

**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**

Ash
(Dr Syed Saleem Agha)

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(Dr. D. R. Meheram)

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11/6/24
(R.K. MOURYA)

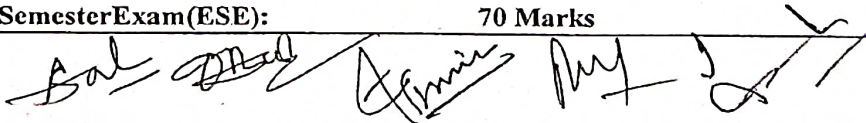
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(Prof. A.K. Sirota)

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

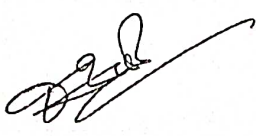


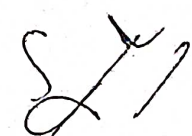
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSC-01	
2	Course Title	Principles of 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"> ➤ The students will understand concepts, rules or procedures of Principles of Management. ➤ Improve their cognitive thinking. ➤ The students will learn proficient and effective use of knowledge and ability in performance.. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction: Concept, Nature, Process and Significance of Management, Role, Function and Responsibility of Management, Management Thought; Classical and Neo-classical system; Concept Approaches. (Learning through experience in Chhattisgarh area.)		15
II	Planning: Concept of Planning, Characteristics of Planning, Steps in Planning Process; Benefits and Limitations of Planning, Types of Planning, Objective, Strategies, Policies, Environment analysis and diagnosis; Strategy formulation search for advantages and business possibilities in Chhattisgarh.		15
III	Organizing : Concept, nature, process and significance; authority and resident relationship; Centralization and Decentralization; Departmentalization, Organization structure – forms and contingency factors. Decision making: Features of Decision making, Role of Decision making in Management, Types of Managerial Decision, Steps in Decision making process, Decision techniques; Principles of Decision making.		15
IV	Controlling and Budgeting: Nature of Control, Relationship between Planning and Control, Need for Control; Significance and Limitations of Control, Types of Control, Process of Control; Budgetary Control, Performance Budgeting; Zero Based Budgeting; Management Audit; Networks Techniques.		15
Keywords	Management, Planning, Organising, Decision Making, Controlling and Budgeting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended –			
1. Drucker Peter F: Management Challenges for the 21 st century; Butterworth Heinemann.			
2. Wehrich and Koontz, Essentials of Management; Tata Mc Graw Hill, New Delhi.			
3. P.C. Tripathi : Principles of Management Mc Graw Hill Education 6 th edition.			
4. Terry and Frankin; Principles of Management; AITBS, New Delhi.			
5. M.Gupta: Principles of Management; Motilal U.K. Books of India New Delhi			
Online Resources–			
https://www.kopykitab.com/			
https://www.hitbullseye.com/grad-			
PART-D: Assessment and Evaluation			
Suggested Continuous Evaluation Methods:			
Maximum Marks:		100 Marks	
Continuous Internal Assessment (CIA):		30 Marks	
End Semester Exam (ESE):		70 Marks	



Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2):20&20 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=10Mark; Q2. Short answer type-5x4=20Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40Marks	

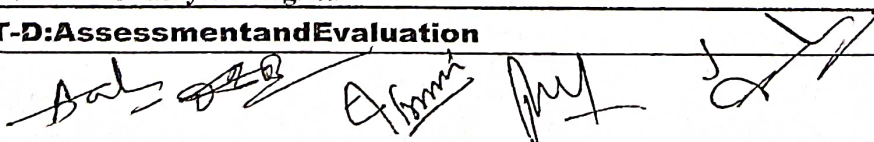
Name and Signature of Convenor & Members (CBoS):

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

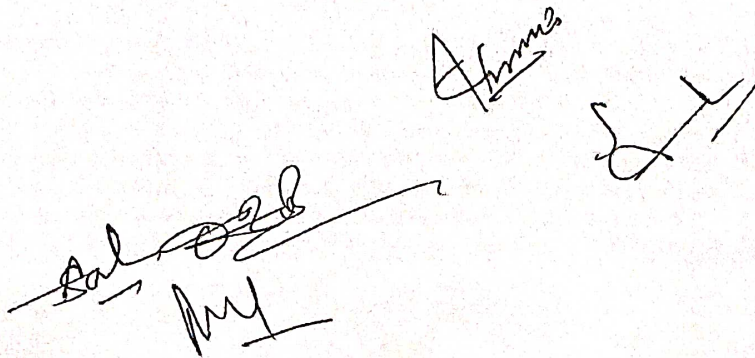
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSC-02	
2	Course Title	Business Mathematics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ The aim of the course is to build knowledge and understanding of Business Mathematics among the student. ➤ The course seeks to give detailed knowledge about the subject matter by instilling in the basic ideas about Business Mathematics. ➤ To provide knowledge about Mathematics and its use in business. To enable the learner about Mathematical Calculations. 	
6	Credit Value	4 Credits	Credit=15Hours-learning& Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Matrices: Definition of a Matrix; Types of Matrices; Algebra of Matrices; Adjoint of a Matrix, Matric Inverse elementary row & column operations. Determinants: Properties of determinants; Calculation of values of Determinants up to third order.		15
II	Types of Equations: Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Method only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems. Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification		15
III	Average & Ratio: duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse. Proportion, problems. Speed, Distance and Time. Commission, Discount, Profit and Loss, Percentages.		15
IV	Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting,		15
Keywords: Matrices, Indices, Logarithms, Average, Ratio, Proportion, Simple Interest.			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Business Mathematics: Dr. S.M. Shukla, Sahitya Bhawan Publications.			
2. "Practical Business Mathematics and Statistics" Suranjan Saha, Tata Mc. Graw – Hill Publishing Company Ltd. New Delhi.			
3. "Business Mathematics" by Dr. B.N. Gupta & Dr. S.K. Agrawal, Sahitya Bhawan Agra.			
4. M. Raghavachari : Mathematics for Management – An Introduction. Tata Mc Graw Hill Pub. Co., New Delhi.			
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-			
PART-D: Assessment and Evaluation			



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

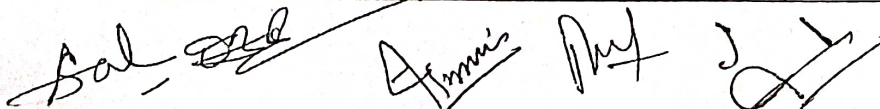
Name and Signature of Convenor & Members (CBOS):



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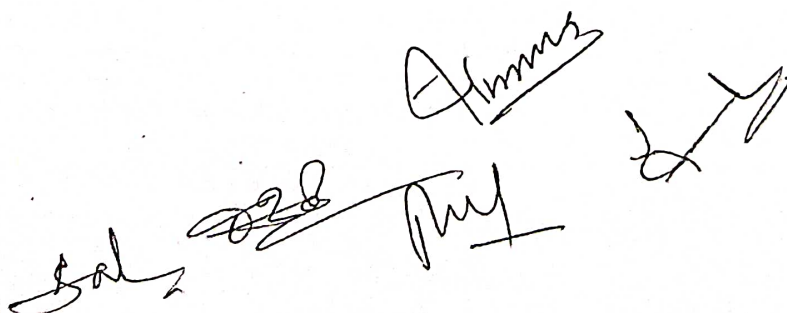
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSC-03	
2	Course Title	Financial Accounting	
	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"> ➤ learn the commonly used accounting terminology, Identify the users of accounting information and their respective requirements ➤ explain the process of recording and classifying the business transactions and events, Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement ➤ Explain accounting software and to acquaint with how to work in Tally Software. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Accounting – Definition, Meaning, Advantages, Limitations and Accounting System; Relationship of Accounting with other functional Areas, Scope of Accounting, Uses of Accounting, Double Entry of Book Keeping, Difference between Book Keeping and Accountancy. Capital and Revenue – Classification of Capital & Revenue; Golden Rules of Accounting, Journal, Ledger, Subsidiary books – Cash Book, Meaning and type of Cash Book - Single Column.		15
II	Rectification of Errors: Classification of Error, Location of Error, Suspense Account, Effects on profit; Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Pass Book Balance,		15
III	Final Account: Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance Sheet (Simple Adjustment only). Depreciation - Meaning, Definition, Importance, Defects of Depreciation - Method of calculating Depreciation - Straight line method - Written down value method,		15
IV	Accounting Software – Introduction - Meaning of Accounting Software, Types of Accounting Software; Tally - Meaning of Tally Software – Features – Advantages, Configuring Tally - General Configuration, Numerical symbols, Accounts / Inventory info – Master Configuration - Voucher Entry Configuration. Working in Tally: Groups, Ledgers, writing voucher, Different types of Voucher, Voucher Entry Problem on Voucher entry- Generating Basic Reports in Tally - Trial Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.		15
Keywords	Accounting, Capital, Revenue, Rectification of Errors, BRS, Final Accounting.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
<ol style="list-style-type: none"> 1. S.M. Shukla, Accounting Principles, Sahitya Bhawan Publication, Agra 2. Hanif Mukherji, Modern Accounting- Vol -I, T.M.H. 3. S.P. Jain and K.L. Narang – Financial Accounts, Kalyani Publishers. 4. S.N. Maheshwari, Advanced Accountancy, Vol I, Vikas Publishing House. 5. T.S. Grewal, Advanced Accounts, S. Chand & Sons, New Delhi. 6. R.L. Gupta, Advanced Accounts, S. Chand & Sons, New Del 7. T.P. Ghosh, Financial Account for Manager Taxmann Allied Services Pvt. Ltd. 			



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

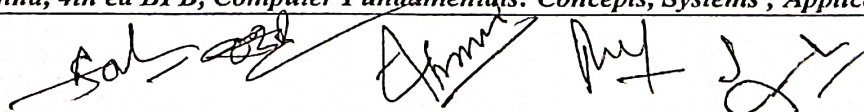
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DEPARTMENT OF COMMERCE & Management

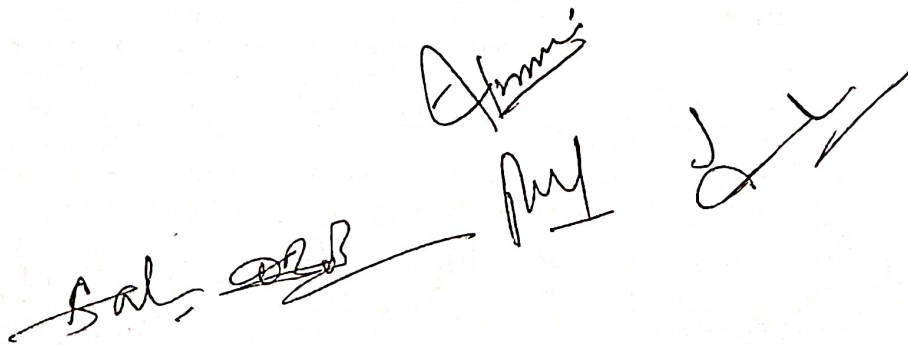
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBGE-01	
2	Course Title	Computer Application	
3	Course Type	Generic Elective (GE)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Bridge the fundamental concepts of computers with the present level of knowledge of the students. ➤ Familiarize operating systems, peripheral devices, software, Internet and viruses. ➤ It focuses on computer literacy that prepares students for life-long learning of computer concepts and skills. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction to Computers: Definition of Computer, Computer Architecture, Characteristics and Capabilities: Speed, Accuracy, Reliability, Memory Capability, Repeatability, Advantages and Limitations of Computer. Type of Computer: Analog, Digital, Hybrid, General and Purpose Computers, Computer Generation & their classification, Comparison between Micro, Mini & Main Frame Computers. Input/output Devices and Memory: Input and Output Devices of Computer. Memory of Computer: Primary and Secondary Storage, Main Memory, Secondary Memory; Cache Memory; Real and Virtual Memory; Memory Management Unit (MMU).		15
II	Software and Operating System: Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System - DOS, Window & Linux. Graphical User Interface [GUI] - Windows Operating System. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies. Types of Software: Application Software, System Software, Operating System:		15
III	MS Word: Working with MS Word: Creating, Saving, Printing & editing word documents, formatting documents, checking spelling & grammar, adding page no., footnote, graphics Clipart, mail merge. Spreadsheet Software: Introduction to Spreadsheet, creation and their Application, Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet. Formulas, function, Addressing, Graphics on spreadsheet, modes of Data Processing, & Report generation,		15
IV	Presentation Software: Creating and managing slides and Presentation, entering and editing content on slides, presenting content in tables, Inserting, creating and managing graphics, adding sound and Animation to slides, reviewing, preparing and delivering presentation, Customizing and Sharing presentations. Internet and Virus: Elementary Internet Application, Security Control: Physical Security, data Security, hardware and Software Threats. Computer Viruses: Types of Viruses, Logic Bombs, Trojan Horses, Worms. Virus Prevention, Things that are not Virus, Antivirus.		15
Keywords	Software, Operating System, MS word, Spreadsheet Software		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
P. K Sinha, 4th ed BPB, Computer Fundamentals: Concepts, Systems ; Applications			



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

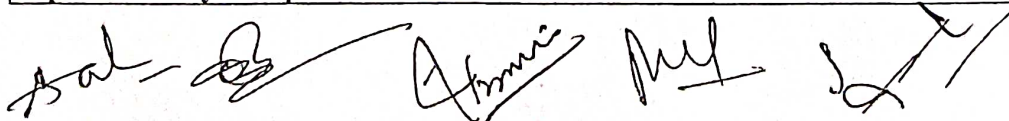
Signature of Convener & Members (CBOS):



FOUR YEAR UNDERGRADUATE PROGRAM (2024-28)
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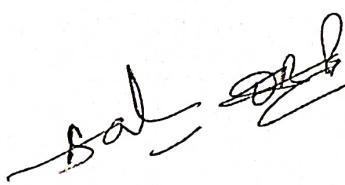

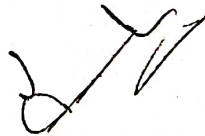
COURSE CURRICULUM

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



PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 50 Marks		
Continuous Internal Assessment (CIA): 15 Marks		
End Semester Exam (ESE): 35 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar+Attendance- 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 15 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-05 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 Convener & Members (CBOS)

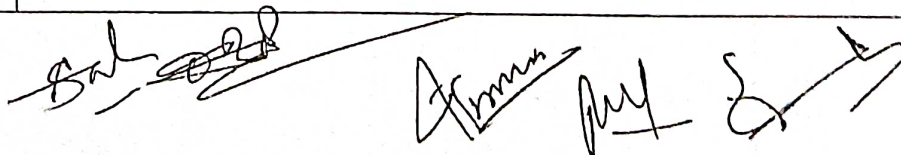





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FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-04	
2	Course Title	Business Economics	
	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"> ➤ Get an insight into the fundamentals of economics and theory of consumer behaviour. ➤ To make the students understand demand and supply, theory of production & theory of cost. ➤ To make students understand market structure, forms of market, perfect competition & basic concepts of revenue and rent. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Introduction: Nature and Scope- Positive and Normative Economics, Micro and Macro Economics; Central Problems of an economy; Working of price mechanism. Theory of Consumer Behaviour: Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium		15
II	Demand: Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand; Supply: Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply; Equilibrium of Demand and Supply. Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply.		15
III	Theory of Production: Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale; Producer's Equilibrium- Least-Cost Factor Combination and Output Maximization for a given Level of Outlay; Theory of Costs: Basic Concepts, Short-run Total Cost Curves. Fixed and Variable, Short-run Average and Marginal Cost Curves, Relationship between Average and Marginal Cost Curve, Average and Marginal Cost; Curves in the Long-run. Basic Concepts of Revenue, Revenue Curves, Relationship between Average and Marginal Revenue Curve. Equilibrium of the Firm: Meaning, Objectives of the Firm, Total Distribution- Concept and Marginal Productivity theory of distribution.		15
IV	Market Structure: Meaning, Forms of market- Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. Wage: Concept and Determination of Wages. Rent- Concept, Ricardian and Modern Theories of Rent. Interest: Concept and Theories of Interest; Profit: Nature, Concepts and Theories of Profit.		15
Keywords	Consumer Behaviour, Demand, Supply, Production, Cost, Market Structure,		



PART-C: Learning Resources

Text Books, Reference Books and Others

STUDY MATERIAL FOUNDATION PROGRAMME BUSINESS ECONOMICS,
*The Institute of Company Secretaries of INDIA.*2. *H. L. Ahuja, Business Economics.*3. *H. L. Ahuja, Principles of Microeconomics*4. *Bradley R. Schiller, The Macro Economics Today, Tata McGraw-Hill,*5. *B. Douglas Bernheim and Michael D. Whinston, Microeconomics, Tata McGraw-Hill,*6. *Lipsey, R.G. and A.K. Chrystal, Economics, Oxford Univ. Press, 2007.*7. *Mankiw, N.G., Economics: Principles and Applications, Cengage Learning, 2009.*8. *Pindyck, R.S. and D.L. Rubinfeld, Microeconomics, Pearson Education, 2008. Stiglitz, J.E. and C.E. Walsh, Principles of Economics, W.W. Norton, 2002.*

Online Resources-

<https://www.kopykitab.com/><https://www.hitbullseye.com/grad->**PART-D: Assessment and Evaluation**

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks

Continuous Internal Assessment (CIA): 30 Marks

End Semester Exam (ESE): 70 Marks

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

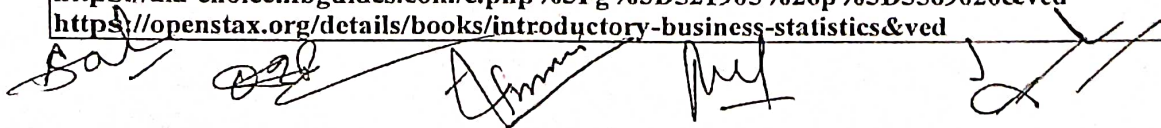
Name and Signature of Convenor & Members: (CBOS)

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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-05	
2	Course Title	Business Statistics	
	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"> ➤ Students will be able to learn basic theoretical and applied principles of Statistics needed to enter the job force. ➤ Students will be able to communicate key statistical concepts to non-Statisticians. ➤ Students will gain proficiency in using Statistical Software for Data Analysis. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Statistical Methods: Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation of Data. Classification of Data: Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / Tabulation of Data – Objectives of Tabulation – Parts & Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and Limitations of Graphs.		15
II	Measures of Central Tendency: Mean - Combined Mean – Weighted Mean, Median – Quartiles; Relationship between Mean, Median and Mode. Measures of Variation: Range, Quartile Deviation, Standard Deviation, Co-efficient of Variation – Skewness, (Conceptual framework only)		15
III	Correlation Analysis: Correlation analysis: Meaning and Significance; Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient.		15
IV	Index Number: Meaning and Significance, Problems in construction of Index Numbers, Methods of constructing Index Numbers – weighted and unweighted, test of adequacy of Index Numbers. Time Series: Meaning and significance – Utility, Components of Time series; Measurement of Trend: Method of Least squares, Moving Average Method.		15
Keywords		Data, Mean, Median, Mode, Correlation, Standard Deviation, Index Number.	
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. D.H. Elhence-Fundamental of Statistics, Kitab Mahal Allahabad 2. Gupta S.P. -Business Statistics, Sultan Chand & Sons, New Delhi. 3. Hoonda R.P-Statics for Business and Economics Mac Millian, New Delhi. 4. Richard I& David S Rubin-statistics for Management, Prentice Hall –New Delhi. 5. Hein I.w.: Quantitative approach to managerial decisions Prentice hall –New Jersey 6. S.C.Gupta & Smt I. Gupta :Fundamental of Statistics –Himalaya Publishing House –Delhi 7. D.C.Sancheti & V.K.Kapoor-Statistics Theory Methods and Applications 8. Dr. S.M. Shukla, Dr. S.P. Sahai Sahitya Bhawan Publication Agra.			
Online Resources–			
https://ala-choice.libguides.com/c.php%3Fg%3D521905%26p%3D3569020&ved https://openstax.org/details/books/introductory-business-statistics&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	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section- A & B Section A: Q1. Objective-10x1=10 Marks; Q2. Short answer type-5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)



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

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-II	Session: 2024-2025
1	Course Code	BBSC-06	
2	Course Title	Cost Accounting	
	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"> ➤ Have knowledge to learn the concept of cost accounting, Interpret various cost elements and its usage. ➤ Know how cost calculated in various production sectors. Differentiate between cost and financial accounting. ➤ Learn how cost and volume effect profit. Able to explore how cost accounting helps to face competition by cost determination and cost control. 	
6	Credit Value	4 Credits	Credit=15 Hours-learning & Observation
7	Total Marks	Max. Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)		
Unit	Topics (Course contents)	No. of Period
I	Introduction: Definitions, Nature, Concept, Purpose and Classification of Cost Accounting; Basic Cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing; Activity Based Costing, Back flush Costing.	15
II	Accounting of Materials: Introduction, Meaning of Material Cost; Types of Material - Direct Materials and Indirect Materials; Material Cost Control: Meaning, Objectives and Benefits; Scope of Material Cost Control; Procurement, Storage and Management of Issues; Make or Buy Decision; Purchase Process; Vendor Selection; Economic Order Quantity (EOQ): Practical problems on EOQ; Methods of Stores or Inventory Control- ABC Method, VED Method, PSN Method; Determination of Stock Levels: Reorder Level, Minimum Level, Maximum Level, Average Level and Danger level; Duties and Responsibilities of Stores Manger; Pricing of Materials Issues: FIFO, LIFO, HIFO, Weighted Average Method (Including Practical Problems).	15
III	Accounting of Labour: Introduction, Meaning of Labour Cost; Types of Labour - Direct Labour and Indirect Labour; Labour Cost Control: Meaning, Objectives and Benefits; Scope of Labour Cost Control; Labour Turnover; Wage and Incentive System: Taylors, Merricks, Halsey, Rowan Differential Piece Rate System Accounting of Overhead: Meaning and Classification of Overheads; Overheads - Allocation, Apportionment and Absorption; Methods and Treatment of Absorption of Overheads; Machine Hour Rate – Including Practical Problems.	15
IV	Methods of costing: Unit Costing, Contract Costing, Process Costing (Excluding Equivalent Costing, By Product, Joint Product and Job Costing). Reconciliation of Cost & Financial Account, Break Even Analysis: Importance and Components;	15
Keywords	<i>Cost, Material, Labour, Overhead, Wage, Incentive, Break Even Analysis</i>	

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Ravi M. Kishore – Cost Management (Taxman's Publication).
2. S. P. Iyengar – Cost Accounting (S. Chand & Co., New Delhi).
3. R. S. N. Pillai V. Bhagyati – Cost Accounting (S. Chand & Co., New Delhi).
4. Maheshwari & Mittal – Cost Accounting (Theory & Problems) (Mahavir Prakashan, Delhi)
5. Agrawal, Goyal, Jain, Maheshwari, Oswal, Jain – Cost Accounting (RDB Publishing House)

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Online Resources-

<https://lcmal.in/studentwebsite/foundation-Papers.php&ved>

<https://www.cdx.org/learn/cost-accounting&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

Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2); 20 & 20	Better marks out of the two Test/ Quiz *obtained marks in Assignments shall be considered against 30 Marks
	Assignment/Seminar- 10	
	Total Marks- 30	

End Semester Exam (ESE):	Two section - A & B
	Section A: Q1. Objective - 10 x 1 = 10 Marks; Q2. Short answer type - 5 x 4 = 20 Marks
	Section B: Descriptive answer type qts., 1 out of 2 from each unit - 4 x 10 = 40 Marks

Name and Signature of Convenor & Members:

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

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

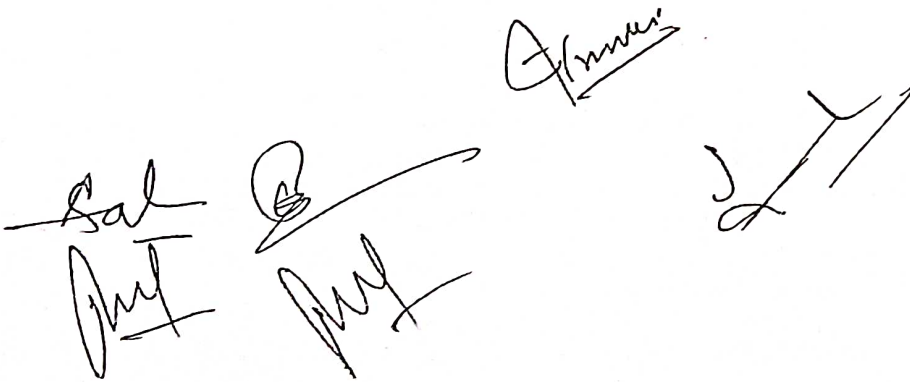
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- II	Session: 2024-2026
1	Course Code	BBSEC - 01	
2	Course Title	Soft Skill & Personality Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ Determine Communication styles-types with examples, perception of each type of communication, quiz. ➤ Focus on various communication skills/listening/ stress management etc. ➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc. 	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours- Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods (15Hrs) and Lab. or Field learning/Training 30 Periods (30Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	<p>What are soft skills: The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation</p> <p>What is Personality: Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self-presentation-What is Self-presentation, Strategies of self-presentation</p> <p>Communication skills: Process, elements, and importance - Ways to improve communication ; Nonverbal Communication: Issues And Types; Basics And Universals.</p> <p>Body Language: For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire.</p> <p>Listening skills: Importance and types; Ways to improve Active Barriers To Active Listening.</p>		15
Lab./Field Training Contents	<p>Telephone Communication: Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills;</p> <p>Technology And Communication: Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette.</p> <p>Presentation skills: Tips to make effective and engaging presentations; Overcoming Fear;</p> <p>Group Discussions: Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's & Don'ts and Mistakes to Avoid during a GD.</p> <p>Interview skills: Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.</p>		30
Keywords	Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
<ol style="list-style-type: none"> 1. Soft skills & Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex. 2. Managing Soft skills-K. R Lakshminarayan and T. Murugavel 3. Soft skills and Professional Communication-Francis Peter S.] 			

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4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh Personality Development and Soft skills-Barun K. Mitra		
OnlineResources- e - Book on Soft Skills and Personality Development; By Author – CA. M K Sridhar (The Institute of Chartered Accountants of India, Southern India Regional Council, Chennai.		
OnlineResources- https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/ https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: Maximum Marks : 50Marks Continuous Internal Assessment(CIA): 15 Marks End SemesterExam(ESE) : 35Marks		
Continuous Internal Assessment (CIA):(By Course Coordinator)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment A. Performed the Task based on learned skill- 20Marks B. Spotting based on tools(written)- 10Marks C. Viva-voce(based on principle/technology) -05Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members of CBoS:



GOES TO 3RD SEMESTER

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

COURSE CURRICULUM

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

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

PART-C: Learning Resources

TextBooks, Reference Books and Others

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

Online Resources–

<https://emilypost.com/online-course-business-etiquette-essentials&ved>
<https://www.udemy.com/topic/business-etiquette/&ved>
<https://www.tcsion.com/courses/tcs-ion/business-etiquette/&ved>

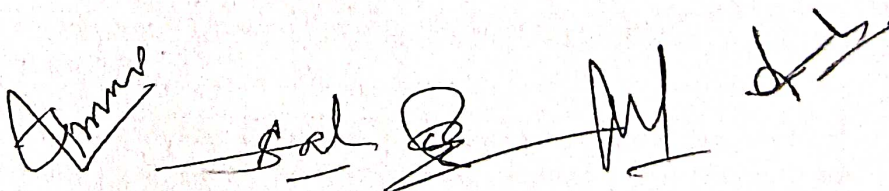
PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks
 Continuous Internal Assessment (CIA): 30 Marks
 End Semester Exam (ESE): 70 Marks

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:



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

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2028
1	Course Code	BBSE -07	
2	Course Title	Elective B – Finance: Financial Literacy & Investment Awareness	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Provide the foundation for financial decision making. ➤ List out various savings and investment alternatives for a common man. ➤ Give a detailed overview of stock market and stock selection. ➤ Orient the learners about mutual funds and the criteria for selection. 	
6	Credit Value	4 Credits	<i>Credit=15Hours-learning&Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40

PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)	No. of Period	
I	<p>Foundation For Finance: Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults. Economics-Meaning-scope-key concepts influencing decisions making both micro and macro.</p> <p>Banking in India: Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.</p> <p>Orientation to Financial Statements: financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.</p>	15	
II	<p>Investment Management: Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools. Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal.</p> <p>Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants.</p> <p>Stock Selection: Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators. Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.</p>	15	
III	<p>Mutual Funds And Financial Planning Essentials: Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value. Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.</p>	15	

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

PART-C: Learning Resources

Text Books, Reference Books and Others

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

Online Resources-

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

PART-D: Assessment and Evaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100 Marks
 Continuous Internal Assessment (CIA): 30 Marks
 End Semester Exam (ESE): 70 Marks

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

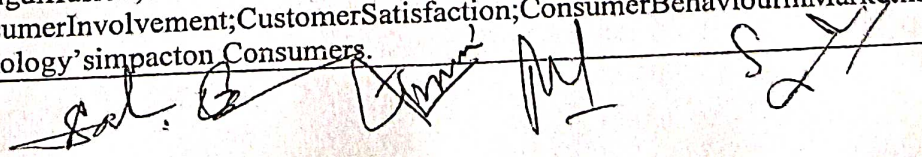
Name and Signature of Convenor & Members: (CBOS)

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COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-I	Session: 2024-2025
1	Course Code	BBSE -07	
2	Course Title	Elective C – Marketing: Consumer Behaviour	
	Course Type	Discipline Specific Elective (DSE)	
4	Pre-requisite (if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ To Know the need for studying consumer behavior. ➤ To analyze the factors that affect consumer behavior. ➤ To learn the concepts related to consumer perception, learning and attitude and theories associated with it. ➤ Learning about the factors affecting the consumer in socio-cultural setting. ➤ Identifying the post purchase behavior and the technological impact on consumer. 	
6	Credit Value	4 Credits	<i>Credit=15Hours-learning& Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period) – 60 Periods (60 Hours)			
Unit	Topics (Course contents)		No. of Period
I	Consumer Behavior: Introduction, Concept and need for study of Consumer Behavior; Application of Consumer Behavior; Factors affecting consumer behavior; Individual consumer process; Features of individual consumers; Types of consumers, Consumer decision-making process, Organizational consumer, Organizational consumer decision-making process; Consumer research.		15
II	Consumer Motivation and Personality: Concept of motivation, Needs and Goals; Dynamic nature of motivation; Hierarchy of needs; A triad of needs; Major aspects of motivation research, Personality concept and Characteristics; Stages in the development of personality; Self and Self-image.		15
III	Consumer Perception, Learning and Attitude: Concept and Elements of perception; Factors influencing perception; Dynamics of perception; Consumer Imagery; Concept, Process and theories of learning; Concept and Characteristics of Attitude; Factors involved in attitude formation; Model of Attitude; Cognitive dissonance and Attribution theories.		15
IV	Consumer in Socio-Cultural settings: Reference Groups; Family Influences and Life Cycle; Social class and its Measurements; Cultural Influence on Consumer Behaviour; Cross-Cultural dimensions of Consumer Behavior; Cross-Cultural dimensions of consumer analysis. Post Purchase Behaviour: Situational Influences; Cognitive Dissonance; Diffusion of Innovation: Definition of innovation, Product characteristics influencing diffusion, Resistance to innovation, Adoption process; Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer Behaviour in Marketing Strategy, Technology's impact on Consumers.		15



Keywords

Consumer Behaviour, Consumer Perception, Motivation, Personality.

PART-C: Learning Resources

Text Books, Reference Books and Others

1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior; Pearson Publication
2. Michael R. Solomon, (2017), Consumer Behavior, Tata McGraw Hill
3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior
4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior
5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication.
6. Loudon and Della, Consumer Behavior: Concepts and Applications.
7. Schiffman and Kanuk, Consumer Behavior.
8. Bennett, Consumer Behavior.
9. S.H. Britt, Consumer Behavior in Theory and Action.

Online Resources-

<https://iimbx.iimb.ac.in/catalog/consumer-behaviour/&ved>https://onlinecourses.nptel.ac.in/noc22_mg47/preview&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

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

Name and Signature of Convener & Members: (CBOS)

GOES TO 08th SEMESTER