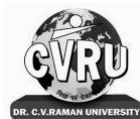


PROGRAMME GUIDE

DISTANCE EDUCATION PROGRAMMES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- **Scheme of Examination**
- **Detailed Syllabus & Reference Book**
- **Counseling and Study Structure**
- **Study Modules & Books Information**
- **Date Schedule & Instructions for Submitting Assignments**
- **Guideline For Preparation of Project Report**



DR. C.V.RAMAN UNIVERSITY
INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)
KARGI ROAD, KOTA, BILASPUR, CHATTISGARH
PHONE : Phone: 07753253851 **WEBSITE:** www.cvrु.ac.in

ABOUT DR. C. V. RAMAN UNIVERSITY

Dr. C.V. Raman University, located in the rural-tribal region of Kota, Bilaspur, Chhattisgarh, has significantly transformed higher education in terms of its quantity, quality, and accessibility over the past eighteen years. Dr. C. V. Raman is a private university located in Central India. It was established on November 3, 2006, in compliance with provision 2(f) of the UGC Act of 1956. The institution offers more than 62 academic programmes across 14 departments, encompassing various fields such as science, engineering, law, arts, commerce-management, information technology, pharmacy, education, and physical education. The university is the first private institution to be accredited with an "A" grade by NAAC and is also ISO 9001:2015 certified. The organisation that obtained certification to establish its own community radio station in Chhattisgarh is CVRU, which is situated on a 70-acre plot of land. The radio station is named "Radio-Raman-90.4."

The institution is home to over 4500 students and 298 faculty members who are committed to their job with unflinching dedication. They strive to include the latest advancements in research and instruction while also demonstrating empathy and engaging in community service. The University has made significant efforts to transform itself into a prominent global educational institution that has established a unique and distinguished position. It is actively seeking new sources of wisdom and knowledge in order to distinguish itself significantly from others. Students are driven by the institution, which provides a platform for them to embody the concept of "BE CHANGE" (institution slogan). The university's establishment is rooted in the concepts and convictions of Dr. C.V. Raman, the inaugural Indian laureate of the Nobel Prize in science, whose comments succinctly capture the fundamental principles of the school.

The university has initiated collaboration with NSDC through CVRU-NSDC Skill Academy to deliver skill-oriented programmes, as part of its commitment to fulfil the purpose of skill development in India. Each regulatory authority, such as the AICTE, NCTE, BCI, PCI, and UGC, establishes and upholds criteria for degrees, diplomas, certificates, and other educational specializations.

In addition to academic programmes, the institution offers several amenities and services to its students, including NCC, NSS, Smart Classrooms, ITBI, hostels, transportation, and placement facilities. The University has established a total of 14 Centers of Excellence to foster students' interest in art and science and enhance their knowledge both internally and outside. The 14 centres are CEAER, Rabindranath Tagore International Arts and Culture, CERTE, Chhattisgarh Museum (Sanjohi),

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Biotechnology Research, Renewable and Green Energy, Performing Art and Raigarh Kathak, Skill Development and Industrial Consultancy, Future & High-end Skills, Vanamali Srijan Peeth, Chhattisgarh Sodh and Srijan Peeth, GIS and Remote Sensing, and Innovation, Incubation and Entrepreneurship Development. A fully automated library has been developed to give students with an automated library system. This system allows students to access the library's digital learning resources and benefit from them.

VISION

Dr. C. V. Raman University's constant innovation in research, education, creativity, and business embracing social, ethical, human, and spiritual principles will have a revolutionary effect on society.

MISSION

- To create transformative educational experience for students focused on deep disciplinary knowledge problem solving, leadership, communication and interpleural skill, and personal health and wellbeing.
- Creating a collaborative environment open to the free exchange of ideas, where research, creativity, innovation and entrepreneurship can flourish.
- Ensuring individuals can achieve their full potential.
- To impact society in a transformative regionally, nationally and globally by engaging with partners outside the traditional border of the University campus.

OUR OBJECTIVES

- Dr. C.V. Raman University aims to provide quality education, which will not only help in the student's Intellectual growth but also help the students in becoming responsible adults. Our aim is
- Since our university is located in the tribal dominated area, scholarship opportunities are also given to ST and SC students to help them get quality education and increase their awareness level.
- To provide quality education and make provisions for research that enables students to achieve bright professional careers.

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- To establish state-of-the-art facilities for students.
- To provide students an exposure to an industry environment, which is addressed through seminars, workshops, and regular field and industry visits.
- To nurture a higher level of intellectual ability through highly qualified faculties and a great library.
- Create research-oriented environment and innovation.
- To maintain the standard of degrees, diplomas, certificates and other academic distinctions in accordance with the norms laid down by all its and regulatory bodies AICTE, NCTE, BCI, PCI & UGC.

- To provide world-class infrastructure for recreation, sports and a Shri J. P. Choubey Central Automatic Digital library with digital learning resources like CAS, SDI, resource sharing, list of latest arrivals, On-line e-resources, OPAC Services, Central Library is automated with KOHA Library Management Software integrated with RFID System.
- To support students through internships and placements for better opportunities.
- Conduct regular revision of curriculum & academic audits.
- Use of modern technologies for teaching to the student like projector, Smart Class Room, ICT Lab, Language Lab, Research Lab, Seminars, and involving students in teaching for talent acquisition.

OUR CORE STRENGTH

- **Peaceful Environment:** 70-acre green campus. The whole campus of CVRU is surrounded by a huge and green forest area with a significant range of Bio-Diversity consisting of the dense flora and fauna located on the Bilaspur Amarkantak Highway with a huge opportunity of exploration & scientific research.
- **Educational Legacy:** University's whole dedication & commitment to academics is a direct motivation, inspired by the Chancellor (President Awardee) in the form of visionary leadership.
- **Programs in Broader Level:** CVRU offers programmes in almost all domains of specialisations at graduate (UG), postgraduate (PG), diploma, P-G diploma, integrated

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and Doctoral level which involve various professional, job-oriented, value-added courses, enrichment courses, technological courses, managerial courses, legal, vocational and skill development courses which fulfils the need for the complete development of the student & thereby of the nation and skill India mission.

- **Student Diversity:** CVRU campus has vibrant cultural ambience where students are from various states across the country.
- **Tribal Students:** Sincere, disciplined, mannered, cultured, enthusiastic, respectful proactive and huge percentage of our students are from SC/ST/OBC category & Rural background.
- **Multi-disciplinary** academic excellence through exceptional quality of its modern, comprehensive, inspiring, experiential, expansive & inclusive education system with special emphasis on skill & core human values.
- **Location:** Situated in the rural and tribal belt of the state of Chhattisgarh which caters to the social benefits, educational needs and developmental needs of the learners staying in vicinity of rural and economically poor background.
- **In-campus community Radio:** “90.4 Radio Raman” for spreading awareness regarding health, hygiene, medicine, education and other social-benefits
- **Automated Library** infrastructure with effective use of e-resources.
- Qualified young, dedicated, skilled and competent faculty members with leadership qualities.
- Excellent infrastructure & academic ambience with ICT enabled classrooms and well-equipped modern laboratories for effective teaching learning process.
- Outcome based curricula and assessment system implemented.
- Central Instrumentation-Facility with cutting-edge technology for research, innovations and extension.
- Integration of skill and entrepreneurship in curriculum framework.
- Student centric environment with grievances redressal mechanism, mentoring, career guidance and counselling, training and placement, etc. functional.
- Environment protection initiatives including renewable energy, rain water harvesting, biogas plant, activities on sustainable green practices by IECSC.
- Proactive management and efficient governance system.

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APPROVALS & RECOGNITION FROM REGULATORY BODIES

- Dr. C.V. Raman University is recognized by 2(f) under section 22 of UGC (University Grant Commission) Act 1956.
- The AICTE (All India Council of Technical Education) has approved the B.Tech, M.Tech, MBA & Diploma in Engineering Programmes of Dr. C.V. Raman University, Bilaspur.
- NAAC “A” Graded University
- The NCTE (National Council for Teacher Education) has approved the B.Ed & M.Ed Programmes of Dr. C.V. Raman University, Bilaspur.
- The BCI (Bar Council of India) has approved the B.A.L.L.B., L.L.B., & B.Com. L.L.B Programmes of Dr. C.V. Raman University, Bilaspur.
- Dr. C.V. Raman University is the member of the Association of Indian Universities (AIU)
- The University is Approved by CGPURC (Chhattisgarh Private University Regulatory Commission).
- The PCI (Pharmacy Council of India, a statutory body constituted under the Pharmacy Act, 1948) has approved the D.Pharm, B.Pharm & M.Pharm programmes of Dr. C.V. Raman University, Bilaspur.

THE FACULTIES OF STUDIES

The University has wide range of faculties which offers the traditional as well as the new era job-oriented courses. The main emphasis is on providing a wide choice of courses at different levels. The following faculties currently are in operation in the University:

- Faculty of Arts (Performing and Fine Arts)
- Faculty of Commerce
- Faculty of Management
- Faculty of Engineering
- Faculty of Information Technology
- Faculty of Education & Physical Educations
- Faculty of Law

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- Faculty of Pharmacy
- Faculty of Science (Rural Technology)

ABOUT INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE), CVRU

Education determines the quality of our life to a great measure, especially professional life. However, for many, in some circumstances, the path to education is ridden with many obstacles, including location, geographical inflexibility and lack of time. Fortunately, distance education is changing that scenario by providing an effective alternative platform to learn new skills and acquire a degree, such as distance education MBA, without having to attend traditional classes.

We, a UGC/DEB approved distance university (1 may 2009), offer various undergraduate and post-graduate degrees, along with a number of diplomas, which have benefitted many distance learners.

Our distance learning programmes are the shining light that many have been looking for; they unite conventional teaching approaches, including course materials in the form of books, and modern teaching methodologies, which include online access to the course. Our unique approach has made us the centre of distance education in Chhattisgarh, helping scores of professionals to obtain a degree and fly high in their careers.

With our distance learning programmes, we are bringing people into the fold of skilled workforce, which has changed the life of many.

What makes us a distinguished Chhattisgarh distance education university?

- ❖ Reaching various far-flung regions of the state through information technology
- ❖ Providing professional education, need- and knowledge-based
- ❖ Setting new national standards in distance education

IMPORTANT ACHIEVEMENTS

- AN ISO 9001:2015 Certified University.
- University of the Year Award 2023 by FICCI.
- CSR National Award 2023, CVRU, CG.
- Zee Madhya Pradesh & Chhattisgarh Education Excellence Award 2020.
- Auropath Global Award 2019 for Best Course & Curriculum Design.
- Leading University of Chhattisgarh Award 2019.

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- Zee Madhya Pradesh & Chhattisgarh for Valuable Contribution Award.
- Felicitated for the Pioneering Initiative of accepting NIELIT Qualifiers for Higher Courses.
- ASSOCHAM India Excellence in Education, Training & Development Award 2018.
- World Education Summit Award for Innovation in Open & Distance Learning.
- Education Excellence Award 2018.
- World Education Award 2016 (Dubai).

ACADEMIC PROGRAMMES OFFERED BY THE UNIVERSITY IN OPEN AND DISTANCE LEARNING MODE

The University offers through the Institute of Open and Distance Education (IODE) both short term and long term programmes leading to Diploma and Degrees, which are conventional as well as innovative. Most of these programmes have been developed after an initial survey of the demand for such Programmes in the job market. They are launched with a view to fulfil the learner's need for skill and employability.

- Improvement of skills,
- Acquisition of professional qualifications,
- Continuing education and professional development at work place,
- Self-enrichment,
- Diversification and updation of knowledge, and
- Empowerment.

PROMINENT FEATURES OF THE OPEN AND DISTANCE EDUCATION AT CVRU

The open and distance education at the Dr. C. V. Raman University has certain unique features such as:

- Individual study - flexible in terms of place, pace and duration of study.
- Use of latest information and communication technologies.
- Modular approach to programmes.
- Cost-effective programmes.
- Socially and academically relevant programmes based on students need
- Convergence of open and conventional education systems.

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- Take higher-education to the unreached sections of the society through the use of information technology.
- Provide need and knowledge-based professional education.
- Set the national standards for Distance Education.
- The programmes are offered in compliance to NEP 2020 Guidelines
- The programmes follow the multidisciplinary and inter-disciplinary approach
- Socially and academically relevant programmes based on students' need analysis
- Use of latest information and communication technologies

A) Programme's Mission & Objectives:

Mission Statement:

Dr. C. V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular programme and producing capable business leaders who are prepared with the necessary management & research skills to make high-quality business decisions either in an entrepreneurial or staff capacity.

The B.B.A. programme at our university provides a strong foundation in core business disciplines, helping participants to acquire the key competencies needed by all business management students at an undergraduate level in diverse field. It focuses on enhancing the ability to communicate, analyze situations, present own views in front of a large audience, take decisions using quantitative and qualitative factors, and develop a holistic view of different functional areas of business environment.

Objectives:

- To develop study skills among the learners so as to help them cope with courses in Economics, Business, Accountancy, etc.
- To provide practical knowledge for developing leadership & decision-making abilities.
- To understand the multicultural & diversity issues in business.
- To develop personality & communication skills.
- To meet the demand of technically trained professionals for various industries.

B) Relevance of the program with University's Mission and Goals:

Dr. C. V. Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses offered from different fields like commerce & management, science, arts, etc in regular mode as well as Open & Distance Learning mode.

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B.B.A. offered in Open & Distance Learning mode is one such course of greater significance which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in terms of intellectuality, professionally & personally in the field of business administration.

C) Nature of prospective target group of learners:

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Professional, Housewives, Students from rural area, Students who do not wish to prefer regular courses due to various reasons & Students who cannot afford costly regular programmes are our target group learners.

D) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

- Graduates will understand effective leadership techniques, including aspects of character and ethical decision-making.
- Graduates will demonstrate competency in the business disciplines.
- Graduates will demonstrate an understanding of the importance and relevance of multicultural & diversity issues in business.
- Graduates will communicate competently in a business environment.

E) Expected Outcomes of Programme:

- To acquire general knowledge, principles and mechanisms of business Management.
- To acquire techniques relevant to courses taught.
- To provide the practical exposure and knowledge acquiring skill.
- To crate and develop the presentation skill in seminar/ conference.

F) PROGRAMME DELIVERY MODE

The methodology of instruction in the distance learning mode in the university is different from that of the conventional regular programs. The system adopted for this more learner oriented and the learner is an active participant in the pedagogical process. Most of the instructions are imparted through distance education methodology and face to face mode as per requirement. The programme delivery methodology used in the distance learning mode follows a multimedia approach for instructions, which compromises:

- **Self Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have

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been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at the learner support centre during specific sessions which are duly notified for the benefit of the learners.

- **Counseling Sessions:** Normally counseling sessions are held as per schedule drawn by the IODE DR. C. V. RAMAN UNIVERSITY. These are mostly held outside the regular working hours of the learner support centre.
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the learner support centre.

G) EVALUATION SYSTEM

The system of evaluation in Open & Distance Learning System is also different from that of conventional system. CVRU has a multi- tier system of evaluation given as follows:

1. Self –assessment exercises within each unit of study.
2. Continuous evaluation mainly through assignment which are tutor marked, practical assignments & seminar /workshops / extended contact programmes /Field work / Community engagement.
3. End semester examination/Term End Examinations.
4. Project works.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking End semester examination /term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the University counselling centre (UCC) at IODE Dr. C. V. Raman University. A learner should keep duplicate copies of assignment responses of TMA that may be required to be produced at Student Evaluation Division on demand. End semester examination /Term-end examination will be conducted at various examination centre approved by institute of open and distance education Dr. C.V. Raman university spread all over the Chhattisgarh. The weightage for End semester examination/Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

H) TERM-END EXAMINATION AND PAYMENT OF EXAMINATION FEE

The University conducts End semester examination/Term-end Examination in semester system & held in

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the month of Nov/Dec and May/ June every year. Students will be permitted to appear in term-end examination subject to the conditions that-

- Registration for the programme, in which they wish to appear is valid,
- Minimum Time to pursue these courses is elapsed &
- Submission of required number of assignments in respective courses by the due date.

Students can also submit on-line examination form as per guidelines through website at www.cvru.ac.in. Examination fee is required to be paid online payment gateway as per the fee table. Please do all correspondence regarding the course admission and other detail at the following address:

The Director
Institute of Open and Distance Education (IODE)
Dr. C. V. Raman University
Kargi Road, Kota, Bilaspur, Chhattisgarh
Phone: 07753253851

LEARNER SUPPORT DESK:

Phone: 07753253872, 07753-253873, 8359050061

Email: lsd@cvru.ac.in

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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Duration - 36 Months (3 Years)

Eligibility – 12th pass in any discipline

SCHEME OF EXAMINATION

Code	Name of the	Credit	Total Marks	Theory		Practical's / project Report		Assignments/viva voce	
				Max	Min	Max	Min	Max	Min
First Semester									
1BBA1	Hindi Bhasha aur Sanrachna	2	50	35	12	-	-	15	5
1BBA2	Fundamentals of Entrepreneurship	2	50	35	12	-	-	15	5
1BBA3	Principles of Management	4	100	70	23	-	-	30	10
1BBA4	Business Environment	4	100	70	23	-	-	30	10
1BBA5	Managerial Economics	4	100	70	23	-	-	30	10
1BBA6	Business Mathematics	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Second Semester									
2BBA1	English Language and Indian Culture	2	50	35	12	-	-	15	5
2BBA2	Development of Entrepreneur	2	50	35	12	-	-	15	5
2BBA3	Business Communication	4	100	70	23	-	-	30	10
2BBA4	Introduction to Accountancy	4	100	70	23	-	-	30	10
2BBA5	Business Law	4	100	70	23	-	-	30	10
2BBA6	Organizational Behaviour	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Third Semester									
3BBA1	Hindi Language aur Samvedana	2	50	35	12	-	-	15	5
3BBA2	Environmental Studies-I	2	50	35	12	-	-	15	5
3BBA3	Banking & Insurance Practices	4	100	70	23	-	-	30	10

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3BBA4	Cost & Management Accounting	4	100	70	23	-	-	30	10
3BBA5	Business Statistics	4	100	70	23	-	-	30	10
3BBA6	Management Information System	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Fourth Semester									
4BBA1	English Language and Scientific Temper	2	50	35	12	-	-	15	5
4BBA2	Environmental Study-II	2	50	35	12	-	-	15	5
4BBA3	Financial Management	4	100	70	23	-	-	30	10
4BBA4	Marketing Management	4	100	70	23	-	-	30	10
4BBA5	Production & Operation Management	4	100	70	23	-	-	30	10
4BBA6	Human Resource Management	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Fifth Semester									
5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	50	35	12	-	-	15	5
5BBA2	Computer & Information Technology Basics-I	2	100	35	12	50	17	15	5
5BBA3	Corporate Strategy	4	100	70	23	-	-	30	10
5BBA4	Research Methodology	4	100	70	23	-	-	30	10
5BBA5	Specialization- I	4	100	70	23	-	-	30	10
5BBA6	Specialization- II	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	550	350	126	50	18	150	54
Sixth Semester									
6BBA1	English Language and Aspects of Development	2	50	35	12	-	-	15	5
6BBA2	Computer & Information Technology Basics-II	4	100	35	12	50	17	15	5

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6BBA3	Project Work & Viva Voce	6	200			140	46	60	20
6BBA4	Specialization- III	4	100	70	23	-	-	30	10
6BBA5	Specialization- IV	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	550	210	76		68	150	54

Evaluation Scheme:

1. 33% in each theory, practical, project, dissertation & internal assessment but the total Aggregate for passing is 36%.
2. Total project marks are 200 in which 140 marks for project report and 60 marks will be for project viva

SPECIALIZATION

Marketing Group

M-I	Consumer Behaviour
M-II	Advertising and Sales Management
M-III	Service Marketing
M-IV	Marketing Research

HR Group

HRM-I	Human Resource Development
HRM-II	Management of Industrial Relations
HRM-III	Management of Training & Development
HRM-IV	Change Management

Finance Group

F-I	Working Capital Management
F-II	Security Analysis & Portfolio Management
F-III	Marketing of Financial Services
F-IV	International Financial System



Dr. C.V. RAMAN UNIVERSITY

Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

DETAILED SYLLABUS & REFERENCE BOOK

SEMESTER- First Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 35 Min. M: 12

Course Code: (1BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI BHASHA AUR SANRACHNA

आकाइ-1

भारत वंदना (काव्य) सूयकांत त्रिपाठी 'त्रनराला'
जाग तुझको दर जाना सुश्री महादेवी वमा
स्वर्तिता पुकारती (काव्य) जयशंकर 'पुसाद'
हम अन्नके तन (काव्य) बालकृष्ण शमा
'नवीन' भाषा की महता और इसके ववध रूप
भाषा-कौशल

आकाइ-2

करूणा (त्रनबंध) अचाय रामचद्र शुक्ल
समन्दय की प्रक्रिया (त्रनबंध) रामधारी ससह 'क्रदनकर'
ववच्छी बुअ (कहानी) डॉ. लक्ष्मण वव 'बटरोही'
अनुवाद परभाषा प्रकार , महत्व,
ववशेषताए ववहन्दी की शब्द-संपदा
परभाषक शब्दावली

आकाइ-3

ववलायत पहच ही गया (अत्मकथांश) महात्मा गांधी
अफसर (वव्याय) शरद जोषी
तीथयािा (कहानी) डॉ. वववलेष कुमार ववव
मकड़ी का जाला (वव्याय) डॉ. रामपका श
सक्सेना वाक्य-संरचन:तत्सम, तदभव देशज ववदेशी

आकाइ-4

अप दीपो भव (वववृत्व कला) स्वामी श्रद्धानंद
भारत का सामाजिक वववृत्व (पुस्तावना) जवाहरलाल
नेहरू पवि मैसूर के महाराजा को (पि-लेखन) स्वामी
वववेकानंद
बनी रहगी क्रकताबें (अलेख) डॉ. सुनीता रानी घोष

सड़क पर दौड़ते इहा मृंग (त्रनबंध) डॉ.

श्यामसुन्दर दत्ताकाइ-5

योग की शक्ति (डायरी)

डॉ. हररवंपराय बच्चन

कोश के अखाड़े में कोई पहलवान नहीं ईतरता(साक्षात्कार) भाषावद् डॉ. हरदेव बाहरी

से ए.ओ.त्रिभुवननाथ शुक्ल नीग्रो सैनिक से भेंट (यात्रा-संस्मरण) डॉ. देवेन्द्र सत्याथी

यकद बा न होती तो शायद गांधी को

आरराज कशोर से सत्येन्द्र

शाम यह उँचाइ न त्रमलती (साक्षात्कार) 5 कथाकार

सर-लेखन, भाव-पल्लवन साक्षात्कार और कौशल

संदर्भ नुस्तक – मध्यप्रदेश हहन्दी ग्रंथ अकादमी रोज़ा द्वारा प्रकाशित नुस्तक



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SEMESTER- First Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 35 Min. M: 12

Course Code: (1BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: Fundamentals of Entrepreneurship

Unit-I

Entrepreneurship-

Definition, Characteristics and importance, Types and functions of an entrepreneur, merits of a good entrepreneur motivational factors of entrepreneurship.

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.

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, keeping of accounts.

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.

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 schemes, Prime Minister's Employment schemes, Golden Jubilee Urban environment scheme, Rani Durgavati Self-Employment scheme, Pt. Deendayal Self- employment scheme.

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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.

Reference book

- Dr Praveen Agrawal & Dr Avinash Agrawal, "Fundamental Of Entrepreneurship" Sahitya Bhawan Publication
- Dr. G K Varshney, "Fundamental of Entrepreneurship" Sahitya Bhawan Publication



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (1BBA3), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: Principles of Management

Unit-I

Nature and Scope of Management Process: Management, Science, Art, Development of Management, Functions of the, Manager.

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.

Unit -III

Organizing: Types of organization, Organizational structure, span, of control, Use of Units and committees.**Delegation:** Delegation and centralization line and staff relationship.

Unit -IV

Staffing: Sources of recruitment, Selection process training.

Directing: Nature and purpose and directing,,

Unit -V

Controlling: Need for co-ordination-meaning and importance of, controls, Control process, Budgetary and non-Budgetary control.

REFERENCE BOOK:

- P.K Agrawal, “Management Process & Organisation Behaviour”, Vrinda Publication
- Koontz & Weirich: Essentials of Management (Tata Mcgraw Hill)



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Course Code: (1BBA4), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: Business Environment

Unit -1

Nature and scope of business environment: Business, Scope,, Characteristics, Business goals, Nature of environment, Benefits, and limitations of its study, Internal and external environment, Micro, and macro environment.

Unit -II

Global environment: Meaning and nature of globalization,, Manifestation of globalization, Benefits from multinational companies,, Problems brought by multinational companies, Strategies' in, globalization, Functions of world trading organization, Difference, between GATT and WTO, WTO, Structure implication for India.

Unit -III

Political environment: Nature and extent of state regulation,, Reasons for state intervention, Types of interventions, Extent of, state intervention, Problems of control.

Unit -IV

Economic environment: Nature of economic environment,, Industrial policy 1991, Privatization, Nature, Objectives,, Disinvestment in India, Arguments for and against privatization,, Rangarajan Committee Report on Privatization, Disinvestment, Commission.

Unit -V

Social-Cultural Environment: Meaning, Social Responsibility of, business, Nature, Models, Strategies, Arguments for and Against,, Barriers, Approaches to social responsibility, Limits of social, responsibility, Corporate accountability, Business and Society, Social, audit, Nature, Features, Benefit, Organization for Social audit, Social, audit in India.**Natural environment:** Nature of Physical environment, Impact on business.

REFERENCE BOOK:

- Dr. P C Jain & Dr. S.S Verma, "Business Environment", Sahitya Bhawan Publication
- Vivek Mittal,"Business Environment" Excel Book
- Ashwathapa : Business Environment



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Course Code: (1BBA5), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: MANAGERIAL ECONOMICS

Unit -I

Business Economics : Definition, scope, role in Business decisions, Economics systems.

Unit-II

Demand Analysis : Utility analysis of consumer's demand; indifference curves; consumer equilibrium; elasticity of demand and its measurement. Demand distinction-durable and non-durable goods, derive and autonomous demand, industry and company demand; demand for forecasting-methods.

Unit -III

Cost Analysis: Cost analysis: Cost concepts and classification, cost-output relationship, determination of cost, Break-even analysis, cost control and cost reduction.

Unit -IV

Price Determination: Market its definition and classification, price output determination under perfect and monopolistic condition.

Unit -V

Capital Budgeting : Meaning – need – capital expenditure budgeting-demand for capital resource allocation-investment criteria and decisions-methods of investment decisions.

REFERENCE BOOK :

- M L Jhingan & J K Stephen, –Managerial Economics| Vrinda Publication
- N Kumar & R Mittal, | Managerial Economics| Anmol Publication
- R.L.Varshney And K.L.Maheshwari----Managerial Economics --- Sulthan Chand And Sons
- Alak Gosh And Biswanath Gosh----Managerial Economics --- Kalyani Publications
- D.Gopalakrishna----Managerial Economics----Himalaya Publishing House
- S.Sankaran---- Managerial Economics --- Margham Publications



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Course Code: (1BBA6), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: Business Mathematics

Unit -I

Variables and functions, vectors, matrices, determination of linear, functions and application in business.

Unit -II

Calculus and its application in business, differentiation, integration,, functions and equations.

Unit -III

Classical optimization techniques, single and multivariable,, constrained functions.

Unit -IV

Quantitative techniques and its application in business, set theory,, permutations and combinations.

Unit -V

Progressions and algebraic functions, Binomial theorem,, mathematics of finance, simple and compound interest.

REFERENCE BOOK

- Business Mathematics By P.A.Navaneetham, Jai Publications, Trichy
- Dr. S. M. Shukla, |Business Mathematics| Sahitya Bhawan Publication



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SEMESTER- Second Semester

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Course Code: (2BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENGLISH LANGUAGE AND INDIAN CULTURE

UNIT – I

1. Amalkanti : Nirendranath Chakrabarti
2. Sita : Toru Dutt
3. Tryst with Destiny : Jawaharlala Nehru
4. Delhi in 1857 : Mirza Ghalib
5. Preface to the Mahabharata : C., Rajagopalachari
6. Where the Mind is Without Fear : Rabindranath Tagore
7. A Song of Kabir : Translated by Tagore
8. Satyagraha : M.K. Gandhi
9. Toasted English : R.K. Narayan
10. The Portrait of a Lady : Khushwant Singh
11. Discovering Babasaheb : Ashok Mahadevan

Unit – II Comprehension

Unit – III Composition and Paragraph Writing (Based on expansion of an idea).

Unit – IV Basic Language Skills : Vocabulary – Synonyms, Antonyms, Word Formation, Prefixes and Suffixes, Words likely to be confused and Misused, Words similar in Meaning or Form, Distinction between Similar Expressions, Speech Skills.

Unit – V Basic Language Skills : Grammar and usage – The Tense Forms, Propositions, Determiners and Countable/Uncountable Nouns, Verb, Articles, Adverbs.

REFERENCE BOOK

ENGLISH LANGUAGE AND INDIAN CULTURE, MADHYA PRADESH HINDI GRANTH ACADEMI



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Course Code: (2BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: DEVELOPMENT OF ENTREPRENEUR

Unit - I Entrepreneurship – Meaning, Concept, Characteristics of entrepreneur.

Unit – II Types of entrepreneurship, importance and views of various thinkers (Scholars).

- Formation of goals, How to achieve goals.
- Problems in achieving targets and solution.
- Self motivation, elements of self motivation and development
- Views of various scholars, evaluation, solutions.

Leadership capacity : Its development and results.

Unit – III Projects and various organizations (Govt., non-Govt), Govt. Projects, Non-Govt.projects.Contribution of Banks, their limitations, scope.

Unit – IV Functions, qualities, management of a good entrepreneur.

Qualities of the entrepreneur (Modern and traditional).

Management skills of the entrepreneur.

Motive factors of the entrepreneur.

Unit – V Problems and Scope of the Entrepreneur:

- Problem of Capital
- Problem of Power
- Problem of registration
- Administrative problems
- Problems of Ownership.

REFERENCE BOOK

- Dr Praveen Agrawal & Dr Avinash Agrawal,|Fundamental Of Entrepreneurship| Sahitya Bhawan Publication
- Dr. G K Varshney,|Fundamental Of Entrepreneurship| Sahitya Bhawan Publication



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Course Code: (2BBA3), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS COMMUNICATION

UNIT - I

Communication; Nature, Scope, Functions, Limitations, Communication channels and barriers.

Unit - II

Development of communication skills; Conservation, skill, Oral communication, Meetings, Negotiations,, Public speaking, Speeches in business, Structure and, style of speeches.

Unit - III

Written communication; Preparation, Analysis and, interpretation of reports., Preparation of summary of office notes, Matters, appearing in Economics and commercial journals for, use by officials. Meeting, agenda, minutes.

Unit - IV

Essentials of good business letter, Layout of letters,, types of letters.

Unit - V

Sales letters, Applications for jobs, Letters by the company secretary.

REFERENCE BOOK:

- N Gupta & P Mahajan, "Business Communication" Sahitya Bhawan Publication
- Rajendra Pal & J S Korlahali, "Essential Of Business Communication" Sultan Chand & Sons



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Course Code: (2BBA4), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: INTRODUCTION TO ACCOUNTANCY

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.

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.

Unit - III

Accounting for depreciation. Inventory valuation. Inflation, accounting. Human resource accounting. Problem. Cases.

Unit - IV

Accounting for non trading organizations, accounts of professionals., Single entry system, preparation of accounts from incomplete, records.

Unit - V

Accounting for hire purchase and instalment system. Basic principles, relating to lease accounting. Insurance claims. Claims under fire, insurance policies, claims for loss of stock, claims for loss of profit.

REFERENCE BOOK:

- Dr S M Shukla, "Financial Accounting", Sahitya Bhawan Publication
- Asish K. Bhattacharya, "Essentials Of Financial Accounting" Phi Learning Private Ltd



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Course Code: (2BBA5), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS LAW

UNIT - I

Law of Contracts: Definition essentials of a valid contract, kinds of contract, valid contract, void and voidable contract, illegal, contracts unenforceable contract, express and implied contracts,, quasi contracts, executed and executory contract, wagering and, contingent contracts. Offer and acceptance, revocation,, communication consideration. Doctrine of privity of contract, capacity to contract, consent, coercion, undue influence,, misrepresentation, fraud mistake performance, discharge of, contract, breach of contract, remedies for breach of contract.

Unit - II

Indemnity and Guarantee: Rights and liabilities surety,, discharge of surety.**Bailment and Pledge:** Duties of bailor and bailee bailee's, lien, pledge and mortgage.**Agency:** Contract of agency, mercantile agents extent of, agents authority, delegation of authority personal liability of agent,, liability of principal and agent to third parties, termination of agency.

Unit - III

Sale of Goods Act: Contract of sale and agreement to sell,, conditions and warranties, transfer of property, title to goods, rights, and duties of seller and buyer, rights of unpaid seller.

Unit - IV

Company Administration: Company, definition,, characteristics, promotion, memorandum, articles, prospectus., Membership in a company, definition of a member, modes of, acquiring a terminating membership, rights and liabilities members.**Management of a Company:** Directors, appointment,, rights, duties and liabilities of directors, vacation and removal of, directors.**Company Meetings:** Kinds of company meetings, requisites of a valid meeting, proper authority notice, quorum, chairman, proxy voting resolutions, minutes, winding up of joint, stock companies, meaning, modes of winding up liquidators.

Unit - V

Consumer Protection Act: Definitions, consumer, protection councils, central and state consumer protection councils,, objects, consumer dispute redressal agencies, composition of the, district forum, jurisdiction of the district forum, procedure of filing, complaints, composition and jurisdiction state commission,, composition, jurisdiction and powers of the national commission,, procedure applicable to state and national commission, appeal,,

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dismissal of frivolous or vexatious complaints penalties. **Pollution Control Act:** Definitions. Air, water and sound, pollution, pollution control measures.

REFERENCE BOOK:

- Dr. O P Gupta, "Business Regulatory Framework" Sbpd Publishing House
- Dr. G K Varshney, "Business Regulatory Framework" Sahitya Bhawan Publication
- Chawla, Garg, And Sareen : Mercantile Law 7th Ed. Kalyani.



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Course Code: (2BBA6), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: ORGANIZATIONAL BEHAVIOUR

UNIT I

Individual and the organization, the individual as psychological entity and the organization as a social system.

UNIT II

Models of organizational behaviour, work motivation, theories and applications.

UNIT III

Leadership behaviour, styles, theories, leadership effectiveness learning, perception, personality.

UNIT IV

Group dynamics, structure, effectiveness, power, exercise and sources of power, power relations.

UNIT V

Organizational change and development approaches and methods, stress, nature, source, effects, conflicts, employee counseling, approaches.

REFERENCE BOOK:

- P K Agrawal ,”Management Process & Organisation Behaviour”, Vrinda Publication
- R K Chopra ,” Organisational Behaviour”, Sun India Publication
- Robbins: Organization Behavior (Prentice Hall)
- Fred Luthans: Organization Behavior (Mcgraw Hill)
- L.M. Prasad: Organization Behavior (Sultan Chand & Sons)



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Course Code: (3BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI LANGUAGE AUR SAMVEDANA

आकाइ .एक

1. अचरण की सभ्यता : सरदार पूणय ससह
2. जवानी (काव्य) : श्री माखनलाल चतुर्वेदी
3. ज्ञान : पररभाषा, शाखाएँ, संस्कृत आतहास
4. सपनों की ईडान : ए. पी.जे. अब्दुल कलाम
5. प्रमुख वैज्ञानिक आविष्कार और हमारा जीवन
6. टिुरट संशोधन

आकाइ .दो

1. शरीष के फूल-नबंध : अचाण हजारी प्रसाद विवेदी
2. विकास का भारतीय मॉडलर: धमपाल
3. नबंध लेखन की कला
4. संक्ष.समास : संरचना और प्रकार
5. नराला : संस्मरण - महादवी

आकाइ .तीन

1. मांडव (यािा वृत्तांत): पं. रामनारायण ईपाध्याय
2. हिंदी भाषा का मानकीकरण
3. भारतीय कृषि
4. जीवन : ईद्रव और विकास
5. जनजातीय जीवन
6. ईसने कहा था (कहानी) : श्री चन्द्रधर शमाय गुलेरी

आकाइ .चार

1. महाजनी सभ्यता (नबंध) : प्रेमचंद
2. मुहावरे और लोकोक्तियाँ

3. सौर मण्डल

4. ब्रह्मण्ड और जीवन

5. शकागो (व्याख्या) : स्वामी स्ववेकानंद

6.

संस्कृतयानं

आकाङ्क्षांच

1. मध्यप्रदेश एवं छत्तीसगढ़ के पर्यटन स्थल
2. फल्टर तो चाहिए ही. डॉ. दवेन्द्र दीपक
3. भारतीय वनस्पतियाँ और जीव
4. पर्यावरण
5. भोलाराम का जीवन (व्यंग्य) हररशंकर परसाइ
6. टॉगन का पंछी : खद्यानवास मश्र

संदर्भ नुस्तक – मध्यप्रदेश हहन्दी ग्रंथ अकादमी स्ोनार द्वारा प्रकाशित नुस्तक



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Course Code: (3BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENVIRONMENTAL STUDIES-1

UNIT – I Study of Environmental and ecology :

- (a) Definition and Importance.
- (b) Environmental Pollution and problems.
- (c) Public participation and Public awareness.

UNIT – II Environmental Pollution :

- (a) Air, water, noise, heat and nuclear pollution.
- (b) Causes, effect and prevention of pollution.
- (c) Disaster management – Flood, Earthquake, cyclones and landslides.

UNIT – III Environment and social problems :

- (a) Development – non-sustainable to Sustainable.
- (b) Energy problems of cities.
- (c) Water preservation – rain-water collection.

UNIT – IV Role of mankind in conserving natural resources :

- (a) Food resources – World food problem.
- (b) Energy resources – increasing demand for energy.
- (c) Land resources – Land as resources.

UNIT – V Environment conservation laws :

- (a) Conservation laws for air and water pollution.
- (b) Wildlife conservation laws.
- (c) Role of information technology in protecting environment & health.

REFERENCE BOOK

- N K UBEROI, “ENVIRONMENTAL MANAGEMENT” EXCEL BOOKS
- SHASHI SHUKLA & N K TIWARI, PARYAVARAN ADHYAN, RAM PRASAD & SONS



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Course Code: (3BBA3), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: BANKING & INSURANCE PRACTICES

Unit-I

Evolution of Commercial Banks – Functions – Balance Sheet of Commercial Banks - Meaning of Banker and Customer - Opening an Account - Kinds of Deposits and Loans - Negotiable Instruments.

Unit-II

Various Forms used in Banks: Opening New Account - Cheque – Pay-in-Slip – Withdrawal form Transfer form – Draft – Bill of Exchange – Promissory Note – Traveller’s Cheque - Loan application forms - Overdraft – Deposits – ATM & Smart cards. Bank Interest and Charges:- Interest charged on Different kinds of Loan, DD - Discount - Transfer - Cheque – Dishonour - Safety locker – Overdraft

Unit-III

Insurance : Meaning - Functions - Principles : General, Specific and Miscellaneous. Classification of Insurance: Based on Nature, Business and Risk – Impact of LPG on Indian Insurance Industry.

Unit-IV

Legal dimension of Insurance : Insurance Act, 1938 – Life Insurance Act , 1956 – General Insurance Business Act, 1932 – Consumer Protection Act, 1986.

Unit-V

IRDA - Mission - Composition of Authority - Duties, Powers and Functions - Powers of Authority - Duties, Powers and Functions- Powers of Central Government in IRDA Functioning.

reference Book :-

- Banking and Insurance Prof.E.Gordon & P. K. Gupta. Himalaya Publishing House, Mumbai
- Banking & Insurance Law, S.N. Maheshwari, Kalyani Publishers
- Bharat Mai Banking, Jain, Kailash Pustak Sadan
- Banking and Insurance, O.P. Agarwal, Himalaya Publishing House, 2011



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Course Code: (3BBA4), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: COST & MANAGEMENT ACCOUNTING

Unit 1

Cost Accounting-Definitions. Scope, Objectives of Cost Accounting-Distinction between cost and Financial Accounting-Preparation of cost sheets.

Unit 2

Material Cost-Purchasing procedure-Stores routine-Stores control-E.O.Q. – Maximum, Minimum and Recording level-Pricing of Material Issues Labour cost-Classification of labour cost-method of wage and incentives.

Unit 3

Overheads classification and analysis-Allocation and appointment-Service costing-Reconciliation of cost and financial accounts.

Unit 4

Management Accounting-Meaning. Definition, objectives, scope-Advantages-Management Accounting as distinct from Cost Accounting and Financial Accounting-Budgetary control-Classification of Budgets and Preparation.

Unit- 5

Cost-Volume-profit Analysis-standard costing and Variance analysis (Material & Labour variance only) – Marginal Cost Analysis-Techniques of Decision Making-Cost and Management Audit.

REFERENCE BOOK:

- Management Accounting, Dr. S P Gupta, Sahitya Bhawan Publication
- Cost And Management Accounting, Prashanta Athma, Himalaya Publication
- Cost Accounting : Jain & Narang
- Managements & Cost Accounting : M.Y. Khan & K.Jain



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Course Code: (3BBA5), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS STATISTICS

UNIT -1

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.,

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.

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.

UNIT-III

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.

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.

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.

REFERENCE BOOK:

- Dr. Suresh Kataria & R L Kataria, "Business Statistics", Kailash Pustak Sadan
- Shukla & Sahay," Vyavsayik Sankhikya Business Statistics Theory And Practics,Sahitya Bhawan
- Levin & Rubin: Statistics For Management, Prentice Hall India.



Dr. C.V. RAMAN UNIVERSITY

Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Third Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (3BBA6), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: MANAGEMENT INFORMATION SYSTEM

UNIT -1

Organizations, Management, and the Networked Enterprise - Why Information Systems? What is an Information System ? The new Role of Information Systems in Organizations: Towards the Digital Firm, Major Types of Systems in Organisations, Systems from a Functional Perspective: Sales and Marketing, Manufacturing and Production Systems, Finance and Accounting Systems, Human Resources Systems, Enterprise Applications. Strategic Information Systems.

Unit-II

Information Technology Infrastructure - Computer Hardware and IT Infrastructure, Types of Software, Managing Hardware and Software Assets, Managing Data Resources – Organising data in The Database Approach to Data Management, Database Trends, Telecommunications and Networks: Components and Functions of a Telecommunications System, Communications Networks: LANs, WANs, Network Services and Broadband Technologies, Electronic Business and E-commerce Technologies: Email and Groupware, Electronic Data Interchange, Internet Technology and Services.

UNIT-III

Building Information Systems Overview of Systems Development: Systems Analysis, Systems Design, Completing Systems Development Process, System: Building Approaches: Traditional Systems Lifecycle, Prototyping, Application Software Packages, Enduser Development, Outsourcing, Object Oriented Development, Rapid Application Development, Managing Implementation, Pitfalls in MIS development

UNIT-IV

Managing Knowledge, Enhancing Management Decision Making - Systems as Planned Organisational Change, Business Process Reengineering and Process Improvement, Total Quality Management and Six Sigma, Knowledge Management in the Organization, Artificial Intelligence, Capturing Knowledge: Expert Systems, Neural Networks, Fuzzy Logic, Intelligent Agents, Decision Support Systems.

UNIT-V

Managing Information Systems - Information Systems Security and Control: Systems Vulnerability and Abuse, Creating a Control Environment: Disaster Recovery Plan, Ensuring

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System Quality – Software Quality Assurance Methodologies and Tools, Growth of International Information Systems, Ethical and Social Issues related to Systems – Ethics in an Information Society, Moral Dimensions of Information Systems.

Reference book-

- Terry Lucey, Management Information System, BPB Publication
- P. Mohan, Management Information System, Himalaya Publication



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SEMESTER- Fourth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 35 Min. M: 12

Course Code: (4BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENGLISH LANGUAGE AND SCIENTIFIC TEMPER

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

UNIT – II Comprehension of an unseen passage.

UNIT – III Letter Writing : Formal Letters, Informal letters, Applications.

UNIT – IV Report Writing.

UNIT – V Language Skills

Correction of common errors in sentence structure : usage of pronouns, course/ verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (advanced)

संदर्भ नुस्तक – मध्यप्रदेश हहन्दी ग्रंथ अकादमी र्ोन्नार द्वारा प्रकाशित नुस्तक



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Course Code: (4BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENVIRONMENTAL STUDY-II

UNIT – I Problem of natural resources

- (a) Problem of water resources – Utilization of surface and ground water, over utilization, flood, drought, conflicts over water, dams-benefits and problem.
- (b) Problems of forest resources – uses and over utilization, deforestation, utilization of timber, dams and its effect on forests and tribes.
- (c) Problems of land resources – Land as a source, erosion of land, man-induced landslides and desertification.

UNIT – II Bio-diversity and its protection –

- (a) Value of bio-diversity – Consumable use : Productive use, Social, alternative, moral aesthetic and values.
- (b) India as a nation of bio-diversity and multi-diversity at global, national and local levels.
- (c) Threats to bio-diversity – Loss of habitat, poaching of wildlife, man-wildlife conflicts.

UNIT – III Human Population and Environment

- (a) Population growth, disparities between countries.
- (b) Population explosion, family welfare Programme.
- (c) Environment and human health.

UNIT – IV Multidisciplinary nature of environmental studies :

- (a) Natural resources
- (b) Social problems and the environment
- (c) Eco system.

UNIT – V Environmental Wealth :

- (a) Rivers, ponds, fields and hills.
- (b) Rural, Industrial, Agricultural fields.
- (c) Study of common plants, insects and birds.

REFERENCE BOOK-

N K Uberoi, “Environmental Management” Excel Books
Shashi Shukla & N K Tiwari, Paryavaran Adhyan, Ram Prasad & Sons



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SEMESTER- Fourth Semester

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Course Code: (4BBA3), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: FINANCIAL MANAGEMENT

UNIT I- Aims and objectives of Financial management., financial analysis and control.

Unit- II- Cost- volume- profit analysis, operating and financial leverage, time, value of money.

Unit III- An overview of risk adjusted methods.

Unit- IV Investment and capital structure decisions, instruments of long-term, finance, different sources of raising funds.

Unit- V Management of working capital, methods of capital budgeting, short-term financing investment.

REFERENCE BOOK:

- Shashi K Gupta, "Financial Management theory & practice", kalyani publishers
- M Y Khan & P K Jain, "Financial Management" Tata Mcgraw-Hill
- Pandey : Financial Management, Vikas Pub.
- Chandra : Financial Management, TMH Publication.



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SEMESTER- Fourth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (4BBA4), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: MARKETING MANAGEMENT

Unit-I Introduction: Concept, nature, scope and importance of marketing,, marketing concept and its evolution–the philosophy or customer, orientation, marketing mix, marketing organization, strategic marketing, planning–an overview.

Unit-II Market Analysis and Selection: Marketing environment, macro, and micro components and their impact on marketing decisions,, marketing information system and marketing research process,, analyzing competition, demand forecasting, marketing segmentation,, targetting and positioning, buyer behaviour, consumer versus, organizational buyers, consumer decision-making process.

Unit-III Product and Pricing Decisions: Concept of a product, classification, of products, goods versus services, major product decisions, product, line and product mix, branding and brand management, packing and, labelling, product life cycle, strategic implications, new product, development and consumer adoption process.,

Pricing: Factors affecting price determination, pricing policies and, strategies.

Unit IV- Distribution and Promotional Decisions, Distribution Channels and Physical Distribution Decisions:, Nature, functions and types of distribution channels, distribution channel, intermediaries, logistics, channel management decisions, retailing and, wholesaling, managing sales force.,

Promotion Decisions: Communication process, promotion mixadvertising,, personal selling, direct marketing, sales promotion, publicity,, and public relations, comparative advantages and disadvantages.

Unit-V Issues and Developments in Marketing: Social, ethical and legal, aspects of marketing, cause related marketing, marketing controls,, marketing of services, globalization and international marketing, green, marketing, cyber marketing, consumerism, social marketing,, relationship marketing, rural marketing and other developments in marketing.

REFERENCE BOOK:

- Sherlekar,|Marketing Management| Himalaya Publication
- Kotler,Keller,Koshy,Jha, –Marketing Management| Pearson Prentice Hall



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SEMESTER- Fourth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 70 Min. M: 23

Course Code: (4BBA5), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: PRODUCTION & OPERATION MANAGEMENT

Unit I - Introduction: Concept of planning for production, technology importance of production functions.

Unit- II Manufacturing Systems: Process design and process selection adoption of appropriate technology as per market requirements.

Unit-III Planning and Control: Functions of production planning and control, routing and scheduling of planning, production automation technology, concept and importance of product design, production, and quality.

Unit- IV Project Analysis: Introduction PERT/CPM, concept of critical path.

Unit-V Capacity Planning and Work Study: Plant location, plant layout, importance of maintenance management, objectives of work study, importance of method study and work management. Objectives of: Supply chain management, just in time system forecasting, computer system and packages.

Reference:

- R V Bedi & N V Bedi, "Production & Operation Management", Vrinda Publication
- Adam Ee & Ebert R J "Production & Operation Management" Phi Publication
- Buffa & Sarin : Modern Production And Operations Management
- Nair : Operations Management, TMH
- Adam & Ebert : Production And Operations Management, Prentice Hall India



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SEMESTER- Fourth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (4BBA6), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: HUMAN RESOURCE MANAGEMENT

Unit-I Concept of HRM: Definition and scope of HRM, difference between, traditional personal management, modern HRM concept and HRD,, approaches to HRM, HR policy, strategic HRM, human resource, planning, recruitment, selection, induction placement, transfer.

Unit-II Human Resource Development: Training and development, cross, cultural training, performance management, competency profiling gaps,, personal development plans, training/learning and development,, performance counseling, job enrichment/enlargement, appraisal and, competency mapping, employee counseling, career management,, knowledge management counseling.

Unit-III Compensation Management: Wage and salary administration, job, evaluation, brief study of acts related to wages, performance linked, pay, labour welfare, employee safety and security, employee morale, and job satisfaction, workers participation in management, quality circles, and TQM, quality of work life, flexi time work schedule, tele-commuting, and e-enable business managers.

UNIT-4 Industrial Relations: Brief study of legal framework and acts,, industrial disputes, IR machinery trade unions– role, growth, issues/, problems of trade unions, employers association, govt. roles, changing, natures of IR, collective bargaining, outsourcing and outplacement,, absenteeism and turnover.

Management Differences and Latest Trends: Complaint and, grievance, grievance handling, employee discipline, control mechanisms,, handling of sexual harassment in the work place, ethics at work place.

UNIT-5 Human Resource Information System: Changing trends in, environment and their implications in HRM, human resource accounting, and audit, Global HRM, measurement issues in HRM.

Reference:

- P. Subba Rao, Personnel and Human Recourse Management, Himlaya Publishing House
- Kapil K Gupta, Human Resource Management, Saurabh Publishing House



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 35 Min. M: 12

Course Code: (5BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI LANGUAGE (BHASHA KAUSHAL AUR SANCHAR SADHAN)

इकाई - 1

1. र्ारतीय संस्कृत
2. र्ारतीय समाज व्यवस्था
3. सभ्यता एव संस्कार
4. वैश्वक चतना
5. समन्वयीकरण (र्ारतीय एव अंतराभूीय

सदंर्भ में) इकाई - 2

1. धमभ
2. न्याय
3. दशभन
4. नीतत
5. साहहत्य

इकाई - 3

1. संचार संसाधन : समनकभ के नए ततज
2. समाचार नत्र
3. र्ारतीय प्रेस नररषद्
4. रेडियो
5. दसू दशभन

इकाई - 4

1. शसनेमं
2. रंगमंच
3. सगीत
4. चक्र, मतू तभ स्थानत्य करा
5. शशलन करा

इकाई - 5

1. कम्प्यर
2. दसू र्ाष: वव्ाान की सौगात
3. मत्रं (कहानी): प्रमे चदं
4. मातरू म (कवता): मैचरीशरण गुर्त
6. साहल्यकार का दातयत्व: िॉ. प्रेम र्ारती

संदर्भ नुस्तक – मध्यप्रदेश हहन्दी ग्रंथ अकादमी र्ोनार द्वारा प्रकाशत नुस्तक



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 35 Min. M: 12

Course Code: (5BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: Basic Computer & Information Technology-1

Unit I :

INTRODUCTION TO COMPUTER ORGANIZATION –I

History of development of Computer system concepts. Characteristics, Capability and limitations.

Generation of computer. Types of PC's Desktop. Laptop, Notebook. Workstation & their Characteristics.

Unit II :

INTRODUCTION TO COMPUTER ORGANIZATION –II

basic components of a computer system Control Unit, ALU. Input/Output function and Characteristics, memory RAM, ROM, EPROM, PROM.

Unit III :

INPUT & OUTPUT DEVICES

Input Devices : Keyboard, Mouse, Trackball. Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen.

Output Devices: Monitors Characteristics and types of monitor, Video Standard VGA, SVGA, XGA,

LCD Screen etc. Printer, Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer. Plotter, Sound Card and Speakers.

Unit IV :

STORAGE DEVICES : Storage fundamental primary Vs Secondary. Various Storage Devices magnetic Tape. Cartridge Tape, Data Drives, Hard Drives, Floppy Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.

Unit V :

INTRODUCTION TO OPERATING SYSTEM : Introduction to operating systems, its functioning and types. basic commands of dos & Windows operating System.

Disk Operating System (DOS) - Introduction, History and Versions of DOS.

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DOS Basics - Physical Structure of disk, Drive name, FAT, file & directory structure and naming rules, booting process, DOS system files.

DOS Commands - **Internal** - DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc. **External** CHKDSK, SCOPE, PRINT DISKCOPY, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, MODE, ATTRIB HELP, SYS etc.

REFERENCE BOOK

- 1.Computer Fundamental :- Pradeep K Sinha
- 2.Essentials Of Information Technology :- A.Mansoor
3. Fundamentals Of Computers :-V.Rajaraman
- 4.Computers Fundamental And Information Technology:-Ramesh Bangia



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION

Practical Max.M:50Min.M:17

Course Code: (5BBA2), CREDIT:-2

COURSE: Practical /CCE

Practical/ CCE

Semester – V

DOS :

- DOS commands : Internal & External Commands.
- Special batch file : Autoexec, Bar Hard disk setup.

Windows 98:

- Desktop setting : New folder, rename bin operation, briefcase, function. Control panel utility.
- Display properties: Screen saver, background settings.

Ms-Word:

- Creating file: save, save as HTML, Save as Text, template, RTF Format.
- Page setup utility: Margin settings, paper size setting, paper source, layout.
- Editing: Cut, paste special, undo, redo, find, replace, goto etc.
- View file: page layout, Normal Outline, master document, ruler header, footer, footnote, full screen.
- Insert: break, page number, symbol, date & time, auto text, caption file, object, hyperlink, picture etc.
- Format: font, paragraph, bullets & numbering, border & shading, change case, columns.
- Table : Draw label, insert table, cell handling, table auto format, sort formula



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 70 Min. M: 23

Course Code: (5BBA3), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: CORPORATE STRATEGY

UNIT 1

Nature and Importance, of Business Policy/Strategy.

UNIT-II

Strategy Formulation: Missions, Goals & Objective, Social, Responsibilities & Managerial & Organizational Styles.

UNIT-III

Environmental Analysis and Internal Analysis.

UNIT -IV

Factors Influencing Choices, Tools & Techniques for Strategic Analysis BCG, Strategic Gap, GE.

UNIT V

Implementing Policy/Strategy: Organization Structures & Processes & Behavioral Considerations., Strategy Evaluation & Control.

REFERENCE BOOK :

- Aurnob Rao, Business Policy And Strategic Management, Vrinda Publication
- Kajmi Azar, Business Policy, Tata Mcgraw-Hill Publishing
- Jouch & Gluick: Strategic Management & Business Policy, Mcgraw Hill Publication
- Wheelen & Hunger: Strategic Management & Business Policy Pearson Education



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (5BBA4), CREDIT:-4

Assig. Max.M: 30 Min. M: 10

COURSE: RESEARCH METHODOLOGY

UNIT-I

Research: Definition, meaning and research as the application of, scientific method, importance of research in managerial decision, making, the research process and types of research, defining the, research problem, problem formulation and statement of research, problem.

UNIT-II

Research Design: Exploratory, descriptive, diagnostic/conclusive and, experimental researches, details and applications, operational and, administrative structure for research, sampling and sampling designs.

UNIT-III

Methods and Techniques of Data Collection: Observational and, other survey methods, development and designing of tools of data, collection, attitude measurement scales, levels of measurement and, questions of validity and reliability.

UNIT-IV

Fieldwork in Research and Data Processing: Analysis and, interpretation of data, univariate analysis, bivariate analysis of data, correlation and regression, testing of hypothesis, parametric and nonparametric, tests, t' test, one way ANOVA and Chi square statistics,, essential ideas of multivariate analysis of data ANOVA, factor analysis,, discriminant analysis, use of statistical software packages.

UNIT-V

Reporting of Research: Types of reports, substance of reports,, format of report, presentation of reports.

REFRENC E BOOKS

- C.R.Kothari: Research Methodology, New Age International Publishers
- Dr. P K Nayak And Dr. Pushkar Dubey, Research Methodology,
- Cooper And Schindler: Business Research Methods, TMH
- P K Manoharan, Research Methodology, Aph Publishing



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: (5BBA5) CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- I

Note -Detail syllabus of selected specialization group has been given below.



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COURSE CODE: (5BBA6) CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- II

Note -Detail syllabus of selected specialization group has been given below.



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 35 MIN. M: 12

COURSE CODE: (6BBA1) CREDIT:-2

ASSIG. MAX.M: 15 MIN. M: 05

COURSE: ENGLISH LANGUAGE AND ASPECTS OF DEVELOPMENT

Unit 1

1. William Wordsworth : –The World is Too Much With Us|
2. K. Aludiapillai : –Communication Education and Information Technology|
3. –Democratic De centralisation
4. S. C. Dubey : –Basic Quality of Life|
5. Sister Nivedita : –The Judgment Seat of Vikramaditya|
6. Juliun Huxley : –War as a Biological Phenomenon|
7. Robert Frost : –Stopping by Woods on a Snowy Evening|
8. Ruskin Bond : –The Cherry Tree|

Unit II Short Essay of about 250-300 words

Unit III Translation of a short passage from Hindi to English

Unit IV Drafting CV, writing e-mail message for official purpose

Unit V Language Skills :

One-word substitution, homonyms, homophones, words that confuse, Punctuation, Idioms

संदर्भ नुस्तक – मध्यप्रदेश हहन्दी ग्रंथ अकादमी र्ज्ञार द्वारा प्रकाशित नुस्तक



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 35 MIN. M: 12

COURSE CODE: (6BBA2) CREDIT:-2

ASSIG. MAX.M: 15 MIN. M: 05

COURSE: Computer & Information Technology Basics-II

Practical Max.M:50 Min.M:17

Unit I –

Word Processing : Word

Introduction to word Processing.

- MS Word: features, Creating, Saving and Operating Multi document windows, Editing Text selecting, Inserting, deleting moving text.
- Previewing documents, Printing document to file page. Reduce the number of pages by one.
- Formatting Documents: paragraph formats, aligning Text and Paragraph, Borders and shading, Headers and Footers, Multiple Columns.

Unit II

Introduction to Excel

Excel & Worksheet :

- Worksheet basic.
- Creating worksheet, entering data into worksheet, heading information, data text, dates, alphanumeric, values, saving & quitting worksheet.
- Opening and moving around in an existing worksheet.
- Toolbars and Menus, keyboard shortcuts.
- Working with single and multiple workbook coping, renaming, moving, adding and deleting. coping entries and moving between workbooks.
- Working with formulas & cell referencing.
- Autosum.
- Coping formulas
- Absolute & Relative addressing.

Unit III-

INTRODUCTION TO POWER POINT

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- Features and various versions.
- Creating presentation using Slide master and template in various colour scheme.
- Working with slides make new slide move, copy, delete, duplicate, lay outing of slide, zoom in or out of a slide.
- Editing and formatting text: Alignment, editing, inserting, deleting, selecting, formatting of text, find and replace text.

Unit IV

POWER POINT – II

- Bullets , footer, paragraph formatting, spell checking.
- Printing presentation Print slides, notes, handouts and outlines.
- Inserting objects Drawing and Inserting objects using Clip Arts picture and charts.
- Slide sorter, slide transition effect and animation effects.
- Presenting the show making stand alone presentation, Pack and go wizards.

Unit V

Evolution, Protocol, concept, Internet, Dial-up connectivity, leased line, VSAT, Broad band, URLs, Domain names, Portals. E-mail, Pop & web based Email. Basic of sending and receiving Emails, Email & Internet Ethics, Computer virus, Antivirus software wage, Web Browsers.

REFERENCE BOOK-

- Illuminating Ms-Office Xp-A.Mansoor
- Ms-Office XP For Every One-Sanjay Saxena



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) VIVA . Max.M: 60 Min. M:20

Course Code: (6BBA3) **CREDIT:-4**

Project report Max.M:140 Min.M:46

COURSE: Project Work & Viva Voce

ALL THE CANDIDATES OF BBA ARE REQUIRED TO SUBMIT A PROJECT-REPORT BASED ON THE WORK DONE BY HIM/HER DURING THE PROJECT PERIOD. A DETAILED VIVA SHALL BE CONDUCTED BY AN EXTERNAL EXAMINER BASED ON THE PROJECT REPORT. GUIDELINE FOR PREPARATION OF PROJECT REPORT HAS BEEN GIVEN FOLLOWING. STUDENTS ARE ALSO ADVISED TO SEE THE DETAILED PROJECT RELATED GUIDELINES ON THE WEBSITE www.cvrु.ac.in .



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

SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

Course Code: (6BBA4) **CREDIT:-4**

Assig. Max.M: 30 Min. M: 10

COURSE: Specialization- I

NOTE -DETAIL SYLLABUS OF SELECTED SPECIALIZATION GROUP HAS BEEN GIVEN BELOW.



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

Course Code: (6BBA5), **CREDIT:-4**

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- II

Note -Detail syllabus of selected specialization group has been given below.



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Marketing Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-I, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: -CONSUMER BEHAVIOUR

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 behavior.

UNIT-II Consumer as an individual, consumer needs and motivation, nature of personality and self concept, behavioural theories.

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 behavior, social class categories, consumer behavior applications of social classification.

UNIT-IV consumer behavior, characteristics of culture, sub culture, cross cultural marketing, 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.

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 behavior.

REFERENCE BOOKS

- Suja Nair, "Consumer Behavior" Himalaya Publication
- M R Solomon, "Consumer Behavior" Pearson Education
- Schiffman&Kanuk, "Consumer Behavior", Pearson Education
- Laudon&Bitta: Consumer Behaviour Tata Mcgraw Hill
- M.R. Solomon, "Consumer Behavior", Pearson Education
- Consumer Behavior In Indian Perspective – Suja R. Nair Himalaya Publishing House



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SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-II, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE:-Advertising & Sales Management

Unit I

Advertising: Meaning-importance-objectives-selecting copy and Media-Press, Newspaper, trade Journal-Women and children's Magazines-farm publication-souvenir, industrial-Magazines-outdoor advertising-Poster-banners, neon signs, publicity, literature booklets, folders, House organs-direct mail advertising-cinema and theatre programme-use of illustration-Radio and Television advertising listener research-outdoor and transportation advertising.

Unit II Advertising: Agencies-Advertising Budget-Advertising Strategy-Advertising leadership - Advertising Organization-Ethics in advertising-Advertising layout-size of advertising-Shape of advertisement-repeat advertising.

Unit III

Basic elements of advertising-Proof reading and Correction typography attracting attention-use of symbols, brevity repetition catch phrases and slogans-head lines printing process-lithography printing plates and reproduction paper and cloth. Advertising campaigns timing of advertising-advertisement budget evaluation of advertising programme-Measuring advertising effectiveness-Methods of advertising.

Unit IV

Sales Promotion: Meaning-Methods-Promotional strategy, Marketing Communication and Persuasion-Promotional instruments-advertising personnel selling and Others Methods-Selling and salesmanship in selling-difference between salesmanship and sales promotion-Techniques of sales promotion-Consumer and Dealer. After Sales Service-packing-door delivery-guarantee. Free Service-Seasonal variation in sales-Methods of increasing sales.

Unit V Meaning, nature and scope of sales management, personal selling, salesmanship, selling function, prospecting, sales presentation, sales demonstration, Negotiating Buyer concerns,

closing the sales, sales organization, sales training, compensating sales persons, sales quotes, sales territories.

REFERENCE BOOK

- S A Chunawal, "Sales & Distribution Management", Himalaya Publishing House
- Aaker, David A And Myera John G., "Advertising Management" (Prentice Hall Of India)
- Border, W.H. –1981 John Wiley N.Y.: Advertising
- Ogilvy D.Longman Publication : Ogilvy On Advertising
- Chunnawala : Advertising Management



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - Service Marketing

UNIT 1

Introduction and differences between services marketing and goods marketing, Distinctive aspects of services marketing thought development and emergence of service marketing-thought.

UNIT-II

Developing frameworks for analyzing services , Role of Quality in services - Enhancing value by improving quality-Critical service encounters.

UNIT-III The employee view points-Competitive advantages in services marketing and competitive strategy.

UNIT-IV

Managing and exceeding Customer Expectations through Branding - The physical evidence of service - targeting customers and building relationships - Internal marketing - Employees role in service delivery.

UNIT-V

The customer experience , customer as a designer of the service product, Customer defined service standard, Positioning a service in the market place, Managing demand-creating and delivering Services, Adding value.

REFERENCE BOOK :

Vasanti Venugopal, "Service Marketing", Himalaya Publication

R. Srinivasan, "Service Marketing The Indian Context", Phi Learning Pvt Ltd.

Christopher Lovelock: Services Marketing: People, Technology And Strategies (Pearson Education)

P.K. Sinha & S.C. Sahoo: Services Marketing – Text & Readings (Himalya Publishing House)

Helen Woodruff, Services Marketing (Macmillan India Ltd)



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - MARKETING RESEARCH

UNIT-I Marketing research concept, scope, importance, need, Organizing research function, Marketing research in marketing decision-making, Marketing research and marketing information - marketing research in India.

UNIT-II

Research design - Types of research design, steps in marketing research process.

UNIT III

Identification of different research design - Framing of questionnaire, analysis and interpretation of data- Testing of hypothesis-Preparation of report and making presentation.

UNIT-IV

Organizational structure and control mechanism of marketing research agency - Use of research in marketing in India.

UNIT-V

Undertaking a field based marketing research study is an essential part of the requirement.

Reference book

- Naresh K.Malhotra, |Marketing Research : An Applied Orientation|, Pearson Publication
- Boyd, Westfall & Stasch: Marketing Research
- G.C.Beri: Marketing Research
- D.D.Sharma: Marketing Research
- Tull & Green: Research For Marketing Decisions.



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H.R. Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-I, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Human Resource Development

UNIT I

Concept of HRM: Definition and scope of HRM, difference between, traditional personal management, modern HRM concept and HRD,, approaches to HRM, HR policy, strategic HRM, human resource, planning, recruitment, selection, induction placement, transfer.

UNIT II

Human Resource Development: Training and development, cross, cultural training, performance management, competency profiling gaps,, personal development plans, training/learning and development,, performance counseling, job enrichment/enlargement, appraisal and, competency mapping, employee counseling, career management,, knowledge management counseling.

UNIT III

Compensation Management: Wage and salary administration, job, evaluation, brief study of acts related to wages, performance linked, pay, labour welfare, employee safety and security, employee morale, and job satisfaction, workers participation in management, quality circles, and TQM, quality of work life, flexi time work schedule, tele-commuting, and e-enable business managers.

UNIT IV

Industrial Relations: Brief study of legal framework and acts,, industrial disputes, IR machinery trade unions– role, growth, issues/, problems of trade unions, employers association, govt. roles, changing, natures of IR, collective bargaining, outsourcing and outplacement,, absenteeism and turnover.

UNIT V

Management Differences and Latest Trends: Complaint and, grievance, grievance handling, employee discipline, control mechanisms,, handling of sexual harassment in the work place, ethics at work place, **Human Resource Information System:** Changing trends in, environment and their implications in HRM, human resource accounting, and audit, Global HRM, measurement issues in HRM.

Reference book

- Nick Wilton, "Human Resource Development" Sage Publication Ltd
- T N Chhbra & R K Suri, "Managing Human Resource Techniques And Practices, Pentagon Press



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-II, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Management of Industrial Relations

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,

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.

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 Skills1 Drafting of an Agreement Annexure,

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.

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

REFERENCE BOOKS

- S C Srivastava, "Management Of Industrial Relation And Labour Law" Vikas Publishing House Ltd.
- Richa Arora, "Management Of Industrial Relation Labour Law", Excel Book.
- SPECIFICATIONS OF INDUSTRIAL RELATIONS: C.S. VENKATA RATNAM, EDITION – 01, OXFORD UNIVERSITY PRESS



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

SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE - Management of Training & Development

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.

Unit - II

Learning :- Definition characteristic Nature , theories of learning, shaping Behaviour , the law of effect schedules of Reinforcement , use of Reinforcement theory in behavior modification.

Unit - III

Training: - Process of training, methods, technique and Aids in training, Areas of training.

Unit- IV

Implementation:- Method for implementation , skill and stale of trainers , validation & evaluation of training programme.

Unit- V

Management Development:- Introduction, what is MD?, Essential ingredients of Management Development programme, Technique of Management development , Selection of technique , Evaluation of MDPs.

REFERENCE BOOKS

- Thomaskutty C S ,”Management Training And Development” Himalaya Publishing
- P.Subba Rao,”Personnel And Human Resource Management,Himalaya Publishing House
- Management Training & Development: B. Janakirma, 1st Edi, Dreamtech Press



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Change Management

Unit-I

Introductions, Metaphors, and Paradigms, Types of Change, Culture, Personality, Groupthink, Summary, Orientation, The Need for change, Change formula, Summary.

Unit-II

Introduction, the change kaleidoscope, 7Ss framework, cultural web, Tichy's change levers , project management methodology , Different approaches to change case study analysis , summary.

Unit- III

Mobilization, Introduction , Motivation and mobilization , the Change equation, Resistance to the idea of Change , Stakeholder interests , Communication ,engagement , mobilization , Difference and the cultural dimension , Case Study analysis , Summary .

Unit – IV

Transition , Introduction , Individual Change , Teams through change , shadow side of organizations , case study analysis , summary .

Unit –V

Leading Change, Introduction, Characteristics of leadership , the leadership task, Leadership roles, case study analysis , summary , Integration ,introduction , Embedding change , learning , the learning organization , case study analysis , summary.

Reference Books

Murthy C S V ,“Change Management”, Himalaya Publishing

Nilanjan Sengupta, ”Managing Change in Organization”



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Finance Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-I, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - Working Capital Management

Unit I

Introduction to Working Capital Management, Concept of Working Capital, Gross Working Capital Concept, Net Working Capital Concept, Components of Working Capital, Dangers of Excessive and Inadequate Working Capital, Operating Cycle Time Analysis.

Unit II

Cash Management, Rationale for Cash, Motives for Holding Cash, Objectives of Cash Management, Cash Budgeting, Cash Forecasting and Budgeting, Preparation of Cash Budget or Elements of Cash Budget, Collection Methods,

Unit III

Receivables Management, Meaning of Accounts Receivables Management, Objectives of Accounts Receivables Management, Costs of Accounts Receivables Management, Benefits of Accounts Receivables Management,

Unit IV

Inventory Management, Meaning and Definition of Inventory, Types of Inventory, Inventory Cost, Holding (or Carrying) Costs, Cost of Ordering, Setup (or Production Change) Costs, Shortage or Stock-out Costs,

Unit V

Financing Working Capital Needs, Financing of Short-term Working Capital, Money Market Bank Finance, Working Capital Assessment and Appraisal, Projected Balance Sheet Method (PBS Method), Cash Budget Method, Sources of Non-bank Finance, Internal Financing Sources, External Financing Sources,

Reference book

1. Hrishikes Battacharya,"Working Capital Management"Phi Learning
2. P. Perisamy,"Working Capital Management"Himalaya Publication



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SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-II, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Security Analysis & Portfolio Management

UNIT I

Investment: An Overview : Introduction, Meaning, Features, Objectives, Investment vs speculation and gambling, Steps in investment process, Investment avenues, Derivative instruments.

UNIT II

Approaches to Security Analysis-Fundamental Analysis Approaches to security analysis, Fundamental analysis, EIC framework Macro economic factors, Economic forecasting, Industry analysis, Industrial factors to be analysed industry life cycle, Company analysis, Micro company factors, Methods of forecasting earnings.

UNIT III

Technical Analysis- Fundamental vs technical analysis, Dow theory, Elliot wave theory, limitations of technical analysis, Efficient Market Hypothesis - Efficient market hypothesis meaning, forms of market efficiency investment implications, Empirical tests, EMH vs fundamental and technical analysis.

UNIT IV

Portfolio Management- Portfolio management, Portfolio analysis, Meaning, Measurement of risk and return of portfolios, Markowitz Model, Sharpe single index model, Risk reduction effects of diversification.

UNIT V

Portfolio Selection-Portfolio Selection, Efficient portfolios, Selection of optimal portfolio utility theory, Sharpe's portfolio optimization, CAPM.

Reference book

- S. Kevin, "Security Analysis & Portfolio Management" Himalaya Publication
- M. Ranganatham, "Investment Analysis and Portfolio Management", Pearson Education.



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SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Marketing of Financial Services

UNIT I

Financial services –an Introduction: meaning of financial services, types of financial services, growth in financial services sector. Marketing of financial services: basic approach characteristics of financial services marketing. Recent trends in Indian financial markets.

UNIT II

Merchant banking: - meaning, importance, structure of merchant banking, functions of of merchant banking. Consumer finance:- main characteristics of consumer finance, legislative measure adopted by the government, credit cards, types of credit cards.

UNIT III

Debt securitization:-meaning features, asset based securitization of debt. Lease financing: - types of lease, evaluation of lease Credit Rating:- definition of credit rating. Steps in rating methodology. merits of credit rating. De-merits/ weakness of credit rating. Credit rating agencies in India.

UNIT IV

Marketing strategic of Bank:- Product, Place, Pricing, Promotion (Advertising, Personal Selling, Public Relation, Seals Promotion), People, Physical evidence, process.

UNIT V

NEW SUGGESTIONS TO THE BANKERS.- MARKET RESEARCH, DIFFERENTIATION, RECOMMENDATIONS FOR ALTERNATIVE PRICING STRATEGIES, PROMOTIONS MANAGEMENT TRAINING PROGRAMMES’.

REFERENCE BOOKS

- L M Bhole, "Financial Institution & Services" Phi Publication
- V A Avadhani "Marketing Of Financial Services" Himalaya Publishing House
- Sangeeta Arora, "Marketing Of Financial Services", Deep & Deep Publication



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SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - International Financial System

UNIT-I

Introduction to International Financial System: International Monetary System: Features and requirements; System of exchanging currencies – From Bretton Woods system to free float and convertibility; Pegging of currencies – target zone arrangement; European monetary system; International liquidity.

UNIT-II

Foreign Exchange Markets and its Activities: Exchange rate quotations and practices; Foreign exchange market activities; Arbitrating, hedging and speculation.

UNIT-III

Exchange Rate Determination: Exchange rate determination in spot and forward market – Interest rate parity (IRP), purchasing power parity, portfolio balance approaches; Short run demand and supply theory, BOP theory, and growth theory; Forecasting exchange rate.

UNIT-IV

International Financial Markets and Instruments: Changing scenario; International capital and money market instruments; International development banking; Euro – currency markets;

UNIT-V

International securities markets and instruments -Bond and notes market; equity market, GDR, ADR, EDR and IDR; Integration of financial markets and approach; Role of financial intermediaries; Financial swaps.

REFERENCE BOOK :

Sapna Nibsaiya,"International Financial System",Vikas Publication

Baker, J.C., International Finance: Management, Markets And Institutions,Prentice Hall.

S. Kevin International Financial Management, Phi Learning Private Limited Publishing Company

COUNSELING AND STUDY STRUCTURE

Sl. No.	Code	Title of the	Credit	Total Hours of Study	Counseling and Study Structure (hours)				project
					Face to Face Counseling	Self study	Practical	Assignments	
Semester – I									
1	1BBA1	Hindi Language Structure - I	2	60	8	34	-	18	
2	1BBA2	Fundamentals of Entrepreneurship	2	60	8	34	-	18	
3	1BBA3	Principles of Management	4	120	16	68	-	36	
4	1BBA4	Business Environment	4	120	16	68	-	36	
5	1BBA5	Managerial Economics	4	120	16	68	-	36	
6	1BBA6	Business Mathematics	4	120	16	68	-	36	
Semester – II									
7	2BBA1	English Language and Indian Culture	2	60	8	34	-	18	
8	2BBA2	Development of Entrepreneur	2	60	8	34	-	18	
9	2BBA3	Business Communication	4	120	16	68	-	36	
10	2BBA4	Introduction to Accountancy	4	120	16	68	-	36	
11	2BBA5	Business Law	4	120	16	68	-	36	
12	2BBA6	Organizational Behaviour	4	120	16	68	-	36	
Semester – III									

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13	3BBA1	Hindi Language aur Samvedana	2	60	8	34	-	18	
14	3BBA2	Environmental Studies	2	60	8	34	-	18	
15	3BBA3	Banking & Insurance Practices	4	120	16	68	-	36	
16	3BBA4	Cost & Management Accounting	4	120	16	68		36	
17	3BBA5	Business Statistics	4	120	16	68	-	36	
18	3BBA6	Fundamentals of Retailing	4	120	16	68	-	36	
Semester – IV									
19	4BBA1	English Language and Scientific Temper	2	60	8	34	-	18	
20	4BBA2	Environmental Study	2	60	8	34	-	18	
21	4BBA3	Financial Management	4	120	16	68		36	
22	4BBA5	Marketing Management	4	120	16	68	-	36	
23	4BBA3	Production & Operation Management	4	120	16	68	-	36	
24	4BBA6	Human Resource Management	4	120	16	68	-	36	
Semester – V									
25	5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	60	8	34	-	18	
26	5BBA2	Computer & Information Technology Basics-I	2	60	8	22	12	18	
27	5BBA3	Corporate Strategy	4	120	16	68	-	36	
28	5BBA4	Research Methodology	4	120	16	68	-	36	

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29	5BBA5	Specialization- I	4	120	16	68	-	36	
30	5BBA6	Specialization- II	4	120	16	68	-	36	
Semester – VI									
31	6BBA1	English Language and Aspects of Development	2	60	8	34		18	
32	6BBA2	Computer & Information Technology Basics- II	4	120	16	44	24	36	
33	6BBA3	Project Work & Viva Voce	6	180					180
34	6BBA4	Specialization- III	4	120	16	68		36	
35	6BBA5	Specialization- IV	4	120	16	68		36	

STUDY MODULES AND BOOKS INFORMATION

Code	Title of the Course	Books/Module to be used
First Semester		
1BBA1	Hindi Bhasha aur Sanrachna	CVRU Module
1BBA2	Fundamentals of Entrepreneurship	CVRU Module
1BBA3	Principles of Management	CVRU Module
1BBA4	Business Environment	CVRU Module
1BBA5	Managerial Economics	CVRU Module
1BBA6	Business Mathematics	CVRU Module
Second Semester		
2BBA1	English Language and Indian Culture	CVRU Module
2BBA2	Development of Entrepreneur	CVRU Module
2BBA3	Business Communication	CVRU Module
2BBA4	Introduction to Accountancy	CVRU Module
2BBA5	Business Law	CVRU Module
2BBA6	Organizational Behaviour	CVRU Module
Third Semester		
3BBA1	Hindi Language aur Samvedena	CVRU Module
3BBA2	Environmental Studies-I	CVRU Module
3BBA3	Banking & Insurance Practices	CVRU Module
3BBA4	Cost & Management Accounting	CVRU Module
3BBA5	Business Statistics	CVRU Module
3BBA6	Management Information System	CVRU Module
Fourth Semester		
4BBA1	English Language and Scientific Temper	CVRU Module
4BBA2	Environmental Study-II	CVRU Module
4BBA3	Financial Management	CVRU Module
4BBA4	Marketing Management	CVRU Module
4BBA5	Production & Operation Management	CVRU Module
4BBA6	Human Resource Management	CVRU Module
Fifth Semester		
5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	CVRU Module
5BBA2	Basic Computer & Information Technology-I	CVRU Module
5BBA3	Corporate Strategy	CVRU Module
5BBA4	Research Methodology	CVRU Module
5BBA5	Specialization- I (Consumer Behaviour)	CVRU Module
5BBA6	Specialization- II (Advertising & Sales management)	CVRU Module
Sixth Semester		
6BBA1	English Language and Aspects of Development	CVRU Module
6BBA2	Computer & Information Technology Basics-II	CVRU Module
6BBA3	Project Work & Viva Voce	
6BBA4	Specialization- III (Service Marketing)	CVRU Module
6BBA5	Specialization- IV (Marketing Research)	CVRU Module

**DATE SCHEDULE AND INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS AT THE IODE
CVRU/STUDY CENTRE**

DUE DATE OF SUBMISSION OF ALL ASIGNMENTS AT CVRU IODE/THE STUDY CENTRE		
Year	Assignment No.	Due Date
Semester - I	1BBA1 1BBA2 1BBA3 1BBA4 1BBA5 1BBA6	November/ December 30 (for July session)
Semester - II	2BBA1 2BBA2 2BBA3 2BBA4 2BBA5 2BBA6	April 30 (for July Session)
Semester - III	3BBA1 3BBA2 3BBA3 3BBA4 3BBA5 3BBA6	November/ December 30 (for July session)
Semester - IV	4BBA1 4BBA2 4BBA3 4BBA4 4BBA5 4BBA6	April 30 (for July Session)
Semester - V	5BBA1 5BBA2 5BBA3 5BBA4 5BBA5 5BBA6	November/ December 30 (for July session)
Semester - VI	6BBA1 6BBA2 6BBA3 6BBA4 6BBA5	April 30 (for July Session)

INSTRUCTIONS TO STUDENTS FOR FORMATTING THE ASSIGNMENTS

सत्रीय कार्य हेतु छात्रों के लिये निर्देश

1. Assignment questions are available on the university website (cvru.ac.in). Learners support division will also send assignment questions to learners through mail ID. Each course has one/two/three assignments as per course credit. It can be online/offline, All assignments should be completed and submitted (offline and online) at IODE CVRU before the due date.
असाइनमेंट प्रश्न विश्वविद्यालय की वेबसाइट (cvru.ac.in) पर उपलब्ध हैं। शिक्षार्थी सहायता प्रभाग शिक्षार्थियों को मेल आईडी के माध्यम से असाइनमेंट प्रश्न भी भेजेगा। प्रत्येक पाठ्यक्रम में पाठ्यक्रम क्रेडिट के अनुसार एक/दो/तीन असाइनमेंट होते हैं। यह ऑनलाइन/ऑफलाइन हो सकता है, सभी असाइनमेंट पूरे होने चाहिए और नियत तिथि से पहले IODE CVRU पर (ऑफलाइन और ऑनलाइन) जमा किए जाने चाहिए।
2. Online assignment questions will be also sent to learners' email IDs via Google Forms. Learners must submit assignments according to the given time and instructions.
असाइनमेंट प्रश्न Google फॉर्म के माध्यम से शिक्षार्थियों की ईमेल आईडी पर भेजे जाएंगे। शिक्षार्थियों को दिए गए समय और निर्देशों के अनुसार असाइनमेंट जमा करना होगा।
3. Please note that you will not be allowed to appear for the Term End Examinations for the course, until the assignments are submitted before the due date.
कृपया ध्यान रहे जब तक सत्रीय कार्य निर्धारित तिथि तक जमा नहीं होंगे आप सत्रांत परीक्षा में नहीं बैठ सकेंगे।
4. The assignments constitute the continuous component of the evaluation process and have 30% weightage in the final grading. You need to score minimum marks as per Examinations Scheme of Particular Programme in assignment in each course in order to clear the continuous evaluation component.
सत्रीय कार्य सतत मूल्यांकन का महत्वपूर्ण अंग है एवं अन्तिम ग्रेडिंग में 30 प्रतिशत अंक निर्धारित हैं। सतत मूल्यांकन में उत्तीर्ण करने हेतु प्रत्येक सत्रीय कार्य में संबंधित कार्यक्रम के परीक्षा योजना के अनुसार न्यूनतम अंक प्राप्त करना अनिवार्य है।
5. The assignment should be hand written on a A-4 size paper with proper cover which contains all the required information as given on the next page. You can use the photocopy of the cover for each assignment.
सत्रीय कार्य ए-4 साइज पेपर पर हस्तलिखित होना चाहिए तथा उस पर अगले पृष्ठ पर दिये गये कवर के अनुसार सभी जानकारी होनी चाहिए। (आप चाहें तो कवर की फोटोप्रति प्रत्येक सत्रीय कार्य पर लगाकर प्रयुक्त कर सकते हैं)
6. Leave at least 4cm margin on the left, top and bottom of your answer sheets for the evaluator's comments.
प्रत्येक पृष्ठ पर बायें, ऊपर एवं नीचे कम से कम 4 सें.मी. जगह छोड़ें जो मूल्यांकनकर्ता अपनी टिप्पणी के लिये प्रयोग करेगा।
7. Your answers should be brief, precise and in your own words. Please do not copy the answers from the study material.
सत्रीय कार्य के प्रश्नों के उत्तर संक्षेप स्पष्ट एवं स्वयं के शब्दों में होना चाहिए। उत्तर स्टडी मटेरियल की

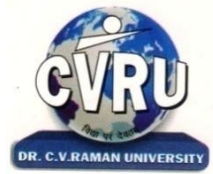
CVRU-IODE Programme Guide 2024-25 – Faculty of Management

कॉपी नहीं होना चाहिये।

8. Please do not copy the assignment from other student.
कृपया सत्रीय कार्य दूसरे छात्र से कॉपी न करें।
9. While solving the questions, clearly indicate the question number along with the part being solved. Recheck your work before submitting it.
प्रश्नों के उत्तर लिखते समय प्रश्न संख्या अथवा उसके भाग का स्पष्ट उल्लेख करें। सत्रीय कार्य जमा करते समय एक बार पुनः जांच कर लें।
10. You may retain a copy of your assignment response to avoid any unforeseen situation.
सत्रीय कार्य की एक प्रतिलिपि अपने पास रखें ताकि किसी अनहोनी घटना से बचा जा सके।
11. You can resolve the difficulties you may face while studying the course material by sending an e-mail to Programme coordinator IODE CVRU. However, the coordinator will not provide solutions to the assignment questions, since they constitute an evaluation component.
पाठ्यक्रम सामग्री के अध्ययन के समय यदि कोई कठिनाई होती है तो उसके निराकरण हेतु कार्यक्रम समन्वयक दूरस्थ शिक्षा संस्थान डॉ. सी. वी. रामन् विश्वविद्यालय के ई-मेल द्वारा संपर्क किया जा सकता है। परंतु समन्वयक सत्रीय कार्य के प्रश्नों के उत्तर नहीं देंगे क्योंकि ये मूल्यांकन पद्धति के अंग हैं।

Note: Assignments of the course are available for download at the CVRU Website <http://www.cvrु.ac.in>. You can download the assignments as per your course, follow the instructions given and submit it before due dates at the IODE CVRU.

GUIDELINE FOR PREPARATION OF PROJECT REPORT



INSTITUTE OF OPEN AND DISTANCE EDUCATION
DR. C.V. RAMAN UNIVERSITY
KARGI ROAD, KOTA, DISTT. - BILASPUR
CHHATTISGARH

PROJECT REPORT FORMAT
(IODE) PROGRAMME (BBA)

The Project Report consists of three main parts (i) The Preliminaries (ii) The Text (iii) Annexure. It is to be arranged in the following sequence.

THE PRELIMINARIES:

- ❖ Title Page (Outer Cover) as per the format given in Annexure III, (should be printed in White Colour on a Navy Blue background).
- ❖ Title Page (Inner Cover) as per the format given in Annexure IV
- ❖ Declaration by the candidate (Annexure – V)
- ❖ Certificate of Supervisor/s (Annexure – VI)
- ❖ Acknowledgements (Annexure – VII)
- ❖ Table of Contents (Annexure – VIII)
- ❖ Abstract/Preface
- ❖ List of Tables (If applicable)
- ❖ List of Figures (If applicable)
- ❖ List of abbreviations (Optional)
- ❖ Chapter –I tocontinue according to the table of contents.

THE TEXT OF THE PROJECT REPORT

The text the Project Report is usually divided in to chapter“s with subheadings, within the chapters to indicate the orderly progression of topics and their relation to each other

Chapter-I Introduction: - The Project Report should normally begin with a general introduction presenting an overview of the purpose and significance of the study. The introduction should show why the topic selected is worth investigating. This will normally be done with reference to existing research, identifying areas that have not been explored, need to be explored. The final section of the introduction should provide a brief overview of each of the main chapters that the reader will encounter.

Chapter-II Review of Related Literature: - The purpose of the literature review is to summarize, evaluate and compare the main developments and current database in the field which are specifically relevant to the subject of research embodied in the Project Report .

Chapter-III Research Methology: - The supervisor and the student may decide how this part of the Project Report should be structured. Although this section varies depending up on method and analysis technique chosen, the chapter describes and justifies the methods chosen for the study and why this method was the most appropriate.

Chapter-IV Observations & Analysis:- Observations , Analysis and Interpretation should be done as per data collected from sample.

Chapter-V Results Conclusions and Suggestions: The results are actual statement of observations, including statistics, tables and graphs. Do not present the same data as graph as well as table. Use one of the appropriate style of presentation. The purpose of this chapter is not just to reiterate the findings but discuss the observation in relation to the theoretical body of knowledge on the topic.

Bibliography Citation in Text: Citation in the text usually consists of the name of the author(s) and the year of the publication. The page no is added when utilizing a direct quotation. It should be arranged Alphabetically .

Example (i):Thomas.V (2007) identified....

Example (ii): Gould and Brown (1991, p. 14) used the

Example (iii) : Rhoades et. al (2008) define the

REFERENCE BOOK: All publications listed in the Project Report should be presented in a list of REFERENCE BOOK, following the sample.

Citation from Project Report :

- Kundur., D. (1999),Multiresolution Digital Watermarking: Algorithms and Implications for Multimedia Signals. Ph.D Project Report , University of Toronto.

Citation from Journal:

- Clifford, G. D. and Tarassenko.,s L. (2001),One-pass Training of Optimal Architecture Auto-associativeNeural Network for Detecting Ectopic Beats. Electron Letters. 37(18): 1126–1127.
- Rhoades, B.E. (1997), A Comparison of various definitions of Contractive mappings, Trans.Amer.Math.Soc.,Vol. 5, no.3, 257-290.

Citation from Books:

- Thompson, D. ed., (1995),The Concise Oxford Dictionary of Current English. Oxford, UK: Oxford University Press, 9th ed. ISBN No.: 0987654.
- Lindsay, D. (1999),A Guide to Scientific Writing, Melbourne, Chapter 2, Australia: Addison Wesley Longman Australia, 2nd ed. ISBN No.: 12345678.

Citation from Website:

Anonymous, unZign, “Tool for Evaluating a Variety of Watermarks”, <http://altern.org/watermark/>, (Browsing date: 23rd September 1997)
Publication of the University of Geneva (on digital watermarking): http://cuiwww.unige.ch/~vision/Publications/watermarking_publications.html (Browsing Date: 4thJanuary 2006)

Citation from patent:

Gustafsson J. K. (1976), “Analog-digital converter for a resistance bridge”, Patent U. S. 3960010, June 1,.

REFERENCE BOOK must be given alphabetically in REFERENCE BOOK section and in text as

Clifford. G. D. and Tarassenko. L. (2001) suggested that.....

Appendices:

- Questionnaire /Formula /Diagnosis/Any other Supporting Documents

GUIDELINES FOR WRITING :-

1. Font size For English

Title Page	18-24
Headings / subheadings	12-16
Text	12
Footnotes	8-10

Font size For Hindi

	18-24
	16-20
	14
	10-12

Footnotes be given on the same page where reference is quoted

2. Type style

Times New Roman for English

Kruti dev 10 for Hindi

3. Margins.

At least 1¼ -1½ inches (3.17-3.81cm) on the left-hand side, ¾ - 1 inch (2 -2.54cm) at the top and bottom of the page, and about ½ - 0.75 inches (1.27 - 1.90cm) at the outer edge. The best position for the page number is at top-center or top right ½ inch (1.27 cm) below the edge. Pages containing figures and illustration should be suitable paginated.

4. The *Project Report* shall be computer typed (**English-** British, Font Style -Times Roman, Size-12 point, **Hindi-** Font Style -Krutidev-10,Size-14) and printed on A4 size paper.
5. The *Project Report* shall be typed on one side only with double space with appropriate margin.
6. Use only standard abbreviations. Avoid abbreviations in the title. The full term for which an abbreviation stands should precede its first use in the text except in case of measurement units. The measurement units if any shall be followed consistently.
7. Maintain uniformity in writing the *Project Report* .
8. All copies of the *Project Report* are to be bound in colored hard cover (according to color code) of the *Project Report* .
9. The final submission of the *Project Report* shall be in 03 hard bound copies and 01 soft copy (MS Word) in a CD along with all the corrections and suggestions as recommended before.

**THE TITLE OF THE PROJECT REPORT IN THE OUTER
COVER
SHALL LOOK EXACTLY LIKE THIS TITLE**

(Font: Times New Roman, Size: 16, Bold, Line Spacing: 1 ½, Centered)

{Here put a gap of 4 lines}

Project Report submitted to

(Font: Times New Roman, Size: 12, Bold, centered)

{Here put a gap of one line}



<University's logo>

INSTITUTE OF OPEN AND DISTANCE EDUCATION

Dr. C.V. Raman University

Kota, Bilaspur (C.G.)

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{Here put a gap of one line}

For the award of the degree of

(Font: Times New Roman, Size: 12, Bold, centered)

{Here put a gap of one line}

PROGRAMME NAME

(Font: Times New Roman, Size: 14, Bold, centered)

{Here put a gap of two lines}

by

(Font: Times New Roman, Size: 12, Bold, centered)

{Here put a gap of two lines}

<NAME OF THE STUDENT>

(Font: Times New Roman, Size: 14, Bold, centered)

Registration No.: <>

(Font: Times New Roman, Size: 12, Bold, centered)

<Year>

(Font: Times New Roman, Size: 12, Bold, centered)

© <Year><Name of the student>. All rights reserved.

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**THE TITLE OF THE PROJECT REPORT IN THE INNER
COVER SHALL
LOOK EXACTLY LIKE THIS TITLE**

(Font: Times New Roman, Size:16, Bold, Line Spacing: 1 ½, Centered)

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Project Report submitted to

(Font: Times New Roman, Size: 12, Bold, centered)

{Here put a gap of one line}

INSTITUTE OF OPEN AND DISTANCE EDUCATION

Dr. C.V. Raman University

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For the award of the degree

of

(Font: Times New Roman, Size: 12, Bold, centered)

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PROGRAMME NAME

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by

(Font: Times New Roman, Size: 12, Bold, centered)

{Here put a gap of two lines}

<NAME OF THE STUDENT>

(Font: Times New Roman, Size: 14, Bold, centered)

Under the Guidance of

(Font: Times New Roman, Size: 12, Bold, centered)

<NAME OF THE SUPERVISOR/S>

(Font: Times New Roman, Size: 14, Bold, centered)

<Year>

(Font: Times New Roman, Size: 12, Bold, centered)

©<Year><Name of the student>.All rights reserved.

(Font: Times New Roman, Size: 10, Bold, Centered)

DECLARATION

I the undersigned solemnly declare that the Project Report entitled “**title of the work**” is based on my own work carried out during the course of my study under the supervision of < name of supervisor >.

I assert that the statements made and conclusions drawn are an outcome of my research work. I further certify that

- i. The work contained in the Project Report is original and has been done by me under the general supervision of my supervisor (s).
- ii. The work has not been submitted to any other Institute for any other Degree/Diploma/Certificate in this University or any other University of India or abroad.
- iii. I have followed the guideline provided by the University in writing the Project Report.
- iv. I have conformed to the norms and guidelines given in the concerned Ordinance of the University.
- v. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them by citing them in the text of the Project Report and giving their details in the REFERENCE BOOK.
- vi. Whenever I have quoted written materials from other sources, I have put them under quotation marks and given due credit to the sources by citing them and giving required details in the REFERENCE BOOK.

(Name & Signature of the Student)

Registration No.

CERTIFICATE

This is to certify that the work incorporated in the Project Report entitled “ title of the Project Report ” is a record of own work carried out by <Name of Student > under my supervision for the award of degree of **Programme Name** of Institute of Open and Distance Education Dr.

C.V. Raman University, Bilaspur (C.G.)-India.

To the best of my knowledge and belief the Project Report :

- i. Embodies the work of the candidate himself/herself,
- ii. Has duly been completed.
- iii. Is up to the desired standard both in respect of contents and language for being referred to the examiners.

Supervisor-

(Name and signature of the Supervisor
With designation and Name of Organization)

(Signature of Academic Coordinator)

(Seal of IODE)

ANNEXURE-VII

ACKNOWLEDGEMENT

Acknowledgements should be brief and should not exceed one page. Acknowledgements should be duly signed by the candidate. Gratitude may be expressed to only those who really contributed to the work directly or indirectly. Name of student should appear at the bottom of the page.

SAMPLE ACKNOWLEDGEMENT

It is a matter of immense pleasure to express the overwhelming sense of gratitude, devotion, incontestable regards to my esteemed & learned guides <.....> who have striven to perfect my project report.

.....
.....
.....

Finally, I express my indebtedness to all who have directly or indirectly contributed to the successful completion of my project work.

< Name of Student >

ANNEXURE-VIII

TABLE OF CONTENTS

Abstract /Preface	I
List of Tables: <i>(If applicable)</i>	II
List of Figures : <i>(If applicable)</i>	III
List of Abbreviations/Symbols <i>(If applicable)</i>	IV
Chapter-I Introduction	1.....
Chapter-II Review of Related Literature
Chapter-III Research Methodology
Chapter-IV Observation And Analysis
Chapter-V Result, Conclusions and Suggestions
Bibliography As per style given in reference section of text of the project report.
Appendixes Questionnaire/Formula/Diagnosis/Any Supporting Documents	other

