

**Govt. Bilasa Girls P.G Autonomous College Bilaspur C.G**

**NATIONAL EDUCATION POLICY-2020**



***Syllabus  
for  
Four Years UG – BBA Programme***

**Session : 2023-24**

## **BBA Four-Years UG Programme**

The Bachelor of Business Administration (BBA) course is a 4-year undergraduate program that consists of 8 semesters. These semesters are divided into two wings: odd and even semesters. Students have the option to enter and exit the program at various points, allowing for flexibility in their academic journey. Upon successful completion of each year, students will receive a certificate that can greatly benefit their future career prospects.

The BBA program offers students a unique opportunity to develop managerial and entrepreneurial skills that are essential for success in the corporate world or in starting their own business ventures. Throughout the course, students will explore various functional areas of management, including manufacturing, marketing, finance, human resource management, sales, and strategic management. Additionally, the program focuses on the development of soft skills such as communication, attitude, leadership, and other essential skills that are crucial for professional success.

Overall, the BBA course provides students with a comprehensive education that prepares them for a successful career in the business world.

- I. To foster entrepreneurship by providing individuals with the necessary skills and knowledge to successfully launch and operate their own business ventures.
- II. To supply skilled and knowledgeable professionals to various industries, specializing in Marketing, Finance, Human Resources, Data Analytics, Retailing, and Logistics and Supply Chain Management.
- III. To cultivate ethical leaders who possess a diverse range of skills and expertise also enhance the capability of the students improve their decision-making skills
- IV. To enhance ethical and value-based leadership skills and prepare students for the evolving landscape of the workforce, with a focus on future career opportunities.
- V. To empower students to pursue professional courses such as MBA, Chartered Accountancy, and Company Secretary, it is essential to provide them with the necessary skills and knowledge.
- VI. To empower students to effectively apply their understanding of management theories and practices in order to address real-world business challenges.

## **Learning Outcomes of BBA Program**

The learning outcomes of a Bachelor of Business Administration (BBA) program are designed to equip students with a solid foundation in business principles, critical thinking skills, and real-world problem-solving abilities. By the time student's graduate from a BBA program, they should have gained a comprehensive understanding of various aspects of business such as accounting, finance, marketing, management, and organizational behavior. Additionally, they will have enhanced their communication skills through presentations and teamwork activities, honed their analytical skills by analyzing case studies and solving complex problems, and developed their leadership abilities through

group projects and experiential learning opportunities. Ultimately, the goal of a BBA program is to prepare students for success in the business world by providing the knowledge and skills needed to thrive in a competitive environment.

Upon successful completion of Bachelor of Business Administration (BBA) program, students will earn an undergraduate degree along with the skills, knowledge, and practical application that demonstrate the following learning outcomes:

- Possess a comprehensive understanding of business management principles, contemporary practices in a worldwide business landscape, and cutting-edge technologies to enhance, maintain, and revolutionize business operations.
- Develop qualitative and quantitative skills to effectively consolidate, synthesize, and analyze business information.
- Utilize theoretical and technical knowledge to deliver socially and ethically responsible, evidence-based business solutions.
- Develop problem-solving, decision-making, and critical thinking skills in order to offer effective solutions for business challenges.
- Explore the essence of creativity and innovation, and transform these insights into actionable opportunities.
- Define, explain, and illustrate the fundamental principles of business ethics in order to prepare for responsible citizenship on both a local and global scale.
- Demonstrate the ability to work collaboratively as a team member and contribute to achieving team goals. Additionally, showcase responsible collaboration with others to effectively disseminate learning, project, or research outcomes to diverse audiences using advanced communication skills. Work productively within a team of experts in the field to achieve success.

<b>Part A: Introduction</b>			
Program: <b>Certificate Course</b>		Class: <b>BBA Semester I</b>	Year: <b>2023</b>   Session: <b>2023-24</b>
1	Course Code	BBBAC-101	
2	Course Title	<b>FINANCIAL ACCOUNTING(Paper-II)</b>	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Class XII	
5	Objectives	<p><b>Objective:</b> The course aims to help learners to acquire conceptual knowledge on financial accounting, to impart skills for recording various kinds of business transactions and to prepare financial statements</p>	
6	Course Learning Outcomes (CLO)	<p>After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements;</li> <li>2. Prepare cash book and other accounts necessary while running a business.</li> <li>3. Evaluate the importance of depreciation in financial statements;</li> <li>4. Prepare financial statements of sole proprietors;</li> <li>5. Understand accounting treatment for Admission and Retirement of Partner and Dissolution of partnership</li> <li>6. Understanding of accounting for share capital and knowledge about debentures.</li> </ol>	
7	Credit Value:04	Theory :04 Credit	
8	Total Marks:100	Term end exam:80,Internal Assesment:20	Min Passing Marks : 40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer (in per week):06			
Total Lectures:90			
Unit	Topics		No. of Lectures
I	<p><b>(a) Theoretical Framework</b></p> <p>i. Accounting as an information system, the users of financial accounting information and their needs. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis.</p> <p>ii. Financial accounting principles: Meaning and need; Generally Accepted Accounting Principles: entity, money measurement, going concern, cost, revenue recognition, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosure.</p> <p>iii Accounting Standard: Meaning, objectives, International Accounting Standard only outlines, Accounting Standard in India.</p> <p><b>(b) Accounting Process</b></p> <p>Accounting Transaction : Concept of Double Entry System, Journal Rules of debit &amp; Credit. Book of original records: Journal, Compound Journal Entry, opening Entry. Ledger</p> <p>Sub-Division of Journal : Cashbook, Capital and revenue</p>		20

	expenditures and receipts. Trial Balance: Meaning, Objects, Methods of preparing trial balance.	
II	(a). The nature of Depreciation. Accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method, Annuity method, Depreciation fund method; change in method of Depreciation and its impact of on measurement of business income. (b). Preparation of financial statements of Sole Proprietorship.	20
III	Partnership Accounts: Essentials and partnership Deed. Admission and Retirement of Partner. Dissolution of partnership	25
IV	Company Accounts, Meaning, definition, characteristics and types of company. Issue of shares; types and accounting. Debentures: meaning and types (theoretical description only).	25

**Keywords:**

**Part C - Learning Resource**

Text Books, Reference Books, Other Resources

**Suggested Readings:**

Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). *Accounting: Text and Cases*. New York: McGraw-Hill Education India.

Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). *Advanced Accounts*. Vol.-I. New Delhi: Sultan Chand Publishing.

Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.

Tulsian, P. C. (2002). *Financial Accounting*. Chennai: Pearson Education.

Shukla, Dr. S. M. *Financial Accounting*, (Both Hindi & English). Agra: Sahitya Bhavan, Agra. (Both Hindi & English)

Gupta and Sane, *Financial Accounting*. Jaipur: Ramesh Book Depot.

Singh, S. K., *Financial Accounting*, (Both Hindi & English). Agra: SBPD Publications

Karim, Khanuj & Mehta, *Financial Accounting*. Agra: (Both Hindi & English). SBPD Publishing House Agra.

Shukla, S. M. *Corporate Accounting* (Both Hindi & English). Agra: Sahitya Bhavan,

Karim, Khanuja and Mehta, *Corporating Accounting*, (Both Hindi & English). Agra: SBPD Publishing House

Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)

<b>Part A: Introduction</b>			
Program: <b>Certificate Course</b>		Class: <b>BBA. Semester II</b>	Year: <b>2023</b>
		Session: <b>2023-24</b>	
1	Course Code	<b>BBBAC-102</b>	
2	Course Title	<b>MANAGERIAL ECONOMICS (PAPER-III)</b>	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Class XII	
5	Objectives	The course aims to acquaint the learners with concepts of managerial economics with theory in decisions making of firm and its application in managerial function	
6	Course Learning Outcomes (CLO)	<p>After the completion of the course, the learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the application of Economic Principles in Management decision making.</li> <li>2. Understand, assess and forecast Demand</li> <li>3. Analyze the relationship between inputs used in production and the resulting outputs and costs;</li> <li>4. Apply the concepts of production and cost for optimization of production.</li> <li>5. Analyze and interpret market mechanism and behavior of firms and response of firms to different market situations; 5. will design</li> <li>6. Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.</li> </ol>	
7	Credit Value:04	Theory :04 Credit	
8	Total Marks:100	Term end exam:80, Internal Assessment:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures: 90			
Unit	Topics		No. of Lectures
I	<p><b>Introduction:</b> Definition of managerial economics, objectives, nature, scope uses of managerial economics, application of economic theories in decision-making, Basic economic tools in managerial economics.</p> <p><b>Demand, Supply and Market equilibrium:</b> Individual demand, market demand, individual supply, market supply, market equilibrium;</p> <p><b>Elasticity of demand and supply :</b> Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply;</p> <p><b>Theory of consumer behavior :</b> Cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffens goods), revealed preference theory</p>		25
II	Producer and optimal production choice : optimizing behavior in		25

	<p>short run, geometry of product curves, law of diminishing margin productivity, three stages of production, optimizing behavior in long run (isoquants, isocost line, optimal combination of resources).</p> <p>Costs and scale : Traditional theory of cost ( short run and long run, geometry of costcurves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.</p>	
III	<p>Theory of firm and market organization : perfect competition: basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes, monopoly :basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly, price discrimination, multi-plant monopoly , monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium, oligopoly.</p>	20
IV	<p>Factor market : demand for a factor by a firm under marginal productivity theory,(perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium .Rent Concept, Recording and modern Theories of Rent Quasi rent. Interest- concept and theories of Interest; Profit-Nature; Concepts and theories of Profit.</p>	20
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<p>Mehta,P.L.; Managerial Economics, Sultan Chand and Sons, New Delhi.  Varshney &amp; Maheshwari; Managerial Economics, Sultan Chand and Sons, New Delhi.  Dwivedi D.N., Managerial Economics, Vikas Publishing House, New Delhi.  Adhikary M, Business Economics, Excel Books, New Delhi.  Dean, Joel; Managerial Economics, Prentice Hall, Delhi.  Chopra O.P.; Managerial Economics, Tata Mc Graw Hill, Delhi.  Peterson , h.Craig and W.Cris Lewis ; Managerial Economics, Prentice Hall, Delhi  Sinha,V.C.; Managerial Economics;SBPD.Publishing House, Agra.  Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)</p>		

<b>Part A: Introduction</b>				
<b>Program: Certificate Course</b>		<b>Class: BBA. Semester I</b>	<b>Year: 2023</b>	<b>Session:2023-24</b>
1	Course Code	<b>BBBAC-103</b>		
2	Course Title	<b>Business Environment(Paper-IV)</b>		
3	Course Type	<b>DSC</b>		
4	Pre-requisite (if any)	<b>Pass in Class XII</b>		
5	Objectives	This paper aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.		
6	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to 1. Understand the relationship between environment and business applying the environment analysis techniques in Practice. 2. Understand the various social and economic problems and factors that affect economic growth. 3. Familiarize with the Nature of local business environment and its component. 4. Acquaint students will govt. policies and different roles for the emergence, upliftment and smooth functioning of business organization. 5. The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business		
7	Credit Value:04	Theory : 04Credit		
8	Total Marks;100	Term end exam:80,Internal Assesment:20	Min Passing Marks :40	

<b>Part B: Content of the Course</b>		
Total No. of Lecturer in per week:06 Total Lectures:90		
Unit	Topics	No. of Lectures
I	<b>Business Environment:</b> Concept, Components and Importance, Factors Affecting Business Environment, Economic System <b>Economic Trend (Overview):</b> Income, Saving & Investment, Trade & Balance of Payment.	20
II	<b>Economic Problem of Growth:</b> Inflation ,Parallel Economy Industrial Sickness . <b>Economic Factors of Growth:</b> Foreign Direct Investment (FDI), Foreign Portfolio Investment (FPI), Micro, Small and Medium Enterprises (MAMES).	25
III	<b>Economic Planning in India:</b> Need, Objective, Strategy, Review of Previous Plan, NITI AAYOG. <b>Role of Government:</b> Monetary & Fiscal Policy, Industrial Policy, Industrial Licensing, Privatization, Liberalization, Globalization, Demonetization, Disinvestment, Foreign Exchange	25



	Management Act 2000.	
IV	<p><b>International Environment:</b> Trends in World Trade &amp; The Problems of Developing Countries, Foreign Trade &amp; Economic Growth, Export-Import Policy</p> <p><b>International Economic Groups:</b> GATT, WTO, UNCTAD, World Bank, IMF, TRIPS, TRIMS</p> <p><b>Regional Trade Agreements:</b> European Union (EU), ASEAN, SAARC, NAFTA</p>	20
<b>Keywords:</b>		

<b>Part C - Learning Resource</b>	
Text Books, Reference Books, Other Resources	
<p><b>Suggested Readings:</b></p> <p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Cherunilam, Francis. Business Environment. Mumbai: Himalaya Publishing House</li> <li>2. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House</li> <li>3. Sundaram &amp; Black; The International Business Environment; Prentice Hall, New Delhi.</li> <li>4. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.</li> <li>5. Pailwar, Keshav Veena. Business Environment. New Delhi: PHI, Publication</li> <li>6. Sinha V.C. and Sinha Pushpa. Business Environment (Hindi and English). Agra: SBPD Publishing House</li> <li>7. Rishiswar, Vinay. Vyavsayik Paryavaran. Agra SBPD Publications.</li> <li>8. Dayal, Gupta, Soni. Business Environment. Jaipur: RBD Publication.</li> <li>9. Swami, Gupta, Vaishnav. Economic and Business Environment. Jaipur: RBD Publication.</li> </ol> <p>Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.</p>	

Part A: Introduction			
Program: Certificate Course		Class: BBA.Semester II	Year: 2023 Session:2023-24
1	Course Code	BBBAC-201	
2	Course Title	Business Mathematics(PAPER-II)	
3	Course Type	DSC	
4	Pre-requisite (ifany)	Pass in Class XII	
5	Objectives	The course has been designed to provide elementary yet essential background of mathematical method so that managers may use themselves in business analysis and decision making.	
6	Course Learning Outcomes (CLO)	At the end of this course, the students will be able to 1.Understand the students to have such minimum knowledge of Mathematics as is applicable to business and economic 2.Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of context 3. Students would calculate ratio, proportion, variation and percentage. 4 Students would be able to calculate and evaluate the profit or loss arising out of business transactions. 5 Students would recall and relate the concepts of interest, rate of interest, annuity and installments.	
7	Credit Value:04	Theory :04Credit	
8	Total Marks: 100	Term end exam:80,Internal Assesment:20	Min Passing Marks:40%

Part B: Content of the Course		
Total No. of Lecturer in per week:06		
Total Lectures:90		
Unit	Topics	No. of Lectures
I	Simultaneous Equations– Meaning, Characteristics, Methods of Solving Equations in Two Variables– Graphical, Substitution, Elimination and Cross Multiplication. Theory of Indices Logarithms and Antilogarithms.	20
II	Matrices and Determinants: Definition of matrix; Types of matrices; Algebra of matrices; Properties of determinants; Calculation of values of determinants up to third order.	20
III	Commercial Mathematics: Average, Ratio and Proportions, percentages Commission, Discount, Profit and Loss	25
IV	Mathematics of Finance Simple interest and Compound Interest, different types of interest rates- nominal, effective and their inter-relationships in different compounding situations.	25

	<p>Compounding and discounting of a sum using different types of rates. Applications relating to Depreciation of assets and Equation of value.</p> <p>Annuities : Types of annuities ; Present value and amount of an annuity, including the case of continuous compounding ; Valuation of simple loans and debentures; Problems relating to sinking funds</p>	
<p>Keywords:</p>		

<p>Part C - Learning Resource</p>
<p>Text Books, Reference Books, Other Resources</p>
<p>Suggested Readings:</p> <p>Text Books:</p> <p>Anthony, M. and Biggs, N. Mathematics for Economics and Finance. Cambridge University Press .</p> <p>Ayres, Frank Jr. Theory and Problems of Mathematics of Finance. Schaum’s Outlines Series. McGraw Hill Publishing Co.</p> <p>Kapoor, V.K. Business Mathematics, Theory &amp; Applications. Sultan Chand &amp; Sons • Sharma, S.K. &amp;Kau,, Gurmeet. Business Mathematics. Sultan Chand •</p> <p>Thukral, J.K. Business Mathematics. New Delhi:Mayur Publications.</p> <p>Shukla,S.M.Business Mathematics(Hindi &amp; English).Agra:Sahitya Bhawan Publications.</p> <p>Agrawal, Mahesh R. and Jain N.C. Business Mathematics(Hindi).Raipur:Ram Prasad and Sons.</p> <p>Karim,A. and Agrawal Rajesh. Business Mathematics(Hindi &amp; English).Agra:SBPD Publishing House.</p> <p>Gupta Alok. Business Mathematics(Hindi &amp; English).Agra:SBPD Publications.</p> <p>Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)</p>

<b>Part A: Introduction</b>			
<b>Program: Certificate Course</b>		<b>Class: BBA.Semester II</b>	<b>Year: 2023</b>
		<b>Session:2023-24</b>	
1	Course Code	<b>BBBAC-202</b>	
2	Course Title	<b>Management Principles (PAPER-III)</b>	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Class XII	
5	Objectives	To help the Student to acquire the basic knowledge in concept theory and functions of management.	
6	Course Learning Outcomes (CLO)	After completion of the course, learners will be able to: <ol style="list-style-type: none"> <li>1. Have clear understanding of management concepts and managerial functions.</li> <li>2. Understand the planning and decision process in the organization.</li> <li>3. Understand the concept of organization.</li> <li>4. Interpret the relevance of delegation and decentralization of authority in an organisation;</li> <li>5. Demonstrate the ability to directing and coordinating effectively.</li> <li>6. Analysis isolate issues and formulate best control method</li> </ol>	
7	Credit Value: 04	Theory: 04 Credit	
8	Total Marks: 100	Term end exam:80,Internal Assesment:20	Min Passing Marks:40%

<b>Part B: Content of the Course</b>		
Total No. of Lecturer in per week:06		
Total Lectures:90		
Unit	Topics	No. of Lectures
I	<b>Principles and Functions of Management</b> Management: Concept and Process, Nature, Scope, Significance and Role of management. Development of management thought: Scientific management, Fayol's general theory of management, Neoclassical, Systems and Contingency approach. Functions of management, Managerial skills, Levels of management. Management by objectives.	25
II	<b>Planning and Decision Making</b> <b>Planning:</b> Meaning, Characteristics, Significance and Limitations of Planning, Types of Plans, Process of Planning, Steps in planning. Strategies and Policies. <b>Decision Making:</b> Definition, Characteristics, Elements, Steps, Principles, Importance, Types of Decisions, Rational Decision making, Quantitative techniques of Decision Making.	20
III	<b>Organisation :</b> Meaning, Nature, Process of Organisation. Principles of Organisation, Importance of Organisation. Organisational Structure, formal and Informal organization, line organisation, line and staff organisation, line and staff conflicts, Centralization&Decentralization.	25

	<p><b>Delegation of Authority:</b> Meaning and sources of authority. Meaning Characteristics, Bases, Process, Importance, Principles and Hindrances of Delegation. Effective Delegation.</p> <p><b>Direction:</b> Meaning, Nature, Techniques, Importance and Principles.</p>	
IV	<p><b>Co-ordination:</b> Definition, Types, Need, Process, Techniques, Principles, Achieving effective Co-ordination, Problems of Co-ordination.</p> <p><b>Controlling and Budgeting :</b> Meaning and Nature of Control, Objectives and Need of Control, Significance and Limitation of Control, Types and Principles of Control, Process of control, Effective Control, Budgetary control, Networks techniques – PERT &amp; CPM a overview.</p>	20

<b>Part C - Learning Resource</b>	
Text Books, Reference Books, Other Resources	
<p><b>Suggested Readings:</b></p> <p>Drucker Peter F : Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.</p> <p>Weihrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.</p> <p>Hampton, David R.; Modern Management; Mc Graw Hill, New york.</p> <p>Terry and Franklin; Principles of Management; AITBS, New Delhi.</p> <p>Stoner and Freeman; Management PHI, New Delhi</p> <p>R.D Agrawal; Organisation and Management, TMH, New Delhi</p> <p>Weihrich and koontz et al; Essentials of managements. New Delhi: Tata McGraw Hill</p> <p>Singh, B. P., &amp; Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.</p> <p>Gupta, R.C. (2021). Principles of Business Management (Hindi). Agra: Sahitya Bhavan Publications.</p> <p>Agrawal, R.C. Principles of Business Management (Hindi) Agra: SBPD Publishing House.</p> <p>Sudha, G.S. Management Concepts and Organisational Behaviour (Hindi &amp; English), Jaipur. RBD Publication.</p>	

<b>Part A: Introduction</b>				
<b>Program: Certificate Course</b>		<b>Class: BBA. Semester II</b>	<b>Year: 2023</b>	<b>Session:2023-24</b>
1	Course Code	BBBAC-203		
2	Course Title	Computer Fundamentals(PAPER-IV)		
3	Course Type	DSC		
4	Pre-requisite (if any)	Pass in Class XII		
5	Objectives	The objective of this paper is to provide an understanding of computers, computer operating system & application of relevant software in management decision making.		
6	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able to</p> <ol style="list-style-type: none"> <li>1. Describe the organization and operation of a computer processor, primary and secondary memory, and peripheral devices and to give computer specifications.</li> <li>2. Understand the concepts, structure, types and design of operating Systems.</li> <li>3. Explain the representation of data and information in computer systems and use standard word, spreadsheets, and graphics generation packages.</li> <li>4 Understand and gain the knowledge of working of E-Commerce and mobile commerce.</li> <li>5. Understand and gain the knowledge of network infrastructure and E-payment.</li> </ol>		
7	Credit Value:04	Theory: 03 Credit Practical: 01Credit		
8	Total Marks:100	Term end exam:60,Internal assesement:15 Practical Exam:25	Min PassingMarks: Theory:30,Practical:10	

<b>Part B: Content of the Course</b>		
Total No. of Lecturer (in per week):04 Practical: 02 period per week Total Lectures: 60		
Unit	Topics	No. of Lectures
<b>I</b>	<p><b>Introduction to Computers</b> Computer System Characteristics and Capabilities : Speed, Accuracy, Reliability, Memory Capability, Repeatability, Computer Hardware and Software; Block Diagram of a computer, Different types of S/W. Type of Computer : Analog, Digital, Hybrid, General and purpose Computers, Computer generation : Characteristics of Computer generations, Computer System – Micro, Minis &amp; main frames, various types of computer peripherals and memory devices.</p> <p><b>Computer Organization:</b> CPU organization, ALU Control unit. Input Device: Categorizing input H/W, Keyboard, Direct Entry-Card Readers, Scanning Device: O.M.R Character Readers, MICR. Pointing</p>	15

	Device: Mouse, Light Pen. Output Device: Impact Printer, Non-Impact Printer, Plotters. Memory of Computer: Main Memory, Secondary memory, cache Memory; Real and virtual Memory; Memory management Unit (MMU).	
II	<b>E-commerce Framework</b> Definition of E-Commerce, Origin of E-Commerce, E-Commerce Opportunities for Businesses, Advantages of E-commerce, Disadvantages of E-Commerce, Security Issues in E-Commerce Security risks of E-Commerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach.	15
III	<b>Mobile Commerce</b> Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles.	15
IV	<b>Network Infrastructure and E-payment</b> Common Gateway Interface, Multimedia Objects, Network Access Equipment, Network Cables, Broadband Telecommunication. Electronic Payment System-Introduction to E-payment, Digital Token based E-payment, Smart Cards, Credit card System Threat on E-payment.	15
<b>Practical &amp; Viva-voce</b>	<b>Based on the syllabus of all the four units</b>	30
<b>Keywords:</b>		

<b>Part C - Learning Resource</b>	
Text Books, Reference Books, Other Resources	
<p><b>Suggested Readings:</b>          Behera, Soumya Ranjan.(2019)Computer ApplicationN.,B K Publication Pvt.Ltd.          Jain,Hem Chand and Tiwari,H.N.(2021) Computer Application in Business.Taxmann’s          Parameswaran,R.,(2010). Computer Application in Business.S Chand &amp; Company.          Talukder,A.K.,AhmedHasan,Yavagal,R Roopa.,(2017)Mobile Computing.McGraw Hill Education.          Arora Ashok(2015),Computer Fundamentals and Applications.Vikas Publishing House.          Mishra,B K, Swami A.C.,Soni, S.,Elementry Computer Application(Hindi).Jaipur:RBD Publishers.E.Balagurusamy, Fundamentals of Computers, McgrawHill Education.          Sinha Priti and Sinha P.K.,ComputerFundamental:Concepts,System and Applications,BPB Publications, New Delhi          Sinha Priti and Sinha P.K.,Computer Fundamentals(HINDI),BPB Publications,New Delhi          Goel,Anita.,ComputerFundamentals,Pearson          Rajaraman,V and Adabala,Neeharika.,Fundamentals of Computers, PHI Learning          Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)</p>	

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester III</b>	Year: <b>2023</b>
1	Course Code	BBBAC-301	
2	Course Title	BUSINESS STATISTICS (Paper II)	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to familiarize the learners with the basic statistical tools used to summarize and analyze quantitative information for business decision making	
6	Course Learning Outcomes (CLO)	<p>After completing the course, the student shall be able to:</p> <ol style="list-style-type: none"> <li>1. Acquire proficiency in using different mathematical tools (matrices, calculus and mathematics of finance) in solving real life business and economic problems;</li> <li>2. Develop an understanding of the various averages and measures of dispersion to describe statistical data;</li> <li>3. Explain the relationship between two variables through correlation and regression;</li> <li>4. Explain the construction and application of index numbers to real life situations;</li> <li>5. Analyze the trends and tendencies over a period of time through time series analysis.</li> </ol>	
7	Credit Value: 04		
8	Total Marks:100	Max. Marks: 100	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06			
Total Lectures:90			
Unit	Topics		No. of Lectures
I	<b>Statistics:</b> Meaning,definitions,characteristics,scope,importance ,limitations,Collection of primary and secondary data, Construction of frequency distribution and statistical series <b>Univariate Analysis:</b> Measures of Central Tendency- Arithmetic mean Geometric mean, Harmonic mean Properties and applications. Median and other Partition values (quartiles, deciles, percentiles), Mode.		20
II	Measures of Dispersion: absolute and relative- Range, Quartile deviation, Mean deviation, Standard deviation and their coefficients; Properties of Standard deviation/Variance. <b>Skewness and its co-efficient:</b> Meaning, characteristics, uses and Measurement (Karl Pearson and Bowley's measures).		20
III	<b>Bi-variate Analysis</b> (a) Simple and Linear Correlation analysis: Meaning, Measurement (Karl Pearson's coefficient and Spearman's Rank correlation) and Properties. (b) Simple and Linear Regression Analysis: Regression equations and estimation; properties of Regression coefficients; Relationship between correlation and regression.		25



IV	<p><b>Index Number;</b> Meaning and uses; Construction of index numbers: Aggregative and average of relatives – simple and weighted; Tests of adequacy of index numbers; Computation and uses of Consumer Price Index (CPI).</p> <p><b>Time Series Components;</b> additive and multiplicative models; Trend analysis - moving averages and method of least squares (linear trend).</p>	25
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Anderson, D.R. (2014). <i>Statistics for learners of Economics and Business</i>. Boston: Cengage Lear.</li> <li>2. Gupta, S.P., &amp; Gupta, A. <i>Business Statistics: Statistical Methods</i>. New Delhi: S. Chand Publishing.</li> <li>3. Hazarika, P. (2017). <i>A Textbook of Business Statistics</i>. New Delhi: S. Chand Publishing.</li> <li>4. Levin, R., Rubin, D. S., Rastogi, S., &amp; Siddiqui, M. H. (2011). <i>Statistics for Management</i>. London: Pearson Education.</li> <li>5. Siegel, A. F. (2011). <i>Practical Business Statistics</i>. Cambridge: Academic Press.</li> <li>6. Thukral, J. K. (2016). <i>Business Statistics</i>, New Delhi: Taxmann Publication.</li> <li>7. Vohra, N. D. (2017). <i>Business Statistics</i>, New Delhi: McGraw-Hill Education India.</li> <li>8. Sharma S K and Dandekar V.M; <i>Business Statistics</i>, Agra; SBPD Publishers &amp; Distribution.</li> <li>9. Shukla, S.M. and Sahai; <i>Business statistics (Hindi &amp; English)</i>, Agra: Sahitya Bhawan, Publication</li> <li>10. Gupta, B.N; <i>Business statistics (Hindi &amp; English)</i>, Agra: SBPD Publication</li> <li>11. Sinha V.C. and Gupta Alok; <i>Business statistics (Hindi &amp; English)</i>, Agra: SBPD Publication.</li> </ol> <p>Note: Latest edition of text books may be used</p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA. Semester IV</b>	Year: <b>2023</b>   Session: <b>2023-24</b>
1	Course Code	BBBAC-302	
2	Course Title	BUSINESS LAW (PAPER –III)	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Certificate Course	
5	Objectives	The course aims to give the learners a broad understanding about important aspects of legal environment of business; to make them study how various special contracts are brought into force; and to impart knowledge about legal agreement so that they get acquainted with the process of establishing legal relationships and to have knowledge of various measures protecting the interest of the consumers.	
6	Course Learning Outcomes (CLO)	<p>After the completion of the course, the learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.</li> <li>2. Be able to recognize and differentiate the special contracts and identify their appropriate usage at varied business scenarios</li> <li>3 Equip the students about the legitimate rights and obligations under The Sale of Goods Act</li> <li>4. Describe the significant provisions of the Competition Act to prevent practices having adverse effect on competition and provisions of the Consumer Protection Act to protect the interest of the consumers.</li> <li>5. Enable with skills to initiate entrepreneurial ventures as LLP</li> <li>6. Explain the law governing regulation and management of foreign exchange under FEMA.</li> </ol>	
7	Credit Value: 04	Theory: 04 Credit	
8	Total Marks:100	Term end exam:80,Internal Assesment:20	Min Passing Marks: 40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer per week: 06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	<b>Law of Contract (1872):</b> Nature of contract, Classification , Offer and acceptance, Capacity of parties to contract, free consent, Considerations, Agreement declared void. Performance of contract, Discharge of contract, Remedies for breach of contract.		25
II	<b>Special Contract :</b> Contract of Indemnity, Contract of Guarantee Bailment contracts and Pledge, Contract of Agency		20

III	<p><b>Sale of Goods Act, 1930</b> ;Formation of contracts of sale, Goods and their classification, price, Conditions and warranties, Transfer of property in goods, Performance of the contract of sales, Unpaid seller and his rights, sale by auction, Hire purchase agreement</p> <p><b>Consumer Protection Act, 2019</b>: Important definitions, Consumer Disputes Redressal Commission, Measures to Prevent Unfair Trade Practices, Offences and Penalties.</p>	25
IV	<p><b>Limited Liability Partnership Act, 2008</b>: Formation and incorporation of LLP, Partners and their relations, financial disclosures, conversion into LLP, Foreign LLP, Winding up and dissolution.</p> <p><b>Negotiable Instrument, Act 1881</b>: General Introduction, Parties to a Negotiable Instrument, Negotiation and Presentment, Payment and Interest. Discharge from Liability and Notice of Dishonour, Noting and Protesting, Crossing of a cheque, Hundies, New Penal Provisions as to dishonor of a Cheque.</p> <p><b>Competition Act, 2002</b>: Objectives and basic concepts, Consumer, goods, service, Prohibition of anti-competitive agreements, Prohibition of Abuse of Dominant Position.</p>	20

**Keywords:**

**Part C - Learning Resource**

Text Books, Reference Books, Other Resources

**Suggested Readings:**

Bose, D. C. (2008). Business Law. New Delhi: PHI Limited.

Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.

Kuchal M.C. Business Law. Delhi: Vikas Publishing House. (English medium)

Kapoor N.D. Business Law. New Delhi: Sultan Chand & Sons. (English medium)

Vaishnav, J.K. Business Law. Agra. Sahitya Bhawan publication. (English medium)

Agrawal, R.C.; Business Regulatory Framework. Agra: SBPD Publishing House. (Hindi medium)

Bulchandani, K.R.; Business Law. Mumbai: Himalaya Publishing House. (Both Hindi and English medium)

Navlakha, R.L.; Business Law. Jaipur: Ramesh Book depot. (Both Hindi and English medium)

Gangele, A.K.; Business Regulatory Framework. Agra: Ram Prasad & Sons. (Hindi medium)

Gupta, O.P.; Business Regulatory Framework. Agra: SBPD Publishing House.

<b>Part A: Introduction</b>				
Program: Diploma Course		Class: BBA.Semester III	Year: 2023	Session:2023-24
1	Course Code	BBBAC-303		
2	Course Title	Business Communication (PAPER-IV)		
3	Course Type	DSC		
4	Pre-requisite(if any)	Pass in Certificate Course in Commerce		
5	Objectives	To understand the concept, process and importance of communication and develop awareness regarding new trends in business communication and effective business communication skills among the students.		
6	Course Learning Outcomes (CLO)	1.Develop communication skills and use of electronic media in business communication 2. Learn the way to overcome communication barriers 3. Practice modern forms of communication 4. Formulate job related communication and resume preparation 5. Attend interview and participate in Group discussion with confidence		
7	Credit Value: 04	Theory : 04 Credit		
8	Total Marks:100	Term end exam:80,Internal Assesment:20	Min Passing Marks :40	
<b>Part B: Content of the Course</b>				
Total No. of Lecturer in per week:06				
Total Lectures:90				
Unit	Topics			No. of Lectures
I	<b>Communication:</b> Introduction Process and Importance of Communication, Types of Communication, Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. Role, effects and advantages of technology in Business Communication. Principles of Effective Communication.			20
II	<b>NON-Verbal Aspects of Communicating:</b> Body Language, Kinesics, Proxemics, and Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions. <b>Conducting Meetings:</b> Procedure; Preparing agenda; Minutes and Resolutions; Conducting Seminars & Conferences; Procedure of Regulating Speech; Evaluating Oral Presentation; Group Discussion; Drafting Speech.			20
III	<b>Business Letter Writing:</b> Need, Functions and kinds, layout and types. Report Writing: problems, organization and techniques. <b>Business Correspondence:</b> Essentials of effective business correspondence, Structure of business letter; Type of Business letter, Enquiry, Reply, Orders, Complaints and Circular letter.			25
IV	Report Writing: Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, <b>Presentation skills:</b> What is a Presentation - elements of Presentation - designing a Presentation - format of PPT. Resume building, <b>Psychometric Analysis</b> - Mock interview sessions. Drafting of Notices; Agendas; Minutes; Job Application; Letters; Preparation of Bio data. SWOT Analysis.			25
<b>Keywords:</b>				

### **Part C - Learning Resource**

Text Books, Reference Books, Other Resources

#### **Suggested Readings:**

##### **Text Books:**

1. Dr. P. K. Agrawal, Dr. A.K. Mishra ; Business Communication ; Sahitya Bhawan Publication ; Agra (Hindi medium)
2. Balasubramanyam: Business Communication; Vikas Publishing House, Delhi. (English medium)
3. Dr. Vinod Mishra: Business Communication; Sahitya Bhawan Publication; Agra. (Hindi medium)
4. Kaul : Effective Business Communication; Prentice Hall, New Delhi. (English medium)
5. Patri VR : Essentials of Communication ; Greenspan Publications, New Delhi. (English medium)
6. Senguin J : Business Communication; The Real World and Your Career, Allied Publishers , New Delhi. (English medium)
7. Dr. Mishra , Shukla & Patel ; Business Communication ; SBPD Publishing House, Agra. (Both Hindi and English medium)

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester III</b>	Year: <b>2023</b> Session: <b>2023-24</b>
1	Course Code	BBBDE-301(a)	
2	Course Title	HUMAN RESOURCE MANAGEMENT (PAPER-V)	
3	Course Type	DSE	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	To acquaint learners with the techniques and principles to manage human resources of an organisation	
6	Course Learning Outcomes (CLO)	After the completion of the course, the learners will be able to: 1 Develop necessary skills to prepare an HR policy to enable the employees attain work life balance; 2 a. Prepare a Human Resource Plan in an organisation; b. Prepare a report on job analysis; c. Organize an induction programme in an organisation; 3 Analyse the applicability and use of different kinds of training and development strategies in real life scenarios; 4 a. Organize counselling sessions for employees in an organisation; b. Design incentive schemes for different job roles in an organisation; 5 Create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organisation	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	Introduction to Human Resource Management Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.		20
II	<b>Acquisition of Human Resource</b> Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention		20
III	<b>Training and Development</b> Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing		25
IV	<b>Performance Appraisal and Compensation Management</b> Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counseling; Job changes - Transfers and promotions. Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organisation incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band		25

	compensation system; Job evaluation. <b>Maintenance of employees and Emerging Horizons of HRM</b> Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations; Grievance handling and redressal; Industrial disputes.	
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<b>Suggested Readings:</b> <b>Text Books:</b> Mondy, A. W., & Noe, R. M. (1999). <i>Human Resource Management</i> . London: Pearson. Decenzo, D. A., & Robbins, S. P. (2009). <i>Fundamentals of Human Resource Management</i> . New Jersey: Wiley. Dessler, G., & Varkkey, B. (2011). <i>Human Resource Management</i> . New Delhi: Pearson Education. Chhabra, T. N. (2004). <i>Human Resource Management</i> . Delhi: Dhanpat Rai & Co.. Aswathappa, K. (2007). <i>Human Resource Management</i> . New Delhi: Tata McGraw-Hill. French, W. L. (1994). <i>Human Resource Management</i> . Boston: Houghten Mifflin. Gupta, C. B. (2018). <i>Human Resource Management</i> . Delhi: Sultan Chand & Sons. Rao, V. S. P. (2002). <i>Human Resource Management: Text and Cases</i> . Delhi: Excel Books		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester III</b>	Year: <b>2023</b> Session: <b>2023-24</b>
1	Course Code	BBBDE-301(b)	
2	Course Title	CORPORATE LAW (PAPER-V)	
3	Course Type	DSE	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to impart the learner's working knowledge of the provisions of the Companies Act, 2013.	
6	Course Learning Outcomes (CLO)	After completion of the course, learners will be able to: 1. Explain relevant definitions and provisions relating to issue of prospectus and allotment of shares; 2. Synthesize company processes, meetings, and decisions; 3. Determine the role of Board of directors and their legal position; 4. State regulatory aspects involved in Oppression, Mismanagement, corporate restructuring and Winding Up and to study the composition of Adjudicating Authority i.e. NCLT and NCLAT and its powers.	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	Preliminary to Companies Act, 2013 Important definitions: Prospectus and Share Capital, Allotment of securities, Private Placement, share capital, basic requirements, alteration of share capital, Sweat Equity, Bonus issue, issue of shares at premium and discount, Further issue of shares, buy-back of shares.		20
II	Management and Administration Board Meetings, Annual General Meeting, Extra Ordinary General Meeting, Requisites of a valid meeting, Convening of Meetings, Minutes and Resolutions; Postal ballot; voting through electronic matters		20
III	Directors and their Powers Board of directors, appointment and qualifications of directors; Director Identification Number (DIN); Disqualifications, Removal of directors; Legal positions, Powers, Duties and responsibilities; Additional Director, Alternate Director, Nominee Director, Director appointed by casual Vacancy, Key Managerial Personnel, Managing Director, Manager and Whole Time Director		25
IV	Oppression, Mismanagement, Corporate Restructuring, and Winding Up Oppression, Mismanagement, Rights to apply, Powers of Tribunal, Provisions related to Compromises, Arrangement and Amalgamations, Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code, 2016. National Company Law Tribunal and Appellate Tribunal Definitions; Constitution of National Company Law Tribunal; Constitution of Appellate Tribunal; Appeal from orders of Tribunal; Power to punish for contempt.		25
<b>Keywords:</b>			
<b>Part C - Learning Resource</b>			
Text Books, Reference Books, Other Resources			



**Suggested Readings:**

1. Chadha R., & Chadha, S. (2018). Company Laws. Delhi: Scholar Tech Press.
2. Hicks, A., & Goo, S. H. (2017). Cases and Material on Company Law. Oxford: Oxford University Press.
3. Kuchhal, M. C., & Kuchhal, A. (2020). Corporate Laws. New Delhi: Shree Mahavir Book Depot.
4. Kumar, A. (2019). Corporate Laws. New Delhi: Taxmann Publication.
5. Sharma, J. P. (2018). An Easy Approach to Corporate Laws. New Delhi: Ane Books Pvt. Ltd.

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester III</b>	Year: <b>2023</b>   Session: <b>2023-24</b>
1	Course Code	BBBDE-301(c)	
2	Course Title	MACRO ECONOMICS (PAPER-V)	
3	Course Type	DSE	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to acquaint the learners with the broader framework of economic systems, role and implications of macro-economic activities on economic system like savings, investments, employment, growth, and business cycles	
6	Course Learning Outcomes (CLO)	<p>After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the basic concepts related to national income, employment, savings, investments monetary theory, savings, and investment function.</li> <li>2. Measure National Income and examine the problems related to measurement of national income in context to India.</li> <li>3. Evaluate the role of consumption, saving and investment in an economy.</li> <li>4. Evaluate the impact of various economic phenomena like inflation and deflation.</li> <li>5. Explain concepts like business cycle, multiplier, accelerator and demonetization.</li> </ol>	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	Nature and Scope of Macro Economics Basic concepts, Distinction between Macroeconomics and Microeconomics. National Income National Income: Usefulness and significance; Different Concepts GDP, NNP, GNI, NNI; National Income at market price and constant price Measurement-of National Income in India, Limitations and challenges of National Income.		20
II	Macro-Economic theory Classical theory of Output and Employment Say's Law of Market, Keynes's criticism of Classical theory, Principle of Effective Demand: Aggregate Demand and Aggregate Supply, Consumption function, Attributes of consumption function, Propensity to consume, Significance of consumption function		20
III	Savings and Investment Concept of savings, Determinants of savings, saving function Concept of multiplier, Functioning of multiplier, Assumption of multiplier theory, Leakages and shortcomings of multiplier theory, Acceleration principle, Investment –Investment function, determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment,		25

IV	<p>Business Cycle and Value of Money Business cycle: Concept, phases, causes and remedies; Inflation: concept, types, determinants, remedial measures; Recessionary trends, its effect on different sectors of economy and remedial measures; Reflation Concept, characteristics, measures and implications. Value of Money: Concept, theories- Quantity Theory of Money (Fisher's Transactions approach), Cambridge equation, Keynesian theory of demand for money,. Demonetization- concept and its implications on Economic Development, Monetary Policy, Fiscal Policy, IS-LM functions.</p>	25
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<b>Suggested Readings:</b>		
<b>Text Books:</b>		
<p>1.Chaturvedi, D. D., &amp; Gupta, S. L. (2010). Economics Theory &amp; Applications. New Delhi: International Book House Pvt. Ltd.</p> <p>2.Cohn, S. M. (2015). Reintroducing Macro Economics: A Critical Approach. Abingdon: Routledge.</p> <p>3,Dwivedi, D. N. (2019). Macro Economics. Chennai: Mc G raw Hill Education.</p> <p>4.Mithani, D. M. (2019). Macro Economics. Mumbai: Himalaya Publishing House Pvt. Ltd.</p> <p>5.Muniraju, M., &amp; Podder, K. (2014). Macro Economics for Business Decisions. Mumbai: Himalaya Publishing House Pvt. Ltd.</p> <p>6.Jhingan, M. L. (2019). Macro Economics Theory. Delhi: Vrinda Publications Pvt. Ltd.</p> <p>7. Samuelson, P. A., &amp; Nordhaus, W. D. (2015). Macro Economics. New York: McGraw Hill Education.</p> <p>Relevant study material from ICAI Website: <a href="https://www.icai.org/">https://www.icai.org/</a> Note: Learners are advised to use latest edition of text books.</p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester IV</b>	Year: <b>2023</b>   Session: <b>2023-24</b>
1	Course Code	BBBAC-401	
2	Course Title	COST ACCOUNTING(PAPER-II)	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to develop understanding among learners about contemporary cost concept and rational approach towards cost systems and cost ascertainment. The course also aims to provide knowledge about various methods of cost determination under specific situations and to acquire the ability to use information determined through cost accounting for decision making purpose.	
6	Course Learning Outcomes (CLO)	After completion of the course, learners will be able to 1. Have knowledge to understand the concept of cost accounting. 2. Understand various cost elements and its accounting 3. Compute employee cost, employee productivity and employee turnover 4. Compute unit cost and total cost of production and prepare cost statement; 5. Determine cost under, process costing, contract costing 6. Compute cost under and operating costing .	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal Assesment:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	<b>Introduction:</b> Definitions, Nature and scope of cost accounting , Concept, Purpose and Classification of Cost Accounting; Methods and techniques; Installation of costing system; Concept of cost audit Basic Cost concepts - Elements of Costs, Classification of Costs. <b>Accounting for Material:</b> Material Control; Concept and techniques; Pricing of material issues; Treatment of material losses. Valuation of incoming & outgoing material		20
II	<b>Accounting for Labour:</b> Labour cost control procedure; Labour turnover; Idle time and overtime; Methods of wage payment - time and piece rates. <b>Accounting of Overheads:</b> Meaning and Classification of Overheads, Overheads Allocation, Apportionment and Absorption of overheads Machine Hour Rate,		20
III	<b>Cost ascertainment:</b> <b>Unit costing:</b> Preparation of Cost Sheet for manufacturing and service sector <b>Contract costing:</b> Meaning, features and types of contract, Methods of cost determination in contract costing		30
IV	<b>Cost ascertainment:</b> <b>Process costing:</b> Meaning and application of process costing, Methods of determination of cost in process cost (excluding inter-process profits, and joint and by-products.)		20

	<p><b>Operating costing;</b> Meaning and scope of operating costing, Factors in ascertaining operating cost, Ascertainment of operating cost of Transport ,Hospital, Hotel and any other contemporary service.</p>	
<p><b>Keywords:</b></p>		
<p><b>Part C - Learning Resource</b></p>		
<p>Text Books, Reference Books, Other Resources</p>		
<p><b>Suggested Readings:</b>  <b>Text Books: Suggested Readings:</b>  1. Banarjee, B. (2014). <i>Cost Accounting – Theory and Practice</i>. New Delhi: PHI Learning Pvt. Ltd.  2. Kishor, R. M. (2019). <i>Taxman’s Cost Accounting</i>. New Delhi: Taxmann Publication Pvt. Ltd.  3. Lal, J., &amp; Srivastava, S. (2013). <i>Cost Accounting</i>. New Delhi: McGraw Hill Publishing Co.  4. Mowen, M. M., &amp; Hansen, D. R. (2005). <i>Cost Management</i>. Stanford: Thomson.  5. Maheshwari S.N. Advance Problem And Solution In Cost Accounting S.Chand  6. Tulsian P.C. Practical Costing Vikas Publishers.  7. Arora, M.N. Cost And Management Accounting Himalya Pub.  8. Monash Dutta Cost Accounting Pearson Education Pvt. Ltd.  9. Agrawal Dr Mahesh Cost Accounting Ramprasad &amp; Sons  10 Dr Sanjay Mehta / Pro. Mukesh Bramhabhdatta Cost Accounting Devi Ahilya Prakashan.  11 Dr. S.P Gupta And Dr. K.L Gupta Cost Accounting, Sahitya Bhawan Publication  12. Jain S.P and Narang K.L, Cost accounting, Kalyani Publication, New Delhi.  13. M. L. Agrawal, Cost Accounting, Sathiya Bhawan, Agra.</p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA. Semester IV</b>	Year: <b>2023</b>   Session: <b>2023-24</b>
1	Course Code	BBBAC-402	
2	Course Title	Organisational Behaviour(PAPER-III)	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to develop a theoretical understanding among learners about the structure and behaviour of organisation as it develops over time. The course will also make them capable of realizing the competitiveness for firms	
6	Course Learning Outcomes (CLO)	After completion of the course, learners will be able to: <ol style="list-style-type: none"> <li>1. Differentiate between various types of personality using standard tools;</li> <li>2. Appreciate the applicability of decision making process in real life situations and use TA and Johari Window;</li> <li>3. Have knowledge to understand the level of motivation in employees;</li> <li>4. Describe characteristics of a leader;</li> <li>5. Learn how to build a supportive organisational culture.</li> </ol>	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal Assesment:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	Introduction and Individual Behaviour Organisational Behaviour: concepts, determinants, challenges and opportunities of OB. Contributing disciplines of OB. Organisational Behaviour Models. Personality- Type A and B, Big Five personality types, Factors influencing personality. Values and Attitudes Concept and types of values: Terminal value and Instrumental Value. Components of attitude, job related attitudes. Learning- Concept, Learning theories, and reinforcement. Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence		25
II	Decision making and Communication Concept and nature of decision making process, Individual versus group decision making. Communication and Feedback, Transactional Analysis (TA), Johari Window		20
III	Motivation Meaning and Importance, Equity theory of Motivation, Vroom's Valence Expectancy theory, Ken Thomas' Intrinsic Motivation theory, McClelland's theory of Motivation. Motivation and organisational effectiveness		25
IV	Dynamics of Organisational Behavior Organisational Culture and climate- Concept and determinants of organisational culture. Organisational change		20

	Importance, Managing Change. Individual and organisational factors to stress; Prevention and Management of stress.	
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<p><b>Suggested Readings:</b></p> <p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Chhabra, T. N. (2017). Management Process &amp; Organizational Behaviour. Delhi: Sun India Publications.</li> <li>2. Greenberg, J., &amp; Baron, R. A. (1996). Organizational Behaviour. New Jersey: Prentice Hall.</li> <li>3. Luthans, F. (2010). Organizational Behaviour. New York: McGraw Hill Education.</li> <li>4. Robbins, S. P., &amp; Judge, T. A. (2015). Organizational Behaviour. New Delhi: London: Pearson Education.</li> <li>5. Singh, A. K., &amp; Singh, B. P. (2007). Organizational Behaviour. New Delhi: Excel Books Pvt. Ltd. Dr</li> <li>6.S.S.Khanka, Organisational Behaviour, S. Chand &amp; Co, New Delhi, 2008</li> <li>7.Sanghi Seema, Organisational Behaviour, Pearson, 2011</li> <li>8.G.S.Sudha ,Management concepts and organizational behavior RBD Publications, Jaipur</li> </ol> <p>Note: Latest edition of the textbooks should be used.</p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester IV</b>	Year: <b>2023</b>
1	Course Code	BBBAC-403(PAPER-IV)	
2	Course Title	Management Information System	
3	Course Type	DSC	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The main objective of this course is to understand the Management Information System, its characteristics and its use. It provide information for decision making on Planning, Initiating, organizing and Controlling the operations of the subsystems of the firm and to provide a synergistic organization in the process.	
6	Course Learning Outcomes (CLO)	<ol style="list-style-type: none"> <li>1. To facilitates the decisions-making process by furnishing information in the proper time frame.</li> <li>2. Design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.</li> <li>3. Compare the processes of developing and Implementing Management Information Systems.</li> <li>4. Apply the understanding of how various Information Systems work together to accomplish the information objectives of an organization.</li> </ol>	
7	Credit Value: 04	Theory : 03Credit,Practical:01	
8	Total Marks:100	Term end exam:60,Internal assessment; 15 Practical:25	Min Passing Marks: Theory30,Practical:10
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:04 Total Lectures:60			
Unit	Topics		No. of Lectures
<b>I</b>	<b>Information Systems:</b> Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses and Collaborations, Strategic roles of Information Systems. Behavioral, Technical and Socio-technical approaches. Enhancing Business Processes through Information Systems. Types of Business Information Systems. TPS, MIS, DSS and EIS. Organizing the Information Systems function in Business. Ethical and Social issues of Information Systems.		15
<b>II</b>	<b>Using Information Systems to Achieve Competitive Advantage:</b> Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making, Decision Support for Operational, Middle and Senior Management. Concepts of Database and Database Management System. <b>Characteristics and Structure of Management Information Systems:</b> Structure of MIS, system, sub-system, integrated system, System view of Business. MIS Planning and Development: Introduction, MIS Planning and Development phases, Development of MIS, System Life Cycle of MIS, Approaches of MIS Design.		15
<b>III</b>	<b>Functional Information Systems:</b> Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer		15



	Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing	
IV	<p><b>Implementing Information Systems as Planned Organizational Change:</b> Business Process Reengineering. Systems Analysis and Systems Design.</p> <p><b>Modeling and Designing Systems:</b> Structured and Object- Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems. Introduction to Change Management.</p> <p><b>Data Processing:</b> Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (Chart), Data Collection Methods- Primary and secondary data collection methods.</p>	15
<b>Practical &amp; Viva-voce</b>	<b>Based on the syllabus of all the four units</b>	30
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<p><b>Suggested Readings:</b></p> <p><b>Text Books:</b> 1. Robert G. Murdic Joel E, Ross, James R. Clagget, Information Systems for Modern Management, PHI, New Delhi.</p> <p>2. Gordon B. Davis, M.H. Olson, Management Information, System, Prentice Hall, New Jersey.</p> <p>3. Jerome Kanter, Management Oriented Management Information Systems, PHI, New Delhi</p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA..Semester IV</b>	Year: <b>2023</b>
1	Course Code	BBADE-401(a)	
2	Course Title	Marketing Management (PAPER-V)	
3	Course Type	DSE	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to equip the learners with the basic knowledge of concepts, principles, tools, and techniques of marketing and to provide knowledge about various developments in the marketing.	
6	Course Learning Outcomes (CLO)	<p>After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop an understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm;</li> <li>2. Explain the dynamics of consumer behaviour and process of market selection through STP stages;</li> <li>3. Analyze the process of value creation through marketing decisions involving product development;</li> <li>4. Analyze the process of value creation through marketing decisions involving product pricing and its distribution;</li> <li>5. Analyze the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.</li> </ol>	
7	Credit Value: 04	Theory : 04Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06			
Total Lectures:90			
Unit	Topics		No. of Lectures
I	Introduction Marketing:Meaning, Nature, Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing: Meaning and distinctive characteristics; Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio-cultural.		20
II	Understanding Consumer Behaviour and Market Selection: Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Choosing market value through STP. Market Segmentation- Levels and bases of segmenting consumer markets. Market Targeting- concept and criteria. Product Positioning – concept and bases; Product differentiation- concept and bases.		20
III	<b>Marketing Mix Decision -Product</b> Product Decisions: Concept and classification; Levels of Product. Designing		25

	<p>value- Product-mix dimensions, strategies and types; Branding- functions, strategies, types and qualities of good brand name; Packaging and Labelling- functions, types and ethical aspects; Product support services. New Product Development: Product life cycle – concept and marketing strategies; New product development- concept and process.</p> <p><b>Marketing Mix Decisions -Pricing and Distribution Pricing Decisions:</b> Objectives; Factors affecting the price of a product; Pricing methods; Pricing strategies; Ethical issues in pricing decisions.</p>	
IV	<p><b>Promotion Decisions and Developments in Marketing Promotion Decisions:</b> Communication process; Importance of Promotion. Communicating value- Decision about Promotion mix tools including advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix; Integrated Marketing Communication approach. Developments in Marketing: Relationship Marketing- concept and dimensions. Sustainable Marketing- concept and issues. Rural marketing- characteristics, drivers of growth in rural marketing, rural marketing mix. Social marketing- concept, tools and issues. Digital marketing- concepts, tools, and issues.</p>	25
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<b>Suggested Readings:</b>		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Etzel, M. J., Walker, B. J., Stanton, W. J., &amp; Pandit, A. (2010). Marketing. New York: McGraw Hill.</li> <li>2. Grewal, D., &amp; Levy, M. (2017). Marketing. New York: McGraw Hill Education.</li> <li>3. Kotler, P., Armstrong, G., &amp; Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education.</li> <li>4. Kotler, P., Keller, K. L., Koshy, A., &amp; Jha, M. (2013). Principles of Marketing: A South Asian Perspective. London: Pearson Education.</li> <li>5. Mahajan, J. P., &amp; Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications.</li> <li>6. Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.</li> <li>7. Sharma, K., &amp; Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.</li> </ol>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester IV</b>	Year: <b>2023</b> Session: <b>2023-24</b>
1	Course Code	<b>BBBDE-401(b)</b>	
2	Course Title	<b>Business Ethics and Corporate Social Responsibility( PAPER-V)</b>	
3	Course Type	<b>DSE</b>	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to develop in learners an understanding of the concept of Business Ethics & Human Values and its application in business decision making using sustainable business practices	
6	Course Learning Outcomes (CLO)	After completion of this course, learners will be able to: 1. Design Code of Ethics for an organisation; 2. Discuss Ethical Performance of an organisation; 3. Describe and distinguish between various types of values; 4. Discuss issues related to whistle blowing and other moral issues; 5. Measure the level of participation of select companies/organisations related to Social Responsibility.	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. ofLectures
I	<b>Introduction</b> Business Ethics: Meaning, Importance; Business Ethics in Different Organisational contexts; Sustainability: A Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical Decision Making and Decision-Making Process, Relevance of Ethics and Values in Business; Codes of Ethics; Ethical Behaviour of Manager. Ethical theories: Normative and descriptive ethical theories.		20
II	<b>Business Ethics Management</b> Management process and ethics, Ethos of Vedanta in management, Hierarchism as an organisational value, Business Ethics & Cultural Ethos; role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Managing stakeholder relations; Assessing ethical performance; Organizing for Business Ethics Management		20
III	<b>Moral Issues in Business</b> Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising; Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.		25

IV	<b>Corporate Social Responsibility (CSR)</b> Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR. ISO 26000 Social Responsibility- definition, principles, scope, benefits, certification	25
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Banerjee, S. B. (2007). <i>Corporate Social Responsibility: The Good, The Bad and The Ugly</i>. Cheltenham: Edward Elgar Publishing.</li> <li>2. Kumar, S. (2010). <i>Corporate Governance</i>. Oxford, England: Oxford University Press.</li> <li>3. Monks, R. A. G., &amp; Minow, N. (2011). <i>Corporate Governance</i>, New Jersey: John Wiley and Sons.</li> <li>4. Sherlekar, S. A. (2009). <i>Ethics in Management</i>. New Delhi: Himalaya Publishing House.</li> <li>5. Vveinhardt, J., &amp; Gulbovaite, E. (2015). <i>Expert evaluation of diagnostic instrument for personal and organizational value congruence</i>. <i>Journal of Business Ethics</i>, 136(3), 481–501.</li> <li>6. Werther, W. B., &amp; Chandler, D. B. (2011). <i>Strategic corporate social responsibility</i>. California: Sage Publications Inc.</li> </ol> <p><b>Note: Learners are advised to use latest edition of text books.</b></p>		

<b>Part A: Introduction</b>			
Program: Diploma Course		Class: <b>BBA.Semester IV</b>	Year: <b>2023</b> Session: <b>2023-24</b>
1	Course Code	BBBDE-401(c)	
2	Course Title	INDIAN ECONOMY (PAPER-V)	
3	Course Type	DSE	
4	Pre-requisite (if any)	Pass in Certificate Course in Commerce	
5	Objectives	The course aims to provide an understanding of constituent sectors that define the Indian Economy and enable learners to examine the role and contribution of different sections of the economy in economic development of India. The course also aims to enable the learners to examine the role and impact of planning process on economic development of India.	
6	Course Learning Outcomes (CLO)	After the completion of the course, the learners will be able to: 1. Evaluate the magnitude, size, and dimensions of Indian economy and to study effect of privatization and liberalization on Indian economy; 2. Evaluate the role of population as an economic resource; 3. Explain the role and contribution of agriculture in economic development of India; 4. Analyze contribution of industrial and service sector in Indian economy; 5. Evaluate the recent trends in economic planning of India as well as role and functions of central bank and commercial banks.	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks:100	Term end exam:80,Internal assesement:20	Min Passing Marks :40
<b>Part B: Content of the Course</b>			
Total No. of Lecturer in per week:06 Total Lectures:90			
Unit	Topics		No. of Lectures
I	<b>Overview of Indian Economy:</b> Indian Economy: Major features and problems. Role of public and private sector in Indian Economy; Functions and problems of public sector; dis-investment; Privatization –its importance in Indian Economy. Globalization, Liberalization, and its impact on Indian Economy.		20
II	<b>Demography and Indian Economy:</b> Concept of over, under and optimum population, Population explosion and trends in population growth, Demographic aspects of Indian population: Literacy, Gender and Quality of manpower, Demographic dividend and new trends in population management, Technology and population growth. Need to optimize population growth. Human Development Index		20
III	<b>Indian Agriculture:</b> Trends and problems Agriculture in Indian Economy: salient features and importance, cropping pattern, crop insurance, water management, water harvesting and irrigation related issues. Agricultural production and productivity, Green, white, blue and yellow revolution. <b>Government policy and initiatives:</b> Agricultural Finance: Rural Credit; Rural Finance: institutional and non-institutional finance, Role of Regional Rural Bank and Micro-finance institutions. Loan schemes. Agricultural Marketing:		25

	Regulated and unregulated markets, Warehousing, Role of Food Corporation of India (FCI), Export of agricultural products and agro based industries. Minimum Supports Price (MSP).	
IV	<b>Industrial Economy:</b> Industrial Scenario in India, Features and Problems of Industrial Development in India, Core industries and their role in Indian economy, Industrial policies and statements and their impact on industrial development, Industrial Finance, Liberalization and Indian industries., Role of WTO in Service Sector, Contribution of Service Sector to India's GDP. Planning Process in India: Trends and Features Planning process and features of Economic planning in India, planning commission and NITI Aayog, Budgeting in India	25
<b>Keywords:</b>		
<b>Part C - Learning Resource</b>		
Text Books, Reference Books, Other Resources		
<b>Suggested Readings:</b>		
<b>Text Books:</b>		
1.Acharya, S., & Mohan, R. (2010). India's Economy: Performance and Challenges. New Delhi: OUP India.		
2.Datt, G., & Sundharam, A. (2017). Indian Economy. New Delhi: Sultan Chand Publishing.		
3.Puri, V. K., & Mishra, S. K. (2018). Indian Economy. Mumbai: Himalaya Publishing House.		
Note: Learners are advised to use latest edition of text books.		