

PROGRAMME GUIDE

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- **Scheme of Examination (CBCS/ELECTIVE BASED)**
- **Detailed Syllabus**



DR. C.V. RAMAN UNIVERSITY

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

PHONE : 07753-253737, Fax : 07753-253728

Website: www.cvru.ac.in



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER I st													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3MBFE101	Ability Enhancement	Fundamental of Entrepreneurship	50	25	08	10	04	15	06	1	-	1	2
3MBBA102	Core Course	Principles of Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA103	Core Course	Business Math	100	50	17	20	7	30	12	4	-	-	4
3MBBA104	Core Course	Business Environment	100	50	17	20	7	30	12	4	-	-	4
3MBBA105	Core Course	Managerial Economics	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA104	Practical	Business Environment	50	25	08	-	-	25	10	-	-	2	2
3MBBA105	Practical	Managerial Economics	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

English: Term Pass

COURSE STRUCTURE OF BBA SEMESTER II nd													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBHL101	Ability Enhancement	हिन्दी भाषा और संरचना	50	25	8	10	4	15	6	2	-	-	2
3MBBA202	Core Course	Organizational Behavior	100	50	17	20	7	30	12	4	-	-	4
3MBBA203	Core Course	Business Communication	100	50	17	20	7	30	12	4	-	-	4
3MBBA204	Core Course	Introduction to Accountancy	100	50	17	20	7	30	12	4	-	-	4
3MBBA205	Core Course	Macro Economics	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA202	Practical	Organizational Behavior	50	25	08	-	-	25	10	-	-	2	2
3MBBA203	Practical	Business Communication	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
	Skill Enhancement	Skill Enhancement Elective Course-I	50	-	-	-	-	50	20	1	-	1	2
Grand Total			600										24

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective I – Any other course being offered in this semester as per the list given at the end of course structure

L- Lectures T- Tutorials P- Practical

Viraj Singh

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

English: Text Pass

COURSE STRUCTURE OF BBA SEMESTER III rd													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBEL402	Ability Enhancement	English Language and Scientific Temper	50	25	8	10	4	15	6	2	-	-	2
3MBBA302	Core Course	Business Statistics	100	50	17	20	7	30	12	4	-	-	4
3MBBA303	Core Course	Business Law	100	50	17	20	7	30	12	4	-	-	4
3MBBA304	Core Course	Business Ethics and CSR	100	50	17	20	7	30	12	4	-	-	4
3MBBA305	Core Course	Retail Management	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA304	Practical	Business Ethics and CSR	50	25	08	-	-	25	10	-	-	2	2
3MBBA305	Practical	Retail Management	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
*	Skill Enhancement	Skill Enhancement Elective Course-II	50	-	-	-	-	50	20	1	-	1	2
Grand Total													

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective II – Any other course being offered in this semester as per the list given at the end of course structure

L- Lectures T- Tutorials P- Practical

Vinod Gupta

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER IVth

COURSE STRUCTURE OF BBA SEMESTER IV th													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBEL501	Ability Enhancement	Introduction to soft skill & Team Building	50	25	8	10	4	15	6	2	-	-	2
3MBBA402	Core Course	Financial Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA403	Core Course	Marketing Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA404	Core Course	Production & Operation Management	100	50	17	20	7	30	12	4	-	-	4
3MBBA405	Core Course	Human Resource Management	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA403	Practical	Marketing Management	50	25	08	-	-	25	10	-	-	2	2
3MBBA405	Practical	Human Resource Management	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

L- Lectures T- Tutorials P- Practical

Deputy Registrar (Academic)
Dr. C.V. Ramon University
Kota, Bilaspur (C.G.)



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER V th													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3HBHP401	Ability Enhancement	Human Values & Ethics	50	25	8	10	4	15	6	2	-	-	2
3MBBA502	Core Course	Public Relation & Corporate Image	100	50	17	20	7	30	12	4	-	-	4
3MBBA503	Core Course	Case Study Analysis	100	50	17	20	7	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-I	100	50	17	20	7	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-II	100	50	17	20	7	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA502	Practical	Public Relation & Corporate Image	50	25	08	-	-	25	10	-	-	2	2
3MBBA503	Practical	Case Study Analysis	50	25	08	-	-	25	10	-	-	2	2
Skill Course								Sessional					
*	Skill Enhancement	Skill Enhancement Elective Course-III	50	-	-	-	-	50	20	1	-	1	2
Grand Total			600										
Minimum Passing Marks: Theory Group - 50%, Practical Group - 50%, Skill Course - 50%													

Minimum Passing Marks are equivalent to Grade D

L- Lectures T- Tutorials P- Practical

Major- Term End Theory Exam / Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Skill Elective III – Any other course being offered in this semester as per the list given at the end of course structure

Virat Singh

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



w.e.f. July 2020

Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

BACHELOR OF BUSINESS ADMINISTRATION

Duration: 36 Months (3 Years)

Eligibility: 12th Pass

English: 12th Pass

COURSE STRUCTURE OF BBA SEMESTER VI th													
Course Details				External Assessment		Internal Assessment				Credit Distribution			Allotted Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor		Sessional		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks	Max Marks	Min Marks				
Theory Group													
3MBBA601	Core Course	Business Research	100	50	17	20	6	30	12	4	-	-	4
3MBBA602	Core Course	Corporate Strategy	100	50	17	20	6	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-I	100	50	17	20	6	30	12	4	-	-	4
#	Core Course	Discipline Specific Elective-II	100	50	17	20	6	30	12	4	-	-	4
Practical Group				Term End Practical Exam				Sectional					
3MBBA603	Project/ Dissertation/ Internship	Entrepreneurial Project Work & Viva Voce	100	50	17	-	-	50	20	-	-	4	4
3MBBA601	Practical	Business Research	50	25	08	-	-	25	10	-	-	2	2
Grand Total			550										22

Minimum Passing Marks are equivalent to Grade D

Major- Term End Theory Exam/ Practical Exam

Minor- Pre University Test

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

Compulsory Project/Dissertation with choice in any Disciplinary specific elective. Compulsory one paper presentation certificate in related discipline

L- Lectures T- Tutorials P- Practical

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Discipline Specific Elective For Vth Semester – Choose any two group from the following:

Marketing Group	3MBBA504	Consumer Behaviour
	3MBBA505	Advertising and Sales Management
	3MBBA506	Retail & Rural Marketing
HR Group	3MBBA507	Management Training and Development
	3MBBA508	Human Resource Planning and Development
	3MBAA509	Legal Framework Governing Human Relation
Finance Group	3MBBA510	Security Analysis and Portfolio Management
	3MBBA511	Financial Institution & Services
	3MBBA512	Tax Management & Planning
Retail Group	3MBBA513	Brand Management
	3MBBA514	Retail Techniques & Skills
	3MBBA515	Retail Marketing
Production Group	3MBBA516	Technology Management
	3MBBA517	Productivity
	3MBBA518	Material Management

Discipline Specific Elective For VIth Semester – Choose any two group from the following:

Marketing Group	3MBBA604	Service Marketing
	3MBBA605	Digital Marketing
	3MBBA606	International Marketing
HR Group	3MBBA607	Management of Industrial Relations
	3MBBA608	Organizational Change and Intervention Strategies
	3MBBA609	International Human Resource Management
Finance Group	3MBBA610	Working Capital Management
	3MBBA611	Financial Derivatives
	3MBBA612	Banking & Finance
Retail Group	3MBBA613	Supply Chain Management
	3MBBA614	Mall & Risk Management
	3MBBA615	Customer Relationship Management
Production Group	3MBBA616	Quality Management & ISO
	3MBBA617	Process Planning and Control
	3MBBA618	Process Reengineering

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

SKILL ENHANCEMENT ELECTIVE COURSES

Non-Technical			
Elective No.	Department/ Faculty Name		
	Faculty of Information Technology		
I	SCIT 201	Data Entry Operation	2(1+0+1)
II	SCIT 301	Multimedia	2(1+0+1)
III	SCIT 501	Web Designing with HTML	2(1+0+1)
IV	SCMIT 201	Web Development	2(1+0+1)
V	SCMIT 301	LINUX	2(1+0+1)
	Faculty of Management		
I	SMGT 201	Briefing and Presentation Skills	2(1+0+1)
II	SMGT 301	Resolving Conflicts and Negotiation Skills	2(1+0+1)
III	SMGT 802	Entrepreneurship Development	2(1+0+1)
	Faculty of Commerce		
I	SCOM 201	Tally ERP 9	2(1+0+1)
II	SCOM 302	Multimedia	2(1+0+1)
III	SCOM 803	Data Analyst	2(1+0+1)
	Faculty of Humanities		
I	SHBA 301	Pursuing Happiness	2(1+0+1)
II	SHBA302	Communication Skill and Personality Development	2(1+0+1)
III	SHMA301	Tourism in M.P	2(1+0+1)
	Faculty of Science		
I	SSBI 301	Mushroom Cultivation	2(1+0+1)
II	SSPH 301	House Hold Wiring	2(1+0+1)
III	SSPH 301	Basic Instrumentation	2(1+0+1)
IV	SSPH 301	DTP Operator	2(1+0+1)
V	SSCH 301	Graphic Designing	2(1+0+1)
	Faculty of Education		
I	SCBE 403	Understanding of ICTC (Information Communication Technology)	2(1+0+1)
II	SCPE 201	Yoga Education	2(1+0+1)


 Deputy Registrar (Academic)
 Dr. C.V. Raman University
 Kota, Bilaspur (C.G.)

OBJECTIVES OF BBA PROGRAMME

- The course structure basically focuses on detailed study of business administration. It involves detailed study of different aspects of the business and managing its operations. It equips the students with the latest business knowledge to meet the requirements of the changing corporate firms.
- It helps students to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors. The students are required to choose a specialization of their interest in the last year of the program, which facilitates them to develop their management skills in a particular sector.
- The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts.

PROGRAMME OUTCOME

The students who earn the BBA degree will be able to:

- Work well in teams, including virtual settings.
- Inculcate a global mindset,
- Develop functional and general management skills,
- Understand the area of Finance, HR, Marketing and Production.
- Analyze socio-political-economic environment of business organizations,
- Develop ethical thinking.
- Recognize and solve business problems in an ethical manner.
- Evaluate different business problems using analytical and creative, and integrative abilities,
- Communicate effectively in different contexts,
- Communicate business information professionally
- Build and Demonstrate leadership, teamwork, and social skills,

BBA graduates should become HR Officer, Accounts Officer, Sales Executive and Shift In charge depending upon the specialization they have chosen. They can work in Malls, corporate, industries and investment banking areas.

SPECIFIC PROGRAMME OUTCOME OF BBA

- After completing BBA students should be able to demonstrate functional knowledge and skills in accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics.
- Graduates having specialization in Human Resource Management can handle administrative work in corporate, industries, offices and educational institutions.
- Graduates having specialization in Financial Management can handle work in financial Institution, banks, stock exchanges, finance department of corporate, industries and educational institutions.
- Graduates having specialization in Marketing Management can handle work in Insurance, FMCG, Dealers and Banks.
- Graduates having specialization in production can handle work at industrial sector, AKVN, Nav- ratan industries and production units.




Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)





Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 1st

Course: BBA

SUBJECT: FUNDAMENTALS OF ENTREPRENEURSHIP

Subject Code: 3MBFE101

Theory Max. Marks: 25

Theory Min. Marks: 8

COURSE OBJECTIVE: Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Entrepreneurship-Definition, Characteristics and importance, Types and functions of an entrepreneur, merits of a good entrepreneur motivational factors of entrepreneurship.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Motivation to achieve targets and establishment of ideas. Setting targets and facing challenges. Resolving problems and creativity. Sequenced planning and guiding capacity, Development of self confidence. Communication skills, Capacity to influence, leadership.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Project Report- Evaluation of selected process. Detailed project report - Preparation of main part of project report pointing out necessary and viability. Selecting the form of Organization: Meaning and characteristics of sole Proprietorship, Partnership and cooperative committees, elements affecting selection of a form of an organization. Economic management -Role of banks and financial institutions banking, financial plans, working capital-evaluation and management, Cost and Price determination, Calculation of Profits, keeping of accounts.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Production management - Methods of purchase. Management of movable assets/goods. Quality management. Employee management. Packing. Marketing management Sales and the art of selling. Understanding the market and market policy. Consumer management. Time management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Role of regulatory institutions - district industry centre, pollution control board, food and drug administration, special study of electricity development and municipal corporation. Role of development organizations, khadi & village Commission/ Board, State Finance Corporation, scheduled banks, MP Women's Economics Development Corporation. self-employment-oriented. Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative schemes, Prime Minister's Employment schemes, Golden Jubilee Urban environment scheme, Rani Durgavati Self-Employment scheme, Pt. Deendayal Self-employment scheme. Various grant schemes - Cost-of-Capital grant, interest grant, exemption from entry tax, project report, reimbursement grant, etc. Special incentives for women entrepreneurs, prospects & possibilities. Schemes of Tribal Finance Development Corporation, schemes of Antyavasai Corporation, schemes of Backward Class and Minorities Finance Development Corporation.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: Understanding basic concepts in the area of entrepreneurship, understanding the stages of the entrepreneurial process, adopting of the key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Text Books:

- Udhymita Vikas : U.C Gupta (Kailash Prakashan)
- Udhymita Vikas (H) : Entrepreneurship Development / by Tribhuvannath Shukl Bhopal: Madhya Pradesh Hindi Granth Academy.
- Varshney, G.K. (2010).Fundamental Of Entrepreneurship, SahityaBhawan Publications
- Agrawal and Mishra (2017) Fundamental Of Entrepreneurship, SahityaBhawan Publications.
- Fundamentals of Entrepreneurship by G.K. Varshney Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship (H) by Avnish Kumar Mishra Agra Sahitya Bhawan
- Fundamentals of Entrepreneurship by H. Nandan New Delhi PHI Learning
- Fundamentals of Entrepreneurship and Small Business Management by Vasant Desai Mumbai

Dep. C.V. Ramam University
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

Himalaya Publishing House

- Fundamentals of Entrepreneurship : Principles, Policies and Programmes by K.K. Patra
- Mumbai Himalaya Publishing House
- Fundamentals of Entrepreneurship by Sangram Keshari Mohanty New Delhi PHI Learning

Reference Books:

- Entrepreneurial Development : Dr. S.S. Khanka (S. Chand)
- Entrepreneurship Development : D. Acharya (Himalaya Publication House)
- Entrepreneurship : New Venture Creation by David H. Holt New Delhi PHI Learning

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Manager, Purchase Officer, Project Auditor,	<ul style="list-style-type: none">• Self-confidence, Leadership, Creativity, Time Management	No poverty, No Hunger, Quality Education, Decent work and Economic Growth, Sustainable Cities and Communities, Responsible Consumption and production	Entrepreneur, Project report developer

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 1st

Course: BBA

SUBJECT: PRINCIPLES OF MANAGEMENT

Subject Code: 3MBBA102

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Nature and Scope of Management Process: Management, Science, Art, Development of Management, Functions of the, Manager.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Planning: The meaning and purpose of planning, steps in planning,, Types of Planning,, Objectives and Policies: Objective, Policies, Procedures and, methods, Nature and type of Policies. Decision-making: Process of Decision-making, Type of Decisions,, Problems involved in decision-making, Quantitative techniques.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Organizing: Types of organization, Organizational structure, span, of control, Use of Units and committees. Delegation: Delegation and centralization line and staff relationship	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Staffing: Sources of recruitment, Selection process training. Directing: Nature and purpose and directing	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Controlling: Need for co-ordination-meaning and importance of, controls, Control process, Budgetary and non-Budgetary controls,, Case studies.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME:- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

TEXT BOOKS:

- Principle Of Management : R.N Gupta (S.Chand)
- Gupta, Sashi K (2015) Organizational Behaviour, kalyani publishers
- O;olkf;dizca/k ds fl)kar] MkW- izoh.kdqekjvxzoky ,o aMkW- vouh'kdqekjfe]k] lkfgR; Hkouizdk'ku
- Principle Of Management : T. Ramaswamy
- Agrawal Gaurav (2013), TextBook of Management Process and Organisational Behaviour, Anmol Publications Pvt. Ltd.
- Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4th Ed.
- Prabandh ke Siddhant (H): Principles of Management / by R.C. Gupta. Agra Sahitya Bhawan
- Principles & Practice of Management by Parth O.S. Sengupta Noida : Vikas ,
- Principles and Practice of Modern Management by Pankaj Madan
- Principles of Business Management (H) by Praveen Kumar Agrawal & Avnish Kumar MishraAgra Sahitya Bhawan
- Principles of Business Management (H) by R.C. Gupta Agra Sahitya Bhawan
- Principles of Business Management (Problems with Case) by S.A. Sherlekar Mumbai Himalaya Publishing House

REFERENCE BOOKS:

- Luthans, Fred,(2010), Organizational Behaviour,12th edition, MGH publisher.
- S.P.Robbinsons, T.A. Judge, Sanghai S.(2016), Organizational Behaviour, Pearson Education.
- Govindrajan, M., Natarajan, S. (2007). Principles of Management. Prentice Hall of India Pvt. Ltd. 4th Ed.

Deputy Registrar (Academic),
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

- Hill, Charles W.L. and McShane, Steven. (2016), Principles of Management. McGraw Hill Publications

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Administrative Services Executive, Recruitment and Training Coordinator,	Action Planning skill will be developed Leadership Skills Able to solve the problem	No poverty , No Hunger, Quality Education, Decent work and Economic Growth, Sustainable Cities and Communities, Responsible Consumption and production	Third Party Recruitment Service/ Consultancy,

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 1st

Course: BBA

SUBJECT: BUSINESS MATH

Subject Code: 3MBBA103

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The objective of the business mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Ratio – Gaining, Sacrificing Ratio, Proportion, Percentage, Commission.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Simultaneous Equations - Meaning, Characteristic Types and calculations. Preparation of Invoice.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Elementary Matrices - Definition and Calculations, Types of Matrices.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Logarithms and anti Logarithms - Principles and calculations, Introduction of Calculus, Methods of Differentiation, Partial Derivative.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Simple and compound Interest, Profit and Loss. Linear Programming - Introduction.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: Understanding of basics of mathematics which are required to solve the managerial problems & different calculation methods will make the students to equip with mathematical analysis of the issues

Text Books:

- Mathematics for Economics and Business by R.S. Bhardwaj .
- Business Mathematics by Padmalochan Hazarika.
- Business Mathematics by D.C. Sancheti and V.K. Kapoor.
- Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- Business Mathematics by Bari - New Literature publishing company, Mumbai
- Business Mathametics: Dr. A Agarwal (Vrinda Publication)
- Basic Mathematics: Macmillan, New Delhi. – Allen R.G.D.
- Business Mathematics by S.M. Shukla Agra Sahitya Bhawan
- Business Mathematics IInd Sem. by O.P. Gupta Agra SBPB

Reference Books:

- S.C.Gupta and V.K.Kapoor, Fundamental of Mathematical Statistics, Sultan Chand & Sons.
- Business Mathematics by B.M. Agarwal.
- Mathematics for Economics: Schaum Series, M.C.Graw Hill, London - Dowling, E.T

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Data Analyst	Computational skills, Analytical skills	No poverty, No Hunger, Quality Education, Decent work and Economic Growth, Responsible Consumption and production	Data Analyst

05

Vinod Kumar

Deputy Registrar (Academic)

Dr. C.V. Raman University

Kota, Bilaspur (C.G.)

R



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 1st

Course: BBA

SUBJECT: BUSINESS ENVIRONMENT

Subject Code: 3MBBA104

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The course aims at acquainting the students with emerging issues in business at the national and international level in the light of the policies of liberalization and globalization

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Indian business Environment: concept, Nature, Scope and importance, Micro and macro environment, Impact of business environment on business decision, process of environment analysis for business decisions, Environmental Scanning, Social Responsibility of Business.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Economic environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic Planning in India- Special focus on recent five years plan; Government policies- Industrial Policy, Fiscal Policy, monetary policy, EXIM Policy, Recent economic initiatives Niti Ayog	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Socio Cultural environment and Financial System- Critical elements of socio cultural environment; problems of uneven income distribution; Emerging rural sector in India, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Political and legal Environment in Business- Critical elements of Political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act; FEMA and licensing Policy; Consumer Protection Act, Patents Act 1970, Competition Act.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	International and Technological Environment: Multinational Corporations; Transnational Corporations, Liberalization, Globalization, Privatization, disinvestment, SEZ(Special Economic Zones) and their impact in international Business; International Economic Institutions- GATT,WTO,UNCTAD, MOUs. World Bank, IMF and their Importance to India.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

Text Books:

- K.Chidambaram by Vikas Publication
- K. Ashwathappa by Himalya Publication House
- Jain. Jinendra kumar by Hindi Granth Academy, Bhopal
- V. Neelumegran by S.Chand
- Mittal, V. (2011), Business Environment. Excel Books, 2nd Edition.
- S.Cherumilam, F. (2010), Business Environment Text & Cases, Himalaya Publishing House.
- व्यावसायिक पर्यावरण , डॉ. एस .के सिंह, साहित्य भवन प्रकाशन
- Business Environment by K Dhidambaram & V Alagappan Noida Vikas Publication House
- Business Environment by K. Chidambaram Noida :Vikas ,
- Business Environment by Pippa Piley
- Business Environment by Ravindra Saini
- Business Environment (W/CD) by V. Neelamegam
- Business Environment for Strategic Management by K. Aswathappa & G. Sudarshana Reddy Mumbai Himalaya Publishing House
- Business Environment with CD by V. Neelamegam New Delhi Vrinda Publication

Reference Books:

- Sundaram & Black : The International Business Environment Prentice Hall, New Delhi.
- Agrawal A. N. India Economy : Vikas Publishing House, Delhi
- Dutt R. and Sundaram K. P. M. Indian Economy, Himalya Publishing House, New Delhi.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Assistant/ Executive Business Research Analyst, Business CSR Executive.	Action Planning skill will be developed Able to solve the problem	No poverty ,No Hunger, Quality Education, Decent work and Economic Growth, Sustainable Cities and Communities, Responsible Consumption and production	Trade Consultant

Dep. Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 1st

Course: BBA

SUBJECT: MANAGERIAL ECONOMICS

Subject Code: 3MBBA105

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, relationship of managerial economics with other areas of management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Theory of Demand, Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Nature and Concept of Profit, Theories of Profit, Input-Output Analysis, profit planning and forecasting, Case Study,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Production analysis – production function, returns to scale. Cost analysis – Incremental cost, opportunity cost and marginal cost, Empirical cost functions - Break-even analysis, Case Study.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Price-output decisions under different market conditions - Perfect and Imperfect market, Market structure- Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Case Study.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Macroeconomics meaning and nature, Trade cycle, Concept of GNP, GDP, Gross Domestic Savings, Inflation, Concept of National Income, Introduction to monetary policy and fiscal policy, Case Study,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME:- At the end of the course the students will be able to identify the major economic problems that may affect an economy and to apply simple microeconomic theory to some practical problems.

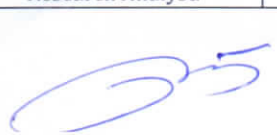
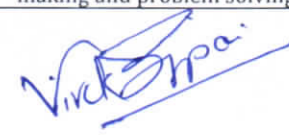
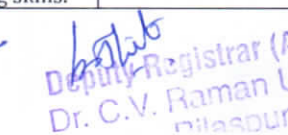
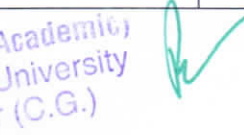
Text Books:

- K.Chidambaram by Vikas Publication
- K. Ashwathappa by Himalya Publication House
- V. Neelumegran by S.Chand
- Managerial Economics Atmanand by Excell Book
- Managerial Economics R.L Varshney by S.Chand
- Mithani, D.M, (2013), Managerial Economics, Himalaya Publishing House, 2013
- Dwivedi D.N, Managerial Economics, Vikas Publication, New Delhi.
- Managerial Economics by Vikas Saraf & Pawan Thakur Agra Sahitya Bhawan
- Managerial Economics (H) by M.L. Sharma & B.K. Kejriwal & Anupam Agrawal Agra Sahitya Bhawan
- Managerial Economics by Manoj Kumar Mishra New Delhi: Vayu Education of India ,
- Managerial Economics by M.L. Jhingan
- Ahuja, H. L. (2015), Managerial Economics, S. Chand Publications, 8th Revised Edition

Reference Books:

- Managerial Economics V.L Mote by Tata Mc Graw Hills
- Baumol W.J. Economic Theory and Operation Analysis, New Delhi, Prentice Hall Inc.
- Chopra O.P., Managerial Economics, New Delhi, Tata McGraw Hill.
- Hirschey, Mark (2016), Managerial Economics, Cenage Publication, 12th Edition.
- Geetika, Ghosh, Piyali and Choudhury, Purba Roy. (2017), Managerial Economics, McGraw Hill Publications, 3rd Edition.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Executive Credit Analyst, Assistant Business Reporter, Assistant Market Research Analyst.	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Business and Economic Consultant

Deputy Registrar (Academic)
 Dr. C.V. Raman University
 Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: हिन्दी भाषा और संरचना – 1

Subject Code: 3HBHL101

Theory Max. Marks: 25

Theory Min. Marks: 8

हिन्दी आधार/पाठ्यक्रम- पाठ्यक्रम के उद्देश्य:

- विद्यार्थियों में राष्ट्र प्रेम की भावना का विकास करना।
- हिन्दी के समृद्ध साहित्य को नयी पीढ़ी तक पहुँचाना।
- पत्र-लेखन, सार लेखन, भाव पल्लवन एवं साक्षात्कार के कौशल का विकास करना।
- डायरी, संस्मरण, लेखन, पारिभाषिक, शब्दावली, तत्सम, तद्भव, देशज, विदेशी शब्दों इत्यादि के ज्ञान का परिमार्जन करना।

Unit	Unit wise course contents	Methodology Adopted
Unit – I	भारत वंदना (काव्य) सूर्यकांत त्रिपाठी ननराला जाग तुझको दूर जाना सुश्री महादेवी वमाय स्वतंत्रता पुकारती (काव्य) जयशंकर प्रसाद हम अननकेतन (काव्य) बालकृष्ण शर्मा नवीन भाषा की महत्ता और उसके व्यववध रूप भाषा-कौशल	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	करुणा (ननबंध) आचार्य रामचन्द्र शुक्ल समन्वय की प्रक्रिया (ननबंध) रामधारी संह 'ददनकर' ब्रह्मचरि बुआ (कहानी) डॉ. लक्ष्मण ववष्ट 'बटरोही' अनुवाद पररभाषा प्रकार, महत्व, ववशेषताएं दहन्दी की शब्द-संपदा पररभावषक शब्दावली	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	ववलायत पहुंच ही गया :आत्मकथांशः महात्मा गांधी अफसर :व्यंग्यः शरद जोषी तीथययाः कहानीः डॉ. समथथलेष कुमार समश्र मकड़ी का जाला :व्यंग्यः डॉ. रामप्रकाश सक्सेना वाक्य.. संरचना रूतत्समः तद्भव देशज ववदेशी	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	अप्प दीपो भव :वक्तृत्व कलाः स्वामी श्रद्धानंद भारत का सामाजिक व्यक्तित्व :प्रस्तावनाः जवाहरलाल नेहरू पि मैसूर के महाराजा को :पि.लेखनः स्वामी वववेकानंद बनी रहेंगी क्रकताबें :आलेखः डॉ. सुनीता रानी घोष पि.लेखनः महत्व और उसके व्यववध रूप सड़क पर दौड़ते ईहा मृग :ननबंधः डॉ. श्यामसुन्दर दुबे	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	योग की शक्ति (डायरी) डॉ. हररoa'k राय बच्चन कोश के अखाड़े में कोई पहलवान नहीं उतरता (साक्षात्कार) & भाषाववद डॉ. हरिदेव	Usage of ICT like PPT, Video Lectures, Black board.

03 Virat Singh

Deputy Registrar (Acad.)
Dr. C.V. Raman University
Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

बाहरी से प्रो. त्रिभुवननाथ शुक्ल नीग्रो सैननक से भेंट यात्रा संस्मरण डॉ. देवेन्द्र सत्याथी यदद बा न होती तो शायद गांधी को यह ऊँ चाई न समलती साक्षात्कार कथाकार. थगररराज क्रकशोर से सत्येन्द्र शमाय सार लेखन भाव पल्लवन साक्षात्कार और कौशल	
---	--

अपेक्षित परिणाम:

- विद्यार्थी भारत भूमि से प्रेम व स्नेह के भावों को बढ़ा सकेंगे।
- विद्यार्थियों की हिन्दी की शब्द संपदा में वृद्धि होगी।
- पत्र-लेखन, सार लेखन, भाव पल्लवन साक्षात्कार के कौशल का विकास होगा।
- डायरी एवं संस्मरण लेखन विद्या का परिमार्जन होगा।
- हिन्दी के समृद्ध साहित्य कोष से लाभान्वित होंगे।

Job opportunity	Employability skill developed	Local/National/UNDP Achieved	Goal	Entrepreneurship Opportunity


Virinderpal


Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)





Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: ORGANIZATIONAL BEHAVIOR

Subject Code: 3MBBA202

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: At the completion of this paper students should be able to analyze the behaviour of individuals and groups in organizations In terms of the key factors that influence organizational behaviour. Assess the potential effects of organizational level Factors (such as structure, culture and change) on organizational behaviour. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on organizational behaviour, to analyze organizational behavioral Issues in the context of organizational behavior theories, models and concepts.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Individual and the organization, the individual as psychological entity and the organization as a social system.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Models of organizational behavior, work motivation, theories and applications.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Leadership behavior, styles, theories, leadership effectiveness.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Group dynamics, structure, effectiveness, power, exercise and sources of power, power relations.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Organizational change and development approaches and methods, stress, nature, source, effects, conflicts, employee counseling, approaches, extra mural, penitential learning programmers, case study.	Usage of ICT like PPT, Video Lectures, Black board.

Course Outcome: Upon completing the requirements for this course, the student will be able to identify the elements of a contract, to describe the structure of the Indian court system & to identify laws, conditions and regulations in national and international work environments

Text Books:

- Stephen P. Robbins "Organizational Behavior" Prentice Hall of India Private Ltd.
- Mirza S. Saiyadain "Organizational Behaviour" Tata Mc. Graw Hill.
- Margie Parikh and Rajen Gupta "Organizational Behaviour" Tata Mc. Graw Hill Education Private Limited, New Delhi.
- SujaNair "Organizational Behaviour" Himalaya Publishing House, Mumbai.
- Gupta, Sashi K (2015) Organizational Behaviour, kalyani publishers
- Organizational Behaviour A Modern Approach by Arun Kumar, N. Meenakshi Noida Vikas Publication House
- Organisation Behaviour by Sunil Kumar New Delhi : Global,
- Organisational Behaviour by M.N. Mishra Noida : Vikas,
- Organisational Behaviour : Text and Cases by S.S.Khanka New Delhi S. Chand Group
- Organisational Behaviour A Comprehensive Study by S.K. Srivastava
- Organisational Behaviour A Research And Theory Based Text Book by Sunil Kumar
- Agrawal Gaurav (2013), Text Book of Management Process and Organisational Behaviour, Anmol Publications Pvt. Ltd.
- Organizational Behaviour by Jit. S. Chandan Noida Vikas Publication House
- Organizational Behaviour, Text Cases & Games by K. Aswathappa Mumbai Himalaya Publishing House

Reference Books:

- Luthans, Fred, (2010), Organizational Behaviour, 12th edition, MGH publisher.
- S.P. Robinsons, T.A. Judge, Sanghai S. (2016), Organizational Behaviour, Pearson Education.
- Organization Behaviour by P. Robbins Stephen New Delhi Pearson Education
- Organizational Behaviour : Text and Cases by Avinash K. Chitale & Rajendra Prasad Mohanty & Nishith Rajaram Dubey New Delhi PHI Learning
- Organizational Behaviour Human Behaviour at Work by J. W. Newstrom New Delhi Tata Mc Graw Hill Education

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Executive/Manager	Stress handling, Motivational skills, Leadership skills,	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Consultant, Trainer, Arbitrator

Deputy Registrar (Academic)
Dr. C.V. Raman University
(C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: BUSINESS COMMUNICATION

Subject Code: 3MBBA203

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The objective of the subject is to provide the knowledge of Business Communication to the students so as to enhance their overall communication skill for effective business communications

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication, Essentials of effective business communication.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular), Correct word usage – Homonyms, Antonyms and Synonyms	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	The concept of effective business communication – definition & importance. Basic model of communication, barriers to effective communication. Importance of N.V.C. Drafting a CV, writing a job application and other applications, interviews. Paragraph writing, précis making, voice and correct word usage; drafting an advertisement/notice, Developing reading, listening and speaking skills, group discussions, extempore, speaking.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Essentials of good business letter, Layout of letters, types of letters, Sales letters, Applications for jobs, Letters by the, company secretary, Writing inter-office memorandums, faxes, e-mails,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject student will come to know about the insights of communication and acquired with right communication skills for effective business communications

Text Books:

- Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal
- Madhukar, R. K. (2010), Business Communication. Vikas Publishing House Pvt Ltd, 2nd Edition, 2010
- Business Communication by K.K. Sinha Delhi : Galgotia ,
- Business Communication by Namita Gopal New Delhi New Age International
- Business Communication by P. Diwan
- Business Communication by R.V. Badi & K. Aruna New Delhi Vrinda Publication
- Business Communication by Vikas Arora
- Business Communication by Vinod Mishra & Narendra Shukla & Patel Ranjana
- Business Communication (H) by P.K. Agrawal & A.K. Mishra Agra Sahitya Bhawan
- Business Communication : Skills, Concepts, and Applications by P.D. Chaturvedi & Mukesh Chaturvedi New Delhi Pearson Education

Reference Books:

- Sinha . K.K, Business communication, Taxmann's , fourth Revised Edition 2018.
- Gupta N. Mahajan. P , Business Communication, SahityaBhavan Publication, Revised Edition ,2017

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Back-office and Front Office Assistant, Receptionist, Typist.	<ul style="list-style-type: none"> • Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries 	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Freelancing Typing work for Business Enterprises.

Dep. Registrar (Academic)
Dr. C.V. Raman University
Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: INTRODUCTION TO ACCOUNTANCY

Subject Code: 3MBBA204

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: A general overview of accounting principles relating to the preparation of financial and managerial reports will be presented; the primary focus is to illuminate how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions. Topics included: accounting information in its decision making context; record of accounting transactions; external financial reports; financial statement analysis; cost behavior, determination of product costs, cost-volume-profit analysis; performance management; and budgeting.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Accounting concepts, accounting equation, generally accepted, accounting concepts, principles and conventions, double entry system. Recording of transactions, preparation of trial balance. Bank, reconciliation statement. Rectification of errors.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Preparation of final accounts (non-corporate entities). Capital and, revenue items, manufacturing, trading and profit and loss account,, balance sheet, adjustment entries, closing entries.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Accounting for depreciation. Inventory valuation. Inflation, accounting. Human resource accounting. Problem. Cases.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Accounting for non-trading organizations, accounts of professionals. Single entry system, preparation of accounts from incomplete, records.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Accounting for hire purchase and installment system. Basic principles, relating to lease accounting. Insurance claims. Claims under fire, insurance policies, claims for loss of stock, claims for loss of profit.,	Usage of ICT like PPT, Video Lectures, Black board.

OUTCOME: To provide an introductory knowledge of accounting to first-year students from a wide range of disciplines. While a general overview of accounting principles relating to the preparation of financial and managerial reports will be presented, how accounting information is utilized by a variety of stakeholders in planning, controlling and investing decisions.

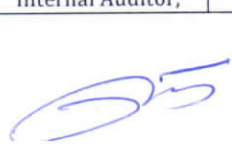
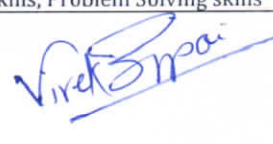
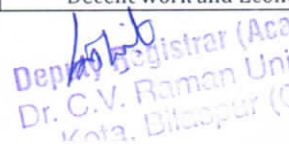
Text Books:

- Fundamental of Accounting by S.M. Shukla
- Fundamental of Accounting Sharma & Jain
- M.Y.Khan & P. K. Jain, Management Accounting, Tata McGraw Hill, 5th edition, 2009.
- R. Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, NewDelhi, 4thedition, 2011.
- Cost and Mgmt. Accounting by Jain and Khandelwal : Ramesh book depo
- Agrawal, M.L and Gupta, K.L. Cost Accounting. Sahitya Bhawan Publication.
- A Text Book of Accounting for Management: S.N. Maheshwar, Vikas Publishing

Reference Books:

- Accounting Text and Cases: Robert N, Tata McGraw Hill Publication
- Gupta, K.L. Management Accounting. Sahitya Bhawan Publication.
- Ramchandran, N. and Kakani, Ram Kumar (2016), Financial Accounting for Management. McGraw Hill Publication. 4th Ed.
- Bapat, V. and Raithatha, Mehul (2015), Financial Accounting – A Managerial Perspective. McGraw Hill Publication.
- Jan Williams, Financial and Managerial Accounting – The basis for business Decisions, , Tata McGraw Hill Publishers, 15th edition, 2011.
- Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 16th edition, 2013.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Accountant, Internal Auditor,	Computational skills, Analytical skills, Problem Solving skills	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Auditor, Accounting work

Deputy Registrar (Academic)
 Dr. C.V. Raman University
 Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: MACRO ECONOMICS

Subject Code: 3MBBA205

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Keynesian theory of Income and employment : simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Money: functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control;	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Inflation: meaning, demand and supply side factors, consequences of inflation, and inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run)	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Text Books:

- Macroeconomics by S.K. Chakraborty Mumbai Himalaya Publishing House
- Macro Economic Analysis (H) by G.C. Singhai & J.P. Mishra Agra Sahitya Bhawan
- Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson:
- Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill

Reference Books:

- N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
- Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Economic Analyst,	Computational skills, Analytical skills, Problem Solving skills	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Economic Advisor




Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)





Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 2nd

Course: BBA

SUBJECT: BRIEFING AND PRESENTATION SKILLS

Subject Code: SMGT 201

Theory Max. Marks: 50

Theory Min. Marks: 20

COURSE OBJECTIVE: To make the students understand the basics of Briefing, along with the Presentation skills.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to Briefings and Presentations • Expectations of Effective Briefings and Presentations • Evaluating Briefings and Presentations	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Preparing for Briefings and Presentations • Planning for Presentations • Preparing for Different Presentation Types	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Delivery Skills and Challenges • Addressing Fears and Managing Expectations • Establishing a Speaking Presence	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Making Presentations Memorable • Incorporating Visual Aids • Involving the Audience • Presenting Memorable Stories	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Capstone: Delivering Effective Presentations • Presenting to Your Peers	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After the completion of this course the learner will be able to Groom up the negotiation's skills.

Text Books:

- Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal

Reference Books:

- English Grammar- Wren & Martin

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Internal Trainer, HR executive	• Presentation Skill, Communication Skill, Analytical Skill	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Trainer

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER-

Course: BBA

SUBJECT: ENGLISH FC II ENGLISH LANGUAGE AND SCIENTIFIC TEMPER

Subject Code: 3HBEL402

Theory Max. Marks: 25

Theory Min. Marks: 8

COURSE OBJECTIVES:

- To Study the basic language skills (speaking, listening, reading, and writing) and grammar.
- Comprehensive study of different kinds of letters and applications.
- To study the different kinds of prose and poetry.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	1. Tina Morris : Tree 2. Nissim Ezekiel : Night of the Scorpion 3. C.P. Snow : Ramanujan 4. Roger Rosenblatt : The Power of WE 5. George Orwell : What is Science? 6. C.Rajagopalachari : Three Questions 7. Desmond Morris : A short extract from the Naked Ape 8. A.G. Gardiner : On the rule of the road	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Comprehension of an unseen passage.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Letter Writing: Formal Letters, Informal letters, Applications.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Report Writing.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Language Skills: Correction of common errors in sentence structure : usage of pronouns, subject/ verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (advanced)	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOMES:

- Student will be able to understand correct use of grammar and language skills.
- Student will be familiar with different prose and poetry.
- Student should be able to write analytically in a variety of formats, including essays, report writing and application.

Text Books

- English language and Scientific Temper- Dr. Padam Kumar Jain, Chawdhry Madhya Pradesh Hindi Granth Academy, Bhopal.
- English Grammar and Composition Wren & Martin. S.CHAND & COMPANY LTD New Delhi.
- Descriptive English (For Competitive Examinations) S.J.Thakur, S.K. Rout. B.K Publication Private Limited

Reference Books:

- A Senior English Grammar and composition Aggarwala N.K Goyal Prakashan New Delhi.
- A comprehensive Approach to English Grammar Shrivastava Avinash Pratap Indra Publishing House- Bhopal.
- General English Thakur A.k-Lucent Publication- Patna.
- Essentials of English Grammar Raymond Murphy Cambridge University press .
- Learner's English Grammar and Composition N.D.V.Prasada Rao (S. Chand & Company Ltd.) New Delhi.
- Strengthen your Writing V.R Narayana Swami (Orient Longman) New Delhi.
- English Grammar & Composition by Wren & Martin: S. Chand.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Handwritten signature: Virat

Handwritten signature: Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Handwritten signature: [Green]



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 3rd

Course: BBA

SUBJECT: BUSINESS STATISTICS

Subject Code: 3MBBA302

Theory Max. Marks: 5

Theory Min. Marks: 17

COURSE OBJECTIVE: The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Business Statistics: Introduction, definitions, meaning and scope,, statistics in govt, statistics in business and commerce, sample survey,, census and sample methods, law of statistical regularity and law of, inertia of large numbers. Methods of sampling, collection of data,, classification, tabulation, presentation of data. Measures of Central Tendency: Mean, median, mode, arithmetic mean,, different positional numbers, geometric mean, harmonic mean,, dispersion measures, skewness moments, Kurtosis, need in business.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Correlation: Definition, scope in business, scatter diagram, rank, correlation, Karl Pearson's coefficient of correlations (ungrouped data, only). Regression Analysis: Meaning, scope in business, linear and non linear, regression, dependent and independent variables, lines of best fit and, principles of least squares, regression equations, regression equation, of Y on X and X on Y, regression and correlation.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Time Series: Components of time series, measures of trend, method of, free hand curve, method of semi average, method of moving average,, method of least squares, scope in business. Index Numbers: Meaning, importance, problems in constructing index, numbers, methods of construction of index numbers, unweighted indices,, weighed indices, computation of consumer price index, cost of living, index, whole sale price index,, Interpolation and Extrapolation: Introduction, definition, meaning,, different methods, graphic method, binomial expansion method, Newton,, advancing difference method, Lagrange's method.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Probability: Meaning, scope in business, basic concepts, frequency, approach to probability, classical definition of probability, axiomatic, probability, addition and multiplication theorem, permutation and, combinations, meaning of nPr and nCr with simple illustrations, problems, based on permutation and combinations,,	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Matrices and Determinants: Matrices, definition, scope, order of a, matrix, different types of matrices, square matrix, row matrix, column, matrix, Unit matrix, null matrix, transpose of a matrix. Matrix operations,, addition, subtraction, scalar multiplication and multiplication of matrices,, Determinants of order 2 and 3, singular matrix, minor and co-factor,, adjoint of matrix, inverse of a matrix, solution of a linear simultaneous, equation, by (1) using the inverse of a matrix (2) Crammer's rule,, 5. Linear Programming: Definition, scope, problems, formulation and, graphic solution.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the areas of Intellectual skills & Practical skills based upon statistical tools & techniques required in business practices.

Text Books:

- S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
- D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
- M. Satyanarayana, Lalitha Raman- Management operations Research.
- V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.
- Divya Saxena (Vayu Education India)
- Dr. Agarwal (Vrinda Publication)
- R.P Jain (S.Chand)

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

- Shukla S.M. Statistics
- Gupta S.P. Statistics, S. Chand Delhi (Hindi & English)
- Business Statistics by A.K. Gupta New Delhi: Vayu Education of India ,
- Business Statistics (H) by S.M. Shukla & Shivpujan Sahai Agra Sahitya Bhawan

Reference Books:

- Business Statistics – S. P. Gupta & M. P. Gupta Statistical Methods – S. P. Gupta & M. P.
- Gupta Statistic for Management – Jit, Chandan Das

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Junior Statistics Analyst, Assistant to researcher and consultant	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goal achieved	Freelancer Assistant to Business Data Analyst

Virat Spai

JS

JS
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

K



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 3rd

Course: BBA

SUBJECT: BUSINESS LAW

Subject Code: 3MBBA303

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Meaning and Importance of Business Laws, Laws and business managers, Government and business relationships in India, Indian contract Act, 1872- Definitions, Characteristics, Essentials of Valid Contract- Detailed Exposure to the Provisions, Discharge of Performance of contract. Consequences of Breach of Contract,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Types of Contract –Indemnity, Guarantee, contingent, Bailment, Pledge, Agency	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Negotiable Instrument Act-Meaning and Types of Different Negotiable Instrument and the Provision Applicable to them, Sales of Goods Act	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Indian Partnership Act. Consumer Protection Act, 1986 – Objectives of the Central Council and State council, Composition and jurisdiction o district forum, Mode of complaints.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Indian Companies Act, 1956-Definitions, characteristics, Types and Formation of a Company, Company Management-Directors, Managing Director, Their Appointment, Qualification, duties Rights, Liabilities, Position, Remuneration, and Removal, Company Meetings and Proceedings.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Text Books:

- M.C Kuchhal (Vikas Publication)
- Gulshan, S.S. & Kapoor, G.K. (2014), Business Law Including Company Law, New Age International Publishers, 16th Edition, 2014
- Business Law by G.K. Varshney Agra Sahitya Bhawan
- Business Law by M.C. Kuchhal Noida : Vikas ,
- Business Law by S.N. Maheshwari & S.K. Maheshwari Mumbai Himalaya Publishing House
- Business Laws by R.L. Nolakha New Delhi : R.B.D. Publishing House ,

Reference Books:

- Kapoor. N.D An Introduction to Mercantile Laws, . Sultan chand & sons.
- Tulsian P.C, Business Law, McGraw Hill, 3rd edition

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Executive Legal consultant for the company	Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth got achieved	Client Service Legal advisor services

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 3rd

Course: BBA

SUBJECT: BUSINESS ETHICS AND CSR

Subject Code: 3MBBA304

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This course is to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization

Unit	Unit wise course contents	Methodology Adopted
Unit – I	BUSINESS ETHICS: Introduction, Concept of Business Ethics, Overview of Business Ethics, Factors affecting Business Ethics, Objectives of Business Ethics, Source of Business Theory of Distributive Justice, Business Ethics in Practice, Attitude of Indian Managers towards Business Ethics.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	PHILOSOPHICAL FOUNDATION OF ETHICS: Introduction, Importance Ethics Issues in Different Spheres, BUSINESS AND SOCIETY, Introduction, Social Orientation of Business, Social Responsibility of Business, Social Responsibility and Social Responsiveness,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	VALUES AND WORK: Introduction, Characteristics of Values, Types of Values, Importance of Values, Difference between Values and Skills, Managing Leadership Values, Corporate Values, Business Culture and Values, Human Values for TQM, Indian Ethos for Management, Work Ethics, Work Culture, Corporate Culture.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	ETHICS AT WORK PLACE: Introduction, Ethics at Work Place, Personal Values and Organizational Goals, Organizational Norms and Conformity, Ethics and Decision Making, Ethical Dilemma, Ethics and Human Resource Management, Ethics and Marketing, Consumerism, Ethics and Advertising, Marketing Research, Price Fixation, Marketing Strategies, Ethics and Corporate Governance, Corporate Disclosure, Ethics, Technology and Computers, Intellectual Property Rights, Ethics and Environment, Sexual Harassment	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	ETHICS AND CORPORATE CULTURE: Introduction, Measures to Encourage Ethical Conduct and Institutionalize Ethics Training, Code of Conduct, Formal Committees, Ethics Audit, Professional Values and Professional Codes, Managing, Ethical Conduct in Modern Times, SOCIAL AND ECONOMIC ISSUES, Introduction, Adaptation to Changing Environment, Economic Growth and Change Areas, Emerging Opportunities in Various Sectors, Management Practices and Cultural Issues, Global Prospective, Global, Internal Scene in India,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: This course is to allow students to enhance this ability by providing them with a pragmatic framework that they can use to identify, analyze, and resolve ethical issues in business decision making. Students will also learn how to deal with conflicts between their personal values and those of the organization.

Text Books:

- Business Ethics and Ethos by Mehta: Ramesh book depo
- Murthy C.S.V. (2014), Business Ethics- Text & Cases, Himalya Publishing House
- Business Ethics by R.V. Badi & N.V. Badi New Delhi : Vrinda ,
- Business Ethics & Ethos by Anil Mehta & P. Dayal & Preeti Sharma New Delhi: R.B.D. Publication ,
- Business Ethics & Management Values by S.K. Bhatia
- Business Ethics and Indian Value System (Text & Cases) by Anand Singh Mumbai Himalaya Publishing House
- Business Ethics and Managerial Values by S.K. Bhatia New Delhi : Deep & Deep Publications ,
- Business Ethics by A.K. Gavai Mumbai Himalaya Publishing House

Reference Books:

- Kumar, Niraj and Tripathi, Paras (2016), Business Ethics, Himalya Publishing House
- Makkar, Urvashi and Pahuja, Anurag (2016), Corporate Social Responsibility, Bharti Publications.
- Vohra, J.C. (2010), Business Ethics. SBS Publishers & Distributors

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR Executive, Ethics auditor/executive, Executive in Human Rights	Leadership skill, Analytical skill, Problem solving skill, Managerial skill, Understanding of human values,	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Ethics Consultant,

Handwritten signature: Vrinda

Handwritten signature: Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Handwritten signature: R



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 3rd

Course: BBA

SUBJECT: RETAIL MANAGEMENT

Subject Code: 3MBBA305

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	INTRODUCTION TO RETAIL MANAGEMENT: - Retail and Retailing, Types of Retailers, Retailing in India. RETAIL MARKET STRATEGY AND CONSUMERISM: - Retail Market Strategy, Standalone Stores, Rural Retailing, International Retailing, PLANNING AND MERCHANDISE MANAGEMENT FOR RETAIL OUTLETS: - Categorizing the buying Process, Setting Objectives for Merchandising Plan, Sales Forecasting, Assortment Planning Process.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	II FINANCE AND LOCATION STRATEGIES FOR RETAILING: - Activity Based Costing (ABC), Retail Location Strategies. LOCATION SELECTION AND HUMAN RESOURCE MANAGEMENT: - Factors Affecting the Location of Retail Outlet, Importance of Human Resource Management (HRM) in Retailing. MARKETING MANAGEMENT AND RELATED ISSUES IN RETAILING: - Understanding Consumer Behaviour, Stages in the Buying Process, Factors Influencing Customers Buying Decisions, Store Design and Layout, Pricing Strategies and Types, Retail Promotion and communication	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	STORES LOYALTY MANAGEMENT AND VISUAL MERCHANDISING: - Customer Loyalty, Variables Influencing Store Loyalty, Motives for shopping and within the store Factors,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	SUPPLY CHAIN MANAGEMENT: - Retail Logistics, Merchandise Flows, Online Logistics Management. IMPORTANCE OF CUSTOMER SERVICE AND QUALITY MANAGEMENT: - Customer Service, Customer's perspective of service Quality, the 'GAPS Model' CRM: - Meaning & Importance of CRM, Steps Involved in the 'CRM' Process, Relationship based Buying.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	MANAGEMENT OF WOES, FRANCHISING, BRAND AND MALLS: - Focus on safety / Security at Retail Outlets, Handling of Inventory Shrinkages, Measures to Reduce shoplifting, Parking space problems at Retail Centres.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completing this subject students becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

Text Books:

- Nair, Suja (2015), Retail Management, 2nd edition, Himalaya Publishing House, 2015
- Retail Management : A Global Perspective by Harjit Singh New Delhi S. Chand Group
- Retail Management : Managing Retail Stores with CD by Kisholoy Roy New Delhi Vrinda Publication
- Retail Management in New Dinension by Kuldeep Singh New Delhi: Global Vision ,

Reference Books:

- Gilbert, David (2016), Retail Marketing Management. Pearson Education.
- Berman, Barry, Evans, Joel R. and Shrivastava, Ritu (2017), Retail Management – A Strategic Approach. Pearson Education, 13th Edition

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Retail Sales Executive, Floor Incharge, Storekeeper, Business Development Executive	Problem solving, Team Working, Presentation Skill, Persuading, Influencing & Negotiation Skills	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	Start business unit (Retail & Micro)

Deputy Registrar (Academic)
Dr. C.V. Raman University



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 3rd

Course: BBA

SUBJECT: RESOLVING CONFLICTS AND NEGOTIATION SKILLS

Subject Code: SMGT 301

Theory Max. Marks: 50

Theory Min. Marks: 20

COURSE OBJECTIVE: To make the students understand the basics of conflicts, along with the negotiation process.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict – Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict - intrapersonal, interpersonal, group & organizational sources.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Conflict Management Design: Nature of conflict Management, contingency approach, conflict management process, the conflict domain, conflict trends, conflict distribution, conflict mapping and tracking. Managing Conflict: Managing interpersonal conflict. collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution. Managing team & organization conflict: techniques to resolve team conflict, strategies to resolve organizational conflict, effective listening and dialogue skills, humor and conflict resolution, negotiation as a tool for conflict resolution.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Negotiations-Types of Negotiations, negotiation process, factors for successful negotiations, essential skills for negotiation, tricks used in negotiation process, psychological advantage of negotiations, Techniques of negotiation, issues in negotiations.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Negotiation strategies: Strategy and tactics for distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power, Ethics in negotiation.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Managing difficult negotiations: Third party approaches: Third party interventions, methods, best practices in negotiation.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After the completion of this course the learner will be able to Groom up the Negotiations skills.

Text Books:

- (P.P.S. Gogna), A textbook of Business and industrial laws, S. Chand Publication.

Reference Books:

- (R.S.N. Pilai & v. Bagavathi) Business Law S. Chand Publication.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR executive, Internal Negotiator,	Problem solving skill, Team Management skill, Negotiation Skills	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	Negotiator, Arbitrator

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: INTRODUCTION TO SOFT SKILL & TEAM BUILDING

Subject Code: 3HBEL501

Theory Max. Marks: 25

Theory Min. Marks: 8

COURSE OBJECTIVE:

By the end of the soft skills training program, the students should be able to:

- Develop effective communication skills (spoken and written).
- Develop effective presentation skills.
- Conduct effective business correspondence and prepare business reports which produce results.
- Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
- Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
- Take part effectively in various selection procedures adopted by the recruiters.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	General Introduction of self by students, Importance of the Training sessions, Importance of Presentation Skills, Public Speaking, Basic English Grammar Vocabulary, Kinds of Sentences, Verb, Adverb, Tenses, Preposition, Conjunction, Formation of Sentences, Sentence Making, Translation, Communication Skills Communication meaning, Function, Process, Types of communication, Barriers of communication, Guidelines for effective communication, Purpose of Good communication, Importance of right Pronunciation	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Listening and Writing Skills Importance of effective listening, Importance of effective writing skills, Conversation Practice, Guidelines for Effective writing, Body Language Gestures, Voice Modulation, Eye Contact, Facial Expression, Posture, Dressing Sense, Attire, Hand, movements, General Etiquette, Mannerism, Smiling Gestures, Confidence building, Exit walk, Behavioral skills Team Management, Time Management, Stress Management, Decision Making, Positive Thinking Attitude, self actualization, Working style	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Email Skills Email Etiquette, Email Drafting, Creating a Resume/ Resume writing tips Format and Content Resume, Fresher's Resume, Helpful Tips For Resume Writing, Things to avoid in Resume, Group Discussion Introduction "what is GD", Ability to Influence, Importance of Active Listening, Key Steps to succeed in GD Do's and Don'ts of GD.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Interview Skills/ Tips Groundwork before the Interview, Greeting Etiquettes, Self Introduction, Tips to answer "questions" Do's and Don'ts of Interview, Preparing a day before the interview, Things to remember during the Interview. Telephonic Interview and Video Conferencing Interview Tips Treat the Interview like a face to face Interview, Telephone Etiquette, Flow of Conversation.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Corporate Etiquette Professional Attitude at work, Punctuality, Meeting etiquettes, Professional Dressing sense, Cordial Relation with Fellow workers	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME:-

- The teaching methods in the soft skills training include lectures, projects, role plays, quizzes, and various other participatory sessions. The emphasis will be on learning by doing.
- Since the method of training is experiential and highly interactive, the students imbibe the skills and attributes in a gradual and subtle way over the duration of the program. The students will not only learn the skills and attributes but also internalize them over a period of time.
- Internalization ensures that the skills and attributes become part of the students' nature. Subtle changes are bound to occur in their behavior and outlook, and these will make them more self-assured and confident. Moreover, the behavior changes will be gradual and natural and will not appear artificial or put on. Thus, the changes in them will be genuine and positive.

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

- The Soft Skills training program is a credit course and the evaluation of the students takes place on a continuous basis. Active participation in activities, interest displayed by the students in acquiring the necessary attributes and skills and the commitment
- shown by them to improve in terms of attitudes are the main criteria for evaluation.

Text Books:

- Business Communication, Universal Pub. Agra – Dr. Ramesh Mangal

Reference Books:

- English Grammar- Wren & Martin
- Putting your best foot forward- Lt. Co. (Dr.) Pramod Deogirakar

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Soft Skill Trainer, HR Executive	Writing skills, Communication skills, Soft skills, Stress management, Team working	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth	Soft Skill Trainer

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: FINANCIAL MANAGEMENT

Subject Code: 3MBBA402

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Aims and objectives of F.M., financial analysis and control.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Cost- volume- profit analysis, operating and financial leverage, time, value of money.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	An overview of risk adjusted methods.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Investment and capital structure decisions, instruments of long-term, finance, and different sources of raising funds.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Management of working capital, methods of capital budgeting, short term, financing investment.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completing this course the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

Text Books:

- Gupta, S.P. (2015). Financial Management, SahityaBhawan Publication, 2015
- Srivastava, R.M. (2013), Financial Decision Making, Himaylasya Publishing House, Mumbai

Reference Books:

- Khan M.Y. & Jain P.K. Financial Management, Tata McGraw Hill, New Delhi
- Pandey I.M. Financial Management, Vikas Publishing House, New Delhi

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Financial Executive Assistant Financial Analysts, Accounts Executive,	Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries	No Poverty, Zero hunger, Quality Education, Decent work and Economic Growth	Freelancer: Financial Reporter, Accountant

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: MARKETING MANAGEMENT

Subject Code: 3MBBA403

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of these subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Text Books:

- Sherlekar, S.A. (2010). Marketing Management. Himalaya Publishing House, 13th Revised Edition, 2010
- Marketing Management in The Indian Background by C.N. Sontakki New Delhi: Kalyani Publisher ,
- Marketing Management : Indian Context, Global Perspective by V S Ramaswamy & S Namakumari New York. MC Graw Hill Co.
- Marketing Management (H) by R.C. Agarwal Agra : SBPD,
- Marketing Management by R.S.N. Pillai & Bagavathi & S. Kala New Delhi S. Chand Group
- Marketing Management by Pankaj Madan New Delhi : Global Vision Publishing House ,
- Marketing Management by Debraj Datta & Mahua Datta New Delhi Vrinda Publication
- Marketing Management by Biplab S. Bose Mumbai Himalaya Publishing House
- Marketing Management by Arun Kumar & N Meenakshi Noida Vikas Publication House
- Marketing in India Case and Readings by S. Neelamegham Noida : Vikas ,

Reference Books:

- Marketing Management by Philip Kotler & Kevin Lane Keller & Abraham Koshy & Mithileshwar Jha New Delhi Pearson Education
- Verma, Harsh V. and Duggal, Ekta (2015), Marketing. Oxford Press
- Lal, Rajiv, Quelch, John A. and Rangan, V. Kasturi (2016), Marketing Management – Text & Cases, McGraw Hill Publications

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Sales representative in organization and retail Business Development Executive	Problem solving & Decision Making Skills, Commercial Awareness, Assertiveness, Courage	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Start business unit (Retail & Micro) Service consultancy

Depul Singh (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: PRODUCTION AND OPERATION MANAGEMENT

Subject Code: 3MBBA404

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE:

To facilitate understanding of the various aspects and process of production and operations within a manufacturing unit and its applications in effective decision making for the production unit.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT – Production Systems – Nature, Importance and organizational function. Characteristics of Modern Production and Operations function. Organisation of Production function. Production and Operations strategy – Elements and Competitive Priorities. Nature of International Operations Management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	FORECASTING, CAPACITY AND AGGREGATE PLANNING – Demand Forecasting – Need, Types, Objectives and Steps. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP), Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	DESIGN OF PRODUCT, SERVICE AND WORK SYSTEMS – Product Design – Influencing factors, Approaches, Process – Planning, Selection, Strategy, Service Operations – Types, Strategies, Scheduling (Multiple resources and cyclical scheduling). Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	MATERIALS MANAGEMENT – Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory, Overview of JIT.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	PROJECT AND FACILITY PLANNING – Project Management – Scheduling Techniques, PERT, CPM, Facility Location – Theories, Steps in Selection, Facility Layout – Principles, Types, Planning tools and techniques.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this subject students will able to understand various processes and aspects associated with production and operations in a production unit and will able to take effective decisions for smoothening the entire process.

Text Books:

- Production & Operation Management : P.Narain & Jayalakshmi Subramanian (Vikas Publication)
- Aswathappa K and ShridharaBhat K, Production and Operations Management, Himalaya Publishing House, 6th Edition, 2010.
- Production and Operations Management by S.A. Chunawalla & D.R. Patel Mumbai Himalaya Publishing House
- Production and Operations Management by S P Singh Noida Vikas Publication House
- Production Operation Management by B.S. Goel New Delhi Prabhat Prakashan
- Production & Operations Management : Text & Cases by R.V. Badi & N.V. Badi New Delhi Vrinda Publication
- Production and Operations Management by Ashish Bhatnagar & Richa Agrawal New Delhi Vrinda Publication
- Production and Operations Management by Pankaj Madan New Delhi: Global Vision Publishing ,

Reference Books:

- Production and Operation Management : Everette E. Adam, Jr Ronald J. Ebert (Prentice Hall Of India)
- Operation Management : Strategy and Analysis by Karajewski Lee J and Ritman (Pearson)
- Service Operation Management : Metters Richard D (South West)
- A Management Guide to PERT/CPM : with GERT/PDM/DCPM and other Networks by Jerome D. Wiest &

Handwritten signatures and stamps:
Vidya
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Handwritten signature and stamp:
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Handwritten signature:



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

Ferdinald K. Levy New Delhi PHI Learning

- Production and Operations Management by Alan Muhlemann & John Oakland & Keith Lockyer & Bodduluri & Sudhir & Jasti Katyayani New Delhi Pearson Education
- Production and Operations Management : Concepts, Models, and Behaviour by Everett E. Adam & Ronald J. Ebert New Delhi PHI Learning
- Modern Production / Operations Management by E.S. Buffa New Delhi : Wiley ,
- Production & Operations Management Concepts , Models and Behaviour by J.E. Adam New Delhi : Phi Learning ,
- Production & Operation Management : N.G Nair (Tata Mc. Graw Hills
- Chary, S.N. (2015), Production and Operations Management, Tata McGraw Hill Education, 5th Edition, 2015.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, 3rd Edition, 2013.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Project Finance Executive, Production and Operation Supervisor, Store Executive, Purchase Executive.	Effective Planning, Decision and Problem Solving Skill, Time Management, Team Work	No Poverty, Quality Education and Decent work and Economic Growth, Industry, Innovation & Infrastructure and Responsible Consumption & Production achieved	Freelancing Project Budget Report.

Virek Spai

GS

hshik

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

✓



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: HUMAN RESOURCE MANAGEMENT

Subject Code: 3MBBA405

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, HRM & HRD, Organizing the HRM department in the organization, HRM practices in India	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation & job evaluation	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Recruiting and Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction, Human Resource Development: Concept, Employee training & development, Manpower Planning, Career Planning & development	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation: Wage & salary administration, incentive plans & fringe Benefits, Promotions, transfers, absenteeism & turnover, Quality of work life (QWL)	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Job satisfaction and morale, Health, Safety & Employee welfare, Human Relations : definition, objectives & approaches, Employee grievances & Dispute resolution, participation & empowerment, Collective bargaining, Industrial relations, Trade unions	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, students would be able to understand basics of human resource management.

Text Books:

- C.B Manorial (Himalaya Publication House)
- A.A Ansari (Quality Publication)
- Rao, V.S.P. (2012), Human Resource Management, Exel Books, 2012
- Text Book - Human Resource Management, Agrawal & Foujdar, (Sahitya Bhawan Publication)
- R. C Agarwal (Sahitya Bhawan Publication)
- Human Resource Management: P. Subba Rao, Himalaya Publication
- Human Resource Management by G.S. Sudha New Delhi : R.B.D. Publications ,
- Human Resource Management by Iain Henderson Hyderabad University Press
- Human Resource Management by R.C. Agarwal Agra SBPB
- Human Resource Management by R.V. Badi New Delhi : Vrinda ,
- Human Resource Management by S.S. Khanka New Delhi S. Chand Group
- Human Resource Management by Vikas Arora
- Human Resource Management Pri. & Practice by P. G. Aquians Noida : Vikas ,
- Human Resource Management by Seema Sanghi Noida Vikas Publication House
- Human Resource Management by P. Jyothi & D.N. Venkatesh New Delhi Oxford University
- Human Resource Management by K.K. Choudhuri Mumbai Himalaya Publishing House

Reference Books:

- Aswathappa, K. (2015), Human Resource Management, Tata McGraw Hill Publication, 2015
- Mehta, Jogendra (2010), Human Resource management. Aadi Publications
- Decenzo, David A., and Robbins, Stephen P. (2011), Human Resource Management. Wiley India Pvt. Ltd, 10th Edition
- Human Resource Management by Biswajeet Pattanay New Delhi : Phi Learning ,
- Human Resource Management by Gary Dessler & Biju Varkkey New Delhi Pearson Education

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR Executive, Payroll Executive, Training and Development Coordinator, Employee Facility Executive	Negotiation Skill, Effective planning, Problem Solving & Decision making skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Freelancing Recruitment For the organizations, Job Description Development, Soft Skills Training Coordinators

Virendra

Dr. C.V. Raman University
Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: HUMAN VALUES & ETHICS

Subject Code: 3HBHP401

Theory Max. Marks: 25

Theory Min. Marks: 8

COURSE OBJECTIVE:

- To help students understand the basic guidelines, content and process of Human value and value crisis in contemporary Indian Society
- To help students understand the meaning of happiness and prosperity for a human being.
- To help students reflect critically on gender violence .
- To facilitate the students to understand harmony at all the levels of human living, and live accordingly.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Concept of value and value crisis in contemporary Indian Society. 1. Concept of value 2. Value crisis at- individual level 3. Value crisis at- Cultural level 4. Value crisis at- Societal level 5. The Indian concept of value. 6. Modern Approach to the study of Values.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Moral and Ethical Human values. 1. Bases for Moral Judgment 2. Some Canons of Ethics 3. Ethics of Duty 4. Ethics of Responsibility 5. Factors to be considered in making Ethical Judgments. 6. Continuous Happiness and Prosperity- A look at basic Human Aspirations.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Moral Values in Profession. 1. What is Profession? 2. Professional Ethos 3. Code of Professional Ethics 4. Corporate social Responsibility	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Gender sensitization. 1. Socialization of Women 2. Demographic consequences 3. Domestic Violence 4. Women's work, its politics and economics, fact and fiction ,Unrecognized and unaccounted work	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Co- Curricular Activities and value Education. 1. Games and sports 2. Literary and cultural Activities 3. NSS, NCC activates 4. A New Approach to Human Value Freedom, Creativity Love & Wisdom	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOMES:

On completion of this course, the students will be able to:

1. Understand the significance of value inputs in a classroom and start applying them in their life and profession
2. Understand the value of harmonious relationship based on trust and respect in their life and profession.
3. Students will develop a sense of appreciation of women in all walks of life.
4. Understand the role of a human being in ensuring harmony in society and nature.

Text Books:

- The text book R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- The teacher's manual R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics – Teachers Manual, Excel books, New Delhi, 2010
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

[Handwritten signature]

[Handwritten signature]
Dep. Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
- Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
- A Nagraj, 1998, Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Reference Books:

- Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
- Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
- Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, limits to Growth, Club of Rome's Report, Universe
- Books.
- E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Virdanpai

GS

hobib

R

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: PUBLIC RELATION & CORPORATE IMAGE

Subject Code: 3MBBA502

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject aims at preparing students for various aspects of Public Relation & Corporate Image

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Public Relations: Definition – Meaning – Importance – Objectives – Scope and Functions – Organization of Public Relations of Corporate Bodies – Internal Organization – Seeking Consultancy Service -Role of Public Relations for Corporate Internal Security in managing Delegates and Visitors – Qualities of Good Public Relations Personnel – Selection, Training and Development of Public Relations Staff – Importance of Mannerisms and Body Language in Public Relations	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Public Relations Strategy – Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Corporates in India – Public Relation Activities Before, During & After General Meetings of Corporate Bodies – Public Meetings – Event Management	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Public Relations Management – Ethics – Do's & Don'ts in Public Relations Management – Customers & Investors Education – Selection & Importance of Brand Ambassadors – Public Relations Functions in the light of: Right to Information – Consumerism – NGO Activism – Code of Conduct in Advertisement – Outsourcing of Public Relations – Importance, Selection, Control	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	<ul style="list-style-type: none"> Corporate Image in Contemporary Management Studies Components of an Individual Image Advertising and Corporate Image Public Relations of an Institution 	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	<ul style="list-style-type: none"> The Grapevine and Rumours Stereotype Propaganda Case Histories of Corporate Images in Private and Public Sectors 	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, students would be able to understand basics of Public Relation & Corporate Image

Text Books:

- Public relations for your business, Frank Jefkins, Jaico Publishing House
- Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House
- Public Relations by Averill Alizabeth New Delhi Oxford University.

Reference Books:

- Public Relation: the Profession and the Practice, Baskin Oits, Aronoff Craig, Lattimore Dan, McGraw Hill
- This is PR- The Realities of Public Relations, Newson, Turk, Kruckeberg, Wadsworth – Thomson Learning

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: CASE STUDY ANALYSIS

Subject Code: 3MBBA503

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: In this course you will learn how to develop a case study from inception of the idea to the writing and completion of the final study. You will also learn about using the case study in the workplace and classroom, as well as other fields that successfully use case studies and enhance personality development of students and improve their creative and analytical skills.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction- what is Case Study, Different Types of Case Studies, methods of cases.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Planning: A Case Study, Researching: A Case Study, Strengths and Weaknesses of Case Studies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Case Writing; A Case Study, using Case Studies in Business (Marketing, Finance, Human Recource, production and other fields), Case Studies in the Workplace, Summarizing Case Studies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Goal Setting in case study- Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management in solving the case, setting of Prioritizing work	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Public speaking/ Presentation of case- Activities for evaluation (Surveying and reporting, Debate, Group discussion and presentation). Creativity in case study method: Out of box thinking, lateral thinking	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After Completing this, student acquire inter personal skills and be an effective goal oriented team player, develop professionalism with idealistic, practical exposure, acquire communication and problem solving skills and re-engineering their attitude and understand its influence on behavior.

Text Books:

- Bhattacharya Principles of Management Text & Cases. Pearson.
- Case Study Research : What, Why and How? by Peter Swanborn New Delhi : Sage Publication,
- Cases in Indian Management Vol- II by B.A. Chansarkar Mumbai Himalaya Publishing House
- Cases in Leadership by W. Glenn Rowe & Laura Guerrero New Delhi : Sage Publication ,
- Cases in Marketing Management by Kenneth E. Clow & Donald Baack New Delhi : Sage Publication,

Reference Books:

- Shrivastav & Jhaharia Cases 7 Management (PHI).

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: CONSUMER BEHAVIOR

Subject Code: 3MBBA504

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Buyer behavior: Determinants, Consumer buying process & models, Factors affecting buying behavior, stages of buying process, Organisational buyer behavior.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues..	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and International marketing, Guerilla Marketing, Green Marketing, Digital marketing and other developments of marketing.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying this subjects students would able to understand the behavior of consumers which helps them to craft effective marketing strategies

Text Books:

- Consumer Behaviour Text & Cases : Satish K Batra (Excel Books)
- Consumer Behaviour M. Khan, Matin (New Age International)
- Consumer Behaviour R. Kumara (Himalya Publication)
- Consumer Behaviour & Advertising Management by Debraj Datta & Mahua Datta New Delhi Vrinda Publication
- Consumer Behaviour & Market Research by P.K. Sharma & Bhumija Chouhan & Kavya Saini New Delhi: R.B.D. Publications,
- Consumer Behaviour: A Practical Orientation by R.K. Ghai & Gurpratap Singh Mumbai Himalaya Publishing House

Reference Books:

- Nair, Suja R. (2013). Consumer Behaviour in Indian Perspective. Himalaya Publishing House
- Schiffman, Leon G., Wisenblit, Joseph and Kumar, S. Ramesh (2015), Consumer Behaviour. Pearson Education, 11th Edition.
- Mukherjee, Srabanti (2013), Consumer Behaviour, Cenage Publications,

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Digital marketer, Promotion and Advertisement Executive, Assistant Product Designer and Pricing Strategist	Persuading, Influencing & Negotiating Skills, Problem Solving Skills, Leadership Skills	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Freelancing Blogger, Packaging, Labeling, Distributor, Market Surveyor.

Deputy Registrar (Academic)
 Dr. C.V. Raman University
 Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: ADVERTISING & SALES MANAGEMENT

Subject Code: 3MBBA505

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: To acquaint the students with concepts, techniques and give experience in the application of an effective advertising & sales promotion programme and management of sales force.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to consumer decision making models, EPS, LPS, RRB, stages in consumer decision making process, need analysis, information search, evaluation, purchase and post purchase behaviours, factors influencing consumer behaviour	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Consumer as an individual, consumer needs and motivation, nature of personality and self-concept, behavioural theories.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Social impact on the consumer, culture, social classes, family and personal influence, characteristics of a group, types of groups, consumer relevant groups, reference groups, promotional applications of reference group concept, the family decision making, family life cycle, marketing behaviour, social class categories, consumer behaviour applications of social classification.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Personal influence and opinion leadership, dynamics of opinion leadership process, influence of opinion leader in the promotional strategy of a firm, adoption and diffusion of an innovation, profile of consumer innovators, marketing applications.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Impact of environment on consumer behavior, temporal effects, instore merchandising, store layout, store ambience, models of consumer decision making, Indian consumers, behavioural patterns of Indian consumer, cultural and religious issues in marketing in India, organizational buying process and factors influencing organizational buying behaviour, Case studies.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: Upon successful completion of the requirements for this course, students will be able to understand the three major influences on customer choice, the process of human decision making in a marketing context, the individual customers make up, the environment in which the customer is embedded, apply this understanding to marketing strategies of the supplier, develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities.

Text Books:

- Advertising & Sales promotion Shh Kazmi & Satish Batra(Excel Books)
- Advertising & Sales management Mukesh Trehan&ranjuTrehan(V.K Enerprise)
- Advertising & promotional management R.DayalKrajpal(Mittal Publication)
- Advertiring , Sales & Promotion Management by S.A. Chunawalla Mumbai Himalaya Publishing House
- Advertising Management by B.S. Rathore Mumbai Himalaya Publishing House
- Consumer Behaviour& Advertising Management by Debraj Datta &Mehua Datta New Delhi Vrinda Publication
- Advertising Management by S. Shyam Prasad &Sumit Kumar New Delhi: R.B.D. Publishing ,
- Advertising and Sales Management by C.N. Sontakki New Delhi : Kalyani Publishers,
- Sales & Advertising Management by G.S. Sudha New Delhi : R.B.D. Publishing House ,
- Advertiring& Personal Selling by Namita Rajput
- Sales & Distribution Management by H.R. Appannaiash Mumbai Himalaya Publishing House

Reference Books:

- Jain, J.N and Singh, P.P (2007). Modern Advertising Management – Principles and Techniques. Regal Publications, 2007.
- Sales Promotion How to Create Implement & Integrate Champaions Heat Really Work by Roddy Nullin New Delhi Kogan Page India Private Limited

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Research executive for Psychological studies, Sales Executive, Relationship executive, Marketing Analyst	Persuading, Influencing & Negotiating Skills, Problem Solving Skills, Leadership Skills	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Start business unit (Retail & Micro) Product & Service consultancy

Virendra

Deputy Registrar (Academic)
Dr. C.V. Ramana University
Bilaspur (C.G.)

[Signature]



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: RETAIL & RURAL MARKETING

Subject Code: 3MBBA506

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The course enables students to appreciate the importance of retailing and to explore rural marketing environment for contributing to the emerging challenges in the upcoming global economic scenario.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Retail Marketing Segmentation: Segmentation in Retail, Targeted Marketing Efforts, Positioning Decisions , Store Location and Layout: Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail “EST” model	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Rural Marketing: nature, definition, scope & importance in India, Size & Structure of rural markets. Factors influencing rural marketing, communication media, credit availability, local requirements, Market strategies & tactics with reference to rural markets, Product marketing & service marketing in rural India: product planning, communication media & message, distribution Channels,	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Agricultural Marketing: Marketing of agricultural produce and inputs, cooperative marketing & processing societies, Marketing of rural industry, Problems in Rural marketing, Role of government & NGOs in Rural marketing, Case Study	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying these subject students gets the knowledge about retailing and rural marketing environment which helps them to contribute to the emerging challenges in the upcoming global economic scenario.

Text Books:

- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- Rural Marketing by O.S. Shrivastava Bhopal : Quality Publishing Company,
- Rural Marketing Environment Problems & Strategies by T.P. GopaldaswamyNoida : Vikas ,
- Shinde, Rajesh H. (2016), Rural Marketing in India. ABD Publishers.
- Kuamr, Dinesh and Gupta, Punam (2015), Rural Marketing – Challenges and Opportunities, Sage Publications.
- A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.
- Retail Marketing by B.B. Mishra & Manit Mishra New Delhi : Vrinda ,
- Retail Marketing by S. Banumathy & M. Jayalakshmi Mumbai Himalaya Publishing House

Reference Books:

- Rural Marketing: Text and Cases by C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan New Delhi Pearson Education
- Kashyap, Pradeep (2016), Rural Marketing. Pearson Education, 3rd Edition

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Retail Sales Executive Service Manager & Executive in Cooperative Stores and agricultural stores	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals	Retail Firm, Retail Consultant

Handwritten signature: Virat

Handwritten signature: Dr. C.V. Raman University
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: MANAGEMENT TRAINING & DEVELOPMENT

Subject Code: 3MBBA507

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE This subject deals with training & developmental aspects of employees, various training methods & techniques, management development program etc

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Meaning, need, importance, Benefits, objectives, difference between training & Development. Training need – Training need Assessment , why training need arises , when need arises , determination of training need, when to access needs , Approaches to training need Assessment process of TNA.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Learning :- Definition characteristic Nature , theories of learning, shaping Behavior , the law of effect schedules of Reinforcement , use of Reinforcement theory in behavior modification.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Training:- Process of training, methods, technique and Aids in training, Areas of training.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Implementation:- Method for implementation , skill and stale of trainers, validation & evaluation of training programme.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Management Development:- Introduction, what is MD?, Essential ingredients of Management Development programme, Technique of Management development , Selection of technique , Evaluation of MDPs.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, students will understand the importance of training & development from the perspective of fresher & existing employees

Text Books:

- Bhattacharyya Kumar Dipak (2015), Training & Development, Sage Publications.
- Management Training and Development by B.L. Gupta New Delhi Vrinda Publication
- Management Theory & development Practice by P. Subha Rao : Himalaya Publications
- Management training & development by Upadhyay & Gupta : Ramesh book depo
- HR Planning & development by Upadhyay : Ramesh Book Depo
- Venkatesh Dr. Bharti, (2013), Training & Development, Indra Publishing House.

Reference Books:

- Noe Andrew Raymaond (2001), "Employee Training & Development, McGraw-Hill/Irwin Publications.
- Handbook of Training and Development edited by Steve Truelove - (Blackwell Publication
- Janakiram B. (2007), Training & Development, Dreamtech Press.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR Administrator HR Executive HR Consultant	Problem solving skills, Decision making skills, Team working	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth ,Peace Justice and Strong Institutions	HR Consultant



Deputy Registrar (Academic)
Dr. C.V. Ramen University
Kota, Bilaspur (C.G.)





Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: HUMAN RESOURCE PLANNING & DEVELOPMENT

Subject Code: 3MBBA508

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Human Resource Management: Meaning, Benefits, Strategic planning and HR planning. Manpower Planning: Definition Objectives, benefits, limitations and problems. HR planning linkage with other HR function, Influencing factors in human resource planning.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization. HR Demand focusing, HR Supply, estimates action plan in separation, retention, training, redeployment and staffing. Work Force Flow Mapping, Job Analysis: - Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification, Job enhancement, job rotation and job position. Procurement of Human resource: Recruitment- Meaning and Process; Sources of Recruitment , Internal and External Source, Modern Techniques of Recruitment, Sources-Internet Based, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Human Resource Development – Overview , philosophy and goals of HRD , HRD culture , climate , culture practices in organization , HRD sub systems / process mechanisms. Case Study.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Organizing for HRD, HRD for workers, HRD overview in Govt. and Private Systems, HRD for health and family welfare, HRD in defense, police , voluntary organizations , manufacturing organization and infrastructure . Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers, employees organization, behavioral factors in HR planning, External factors – change in technology, legal and govt., customer social factors, economic and political factors ,Case Study	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory

Text Books:

- Human Resource Development by Lalitha Balakrishnan & S. Srividhya Mumbai Himalaya Publishing House
- Human Resource Development by P. Subba Rao Mumbai Himalaya Publishing House
- Human Resource Development by R.K. Ghai New Delhi Vrinda Publication
- Human Resource Development & Management by Biswanath Noida : Vikas ,
- Human Resource Development (Text and Cases) by R.K. Ghai
- Human Resource Development : Theory & Practice by David McGuire & Kenneth Molbjerg Jorgensen New Delhi : Sage Publication ,
- Human Resource Development Learning & Training for Individuals & Organization by John P. Wilson
- Human Resource Development Theory and Practice by David McGuire

Reference Books:

- Sen K. Alope (2008) "Human Resource: Development Planning & Deployment", Asian Books Private Limited.
- Gerard V McMohan, (2008) "Recruitment and Selection", Prentice Hall of India
- C.R. Greer, (2002) "Strategic Human Resource Management", Pearson Education

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Administrator HR Executive HR Consultant	Problem solving skills, Decision making skills, Team working	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth, Peace Justice and Strong Institutions	HR Consultant

(Signatures)

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: LEGAL FRAMEWORK GOVERNING HUMAN RELATION

Subject Code: 3MBBA509

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc

Unit	Unit wise course contents	Methodology Adopted
Unit – I	The Factories Act, 1948: Major provisions of factories Act with licensing, registration, health, safety and welfare, working hours of adult, Penalties and procedure.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	The Industrial Dispute Act, 1947: Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities, strikes and lockouts, retrenchment and lay off provisions	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	The Trade Union Act, 1926: Definition of a trade union, Registration of trade union, rights and duties of registered trade union, regulation, penalties	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	The Workmen's compensation Act, 1923: Main Texts provisions – employer's liability for compensation, amount of compensation, distribution of compensation, notice and claim, other provisions	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	The Employees State Insurance Act, 1948: Provisions regarding administration of the scheme, ESI corporation, Standing committee, medical benefit council, ESI fund, The Maternity Benefit Act, 1961: Provision regarding prohibition of employment to women during certain periods, Maternity benefit leave and nursing breaks.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Text Books:

- Gerard V McMohan, (2008) "Recruitment and Selection", Prentice Hall of India
- C.R. Greer, (2002) "Strategic Human Resource Management", Pearson Education

Reference Books:

- Sen K. Alope (2008) "Human Resource: Development Planning & Deployment", Asian Books Private Limited.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
HR Manager Executives, Executive Staffs in Legal firms.	Career planning action plan, Decision making skills, Assertiveness	No Poverty, No Hunger, Quality Education, Sustainable Cities and Communities	Union Leaders, HR Consultancy

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Subject Code: 3MBBA510

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	INVESTMENT: - Meaning of Investment, Characteristics of Investment, Objectives of Investment, Investment vs Speculation, Investment vs Gambling, Types of Investors, Investment Avenues, Meaning of Risk, elements of Risk,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	SECURITIES MARKET:- Financial Market, Segments of Financial Market, Types of Financial Market , Primary Market/New Issues Market, Methods of Floating New Issues, Regulation of primary Market, What is a stock Exchange , Functions of Stock Exchanges stock Market in India.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	MEANING OF FUNDAMENTAL ANALYSIS, ECONOMY – Industry- Company Analysis Framework, Economic Forecasting, Techniques, Industry Analysis, Industry Life cycles, Industry Characteristics, company Analysis, Default Risk, Interest Rate Risk	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	PORTFOLIO ANALYSIS: - Expected Return of a portfolio, Risk of a Portfolio, Reduction of Portfolio Risk through Diversification, Feasible set of Portfolios, Efficient set of Portfolios.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	PORTFOLIO REVISION: - Need for Revision, Meaning of Portfolio Revision, constraints in portfolio Revision, Portfolio Revision Strategies, portfolio evaluation, Need for Evaluation, Evaluation perspective, Meaning of portfolio Return.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

Text Books:

- Kevin S. (2013), Security Analysis and Portfolio Management, Prentice Hall of India.
- Security Analysis & Portfolio Management Pandayen Vasant Sangram
- Security Analysis & Portfolio Management Sudhindra Bhat (Excel Books)
- Security Analysis & Portfolio Management Dhanesh Khatri (Mc Millan Publishers India Ltd) Delhi, 2012.
- Security Analysis & Portfolio Management by PunithavathyPandi, Noida : Vikas Publication.
- Security Analysis & Portfolio Management by Pasha M. Airif, New Delhi : Vrinda Publication
- Security Analysis and Portfolio Management by Mohammed ArifPashi, New Delhi Pearson Publication
- Security Analysis and Portfolio Management by Donald E. Fischer, New Delhi Pearson Education
- Seventh Edition, Security Analysis & Portfolio Management, Ronald J. Jordan, AK Pradhan.
- Investment analysis and portfolio management, fifth edition, Prasanna Chandra.

Reference Books:

- Peter S. Rose and Sylvia C. and Hudgins, "Bank Management and Financial Services", Tata
- McGraw Hill, New Delhi, 2012.
- Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.
- Ranganatham, M. &Madhumati, R. (2012), Security Analysis and Portfolio Management, Pearson Education,

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Portfolio Incharge Financial Trainee	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Investment Advisor Stock Agent

Registrar (Academic)
 Dr. C.V. Raman University
 Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: FINANCIAL INSTITUTION & SERVICES

Subject Code: 3MBBA511

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Overview of Indian financial systems and markets- constituents and functioning, developments since 1991, recent trends, various financial intermediaries, Reserve bank of India (RBI) - role, functioning, regulation of money and credit. Overview of financial services-Introduction, nature, scope and uses, management of risk in financial services, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Insurance- concept and significance, classification of insurance, general principles of insurance, insurance application and acceptance procedure, Life insurance-principles, products & types of life insurance, General insurance-principles, products	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Banking industry- Banking structure in India, types of banks-role and significance, capital adequacy norms for banks, SLR, CRR, Recent development, CAMELS rating, credit cards, Merchant banking services, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Introduction to Asset financing services- leasing and hire purchase, Mutual Funds, debt securitization, housing finance and credit rating, project finance, , factoring & forfeiting, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Introduction to Allied finance services- Corporate restructuring: mergers, acquisitions and takeover, venture capital, Defining risk, nature and types, risk management, ALM by banks: classification of assets, Case Study	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyze interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed

Text Books:

- Financial Institution and Services RobertS.Uh
- Financial Institution and Services Satish. K. Mehta; Vrinda Publication
- Financial Markets & Services by E. Gorde, Mumbai Himalaya Publishing House
- Financial Markets and Services by E. Gordon & K. Natarajan, Mumbai Himalaya Publishing House
- Bhole, L.M. &Mahakud, J. (2009), Financial Institution & Services, Tata McGraw Hill Education, 5th Edition, 2009.
- Indian Financial system, 2nd edition, S Gurusamy
- Financial Institutions and Market, Structure, Growth and innovation, 5th edition, L M Bhole and Jitendra Mahakud
- Financial Services Banking and Insurance by C. Satyadevi New Delhi S. Chand Group

Reference Books:

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial markets, Institution and Financial services, PHI publication.
- Financial Market and Institution, An introduction to the risk management approach, 3rd edition, Anthony Saunders and Marcia MillonCornett.
- Financial Markets Institutions & Financial Services, Vinod Kumar Atul Gupta Manmeet Kaur.
- Indian Financial System, Bharati V. Pathak, 5th edition

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Management Consultant, Investment manager, Corporate financier, Risk manager	Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Management Consulting services, Corporate financing services, Stock broker

[Handwritten signature]

[Handwritten signature]
Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: TAX MANAGEMENT & PLANNING

Subject Code: 3MBBA512

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject provides an introduction to, and overview of, fundamental concepts of income. Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Concepts of tax planning, Tax evasion, Tax avoidance, Tax management, features of tax planning, need of tax planning, need for tax planning, , difference between tax planning and tax evasion, tax avoidance, tax management	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Introduction of Income Tax. Residence and Tax liability. Explanation under various heads of income: income from salary (excluding retirement), Income from capital gain. Problems and cases	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Income from House Property. Income under the head profit and gains of business and professions and its computation-Problems and cases	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Income from other sources. Computation if taxable income of an individual. Setoff and carry forward of losses- permissible deductions –Deductions from Gross Total Income-under sec 80C to 80U. Problems and cases	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Introduction to Goods and Service Tax, Classification of Goods and Services under GST, Pre GST Regime Computation of Taxable Value Under GST	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, Conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyze and synthesize complex legal information

Text Books:

- Tax Planning and Management S.C Mahlotra (Sahitya Bhawan Publication)
- Tax Planning and Management R.K Jain (Sahitya Bhawan Publication Developer)
- Tax Planning and Management V.K Agarwal (NavyugPrakashan)
- Mehrotra, H.C., Income Tax Law & Practices, SahityaBhawan Publication, 2016.
- Goods and Services Tax (G.S.T.) Dr.H.C.Mehrotra and Prof. V. P. Agrawal. SahityaBhawan publication, Agra
- Corporate Tax Planning and Management, Dr. H. C. Mahrotra, Sathiya Bhavan Publication
- Tax Planning/ Issues/ Ideas/ Innovation, S. Rajaratnam (Author), B.V. Venkataramaiah (Author) • Indian Tax Structure: Indian Tax A.Y. 2019-20, Meena Goyal (Author), Fourth Edition.
- Goods and Services Tax (G.S.T.) Dr.H.C.Mehrotra and Prof. V. P. Agrawal. SahityaBhawan publication, Agra

Reference Books:

- Goel Sandeep, Financial Markets, Institution and Services, PHI publication
- Gomez Clifford, Financial Markets, Institution and Financial services, PHI publication.
- Income Tax Planning & Management, Dr. R.K Jain, Latest Edition
- Direct Tax Planning, Kashul Kumar Agrawal, New Delhi, Fifth Edition
- Income Tax Planning & Management, Dr. R.K Jain, Latest Edition
- Direct Tax Planning, Kashul Kumar Agrawal, New Delhi, Fifth Edition

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Tax Consultant, Financial Advisor	Analytical and logical skill, Problem solving Skill, Managerial skill, Commercial Acumen skill, Able to handle legal queries	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Tax Consultant, Financial Advisor

Virendra

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: BRAND MANAGEMENT

Subject Code: 3MBBA513

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The aim of this subject is to provide fundamental knowledge and concepts of Branding along with various aspects of brand.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Branding Concepts: Brand Awareness (Recognition and Recall), Brand Identity and Brand Image, Brand Personality, Brand Loyalty. Brand Planning: Brand Positioning, Creating Mental Maps, Customer-Based Brand Equity Model, Brand Resonance, Brand Building Blocks.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Brand Integration: Elements to Build Brand Equity, Designing Marketing Programs to Build Brand, Leveraging Secondary Brand Associations, Brand Element Guidelines, personalizing Marketing, Value Pricing, Blending "Push" and "Pull" Strategies.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Brand Equity: Developing a Brand Equity Measurement System, Measuring Sources of Brand Equity: Capturing Customer Mind-Set. Indirect and Direct Measures of Brand Equity: Qualitative, Exploratory Research, Experimental Approaches to Measure Brand Equity.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Brand Architecture: Developing and Implementing Branding Strategies. Introducing and Naming New Products, Corporate Branding Strategy, Brand Hierarchy, Line extensions, Content development in Branding.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Brand Growth: Brand Growth: Managing Brands over Time, Managing Brand over Geographic Boundaries and Market Segments, Reinforcing Brands, and Revitalizing Brands, Global Branding Strategies, Legal Issues in Branding and Commercial Brands,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After leaning this subject student will able to understand the concepts of brand along with its various aspects and develop the ability to manage the brand of company effectively.

Text Books:

- Keller lane Kavin, (2012), Strategic Brand Management, Pearson Publication
- Chernev Alexander, (2015), Strategic Brand Management, Cerebellum press

Reference Books:

- Arienzo D Willium (2016), Brand Management Strategies, Fairchild Books
- Casanova Marco (2017), Branding It 3.0, Bookstand Publishing

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Marketing executive	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Opening of Branded Showroom Authorized Dealership



Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)





Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

Course: BBA

SUBJECT: RETAIL TECHNIQUES & SKILLS

Subject Code: 3MBBA514

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The aim of this subject is to provide insights about the various techniques used and skills required for managing retail operations.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: Retailing as a Part of Marketing, Retail Selling Process, Concept of Personal Selling, Goals setting process in retail management, Analyzing Market Demand and Sales.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Retail Location and Site Selection: City or town locations, freestanding sites, factors affecting the attractiveness of a site, Promotional activities in Retail, Loss prevention techniques.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Visual Merchandising: concept, Criteria of organized and unorganized retail chain of stores, Socializing and train new store employees, Display of schemes, Utilization of space and profitability, Types of display: Classification on the basis of size, MRP, Fashion, Season, Theme, Brand, Pattern.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Retail Salesman: Duties, responsibilities, qualities, product knowledge, Managing the store: reducing inventory loss, store manager responsibilities, space planning, in store and out store management, Merchandise Management, Retail Pricing, People in Retailing, Training the Distributors Sales Team.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Completion Mannequins and Other Human; Forms/Materials/Props, and Tools of the Trade, Principles of Design Color: Fundamental Concepts and Applications	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

Text Books:

- Berman Barry (2017), Retail management, Pearson Education
- Bajaj Chetan (2016), Retail Management, Oxford University Press

Reference Books:

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Marketing executive	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Opening of retail store

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Dilespur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: RETAIL MARKETING

Subject Code: 3MBBA515

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The aim of this subject is to provide new insights and ideas about the various strategies used and skills required for managing Retail market.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Retail Marketing Environment- Introduction, Understanding the Environment, Elements in a Retail Marketing Environment, Environmental Issues	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	The Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Store Location and Layout: Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Retail Marketing Strategies: Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail "EST" model	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying this subject students get familiarize with the various techniques involved in retail and develops the skills to manage the retail operations and functions.

Text Books:

- Retail marketing management by David Gilbert, Pearson Education.
- Marketing management by Philip Kotler.
- Retailing by J. Barry Mason and David J. Burns.
- Retail management by Ronald W. Hasty and James Reardon.
- Retail Marketing by B.B. Mishra & Manit Mishra New Delhi Vrinda Publication
- Retail Marketing by S. Banumathy & M. Jayalakshmi Mumbai Himalaya Publishing House

Reference Books:

- Pradhan Swapna (2017) Retailing Management, Mcgraw Hill Education
- Chaudhary Prashant (2016), Retail Marketing in modern age, Sage Publication
- ZareiEhsan (2014), Retail Marketing, DMA4U

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Marketing executive	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Opening of retail store

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: TECHNOLOGY MANAGEMENT

Subject Code: 3MBBA516

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The subject knowledge is to create a strategic plan to manage the disruptive nature of technology and management strategies to develop ethical solutions for business problems.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Technology Issue and Implications: Concepts and Definition, Aspects and Issues, Technology Change: Implication	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Technology Development and Acquisition: Forecasting and De-casting, Identifying	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Technological Change, Generation and Development and Technology Transfer, Technology Absorption and Diffusion: Absorption: Accommodate and Management	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Technological Change, Evaluation and Assessment and Diffusion Technology Environment: Science and Technology in India, Policies, Linkages.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Technology Support Systems: Financing, Information Systems, And Organization a tEnterprise Level.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: At the end of the course student get contemporary business knowledge to create a strategic plan to manage the disruptive nature of technology and Research business innovation and technology management strategies to develop ethical solutions for business problems.

Text Books:

- Khalil, Tarek, Management of Technology, 1e TMH 2009
- Burgelman, Robert, Strategic Management of Technology & Innovation, 4e TMH 2009

Reference Books:

- Narayanan, Managing Technology and Innovation for Competitive Advantage, 2010, Pearson

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Computer system Analyst, Computer support specialist, Computer software engineers	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Technology Innovation manager, Computer Programmer

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: PRODUCTIVITY

Subject Code: 3MBBA517

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Concepts and Definition of Productivity, Productivity Improvement Factors (Both Internal and external to the Organization) Work Content of a Job, Management Techniques to Reduce Work Contents and Ineffective Time.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Human Aspects in Application of Work Study, Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart ..	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Principles of Motion Economy, Classification of Movements, Micro Motion' Study, Simo-chart.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Purpose, Use Techniques and Procedure of Work Measurement, Time Study, Selecting Jobs to be Studied and Making a Time Study, Rating, Allowance ,Techniques of Work measurement,	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Activity Sampling, Synthesis, Analytical Estimating, Predetermined motion Time Systems.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: Students will identify operations by investigation of all the factors affecting the jobs and applying work-study as a means of enhancing the production efficiency (productivity) of the firm by elimination of waste and unnecessary operation.

Text Books:

- Barnes, Motion and Time Study Design and Measurement of Work, 2009, Wiley International Labour Office, Geneva,
- Introduction to Work Study, Universal Book Corporation, 3rd Revised Ed.,

Reference Books:

- Dobler, D.W., Material Management Tata Me Graw Hill.
- Gopal Krisan P.&M. Suderashan, Hand Books of Material Management prentice Hall of India.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Purchase Incharge Quality Inspector Material Management Trainee	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Raw material supplier

Vivek

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

R



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 5th

Course: BBA

SUBJECT: MATERIAL MANAGEMENT

Subject Code: 3MBBA518

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The students understand the meaning of materials management and are able to manage and plan material flows and related information flows of the company's logistics process. The Case Work will create good basic for understanding the need for life-long learning.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Material Management integrated Materials Management. Organization for Materials Management.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	1. Materials Planning & Budgeting 2. Identification 3. Codification 4. Standardization	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	1. Stores Keeping & Materials Handling equipment. 2. Purchasing Organization 3. Principles, Procedures & System in Purchasing.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	1. Purchasing 8s Corporate planning. 2. Negotiation	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	1. Problems of Material Management 2. Import Substitution. 3. Imports Purchasing	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: The students understand the meaning of materials management and are able to manage and plan material flows and related information flows as part of the company's logistics process. Students understand the connection between company's internal materials management and the network in supply chain. EUR-ACE Engineering Practice: The students are creating practical engineering solutions to solve existing conflicts between good customer satisfaction and working capital TELWM Logistics Professional skills: Students will understand the importance of accurate plan and product data management as a part of Logistics Management. YHTOP Learning skills: The Case Work will create good basic for understanding the need for life-long learning.

Text Books:

- J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
- P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
- Warehouse Management by Gugnne Richards New Delhi Kogan Page India Private Limited
- Purchasing and Materials Management by K.C. Jain & Jeet Patidar New Delhi S. Chand Group
- A.K. Dutta, Integrated Material Management PHI.
- Production & operation management by N.S. Bedi

Reference Books:

- Ajay K Garg, Production and Operations Mangement, Tata McGraw Hill , 2012
- Dobler, D.W., Material Management Tata Me Graw Hill.
- Gopal Krisan P.& M. Suderashan, Hand Books of Material Management prentice Hall of India.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Purchase Incharge Quality Inspector Material Management Trainee	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Raw material supplier

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kargi Road, Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: BUSINESS RESEARCH

Subject Code: 3MBBA601

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Research: Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Literature review, Formulation and statement of research problem, Characteristics of good research problem, Hypothesis- Formulation and Errors.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Research Design: Types of designs, Methods, Sampling Design: Fundamental concept, Probability and Non-probability sampling with applicability of each,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Methods and Techniques of Data Collection: Types of Data – Primary and Secondary, Various techniques used for collecting data, Pros and cons of each, Research Instruments – Types and use, Validity and reliability, Scaling techniques – Types and usage of each.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Fieldwork in Research and Data Processing: Analysis and interpretation of data, Coding, Editing and Tabulation of Data, Analysis of Data: Descriptive, Inferential and Multivariate analysis, Testing of hypothesis, Various Kinds of Charts and Diagrams, Overview and use of statistical software packages.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Reporting of Research: Types of reports, substance of reports, format of report, Precautions, Writing references, Bibliography and Annexure, Presentation of reports,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject student will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Text Books:

- H.R Ramanath (Himalaya Publication House)
- Vohra (Omega Publication)
- Kohali Laxminarayan (Y.K Publication)
- Kothari, C.R. (2014), Research Methodology, New Age International Publishers, 3rd Edition, 2014
- Research Methodology : A Step -By-Step Guide for Beginners by Ranjit Kumar
- Research Methodology : Methods and Techniqueus by C R Kothari & Gaurav Garg New Delhi New Age International
- Research Methodology Methods and Techniques by Anil Kumar Gupta

Reference Books:

- Chawla, Deepak and Sondhi, Neena (2015), Research Methodology – Concepts & Cases. Vikas Publishing House.
- Pannerselvam, R. (2014), Research Methodology. PHI Learning
- Research Methods In Behavioural Science by R.S. Dwivedi Delhi Macmillan Publishers India

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: CORPORATE STRATEGY

Subject Code: 3MBBA602

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE:

This subject deals with corporate level policy & strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Military origins of strategy – Evolution - Concept and Characteristics of strategic management –Defining strategy – Mintzerbg's 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Strategic analysis: Analyzing Company's Resources and Competitive Position: Core Competence –Distinctive competitiveness, Analyzing Company's External Environment: Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS), Industry Analysis - Porter's Five Forces Model of competition	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Corporate Portfolio Analysis: Business Portfolio Analysis - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Tailoring strategy to fit specific industry – Life Cycle Analysis, New Business Models and strategies for Internet Economy: Shaping characteristics of E-Commerce environment – E-Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E-Commerce – Virtual Value Chain Analysis	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Strategy implementation - Project implementation – Procedural implementation – Resource Allocation, Behavioural issues in implementation – Corporate culture – Mc Kinsey's 7s Framework, Functional issues – Functional plans and policies, Strategy Evaluation – Operations Control and Strategic Control– Balanced Scorecard.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject students will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Text Books:

- Jain S.P.Naraga K.L.Management Accounting
- Shashi Gupta Management Accounting
- S.P.Gupta Management Accounting
- Mahesh Agrawal Mukesh Jain Management Accounting
- Agrawal and Gupta Management Accounting R.B.D.Jaipur
- Trivedi, Sharma and Mehta Management Accounting, Devi Ahilya V.V.Publicatio

Reference Books:

- Rao, V.S.P & Krishna, V. H. (2009), Strategic Management, Excel Books, 5th Edition, 2009.
- Kim Warren, "Strategic Management Dynamics' John Wiley Publication, 2007
- Wheelen L. Thomos and Hunger J.David(2010)"Concepts in Strategic Management and Business Policy", "PHI publications, New Delhi.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Virdi

Dr. C.V. Raman University
Deputy Registrar (Academic)
Kota, Bilaspur (C.G.)

Ph



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: ENTREPRENEURIAL PROJECT WORK & VIVA VOCE

Subject Code: 3MBBA603

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: After completing third semester, the Faculty members will be assigned as guides to the students to work on the topic selected from their area of specialization for conducting a field research or research work with reference to their selected organization / firm / company etc. where they learn the actual research process to come up with a solution to the problems identified. After the final semester exams, reports of the research will be submitted in the department which is evaluated by the external examiner followed by viva voce/presentation. The research report should show how a student has conducted the research and what solutions will they able to provide based on their analytical capabilities and experience.

COURSE OUTCOME: After successful completion of research project, students will able to know the actual research process and its usefulness in the organization as a problem-solving technique. They will also able to know the potential opportunities persist in the market for extending the business operations and come up with the ways to tap the opportunities.

DISSERTATION/ PROJECT FORMAT (SUMMER TRAINING/PROJECT WORK)

Title of the study (Cover Page)

Declaration

Company Certificate (In case of Summer Training)

Guide Certificate (In case of Final Project)

Acknowledgement

Table of Contents

Table of Graphs & Pictures Used

1. Introduction

- 1.1. Introduction
- 1.2. Purpose for Undertaking the Research
- 1.3. Significance of the study
- 1.4. Scope of the study
- 1.5. Research Problem
- 1.6. Objective of the study
- 1.7. Hypothesis
- 1.8. Limitations of the study

2. Literature Review (Theory related To Company, Product or Topic)

3. Research Methodology

- 3.1. Introduction
- 3.2. Population of the study
- 3.3. Sampling Design
 - 3.3.1. Sampling Technique
 - 3.3.2. Sampling Method
 - 3.3.3. Sample Size
- 3.4. Research Instrument
- 3.5. Sources of data
 - 3.5.1. Primary Data
 - 3.5.2. Secondary Data

4. Data analysis & Interpretation

5. Findings & Recommendations & Conclusion

Bibliography

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity

Vidya Sai

Dr. C.V. Raman University
Deputy Registrar (Academic)
Kota, Bilaspur (C.G.)

Ph



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: SERVICE MARKETING

Subject Code: 3MBBA604

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction – Concept of services, Importance of Service Sector in Economy, Characteristics and Classifications of services, Service marketing mix, Environment of Service Marketing (Micro as well as Macro).	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	The Purchase Process for Services – Segmentation, Targeting and Positioning, Consumption values, Purchase models for Services, Service Encounters, Post-Purchase phase, Service Quality – Meaning, Service Quality Gaps & Models (SERVQUAL & SERVPERF)	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Product - Product differentiation, Product levels, Supplementary Services, Pricing of services- Pricing concepts, Strategies, Use of differential pricing, Place-Service distribution, components of service delivery system, problems associated with services delivery.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Promotion- Advertising, Sales Promotion & Personal Selling in service industry, People- Peoples involvement in services, managing people for service advantage, Recruitment & training of peoples for service delivery, Physical Evidence-Concept of Physical Evidence, Importance, types of Physical Evidence in various services, Process-Concept, Types of process, Role of process in various services	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Managing Supply, Demand and Productivity – Introduction, Managing Supply and Demand, Tools, Coping with fluctuating demand, Enhancing Productivity, Capacity Management, Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry and Hotel Industry.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the organization.

Text Books:

- Service Marketing by Mehta & Mehta : Ramesh book depo
- Service Marketing by C.A.C Ramgopala : Age International Pub.
- Christopher Lovelock (2004), Service Marketing, Pearson Education, 4th Edition, 2004
- Services Marketing by Vasanti Venugopal & Raghu V.N. Mumbai Himalaya Publishing House
- Services Marketing by Jyotsna Diwan Mehta & Shobha Khinvasara New Delhi: R.B.D. Publishing ,

Reference Books:

- Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
- Halen Woodroffe, Services Marketing, McMillan, 2008.
- Valarie Zeithaml et al, Services Marketing, 5th International Edition, 2012
- Services Marketing : People, Technology Strategy by Christopher Lovelock & Jochen Wirtz & Jayanta Chatterjee New Delhi Pearson Education

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Sales Executive Service Manager & Executive	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Service Firms, Service Consultant

Vidya

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Am



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: DIGITAL MARKETING

Subject Code: 3MBBA605

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE:

The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to e-marketing - Situation – B2C, B2B, C2B and C2C, sloppy e-marketing, Internet as a sales tool, customer-service tool, communications tool, cost reduction, brand-building tool, Tactics, action and control, Remix – Introduction, marketing mix, Beyond the mix, Product, Price, Place, Promotion, People, Physical evidence, Process, An extra 'P' – partnerships	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	E-models - Online revenue models, Intermediary models, Attribution models, Communications models, Customer information processing models, Customer buying models, Loyalty models, Social media models, Social business models and the Ladder of Engagement, E-customers – Motivations, Expectations, Fears and phobias, Online information processing, online buying process, Online relationships and loyalty, Communities and social networks,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Social media marketing - Benchmarking and setting goals, Create strategy and plan, Social listening and online reputation management, Develop the content marketing, Social media communications strategy, Social media optimization (SMO), Site design - Integrated design, Online value proposition, Customer orientation, Aesthetics, Page design, Content strategy and copywriting, Navigation and structure, Mobile site design	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Traffic building - Search engine marketing, Online PR & partnerships, Interactive advertising, Opt-in email, Viral marketing, Offline traffic building, e-CRM - Relationship marketing, Database marketing, Profiling, Personalization, Email marketing, Control issues	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Managing digital marketing - Transformation to e-business, Reviewing digital marketing capabilities, Budgeting, Selecting supplier, Change management for digital transformation, Measuring and optimizing, Automation, E-business security, E-planning - Situation analysis, Objectives, Strategy, Tactics, Actions, Control, The 3Ms resources: 'men', money and minutes	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions

Text Books:

- Chaffey, Dave and Smith, P.R. (2018), E-Marketing Excellence – Planning & Optimizing Your Digital Marketing. 4th Edition. Routledge Publications.

Reference Books:

- Rob Strokes (2013), E-marketing – The essential guide to marketing in Digital World, Quirk eMarketing (Pty) Ltd., 5th Edition, 2013
- Bhatia, PuneetSingh(2017), Fundamentals of Digital Marketing. Pearson Education, 1st Edition.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Executive in online retail firm, System executive in digital marketing firms	Problem solving, Team Working, Presentation Skill, Persuading, Influencing & Negotiation Skills, Language Skills, Commercial Awareness	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Digital Marketing Firms

[Signature]

[Signature]
Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

[Signature]



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: INTERNATIONAL MARKETING

Subject Code: 3MBBA606

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to International Marketing, Nature, Scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Balance of Trade, Balance of Payments, MNC's and International trade, International Economic Environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non-Tariff	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Market Selection Process, Determinants of market selection, Segmentation and Positioning, Product Planning and Mix, International PLC, New Product development, developing international Pricing Policies, Factors affecting pricing policies, Strategies for Export and export pricing strategies.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Market Entry and overseas distribution system, Direct and Indirect exports, Types of Intermediaries, International Logistics, International Promotions – Concept, Promotion Strategies, major Decisions, Communication Mix,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Export Procedure – Preliminaries, Inquiry and offer, Licenses, Documentation and procedure, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After getting the knowledge of this subject students will able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets.

Text Books:

- International Marketing by International Marketing : Kothari & Jain
- Saha, Satish Kumar and Agarwal, Anju (2016), International Marketing. SBPD Publications. 1st Edition.
- International Marketing by S. Yuvraj
- International Marketing (Text& Cases) by F. Cherunilam , Mumbai: Himalaya Publishing House,
- International Marketing : Global Enviornment Corporate Strategy Case Studies by Rajagopal Noida : Vikas ,

Reference Books:

- Francis Cherunilam (2013), International Marketing – Text & Cases, Himalaya Publishing House, 13th Revised Edition, 2013
- Cateora, Philip R., Gilly, Mary C. and Graham, John L. (2017), International Marketing. McGraw HillPublication, 16th Edition.
- Srinivasan, R. (2015), International Marketing. PHI Learning,

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Product Manager, Manufacturing Supervisor, Marketing Executive	Persuading, Influencing & Negotiating Skills, Problem Solving Skills, Leadership Skills	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth goals achieved	Marketing Consultant

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: MANAGEMENT OF INDUSTRIAL RELATIONS

Subject Code: 3MBBA607

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This course is dealing with various factors that influence the relationship between management & employees with respect to working condition, safety, pay etc& serves as a path to solve various work-related issues.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Approaches to Industrial Relations, Meaning and Scope of Industrial Relations, The Systems Framework, Theoretical Perspectives, Rule-making and Industrial Relations, Basic Concepts and Values Substance of a Sound Industrial Relations System	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Trade Union Structures Models of National Trade Union Movements International Trade Union Federations Trade Union Structures at the National Level Managerial Trade Unions Women in Trade Unions Multiple Unionism Trade Union Unity and Trade Union Mergers Future Directions Case Study—Merger Blues Annexure.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Collective Bargaining The Concept The Nature of Collective Bargaining The Legal Framework of Collective Bargaining Levels of Bargaining and Agreements Collective Bargaining and Stakeholders Negotiating Techniques and Skills Drafting of an Agreement Annexure.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Working Conditions, Safety, Health, and Environment Working Conditions, Occupational Health, and Safety Organization Commitment Case Study—Was it an Electric Shock, Participation of Workers in Management Bill 1990	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Grievances and discipline handling managing employee grievance the nature and causes of grievance the grievance procedure managing discipline case studies—coolers as basins annexure, guiding principles for a grievance procedure (1958, constitution of grievance committee.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After the completion of course, students not only understand how industrial relations work, but also learn various skills like leadership problem solving and decision making skills.

Text Books:

- Management of Industrial Relation by Navalakha : Ramesh Book Depo
- Industrial relation of developing Economy by Ghosh Visunath : Himalaya Publication
- Industrial Relation of Developing Economy by P. Subharao : Himalaya Publication

Reference Books:

- C.S. Venkata Ratnam, (2006) "Specifications of Industrial Relations": Edition – 01, Oxford University Press
- Rao P. Subha (2013) "Essentials of HRM and Industrial Relation", "Himalaya Publishing House Pvt. Ltd."

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Public Relation Officer, Grievance & Dispute Settlement Executive, Arbitrator	Problem solving skills Decision making skills, Persuading, influencing and negotiating skills	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth	Arbitrator & Mediator

Virendra

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)

Rh



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: ORGANIZATIONAL CHANGE & INTERVENTION STRATEGIES

Subject Code: 3MBBA608

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The main focus of this course is teaching various situations like organizational development, culture & climate etc. happening across hierarchy & organizational structure

Unit	Unit wise course contents	Methodology Adopted
Unit – I	The organization and its environment, Concept of Organizational structure, factors influence in designing organizational structure. Organizational Effectiveness- Approaches, need and significance, Case Study, Organizational development- Definition, Assumptions, nature, goals, process, objectives, Strategies, intervention mechanisms; Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Organizational change: - Concept, Definition. Nature, need of Organizational Change, factors Forces for change, components of a change, Process of change -Model, change agent: roles and responsibilities, Resistance and Overcoming of resistance: Strategies & Techniques, Planned Change	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Organizational conflicts - causes, nature measures to resolve organizational conflicts, Laboratory learning techniques, Managerial Grid, Sensitivity training, Transactional analysis, Inter-group and team building interventions, Management by objectives. Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Organizational culture and climate, organizational learning, power and politics in the organization, Case Study	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	The process of Empowerment, Management of gender Issues, Understanding and Managing Diversity, OD in Indian Organizations. Case Study	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, students will understand various conditions like organizational conflicts, organizational culture etc and its effect on employees.

Text Books:

- Organizational Change and Development by Dipak Kumar Bhattacharyya New Delhi Oxford University
- Organization Development : The Process of Leading Organizational Change by Donald L. Anderson New Delhi :Sage Publication ,
- Organization Change : Theory and Practice by W. Warner Burke New Delhi :Sage Publication ,
- F.Luthans , Organisational Behaviour TMH, New Delhi
- Organisational change and Intervention Strategies by S. Ramanarangan
- Internationals Human Resource Management by CB Rewster : Orient

Reference Books:

- French and Bell, Organisational Development, Pearson Education
- D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
- Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Assistant to Strategic Planner Transactional Analyst	Problem solving skills Decision making skills Persuading, influencing and negotiating skills	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth	HR Consultant & Advisor

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Subject Code: 3MBBA609

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This subject focuses on human resource planning & development, various job related aspects like analysis, description, welfare & safety issues etc.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Global Business: Globalization, the internationalization of the firm, Global firm, International strategy and structure in international firms-key influences, HRM concept, issues, barriers.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	HR practices in international scenario: Recruitment and selection of international managers. Training and development: Expatriate training, Types of cross-cultural training	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	International Pay and Reward: Compensation, benefits, components of compensation programme	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Industrial Relations: Key issues in International Industrial Relations, Trade union and International Industrial Relations	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Other Issues: Expatriation and Repatriation, Cultural dimensions of HRM – Cross cultural theories, future challenges in IHRM	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After completion of this course, students will be able to understand international aspects of human resource management.

Text Books:

- P. SubbaRao, International Human Resource Management, Himalaya Publishing House.
- P.L. Rao , International Human Resource Management ,Excel Books,
- International Human Resource Management by Chris Brewster & Paul Sparrow & Guy Vernon Hyderabad University Press
- International Human Resource Management by R.V. Badi & S.G. Hundekar New Delhi Vrinda Publication

Reference Books:

- K. Aswathapa ,International Human Resource Management, Tata McGraw Hill Publishing Co.
- Peter J. Dowling Denise E Wetch, Randall S. Schuler, International Human Resource Management, Thomson South-Western Publishers.
- Internationals Human Resource Management by C Brewster : Orient

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Payroll Executive, Executive Recruiter for Foreign Off-shored Companies(HR. backend jobs)	Career planning action plan Decision making skills Action making skills, Assertiveness	No Poverty, No Hunger, Quality Education, Decent Work and Economic Growth, Industry Innovation and Infrastructure , Sustainable Cities and Communities	Third Party H.R Consultancy Firm, for Foreign Off-shored Companies

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: WORKING CAPITAL MANAGEMENT

Subject Code: 3MBBA610

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: This course emphasize the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused by working capital.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Working Capital- Nature, Components, Types, Function, Determinants and Significance, Including Product Life Cycle and Operating Cycle Method.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Management of Cash, Motives for Holding Cash, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Management of Marketable Securities, Purpose of Holding Securities, Determinants, Receivable Management- Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Management of Inventory- Purpose for Holding Inventory, Components, Cost-Benefits Analysis, Inventory Management Techniques Management of Inventory-Purpose for Holding Inventory, Inventory Management Techniques	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Management of Current Liabilities- Sundry Creditors, Bills Payable, Contingencies, Financing of Working Capital- Short- Term Sources, Long-Term Sources, Mechanics of Working Capital Financing in India.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

Text Books:

- Management of Working Capital, Amit K. Arora, New Delhi, Global Publication
- Working Capital Management by Sawalia Bihari Ver, New Delhi: Vayu Education of India
- Periyasamy, P. (2014), Working capital management, Himalaya Publishing House, 2014
- Gupta, S.P. (2016), Financial Management, Sahitya Bhawan Publication, 2016.
- Management of Working Capital by Amit K. Arora : Sahitya Bhavan Pub.
- Working Capital Management by Sharma D : Himalaya Publication

Reference Books:

- Kochhar Sudhir, Working Capital Management, Gullybaba Publishing House
- Bhattacharya Hrishikes, Working Capital Management, PHI Publication
- Working Capital Management, Manika Garg, Educreation Publishing

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Financial trainee Store Keeper	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved,	Cash Management Consultatnt

Deputy Registrar (Academic)
Dr. C.V. Ramam University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: FINANCIAL DERIVATIVES

Subject Code: 3MBBA611

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: To understand issues pertaining to pricing and hedging with options on individual stocks and indexes, to examine forwards and futures contracts for equity indexes, commodities, and currencies

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Financial Derivatives: Introduction And F.D. Market In India: Definition Features, Types, Basic History, Other Derivative Securities; Types Of Traders	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Future Markets And Contracting, Future Pricing: Introduction Financial And Future Contract, Types, Evolution Operators/ Traders In Future Markets, Functions Of Future Market, Growth Mechanism Of Trading, Clearing House. Forward Market : Pricing And Trading Mechanism	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Options- The Basics, Pricing Model, Trading With Options, Currency Options: Swaps; Options Markets; Properties Of Stock Option Prices; Trading Strategies Involving ; Options ; Black-Scholes Options	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Hedging Strategies Using Futures, Hedging With Options, Options On Stock Indices; Currencies, And Futures Contracts; General Approach To Pricing Derivatives Securities	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Interest Rates Futures: Interest Rate Derivatives Securities, Derivative Market In India. Stock Exchange/ Index	Usage of ICT like PPT, Video Lectures, Black board.

Course Outcome: At the end of this course students should be able to understand the concepts of derivative market and have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.

Text Books:

- Varma, Derivatives and Risk Management, 2nd Edition, 2011.
- Financial Derivatives by Guru Swami : Ramesh Book Depo
- Financial Derivatives and Risk Management by Agarwal, OP : Himalaya Publication
- Financial Derivatives by M. Gurusamy & Sachin Jain, New Delhi: R.B.D. Publications
- Fundamental of Financial derivatives, 3rd edition, N.R. Parasuraman
- Financial Derivatives theory, Concepts and problems, New title edition, S. L Gupta
- Financial Derivatives, Kindle edition, SSS Kumar
- Financial Claims and Derivatives, David N. King
- Derivatives pricing A problem based premier, Ambrose Lo
- Financial Risk and Derivative Pricing, Bouchaud

Reference Books:

- Stulz, Risk Management and Derivatives, Cengage Learning, 2nd Edition, 2011.
- David Dubofsky – 'Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
- Keith Redhead, 'Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPS', – PHI Learning, 2011.
- Kumar S.S.S. (2012), Financial Derivatives, PHI Learning, 5th Edition, 2012.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Financial trainee	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved,	Financial Consultant

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: BANKING & FINANCE

Subject Code: 3MBBA612

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provide an in-depth understanding of the process and techniques used to make international investment decisions

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Banking Regulation Act, 1949 (Definition of Banking, Licensing, opening of branches, types, Functions of Banks, Inspection) – Role of RBI, Objective, organization and their functions, Classification of banks	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Manpower planning in banks, Quality Circles in Management, Banking Non-Performing Asset (NPAs) , Recovery management, Decision-making in banks	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Management Audit in banking, Efficient Audits in banks,(Auditing -objectives ,scope of audit ,credit creation, bank failures and deposit insurance and Credit Guarantees corporation, The Monitoring and follow-up, Conflict resolution in banks, Chain Management	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Indian Financial Management- An overview: Evolution of the national monetary a financial system; Long run investment decision- investment decision; country risk analysis: long term financing; Dividend policy of the national firm.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	National capital budgeting- Application and interpretation; Cost of Capital and capital structure of the national firm; taxation of the national firm	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyze the role of the Bank of International Settlements and the functioning of international banking and financial markets.

Text Books:

- Banking and finance by Gupta : Ramesh Book Depo
- Basic of Banking and Finance by Bhattacharya and Agarwal : Himalaya Publication
- A to Z Banking and finance by Pandey and Mishra : Himalaya Publication
- Dr.Mithani D.M, Money, Banking, International Trade and public finance, Himalaya PublishingHouse17th edition.
- International Banking, Indian Institute of Banking Finance, S chand, 2nd edition 2018.
- Banking In India (H), V.C. Sinha
- Principle and practice of Banking, DBA- Deewan Banking Academy Experts
- Banking and Financial System V. NityanandaSarma
- Indian Financial System & Management of Banking and Financial services, V. Pathak Bharati, Suresh Padmalatha, Paul Justin
- Banking: Theory and PRactice by K.C. Shekhar Noida : Vikas,
- Banking Thoery& Practice by P.K. Srivastava Mumbai Himalaya Publishing House
- Banking Theory . Law & Practice by E. Gordon Mumbai Himalaya Publishing House
- Banking Services Operations by Sonal Jain & Manish Rathi &Geeti Sharma New Delhi: R.B.D. Publication
- Banking In India (H) by V.C. Sinha Agra SBPB

Reference Books:

- Indian Institution of banking & Finance (2013), Principles & Practices of Banking, Macmillan Publishing, 3rd Edition, 2013
- Financial Institutions and Markets, Bhole, McGraw Hill

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Financial Analyst, Personal financial Advisors, Financial Associate, Investment Advisors, Clerks in Banks	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved,	Financial consultancy

Vidya Bora

*Dr. C.V. Raman University
Kargi Road, Kota, Bilaspur (C.G.)*

Rh



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: SUPPLY CHAIN MANAGEMENT

Subject Code: 3MBBA613

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The basic aim of this subject is to provide the knowledge about supply chain management exists in the organization so as to understand the key focus area for optimizing it.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Concept of Supply Chain Management, Importance and objectives of Supply Chain Management; Integrated Supply Chain Management: Supply chain Management and Logistics, Supply chain networks, Network design, Network design process, Role of Facility decisions in a supply chain , Strategic planning of logistics/supply chain network.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Customer service, Elements of customer service, Establishing customer service strategy, Customer service audit, Location strategy in a supply chain: Major location determinants, Single facility vs multi facility location, TRANSPORT: Role of Transportation in SCM, Modes of Transport; Carrier Selection Decision; Carrier Selection determinants,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Inventory management basics, Importance, Impact of demand on inventory management, inventory models, Inventory control systems, MRP-I, MRP-II, "just-in-time" system,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	COORDINATION IN SUPPLY CHAIN: Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of Coordination on performance, Obstacles to Coordination, INFORMATION TECHNOLOGY IN SUPPLY CHAIN: Application and impact of e Commerce in Supply Chain Management; Role and Importance of IT in Supply Chain Management .	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Supply chain performance measurement: Definition, Dimensions of performance measures, Performance categories, Logistics quantification pyramid, Supply chain performance measures, Supply chain metrics.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME:- After learning this subject students will able to understand the key focus area in the entire supply chain which need to focused and optimized for improving delivery and efficiency of the supply chain.

Text Books:

- K. Shridhara Bhatt: Supply Chain Management – Himalaya Publishing House
- Supply Chain Management by Pankaj Madan New Delhi: Global Academic Publishers ,
- Supply Chain Management, A Balanced Approach: Wiser Tan Leong
- Operations Management: Kumar Meenakshi
- Handbook for Supply Chain Risk Management: Khan
- Leading Effective Supply Chain Transformation: Lee

Reference Books:

- Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2012.
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 3rd edition, 2007.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Relationship Incharge	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved, Industry, Innovation and Infrastructure	Agents in SCM Food services and daily needs supplier

Signature

Deputy Registrar (Academic)
Dr. C.V. Raman University
Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: MALL & RISK MANAGEMENT

Subject Code: 3MBBA614

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: The basic aim of this subject is to provide the knowledge about various aspects of malls and risk associated within the operations and management of malls.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction: New mall breed-Lifestyle Centers, Key Success Factors, Market Scenario, Risk & reward. Mall Design Process: Introduction, Current Planning Framework, Design Issues For Shopping Centers, Feasibility Study, Architects,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Leasing & Administration: Tenant Mix, Leasing, Finding A Tenant For Your Space ,Leasing Tools, Documents To Be Used With Perspective Tenants, Best Leasing Practice, Leasing Administration,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Marketing: Definition, Marketing Plan, Marketing Budget, Marketing Calendar, Promotions & Events, Campaign Post-Analysis, Communication, Positioning,Advance Market Research,	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Shopping Mall Management: Introduction, Housekeeping Services, Cleaning Chemicals, Security Services, Fire Management, Parking Management, Bomb Threat Procedure, Security Parameters, Finance & HR Policies,	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Learn Risk assessment techniques and reduce personal/safety risks, Techniques of preventing violence against staff, Improve Cash Security, Major causes of Retail Crime, Prevention and deterrence of Retail Crime, Security and Loss Control Techniques, Identify Potential Shoplifters and various method they use,	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subjects students will able to understand the various key aspects of malls and major areas need to be focus and taken care of for minimizing the risk in entire management of malls.

Text Books:

- Sheikh, I. Arif,&Dr.Kaneez Fatima (2014), Mall Management, Himalya Publishing House

Reference Books:

- Das Abhijit, Mall management, Taxman Allied Services Pvt. Ltd.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Accounts and billing incharge, Asst. manager in mall	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Opening of shopping mall

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code: 3MBBA615

Theory Max. Marks: 5

Theory Min. Marks: 17

COURSE OBJECTIVE: The objective of the course is to invoke critical thinking and analysis of the concept of customer relationship management and enabling them to develop and manage CRM strategy.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to CRM: Definition and Concepts, CRM as an integral business strategy. The nature of the CRM strategy. The business environment of CRM: Legal, ethical, economic, competitive and social. Retail and business customer profiling; Relationship life cycles; Understanding and evaluating customer business plans	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Managing Customer relationships: Customer identification; Expanding the size of the customer database; Customer profiling; Understanding and managing customer expectations, developing customer confidence; Building relationships by adding value to customers cost effectively; Planning and making persuasive presentations	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Developing CRM strategy: The role of CRM in business strategy; Understanding service quality: Technical quality; product knowledge, functional quality, determinants of service quality, managing customer communications; Planning and managing CRM projects; Retention and cross-sell	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Managing CRM: Managing customer contact strategies; dealing with difficult situations: Imparting Bad news, closing accounts, Exit strategies, Time management and CRM: priority setting, Target setting, setting standards	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Measuring Performance of CRM: Customer Satisfaction	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: After learning this subject, students are introducing customer centric operations, process and implications of CRM

Text Books:

- S. Bolachandra: Customer Relationship Management – Driven Services Management, 2nd Ed., Response Books, Sage Publication.
- Customer Relationship Management 1ed, Mohamed Hp/Sagdevan, Vikas Publication House Pvt Ltd
- Customer Driven Services Management By S. Balachandra New Delhi: Response Books ,
- Jagdish Seth, Et Al, Customer Relationship Management

Reference Books:

- V. Kumar & Werner J., Customer Relationship Management, Willey India, 2008
- Roger J. Baran, Robert J. Galka, Daniel P. Strunll: Customer Relationship Management, South Western Cengage Learning.
- Keshu, Patnaik: What Customers Really Want, Lotus Press.
- Customer Satisfaction Research Management By Derek R. Allen New Delhi New Age International
- Strategic Customer Planning By Alan Helkhan
- Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall Of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram, Customer Relationship Management, Prentice Hall Of India Private Limited, New Delhi, 2008
- Kaushik Mukherjee, Customer Relationship Management, Prentice Hall Of India Private Limited, New Delhi, 2008

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Customer relationship incharge	Developing Commercial awareness, Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved	Customer services consultancy

Virendra

Deputy Registrar (Academic)
Dr. C.V. Ramana University
Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: QUALITY MANAGEMENT & ISO

Subject Code: 3MBBA616

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Learning objectives of the subjects are: to evaluate the principles of quality management, to identify the key aspects of the quality improvement tools and techniques for controlling, improving and measuring quality, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Concept & Terminology of Quality Management. Quality policy & objectives.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Organization for Quality, Quality Circles, Economics of Quality, Quality Assurance Zero defect concept.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Quality Specifications Inspection, Manufacturing Planning for Quality	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Statistical aids in Limits & Tolerances Sampling plans for Attributes & Variables and various control Charts.	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Total Quality Controls, Concept Utility & application of ISO specification.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: learning Outcomes of the subjects are: to evaluate the principles of quality management and to explain how these principles can be applied within quality management systems, to identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality, to critically appraise the organizational & communication and teamwork requirements for effective quality management, to critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

Text Books:

- Juran & Gryna : Quality Planning & Analysis. Tata Mcgrow Hill Publication Ltd. Bombay
- Paneerselvam, R. & Sivasankaran, P. (2014): Quality Management. PHI Learning Pvt Ltd.
- Total Quality Management Principles & Practice by S.K. Mandal Noida : Vikas ,

Reference Books:

- Manson Bestrand : Quality Control : Prentice Hall of India Pvt. Ltd.
- Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 7th Edition, Wiley India Pvt Limited, 2012.
- James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition.

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Quality Inspector	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved, Industry, Innovation and Infrastructure	Quality Consultant

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 6th

Course: BBA

SUBJECT: PROCESS PLANNING AND CONTROL

Subject Code: 3MBBA617

Theory Max. Marks: 50

Theory Min. Marks: 17

COURSE OBJECTIVE: Considering Production as a separate section for managerial This particular subject provides a basic understanding of project management, demonstrate an awareness of the importance of facility layouts, explain the importance of quality control, apply techniques to measure quality control, demonstrate a basic understanding of the problems of waiting lines, demonstrate an understanding of the concept of aggregate planning, demonstrate an understanding of the problems involved in inventory management, demonstrate an understanding of the principles underlying materials requirements planning, develop basic materials requirement schedules, demonstrate an understanding of the concepts of operations scheduling.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to Production Planning and Control: Need of PPC, Functions of PPC, Factors Influencing PPC in the Organization, Manufacturing Methods and Managerial Policies and Pre-requisites of PPC.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Materials Planning and Control: Input Required for Materials Planning and Control, Steps in Materials Planning and Control, Techniques of Materials Planning and Control, Machining Allowances, Make or Buy Decision, Scientific Stock Control Techniques (Inventory Control Models).	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Factors Influencing Process Planning: Step in Process Planning and Process Selection. Manufacturing resource planning (MRP II): Introduction, Aggregate production planning, master production scheduling, MRP II (Introduction, concepts), MRP I with Just in Time, choice of software, making MRP II system work, achieving business objectives with MRP II.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Scheduling: Factors Influencing Scheduling, Working and Scheduling Charts, Job Sequences (n job on two machines, n job on three machines), Project Scheduling, Critical Ratio Scheduling, Assignment Techniques (Assignment - Model).	Usage of ICT like PPT, Video Lectures, Black board.
Unit - V	Capacity Planning: Capacity Planning, Integrated Production Planning and Control.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: At the end of the course to understand the core features of the production planning and control function at the operational and strategic levels, specifically the relationships between people.

Text Books:

- Jhamb, Production Planning and Control, Pune: Everest Publications.

Reference Books:

- Hari Raghu Rama Sharma, Production Planning and Control Concepts and Application, New Delhi: Deep and Deep Publications,

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Operation Executive, Store Keeper	Able to plan different course of action, Able to improve decision making and problem solving skills.	No Poverty, Zero hunger, Quality Education and Decent work and Economic Growth achieved, Industry, Innovation and Infrastructure	Small manufacturing unit

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)



Dr. C.V. RAMAN UNIVERSITY

Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- 4th

3MBBA618

Course: BBA

50

SUBJECT: PROCESS REENGINEERING

Subject

Code:

Theory Max. Marks:

Theory Min. Marks: 17

COURSE OBJECTIVE:

The subject knowledge provides solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering projects.

Unit	Unit wise course contents	Methodology Adopted
Unit – I	Introduction to BPR: Concept, Philosophy of BPR, Fundamental tenets of BPR, Benefits & pitfalls of BPR, Drivers to BPR.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – II	Process reengineering framework: Opportunity assessment, planning the process reengineering project, organizing for process reengineering.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – III	Process analysis and design: a) Process analysis (b) Process design.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – IV	Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.	Usage of ICT like PPT, Video Lectures, Black board.
Unit – V	Tools and techniques used in BPR: Case tools, Work flow systems, Imaging technology, Flowage, Business design facility tools, and Change management tools, Risk and impact measurement.	Usage of ICT like PPT, Video Lectures, Black board.

COURSE OUTCOME: To be able to provide the most feasible practical solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering project.

Text Books:

- Lon Roberts, Process Re-engineering: The Key to Achieving Break through Success, Tata McGrawHill, Henry J. Johanson, Palrik Mchine, A. John Pandilebury, William A Wheeler,

Reference Books:

- Business Process Reengineering: Breakpoint Strategies for Market Dominance, Chichester, John Wiley & Sons,

Job opportunity	Employability skill developed	Local/National/UNDP Goal Achieved	Entrepreneurship Opportunity
Project Manager, Business Process Analyst, Customer Service Representative	Able to plan different course of action, Able to improve decision making and problem solving skills	No Poverty, Zero hunger, and Decent work and Economic Growth achieved, Industry, Innovation and Infrastructure	Business Consultant

Deputy Registrar (Academic)
Dr. C.V. Raman University
Kota, Bilaspur (C.G.)