Max. |
|----------|------------|-----------------------|---|---|---|---------|------|
|----------|------------|-----------------------|---|---|---|---------|------|

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|  | Paper Code                            |  |   |   |   |           | Marks       |
|--|---------------------------------------|--|---|---|---|-----------|-------------|
| <b>FIRST</b>   | BBSC-01                               | Principles of Management   | 3 | 1 | - | 4         | 100         |
|  | BBSC-02                               | Business Mathematics   | 3 | 1 | - | 4         | 100         |
|  | BBSC-03                               | Financial Accounting   | 3 | 1 | - | 4         | 100         |
|  | BBGE-01                               | <b>Computer Application or (Chose any one from Pool in Other Faculty as per rule)</b>  | 3 | 1 | - | 4         | 100         |
|  | BBAEC-01                              | Environmental Studies  | 1 | 1 | - | 2         | 50          |
|  | BBVAC-01                              | Social Media Marketing OR (Choose any one from Pool Group)   | 1 | 1 | - | 2         | 50          |
| <b>TOTAL CREDIT &amp; TOTAL MARKS</b>  |                                       |  |   |   |   | <b>20</b> | <b>500</b>  |
| <b>SECOND</b>  | BBSC-04                               | Business Economics   | 3 | 1 | - | 4         | 100         |
|  | BBSC-05                               | Business Statistics  | 3 | 1 | - | 4         | 100         |
|  | BBSC-06                               | Cost Accounting  | 3 | 1 | - | 4         | 100         |
|  | BBGE-02                               | <b>(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<br>Gr.-II-Finance – Financial Management<br>Gr.-III-Marketing- Marketing Management<br><b>(One-BBSE -Choose any one Gr. from Own Pool as per rule)</b><br><b>OR</b><br><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<br>Gr.-II-Finance –Banking Operations & Management<br>Gr.-III-Marketing- Sales &Advertisement Management<br><b>(One-BBSE -Choose any one Gr. from Own Pool as per rule) OR</b><br><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<br><b>(One-COSE –Choose any one Gr. from Own Pool as per rule) OR<br/>(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><br>iv. GST with Return Filing <b>OR</b><br><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<br><b>(One-COSE –Choose any one Gr. from Own Pool as per rule) OR<br/>(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><br>iv. Web Analytics <b>OR</b><br><b>(Choose any one from Pool Group)</b>  | 1 | 1 | - | 2          | 50          |
| <b>TOTAL CREDIT &amp; TOTAL MARKS</b>   |  |  |   |   |   | <b>20</b>  | <b>500</b>  |
| <b>Students on exit shall be awarded Bachelor degree of in (Field of Multidisciplinary Study) after VI Semester</b> |  |  |   |   |   | <b>120</b> | <b>3000</b> |
| <b>For Award of Bachelor degree with Honors (Students not securing 7.5 CGPA)</b>                                    |  |  |   |   |   |            |             |
| <b>SEVENTH</b>  | BBSC-19  | <b>Strategic Management (4C)</b>   | 3 | 1 | - | 4          | 100         |
|   |  | <b>Elective - 1: Human Resource Management</b>   |   |   |   |            |             |
|   | BBSE-05  | People Management & Corporate Etiquettes   | 3 | 1 | - | 4          | 100         |
|   | BBSE-06  | Corporate Governance & Corporate Social Responsibility   | 3 | 1 | - | 4          | 100         |
|   | BBSE-07  | Talent Management  | 3 | 1 | - | 4          | 100         |
|   | BBSE-08  | Customer Relationship Management   | 3 | 1 | - | 4          | 100         |
|   |  | <b>Elective - 2 :Finance</b>   |   |   |   |            |             |
|   | BBSE-05  | Microfinance   | 3 | 1 | - | 4          | 100         |
|   | BBSE-06  | Security Analysis & Portfolio Management   | 3 | 1 | - | 4          | 100         |
|   | BBSE-07  | Financial Literacy & Investment Awareness  | 3 | 1 | - | 4          | 100         |
|   | BBSE-08  | Insurance and Risk Management  | 3 | 1 | - | 4          | 100         |
|   |  | <b>Elective - 3 : Marketing</b>  |   |   |   |            |             |
|   | BBSE-05  | E Commerce   | 3 | 1 | - | 4          | 100         |

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

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

Name and Signature of Convenor & Members:

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

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

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

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>   |  |   |   |
|---|--|---|---|
| <b>Program: Bachelor in Business Administration</b><br><i>(Certificate / Diploma / Degree/Honors)</i> |  | <b>Semester-VI</b>  | <b>Session: 2024-2027</b>                       |
| 1   | <b>Course Code</b>   | <b>BBSC- 16</b>   |   |
| 2   | <b>Course Title</b>  | <b>Business Ethics</b>  |   |
|   | <b>Course Type</b>   | <b>Discipline Specific Course (DSC)</b>   |   |
| 4   | <b>Pre-requisite(if,any)</b>   | <i>As per requirement</i>   |   |
| 5   | <b>Course Learning Outcomes(CLO)</b>   | <ul style="list-style-type: none"> <li>➤ Identify and evaluate Business Ethics theory and corporate social responsibility</li> <li>➤ Introduction and orientation to an ethical decision-making framework</li> <li>➤ Explore ethical theories.</li> </ul> |   |
| 6   | <b>Credit Value</b>  | <b>4 Credits</b>  | <i>Credit=15Hours-learning&amp; Observation</i> |
| 7   | <b>Total Marks</b>   | <b>Max.Marks: 100</b>   | <b>Min Passing Marks: 40</b>                    |
| <b>PART-B: Content of the Course</b>  |  |   |   |
| <b>Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)</b>                 |  |   |   |
| Unit  | Topics(Course contents)  |   | No. of Period                                   |
| <b>I</b>  | <b>Business Ethics:</b> Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management   |   | <b>15</b>                                       |
| <b>II</b>   | <b>Ethics in Management:</b> Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.<br><b>Role of Corporate Culture in Business:</b> Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit. |   | <b>15</b>                                       |
| <b>III</b>  | <b>Application of Business Ethics:</b> Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).        |   | <b>15</b>                                       |
| <b>IV</b>   | <b>Corporate Social Responsibility:</b> Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR.<br><b>Corporate governance:</b> Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)  |   | <b>15</b>                                       |
| <b>Keywords</b>   | <i>Business Ethic, Corporate Culture, Corporate Social Responsibility.</i>   |   |   |
| <b>PART-C: Learning Resources</b>   |  |   |   |
| <b>Text Books, Reference Books and Others</b>   |  |   |   |
| 1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response   |  |   |   |
| 2. Sherlekar, Ethics in Management Himalaya   |  |   |   |

*Annas*

*Sah B. Arif*

|  |  |  |
|--|--|--|
| 3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.<br>4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.<br>5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi               |  |  |
| <b>Online Resources–</b><br><a href="https://learninglink.oup.com/access/cranebe5e-student-resources&amp;ved">https://learninglink.oup.com/access/cranebe5e-student-resources&amp;ved</a><br><a href="https://edge.sagepub.com/spinello&amp;ved">https://edge.sagepub.com/spinello&amp;ved</a> |  |  |
| <b>PART-D: Assessment and Evaluation</b>   |  |  |
| <b>Suggested Continuous Evaluation Methods:</b><br><b>Maximum Marks: 100 Marks</b><br><b>Continuous Internal Assessment (CIA): 30 Marks</b><br><b>End Semester Exam (ESE): 70 Marks</b>  |  |  |
| <b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>   | <b>Internal Test/Quiz-(2): 20 &amp; 20</b><br><b>Assignment/Seminar- 10</b><br><b>Total Marks- 30</b>  | <b>Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks</b> |
| <b>End Semester Exam (ESE):</b>  | <b>Two section– A &amp; B</b><br><b>Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks</b><br><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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**FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)**  
**Department of Commerce and Management**

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>  |  |  |  |
|--|--|--|--|
| <b>Program: Bachelor in Business Administration</b><br>(Certificate / Diploma / Degree/Honors) |  | <b>Semester-VI</b>   | <b>Session: 2024-2027</b>                      |
| 1  | Course Code  | BBSC- 17   |  |
| 2  | Course Title   | Entrepreneurship & Small Business Management   |  |
|  | Course Type  | Discipline Specific Course (DSC)   |  |
| 4  | Pre-requisite(if,any)  | <i>As per requirement</i>  |  |
| 5  | Course Learning Outcomes(CLO)  | <ul style="list-style-type: none"> <li>➤ Students will be able to understand the significance of Entrepreneurship and the role an Entrepreneur plays in economic growth of the country.</li> <li>➤ Will understand the various Financial, Technical and Marketing Assistance provided for the establishment and growth of entrepreneurship.</li> <li>➤ Students will be able to understand Entrepreneurial Behavior, Social Entrepreneurship, Small Scale Industries, and Understanding Women Entrepreneurship.</li> </ul> |  |
| 6  | Credit Value   | 4 Credits  | <i>Credit=15Hours-learning&amp;Observation</i> |
| 7  | Total Marks  | Max.Marks: 100   | Min Passing Marks: 40                          |
| <b>PART-B: Content of the Course</b>   |  |  |  |
| <b>Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)</b>          |  |  |  |
| Unit   | Topics(Course contents)  |  | No. of Period                                  |
| I  | <b>Entrepreneur:</b> Definition, emergence of Entrepreneurial class. Theories of Entrepreneurship, Characteristics of Entrepreneur. Entrepreneurial Traits. Types and Significance. Role and Importance of entrepreneur in economic growth .Government's Policy with regards to SSI and Entrepreneurs.<br><b>Entrepreneurial Development Programmes in India:</b> Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies .Entrepreneurial Environment. Entrepreneurial Ecosystem & Problems .Innovation – Concept and Types. Innovation and Entrepreneur. (Learning Through Experience In Chhattisgarh Area) |  | 15   |
| II   | <b>Entrepreneurial Behavior:</b> Innovation and Entrepreneurship, Entrepreneurial Behaviour, Social Responsibility and Entrepreneurial Motivation. Entrepreneurship and Industrial Development: Planning and growth of industrial activities through industrial Policy of the Government.<br><b>Social Entrepreneurship:</b> Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.  |  | 15   |
| III  | <b>Women Entrepreneurship:</b> Concept, Evaluation, Importance and functions of Women Entrepreneurship, Topologies and categories of Women Entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.   |  | 15   |
| IV   | <b>Small Scale Industries:</b> Meaning & Definition; Product Range; Capital Investment; Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries,  |  | 15   |



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

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

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

**Text Books, Reference Books and Others**

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

**Online Resources–**

[https://nios.ac.in/media/documents/249 Entrepreneurship/English pdf/249 Entrepreneurship Lesson 17.pdf&ved=](https://nios.ac.in/media/documents/249_Entrepreneurship/English_pdf/249_Entrepreneurship_Lesson_17.pdf&ved=)

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

**Suggested Continuous Evaluation Methods:**

**Maximum Marks:** 100 Marks

**Continuous Internal Assessment (CIA):** 30 Marks

**End Semester Exam (ESE):** 70 Marks

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

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

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

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>  |  |  |                                     |
|--|--|--|-------------------------------------|
| <b>Program:</b> Bachelor in Business Administration<br>(Certificate / Diploma / Degree/Honors)   |  | <b>Semester-VI</b>   | <b>Session:2024-2027</b>            |
| 1  | <b>CourseCode</b>  | BBSC - 18  |                                     |
| 2  | <b>CourseTitle</b>   | Business Taxation  |                                     |
|  | <b>CourseType</b>  | Discipline Specific Course (DSC)   |                                     |
| 4  | <b>Pre-requisite(if,any)</b>   | As per requirement   |                                     |
| 5  | <b>Course Learning Outcomes(CLO)</b>   | <ul style="list-style-type: none"> <li>➤ Students would identify the technical terms related to income tax.</li> <li>➤ Students would compute the net total income of an individual.</li> <li>➤ After the completion of the course, students will be able to acquire deep knowledge on GST.</li> </ul> |                                     |
| 6  | <b>Credit Value</b>  | 4 Credits  | Credit=15Hours-learning&Observation |
| 7  | <b>Total Marks</b>   | 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>Income Tax:</b> Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions; Basis of charge; Scope of Total Income, Residence and Tax Liability.   |  | 15                                  |
| II   | <b>Heads of Income:</b> Salary, House Property, Business or Profession, capital gains, other sources, clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems). Computation of Gross Total Income, Tax Liability, Introduction of E-filing & ITR.<br><b>Rebates and Reliefs:</b> Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.  |  | 15                                  |
| III  | <b>Goods and Services Tax (GST):</b> Objectives and basic scheme of GST, Meaning – Salient features of GST – Subsuming of taxes – Benefits of implementing GST, Structure of GST (Dual Model) – Central GST – State / Union Territory GST – Integrated GST, GST Council: Structures Power and Functions. Provisions for amendments, GST Network, Registration. Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, Exemption from GST, billing and e way billing. |  | 15                                  |
| IV   | <b>Eligible and Ineligible Input Tax Credit:</b> Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Tax Invoice, Debit Notes, Returns, Audit in GST.  |  | 15                                  |
| <b>Keywords</b>  | Income Tax, Salary, House Property, Rebates, Goods and Service Tax.  |  |                                     |
| <b>PART-C: Learning Resources</b>  |  |  |                                     |
| Text Books, Reference Books and Others   |  |  |                                     |
| <ol style="list-style-type: none"> <li>1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.</li> <li>2. Singhanian V.K.: Direct Taxes, Direct tax planning &amp; management.</li> <li>3. Mehrotra &amp; Goyal: Sales tax and taxation</li> <li>4. H.C. Mehrotra: Income tax Law Accounts</li> <li>5. Central excise duty act</li> <li>6. Income tax Act</li> <li>7. Central Sales tax Act</li> <li>8. Goods &amp; Services Tax – Indian Journey: N.K. Gupta &amp; Sunnania Batia, Barat's Publication</li> </ol> |  |  |                                     |

|  |  |  |
|--|--|--|
| <b>Online Resource</b><br><a href="https://www.gstindiaonline.com">https://www.gstindiaonline.com</a><br><a href="https://cleartax.in/s/e-invoicing-gst&amp;ved">https://cleartax.in/s/e-invoicing-gst&amp;ved</a> |  |  |
| <b>PART-D: Assessment and Evaluation</b>   |  |  |
| <b>Suggested Continuous Evaluation Methods:</b>  |  |  |
| <b>Maximum Marks: 100 Marks</b>  |  |  |
| <b>Continuous Internal Assessment (CIA): 30 Marks</b>  |  |  |
| <b>End Semester Exam (ESE): 70 Marks</b>   |  |  |
| <b>Continuous Internal Assessment (CIA): (By Course Teacher)</b>   | Internal Test/Quiz-(2): 20 & 20<br>Assignment/Seminar- 10<br>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><br>Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks<br>Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks |  |

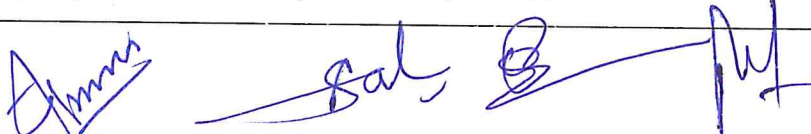
**Name and Signature of Convenor & Members (CBOS)**

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

## COURSE CURRICULUM

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



**PART-C: Learning Resources**

Text Books, Reference Books and Others

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

Online Resources-

<https://multimedia.3m.com/mws/media/5140770/bc3melectronicresources.pdf&ved>
**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

|   |   |   |
|---|---|---|
| <b>Continuous Internal Assessment (CIA):</b><br>(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<br>Total Marks- 30   |   |
| <b>End Semester Exam (ESE):</b>                                     | Two section - A & B<br>Section A: Q1. Objective - 10 x 1 = 10 Marks; Q2. Short answer type - 5 x 4 = 20 Marks<br>Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4 x 10 = 40 Marks |   |

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






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

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>  |   |   |                                     |
|--|---|---|-------------------------------------|
| <b>Program:</b> Bachelor in Business Administration<br>(Certificate / Diploma / Degree/Honors) |   | <b>Semester-VI</b>  | <b>Session:2024-2027</b>            |
| 1  | CourseCode  | BBSE -04  |                                     |
| 2  | CourseTitle   | Elective B – Finance: Financial Institutions & Markets  |                                     |
|  | CourseType  | Discipline Specific Elective (DSE)  |                                     |
| 4  | Pre-requisite(if,any)   | Asper requirement   |                                     |
| 5  | Course Learning Outcomes(CLO)   | <ul style="list-style-type: none"> <li>➤ To understand the concept of financial market.</li> <li>➤ To identify the nature and various types of financial markets in India.</li> <li>➤ To examine the various aspects, types and functioning of different parts of various financial market.</li> <li>➤ To analyze the linkages of the different classifications of financial market and their effect on financial system.</li> <li>➤ To develop conceptual understanding about Indian financial system.</li> <li>➤ To get a clear understanding about financial institution &amp; its instruments.</li> <li>➤ To get an overview of financial services and regulatory framework relating to Merchant Banking in India.</li> </ul> |                                     |
| 6  | Credit Value  | 4 Credits   | Credit=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>Indian Financial System:</b> Introduction, Evolution of Financial System In India, Overview of Financial System In India, Components of Financial System, Flow of Funds Matrix, Objectives of Financial System, Functions of Financial System, Financial System And Financial Market, Economic Development, Reforms In Indian Financial Sector.  |   | 15                                  |
| II   | <b>Financial Market:</b> Indian Money Market: An Overview of Indian Money Market,; Organisation Structure of Money Market in India, Functions of Indian Money Market, Instruments of Money Market, Defects of Indian Money Market, Role of Central Bank in Money Market, Recommendations of Reserve Bank of India;<br><b>Indian Capital Market:</b> Meaning, Features of Capital Market, Objectives of Capital Market, Functions of Capital Market, Capital Market Organization Structure, Capital Market Institutions, Capital Market Instruments, Debt Market in India, Indian Equity Market. |   | 15                                  |
| III  | <b>Primary and Secondary Market:</b> Primary Market; New Issues Market, Initial Public Offer (IPO), Offer for Sale, Private Placement Method, Rights Issue, Bonus Issue, Tender Method, Book Building, Intermediaries in Primary Market.<br><b>Secondary Market:</b> Components of Secondary Market, Characteristic Features of Secondary Market, Advantages and Disadvantages of Secondary Market, Functions of Secondary Market, Role of Secondary Market, SEBI In Secondary Market.  |   | 15                                  |
| IV   | <b>Financial Institutions:</b> Commercial Banking – Its role in project finance and Working Capital Finance; Development Financial Institutions (DFIs) – An overview and role in Indian economy; Life and nonlife insurance companies in India; Mutual Funds – Introduction and their role in Capital Market Development.<br>Non-Banking Financial Companies (NBFCs); Stock Exchange Board of India;  |   | 15                                  |

|  |   |  |  |
|--|---|--|--|
|  | Constitution of SEBI, Reasons for Establishment of SEBI, Purpose And Role of SEBI, Objectives of SEBI, Functions of SEBI, Powers of SEBI, SEBI Guidelines for Eligibility Norms, Rights Issue, SEBI Guidelines about Book Building, SEBI Regulations with Respect to Green Shoe Option. Stock Exchange: Importance & Functions of a Stock Exchange, Major Stock Exchanges In India, Trading Procedures in a Stock Exchange. |  |  |
| <b>Keywords</b>  | <i>Financial Market, Primary Market, Secondary Market, Financial Institutions.</i>  |  |  |
| <b>PART-C: Learning Resources</b>  |   |  |  |
| Text Books, Reference Books and Others   |   |  |  |
| <ol style="list-style-type: none"> <li>1. Jaiswal B. &amp; Venkatraman Bhuvana.- <i>Financial Market, Institutions &amp; Financial Services</i></li> <li>2. Subhash Chandra Das- <i>The Financial System in India</i></li> <li>3. Jaiswal B. &amp; Venkatraman Bhuvana.- <i>Indian Financial System</i></li> <li>4. K Sasidharan. Alex K Mathews- <i>Financial Services and System</i></li> <li>5. V A Avadhani- <i>Financial Services in India</i></li> <li>6. Khan, M. Y., <i>Indian Financial Systems, McGraw Hill, 11th Edition (2019)</i></li> <li>7. Dhanekar, <i>Pricing of Securities, New Delhi: Bharat Publishing House.</i></li> <li>8. Clifford Gomez, <i>Financial Markets, Institutions and Financial Services, PHI Learning.</i></li> <li>9. Pathak, Bharti V., <i>Indian Financial System, Pearson Education</i></li> <li>10. Prasanna, Chandra, <i>Financial Management: Theory and Practice, McGraw-Hill Education.</i></li> </ol> |   |  |  |
| Online Resources-  |   |  |  |
| <a href="https://library.ccis.edu/finance/markets&amp;ved">https://library.ccis.edu/finance/markets&amp;ved</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):<br>(By Course Teacher)   | Internal Test/Quiz-(2): 20 & 20<br>Assignment/Seminar- 10<br>Total Marks- 30  | Better marks out of the two Test/ Quiz<br>+ obtained marks in Assignments shall be considered against 30 Marks |  |
| End Semester Exam (ESE):   | Two section- A & B<br>Section A: Q1. Objective-10x1=10 Mark; Q2. Short answer type-5x4=20 Marks<br>Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks   |  |  |

Name and Signature of Convenor & Members: (CBOS)

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

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>   |  |   |   |
|---|--|---|---|
| <b>Program: Bachelor in Business Administration</b><br><i>(Certificate / Diploma / Degree/Honors)</i>   |  | <b>Semester-VI</b>  | <b>Session: 2024-2027</b>                       |
| 1   | CourseCode   | BBSE -04  |   |
| 2   | CourseTitle  | Elective C – Marketing: Logistics & Supply Chain Management   |   |
|   | CourseType   | Discipline Specific Elective (DSE)  |   |
| 4   | Pre-requisite(if,any)  | <i>Asperrequirement</i>   |   |
| 5   | CourseLearning Outcomes(CLO)   | <ul style="list-style-type: none"> <li>➤ <i>Able to know the Emerging trends in Retailing and to know about Store Planning.</i></li> <li>➤ <i>Elements of Retail Store Operations</i></li> <li>➤ <i>Concept of Supply Chain Management</i></li> <li>➤ <i>Components of Supply Chain Management and understanding Benchmarking Process.</i></li> <li>➤ <i>Understanding about Customer Relationship Management and Role of E – Commerce in Supply Chain Management.</i></li> </ul> |   |
| 6   | CreditValue  | 4Credits  | <i>Credit=15Hours-learning&amp; Observation</i> |
| 7   | TotalMarks   | 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>Logistics:</b> Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management;<br><b>Supply Chain Management:</b> Significance and Challenges and Importance of a SupplyChain (SC); Key Drivers of Supply Chain Management.   |   | 15  |
| II  | <b>Supply Chain Strategies:</b> Push-based, Pull-based and Push-Pull based Supply Chain; Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain Environment: Transportation in Supply Chain Environment.   |   | 15  |
| III   | <b>Components of Supply Chain Management:</b> Three Components of Supply Chain Management; Demand Management; Demand Forecasting; Supply Management; Evolution of ERP; Concept of ERP in Supply Chain Management; Understanding the Benchmarking Concept; Benchmarking Process; Benchmarking Procedure;  |   | 15  |
| IV  | <b>Customer Relation Management(CRM):</b> Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: New Developments in Supply Chain Management; Outsourcing SupplyChain Operations; The Role of E- Commerce in Supply Chain Management; Green Supply Chain Management; Distribution Resource Planning. |   | 15  |
| Keywords  | <i>Logistics, Supply Chain Management, Customer Relationship Management.</i>   |   |   |
| <b>PART-C: LearningResources</b>  |  |   |   |
| TextBooks, Reference Books and Others   |  |   |   |
| 1. <i>Michel H Hungo (2003) Supply Chain Management: PHI</i><br>2. <i>Chopra S. (2007) Supply Chain Management: McGraw Hill</i><br>3. <i>Samir S. &amp; Ballao (2003) Logistics Management: Pearson</i> |  |   |   |

**Online Resources–**

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

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

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

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

|   |  |   |
|---|--|---|
| <b>Continuous Internal Assessment (CIA):</b><br>(By Course Teacher) | Internal Test/Quiz-(2): 20 & 20  | Better marks out of the two Test/ Quiz<br>+ obtained marks in Assignments shall be<br>considered against 30 Marks |
|   | Assignment/Seminar-<br>Total Marks-  |   |
| <b>End Semester Exam (ESE):</b>                                     | Two section – A & B<br>Section A: Q1. Objective – 10x1=10 Mark; Q2. Short answer type – 5x4=20 Marks<br>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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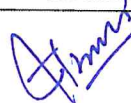
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>   |   |  |  |
|---|---|--|--|
| <b>Program:</b> Bachelor in Business Administration<br>(Certificate/ Diploma /Degree)   |   | <b>Semester-VI</b>   | <b>Session: 2024-2027</b>  |
| 1   | <b>Course Code</b>  | BBSEC - 04   |  |
| 2   | <b>Course Title</b>   | Basic Statistics Using Microsoft Excel   |  |
| 3   | <b>Course Type</b>  | Skill Enhancement Course [SEC]   |  |
| 4   | <b>Pre-requisite (if, any)</b>  | As per requirement   |  |
| 5   | <b>Course Learning Outcomes (CLO)</b>   | <ul style="list-style-type: none"> <li>➤ Learn about important statistical functions available in Microsoft Excel.</li> <li>➤ Create data set and filtering the categories under variable.</li> <li>➤ Learn some important type of charts and those charts will be used to make prediction.</li> <li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li> <li>➤ Use analysis tool box function for testing of hypothesis problems</li> </ul> |  |
| 6   | <b>Credit Value</b>   | 2 Credit<br>(1C+1C)  | Credit= 15Hours– Theoretical learning and<br>=30 Hours Laboratory or Field learning/Training |
| 7   | <b>Total Marks</b>  | Max.Marks: 50  | Min Passing Marks: 20  |
| <b>PART-B: Content of the Course</b>  |   |  |  |
| <b>Total No. of Teaching–learning Periods:</b><br>Theory – 15 Periods (15Hrs) and Lab. or Field learning/Training 30 Periods (30Hours)  |   |  |  |
| Module  | Topics (Course contents)  |  | No. of Period  |
| <b>Theory Contents</b>  | Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart<br>Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting. |  | <b>15</b>  |
| <b>Lab./Field Training Contents</b>   | Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.  |  | <b>30</b>  |
| <b>Keywords</b>   | Statistics, Charts, Trend, ANOVA, Linear Regression.  |  |  |
| <b>PART-C: Learning Resources</b>   |   |  |  |
| <b>Text Books, Reference Books and Others</b>   |   |  |  |
| <b>Text Books Recommended–</b>  |   |  |  |
| 1. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.<br>2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.<br>3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8 <sup>th</sup> edition, Pearson publication.<br>4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.<br>5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press. |   |  |  |
| <b>Online Resources–</b>  |   |  |  |
| ➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a><br>➤ <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):</b><br>(By Course Coordinator) | Internal Test / Quiz-(2): 10 &<br>10 Assignment/Seminar<br>+ Attendance - 05 Total Marks -  | Better marks out of the two Test/ Quiz<br>+ obtained marks in Assignment shall<br>be considered against 15 Marks |
| <b>End Semester Exam (ESE):</b>   | <b>Laboratory/Field Skill Performance: Onspot Assessment</b><br>M. Performed the Task based on learned skill- 20 Marks<br>N. Spotting based on tools (written) 10 Marks<br>O. Viva-voce (based on principle/technology) -05 Marks | <b>Managed</b><br><b>by Coordinator</b><br><b>as per skilling</b>  |

Name and Signature of Convener & Members of CBOS:

*[Handwritten Signature]*

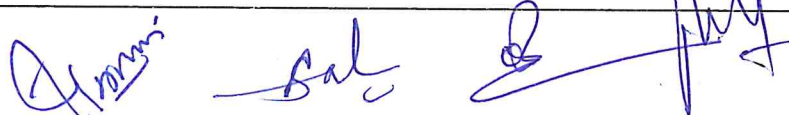
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FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

| <b>PART-A: Introduction</b>  |  |  |  |
|--|--|--|--|
| <b>Program:</b> Bachelor in Business Administration<br>(Certificate/ Diploma /Degree)  |  | <b>Semester-VI</b>   | <b>Session: 2024-2027</b>  |
| 1  | <b>Course Code</b>   | BBSEC - 04   |  |
| 2  | <b>Course Title</b>  | Basic Statistics Using Microsoft Excel   |  |
| 3  | <b>Course Type</b>   | Skill Enhancement Course [SEC]   |  |
| 4  | <b>Pre-requisite (if, any)</b>   | <i>As per requirement</i>  |  |
| 5  | <b>Course Learning Outcomes (CLO)</b>  | <ul style="list-style-type: none"> <li>➤ Learn about important statistical functions available in Microsoft Excel.</li> <li>➤ Create data set and filtering the categories under variable.</li> <li>➤ Learn some important type of charts and those charts will be used to make prediction.</li> <li>➤ Use Microsoft excel software to estimate the models from real data, and draw conclusions.</li> <li>➤ Use analysis tool box function for testing of hypothesis problems</li> </ul> |  |
| 6  | <b>Credit Value</b>  | 2 Credits<br>(1C+1C)   | <i>Credit = 15 Hours – Theoretical learning and = 30 Hours<br/>Laboratory or Field learning/Training</i> |
| 7  | <b>Total Marks</b>   | <b>Max. Marks: 50</b>  | <b>Min Passing Marks: 20</b>   |
| <b>PART-B: Content of the Course</b>   |  |  |  |
| <b>Total No. of Teaching-learning Periods:</b><br>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>   | Basic Statistics: Statistical Functions be used to perform basic calculations on ranges of values, Ranking Functions, Rank values to establish percentages and percentiles, Data Analysis Toolpak, Quickly and easily perform statistical calculations with the Data Analysis Charts - Bar Chart, Pie chart, Scatter diagram, Histogram, Line chart Trend method, polynomial regression, logistic regression, exponential smoothing, exponential trend method for forecast and moving average and time series forecasting. | <b>15</b>  |  |
| <b>Lab./Field Training Contents</b>  | Descriptive Statistics: statistical measures t tests for one sample, two sample F tests for one sample, two sample, ANOVA for single factor, ANOVA for two factor, Correlation, Simple Linear Regression and Multiple linear regression.   | <b>30</b>  |  |
| <b>Keywords</b>  | <i>Statistics, Charts, Trend, ANOVA, Linear Regression.</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. A. N. Sah (2021). Statistics For Management Using Ms Excel, Dreamtech Press.</li> <li>2. Neil J Salkind (2015). Excel Statistics, SAGE publications, Inc.</li> <li>3. Livine David M (2017). Statistics for Manager using Microsoft Excel, 8<sup>th</sup> edition, Pearson publication.</li> <li>4. Hansa Lysander Manohar (2017). Data Analysis and Business Modelling Using Microsoft Excel, PHI publisher.</li> <li>5. Glyn Davis and Branko Pecar (2014). Business Statistics Using Excel, Oxford University Press.</li> </ol> |  |  |  |
| <b>Online Resources–</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>➤ <a href="https://www.googleadservices.com/pagead/">https://www.googleadservices.com/pagead/</a></li> <li>➤ <a href="https://www.coursera.org/">https://www.coursera.org/</a></li> </ul>   |  |  |  |
| <b>PART-D: Assessment and Evaluation</b>   |  |  |  |



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

Name and Signature of Convener & Members of CBOS:

*Amni*

GOES TO 07TH SEMESTER

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