

Govt. Bilasa Girls P.G. (Auto.) College

Bilaspur (C.G.)

Department of Commerce

SYLLABUS

B.B.A. Semester- I

2022-23

Govt. Bilasa Girls P.G. (Auto.) College, Link Road Bilaspur

Phone No. 07752-224249, Website www.bilasagirlscollege.ac.in



Part A : Introduction

Environmental studies are the study of human interaction with the environment and in the interests of a solving complex problem. Environment includes which we are directly or indirectly dependent for our survival, whether it is living component like animal, plants or non living component like soil, air and water.

Program : Certificate Course		Class : B.A. I Semester	Year : 2022	Session : 2022-23
1	Course Code	Ability Enhancement Course (AEC)		
2	Course Title	Environmental Studies-I		
3	Course Type	Theory		
4	Pre-requisite (if any)	A student can have Higher secondary passed		
5	Objectives	The objective of environmental studies are : 1. Creating the awareness about environmental problems among people. 2. Imparting basic knowledge about the environmental and its allied problems. 3. Developing an attitude of concern for the environment.		
6.	Course Learning : Outcomes (CLO)	<ul style="list-style-type: none"> • The Environmental studies major prepares students for careers as leaders in understand and addressing complex environmental issue from a problem-oriented interdisciplinary perspective. • Appreciate the ethical, cross cultural and historical, context of environmental issues and the links between human and natural system. 		
7.	Credit Value	Theory : 2		
8	Total Marks :	Max. Marks :	Min. Passing Marks :	

Part B : Content of the Course

Total No. of Lecturer (in hours per week :

Total Lecturer :

No. of Lectures :

• **NATURAL RESOURCES :**

Renewable and nonrenewable resources :

Natural resources and associated Problem.

(a) Forest resources : Use and over-exploitation, deforestation, case studies, Timber extraction, mining dams and their effects on forests and tribal people.

(b) Water resources : Use and over – utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

- (c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilize-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources : Land as a resources, land degradation, man induced landslides, soil erosion and desertification – Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable life – styles.

• ECOSYSTEMS

Concepts of an ecosystems. Structure and function of an ecosystem.

- Producers, consumers and decomposers
- Energy flow in the ecosystem.
- Ecological Succession.
- Food Chains, food webs and ecosystem.
- Introduction, types, characteristic features, structure and function of the following ecosystem :
 - a) Forest ecosystem.
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries.)

• BIODIVERSITY AND ITS CONSERVATION

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity : consumptive use, productive use, social ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as mega – diversity nation.
- Hot-spots of biodiversity :
- Threats to biodiversity habitat loss, poaching of wildlife, manwildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity In situ and Ex-situ conservation of biodiversity.

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Part A: Introduction			
Program: Certificate Course		Class: B.B.A.Semester I	Year:2022 Session:2022-2023
1	Course Code	BBBAC-101	
2	Course Title	FINANCIAL ACCOUNTING	
3	Course Type	Core Course(Paper-II)	
4	Pre-requisite (if any)	Pass in Class XII	
5	Objectives	Objective: 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	
6	Course Learning Outcomes (CLO)	After completion of the course, learners will be able to: 1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements; 2. Prepare cash book and other accounts necessary while running a business. 3. Evaluate the importance of depreciation in financial statements; 4. Prepare financial statements of sole proprietors; 5. Understand accounting treatment for Admission and Retirement of Partner and Dissolution of partnership 6. Understanding of accounting for share capital and knowledge about debentures.	
7	Credit Value:04	Theory :04 Credit	
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	<p>(a) Theoretical Framework</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) Accounting Process</p> <p>Accounting Transaction : Concept of Double Entry System, Journal Rules of debit & Credit. Book of original records: Journal. Compound Journal Entry, opening Entry. Ledger</p>	20

	Sub-Division of Journal : Cashbook, Capital and revenue 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.)

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Part A: Introduction			
Program: Certificate Course	Class: B.B.A. Semester II	Year: 2022	Session: 2022-2023
1	Course Code	BBBAC-102	
2	Course Title	MANAGERIAL ECONOMICS (PAPER-III)	
3	Course Type	Core Course	
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"> 1. understand the application of Economic Principles in Management decision making. 2. understand, assess and forecast Demand 3. Analyze the relationship between inputs used in production and the resulting outputs and costs; 4. apply the concepts of production and cost for optimization of production. 5. Analyze and interpret market mechanism and behavior of firms and response of firms to different market situations; 5. will design 6. Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure. 	
7	Credit Value: 04	Theory : 04 Credit	
8	Total Marks: 100	Term end exam: 80, Internal Assessment: 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
1	<p>Introduction: 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>Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium;</p> <p>Elasticity of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply;</p> <p>Theory of consumer behavior : cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for</p>	25

	normal, inferior and giffen goods), revealed preference theory.	
II	Producer and optimal production choice : optimizing behavior in 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). Costs and scale : traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.	25
III	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, multiplant monopoly , monopolistic competition: basic features, demand and cost, short run equilibrium, long run equilibrium, oligopoly.	20
IV	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.	20
Keywords:		

Part C - Learning Resource

Text Books, Reference Books, Other Resources

Mehta, P.L.: Managerial Economics, Sultan Chand and Sons, New Delhi.
 Varshney & 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.)

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Part A: Introduction			
Program: Certificate Course	Class: B.B.A.Semester I	Year: 2022	Session:2022-2023
1	Course Code	BBBAC-103	
2	Course Title	Business Environment(Paper-IV)	
3	Course Type	Core Course	
4	Pre-requisite (if any)	Pass in Class XII	
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)	<p>At the end of this course, the students will be able to</p> <ol style="list-style-type: none"> 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 Assesement: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	Business Environment: Concept, Components and Importance, Factors Affecting Business Environment, Economic System Economic Trend (Overview): Income, Saving & Investment, Trade & Balance of Payment.	20
II	Economic Problem of Growth: Inflation ,Parallel Economy Industrial Sickness . Economic Factors of Growth: Foreign Direct Investment (FDI), Foreign Portfolio Investment (FPI), Micro, Small and Medium Enterprises (MAMES).	25
III	Economic Planning in India: Need, Objective, Strategy. Review of Previous Plan, NITI AAYOG. Role of Government: Monetary & Fiscal Policy, Industrial Policy, Industrial Licensing, Privatization, Liberalization, Globalization, Demonetization, Disinvestment, Foreign Exchange	25

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

Part C - Learning Resource

Text Books, Reference Books, Other Resources

Suggested Readings:

Text Books:

1. Cherunilam, Francis. Business Environment. Mumbai: Himalaya Publishing House
 2. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House
 3. Sundaram & Black; The International Business Environment; Prentice Hall, New Delhi.
 4. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.
 5. Pailwar, Keshav Veena. Business Environment. New Delhi: PHI, Publication
 6. Sinha V.C. and Sinha Pushpa. Business Environment (Hindi and English). Agra: SBPD Publishing House
 7. Rishiswar, Vinay. Vyavsayik Paryavaran. Agra SBPD Publications.
 8. Dayal, Gupta, Soni. Business Environment. Jaipur: RBD Publication.
 9. Swami, Gupta, Vaishnav. Economic and Business Environment. Jaipur: RBD Publication.
- Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)

Part A: Introduction			
Program: Certificate Course	Class: B.B.A., Semester I	Year: 2022	Session: 2022-2023
1	Course Code	BBBAG-101	
2	Course Title	Business Organization (PAPER-V)	
3	Course Type	Generic Elective	
4	Pre-requisite (if any)	Pass in Class XII	
5	Objectives	To acquaint learners with the basics of business concepts and functions, forms of business organization, and functions of management.	
6	Course Learning Outcomes (CLO)	<p>After completion of the course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Acquire the knowledge of business, profession, partnership firm and joint stock company, and distinguish and explain each form of business. 2. Understand Business & Environment Interface. And social responsibility of business. 3. Understand the importance of business and its types, factors influencing the size of firms, classifications and importance of plant layout and equipments. 4. Analyze the cooperative organization. 5. Analyze the various source of finance and role of chamber of commerce in business promotions. Develop the analytical skill of business finance. 6. Understand the various business Combinations. 	
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	<p>Concept and Forms of Business Organizations Concepts of Business, Trade, Industry and Commerce, Objectives and functions of Business,. Business & Environment Interface: System Approach, Business system and its sub systems & their interaction, Business Environment Kinds of Environment, Impact of Environment or business interface between Business Nature and strategies, Business as a part of Economic System. Profit Maximization v/s Social Responsibilities of Business:Types of Business objectives, Social Responsibility of a business, Conflict between profit maximization and Social Responsibility. Obligation of business towards different groups of the society. Ethical Conduct & Human Values.</p>	25
II	<p>Forms of Business Organization: Sole proprietorship: Meaning, characteristics, advantages and disadvantages of sole proprietorship.</p>	25

	<p>Partnership: Meaning, characteristics, kinds, advantages and disadvantages of Partnership, kinds of partners, partnership deed. Registration, Dissolution.</p> <p>Joint Stock Company- Meaning, characteristics, advantage and disadvantage. Kinds of Companies.</p> <p>Hindu undivided family: Meaning, characteristics, advantages and disadvantages of Hindu undivided family</p>	
III	<p>Location of Business Enterprise: Factors affecting Industrial Location, selection of site, Urban & Sub-Urban sites, concentration of Industries, Need for balanced regional Development. Government Policy on Industrial Location, Location Policies in India since independence, Industrial estates, Weber's Theory of Location, & its Appraised</p> <p>Rationalisation: Meaning, features, objectives, factors, advantages, objections against Rationalisation.</p>	25
IV	<p>Business Combinations: Concept, Causes, Types, Benefits and Evils of Business Combinations. Business Associations, Trade Association, Chambers of Commerce, Brief Study of Organisation, Objectives, function of FICCI, CII, ASSOCHAM, AIMO, AIOE.</p> <p>Sources of business finance: Short term and long term.</p>	15
Keywords:		

Part C - Learning Resource

Text Books, Reference Books, Other Resources

Suggested Readings:

- Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
- Kaul, V. K. (2012). Business Organization and Management. Text and Cases. New Delhi: Pearson Education.
- Dr. Neeru Vasishth, Principals of Business Organisation. New Delhi: Taxman.
- Kothari, Milind. Business Organisation, Jaipur; Ramesh Book Depot.
- Mishra and Saxena, Business Organisation and Management. Agra: SBPD publishing house.
- Gupta O. P. Business Organisation and Management. Agra: SBPD Publications.
- Agrawal R. C., Business Organisation and Management. Agra: SBPD Publishing House.
- Sharma, R.K. and Gupta S.K., Business Organisation (Hindi). New Delhi: Kalyani Publishers.
- Asthana, Padmakar & Sahai, I.M.; Business Organisation. Sahitya Bhawan Publications, Agra.
- Tripathi, Sashikant & Shukla Ajay.; Business Organisation. Thakur Publishers, Lucknow.
- Note: Learners are advised to use latest edition of text books

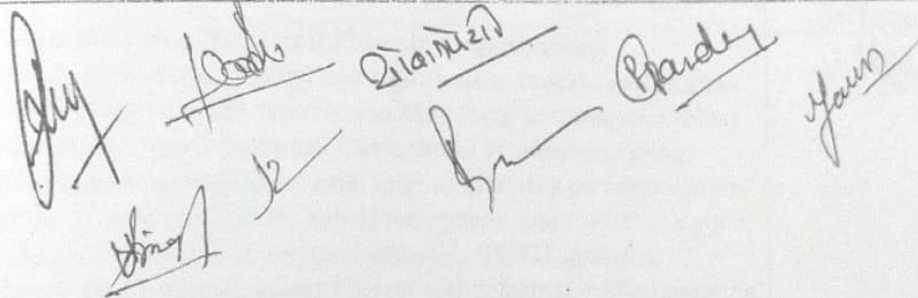
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Program: Certificate Course		Part A: Introduction		
		Class: B.B.A. Semester I	Year: 2022	Session: 2022-2023
1	Course Code	BBBAG-102		
2	Course Title	PEOPLE MANAGEMENT		
3	Course Type	Generic Elective (Paper-V)		
4	Pre-requisite (If any)	Pass in Class XII		
5	Objectives	The course aims to provide an overview to the learners of what it means to be an effective people manager. The Programme is designed in such a manner so that the learners can develop leadership and communication skills and manage people in an organization effectively.		
6	Course Learning Outcomes (CLO)	<p>After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> (a) Perform meditation techniques (Brain stiling exercise) for mind management; (b) Create a personal development plan for oneself; (c) Demonstrate decision making skills and prepare Time Management framework in real life situations; <ol style="list-style-type: none"> Analyze the applicability of People First Strategy in an organisation; Demonstrate team building skills and leadership qualities; Conduct team evaluation and assessment; Demonstrate skills to resolve conflicts in an organisation and lead teams. 		
7	Credit Value:04	Theory :04 Credit		
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	Managing and Motivating Others Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and Organizational factors on people management, Motivating Others - Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People - People First Strategy: Emerging cases.	25

II	Building Team and Peer Networks Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behaviour of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an Organisation	25
III	Managing Evaluation and Assessment Managing Performance, Appraisal methods, Role Reviews and performance management, Dealing with Poor Performers, Agreeing Performance Targets, Negative Feedback, Performance Management System, 360 Degree Feedback as a Performance Appraisal Tool	20
IV	Leading People & Resolving Conflicts Leading people to achieve the vision and mission of the Organisation. Leadership for high performance culture, Leadership Styles for creating conducive Organisational climate and culture of excellence. Managing different types of conflicts in an Organisation, Problem solving and quality improvement process	20
Keywords:		

Part C - Learning Resource
Text Books, Reference Books, Other Resources
Suggested Readings: Wellington, P. (2011). <i>Effective People Management: Improve Performance Delegate More Effectively</i> . London: Kogan Page Publishers. Thomas, M. (2007). <i>Mastering People Management</i> . London: Thorogood Publishing. Randall, J., & Sim, A. J. (2013). <i>Managing People at Work</i> . Abingdon: Routledge. Thomson, R., & Thomson, A. (2012). <i>Managing People</i> . Abingdon: Routledge


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Part A: Introduction			
Program: Certificate Course		Class: B.Com./B.B.A.Semester I	Year: 2022 Session: 2022-2023
1	Course Code	BBCSE- 101	
2	Course Title	COMMUNICATION AND DOCUMENTATION IN BUSINESS	
3	Course Type	Skill Enhancement Course(Paper-VI)	
4	Pre-requisite (if any)	Pass in class XII	
5	Objectives	The course aims to enhance written and verbal communication/ presentation skills amongst the learners and ability to frame effective documentation both in digital and non-digital environment.	
6	Course Learning Outcomes (CLO)	<p>At the end of this course, the students will be able</p> <p>After completion of the course, learners will be able to:</p> <ol style="list-style-type: none"> 1. Realize the significance of effective communication in business; 2. Learn business vocabulary and understand varied ways/methods to present business plans; 3. Gain knowledge on drafting of official letters and documents; 4. Develop appropriate skills for report writing and different ways of documentation; 5. Explain the role of information technology for enabling business communication and documentation . 	
7	Credit Value: 02	Theory :02 Credit	
8	Total Marks:50	Term end exam:40,Internal Assesment:10	Min Passing Marks :20

Part B: Content of the Course		
Total No. of Lecturer (in per week):03		
Total Lectures: 45		
	Topics	No. of Lectures
I	<p>(i)Communication Roles and Flows in Organisations Meaning, definitions, concept and significance, models and process of communication (with reference to Mintzberg's managerial roles) and documentation in business. Basic forms of communicating. Communication and process; principles of effective communication; Theories of communication; Self-Development and Communication; Development of positive personal attitudes, SWOT analysis.</p> <p>(ii)Corporate Communication: Formal and Informal communication networks; Grapevine; Miscommunication (Barriers); improving communication. Practices in business communication; Group discussions; Seminars; Effective Listening: Principles of effective listening; Factor affective listening exercises; Oral, Written, and video session, Audience analysis and feedback.</p>	15
II	<p>(i)Business Language and Presentation Business, commercial and managerial vocabulary – terms used in trade, business plans/ proposals, presenting business plans,</p>	15

	multimedia corporate presentations (ii) Business Correspondence Inviting quotations, sending quotations, placing orders, Social and public relations correspondence; Reading and writing shorter business messages –invitations, thank you notes, greetings and congratulations.	
III	(i) Technology and Business Communication Use of digital platforms in business communication; Handling online orders, complaints and other sales correspondence, use of social media tools for advertising, buying and selling; publicizing business ideas through blogs, web-pages etc.; online business communities; webinars and conference calls. Privacy and data security issues in business communication (ii) Business Documentation Drafting simple contracts and deeds (non-legal); Project on legal documentation for bank transactions; Property documentation; Contract of employment etc.; note-sheet; Creating, storing/ archiving and retrieving folders/ documents. Document sharing and collaborative working; Privacy and data security issues in business documentation	15
Practical Exercises: The learners are required to: 1. Interview employees of some organisation to find out communication issues and challenges. 2. Make a vocabulary of various terms used in business documentation. 3. Collect some samples of business correspondence and documentations and find out their effectiveness; 4. Visit the social media account of any one reputed well-established organisation and another account of a developing organisation. Compare the difference in communication, persuasion, and advertising methods, highlight the ways in which both the organisation can learn from one another		
Keywords:		

Part C - Learning Resource

Text Books, Reference Books, Other Resources

Suggested Readings:

- Andrews, D. C., & Andrews, W. D. (2003). *Management Communication: A Guide*. Boston: Cengage Learning.
- Canavor, N. (2012). *Business Writing in the Digital Age*. California: SAGE Publications.
- Guffey, M. E., & Loewy, D. (2013). *Essentials of Business Communication*. Boston: Cengage Learning.
- Locker, K., & Kaczmarek, S. (2009). *Business Communication: Building Critical Skills*. New York: McGraw Hill Education.
- Newman, A. (2017). *Business Communication: In Person, In Print, Online*. Boston: Cengage Learning.
- Shirley, T. (2005). *Communication for Business*. London: Pearson Education.
- Agrawal P.K., Mishra A.K., Business Communication(Hindi): Sahitya Bhawan Publication ;Agra.

Balasubramanyam: Business Communication; Vikas Publishing House, Delhi.
Mishra Vinod : Business Communication(Hindi); Sahitya Bhawan Publication ; Agra.
Kaul : Effective Business Communication; Prentice Hall, New Delhi.
Patri V.R., Essentials of Communication ; Greenspan Publications, New Delhi.
Sengun J, Business Communication; The Real World and Your Career, Allied Publishers ,New
Delhi.
Mishra , Shukla & Patel ; Business Communication(Both Hindi and English) SBPD Publishing
House, Agra.
Wilson, K., & Wauson, J. (2011). *The AMA Handbook of Business Documents: Guidelines and
Sample Documents That Make Business Writing Easy*. New York: AMACOM.
Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)

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Part A: Introduction			
Program: Certificate Course	Class: B.Com./B.B.A.Semester I	Year: 2022	Session: 2022-2023
1	Course Code	BBCSE-102	
2	Course Title	MUTUAL FUND OPERATIONS, DISTRIBUTION, AND REGULATIONS	
3	Course Type	Skill Enhancement Course(Paper-VI)	
4	Pre-requisite (if any)	Pass in class XII	
5	Objectives	The learners will be able to understand different products of mutual fund investment along with the regulations, research, types, process and sales strategies for mutual fund market in India. The learners will be equipped to execute sale in the mutual fund market and should be a ready resource for absorption for companies after completion of this course	
6	Course Learning Outcomes (CLO)	At the end of this course, the students will be able 1. Summarize the structure of mutual fund market in India; 2. Describe the role of different regulators; 3. Explain the regulations, process and objectives of offer document; 4. List down the mandatory disclosures and content points of offer document; 5. Define the commission structure; 6. List the pre-requisites of becoming a distributor; 7. Demonstrate code of conduct policy.	
7	Credit Value: 02	Theory :02 Credit	
8	Total Marks:50	Term end exam:40, Internal Assessment:10	Min Passing Marks :20

Part B: Content of the Course

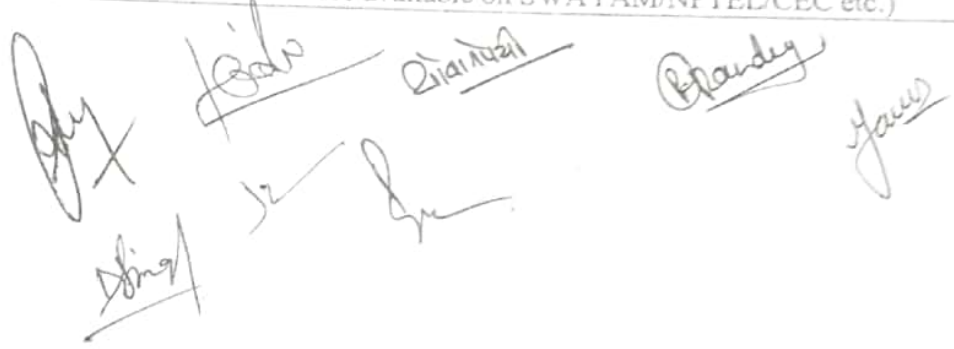
Total No. of Lecturer in per week:03

Total Lectures:45

	Topics	No. of Lectures
I	Mutual fund operations and regulatory environment a. Structure of mutual fund industry in India b. Regulators and their role c. Pricing, key accounting, and reporting requirements d. Role of SEBI in regulation e. Code of Ethics of AMFI f. Investor right and obligations g. Consolidated account statement.	15
II	Offer document a. Regulations with respect to offer document for NFO b. Process of NFO and steps involved in marketing an NFO c. Objectives of information disclosure in an offer document d. Objectives and contents of the Statement of Additional Information (SAI) and related regulations e. Objectives and contents of the Scheme Information Document (SID) and related regulations f. Key Information Memorandum (KIM) and related regulations	15

III	Fund distribution and sales practices a. Pre-requisites to become a mutual fund distributor b. Sales practices and commission structure c. Types of commissions and transaction charges d. Code of conduct specified by AMFI.	15
Keywords:		

Part C - Learning Resource	
Text Books, Reference Books, Other Resources	
Suggested Readings: T Sankaran. S. (2019). <i>Indian Mutual Fund Handbook</i> . New Delhi: Vision Books. NISM series V-A Mutual funds distributors certification Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.)	


 A collection of handwritten signatures and initials in black ink, including names like 'Sankaran', 'Sinha', 'Prady', and 'Gaur', along with various scribbles and initials.