



**Department of Higher Education U.P. Government, Lucknow**  
**National Education Policy-2020**  
**Common Minimum Syllabus for all U.P. State Universities and Colleges**  
**COURSE: BBA (FOR V.B.S.PURVANCHAL UNIVERSITY,JAUNPUR)**

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1	I	Subject I (Major)/ Paper-1	A	F010101T	Business Economics	100 (25+75)	3
			B		Basic Accounting	100 (25+75)	3
	I	Subject II (Major)/ Paper-2	A	F010102T	Business Statistics	100 (25+75)	3
			B		Principles of Management	100 (25+75)	3
	I	Subject III (Major)/ Paper-3	A	F010103T	Business Ethics and Governance	100 (25+75)	3
			B		Computer Applications	100 (25+75)	3
	I	Subject IV (Minor/Elective)/ Other Faculty/ Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in Ist Semester or IInd Semester)	100 (25+75)	0/4/5/6
I	Vocational (Minor)/ Paper-5			(To be decided by the respective Institution)	100 (25+75)	3	
I	Co-curricular (Minor)/ Paper-6		Z010101T	Food, Nutrition and Hygiene	100 (25+75)	2	
				<b>Total</b>	<b>800/900</b>	<b>18+ (0/4/5/6) +3+2</b>	
<b>(Min – Max) Credits in First Semester =(23-29)</b>							
1	II	Subject I (Major)/ Paper-1	A	F010201T	Organisational Behavior	100 (25+75)	3
			B		Business Finance	100 (25+75)	3
	II	Subject II (Major)/ Paper-2	A	F010202T	Human Resource Development	100 (25+75)	3
			B		Marketing Theory and Practices	100 (25+75)	3
	II	Subject III (Major)/ Paper-3	A	F010203T	Business Mathematics	100 (25+75)	3
			B		Advertising Management	100 (25+75)	3
	II	Subject IV (Minor/Elective) Other Faculty/ Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in Ist Semester or IInd Semester)	100 (25+75)	0/4/5/6
II	Vocational (Minor)/ Paper-5			(To be decided by the respective Institution)	100 (25+75)	3	
II	Co-curricular (Minor)/ Paper-6		Z020201	First Aid and First Aid and Health	100 (25+75)	2	
				<b>Total</b>	<b>800/900</b>	<b>18+ (0/4/5/6) +3+2</b>	
<b>(Min – Max) Credits of the Second Semester/First Year =(23-29)/ (50-52)</b>							
<b>(Minimum – Maximum Total Credits)After completion of First Year =(50-52)</b>							
<b>Minimum Credits=46 Maximum Duration=4 Years</b>							
<b>AFTER SUCCESSFULLY COMPETING 1<sup>ST</sup> YEAR, CERTIFICATE COURSE IN BUSINESS ADMINISTRATION SHALL BE AWARDED</b>							

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Subject I (Major)/ Paper-1	A	F010301T	Management & Cost Accounting	100 (25+75)	3
			B		Business Law	100 (25+75)	3
	III	Subject II (Major)/ Paper-2	A	F010302T	Production Management	100 (25+75)	3
			B		Business Policy	100 (25+75)	3
	III	Subject III (Major)/ Paper-3	A	F010303T	Business Communication	100 (25+75)	3
			B		Business Environment	100 (25+75)	3
	III	Subject IV (Minor/ Elective) Other Faculty Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in 3 <sup>rd</sup> or Semester or 4th Semester)	100 (25+75)	0/4/5/6
III	Vocational (Minor) Paper-5			(To be decided by the respective Institution)	100 (25+75)	3	
III	Co-curricular (Minor)/ Paper-6		Z030301T	Human Values & Environment Studies	100 (25+75)	2	
					<b>Total</b>	<b>800/900</b>	<b>18+ (0/4/5/6) +3+2</b>
<b>(Min – Max) Credits in Third Semester =(23-29)</b>							
2	IV	Subject I (Major)/ Paper-1	A	F010401T	Supply Chain Management	100 (25+75)	3
			B		Research Methodology	100 (25+75)	3
	IV	Subject II (Major)/ Paper-2	A	F010402T	Specialised Accounting	100 (25+75)	3
			B		Consumer Behaviour	100 (25+75)	3
	IV	Subject III (Major)/ Paper-3	A	F010403T	Investment Analysis & Portfolio Management	100 (25+75)	3
			B		Company Law	100 (25+75)	3
	IV	Subject IV (Minor/ Elective)/ Other Faculty Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in 3 <sup>rd</sup> or Semester or 4th Semester)	100 (25+75)	2/3
IV	Vocational (Minor) Paper-5			(To be decided by the respective Institution)	100 (25+75)	3	
IV	Co-curricular (Minor)/ Paper-6		Z040401T	Physical Education and Yoga	100 (25+75)	2	
					<b>Total</b>	<b>800/900</b>	<b>18+ (0/4/5/6) +3+2</b>
<b>(Min – Max) Credits of the Fourth Semester/Second Year =(23-29)/ (50-52)</b>							
<b>(Minimum – Maximum Total Credits)After completion of Second Year =(100-104)</b>							
<b>Minimum Credits=92 Maximum Duration=7 Years</b>							
<b>AFTER SUCCESSFULLY COMPETING 2<sup>nd</sup> YEAR, DIPLOMA IN BUSINESS ADMINISTRATION (DBA) SHALL BE AWARDED</b>							

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Subject I (Major) Paper-1	A	F010501T	Income Tax	100 (25+75)	5
			B		Marketing Communication	100 (25+75)	5
	V	Subject II (Major) Paper-2	A	F010502T	Entrepreneurship and Small Business Management	100 (25+75)	5
			B		Sales management	100 (25+75)	5
	V	Co-curricular (Minor)/ Paper-3		Z050501T	Analytic Ability and Digital Awareness	100 (25+75)	2
	Industrial Training/Survey/ Project Paper-4		F010503P	Summer Training Report(STR) & Comprehensive Viva-Voce (CVV)	100(STR)E 100(CVV)E Total=200E	3	
<b>Total</b>						<b>700</b>	<b>20+2+3</b>
<b>(Min – Max) Credits in Fifth Semester =25</b>							
3	VI	Subject I (Major)/ Paper-1	A	F010601T	Project Management	100 (25+75)	5
			B		Goods & Service Tax	100 (25+75)	5
	VI	Subject II (Major)/ Paper-2	A	F010602T	Auditing	100 (25+75)	5
			B		International Trade	100 (25+75)	5
	VI	Co-curricular (Minor)/ Paper-3		Z060601T	Communication Skills and Personality Development	100 (25+75)	2
VI	Industrial Training/Survey/ Project Paper-4		F010603P	Project Report Presentation (PRP)& Viva-Voce (VV)	100(PRP)E 100(VV)E Total=200E	3	
<b>Total</b>						<b>700</b>	<b>20+2+3</b>
<b>(Min – Max) Credits of the Sixth Semester/Third Year =25 / 50</b>							
<b>(Minimum – Maximum Total Credits)After completion of Third Year =(150-154)</b>							
<b>Minimum Credits=138 Maximum Duration=10 Years</b>							
<b>AFTER SUCCESSFULLY COMPETING 3<sup>RD</sup> YEAR, BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (BBA) SHALL BE AWARDED</b>							

- *Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one.*
- *Subject III of Semester-I,II,III and IV can be opted from any faculty, if the same subject is being taught there. Not mandatory to opt from own faculty*

\*E=External Marks(To be given by External Examiner as proposed by Board of Studies)

I= Internal Marks (To be given by Internal Examiner of the Department/College)

## BBA: First Year Course Structure

### First Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1	I	Subject I (Major)/ Paper-1	A	F010101T	Business Economics	100 (25+75)	3
			B		Basic Accounting	100 (25+75)	3
	I	Subject II (Major)/ Paper-2	A	F010102T	Business Statistics	100 (25+75)	3
			B		Principles of Management	100 (25+75)	3
	I	Subject III (Major)/ Paper-3	A	F010103T	Business Ethics and Governance	100 (25+75)	3
			B		Computer Applications	100 (25+75)	3
	I	Subject IV (Minor/Elective)/ Other Faculty/ Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in Ist Semester or IInd Semester)	100 (25+75)	0/4/5/6
	I	Vocational (Minor)/ Paper-5			(To be decided by the respective Institution)	100 (25+75)	3
	I	Co-curricular (Minor)/ Paper-6		Z010101T	Food, Nutrition and Hygiene	100 (25+75)	2
					<b>Total</b>	<b>800/900</b>	<b>18+</b> <b>(0/4/5/6)</b> <b>+3+2</b>

Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT-I,PAPER-1 (A)</b>		
Paper Code: F010101T	Paper Title: Business Economics	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about demand analysis. To determine production and cost analysis. To make aware with pricing and profit management.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	6
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	8
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	9
<b>Suggested Readings:</b>		
1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. 5. Peterson & Lewis, Managerial Economics		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT I, PAPER-1 (B)</b>		
Paper Code: F010101T	PaperTitle: Basic Accounting	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –		
To introduce about Accounting Principles and other aspects of accounting.		
To provide knowledge about rectification of errors.		
To make able about valuation of stocks.		
To make aware with share and debenture.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	6
<b>II</b>	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
<b>III</b>	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	8
<b>IV</b>	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6
<b>Suggested Readings:</b>		
1. Agarwal B.D., Advanced Accounting		
2. Chawla & Jain, Financial Accounting		
3. Chakrawarti K.S., Advanced Accounts.		
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting		
5. Jain & Narang, Advanced Accounts		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT II, PAPER-2 (A)</b>		
Paper Code: F010102T	Paper Title: Business Statistics	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows –		
To provide knowledge about basic concepts of statistics.		
To provide knowledge measurement of central tendency.		
To give an overview of correlation and regression analysis.		
To make able to know the sampling and probability.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	6
<b>II</b>	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	8
<b>III</b>	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	8
<b>IV</b>	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.	8
<b>Suggested Readings:</b>		
1 Gupta, S.P. & Gupta, M.P., Business Statistics		
2. Levin, R.I., Statistics for Management		
3. Feud, J.E., Modern Elementary Statistics		
4. Elhance, D.N., Fundamentals of Statistics		
5. Gupta, C.B., Introduction of Statistical		
Methods Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT II,/PAPER-2 (B)</b>		
Paper Code: F010102T	Paper Title: Principles of Management	
<p><b>Course outcomes:</b>  The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles.  To provide knowledge about Managerial functions.  To make aware with management thinkers and their contributions.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10
<p><b>Suggested Readings:</b>  1. Pagare Dinkar, Principles of Management  2. Prasad L.M., Principles and Practice of Management  3. Satya Narayan and Raw VSP, Principles and Practice of Management  4. Srivastava and Chunawalla, Management Principles and Practice</p>		
<p><b>Suggested Continuous Evaluation Methods:</b>  In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:  .....</p>		
<p>Further Suggestions:  .....</p>		

Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT III,PAPER-3 (A)</b>		
Paper Code: F010103T	Paper Title: Business Ethics and Governance	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows –		
To develop understanding of business ethics and values.		
To provide relationship between ethics and corporate excellence.		
To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
<b>II</b>	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
<b>III</b>	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
<b>IV</b>	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8
<b>Suggested Readings:</b>		
1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.		
2. Chakraborty S.K., Human values for Managers		
3. McCarthy, F.J., Basic Marketing		
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: First	Semester: First
<b>SUBJECT III, PAPER-3 (A)</b>		
Paper Code: F010103T	Paper Title: Computer Applications	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –		
To provide knowledge about computer and its application.		
To provide knowledge about components and working on computer.		
To give an overview about software system and Data base management.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	8
<b>Suggested Readings:</b>		
1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication		
2. V. Rajaraman, Computer Fundamentals, PHI		
3. Tannenbaum, Computer Applications and Networks		
4. 'O' Brien, Management Information Systems		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:		
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Further Suggestions:

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Programme /Class: Certificate	Year: First	Semester: First
<b>Co-Curricular Course</b>		
Paper Code: Z010101T	<b>Paper Title: Food, Nutrition and Hygiene</b>	
Course outcomes:		
<ul style="list-style-type: none"> <li>• To learn the basic concept of the Food and Nutrition</li> <li>• To study the nutritive requirement during special conditions like pregnancy and lactation</li> <li>• To learn meal planning</li> <li>• To learn 100 days Nutrition Concept</li> <li>• To study common health issues in the society</li> <li>• To learn the special requirement of food during common illness</li> </ul>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	8
<b>II</b>	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate (b) Fats (c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fibre	7
<b>III</b>	1000 days Nutrition (a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	8
<b>IV</b>	Community Health Concept (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary	7



## BBA: First Year Course Structure

### Second Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
1	II	Subject I (Major)/ Paper-1	A	F010201T	Organisational Behavior	100 (25+75)	3
			B		Business Finance	100 (25+75)	3
	II	Subject II (Major)/ Paper-2	A	F010202T	Human Resource Development	100 (25+75)	3
			B		Marketing Theory and Practices	100 (25+75)	3
	II	Subject III (Major)/ Paper-3	A	F010203T	Business Mathematics	100 (25+75)	3
			B		Advertising Management	100 (25+75)	3
	II	Subject IV (Minor/Elective) Other Faculty/ Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in Ist Semester or IInd Semester)	100 (25+75)	0/4/5/6
II	Vocational (Minor)/ Paper-5			(To be decided by the respective Institution)	100 (25+75)	3	
II	Co-curricular (Minor)/ Paper-6			Z020201  First Aid and First Aid and Health	100 (25+75)	2	
					<b>Total</b>	<b>800/900</b>	<b>18+</b> <b>(0/4/5/6)</b> <b>+3+2</b>

Programme/Class: Degree	Year: First	Semester: Second
<b>SUBJECT I, PAPER-1 (A)</b>		
Paper Code: F010201T	Paper Title: Organisational Behavior	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows –		
To provide knowledge about Organisational Behavior.		
To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	No. of Lectures Total=30
<b>I</b>	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	7
<b>II</b>	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	8
<b>III</b>	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	8
<b>IV</b>	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	7
<b>Suggested Readings:</b>		
1 Bennis, W.G., Organisation Development		
2. Breech Islwar, Oragnaistion-The Framework of Management		
3. Dayal, Keith, Organisational Development		
4. Sharma, R.A., Organisational Theory and Behavior		
5. Prasad, L.M., Organisational Behavior		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Second
<b>SUBJECT I, PAPER-1 (B)</b>		
Paper Code: F010201T	Paper Title: Business Finance	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows –		
To provide knowledge about business finance and investment decisions.		
To provide knowledge about financing and dividend decision.		
To give an overview about working capital.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	10
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	7
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..	7
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	6
<b>Suggested Readings:</b>		
1. Maheshwari S.N., Financial Management		
2. Khan and Jain, Financial Management		
3. Singh H.K., Business Finance		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: Year: First	Semester: Second
<b>SUBJECT II, PAPER-2 (A)</b>		
Paper Code: F010202T	Paper Title: Human Resource Development	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows –		
To provide knowledge about HRD concepts and other aspects.		
To provide knowledge about potential appraisal.		
To give an overview about Job Enrichment and Quality circles.		
To make aware with human resource accounting.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	7
<b>II</b>	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	7
<b>III</b>	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	10
<b>IV</b>	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6
<b>Suggested Readings:</b>		
1. Dipak Kumar Bhattacharya, Human Resource Management		
2. Arun Monappa, Managing Human Resource		
3. P.Subba Rao, Essential of HRM and Industrial Relations		
4. C.B. Memoria, Personnel Management		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: Year: First	Semester: Second
<b>SUBJECT II, PAPER-2 (B)</b>		
Subject Code: F010202T	Subject Title: Marketing Theory and Practices	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows –		
To provide knowledge about Marketing Theory and Practices.		
To provide knowledge about market segmentation and marketing mix.		
To give an overview about marketing research.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	7
<b>II</b>	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	7
<b>III</b>	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	9
<b>IV</b>	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	7
<b>Suggested Readings:</b>		
1. Philip Kotlar, Marketing Mgt. (PHI)		
2. Etzet, Walker, Stanton, Marketing		
3. Rajan Saxena, Marketing Management		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: Year: First	Semester: Second
<b>SUBJECT III, PAPER-3 (A)</b>		
Subject Code: F010203T	Subject Title: Business Mathematics	
<b>Course outcomes:</b>		
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 them basic ideas about Business Mathematics. The outcome of the course will be as follows –		
To provide knowledge about Mathematics and its use in business.		
To make able about mathematical calculations.		
To learn about the use of set theory and calculus in business.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.	9
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	8
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	7
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	6
<b>Suggested Readings:</b>		
1. Mehta & Madnani, Mathematics for Economics		
2. Mongia, Mathematics for Economics		
3. Zamiruddin, Business Mathematics		
4. Raghavachari, Mathematics for Management		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: Year: First	Semester: Second
<b>SUBJECT III, PAPER-3 (B)</b>		
Paper Code: F010203T	Paper Title: Advertising Management	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows –		
To provide knowledge about advertisement and its use in business.		
To make able about advertisement concept and its management.		
To learn about the use of advertisement in business.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	9
<b>II</b>	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
<b>III</b>	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	7
<b>IV</b>	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	6
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>• Advertising and Promotion George E. Beich &amp; Michael A. Belch. T.M.H.</li> <li>• Advertising Management, Concept and Cases Manendra Mohan, TMH</li> <li>• Advertising Management Rajeev Batra, PHI</li> </ul>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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**Co-curricular course: Semester-2**  
**Course Title: First Aid and Health**

**Co-curricular course**

Programme/Class: Certificate		Year: First	Semester: Second
Co-Curricular Course			
Subject Code: Z020201		Subject Title: First Aid and First Aid and Health	
Course outcomes: <ul style="list-style-type: none"> <li>• Learn the skill needed to assess the ill or injured person.</li> <li>• Learn the skills to provide CPR to infants, children and adults.</li> <li>• Learn the skills to handle emergency child birth</li> <li>• Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.</li> <li>• Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive.</li> <li>• Help to understand natural changes of adolescence</li> <li>• Learn the skill to identify Mental Health status and Psychological First Aid</li> </ul>			
Credits: 2 (1Theory+1 Practical)		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total= 15 Theory+ 30 Practical
I	<p><b>A. Basic First Aid</b></p> <ul style="list-style-type: none"> <li>• Aims of first aid &amp; First aid and the law.</li> <li>• Dealing with an emergency, Resuscitation (basic CPR).</li> <li>• Recovery position, Initial top to toe assessment.</li> <li>• Hand washing and Hygiene</li> <li>• Types and Content of a First aid Kit</li> </ul> <p><b>B. First AID Technique</b></p> <ul style="list-style-type: none"> <li>• Dressings and Bandages.</li> <li>• Fast evacuation techniques (single rescuer).</li> <li>• Transport techniques.</li> </ul> <p><b>C. First aid related with respiratory system</b></p> <ul style="list-style-type: none"> <li>• Basics of Respiration.</li> </ul>		2 (Theory) 10 (Practical)

	<ul style="list-style-type: none"> <li>No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging,</li> <li>Swelling within the throat, Suffocation by smoke or gases and Asthma.</li> </ul> <p><b>D. First aid related with Heart, Blood and Circulation</b></p> <ul style="list-style-type: none"> <li>Basics of The heart and the blood circulation.</li> <li>Chest discomfort, bleeding.</li> </ul> <p><b>D. First aid related with Wounds and Injuries</b></p> <ul style="list-style-type: none"> <li>Type of wounds, Small cuts and abrasions</li> <li>Head, Chest, Abdominal injuries</li> <li>Amputation, Crush injuries, Shock</li> </ul> <p><b>E. First aid related with Bones, Joints Muscle related injuries</b></p> <ul style="list-style-type: none"> <li>Basics of The skeleton, Joints and Muscles.</li> <li>Fractures (injuries to bones).</li> </ul>	
<b>II</b>	<p><b>F. First aid related with Nervous system and Unconsciousness</b></p> <ul style="list-style-type: none"> <li>Basics of the nervous system.</li> <li>Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy.</li> </ul> <p><b>G. First aid related with Gastrointestinal Tract</b></p> <ul style="list-style-type: none"> <li>Basics of The gastrointestinal system.</li> <li>Diarrhea, Food poisoning.</li> </ul> <p><b>H. First aid related with Skin, Burns</b></p> <ul style="list-style-type: none"> <li>Basics of The skin.</li> <li>Burn wounds, Dry burns and scalds (burns from fire, heat and steam).</li> <li>Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke.</li> <li>Frost bites (cold burns), Prevention of burns, Fever and Hypothermia.</li> </ul> <p><b>I. First aid related with Poisoning</b></p> <ul style="list-style-type: none"> <li>Poisoning by swallowing, Gases, Injection, Skin</li> </ul> <p><b>J. First aid related with Bites and Stings</b></p> <ul style="list-style-type: none"> <li>Animal bites, Snake bites, Insect stings and bites</li> </ul> <p><b>K. First aid related with Sense organs</b></p> <ul style="list-style-type: none"> <li>Basic of Sense organ.</li> <li>Foreign objects in the eye, ear, nose or skin.</li> <li>Swallowed foreign objects.</li> </ul> <p><b>L. Specific emergency satiation and disaster management</b></p> <ul style="list-style-type: none"> <li>Emergencies at educational institutes and work</li> <li>Road and traffic accidents.</li> <li>Emergencies in rural areas.</li> <li>Disasters and multiple casualty accidents.</li> <li>Triage.</li> </ul> <p><b>M. Emergency Child birth</b></p>	2 (Theory) 10 (Practical)
<b>III</b>	<p><b>Basic Sex Education</b></p> <ul style="list-style-type: none"> <li>Overview, ground rules, and a pre-test</li> <li>Basics of Urinary system and Reproductive system.</li> <li>Male puberty — physical and emotional changes</li> <li>Female puberty — physical and emotional changes</li> <li>Male-female similarities and differences</li> <li>Sexual intercourse, pregnancy, and childbirth</li> <li>Facts, attitudes, and myths about LGBTQ+ issues and identities</li> <li>Birth control and abortion</li> <li>Sex without love — harassment, sexual abuse, and rape</li> <li>Prevention of sexually transmitted diseases.</li> </ul>	9 (Theory)
	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> <li>What is Mental Health First Aid?</li> <li>Mental Health Problems in the India</li> <li>The Mental Health First Aid Action Plan</li> </ul>	2

IV	<ul style="list-style-type: none"> <li>• Understanding Depression and Anxiety Disorders</li> <li>• Crisis First Aid for Suicidal Behavior &amp; Depressive symptoms</li> <li>• What is Non-Suicidal Self-Injury?</li> <li>• Non-crisis First Aid for Depression and Anxiety</li> <li>• Crisis First Aid for Panic Attacks, Traumatic events</li> <li>• Understanding Disorders in Which Psychosis may Occur</li> <li>• Crisis First Aid for Acute Psychosis</li> </ul>	(Theory) 10 (Practical)
	<ul style="list-style-type: none"> <li>• Understanding Substance Use Disorder</li> <li>• Crisis First Aid for Overdose, Withdrawal</li> <li>• Using Mental Health First Aid</li> </ul>	
<p><b>Suggested Readings:</b></p> <ul style="list-style-type: none"> <li>• Indian First Aid Manual-<a href="https://www.indianredcross.org/publications/FA-manual.pdf">https://www.indianredcross.org/publications/FA-manual.pdf</a></li> <li>• Red Cross First Aid/CPR/AED Instructor Manual</li> <li>• <a href="https://mhfa.com.au/courses/public/types/youthedition4">https://mhfa.com.au/courses/public/types/youthedition4</a></li> <li>• Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. <a href="http://www.unh.edu/ccrc/pdf/CV192.pdf">www.unh.edu/ccrc/pdf/CV192.pdf</a></li> <li>• Kantor L. &amp; Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.</li> <li>• Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.</li> <li>• Schwiengershausen, E. (2015, May 28). The Cut. <a href="http://www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html">www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html</a></li> <li>• Wiggins, G. &amp; McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD.</li> <li>• <a href="https://marshallmemo.com/marshall-publications.php#8">https://marshallmemo.com/marshall-publications.php#8</a></li> </ul>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Group Discussion, and MCQ</p>		
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online">https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online</a></li> <li>• <a href="https://www.firstaidforfree.com/">https://www.firstaidforfree.com/</a></li> <li>• <a href="https://www.coursera.org/learn/psychological-first-aid">https://www.coursera.org/learn/psychological-first-aid</a></li> <li>• <a href="https://www.coursera.org/learn/mental-health">https://www.coursera.org/learn/mental-health</a></li> </ul>		
<p>Further Suggestions:.....</p>		

## BBA: Second Year Course Structure

### Third Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	III	Subject I (Major)/ Paper-1	A	F010301T	Management & Cost Accounting	100 (25+75)	3
			B		Business Law	100 (25+75)	3
	III	Subject II (Major)/ Paper-2	A	F010302T	Production Management	100 (25+75)	3
			B		Business Policy	100 (25+75)	3
	III	Subject III (Major)/ Paper-3	A	F010303T	Business Communication	100 (25+75)	3
			B		Business Environment	100 (25+75)	3
	III	Subject IV (Minor/ Elective) Other Faculty Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in 3 <sup>rd</sup> or Semester or 4th Semester)	100 (25+75)	0/4/5/6
	III	Vocational (Minor) Paper-5			(To be decided by the respective Institution)	100 (25+75)	3
III	Co-curricular (Minor)/ Paper-6			Z030301T	Human Values & Environment Studies	100 (25+75)	2
					<b>Total</b>	<b>800/900</b>	<b>18+</b> <b>(0/4/5/6)</b> <b>+3+2</b>

Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT I, PAPER-1 (A)</b>		
Subject Code: F010301T	Subject` Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	8
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	7
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	8
IV	Marginal Costing and Absorption Costing, Break-even analysis,	7
Suggested Readings:		
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting		
2. Khan & Jain, Management Accounting		
3. Gupta, S.P., Management Accounting		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT I, PAPER-1 (B)</b>		
Subject Code: F010301T	Subject Title: Business Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	8
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	7
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration	8
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	7
Suggested Readings:		
1. Avatar Singh, Company Law		
2. Khergamwalla, JS, The Negotiable Instrument Act		
3. Ramaya A, A Guide to Companies Act		
4. Tuteja SK, Business Law for Managers		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT II, PAPER-2 (A)</b>		
Subject Code: F010302T	Subject Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	8
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	7
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	8
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	7
Suggested Readings: 1. Production Management by Telsang Martand S Chand Publication		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT II, PAPER-2 (B)</b>		
Subject Code: F010302T	Subject Title: Business Policy	
Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making	8
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance	7
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	8
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance	7
Suggested Readings:		
<ol style="list-style-type: none"> <li>1. Gluek &amp; Jaunch, Corporate Strategy</li> <li>2. Hatton &amp; Hatton, Strategic Management</li> <li>3. Christian, Anderson, Bower Business Policy</li> <li>4. McCarthy, IninChiello, Curran Business Policy &amp; Strategy</li> <li>5. Azhar Kazmi, Business Policy</li> </ol>		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT III, PAPER-3 (A)</b>		
Subject Code: F010303T	Subject Title: Business Communication	
Course outcomes: The objective of this paper is to give the basic knowledge about the Business Communication		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	7
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	8
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	7
Suggested Readings:		
1. Bapat & Davar, A Text book of Business Correspondence		
2. Bhende D.S., Business Communication		
3. David Berio, The Process of Communication		
4. Gowd & Dixit, Advance Commercial Correspondence		
5. Gurky J.M., A Reader in Human Communication		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Third
<b>SUBJECT III, PAPER-3 (B)</b>		
Subject Code: F010303T	Subject Title: Business Environment	
Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	7
III	Industrial Policy- <u>B r i e f</u> historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	8
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	7
Suggested Readings:		
1. Francis Cherunilum, Business Environment		
2. K. Aswathapa, Business Environment		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Certificate	Year: Second	Semester: Third
Co-Curricular Course		
Subject Code: Z030301	<b>Course Title: Human Values and Environment studies</b>	
<p>Course outcomes:</p> <p>The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards</p> <ul style="list-style-type: none"> <li>• Building fundamental knowledge of the interplay of markets, ethics, and law,</li> <li>• Look at various challenges faced by individual to counter unethical issues</li> <li>• Look at core concepts for business ethics</li> <li>• Look at core concepts of anti-corruption</li> <li>• Look at core concepts for a morally articulate solution evolver to management issues in general,</li> <li>• Issues of sustainable development for a better environment.</li> <li>• To know how environmental degradation has taken place.</li> <li>• Be aware of negotiations and international efforts to save environment.</li> <li>• How to develop sustainably?</li> <li>• Efforts taken up by UN in Sustainable Development.</li> </ul>		

<ul style="list-style-type: none"> <li>• Efforts taken by India in Sustainable Development.</li> <li>• The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</li> </ul>		
Credits: 3		
Max. Marks: 100		Min. Passing Marks:40
<p>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0</p> <p>As the course requires two areas of Human Values and Environment Studies institutions can even opt for a parallel delivery</p>		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	<b>Human Values-</b> Introduction- Values, Characteristics, Types ,Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.	02
	<b>Human Values and Present Practices</b> – Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies <b>UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.</b>	02
		03

	<p><b>Principles of Ethics</b>  <b>Secular and Spiritual Values in Management- Introduction-</b> Secular and Spiritual values, features , Levels of value Implementation. Features of spiritual Values ,  <b>Corporate Social Responsibility-</b> Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.</p>	
<b>II</b>	<p><b>Holistic Approach in Decision making-</b> Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management.  <b>Discussion through Dilemmas –</b>  Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards.  <b>Case Studies</b></p>	03 03 02
<b>III</b>	<p>Ecosystem: Concept, structure &amp; functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ &amp; Ex- situ conservation of biodiversity Role of individual in Pollution control  Human Population &amp; Environment  Sustainable Development  India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship</p>	7
<b>IV</b>	<p>Environmental Laws?  International Advancements in Environmental Conservation Role of National Green Tribunal  Air Quality Index  Importance of Indian Traditional knowledge on environment  Bio assessment of Environmental Quality  Environmental Management System  Environmental Impact Assessment and Environmental Audit</p>	8
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al</li> <li>2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.</li> <li>3. Human Values by A. N. Tripathi New Age International</li> <li>4. Environmental Management by N.K. Uberoi</li> <li>5. <a href="https://www.un.org/sustainabledevelopment/sustainable-development-goals/">https://www.un.org/sustainabledevelopment/sustainable-development-goals/</a></li> <li>6. <a href="https://www.india.gov.in/my-government/schemes">https://www.india.gov.in/my-government/schemes</a></li> <li>7. <a href="https://www.legislation.gov.uk/ukpga/2010/23/contents">https://www.legislation.gov.uk/ukpga/2010/23/contents</a></li> <li>8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b>  In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. The course participants can be evaluated on the following structure.</p> <ul style="list-style-type: none"> <li>➤ Assignments ( 10)</li> <li>➤ Presentation (10)</li> </ul>		

➤ Attendance ( 5)  
Final exam ( 75)

## BBA: Second Year Course Structure

### Fourth Semester

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
2	IV	Subject I (Major)/ Paper-1	A	F010401T	Supply Chain Management	100 (25+75)	3
			B		Research Methodology	100 (25+75)	3
	IV	Subject II (Major)/ Paper-2	A	F010402T	Specialised Accounting	100 (25+75)	3
			B		Consumer Behaviour	100 (25+75)	3
	IV	Subject III (Major)/ Paper-3	A	F010403T	Investment Analysis & Portfolio Management	100 (25+75)	3
			B		Company Law	100 (25+75)	3
	IV	Subject IV (Minor/ Elective)/ Other Faculty Paper-4			(To be decided by the respective Institution. Subject IV can be opted only once, either in 3 <sup>rd</sup> or Semester or 4th Semester)	100 (25+75)	2/3
	IV	Vocational (Minor) Paper-5			(To be decided by the respective Institution)	100 (25+75)	3
IV	Co-curricular (Minor)/ Paper-6			Z040401T Physical Education and Yoga	100 (25+75)	2	
					<b>Total</b>	<b>800/900</b>	<b>18+</b> <b>(0/4/5/6)</b> <b>+3+2</b>

Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT I, PAPER-1 (A)</b>		
Subject Code: F010401T	Subject Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	8
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	7
Suggested Readings: 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT I, PAPER-1 (B)</b>		
Subject Code: F010401T	Subject Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.	7
Suggested Readings:		
<ol style="list-style-type: none"> <li>1. C.R. Kothari, Research Methodology</li> <li>2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology</li> </ol>		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT II, PAPER-2 (A)</b>		
Subject Code: F010402T	Subject Title: Specialised Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the specialised Accounting		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Accounting of Non-trading Institutions, Joint Venture and Consignment	8
II	Accounts of Banking companies and General Insurance companies	7
III	Department account and Branch account.Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	8
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	7
Suggested Readings:		
1. Agarwal, B.D., Advanced Accounting		
2. Chawla & Jain, Financial Accounting		
3. Chakrawarti, K.S., Advanced Accounts		
4. Shukla, M.B., Financial Analysis and Business Forecasting		
5. Jain & Naranag, Advanced Accounts		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT II, PAPER-2 (B)</b>		
Subject Code: F010402T	Subject Title: Consumer Behaviour	
Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	8
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	7
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	7
Suggested Readings:		
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective		
2. Schiffman & Kanuk, Consumer Behaviour		
3. Louden & Bitta, Consumer Behaviour		
4. Bennet & Kasarji, Consumer Behaviour		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT III, PAPER-3 (A)</b>		
Course Code: F010403T	Course Title: Investment Analysis & Portfolio Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7
Suggested Readings: 1. Security analysis and Portfolio Management by Punithavathy Pandian		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: BBA	Year: Second	Semester: Fourth
<b>SUBJECT III, PAPER-3 (B)</b>		
Subject Code: F010403T	Subject Title: Company Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the Company Law		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.	8
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors-Managing Director, Whole Time Director	7
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	8
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	7
Suggested Readings:		
1. Grower L.C.B., Principles of Modern Company Law		
2. Ramaiya A., Guide to the Companies Act		
3. Singh, Avtar, Company Law		
4. Kuchhal, S.C., Modern Indian Company Law		
5. Kapoor, N.D., Company Law		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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**Co-curricular course: Semester-4**  
**Course Title: Physical Education and Yoga**

Dr. Gunjan Shahi	Assistant Professor	Physical education	MBP Govt. PG Collage, Lucknow
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***Syllabus: Physical Education and Yoga***

Programme: Certificate	Year: Second	Semester: Fourth
Co-Curricular Course		
Subject Code: Z040401	Course Title: Physical Education and Yoga	
<p>Course outcomes:            Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.</p>		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	<p><b>Physical Education:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition, Aim and Objective.</li> <li>• Misconception About Physical Education.</li> <li>• Need, Importance and Scope of Physical Education in the Modern Society.</li> <li>• Physical Education Relationship with General Education.</li> <li>• Physical Education in India before Independence.</li> <li style="padding-left: 40px;">Physical Education in India after Independence.</li> </ul>	6 Theory

<p style="text-align: center;"><b>II</b></p>	<p><b>Concept of Fitness and Wellness:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition and Importance of Fitness and Wellness.</li> <li>• Components of Fitness.</li> <li>• Factor Affecting Fitness and Wellness.</li> </ul> <p><b>Weight Management:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition of Obesity.</li> <li>• Causes of Obesity.</li> <li>• Management of Obesity.</li> <li>• Health problems due to Obesity.</li> </ul> <p><b>Lifestyle:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition, Importance of Lifestyle.</li> <li>• Factor affecting Lifestyle.</li> <li>• Role of Physical activity in the maintains of Healthy Lifestyle.</li> </ul>	<p style="text-align: center;">5 Theory 3 Practical</p>
<p style="text-align: center;"><b>III</b></p>	<p><b>Yoga and Meditation:</b></p> <ul style="list-style-type: none"> <li>• Historical aspect of yoga.</li> <li>• Definition, types scopes &amp; importance of yoga.</li> <li>• Yoga relation with mental health and value education.</li> <li>• Yoga relation with Physical Education and sports.</li> <li>• Definition of Asana, differences between asana and physical exercise.</li> <li>• Definition and classification of pranayama.</li> <li>• Difference between pranayama and deep breathing.</li> <li>• <b>Practical:</b> Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasan, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.</li> </ul>	<p style="text-align: center;">2 Theory 6 Practical</p>
<p style="text-align: center;"><b>IV</b></p>	<p><b>Traditional Games of India:</b></p> <ul style="list-style-type: none"> <li>• Meaning.</li> <li>• Types of Traditional Games- <ul style="list-style-type: none"> <li>• Gilli- Danda</li> <li>• Kanche</li> <li>• Stapu</li> <li>• Gutte, etc.</li> </ul> </li> <li>• Importance/ Benefits of Traditional Games.</li> <li>• How to Design Traditional Games.</li> </ul> <p><b>Recreation in Physical Education:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Definition of Recreation.</li> <li>• Scope and Importance of Recreation.</li> <li>• General Principles of Recreation.</li> <li>• Types of Recreational Activities.</li> <li>• Aerobics and Zumba.( Fir India Movement)</li> </ul>	<p style="text-align: center;">2 Theory 6 Practical</p>

**Suggested Readings:**

Singh, Ajmer, Physical Education and Olympic Abhiyan, “Kalayani Publishers”, New Delhi, Revised Addition, 2006

Patel, Shri krishna, Physical Education, “Agrawal Publishers”, Agra, 2014-15

Panday, Preeti, Sharirik Shiksha Sankalan, “ Khel Sanskriti Prakashan, Kanpur



- ✚ Kamlesh M.L., "Physical Education, Facts and foundations", Faridabad P.B. Publications.
- ✚ B.K.S. Yengar, &quot;Light and Yog. Yoga Deepika&quot;, George Allen of Unwin Ltd., London,1981.
- ✚ BrajBilari Nigam, Yoga Power &quot;TheKpath of Personal achievement&quot; Domen and Publishers, New Delhi, 2001.
- ✚ Indira Devi, &quot;Yoga for You&quot;, Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.
- ✚ Jack Peter, &quot;Yoga Master the Yogic Powers&quot;, Abhishek Publications, Chandigarh, 2004.
- ✚ Janice Jerusalem, &quot;A Guide To Yoga&quot; Parragon Bath, Baiihe-2004.
- ✚ नारंग, प्रियंका, परम्परागत भारतीय खेल, " स्पोर्ट्स पब्लिकेशन " , नई दिल्ी, 2007

Suggested Continuous Evaluation Methods:

- Assignments ( 10)
- Presentation (10)
- Attendance ( 5)
- Final exam ( 75)

Suggested equivalent online courses:

- IGNOU.
- Rajarshi Tandan Open University.

Further Suggestions:.....

**BBA: Third Year Course Structure  
Fifth Semester**

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	V	Subject I (Major) Paper-1	A	F010501T	Income Tax	100 (25+75)	5
			B		Marketing Communication	100 (25+75)	5
	V	Subject II (Major) Paper-2	A	F010502T	Entrepreneurship and Small Business Management	100 (25+75)	5
			B		Sales management	100 (25+75)	5
	V	Co-curricular (Minor)/ Paper-3		Z050501T	Analytic Ability and Digital Awareness	100 (25+75)	2
		Industrial Training/Survey/ Project Paper-4		F010503P	Summer Training Report(STR) & Comprehensive Viva-Voce (CVV)	100(STR)E 100(CVV)E Total=200E	3
				<b>Total</b>	<b>700</b>	<b>20+2+3</b>	

Programme/Class: Degree	Year: Third	Semester: Fifth
<b>SUBJECT I, PAPER-1 (A)</b>		
Subject Code: F010501T	Subject Title: Income Tax	

**Course outcomes:**

The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. The outcome of the course will be as follows –

To provide knowledge about Income Tax Act.

To provide knowledge about gross income and taxable income.

To give an overview about different deductions and exemptions.

Credits: 5	Compulsory
Max. Marks: 25+75	Min. Passing Marks: (9+27)

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total = 30
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.	8
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	6
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	10
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	6

**Suggested Readings:**

1. Mehrotra, H.C., Income Tax Law and Account
2. Prasad, Bhagwati, Income Tax Law and Practice
3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice
4. Agarwal, B.K., Income Tax
5. Jain, R.K., Income Tax

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: .....

Further Suggestions:.....

Programme / Class: Degree	Year: Third	Semester: Fifth
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**SUBJECT I, PAPER-1 (B)**

Subject Code: F010501T	Subject Title: Marketing Communication
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The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over all promotion strategies of the firm. The outcome of the course will be as follows –

- Apply an IMC approach in the development of an overall advertising and promotional plan.
- Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

Credits: 5	Compulsory
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Max. Marks: 25+75	Min. Passing Marks: (9+27)
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Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,	7
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	7
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	8
IV	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	8

**Suggested Readings:**

1. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education
2. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House
3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.
4. Aaker, David A. et al., Advertising Management, PHI,

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: .....

Further Suggestions: .....

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Programme / Class: Degree	Year: Third	Semester: Fifth
<b>SUBJECT II, PAPER-2 (A)</b>		
Subject Code: F010502T	Subject Title: Entrepreneurship and Small Business Management	
<b>Course outcomes:</b>		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –		
To provide knowledge about entrepreneurial concept		
To provide knowledge about entrepreneurship development, EDPs and support system To give an overview about project and project report preparation.		
To give an overview about the small businesses		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	8
<b>II</b>	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	8
<b>III</b>	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	8
<b>IV</b>	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	6
<b>Suggested Readings:</b>		
1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill		
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.		
3. Kumar, Arya; Entrepreneurship; Pearson Education.		
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing		
5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme / Class: Degree	Year: Third	Semester: Fifth
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**SUBJECT II, PAPER-2 (B)**

Subject Code: F010502T	Subject Title: Sales Management
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**Course outcomes:**  
The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows – To provide knowledge about sales personnel and salesmanship.  
To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.  
To give an overview about importance of sales force in organization.  
To give an overview about concept of distribution channels.

Credits: 5	Compulsory
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Max. Marks: 25+75	Min. Passing Marks: (9+27)
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Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	8
<b>II</b>	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	8
<b>III</b>	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	8
<b>IV</b>	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	6

**Suggested Readings:**

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management

Suggested Continuous Evaluation Methods:  
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: .....

Further Suggestions: .....


**Co-curricular course: Semester-4**  
**Course Title: Physical Education and Yoga**

Programme/Class: <b>Bachelor of Science</b>		Year: <b>Third</b>	Semester: <b>Fifth</b>
Subject: <u>Co-Curricular Course</u>			
Course Code: Z050501T		Course Title: <b>Analytic Ability and Digital Awareness</b>	
<b>Course outcomes (Analytic Ability):</b>			
CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles.			
CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning.			
CO 3: Familiarize with word processing application and worksheet .			
CO 4: To understand the basics of web surfing and cyber security.			
Credits: <b>2</b>		<b>Co-Curricular</b>	
Max. Marks: <b>25+75</b>		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): <b>2-0-0</b>			
Unit	Topic		No. of Lectures
<b>I</b>	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers		6L+2T+0P
<b>II</b>	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making		5L+2T+0P
<b>III</b>	<p><b>Computer Basics:</b> Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software),</p> <p><b>MS Word Basics:</b> The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.</p> <p><b>MS-Excel</b> Introduction, Worksheet basics, Creating worksheet, Heading information, Data &amp; Text, Date &amp; Time, Alphanumeric values, Saving &amp; quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae &amp; cell referencing, Auto sum, coping formulae, Absolute &amp; relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing &amp; Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts</p> <p><b>Introduction of Open Source Applications:</b> LibreOffice, OpenOffice and Google Docs etc.</p>		2T+3P+3P
<b>IV</b>	<p><b>Web Surfing:</b> An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGo etc, Visiting web sites: Downloading.</p> <p><b>Cyber Security:</b> Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.</p>		3P+ 4T
<b>Suggested Readings:</b>			
1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481			

2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516
3. Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5<sup>th</sup> ed..
4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012
5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017

**Note: Course Books published in Hindi may be prescribed by the Universities.**

This course can be opted as an elective by the students of following subjects:

**“Co-Curricular”**

Suggested Continuous Evaluation Methods: **Max. Marks: 25**

**1. Assessment Type: Class Tests (Max. Marks 14)**

**Suggested Usage:**

Include all types of questions-essay, short answer, objective; Design to test all levels of domain; Exam Blue Print be prepared to ensure inclusion of all types & levels of questions and proper sampling of content; Marking Criteria made known to students; Teacher should provide written feedback selectively and discuss answers in the class; Only Role/Code numbers , not names be written to avoid bias in marking; Display of model answer copies.

After Completion of Unit I and Unit II, a first class test of max. marks of 7 shall be conducted.

After Completion of Unit III and IV, a second class test of max. marks of 7 shall be conducted.

If any student does not appear in any one or both class test, a makeup test shall be conducted of max. marks of 5 instead of total 14 marks.

**2. Assessment Type: Quizzes/ Objective Tests / Recognition Type (such as MCQs; True or False; Matching; Classifying) /Recall Type -Filling Blanks; One word / PhraseAnswers (Max Marks: 5)**

**Suggested Usage:** Teachers be trained in construction, advantages, disadvantages and precautions while preparing different types of objective items; Go beyond factual information to High Order Thinking (HOT) Skills. It shall be "End of the class quiz".

**3. Assessment Type: Assignments (Max Marks: 4)**

**Suggested Usage:** Some class assignments shall be given to students at the end of each Unit. Note making techniques be taught to students; Not just direct questions from notes, but application analysis and synthesis of that knowledge.

**4. Assessment Type: Group Discussion (Max. marks: 2)**

**Course prerequisites:None**

Suggested equivalent online courses:

Further Suggestions: None

**BBA: Third Year Course Structure**  
**Sixth Semester**

Year	Sem	Subject	Part	Paper Code	Paper Name	Marks (I+E)*	Credit
3	VI	Subject I (Major)/ Paper-1	A	F010601T	Project Management	100 (25+75)	5
			B		Goods & Service Tax	100 (25+75)	5
	VI	Subject II (Major)/ Paper-2	A	F010602T	Auditing	100 (25+75)	5
			B		International Trade	100 (25+75)	5
	VI	Co-curricular (Minor)/ Paper-3		Z060601T	Communication Skills and Personality Development	100 (25+75)	2
	VI	Industrial Training/Survey/ Project Paper-4		F010603P	Project Report Presentation (PRP)& Viva-Voce (VV)	100(PRP)E 100(VV)E Total=200E	3
					<b>Total</b>	<b>700</b>	<b>20+2+3</b>

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>SUBJECT I, PAPER-1 (A)</b>		
Subject Code: F010601T	Subject Title: Project Management	
<ul style="list-style-type: none"> <li>• Students will be able to understand the characteristics of Project and Project Management Knowledge</li> <li>• The students will understand the managerial process along with tools &amp; techniques used in Project management Knowledge</li> <li>• Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling</li> <li>• Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project</li> </ul>		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.	6
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management	8
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,	8
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process	8
<b>Suggested Readings:</b>		
1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley & Sons)		
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)		
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)		
4. Project Management Core Text Book : M R Gopalan (Wiley)		
5. Quantitative Techniques in Management : N D Vohra (TMH)		
6. Entrepreneurship and Small Business Management : M B Shukla		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		

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Further Suggestions:

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Programme/Class: Degree	Year: Third	Semester: Sixth
<b>SUBJECT I, PAPER-1 (A)</b>		
Course Code: F010601T	Course Title: Goods & Service Tax	
Course outcomes: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST. To give an overview about tax exemptions. To give an overview about filing of GSTR.		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	<b>Introduction :</b> Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	7
II	<b>Supply of Goods and Services</b> - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	7
III	<b>Registration and Documentation: (A)</b> Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme. <b>(B)</b> Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. <b>Returns:</b> GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.	8
IV	<b>Input Tax Credit:</b> Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods <b>Payment of Tax-</b> (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. <b>E-Way Bill:</b> Introduction, Preparation of E-Way Bill, Important Points for Transporter <b>GST Portal:</b> Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	8
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Anandaday Mishra, GST Law &amp; Procedure, Taxman.</li> <li>2. Goods and Service Tax Acts.</li> <li>3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i></li> <li>4. Publication on GST by the Institute of Chartered Accountants of India (<a href="http://www.icai.org">www.icai.org</a>)</li> <li>5. Publication on GST by the Central Board of Excise and Customs (<a href="http://www.cbec.org">www.cbec.org</a>).</li> <li>6. Nitya Tax Associates Basics of GST Taxman</li> </ol>		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Suggested equivalent online courses: .....  
Further Suggestions: .....

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>SUBJECT II, PAPER-2 (A)</b>		
Course Code: F010602T	Course Title: Auditing	
<p>Course outcomes:  The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows –  To provide knowledge about Auditing and its different types.  To provide knowledge about audit procedure and audit of limited companies.  Students will get an overview about special audit recent trends in auditing.</p>		
Credits: 5		Compulsory
Max. Marks: 25+75		Min. Passing Marks: (9+27)
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
<b>I</b>	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	6
<b>II</b>	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	7
<b>III</b>	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	7
<b>IV</b>	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	10
<p><b>Suggested Readings:</b>  <b>1.</b> Basu B.K., An insight with Auditing  <b>2.</b> Gupta Kamal, Contemporary Auditing</p>		
<p>Suggested Continuous Evaluation Methods:  In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:  .....</p>		
<p>Further Suggestions:  .....</p>		

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>SUBJECT II, PAPER-2 (B)</b>		
Subject Code: F010602T	Subject Title: International Trade	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>• To provide knowledge about different methods of international trade.</li> <li>• To provide knowledge about international economic institutions.</li> <li>• Students will get an overview about India foreign trade and India's trade policy.</li> </ul>		
Credits: 5	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: (9+27)	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=30</b>
<b>I</b>	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
<b>II</b>	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	7
<b>III</b>	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	7
<b>IV</b>	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	10
<b>Suggested Readings:</b>		
3. Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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