



**CHRISTIAN EMINENT COLLEGE, INDORE**

(Academy of Management, Professional Education & Research)

**An Autonomous Institution Established in 1996**

*NAAC (UGC) Accredited WITH GRADE "A"*

F-Sector, H.I.G., Ravi Shankar Shukla Nagar Main Road, Indore (M.P.) – 452011

2022-23

Scheme of Examination (Revised under NEP - As per Ordinance 14-A)



*CBCS System*

*Scheme of Examination*

*&*

*Syllabus*

*For*

*Bachelor of Business Administration*

*(B.B.A.)*

*Part I – Semester I & II*

*SESSION 2022-23*

**CHRISTIAN EMINENT COLLEGE, INDORE**

*ACADEMY OF MANAGEMENT, PROFESSIONAL EDUCATION & RESEARCH*

**An Autonomous Institution Established in 1996**

*AFFILIATED TO DEVI AHILYA VISHWAVIDYALAYA, INDORE*

*F-SECTOR, R.S.S. NAGAR, H.I.G. MAIN ROAD, INDORE*



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2022-23

## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part I – Semester I

COURSE TYPE	COURSE NAME	COURSE CODE	COURSE TITLE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
<b>MAJOR</b>	Management	<b>BBA – T 101</b>	Business Management	06	90	06	04
<b>MINOR</b>	Management	BBA – T 102	Business Statistics	06	90	06	04
<b>GENRIC ELECTIVE ANY ONE</b>	<b>BBA – T 103</b>						
	Economics	NPGE-T101	An Introduction of Indian Economy -I	04	60	04	04
	Commerce	NPGE-T102	Banking Institutions of India -I	04	60	04	04
	Economics	NPGE-T108	Economics of Money and Banking-I	04	60	04	04
	Commerce	NPGE-T109	Fundamental of Accounting-I	04	60	04	04
<b>ABILITY ENHANCEMENT</b>	<b>BBA – T 105</b>						
		NPAE-T101	Bhasha aur Snaskrati	02	30	02	04
		NPAE-T102	Environmental Education	02	30	02	04
<b>TOTAL</b>				<b>20</b>			



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## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part I – Semester I

Course Name	Course Code	Max. Marks				Min. Marks				
		Theory Examination		Practical Examination		TOTAL MARKS	Theory Exam.		Practical Marks	
		External	Internal	External	Internal		External	Internal	External	Internal
<b>MAJOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T101	60	40	-	-		21	14	-	-
<b>MINOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T102	60	40	-	-		21	14	-	-
<b>GENERIC ELECTIVE COURSES (ANY ONE) TYPE 1 - CREDIT 04 (04+00)</b>										
Economics	NPGE-T101	60	40	-	-		21	14	-	-
Commerce	NPGE-T102	60	40	-	-		21	14	-	-
Economics	NPGE-T108	60	40	-	-		21	14	-	-
Commerce	NPGE-T109	60	40	-	-		21	14	-	-
<b>ABILITY ENHANCEMENT - CREDIT 04 (04+00)</b>										
Hindi Language – Bhasha aur Snaskrati	NPAE-T101	30	20	-	-		11	7	-	-
Environmental Education	NPAE-T102	30	20	-	-		11	7	-	-
<b>TYPE 1 - 03 Theory</b>										
TOTAL MARKS		400		-			200		-	
<b>TYPE 2 - 02 Theory + 01 Theory + Practical</b>										
TOTAL MARKS		500		-			250		-	
<b>TYPE 3 - 01 Theory + 02 Theory + Practical</b>										
TOTAL MARKS		600		-			300		-	
<b>TYPE 4 - 03 Theory + Practical</b>										
TOTAL MARKS		700		-			350		-	



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## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part I – Semester II

COURSE TYPE	COURSE NAME	COURSE CODE	COURSE TITLE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
<b>MAJOR</b>	Management	<b>BBA – T 201</b>	Communication Skill	06	90	06	04
<b>MINOR</b>	Management	BBA – T 202	Business Statistics-II	06	90	06	04
<b>GENRIC ELECTIVE ANY ONE</b>	<b>BBA – T 203</b>						
	Economics	NPGE-T201	An Introduction of Indian Economy -II	04	60	04	04
	Commerce	NPGE-T202	Banking Institutions of India -II	04	60	04	04
	Economics	NPGE-T208	Economics of Money and Banking-II	04	60	04	04
	Commerce	NPGE-T209	Fundamental of Accounting-II	04	60	04	04
<b>ABILITY ENHANCEMENT</b>	<b>BBA – T 205</b>						
		NPAE-T201	English Language and Indian Culture	02	30	02	04
		NPAE-T202	Yoga and Meditation	02	30	02	04
<b>TOTAL</b>				<b>20</b>			



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## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part I – Semester II

Course Name	Course Code	Max. Marks				Min. Marks				
		Theory Examination		Practical Examination		TOTAL MARKS	Theory Exam.		Practical Marks	
		External	Internal	External	Internal		External	Internal	External	Internal
<b>MAJOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T201	60	40	-	-		21	14	-	-
<b>MINOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T202	60	40	-	-		21	14	-	-
<b>GENERIC ELECTIVE COURSES (ANY ONE) TYPE 1 - CREDIT 04 (04+00)</b>										
Economics	NPGE-T201	60	40	-	-		21	14	-	-
Commerce	NPGE-T202	60	40	-	-		21	14	-	-
Economics	NPGE-T208	60	40	-	-		21	14	-	-
Commerce	NPGE-T209	60	40	-	-		21	14	-	-
<b>ABILITY ENHANCEMENT - CREDIT 04 (04+00)</b>										
English Language and Indian Culture	NPAE-T201	30	20	-	-		11	7	-	-
Yoga and Meditation	NPAE-T202	30	20	-	-		11	7	-	-
<b>TYPE 1 - 03 Theory</b>										
TOTAL MARKS		400		-			200		-	
<b>TYPE 2 - 02 Theory + 01 Theory + Practical</b>										
TOTAL MARKS		500		-			250		-	
<b>TYPE 3 - 01 Theory + 02 Theory + Practical</b>										
TOTAL MARKS		600		-			300		-	
<b>TYPE 4 - 03 Theory + Practical</b>										
TOTAL MARKS		700		-			350		-	



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## Syllabus

### B.B.A. Part I – Semester I

#### BBA - T101 – BUSINESS MANAGEMENT

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course learning outcomes:

1. Student will be able to assess the global context for planning, coordinating, and monitoring managerial behavior.
2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market.
3. Students will understand various forms of organizational structures and their importance.
4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency.
5. Students will be able to understand how organizations use different leadership styles to stay competitive.

<b>Unit-I</b>	<b>18 Lectures</b>
Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management.	
<b>Unit-II</b>	<b>18 Lectures</b>
Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups'.	
<b>Unit-III</b>	<b>18 Lectures</b>
Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.	
<b>Unit-IV</b>	<b>16 Lectures</b>
Authority- Delegation, Decentralization — Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction — Nature and Purpose.	
<b>Unit-V</b>	<b>20 Lectures</b>
Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenges and Skills	

#### Suggested Readings:

- Management — James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6th Edition
- Principles of Management — PC Tripathi & PN Reddy — TMH — 5th Edition - 2012
- Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980.
- R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982.
- Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.
- S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition). (Hindi and English Medium).
- Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, Principles of Management, Devi AhilyaPrakashan, Indore (Hindi Medium)
- Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium).



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## Syllabus

### B.B.A. Part I – Semester I

#### BBA - T102 –BUSINESS STATISTICS-I

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course learning outcomes:

1. Statistical Research Tools will increase student's ability to understand how to perform social researches.
2. Students will be equipped with knowledge about analysing professional reports and will be able to make decisions based on the reports analyzed.
3. Students will learn about Quantization, analysis of performance relationship.

<b>Unit-I</b>	<b>18 Lectures</b>
Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics.	
<b>Unit-II</b>	<b>18 Lectures</b>
Collection of Data, Frequency Distribution, Primary and Secondary Data, preparation of questionnaire, preparation of statistical series .	
<b>Unit-III</b>	<b>20 Lectures</b>
Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean.	
<b>Unit-IV</b>	<b>18 Lectures</b>
Measure of Variation: Standard Deviation, Mean Deviation and Skewness,	
<b>Unit-V</b>	<b>16 Lectures</b>
diagrammatic and graphic presentations	

#### Suggested Readings:

- Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House
- Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N. D.Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
- Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Statistical Analysis, Dr P.O Tulsian, S.Chand Publications, Delhi
- Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium)
- Business Statistics, R.S. Bhardwaj, Excel Books



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## Syllabus

### B.B.A. Part I – Semester I

BBA – T 103 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –

NPGE-T101 – AN INTRODUCTION TO INDIAN ECONOMY-I

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course learning outcomes:

After completing this course, students will be able to understand the basic concepts of the Indian economy. They will be familiar with the issues related to Agriculture, Industry, Foreign Trade, Economic Planning and various Economic Problems of India. They will also be able to understand the various issues of Madhya Pradesh Economy.

<b>Unit-I</b>	<b>12 Lectures</b>
<b>Introduction</b> 1. Characteristics of Indian Economy 2. Trends and Sectoral Composition of National Income 3. Sectoral Distribution of Workforce 4. Natural Resource Endowments- Land, Water, Livestock, Forest and Minerals 5. Human Resources in India	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>Agriculture</b> 1. Nature, Importance and Characteristics of Indian Agriculture 2. Trends in Agricultural Production and Productivity 3. Green Revolution-An Overview 4. Agriculture Finance and Insurance 5. Agriculture Marketing	
<b>Unit-III</b>	<b>12 Lectures</b>
<b>Industry</b> 1. Industrial Development of India after Independence 2. New Industrial Policy of 1991 3. Role of Public Sector and Private Sector in Industrialization	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>Growth and Distribution; Unemployment and Poverty;</b> 1. Human Development; Environmental concerns. 2. MSME- Definition, Trends and Challenges Start-up India, Make in India and Aatm Nirbhar Bharat. 3. India's Foreign Trade- Importance, Composition and Direction.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>industry and services sector:</b> 1. phases of industrialization the rate and pattern of industrial growth across alternative policy regimes, 2. public sector its role, performance and reforms the small scale sector, 3. Role of foreign capital.	
<b>Key Words:</b> Sectoral Composition, Human Resource of India, Indian Agriculture, Industrialization, Infrastructure, Five Year Plans in India, Regional Disparities, Industrial Development	





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## Syllabus

### B.B.A. Part I – Semester I

BBA – T 103 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –  
NPGE-T101 – AN INTRODUCTION TO INDIAN ECONOMY-I

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Suggested Readings:

1. Panagariya, Arvind. (2020)-India Unlimited: Reclaiming the Lost Glory, HarperCollins Publishers India
2. Mishra and Puri (2020) — Indian Economy, Himalaya Publishing House, New Delhi.
3. Rudra Dutt and Sundaram — Indian Economy, S. Chand and Company, New Delhi.
4. Hariharan, N. P. (2008) — Lights and Shades of Indian Economy, Vishal Publishing Co., Jalandhar.
5. Uma Kapila (20th Edition) (2009) — Indian Economy since Independence, Academic Foundation, New Delhi.
6. Reserve Bank of India — Annual Reports.
7. Annual Economic Survey, Government of India (Latest).
8. Brahmananda, P. R. and V. R. Panchmukhi (Eds.) (1987) — The Development Process of the Indian Economy, Himalaya Publishing House, Bombay.
9. Government of India, Planning Commission, 12th Five Year Plan, New Delhi

#### Suggested equivalent online courses:

<https://onlinecourses.nptel.ac.in/noc21 Jis51/preview>

#### Suggestive Digital Platform :

1. [http://des.mp.gov.in/Portals/0/Economic\\_Survey%202020-21.pdf](http://des.mp.gov.in/Portals/0/Economic_Survey%202020-21.pdf)
2. [https://www.indiabudget.gov.in/economicsurvey/ebook\\_es2021/index.html](https://www.indiabudget.gov.in/economicsurvey/ebook_es2021/index.html)
3. [www.indiabudget.gov.in/economicsurvey/](http://www.indiabudget.gov.in/economicsurvey/)
4. <https://www.rbi.org.in/Scripts/AnnualReportMainDisplay.aspx>
5. <https://www.rbi.org.in/hindi/Scripts/armainpage.aspx>
6. <https://epgp.inflibnet.ac.in/HomeNiewSubject?catid=11>
7. <https://www.swayamprabha.gov.in/index.php/channelprofile/profile/7>



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## Syllabus

### B.B.A. Part I – Semester I

BBA - T105 (NPAE) – ABILITY ENHANCEMENT

NPAE- T101 – HINDI AND SANSKRITI

भाषा और संस्कृति

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### कोर्स अधिगम उपलब्धि ( लर्निंग आउटकम)(CLO):

1. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रूचि का विकास करना ।
2. सांस्कृतिक चेतना और राष्ट्रीय भावना का विकास करना ।
3. भाषा-ज्ञान ।
4. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना
5. विशिष्ट शब्दावली ( बीज शब्द / की वर्ड)से परिचित करवाते हुए बोध के स्तर का विकसित करना ।
6. प्रतियोगी परीक्षाओं हेतु तैयार करना ।

Unit-I	06 Lectures
<b>हिन्दी भाषा</b> 1. मैथिलीशरण गुप्त परिचय पाठ: मातृभूमि(कविता) 2. प्रेमचन्द परिचय पाठ:शतरंज के खिलाडी (कहानी) 3. पर्यायवाची शब्द विलोम भाब्द: अनेक शब्द के लिए एक शब्द ( हिन्दीव्याकरण)	
Unit-II	06 Lectures
1 व्यंग्य शरद जोशी-जीप पर सवार इल्लियॉ 2 वैचारिक-भारतीय भाषाओं में राम 3 संधि और उसके प्रकार (हिन्दीव्याकरण)	
Unit-III	06 Lectures
<b>हिन्दी भाषा</b> 1. आचार्य रामचन्द्र शुक्ल परिचय पाठ: उत्साह (भावमूलक निबन्ध) 2. रामधारी सिंह दिनकर परिचय पाठ:भारत एक है (संस्कृत) 3. समास और उसके प्रकार (हिन्दीव्याकरण)	
Unit-IV	06 Lectures
<b>हिन्दी भाषा</b> 1. आदिशंकराचार्य- जीवन व दर्शन 2. बीज शब्द-धर्म अद्वैत भाषा,अवधारणा उदारीकरण । 4. अफसर (निबंध) शरद जोशी	
Unit-V	06 Lectures
1 आचरण की सम्यता (निबंध) सरदार पूरनसिंह 2 नैतिक मूल्य -परिचय और वर्गीकरण (आलेख) 3 अन्तर्ज्ञान एवं नैतिक जीवन	



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## Syllabus

### B.B.A. Part I – Semester I

BBA - T105 (NPAE) – ABILITY ENHANCEMENT

NPAE- T101 – HINDI AND SANSKRITI

भाषा और संस्कृति

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### सारबिन्दु (की वर्ड):

सर्च करे

मैथिलीशरणगुप्त : मैथिलीशरणगुप्त की कविता मातृभूमि

प्रेमचंद : प्रेमचंद शंतरज के खिलाडी

रामधारी सिंह दिनकर : भारत एक है रामधारी सिंह दिनकर

आचार्य रामचन्द्र शुक्ल : उत्साह निबन्ध रामचन्द्र शुक्ल

ज्ञान चतुर्वेदी : सूर्यग्रहण और चूहे व्यंग्य

स्वामी विवेकानन्द : शिकागो व्याख्यान

धर्म क्या है

मिथक का अर्थ

भाषा विकास

भाषा परिभाषा

अवधारणा का अर्थ एवं परिभाषा

उदारीकरण की विशेषता

पर्यायवाची शब्द

विलोम शब्द

अनेक शब्द के लिए एक शब्द

सन्धि

#### BOOKS :

पाठ्य पुस्तके सन्दर्भ पुस्तकें,अन्य संसाधन

1 प्रेमचन्द-मानसरोवर खण्ड

2 आचार्य रामचन्द्र शुक्ल चितामणि भाग 1

3 डॉ वासुदेव नन्दन प्रसाद : आधुनिक हिन्दी व्याकरण और रचना, भारती भवन ,ठाकुर बाडी रोड पटना बिहार

4 डॉ राजेश्वर चतुर्वेदी, हिन्दी व्याकरण-उपकार प्रकाशन आगरा उ.प्र.

5 ज्ञान चतुर्वेदी: इक्यावन व्यंग्य रचनाएं

6 हिन्दी ज्ञान कोश

7 इन्टर नेट सामग्री-टैग में उल्लेखित



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2022-23

## Syllabus

### B.B.A. Part I – Semester I

BBA - T105 (NPAE) – ABILITY ENHANCEMENT  
NPAE- T102 – ENVIRONMENTAL EDUCATION

MAX. MARKS: 30+20

MIN. PASS MARKS:11+7

No. of Lectures per Week: 02 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course Learning Outcomes (CLO):

1. To understand the various aspects of life forms, ecological processes, and the impacts on them by the human during Anthropogenic era.
2. To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions.
3. To develop empathy for all life forms, awareness, and responsibility towards environmental protection and nature preservation.
4. To develop the critical thinking for shaping strategies such as; scientific, social, economic, administrative & legal, environmental protection, conservation of biodiversity, environmental equity and sustainable development.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Environment and its Components</b> <ul style="list-style-type: none"><li>• Multidisciplinary nature, Scope and Importance of Environment</li><li>• Components of environment: Atmosphere, hydrosphere, Lithosphere. And Biosphere.</li></ul> <b>Keywords: Environment</b>	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Natural Resources</b> <ul style="list-style-type: none"><li>• Brief account of natural Resources and associated problems: Land Resources, Water Resource, Energy Resource</li><li>• Concept of Sustainability and Sustainable Development</li></ul> <b>Keywords: Forest, Mineral, Food, Land, Water, Energy, Sustainable Development</b>	
<b>Unit-III</b>	<b>06 Lectures</b>
<b>Biome, Ecosystem and Biodiversity:</b> <ul style="list-style-type: none"><li>• Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine</li><li>• Ecosystem: Structure function and types their Preservation&amp; Restoration</li><li>• Biodiversity and its conservation practices.</li></ul> <b>Keywords: Biome, Ecosystem, Biodiversity</b>	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Environmental Pollution:</b> <ul style="list-style-type: none"><li>• Pollution: Types, Control measures, Management and associated problems.</li><li>• Environmental Law and Legislation: Protection and conservation Acts.</li><li>• International Agreement &amp; Program.</li></ul>	



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## Syllabus

### B.B.A. Part I – Semester I

BBA - T105 (NPAE) – ABILITY ENHANCEMENT  
NPAE- T102 – ENVIRONMENTAL EDUCATION

MAX. MARKS: 30+20

MIN. PASS MARKS:11+7

No. of Lectures per Week: 02 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

Unit-V	06 Lectures
<b>Pollution Management and social Issues:</b> <ul style="list-style-type: none"><li>• Environmental Movements, Communication and public awareness programme.</li><li>• National and International organisations related to environment conservation and monitoring.</li><li>• Role of information Technology in environment and human health.</li></ul>	
<b>Key words: Pollution, Environmental Legislation, Environmental Movement, Environmental programme and organisation.</b>	
Suggested Activities: (at least one) <ol style="list-style-type: none"><li>1. Visit to an area to document environmental assets: rivers /forest /flora/ fauna</li><li>2. Visit to a local polluted site Urban/ Rural/ Industrial/ Agricultural</li><li>3. Study of simple ecosystem</li></ol>	

#### Textbooks, Reference Books, Other Resources

1. Singh; J S., Singh S P. And Gupta, S R; " Ecology; Environment Science and Conservation", S Chand Publishing, New Delhi, (2018)
2. Divan, S. And Rosencranz, A, "Environmental Law and Policy in India: Cases, Material & Status" Oxford University Press, India,(2020 2<sup>ND</sup> Edition.
3. Odum, E. P. , 'Fundamental of Ecology'. Philadelphia Saundres, (1971)
4. Bharucha, Erach, "Environmental Studies" University Press India Pvt Ltd. Hyderabad (2014) (Hindi edition also available).
5. Kaushik , Anubha, Kaushik, C. P. "Perspective in Environmental Studies" New Age International Publishers, (2018), 6<sup>th</sup> Edition.
6. Asthana, D. K.. Asthana Meera, " Atextbook of Environmental Studies" S Chand Publishing New Delhi, (2007)
7. National Digital Library(<https://ndl.iitkgp.ac.in/homestudy/science>)
8. Epg.pathshala (<https://epgp.inflibnet.ac.in/home/Download>)
9. NPTEL(<https://nptel.ac.in/course.html>)
10. Coursera(<https://www.coursera.org/search?query=environmental+science&page=1>)

Suggested equivalent online course-

- i. The health Effects of Climatic Change (edx)
- ii. Climate Change: Financial risks and Opportunities (edx)
- iii. Introduction to Environmental Law and Policy (coursera)
- iv. Women in Environmental biology(coursera)
- v. Our Earth: It's Climate, History, and Processes(coursera)



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## Syllabus

### B.B.A. Part I – Semester II

#### BBA – T201– COMMUNICATION SKILLS

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course Learning outcomes (CLO)

1. Imagination, Ethical Theory and Skills to Interact, **Students can learn how to do this ethically** and effectively.
2. Students can learn and practice group communication skills. They will learn how to respond in discussions, interviews, conferences.
3. Students can learn nonverbal communication, listening and organizational culture.
4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.

<b>Unit-I</b>	<b>18 Lectures</b>
Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness	
<b>Unit-II</b>	<b>18 Lectures</b>
Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	
<b>Unit-III</b>	<b>18 Lectures</b>
Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	
<b>Unit-IV</b>	<b>18 Lectures</b>
Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter.	
<b>Unit-V</b>	<b>18 Lectures</b>
Drafting of Notices, Agendas, Minutes, job Application Letters, Preparation of Curriculum Vitae.	

#### BOOKS:

Text Books, Reference Books, Other resources

#### Suggested Readings:

- **Ace of Soft Skills Attitude Communication and** Etiquette for Success by Gopaldaswamy Ramesh, Pearson India
- Rao N. and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai.
- Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radhub., New Delhi.
- Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
- Murphy A. & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.
- Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

#### Suggested web links:

- [https://booksszoo2le.co.in/hooks/about/F.Cfective\\_Business\\_Comniunipjion.htmrid=DzjojoiNoIC](https://booksszoo2le.co.in/hooks/about/F.Cfective_Business_Comniunipjion.htmrid=DzjojoiNoIC)



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## Syllabus

### B.B.A. Part I – Semester II

#### BBA – T202 – BUSINESS STATISTICS-II

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 03 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course learning outcomes:

1. Statistical Research Tools will increase student's ability to understand how to perform social researches.
2. Students will be equipped with knowledge about analysing professional reports and will be able to make decisions based on the reports analyzed.
3. Students will learn about Quantization, analysis of performance relationship.

<b>Unit-I</b>	<b>15 Lectures</b>
<b>Time Series Analysis:</b> meaning, importance, components, measurement of trend- free-hand curve method, Semi average method, moving average method, method of least square	
<b>Unit-II</b>	<b>17 Lectures</b>
<b>Correlation Analysis:</b> meaning, definition, types and degree of correlation, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>Regression analysis:</b> meaning, uses, difference between correlation and regression, Lines of Regression, calculation of coefficient of regression .	
<b>Unit-IV</b>	<b>20 Lectures</b>
<b>Index Number:</b> meaning, characteristics, importance and uses, construction of index numbers, fisher ideal index number.	
<b>Unit-V</b>	<b>20 Lectures</b>
<b>Cost of living index number:</b> meaning, definition, objective, assumptions, difficulty in the construction, aggregate expenditure method, family budget method .	

#### Suggested Readings:

- Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House
  - Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
  - Business Statistics, N. D.Vohra, TATA McGraw Hill.
  - D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
  - Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
  - Statistical Analysis, Dr P.O Tulsian, S.Chand Publications, Delhi
  - Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium)
  - Business Statistics, R.S. Bhardwaj, Excel Books
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## Syllabus

### B.B.A. Part I – Semester II

BBA – T 203 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –

NPGE-T 201 – AN INTRODUCTION OF INDIAN ECONOMY-II

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course learning outcomes:

After completing this course, students will be able to understand the basic concepts of the Indian economy. They will be familiar with the issues related to Agriculture, Industry, Foreign Trade, Economic Planning and various Economic Problems of India. They will also be able to understand the various issues of Madhya Pradesh Economy.

<b>Unit-I</b>	<b>12 Lectures</b>
<b>Planning and Development</b> <ol style="list-style-type: none"><li>1. Indian Planning -Objectives, Achievements and Failures</li><li>2. NITI Aayog</li><li>3. Infrastructure Composition -Power, Transport and Communication</li><li>4. Indian Economic Problems — Poverty, Unemployment and Regional Inequality</li></ol>	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>Growth, Development and Structural Change:</b> <ol style="list-style-type: none"><li>1. The Institutional Framework: Patterns of assets ownership in agriculture and industry;</li><li>2. Policies for restructuring agrarian relations and for regulating concentration of economic power;</li><li>3. Changes in policy perspectives on the role of institutional framework after 1991.</li><li>4. Demographic Constraints: Interaction between population change and economic development</li></ol>	
<b>Unit-III</b>	<b>12 Lectures</b>
<b>Sectoral Trends and Issues: Agriculture Sector:</b> <ol style="list-style-type: none"><li>1. Agrarian growth and performance in different phases of policy regimes i.e.</li><li>2. pre green revolution and the two phases of green revolution;</li><li>3. Factors influencing productivity and growth;</li><li>4. the role of technology and institutions; price policy, the public distribution system and food security.</li></ol>	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>Financial Sector: Structure, Performance and Reforms.</b> Foreign Trade and balance of Payments: <ol style="list-style-type: none"><li>1. Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade</li><li>2. Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural</li><li>3. Adjustment; India and the WTO,</li><li>4. Role of FDI, Capital account convertibility,</li></ol>	





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## Syllabus

### B.B.A. Part I – Semester II

BBA – T 203 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –  
NPGE-T 201 – AN INTRODUCTION OF INDIAN ECONOMY-II

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

Unit-V	12 Lectures
<b>Economy of Madhya Pradesh</b>	
1. Salient Features of Madhya Pradesh's Economy	
2. Natural Resources of Madhya Pradesh –Land, Forest, Water and Minerals	
3. Trends and Regional Disparities in Agriculture of Madhya Pradesh	
4. Industrial Development in Madhya Pradesh	
5. Infrastructure Development in Madhya Pradesh—Power,Transport and Communication	
6. Employment oriented Schemes in Madhya Pradesh	
<b>Key Words :</b> Sectoral Composition, Human Resource of India , Indian Agriculture, Industrialization , Infrastructure, Five Year Plans in India, Regional Disparities, Industrial Development	

#### Suggested Readings:

1. Panagariya, Arvind. (2020)-India Unlimited: Reclaiming the Lost Glory, HarperCollins Publishers India
2. Mishra and Puri (2020) — Indian Economy, Himalaya Publishing House, New Delhi.
3. Rudra Dutt and Sundaram — Indian Economy, S. Chand and Company, New Delhi.
4. Hariharan, N. P. (2008) — Lights and Shades of Indian Economy, Vishal Publishing Co., Jalandhar.
5. Uma Kapila (20th Edition) (2009) — Indian Economy since Independence, Academic Foundation, New Delhi.
6. Reserve Bank of India —Annual Reports.
7. Annual Economic Survey, Government of India (Latest).
8. Brahmananda, P. R. and V. R. Panchmukhi (Eds.) (1987) — The Development Process of the Indian Economy, Himalaya Publishing House, Bombay.
9. Government of India, Planning Commission, 12th Five Year Plan, New Delhi

#### Suggested equivalent online courses:

<https://onlinecourses.nptel.ac.in/noc21 Jis51/preview>

#### Suggestive Digital Platform :

1. [http://des.mp.gov.in/Portals/0/Economic\\_Survey%202020-21.pdf](http://des.mp.gov.in/Portals/0/Economic_Survey%202020-21.pdf)
2. [https://www.indiabudget.gov.in/economicsurvey/ebook\\_es2021/index.html](https://www.indiabudget.gov.in/economicsurvey/ebook_es2021/index.html)
3. [www.indiabudget.gov.in/economicsurvey/](http://www.indiabudget.gov.in/economicsurvey/)
4. <https://www.rbi.org.in/Scripts/AnnualReportMainDisplay.aspx>
5. <https://www.rbi.org.in/hindi/Scripts/armainpage.aspx>
6. <https://epgp.inflibnet.ac.in/HomeNiewSubject?catid=11>
7. <https://www.swayamprabha.gov.in/index.php/channelprofile/profile/7>



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## Syllabus

### B.B.A. Part I – Semester II

BBA – T205 (NPAAE) – ABILITY ENHANCEMENT –  
NPAAE-T201-ENGLISH LANGUAGE AND INDIAN CULTURE

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

#### Course Learning outcomes (CLO)

Through this course the students will be able to:

- 1 Prepare for various competitive exams by developing their English language competence.
- 2 Promote their comprehension skills by being exposed to a variety of texts and their interpretations.
- 3 Build and enhance their Vocabulary.
- 4 Develop their Communication Skills by strengthening grammar and usages.
- 5 Inculcate values which make them aware of national heritage and environmental issues, making them responsible citizens.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>Reading, Writing and Interpretation Skills:</b>	
1. Where The Mind is Without Fear – Rabindranath Tagore ( <b>Key Word: Patriotism</b> )	
2. National Education – M.K. Gandhi ( <b>Key Word: Edification</b> )	
3. The Axe – R.K Narayan ( <b>Key Word: Environment</b> )	
4. The Wonder That Was India–A.L Basham (an excerpt) ( <b>Key Word: Indian Mythology</b> )	
5. Preface to the Mahabharata – C. Rajagopalachari ( <b>Key Word: Indian Mythology</b> )	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Basic Language Skills:</b>	
Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word substitution	
<b>Unit-III</b>	<b>05 Lectures</b>
<b>Basic Language Skills</b>	
Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles, Time and Tenses	
<b>Unit-IV</b>	<b>05 Lectures</b>
<b>Comprehension Skills:</b>	
Unseen Passage followed by multiple choice questions, Dialogue Writing: Definition, How to write a good dialogue, Dialogue writing on Urban and Rural Life, Indoor and Outdoor Games, Print and Electronic Media etc.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Composition:</b>	
Paragraph Writing-All that glitters is not gold, A friend in need is a friend indeed, Where there is will there is way, Work is worship, God help those who help themselves etc.	
Application for leave, Scholarship, Duplicate Mark sheet etc.	

#### Textbooks, Reference Books, Other Resources

- Essential English Grammar – Raymond Murphy, Cambridge University Press.
  - Practical English Grammar Exercises 1 – A.J Thomson & A.V. Martinet, Oxford India.
  - Practical English Usage – Michael Swan, Oxford
  - English Grammar in Use – Raymond Murphy, Cambridge University Press.
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2022-23

## Syllabus

### B.B.A. Part I – Semester II

#### BBA – T205 (NPAE) – ABILITY ENHANCEMENT – NPAE-T202-YOGA AND MEDITATION

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

Course Learning outcomes (CLO) :

After studying this course, students will be able to:

Take care of their own physical, mental, emotional, social and spiritual health.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Introduction to Yoga and Yogic Practices:</b> <ul style="list-style-type: none"><li>• Yoga: Etymology, definitions, aim, objectives and misconceptions</li><li>• Yoga: Its Origin, history and development</li><li>• Rules and regulations to be followed by Yoga Practitioners</li><li>• Yoga in Modern Times: Yogic Traditions of Swami Vivekananda, Shri Aurobindo; Maharshi Ramana and Maharshi Dayanand Saraswati</li></ul> <b>Key words:</b> History and Development of Yoga	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Yogic Practices in Life</b> <ul style="list-style-type: none"><li>• Introduction to Yoga Practices</li><li>• Shatkarma: Meaning, purpose and their significance in "Yoga Sadhana"</li><li>• Introduction to Yogic Loosening practices and Surya Namaskar</li></ul> <b>KeyWords:</b> Shatkarma, Common Yogic Practices.	
<b>Unit-III</b>	<b>06 Lectures</b>
<b>Breathing Practices and Pranayama</b> <ul style="list-style-type: none"><li>• Sectional Breathing (Abdominal, Thoracic and Clavicular)</li><li>• Yogic Deep Breathing</li><li>• Concept of Puraka, Rechaka and Kumbhaka</li><li>• Concept of Bandha and Mudra</li></ul> <b>Key Words:</b> Yogic Deep breathing, Puraka, Bandha, Mudra.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Breathing Practices and Pranayama</b> <ul style="list-style-type: none"><li>• AnulomaViloma/ NadiShodhana</li><li>• Shitali</li><li>• Bhramari</li></ul> <b>Key Words:</b> Sectional Breathing, Deep Breathing, Bandha & Mudra, Shitali, Bhramari.	



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## Syllabus

### B.B.A. Part I – Semester II

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MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

#### Unit-V

06 Lectures

#### Practices leading to Meditation:

- Recitation of Pranava Mantra
- Recitation of Hymns, in vocations and prayers
- Anter Maun
- Breath Meditation
- Om Dhyana

**Key Words:** Pranav Mantra, Antermaun, Breath Meditation, Om Dhyana

#### Textbooks, Reference Books, Other Resources:

##### Suggested Readings:

- Singh S.P & Yogi Mukesh: Foundation of Yoga, Standard Publication, New Delhi, 2010
- Swami Dharendra Brahmchari: Yogasana Vijnana, Dharendra Yoga Publication, New Delhi, 1966
- Saraswati, Swami Satyanand: Asana, Pranayama, Mudra, Bandha (APMB), Yoga Publication Trust, Munger, 2013
- H.R. Nagendra: Asana, Pranayama, Mudra, Bandha, Swami Vivekananda Yog Prakashan, Bangalore, 2002
- Ishwar Bhardwaj: Saral Yogasana, Satyam Publishing House, New Delhi, 2018
- Shri Rai Singh Chouhan: Mudra Rahasya, Bhartiya Yog Sansthan, New Delhi, 2014
- Dr. Vishwanath Prasad Sanha: Dhyana Yoga, Bhartiya Yog Sansthan, New Delhi, 1987
- Shri Deshraj: Dhyana Sadhana, Dhyana Sadhana, Bhartiya Yog Sansthan, New Delhi, 2015

##### Suggestive digital platforms web links:

1. [www.rishikeshnathyogshala.com](http://www.rishikeshnathyogshala.com)

##### Suggested equivalent online courses:

1. <https://shayji.com/hathayoga-course>
2. <https://theyogainstitute.org>



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2022-23

Scheme of Examination (Revised under NEP - As per Ordinance 14-A)



*CBCS System*

*Scheme of Examination*

*&*

*Syllabus*

*For*

*Bachelor of Business Administration*

*(B.B.A.)*

*Part II – Semester III & IV*

*SESSION 2022-23*

**CHRISTIAN EMINENT COLLEGE, INDORE**

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## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part II – Semester III

COURSE TYPE	COURSE NAME	COURSE CODE	COURSE TITLE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
<b>MAJOR</b>	Management	BBA – T 301A	Human Resource Management	06	90	06	04
	Management	BBA – T 301B	Marketing Management	06	90	06	04
	Management	BBA – T 301C	<b>Financial Management</b>	06	90	06	04
<b>MINOR</b>	Management	BBA – T 302B	Marketing Research-I	06	90	06	04
<b>GENRIC ELECTIVE ANY ONE</b>	<b>BBA – T 303</b>						
	Economics	NPGE-T301	Organisational Behaviour-I	04	60	04	04
<b>VOCATIONAL COURSE</b>	<b>BBA – T 304</b>						
		NPVO-T301	Karyatmak Hindi Avam Naitik Mulya	02	30	02	04
		NPVO-T302A	Retail Management-I	02	30	02	04
<b>TOTAL</b>				<b>20</b>			



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## Scheme of Examination (Revised under NEP - As per Ordinance 14-A)

### B.B.A. Part II – Semester III

Course Name	Course Code	Max. Marks				Min. Marks				
		Theory Examination		Practical Examination		TOTAL MARKS	Theory Exam.		Practical Marks	
		External	Internal	External	Internal		External	Internal	External	Internal
<b>MAJOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T301A	60	40	-	-		21	14	-	-
Management	BBA – T301B	60	40	-	-		21	14	-	-
Management	BBA – T301C	60	40	-	-		21	14	-	-
<b>MINOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T302	60	40	-	-		21	14	-	-
<b>GENERIC ELECTIVE COURSES (ANY ONE) TYPE 1 - CREDIT 04 (04+00)</b>										
Economics	NPGE-T301	60	40	-	-		21	14	-	-
<b>VOCATIONAL COURSES - CREDIT 04 (04+00)</b>										
Karyatmak Hindi Avam Naitik Mulya	NPVO-T301	30	20	-	-		11	7	-	-
Retail Management-I	NPVO-T302E	30	20	-	-		11	7	-	-
<b>TYPE 1 - 03 Theory</b>										
TOTAL MARKS		400		-			200		-	
<b>TYPE 2 - 02 Theory + 01 Theory + Practical</b>										
TOTAL MARKS		500		-			250		-	
<b>TYPE 3 - 01 Theory + 02 Theory + Practical</b>										
TOTAL MARKS		600		-			300		-	
<b>TYPE 4 - 03 Theory + Practical</b>										
TOTAL MARKS		700		-			350		-	



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### B.B.A. Part II – Semester IV

COURSE TYPE	COURSE NAME	COURSE CODE	COURSE TITLE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
MAJOR	Management	BBA – T 401A	Organisational Behaviour	06	90	06	04
	Management	BBA – T 401B	Marketing Research	06	90	06	04
	Management	BBA – T 401C	<b>Financial Markets Financial Services</b>	06	90	06	04
MINOR	Management	BBA – T 402B	Marketing Research-II	06	90	06	04
GENRIC ELECTIVE ANY ONE	<b>BBA – T 303</b>						
	Economics	NPGE-T401	Organisational Behaviour-II	04	60	04	04
VOCATIONAL COURSE	<b>BBA – T 304</b>						
		NPVO-T401	Advance English and Entrepreneurship Practices	02	30	02	04
		NPVO-T402E	Retail Management-II	02	30	02	04
<b>TOTAL</b>				<b>20</b>			





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### B.B.A. Part II – Semester IV

Course Name	Course Code	Max. Marks					Min. Marks			
		Theory Examination		Practical Examination		TOTAL MARKS	Theory Exam.		Practical Marks	
		External	Internal	External	Internal		External	Internal	External	Internal
<b>MAJOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T401A	60	40	-	-		21	14	-	-
Management	BBA – T401B	60	40	-	-		21	14	-	-
Management	BBA – T401C	60	40	-	-		21	14	-	-
<b>MINOR COURSES (ANY ONE) TYPE 1 - CREDIT 06 (06+00)</b>										
Management	BBA – T402	60	40	-	-		21	14	-	-
<b>GENERIC ELECTIVE COURSES (ANY ONE) TYPE 1 - CREDIT 04 (04+00)</b>										
Economics	NPGE-T401	60	40	-	-		21	14	-	-
<b>VOCATIONAL COURSES - CREDIT 04 (04+00)</b>										
Advance English and Entrepreneurship Practices	NPVO-T401	30	20	-	-		11	7	-	-
Retail Management-II	NPVO-T402A	30	20	-	-		11	7	-	-
<b>TYPE 1 - 03 Theory</b>										
TOTAL MARKS		400		-			200		-	
<b>TYPE 2 - 02 Theory + 01 Theory + Practical</b>										
TOTAL MARKS		500		-			250		-	
<b>TYPE 3 - 01 Theory + 02 Theory + Practical</b>										
TOTAL MARKS		600		-			300		-	
<b>TYPE 4 - 03 Theory + Practical</b>										
TOTAL MARKS		700		-			350		-	



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## Syllabus

### B.B.A. Part II – Semester III

#### BBA – T301A — HUMAN RESOURCE MANAGEMENT

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>18 Lectures</b>
<b>INTRODUCTION: HRM</b> – Concepts, Meaning, Nature, Importance, Scope, Functions, Structure and Role of Personnel Management in Organization, implementation of Personnel policy, The future challenges of HRM, International HRM.	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>Strategic Management</b> - Strategic management of Human Resource. Staffing Policy and process; Management Planning. Job Analysis, job description, Job specification, Recruitment, Selection, Induction, Placement, Promotion and Transfer.	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>MAN POWER TRAINING &amp; DEVELOPMENT:</b> Concept Employment Training and Development, Employee Training and PERFORMANCE APPRAISAL and Potential Appraisal, Employee Morale and Productivity.	
<b>Unit-IV</b>	<b>16 Lectures</b>
<b>WAGES AND SALARY ADMINISTRATION:</b> Job Evaluation and Designing salary Structure. Compensation Management and Benefits.	
<b>Unit-V</b>	<b>20 Lectures</b>
<b>MANAGEMENT of ORGANIZATIONAL CLIMATE:</b> Industrial relations. Industrial Disputes and Participative Management. Grievances v/s Disputes. Grievances handling procedure. Disciplinary action, Conflict management and Negotiations.	

#### BOOKS:

1. Ashwathappa, K Human Resource Management, 6e Tata McGraw Hill
2. P L Rao, Comprehensive Human Resource Management Excel Books
3. Rajkumar, Human Resource Management Strategic Analysis and Cases, I.K International Publishers, Delhi
4. Saiyadain Mirza, Human Resources Management, 4e, Tata McGraw Hill
5. Monir H. Tayeb, International Human Resource Management, Oxford
6. Subba Rao, Essential of HRM and Industrial Relation, 2008, Himalaya Pub. House

#### Suggested Readings:

1. P. Jyothi &D. N. Venkatesh, Human Resources Management, Oxford, 2010
  2. Durai, Human Resources Management, Pearson Education, 2010
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## Syllabus

### B.B.A. Part II – Semester III

#### BBA – T301B - MARKETING MANAGEMENT

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>18 Lectures</b>
<b>MARKETING – Definitions</b> , Nature and Scope of Marketing, Selling Vs. Marketing, Basic concepts and approaches, Marketing management philosophies, <b>Concept and Importance of Holistic Marketing.</b>	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>MARKET SEGMENTATION–</b> Influencing Factors, Decision Process, Marketing Research, Segmentation, Targeting, Positioning, <b>Marketing Mix-</b> Elements, 4 P's of Marketing mix <b>Marketing Environment, Marketing System, Marketing Research.</b>	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>PRODUCT:</b> Meaning, Product Planning, Policies, New Product Development, Branding, Brand Equity, Packaging, Labeling, Trademark. Product Life Cycle and its Strategies. Integrated Marketing Communication, Product Mix, <b>Product Diversification.</b> <b>PROMOTION:</b> Promotion Mix (a) Advertisement – Types of Advertisement, Message, Copy Writing, Media Strategy. (b) Sales Promotion – Objectives and Characteristics. (c) Personal Selling-Methods of Personal Selling, The process of Personal Selling (d) Publicity and Public Relation,	
<b>Unit-IV</b>	<b>16 Lectures</b>
<b>PRICING:-</b> Pricing Objectives, Factors Affecting Pricing Decisions, Setting and Modifying the Price, Initiating Price Changes and Responding to Price Changes, Pricing Strategies, Difference in Price Determination of Domestic and International Marketing, Role of Price and Non-Price factors in Marketing. Price Mix <b>CONSUMER BEHAVIOUR –</b> Customer Satisfaction, Consumer Protection - Concept, Need for Consumer Protection, Marketing Information System.	
<b>Unit-V</b>	<b>20 Lectures</b>
<b>PHYSICAL DISTRIBUTION AND STRATEGIES: -</b> Distribution Mix, Managing Channel -Intermediaries, Transport and Warehousing. Types of retailing, Retail Management, Internet Marketing, Service & Non Profit Marketing.	

#### BOOKS:

1. V.S. Ramaswamy & Namakumari.S Marketing Management 2011 Macmillan,
  2. Debraj Dutta Mahua Dutta, Marketing Management 2010 Vrinda Publication
  3. Saxena, Marketing Management 2010, Tata MacGraw Hill
  4. Chandra Bose, Modern Marketing Principles and Practices,2010 PHI Learning
  5. S.A.Sherlekar, Marketing Management, 2010 Himalaya Publishing House.
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## Syllabus

### B.B.A. Part II – Semester III

#### BBA – T301C - FINANCIAL MANAGEMENT

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>18 Lectures</b>
<b>Finance function</b> and its objectives, tools for financial analysis, capitalization, over capitalization analysis, under capitalization, concepts of risks and return.	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>Ratio Analysis:</b> Meaning, Interpretation of ratios, classification of ratios, Fund flow and cash flow analysis.	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>WORKING CAPITAL MANAGEMENT:</b> Classification of working capital, factors determining the adequate working capital. Requirement management of working capital, sources of capital, cost of capital, financial and operating leverages.	
<b>Unit-IV</b>	<b>16 Lectures</b>
<b>Capital Structure:</b> Optimum capital structure, theories of capital structure, factors influencing capital structure. Capital structure decision of the firm, shareholder's value creation, dividend payment and valuation of firms, dividend policy of firm, determination of dividend policy and types of dividend policy. Hire purchase and venture capital.	
<b>Unit-V</b>	<b>20 Lectures</b>
<b>Capital budgeting,</b> methods of investment evaluation: Payback Period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models and derivatives.	

#### BOOKS:

1. Dr. R. P. Rustagi, Fundamentals of Financial Management, Taxmann's
  2. I. M. Pandey, Financial Management, Vikas Publication House, 8th Ed.
  3. Sudhindra Bhat , Financial Management Excel Book
  4. Shurti Naagar Fundamental of Financial Management Parshva Publishers
  5. Brigham, Fundamentals of Financial Management, 10th, Cengage Learning
  6. Chandra Bose Fundamentals of Financial Management, PHI, 2009
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## Syllabus

### B.B.A. Part II – Semester III

#### BBA – T302B – MARKETING RESEARCH-I

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

Course learning outcomes:

<b>Unit-I</b>	<b>18 Lectures</b>
<b>Research Methodology:</b> Definition ,concepts and objectives of marketing research, advantages and limitations of marketing research, problems and precautions in marketing research , analysing competition and consumer markets, market research methodology.	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>Types of marketing research</b> , consumer research, product research, sales research and advertising research. Various issues involved and ethics in marketing research, rural marketing research, institutional management and research.	
<b>Unit-III</b>	<b>20 Lectures</b>
<b>Problem formulation</b> and statement of research, research process, research design, exploratory research , descriptive research, and experimental research designs, decision theory an decision tree.	
<b>Unit-IV</b>	<b>18 Lectures</b>
<b>Methods</b> of data collection, observational and survey methods. Questionnaire, design attitude ,measurement techniques	
<b>Unit-V</b>	<b>16 Lectures</b>
<b>Administration of surveys</b> , sample design selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis concept, need , objectives, of hypothesis, types of hypothesis and its uses , report writing.	

#### Suggested Readings:

- Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House
  - Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
  - Business Statistics, N. D.Vohra, TATA McGraw Hill.
  - D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
  - Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
  - Statistical Analysis, Dr P.O Tulsian, S.Chand Publications, Delhi
  - Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium)
  - Business Statistics, R.S. Bhardwaj, Excel Books
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## Syllabus

### B.B.A. Part II – Semester III

BBA – T 303 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –  
NPGE-T301 – ORGANISATIONAL BEHAVIOUR-I

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>12 Lectures</b>
<b>Concept of Organizational Behaviour</b> ;-Introduction and Definition, Concept of Organizational Behaviour, Importance of OB to the Field of Management, Basic Behavioral Process: Cognitive Functions - Intelligence, Creativity, Problem Solving.	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>ATTITUDES AND VALUES, PERSONALITY</b> – Individual Behavior, Personality Perception - Implications, Perceptual Selectivity, Perceptual Organization, Social Perception and Impression, , Impression Management, Errors in Perception, Managing Perception	
<b>Unit-III</b>	<b>12 Lectures</b>
<b>LEADERSHIP</b> – Concept and theories of Leadership, Role and Functions of a Leader, Qualities of good leader. Group Dynamics, Group Formation, Nature of groups, Reasons for joining groups, Functions of group within organizations.	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>STRESS MANAGEMENT</b> - Meaning, Cause, Effect and coping strategies for stress. Work Stress. ORGANIZATIONAL CHANGE and DEVELOPMENT	
<b>Unit-V</b>	<b>12 Lectures</b>
International Dimensions of Organizational behavior, Equal employment opportunities, organizational Culture, Managing Culture, Diversity, Learning Organization.	

#### BOOKS:

1. Stephen P. Robbins, Timothy A Judge “Organizational Behaviour”, Pearson Education, 13th Ed., 2009.
  2. Karampal **Business Management & Organisational Behaviour**, 2011, IK International Publication
  3. Kamran Sultan “Organizational Behaviour”, 2011Dreamtech Press.
  4. Agrawal P.K, **Management Process & Organisational Behaviour**,2011,Vrinda Pub
  5. R. S. Dwivedi, “Human Relations and Organizational Behaviour: A Global Perspective”, Macmillan
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## Syllabus

### B.B.A. Part II – Semester III

BBA – T301 (NPVO) – VOCATIONAL COURSE - ANY ONE (SEC) –

NPVO-T301 – KARYATMAK HINDI AVAM NAITIK MULYA

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

उपयुक्त पाठ्यक्रम द्वारा छात्र:

1. कार्यात्मक हिंदी एवं उसके क्षेत्र के बारे में जान पाएंगे
2. छात्र भारतीय संविधान हिंदी भाषा संबंधित प्रावधानों एवं भाषा के विविध रूप जान पाएंगे एवं छात्र हिंदी भाषा की अशुद्धियां जानकर उन्हें संशोधित करने में सक्षम हो पाएंगे
3. छात्र कार्यालयी हिंदी के प्रयोग में सक्षम हो पाएंगे
4. छात्र नैतिक मूल्यों को जानकर नैतिक आचरण व्यवहार में लाने में सक्षम हो पाएंगे

छात्र व्यवसायिक जगत के नैतिक मूल्यों को आत्मसात कर अपना व्यवसायिक विकास कर पाएंगे

Unit-I	06 Lectures
कार्यात्मक हिंदी 1. परिभाषा और स्वरूप 2. कार्यात्मक हिंदी के क्षेत्र	
Unit-II	06 Lectures
हिन्दी भाषा और संवैधानिक प्रावधान 1. राज भाषा नीति 2. हिंदी भाषा के विविध रूप 3. (राजभाषा, राष्ट्रभाषा, माध्यम भाषा, संचार भाषा) नागरी लिपि का मानक रूप 4. हिंदी भाषा की अशुद्धियाँ एवं प्रकार	
Unit-III	06 Lectures
हिन्दी भाषा और संवैधानिक प्रावधान 1. राज भाषा नीति 2. हिंदी भाषा के विविध रूप 3. (राजभाषा, राष्ट्रभाषा, माध्यम भाषा, संचार भाषा) नागरी लिपि का मानक रूप 4. हिंदी भाषा की अशुद्धियाँ एवं प्रकार	
Unit-IV	06 Lectures



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## Syllabus

### B.B.A. Part II – Semester III

#### नैतिक मूल्य

- 1 नैतिक मूल्य परिभाषा एवं परिचय
- 2 मूल्यों की विशिष्टताएं
- 3 नैतिक मूल्य एवं नैतिकता में अंतर
- 4 मूल्यों का वर्गीकरण
  - १ सैद्धांतिक
  - २ आर्थिक
  - ३ सामाजिक
  - ४ राजनीतिक
  - ५ धार्मिक
  - ६ सौन्दर्यात्मक मूल्य

#### Unit-V

06 Lectures

#### व्यवसायिक नैतिकता / कॉर्पोरेट एथिक्स

- 1 परिचय
- 2 अर्थ एवं परिभाषाएं
- 3 विशेषताएँ एवं उदाहरण
  - 1 4 तत्व एवं सिद्धांत

सन्दर्भ:-

- ❖ १ शब्दावली आयोग नई दिल्ली द्वारा निर्मित व प्रकाशित प्रशासनिक शब्दावली का वृहद कोष
- ❖ २ हिंदी प्रयोग की दिशाएं : डॉ हरीश चंद्र
- ❖ ३ प्रारूपण टिप्पणी और प्रूफ पठन : डॉ विजय कुलश्रेष्ठ
- ❖ ४ प्रयोजनमूलक हिंदी : डॉ राकेश कुमार पाराशर
- ❖ ५ हिंदी में अशुद्धियां : डॉ रमेश चंद्र मेहरोत्रा
- ❖ ६ राजभाषा हिंदी : डॉ भोलानाथ तिवारी
- ❖ हिंदी भाषा और नैतिक मूल्य वैज्ञानिक तथा तकनीकी शब्दावली आयोग मध्यप्रदेश हिंदी ग्रंथ अकादमी अनुशासित डिजिटल प्लेटफॉर्म वेब लिंक:-

- [www.wikipidiya.org](http://www.wikipidiya.org)
- [www.egyankosh.ac.in](http://www.egyankosh.ac.in)
- [www.youtube.com](http://www.youtube.com)
- <https://epgp.inflibnet.ac.in>
- [hindiwi.org](http://hindiwi.org)





# CHRISTIAN EMINENT COLLEGE, INDORE

(Academy of Management, Professional Education & Research)

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F-Sector, H.I.G., Ravi Shankar Shukla Nagar Main Road, Indore (M.P.) – 452011

2022-23

## Syllabus

### B.B.A. Part II – Semester III

BBA – T 304 (NEVO) – VOCATIONAL COURSE – ANY ONE (VO) –  
NPVO-T302E– RETAIL MANAGEMENT-I

MAX. MARKS:

No. of Lectures per week: 02 Hours

MIN. PASS MARKS:

Total Lectures:

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Fundamentals of retail Management:</b> Basic concept of retailing, Definition and Scope, types of retailer, multi-channel retaility, organised retaility, organised retailing in India, retail market strategy, retail format and target market, growth strategies pricing strategy.	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Service retailing:</b> Service retailing, importance of service retailing and its challenges, consumer behaviour in service zone of tolerance, service perception and expectations, service strategy, service triangle, marketing mix, marketing segmentation.	
<b>Unit-III</b>	<b>06 Lectures</b>
<b>Merchandise management:</b> Basics of visual merchandising, retail store site and design, store layout, image mix, store exterior and interior, colour blocking, signage and understanding material planograms, window display.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>E-retailing-</b> Introduction, the concept of e-commerce, e-business and e-marketing, evolution of e-commerce, E-Commerce versus traditional commerce, network infrastructure for E-Commerce, internet, extranet.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>E-marketing:</b> Information based marketing, E-marketing mix- cost connectivity, convenience, customer, interface, speed of delivery. Web retailing, process of website development. E-retailing/reverse Marketing.	

### BOOKS:

1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail Management, Tata Mc Graw Hills Education Pvt. Ltd. New Delhi.
  2. Kuldeep Singh, Retail Management in New Dimension , Global Vision Publishing House, New Delhi
  3. Sajal Gupta, Gurpreet Randhawa, Retail Management, Atlantic Publishers and distributors Pvt. Ltd. New Delhi.
  4. Neelesh Jain, Retail Management: A Realistic Approach, Global India Publishing Pvt. Ltd. New Delhi
  5. S. K. Chunawala , Contours of Retailing, Management, Himalaya Publishing House
  6. Swapna Pradhan, Retailing Management: Text & cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.
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## Syllabus

### B.B.A. Part II – Semester IV

#### BBA – T401A– ORGANISATIONAL BEHAVIOUR

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>18 Lectures</b>
Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness	
<b>Unit-II</b>	<b>18 Lectures</b>
Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	
<b>Unit-III</b>	<b>18 Lectures</b>
Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	
<b>Unit-IV</b>	<b>18 Lectures</b>
Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter.	
<b>Unit-V</b>	<b>18 Lectures</b>
Drafting of Notices, Agendas, Minutes, job Application Letters, Preparation of Curriculum Vitae.	

#### BOOKS:

Text Books, Reference Books, Other resources

#### Suggested Readings:

- **Ace of Soft Skills Attitude Communication and** Etiquette for Success by Gopaldaswamy Ramesh, Pearson India
- Rao N.and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai.
- Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radhub.,New Delhi.
- Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
- Murphy A. & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.
- Dr. Praveen Kumar Agrawal &Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

#### Suggested web links:

- [https://booksszoo2le.co.in/hooks/about/F.Cfectiye\\_Business\\_Comniunipjion.htmrid=DzoiNoIC](https://booksszoo2le.co.in/hooks/about/F.Cfectiye_Business_Comniunipjion.htmrid=DzoiNoIC)



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## Syllabus

### B.B.A. Part II – Semester IV

#### BBA – T401B– MARKETING RESEARCH

MAX. MARKS: 60 +40

No. of Lectures per Week: 06 Hours

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

MIN. PASS MARKS:21+14

Total Lectures: 90

<b>Unit-I</b>	<b>18 Lectures</b>
<b>Research Methodology:</b> Definition ,concepts and objectives of marketing research, advantages and limitations of marketing research, problems and precautions in marketing research , analysing competition and consumer markets,market research methodology.	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>Types of marketing research,</b> consumer research, product research, sales research and advertising research. Various issues involved and ethics in marketing research, rural marketing research, institutional management and research.	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>Problem formulation</b> and statement of research, research process, research design, exploratory research , descriptive research, and experimental research designs, decision theory an decision tree.	
<b>Unit-IV</b>	<b>18 Lectures</b>
<b>Methods</b> of data collection, observational and survey methods. Questionnaire, design attitude ,measurement techniques	
<b>Unit-V</b>	<b>18 Lectures</b>
<b>Administration of surveys,</b> sample design selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis concept, need , objectives, of hypothesis, types of hypothesis and its uses , report writing.	

#### BOOKS:

##### Text Books, Reference Books, Other resources

1. V.S. Ramaswamy & Namakumari.S Marketing Management 2011 Macmillan,
2. Debraj Dutta Mahua Dutta, Marketing Management 2010 Vrinda Publication
3. Saxena, Marketing Management 2010, Tata MacGraw Hill
4. Chandra Bose, Modern Marketing Principles and Practices,2010 PHI Learning
5. S.A.Sherlekar, Marketing Management, 2010 Himalaya Publishing House.
6. William G. Zikmund, Business Research Methods, Cengage Learning, India.
7. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology
8. Integration of Principles, Methods and Techniques, Pearson Education
9. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
10. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI
11. Ranjeet Kumar, Research Methods, Pearson Education



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## Syllabus

### B.B.A. Part II – Semester IV

#### BBA – T401C– FINANCIAL MARKETS FINANCIAL SERVICES

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 06 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>18 Lectures</b>
<b>Financial System and its components:</b> Financial markets and institutions, financial intermediation, flow of funds matrix, financial system and economic development, an overview of Indian Financial System.	
<b>Unit-II</b>	<b>18 Lectures</b>
<b>Financial markets:</b> Money market, functions organization and instruments, role of central bank in money market, Indian money market an overview. <b>Capital markets:</b> Functions, organization and instruments, Indian debt markets, Indian equity markets, primary and secondary markets, role of stock exchanges in India.	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>Financial Institutions :</b> Commercial banking, introduction , its role in project finance and working capital finance, development financial institutions (DFIs) an overview and role in Indian economy , life and non life insurance companies in India, mutual funds introduction and their role in capital market development, non banking financial companies (NBFCs)	
<b>Unit-IV</b>	<b>18 Lectures</b>
<b>Financial Services:</b> Overview of financial service industry, merchant banking pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	
<b>Unit-V</b>	<b>18 Lectures</b>
<b>Leasing and Hire Purchase,</b> Consumer and housing finance venture capital financing, factoring services , bank services, bank guarantees and letter of credit, credit rating, financial counseling.	

#### BOOKS:

1. Jawaharlal - Cost Accounting: Tata McGraw Hill Education (India) Ltd.
  2. Jelsy Joseph Kupappally, Accounting for Managers Cost Analysis & Control: Himalaya Publishing House.
  3. Arif Pasha Mohd., Cost Accounting, 2010, Vrinda Publication
  4. M.N.Arora Text Book of Cost and Management Accounting Vikas publishing House
  5. S.N.Maheshwari, Cost and Management Accounting ,Sultan Chand and Sons.
  6. S.P.Iyengar - Cost and Management Accounting, Sultan Chand and Sons
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## Syllabus

### B.B.A. Part II – Semester IV

#### BBA – T402B – MARKETING RESEARCH-II

MAX. MARKS: 60 +40

MIN. PASS MARKS:21+14

No. of Lectures per Week: 03 Hours

Total Lectures: 90

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>15 Lectures</b>
<b>Introduction</b> : Importance and Role of research in Marketing; the marketing research industry; Approaches to Marketing intelligence. Types of Market research; research approaches; significance of Market research, Market research process, criteria of good marketing research, problems encountered by marketing research in India.	
<b>Unit-II</b>	<b>17 Lectures</b>
<b>Marketing Research Design</b> : Research design- Pre-test, Post-test, Control group and Solomon four-group design, Causal Research; observation techniques, experiments and test markets.	
<b>Unit-III</b>	<b>18 Lectures</b>
<b>Data Collection</b> : Primary and secondary data; Questionnaire Design and issues; Interviews; Comparative and non-comparative attitude measurement scaling techniques, sampling design: Sampling procedure, types of sampling, sample size determination.	
<b>Unit-IV</b>	<b>20 Lectures</b>
<b>Data Analysis and Interpretation</b> : Analyzing qualitative data collected through interviews and open-ended questions, salient features of different methods. Multidimensional Scaling, Discriminant analysis.	
<b>Unit-V</b>	<b>20 Lectures</b>
<b>Reporting the Results in Marketing Research</b> : Preparing Marketing research reports and presentation: written report, format of the report, common problems in preparing reports, the critical nature of the report, Graphical presentation of reports.	

#### Suggested Readings:

- Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House
- Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education.
- Business Statistics, N. D.Vohra, TATA McGraw Hill.
- D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad
- Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi.
- Statistical Analysis, Dr P.O Tulsian, S.Chand Publications, Delhi
- Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium)
- Business Statistics, R.S. Bhardwaj, Excel Books



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## Syllabus

### B.B.A. Part II – Semester IV

BBA – T 403 (NEGE) – GENERIC ELECTIVE – ANY ONE (GE) –  
NPGE-T401 – ORGANISATIONAL BEHAVIOUR-II

MAX. MARKS: 60+40

No. of Lectures per Week: 04 Hours

MIN. PASS MARKS: 21+14

Total Lectures: 60

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>12 Lectures</b>
<b>OB HISTORY AND DEVELOPMENT</b> Contributing disciplines to organizational behavior, Background, Historical perspective and Framework of OB. Importance of OB to the Field of Management, Foundations of Group Behavior, OB - Emerging Challenges, Managing Diversity.	
<b>Unit-II</b>	<b>12 lectures</b>
<b>ATTITUDES AND VALUES, PERSONALITY-</b> Counseling - Importance and Relevance, Motivation - Theories and Applications to Management, Interpersonal Behavior-Nature of Interpersonal Behavior, Transactional Analysis, Concept of Job Satisfaction, Determinants and Effects of Job Satisfaction, "Big Five" Personality Traits.	
<b>Unit-III</b>	<b>12 Lectures</b>
<b>LEARNING-</b> Concept of Learning, Learning Theories, Organization Behavior Modification, Some Cases of Real Business World to Supplement Learning from the Course. <b>TRANSACTIONAL ANALYSIS:</b> An Introduction to Transactional Analysis.	
<b>Unit-IV</b>	<b>12 Lectures</b>
<b>ORGANIZATIONAL DEVELOPMENT</b> - Approaches, Intervention Strategies, Implementation, Organizational Culture - Relevance of Culture in the Changing Scenario, Organizational Politics, Impression Management and Defensive Behavior. <b>ORGANIZATIONAL CULTURE-</b> Concept of Organizational Culture, Creating Organizational Culture. <b>Emotional Employee</b>	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>WORK DESIGN AND WORK STRESS-</b> Theories of Work Design, Work Stress- Causes and Effects of Stress.	

#### BOOKS:

1. Stephen P. Robbins, Timothy A Judge "Organizational Behaviour", Pearson Education, 13th Ed., 2009.
  2. Karampal Business Management & Organisational Behaviour, 2011, IK International Publication
  3. Kamran Sultan "Organizational Behaviour", 2011 Dreamtech Press.
  4. Agrawal P.K, Management Process & Organisational Behaviour, 2011, Vrinda Pub
  5. R. S. Dwivedi, "Human Relations and Organizational Behaviour: A Global Perspective", Macmillan
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## Syllabus

### B.B.A. Part II – Semester IV

BBA – T 404 (NEVO) – VOCATIONAL COURSE – ANY ONE (VO) –  
NPVO-T401 – ADVANCE ENGLISH & ENTREPRENEURSHIP PRACTICES

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

Through this course the students will be able to:

1. Strengthen their grammar and vocabulary.
2. Acquire and develop LSRW (Listening, Speaking, Reading and Writing) skills.
3. Learn to think creatively and critically. After the completion of the course, students are expected to gain competency and proficiency in English language to perform at professional and personal level as well as to face competitive examinations at State and National level.
4. Introduces the students to the basics of entrepreneurship and small business management. It Helps in building the skills, framework and knowledge of entrepreneurship and new venture creation. Helps in achieving competency and proficiency in language for entrepreneurship related correspondence and presentations.
5. Helps the students in understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

<b>Unit-I</b>	<b>07 Lectures</b>
<b>Advance English:</b> Grammar Components- Tense, Parts of Speech, Vocabulary, Idioms, Phrases, Punctuations, Mis-spelt and Inappropriate words, Re-organizing Jumbled sentences, Spotting the errors.	
<b>Unit-II</b>	<b>04 Lectures</b>
<b>Comprehension Skills:</b> Multiple choice questions based on unseen passages.	
<b>Unit-III</b>	<b>06 Lectures</b>
<b>Language Skills and Writing Skills</b> Advertisement and Notice-writing, Letter Writing (Formal & Informal), Brochures, social media, Email writing. Practice sessions for Conversational English.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>Entrepreneurship Practices</b> Basic Concept of entrepreneurship, types, Importance and needs of entrepreneurs and significance of entrepreneurship in economic development, Start-up Process, Generation of start-up ideas. Marketing and Advertising, Planning a marketing strategy. Role of English language in entrepreneurship. Speaking Skills and entrepreneurship related correspondence: Oral presentation, delivering group presentations, Presenting a business plan.	
<b>Unit-V</b>	<b>07 Lectures</b>
Corporate Ethics and responsibilities, Innovation, and creativity, Writing the business plan/project proposal, writing a report: Outlining a meeting, Minutes of the meeting, Project submission/presentation and appraisal.	
<b>Key Words:</b> Comprehension, Advertisement, Language Skills, Writing Skills Notice-writing ,entrepreneurship, Corporate Ethics, business plan	





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## Syllabus

### B.B.A. Part II – Semester IV

BBA – T 404 (NEVO) – VOCATIONAL COURSE – ANY ONE (VO) –  
NPVO-T401 – ADVANCE ENGLISH & ENTREPRENEURSHIP PRACTICES

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

**1. No. of Lectures per Week: 2 Hours**

**Total Lectures:30**

2. Brush up Your English by S.T. Imam. Bharti Bhawan Publishers & Distributors, 2017
3. S.P. Dhanvel. English and Soft Skills. Orient Black Swan, 2010.
4. Dr. M. Farook. English for Communication, Emerald Publishers, 2015.
5. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
6. Robert Hisrich, Michel Peters, Dean Shepherd. Entrepreneurship, McGraw-Hill Education
7. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House
8. Singh Nagendra P. Emerging trends in Entrepreneurship Development. New Delhi: ASEED.
9. SS Khanka, Entrepreneurial Development, S. Chand and Co., Delhi.

**Web Sources:**

[www.englishclub.com](http://www.englishclub.com)

<https://nptel.ac.in>

<https://www.myenglishpages.com>

**Online or Web Resources:**

[http://slbcmadhyapradesh.in/frontmarqee/571e2722-f3ec-4b82-8591-5b4721dff44e-atmanirbhar%20Bharat%20full%20presentation\\_compressed.pdf](http://slbcmadhyapradesh.in/frontmarqee/571e2722-f3ec-4b82-8591-5b4721dff44e-atmanirbhar%20Bharat%20full%20presentation_compressed.pdf)





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## Syllabus

### B.B.A. Part II – Semester IV

BBA – T 404 (NEVO) – VOCATIONAL COURSE – ANY ONE (VO) –  
NPVO-T402E – RETAIL MANAGEMENT-II

MAX. MARKS:30+20

MIN. PASS MARKS: 11+7

No. of Lectures per Week: 2 Hours

Total Lectures:30

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>06 Lectures</b>
<b>Fundamentals of retail Management:</b> Evolution of Retailing, Consumer behavior, determinant of consumer behavior, consumer marketing strategy, consumer decision making process, organisational consumer behavior, post purchase behavior..	
<b>Unit-II</b>	<b>06 Lectures</b>
<b>Retail Pricing Strategies</b> - Every Day Pricing, Competitive Based Pricing, Price Skimming, Market-Oriented Pricing, Marginal Cost Pricing, Mark-Up Pricing, Vendor Pricing, Competitive Pricing, Psychological Pricing.	
<b>Unit-III</b>	<b>06 Lectures</b>
<b>Merchandise management:</b> Merchandising philosophy, merchandising plan, merchandise budget, financial inventory control, pricing strategy.	
<b>Unit-IV</b>	<b>06 Lectures</b>
<b>E-Commerce application:</b> consumer application, organisation application, Procurement- online marketing and advertisement, online interactive retailing, E-Commerce- business model, B2B, B2C, C2C, B2 Government, government to government.	
<b>Unit-V</b>	<b>06 Lectures</b>
<b>Electronic Payment System:</b> Introduction to payment system, online payment system, prepaid e- payment system, postpaid e- payment system, e-cash or digital cash, e-cheques, credit cards. Smart cards, debit cards.	

#### BOOKS:

1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail Management, Tata Mc Graw Hills Education Pvt. Ltd. New Delhi.
2. Kuldeep Singh, Retail Management in New Dimension , Global Vision Publishing House, New Delhi
3. Sajal Gupta, Gurpreet Randhawa, Retail Management, Atlantic Publishers and distributors Pvt. Ltd. New Delhi.
4. Neelesh Jain, Retail Management: A Realistic Approach, Global India Publishing Pvt. Ltd. New Delhi
5. S. K. Chunawala , Contours of Retailing, Management, Himalaya Publishing House
6. Swapna Pradhan, Retailing Management: Text & cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.



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2022-23

**Scheme of Examination**



*CBCS System*

*Scheme of Examination*

**&**

*Syllabus*

*For*

*Bachelor of Business Administration*

*(B.B.A.)*

*Part III – Semester V & VI*

*SESSION 2022-23*

***CHRISTIAN EMINENT COLLEGE, INDORE***

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*AFFILIATED TO DEVI AHILYA VISHWAVIDYALAYA, INDORE*

*F-SECTOR, R.S.S. NAGAR, H.I.G. MAIN ROAD, INDORE*



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2022-23

## Scheme of Examination

### *B.B.A. Part III – Semester V*

COURSE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
<b>CORE COURSE</b>				
BBA - T501 CUSTOMER RELATIONSHIP MANAGEMENT	04	64	04	04
BBA - T502 RESEARCH METHODOLOGY	03	48	03	04
BBA - T503 INDIAN FINANCIAL SYSTEMS	04	64	04	04
BBA - T504 PROJECT MANAGEMENT	04	64	04	04
<b>ABILITY ENHANCEMENT / SPECIALIZATION COMPULSORY COURSE (AECC)</b>				
BBA – T505 SPECIALIZATION I (FIN / HRM / MKT)	03	48	03	04
BBA – T506 SPECIALIZATION II (FIN / HRM / MKT)	03	48	03	04
<b>SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)</b>				
BBA – T 507 SKEG (ANY ONE)	<b>SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC/GC)</b>			
SKEG-T107 FUNDAMENTAL OF BANKING & INSURANCE	03	48	03	04
SKEG-T108 HEALTH EDUCATION				
SKEG-T118 ORGANIC PRODUCT AND FARMING				
SKEG-T133 WATER MANAGEMENT				
<b>TOTAL</b>	<b>24</b>	<b>384</b>	<b>24</b>	



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## Scheme of Examination B.B.A. Part III – Semester V

Course	Max. Marks				Min. Marks		
	External Theory Examination	Internal Theory Examination	Practical Examination	TOTAL MARKS	External Theory Exam.	Internal Theory Exam.	Practical Marks
<b>CORE SUBJECT</b>							
BBA - T501 CUSTOMER RELATIONSHIP MANAGEMENT	70	30	-	100	28	12	-
BBA - T502 RESEARCH METHODOLOGY	70	30	-	100	28	12	-
BBA - T503 INDIAN FINANCIAL SYSTEMS	70	30	-	100	28	12	-
BBA - T504 PROJECT MANAGMENT	70	30	-	100	28	12	-
<b>ABILITY ENHANCEMENT / SPECIALIZATION COMPULSORY COURSE (AECC)</b>							
BBA – T505 SPECIALIZATION I (FIN / HRM / MKT)	70	30	-	100	28	12	-
BBA – T506 SPECIALIZATI ON II (FIN / HRM / MKT)	70	30	-	100	28	12	-
<b>SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)</b>							
BBA – T 507 SKEG (ANY ONE)	SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC/GC)						
SKEG-T107 FUNDAMENTAL OF BANKING & INSURANCE	70	30	-	100	28	12	-
SKEG-T108 HEALTH EDUCATION							
SKEG-T118 ORGANIC PRODUCT AND FARMING							
SKEG-T133 WATER MANAGEMENT							
TOTAL MARKS	490	210		700	-	-	-
GRAND TOTAL	700				315		



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2022-23

## Scheme of Examination

### B.B.A. Part III – Semester VI

COURSE	CREDITS	TOTAL HOURS	LECTURE HOURS PER WEEK	MIN. GRADE POINT OUT OF 10
<b>CORE COURSE</b>				
BBA – T601 TOTAL QUALITY MANAGEMENT	04	64	04	04
BBA – T602 RETAIL MANAGEMENT	03	48	03	04
BBA – T603 STRATEGIC MANAGEMENT	03	48	03	04
BBA – T604 BUSINESS ETHICS	03	48	03	04
<b>ABILITY ENHANCEMENT / SPECIALIZATION COMPULSORY COURSE (AECC)</b>				
BBA – T605 SPECIALIZATION I (FIN / HRM / MKT)	03	48	03	04
BBA – T606 SPECIALIZATION II (FIN / HRM / MKT)	03	48	03	04
<b>SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)</b>				
BBA – T 607 SKEG (ANY ONE)	SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC/GC)			
SKEG-T105 DIGITAL MARKETING, E-COMMERCE AND E-PAYMENT	03	48	03	04
SKEG-T107 FUNDAMENTAL OF BANKING & INSURANCE				
SKEG-T108 HEALTH EDUCATION				
SKEG-T133 WATER MANAGEMENT				
BBA – P 608 PROJECT / INTERNSHIP	02	32	-	-
<b>TOTAL</b>	<b>24</b>	<b>384</b>	<b>22</b>	



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## Scheme of Examination

### B.B.A. Part III – Semester VI

Course	Max. Marks				Min. Marks		
	External Theory Examination	Internal Theory Examination	Practical Examination	TOTAL MARKS	External Theory Exam.	Internal Theory Exam.	Practical Marks
<b>CORE SUBJECT</b>							
BBA – T601 TOTAL QUALITY MANAGEMENT	70	30	-	100	28	12	-
BBA – T602 RETAIL MANAGEMENT	70	30	-	100	28	12	-
BBA – T603 STRATEGIC MANAGEMENT	70	30	-	100	28	12	-
BBA – T604 BUSINESS ETHICS	70	30	-	100	28	12	-
<b>ABILITY ENHANCEMENT / SPECIALIZATION COMPULSORY COURSE (AECC)</b>							
BBA – T605 SPECIALIZATION I (FIN / HRM / MKT)	70	30	-	100	28	12	-
BBA – T606 SPECIALIZATION II (FIN / HRM / MKT)	70	30	-	100	28	12	-
<b>SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC)</b>							
BBA – T 607 SKEG (ANY ONE)	SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC/GC)						
SKEG-T105 DIGITAL MARKETING, E-COMMERCE AND E-PAYMENT	70	30	-	100	28	12	-
SKEG-T107 FUNDAMENTAL OF BANKING & INSURANCE							
SKEG-T108 HEALTH EDUCATION							
SKEG-T133 WATER MANAGEMENT							
BBA – P 608 PROJECT / INTERNSHIP	-	-	100	100	-	-	40
TOTAL MARKS	490	210	100	800	-	-	-
GRAND TOTAL	800				360		



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## Scheme of Examination

### *Under CBCS System*

### *Part I & II – Semester I, II, III & IV*

- Under CBCS System every UG Course has been distributed in three parts namely – Core, Foundation and Elective. The subjects related to course are Core and are compulsory. In each semester Foundation Course is also compulsory. In each semester, the students have to opt one Elective Course from prescribed electives.
  - The minimum credits for each course are 20 and maximum may be 24. The credits are finalized with the requirements of respective course.
  - The total minimum credits for completing the Undergraduate course are **120** and for Honours **140**.
  - For each course there will be 70% marks for External Examinations and 30% for Internal Examinations (CCE). The students have to clear both External and Internal Examinations separately.
  - The pass marks in individual paper will be **40%** and in aggregate **50%**.
  - The subject wise marks obtained by the student will be converted into prescribed 10 Point Grade Scale. The prescribed Grade Scale and related information are available in Examination Rules and for details follow or refer prescribed CBCS Guidelines.
  - The students who are **awarded ATKT in two subjects** will be eligible to appear in the examination of next semester. However the student **will not be allowed** to appear in the next semester examination with more than **four ATKT at a time**.
  - In case of more than two ATKT in a particular semester will be considered as fail in that semester and the student has to reappear in that particular semester examination.
  - ATKT students have to follow the old syllabus but repeaters have to take the examination with the new syllabus.
  - A student will have to compulsorily clear a program within **Five Academic Years** including the academic year of the admission, failing which he /she will not be allowed to continue the course. If a student doesn't clear all the semesters of the course in the above three years completely, then all his/her previous result will be treated as null and void.
  - Only those students who clear the program in one attempt and without gap will be eligible for position in the **Merit List**.
  - A student who fails in aggregate is permitted to appear in **any one or two** papers of his/her choice to make up for the shortfall in the aggregate. Such a student can also appear in all the papers of that semester as an ex-student, provided the student applies for the same in the beginning of the semester.
  - The students who are declared fail in aggregate will be eligible to appear in external theory examination of the corresponding papers only.
  - Any point regarding the examination in the above scheme, which is not covered, will be applicable as per the examination scheme of respective course declared by the University or M.P. Government, whichever may be applicable, and the final decision in this regard will be taken by the Principal on the recommendation of Examination Committee.
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## Syllabus

### B.B.A. Part III – Semester V

#### BBA – T501 – CORE COURSE I – CUSTOMER RELATIONSHIP MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 04 Hours

Total Lectures: 64

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>15 Lectures</b>
<b>INTRODUCTION TO CRM:</b> Definition and Concepts of CRM, Components of CRM, Understanding the Goal of CRM and Customer Touch Points. CRM in Indian Companies. Emerging Concepts and Perspective in CRM.	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>CRM PROCESS:</b> Introduction and Objectives of a CRM Process; an Insight into CRM and E- CRM/Online CRM, The CRM Cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector. <b>CRM in production process</b>	
<b>Unit-III</b>	<b>15 Lectures</b>
<b>DEVELOPING CRM STRATEGY:</b> Role of CRM in Business Strategy, Understanding Service Quality: Technical, Functional, and Dimensions of Service Quality, Managing Customer Communications. Evaluating Customer Profitability and Developing Strategic Cost Advantage.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>CRM IMPLEMENTATION:</b> Choosing the Right CRM Solution; Framework for Implementing CRM: A Step-By-Step Process, Five Phases of CRM Projects, Development of Customizations, Beta Test and Data Import, Train and Retain, Roll Out and System Hand-off, Support System.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>SALES FORCE AUTOMATION:</b> Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. Advantages and Disadvantages of Sales Forces Automation. CRM Links In E-Business: E-Commerce and Customer Relationships on the Internet, Supplier.	

#### BOOKS:

1. Mohammed, H. Peeru and A Sagadevan, Customer Relationship Management. Vikas Publishing House, Delhi
  2. Paul Greenberge. CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill
  3. Judith W. Kincaid, Customer Relationship Management: Getting It Right, New Jersey: Prentice Hall, New Delhi
  4. Jon Anton, Customer Relationship Management, Prentice Hall of India, New Delhi
  5. Madhavi Garikaparathi, CRM – The New Face of Marketing, ICFAI Press, Hyderabad
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## Syllabus

### B.B.A. Part III – Semester V

#### BBA – T502 – CORE COURSE II – RESEARCH METHODOLOGY

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>BUSINESS RESEARCH:</b> Meaning and Methods of Research. Importance of Research, Research Process, Identification and Formulation of Research Problem, Sources of Data, Primary Data and Secondary Data. Importance of Knowing how Research Done, <b>Relationship between Research and Decision Making Process.</b>	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>RESEARCH DESIGN:</b> Variables and Types of Variables, Hypothesis, Types and Formulation of Hypothesis, Research Design and Types of Research Designs, Need for Research Design, Features of a Good Research Design and, Different Research Design - Exploratory, Descriptive, Experimental, Diagnostic and Survey Research.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>MEASUREMENT METHODS:</b> Interviews and Surveys, Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of Scales.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>DATA ANALYSIS:</b> Data Analysis Using Statistical Packages, Hypothesis Testing, Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of Relationships, Statistical Inferences for One or Two Samples. Chi-Square Tests, Analysis of Variance (ANOVA) and Use of Multivariate Analysis in Business Research.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>SHARING THE RESULTS.</b> Reporting Research, Types of Reports and Characteristics of a Research Report, Significances of Report Writing, Mechanics of Writing of Research Report, Oral Presentation, Research Follow Up. Research Ethics.	

#### BOOKS:

1. William G. Zikmund, Business Research Methods, Cengage Learning, India.
2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology
3. Integration of Principles, Methods and Techniques, Pearson Education
4. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
5. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, PHI
6. Ranjeet Kumar, Research Methods, Pearson Education

#### SUGGESTED READINGS:

1. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, PHI Learning
  2. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education
  3. Mcburney, Research Methods, Cengage Learning, India
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## Syllabus

### B.B.A. Part III – Semester V

#### BBA – T503 – CORE COURSE III– INDIAN FINANCIAL SYSTEMS

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 04 Hours

Total Lectures: 64

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>13 Lectures</b>
<b>CONCEPT OF INDIAN FINANCIAL SYSTEM;</b> Formal and Informal Financial Systems, Functions of Financial System, Nature and Role of Financial Institutions and Financial Markets, Financial System and the Economy. Risk and Financial Services.	
<b>Unit-II</b>	<b>13 Lectures</b>
<b>MONEY MARKET:</b> Emerging Structure of Indian Money Market, Instruments of Money Market, Money Mutual Funds – An Overview and RBI's Regulatory Guidelines, Commercial Banks, Role in Industrial Finance and Working Capital Finance.	
<b>Unit-III</b>	<b>13 Lectures</b>
<b>CAPITAL MARKET:</b> Concept, Structure and Functions of Capital Market, Primary Market Instruments of Issue and Methods of Flotation, Secondary Market – Concept, Market Players, Trading System and Settlement.	
<b>Unit-IV</b>	<b>13 Lectures</b>
<b>INSTITUTIONAL STRUCTURE – INDIAN FINANCIAL INSTITUTION:</b> Development Banks- IFCI, ICICI, SFCs and IDBI, Investment Institutions – UTI and other Mutual Funds, Insurance Organization - Life Insurance Corporation of India, SEBI: Scope and Functions, Objectives of SEBI.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>FINANCIAL PRODUCTS:</b> Leasing, Hire Purchase, Factoring and Forfeiting. <b>CREDIT RATING:</b> Meaning, Functions, Importance. <b>Credit Rating Agencies in India.</b> Derivatives - Basic Introduction, Types of Derivatives.	

#### BOOKS:

1. Bhole, L.M., Financial Institutions and Markets, Tata McGraw Hill Company Ltd., New Delhi
  2. Bhole, L.M., Indian Financial System, Chug Publications, Allahabad
  3. Johnson, H.J. (1993), Financial Institutions and Markets, McGraw Hill, New York
  4. Machiraju, M.R., Indian Financial Systems, Vikas Publishing House, New Delhi
  5. Ohlson, J.A., The Theory of Financial Markets and Institutions, North Holland, Amsterdam
  6. Prasad, K.N., Development of India's Financial System, Sarup & Sons, New Delhi
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## Syllabus

### B.B.A. Part III – Semester V

#### BBA – T504 – CORE COURSE IV – PROJECT MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 04 Hours

Total Lectures: 64

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>13 Lectures</b>
<b>INTRODUCTION TO PROJECT AND PROJECT MANAGEMENT:</b> Meaning and Definition, Characteristics, Project management-An Overview, Steps in Project Management, Project Life Cycle and its Phases, Project Selection, Non Quantitative and Scoring Models, and Techniques of Long Term Forecasting. Reasons for Failure, Component of Project Management.	
<b>Unit-II</b>	<b>13 Lectures</b>
<b>PROJECT FEASIBILITY ANALYSIS</b> - Technical Analysis, Market Analysis, Financial Feasibility, Determinants of Cost of Project, Financing and Deciding Optimum, Capital Structure, Cash Flows from Project and Owner's Perspective, Project Appraisal, Types of Risk, Techniques of Risk Evaluation and its Mitigation Sensitivity Analysis, Hiller's Model, Scenario Analysis.	
<b>Unit-III</b>	<b>13 Lectures</b>
<b>NETWORK ANALYSIS:</b> Construction of Networks, CPM, Various Types of Floats and their Application, PERT and its Applications, Time Cost Relationship, Crashing for Optimum Cost and Optimum Time (Practical Problem), Difference between PERT and CPM, Resource Leveling, Introduction to Project Software and Applications of MS Project.	
<b>Unit-IV</b>	<b>13 Lectures</b>
<b>HUMAN ASPECTS OF PROJECT MANAGEMENT:</b> Project Manager's Skills and Functions, Matrix Organization, Social Cost Benefit Analysis-Meaning, Approaches of SCBA, Shadow Pricing.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>PROJECT MONITORING:</b> Earned Value Analysis, Abandonment Analysis, Project Management Information System (PMIS), Project Termination, Project Audit-Introduction, Format for Formal Audit, Key Objectives of Project Audit.	

#### BOOKS:

1. Dr. N. P. Agrawal, Project Management, RBD Publications
  2. Gido Effective Project Management Cengage Learning
  3. Gray & Larson, Project Management: The Managerial Process
  4. Pinto, Project Management: Achieving Competitive Advantage, Pearson
  5. Sunil Abrol, Cases in Project Management, Excel Books
  6. Maylor-Project Management, Pearson
  7. Gopalakrishnan – Textbook of Project Management,– Macmillan
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T505M1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –  
SPL I - MARKETING - ADVERTISING AND BRAND MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>ADVERTISING INDUSTRY:</b> Advertisers, Agencies, Media Companies and other Organizations. The Communication Model: Communication Process, Stages and Challenges. Economic, Social, Ethical and Regulatory Aspects of Advertising, Demand Creation Role of Advertising in Primary and Secondary Demand, How Advertising Works - Hierarchy of Effects Model, Advertising Objectives, Routes to Persuasion. Role and Responsibility of Digitisation in Advertising. DAGMAR approach.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>CUSTOMER BEHAVIOUR AND ADVERTISING:</b> Motivation Analysis and Value Proposition. Advertising Message: Message Objectives, Recall, Attitude, Emotions and Feelings, Message Tactics: Creative Approaches, Copy Writing Creative Aspects of Advertising: Copy Writing, Advertising Artwork, Copy in Conventional Media and Cyberspace, Creative Strategies.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>ADVERTISING OBJECTIVES:</b> Goals and Objectives, DAGMAR, Media Strategy, Budgeting, Approaches and Allocation. Media Planning Types, Class, Vehicle, Scheduling and New Media Forms. Advertising Effectiveness, Pro and Post Launch Research, Advertising in the Evolving Marketing Environment, Advertising Appeal.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>BRANDING CONTEXT:</b> Concept Of Value, Brand And Marketing Metrics, Brand Meaning - Brand Image and Personality, Brand and Product, Brand Planning, Brand Vision and Visioning Process, Business of Brand, Brand Audit Brand Reality Check and Brand Appraisal.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>BRAND POSITIONING: Concept of Positioning,</b> Choice of Context, Point of Parity and Differentiation, Repositioning Brand Equity, Brand Assets and Liabilities, Equity Creation and Management.	

#### BOOKS:

1. Belch, Belch, Advertising & Promotion: An Integrated Marketing Communication Persp.
  2. Keller, Strategic Brand Management, Pearson
  3. Kazmi & Batra Advertising & Sales Promotion, Excel Books
  4. Harsh Verma Brand Management, Excel Books
  5. Sengupta - Brand Positioning, TMH
  6. Shah, Kruti, Advertising and Promotions : An IMC Perspective, TMH
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T506M2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –  
SPL II - MARKETING - SALES AND DISTRIBUTION MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>PERSONAL SELLING:</b> The Role of Personal Selling in Marketing Mix, The Personal Selling Process, Personal Selling Objectives, Merits and Demerits, Types of Sales Jobs, Changing Scenario of Selling Environment.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>THEORIES OF SALES MANAGEMENT:</b> Objectives, Nature and Scope, Buyer - Seller Dyads, Theories of Selling - AIDAS Theory, "Right Set of Circumstances" Theory, "Buying Formula" Theory and Behavioral Equation, Theory of Selling, Sales Planning, Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas, Sales Policies.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>OPERATIONAL SALES MANAGEMENT:</b> Understanding and Opportunities of Sales Promotion and Trade Promotion Concepts, Recruitment, Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force. Sales Promotion's Impact on Sales, Evaluation of Sales Promotion Experiments, Choice and Purchase Timing Models - Manufacturer Promotion Planning Process, Retailer Promotion Planning Process, Strategic Issues in Designing Promotional Strategies, Substantive Findings and Issues on Coupons, Trade Dealings, and Retail Promotions.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>DISTRIBUTION CHANNEL:</b> Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems. Wholesaling and Retailing - Importance, Types, Marketing Decisions for Wholesalers, Retailing - Importance, Types, and Retailer Marketing Decisions, <b>Channel Integration -VMS, HMS.</b>	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>PHYSICAL DISTRIBUTION:</b> Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a Medium for order processing and Information.	

#### BOOKS:

1. S L Gupta, Sales and Distribution Management, Excel Books,
  2. Cron, Sales Management: Concepts and Cases, Wiley
  3. Havaldar, Krishana - Sales & Distribution Management, TMH
  4. Spiro, Stanton - Management of a Sales Force, TMH
  5. Tanner-Sales Management, Pearson,
  6. Still-Sales Management Decisions, Strategies and Cases, Pearson,
  7. P K Sharma, Sales and Distribution, RBD Publications.
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T505F1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –  
SPL I - FINANCE- BANKING AND INSURANCE

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>RISK AND INSURANCE</b> – Defining Risk, Nature and Types of Risk, Risk Management Process, Risk and its Relation with Insurance. Concept and Significance of Insurance, Classification of Insurance - Life and Non Life, General Principles of Insurance.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>LIFE INSURANCE</b> – Principles, Products Term Insurance, Insurance, Pensions, Group Insurance, IRDA. General Insurance – Principles, Fire, Marine .	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>OVERVIEW OF BANKING INDUSTRY: - General Function of Banks</b> , Banking Structure in India- RBI, Commercial, Rural and their Role and Significance, Functions, SLR, CRR: Concepts, Banking Ratios.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>GENERAL INSURANCE:</b> Principles, Products Fire, Marine, Motor Vehicles, Public Utility, Third Party Insurance, Group Insurance, Burglary Insurance, Claims Settlements.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>BANKING RISKS AND RECENT DEVELOPMENTS:</b> Credit, Liquidity, Market, Operation, Interest Rate Solvency, Universal Banking, E-Banking, Mobile Banking. ALM Process, AML BASEL Norms.	

#### BOOKS:

1. ICSI, Bank and Insurance Law and Practice, Taxmann's Publication.
  2. Neelam C Gulati, principles of Insurance Management – Excel books.
  3. Rejda, principles of Risk Management and Insurance.
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T506F2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –

SPL II - FINANCE- WORKING CAPITAL MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>PRINCIPLES OF WORKING CAPITAL:</b> Introduction to Working capital, Concept of Working Capital, Need for Working Capital, Concepts and its Determinants, Estimation of Working Capital Needs.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>ACCOUNTS RECEIVABLES MANAGEMENT AND FACTORING:</b> Credit Policy, Nature and Goals, Credit Evaluation of Individual Accounts and its Monitoring Receivables, Factoring: Types and Benefits.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>INVENTORY MANAGEMENT: Meaning of Inventory Management,</b> Nature of Inventories, Need to Hold Inventories, Objectives of Inventory Management, Inventory Management Techniques, Inventory Management Process. (Inventory Tools-LIFO, FIFO, HIFO).	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>CASH MANAGEMENT:</b> Facets of Cash Management, Motive for Holding Cash, Managing Cash Collection and Disbursements, Investing Surplus, Cash in Marketable Securities, Cash Budgeting, <b>Cash Forecasting.</b>	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>WORKING CAPITAL FINANCE:</b> Trade Credit, Bank Finance, Features of Tandon Committee, and Commercial Papers.	

#### BOOKS:

1. IM Pandey Financial Management
  2. Prasanna Chandra Financial Management Theory and Practice
  3. Agarwal, Agarwal and Kothari; RBD Publications.
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T505H1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –  
SPL I - HUMAN RESOURCE MANAGEMENT- HUMAN RESOURCE DEVELOPMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>HRD CONCEPTS:</b> Definition, Evolution, HRM & HRD. Challenges & Goals of HRD. HRD Culture and Climate, OCTPACE Culture.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>HRD FUNCTION:</b> HRD Department Structure, Functions and Staffing. <b>Performance Management and High Performing Work Organisations.</b>	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>HRD PROFESSIONALS:</b> Roles and Competencies. Emerging Issues Facing HRD Professionals. <b>Induction: Introduction, Meaning and Definition of Induction, Need for Induction , Problems Faced during Induction , Induction Programme Planning.</b>	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>CAREER MANAGEMENT AND DEVELOPMENT:</b> Mentoring at Workplace, Work-Life Integration, and Performance Management System, Career Counselling, Performance Management System.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>HRD AUDIT:</b> Meaning and Concept, Need, Designing HRD Audit Process, Parameters to be Audited, Audit Results, Preventive and Corrective Actions, Role in Business Improvement, Methodology and Limitations.	

#### BOOKS:

1. French, Bell - Organizational Development and Transformation, TMH
  2. R Krishnaveni, Human Resource Development Excel Books
  3. Agarwala. T. Strategic Human Resource Management, Oxford University Press
  4. Rao. T. V., HRD Audit New Delhi: Response Books
  5. Som, A. Organization Redesign and Innovative HRM, New Delhi: Oxford University Press
  6. Wornor. J.M.T. & DeSimono, R. L Human Resource Development, Foundation: Framework & Application, Cengage Learning
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## Syllabus

### B.B.A. Part III – Semester V

BBA – T506H2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –

SPL II - HUMAN RESOURCE MANAGEMENT- INDUSTRIAL RELATIONS

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>INDUSTRIAL RELATIONS:</b> Concept and Scope, Objectives of Industrial Relations, Significance of Good Industrial Relations, Parties to Industrial Relations.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>LEGAL FRAMEWORK OF INDUSTRIAL RELATIONS:</b> Trade Unions, Philosophy and Perspectives, History and Structure of Trade Unions, Impact of Globalization, Technology and Economic Reforms on Trade Unions, Emerging Changes in Trade Unions, Collective Bargaining.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>DISCIPLINE AND DISPUTES:</b> Negotiation, Mediation, Arbitration, Works Committee, Conciliation, Board of Conciliation, Court of Enquiry. <b>Employee Rewards: Introduction, Employee Rewards, Formulating Employee Rewards, Types of Reward system, Recognition programs.</b>	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>DISCIPLINARY PROCEDURES AND GRIEVANCE MANAGEMENT:</b> Machineries of Industrial Disputes Act 1947, Negotiation and Conflict vs Settlements, Productivity Bargaining and Gain Sharing, Industrial Democracy.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>EMPLOYEE EMPOWERMENT:</b> Worker's Participation in Management and their Impact on Quality of Work Life and Industrial Relations. Behavioral Aspects in Employee Relations Management - Introduction, Motivation, Leadership, Communication, Decision Making, Power and Authority.	

#### BOOKS:

1. Sen –Industrial Relation in India Macmillan Publishers
  2. Sinha-Industrial Relations, Trade Unions, and Labour Legislation, Pearson
  3. B D Singh, Industrial Relations and Labour Laws, Excel Books,
  4. Monappa, Arun - Industrial Relations, TMH
  5. Taxmann's, Labour Laws, Taxmann
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## *Syllabus*

### *B.B.A. Part III – Semester V*

BBA - 507 (SKEG) – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC) –

#### SKEG-T118 – ORGANIC PRODUCT AND FARMING

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

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#### SKEG-T133– WATER MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

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#### SKEG- T-107 – FUNDAMENTAL OF BANKING & INSURANCE

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week: 03 Hours

Total Lectures: 48

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#### SKEG-T108 – HEALTH EDUCATION

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

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## Syllabus

### B.B.A. Part III – Semester VI

#### BBA – T601- CORE COURSE I – TOTAL QUALITY MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 04 Hours

Total Lectures: 64

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>12 Lectures</b>
<b>INTRODUCTION</b> –Meaning of Quality, <b>Need for quality</b> , Evolution of Quality, Definition, Concept and Features of TQM, Scope of TQM, Benefits of TQM, Eight Building Blocks of TQM, Pre-Requisites for Success for TQM, Principles of TQM, Elements of TQM.	
<b>Unit-II</b>	<b>12 Lectures</b>
<b>TQM THINKERS AND THOUGHT</b> – Juran Trilogy, PDSA Cycle, 5S, Kaizen, Crosby's Theory on Quality Management, Quality Performance Excellence Award - Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.	
<b>Unit-III</b>	<b>14 Lectures</b>
<b>TQM TOOLS-</b> Benchmarking - Definition, Concepts, Benefits, Elements, Reasons for Benchmarking, Process of Benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and Need Total Quality in Services Sector, <b>Features of TPM</b> , Quality Circle.	
<b>Unit-IV</b>	<b>14 Lectures</b>
<b>Six Sigma</b> -Concept, Six Sigma Philosophy, Principles of Six Sigma, Features of Six Sigma, Goals of Six Sigma, DMAIC, Six Sigma Implementation.	
<b>Unit-V</b>	<b>12 Lectures</b>
<b>Statistical Process Control-</b> Central Tendency, The Seven Tools of Quality, Normal Curve, Control Charts, Process Capability, Quality System -ISO 9000: 2000, Environmental Management System-ISO14000 and other Quality System.	

#### BOOKS:

1. Total Quality Management – principles, practices and cases by Dr. D.D. Sharma, Sultan chand and Sons, New Delhi
  2. Total Quality Management by P.N. Mukherjee, Prentice Hall of India Private Limited, New Delhi
  3. Total Quality Management by sunder Raju, Tata Mcgraw Hill
  4. TQM for engineers by M.Zairi, Aditya Books
  5. Total Quality Management Handbook by J.L. Hradeskym MCGraw Hill
  6. ISO 9000 quality System by Dalela and Saurabh, standard Publishers
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## Syllabus

### B.B.A. Part III – Semester VI

#### BBA – T602 – CORE COURSE II – RETAIL MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>INTRODUCTION TO RETAILING:</b> Definition and Scope, Evolution of Retailing, Types of Retail, Benefits of Retailing, <b>Functions of Retailing</b> ,Retailing Environment- Nature of Retailing, Assessment and Identification of Competition in Retailing, Retail Process and Its Main Factors.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>RETAIL PURCHASING AND PRICING:</b> Purchase Management - Merchandise Purchasing, Open to Buy, Open to Buy Planning, Analyzing the Merchandise Performance. Retail Pricing Strategies - Every Day Pricing, Competitive Based Pricing, Price Skimming, Market-Oriented Pricing, Marginal Cost Pricing, Mark-Up Pricing, Vendor Pricing, Competitive Pricing, Psychological Pricing.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>RETAIL MARKETING AND PROMOTION:</b> Nature and Scope:-Relationship Marketing, Market Strategies, Retail Research. Understanding the Retail Customer - Retail Market, Population Analysis, Demographic Analysis, Consumer Behaviour. Retail Promotion Mix - Retail Promotion Programme, Retail Advertising Media, Promotional Budget. Customer Services - Customer Services, Services Quality Gaps, Service Recovery.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>INFORMATION SYSTEM IN RETAILING:</b> Acquiring and Using Information Strategies, Technology in Retail, Information Sources, Retail Information System, Information System in Retail Logistics.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>RETAILING IN INDIA:</b> Evolution and Trends in Organised Retailing, Indian Organised Retail Market, FDI in Indian Organised Retail Sector, Retail Scenario in India, Future Trends of Retail in India. <b>ETHICAL AND LEGAL ISSUES IN RETAILING:</b> Dealing with Ethical Issues, Social Responsibility, Environmental Orientation, Waste Reduction at Retail Stores.	

#### BOOKS:

1. Kuldeep Singh, Retail Management in New Dimension , Global Vision Publishing House, New Delhi
2. Sajal Gupta, Gurpreet Randhawa, Retail Management, Atlantic Publishers and distributors Pvt. Ltd. New Delhi.
3. Neelesh Jain, Retail Management: A Realistic Approach, Global India Publishing Pvt. Ltd. New Delhi
4. S. K. Chunawala , Contours of Retailing, Management, Himalaya Publishing House
5. Swapna Pradhan, Retailing Management: Text & cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.



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## Syllabus

### B.B.A. Part III – Semester VI

#### BBA – T603 – CORE COURSE III – STRATEGIC MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>STRATEGIC MANAGEMENT: AN INTRODUCTION</b> Strategic Thinking Vs Strategic Management Vs Strategic Planning, Meaning of Strategic Management, Concept of Strategy, Policy and Strategy, Strategy and Tactic, Strategy and Strategic Plan, Nature of Strategic Decisions, Approaches to Strategic Decision Making, Levels of strategies, The strategic management process, Strategic Management: Merits And Demerits. Components of Strategy. Models for Making strategies. Blue Ocean Strategy, Strategic Drift.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>MISSION, OBJECTIVES, GOALS AND ETHICS</b> <b>Meaning and Concept of Mission</b> , Concept of Goals, Integration of Individual and Organisation Goals - A Challenge, How Objectives are Pursued?, How are Mission and Objectives are Formulated ?, Why do Mission and Objective Change?, Vision Mission, Objectives, Goals and Strategy - Mutual Relationships, Core of Strategic Management - Vision, Ethics and Strategy.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>EXTERNAL ENVIRONMENT: ANALYSIS AND APPRAISAL</b> Concept of Environment, Environmental Analysis and Appraisal, Why Environmental Scanning and Analysis? , Component of Environment, SWOT - A Tool of Environment Analysis, Techniques of Environmental Search and Analysis, ETOP - A Technique of Diagnosis, Decision Making on Environmental Information, Internal Environmental Analysis (Strength and Weakness).	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>ORGANISATIONAL CHANGE AND INNOVATION:-</b> Planned and Unplanned Change, Causes or Forces of Organisational Change, Managing Planned Change, Choosing a Change Strategy, Creativity and Innovation in Organisations, Organisational Creativity and Innovation Process, Learning Organisation	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>GENERIC COMPETITIVE STRATEGY:-</b> Generic Vs. Competitive Strategy, The Five Generic Competitive Strategy, Competitive Marketing Strategy Option, Offensive Vs. Defensive Strategy, <b>CORPORATE STRATEGY:-</b> Concept of Corporate Strategy , Offensive Strategy, Defensive Strategy, Scope and Significance of Corporate Strategy, <b>Strategic Evaluation and Control</b> - Evaluation of Strategy and Strategic Control, Why Strategy Evaluating?, Criteria for Evaluation and the Evaluation Process, Strategic Control Process, Types of External Controls.	

#### BOOKS:

1. Dr. P.C. Jain. Strategic Management, RBD Professional Publications, Jaipur, New Delhi.
2. Azhar Kazmi , Strategic Management ,McGraw Hill

#### REFERENCE BOOKS:

1. Philip sadler, Strategic Management, British library cataloguing in publishing data
2. Dilip Roy, Strategic Management: Indian Experience, Gyan Publishing House, New Delhi
3. Kesho Prasad, Strategic Management: tax and cases, PHI earning Pvt. Ltd.
4. Adrian Haberberg & Alison Rieple, Oxford University Press.



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## Syllabus

### B.B.A. Part III – Semester VI

#### BBA – T604 – CORE COURSE IV – BUSINESS ETHICS

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week : 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>10 Lectures</b>
<b>BUSINESS ETHICS:</b> Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility; Corporate Governance; Report of the Kumar Mangalam Birla Committee on Corporate Governance; Role of Media in Ensuring Corporate Governance; Environmental Concerns and Corporations.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>ETHICAL ISSUES RELATED WITH ADVERTISEMENT AND MARKETING:</b> Secular vs Spiritual Values in Management, Work Ethics, Stress at Workplace. Stakeholder Relationships, <b>Social Responsibility, and Corporate Governance</b>	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>RELEVANCE OF VALUES IN MANAGEMENT:</b> Gandhian Approach in Management and Trusteeship, Social Values and Political Environment, Managing Ethics in Organizations, Globalization of CSR, Features of CSR of Multinational Corporations.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>INDIAN ETHOS:</b> Values and Ethics, Requisites for Ethics Globally, Ramayana and Shrimad Bhagwat Geeta view for Business Decisions, Economic Drivers of Corporate Social Responsibility and Their Evaluation.	
<b>Unit-V</b>	<b>08 Lectures</b>
<b>A HOLISTIC MANAGEMENT SYSTEM:</b> Management in Indian Perspective Social Values and Business: Impact on Society on Different Issues and Business, Business Participation in Cultural Affairs, Democracy Judiciary Machinery.	

#### BOOKS:

1. Business Ethics and Ethos , Mehta, Dayal , Sharma RBD Professional publications, 2012-13.
  2. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2009
  3. Weiss, Business Ethics concept & cases, 1st edition, 2009, Cengage Learning
  4. Velasquez, Business Ethics, Concepts & Cases, 6th edition, 2009, PHI
  5. Murthy, Business Ethics, 2009, Himalaya Publishing House
  6. Al Gini, Case Studies in Business Ethics, 6th edition 2009, Pearson Education.
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## Syllabus

### B.B.A. Part III – Semester VI

BBA – T605M1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –  
SPL I - MARKETING - MARKETING OF SERVICES

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>INTRODUCTION TO SERVICE MARKETING</b> - Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy, Why Study Marketing of Services , <b>difference between services and tangible products,</b>	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>SERVICE CONSUMER BEHAVIOUR:</b> Knowledge of Customer, Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>THE SERVICE DELIVERY PROCESS:</b> Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention and Benefits.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>STRATEGIC ISSUES IN SERVICE MARKETING:</b> Market Segmentation in the Marketing of Services, <b>Need for segmentation of services, bases of segmentation services,</b> Target Marketing, Positioning of Services - How to Create a Positioning Strategy, Developing and Maintaining Demand and Capacity.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>CHALLENGES OF SERVICE MARKETING:</b> Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services, <b>RELATIONSHIP MARKETING:</b> The levels of Customer Relationships, Dimensions of a Relationship, Goal of Relationship Marketing.	

#### BOOKS:

1. Dr Jyotsna Diwan Mehta & Dr. Shobha Khivasara, Marketing of Services, RBD Publications
2. Zeithmal, Bitner, Service Marketing (SIE), 4e Tata McGraw Hill
3. Hoffman, Marketing of Service 1st 2008 Cengage Learning
4. C Bhattacharya Ravi Shankar, Services Marketing, Excel Books
5. Nargundkar Rajendra, Services Marketing, 3e Tata McGraw Hill
6. Clow Services Marketing: Operation, Management and Strategy, 2ed, Wiley
7. Apte, Services Marketing, Oxford Press
8. Jauhari Services: Marketing, Operations, and Management, Oxford Press





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## Syllabus

### B.B.A. Part III – Semester VI

BBA – T606M2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –

SPL II - MARKETING - CONSUMER BEHAVIOUR

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>INTRODUCTION AND CONCEPT:</b> Introduction Market Strategy and Consumer Behaviour, <b>Importance of Study of Consumer Behaviour</b> , Market Analysis, The Consumer, The Competitions, External Analysis, Needs of Consumer Decision Process. Importance of Marketing Strategy in Respect of Consumer Behaviour.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>CULTURE AND CONSUMER BEHAVIOUR:</b> Meaning of Culture, Characteristics of Culture, Function of Culture, Types of Culture, Cross-Cultural Consumer Analysis - Cross Cultural Marketing Objectives, Basic Areas for Cross-Cultural Marketing, Problem in Cross Cultural Marketing. Motivation and Consumer Behaviour - Introduction, Motives and Motivation, Positive or Negative Motivation, Consumer Motives - Personal, Social Motives, Involvement - Types of Involvement, Measuring Involvement, Values, Values and Attitudes, Means and End Chain Model.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>PERSONALITY AND CONSUMER BEHAVIOR:</b> Meaning and Definition of Personality, The Nature of Personality, Theories of Personality - Freudian Theory, Neo-Freudian Personality, Theory Trait Theory, Brand Personification, Family and Consumer Behavior - Introduction, Family Life Cycle, Family Consumption Roles, Variables Affecting Families and Households.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>PERCEPTION AND CONSUMER BEHAVIOR:</b> Introduction of Groups, Advantages and Disadvantage of Groups, Reference Group, Types of Reference Group, Social Class and Consumer Behavior - Introduction Social Class Categorization, Social Class Life Style and Buying Behavior, Social Class and Market Segmentation, Social Factors, Social Class and Consumer Behavior, <b>Uses of Perception in Social Life.</b>	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>PERCEPTION AND CONSUMER BEHAVIOUR:</b> Introduction, Meaning, Nature, Importance and Limitation of Perception, Barriers to Accurate Perception, Sensation, Perception of Values, Perception of Process. Determining Consumer Buying Behaviour - Consumer Purchase Decision, Types of Decision, Types of Decision Behaviour, Buying Stage and Situational Influence, Models of Consumer Behaviour - Economic Model, Learning Model, Sociological Model, Howard Sheth Model of Buying, Attitude and Consumer Behaviour - Meaning of Attitude, Nature and Characteristics of Attitude, Types of Attitude, Learning of Attitude, Sources of Influence on Attitude Formation, Model of Attitude - Tricomponent Attitude Model, Multiattribute Attitude Model, Consumer Decision Making Process - Introduction, Levels of Consumer Decision, Consumer Information Processing Model, Hierarchy of Effects Model.	

#### BOOKS:

1. Dr. P.K. Sharma, MS. Bhumija Chouhan, Ms. Kavya Saini, Consumer Behavior and Market Research, RBD Professional Publications, Edition 2011 Jaipur, New Delhi.

#### REFERENCE BOOKS:

1. Shri Prakash Theory of Consumer Behaviour Vikas Publication ,2010
2. Hawkins, David, Consumer Behavior , 11E Tata McGraw Hill
3. Blackwell, Consumer Behavior 1st 2008, Cengage Learning
4. Satish Batra and Kazmi Consumer Behaviour Excel Books
5. Assel, H., "Consumer Behaviour", 2008, Cengage Learning
6. Solomon M.R., " Consumer Behaviour", PHI





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## Syllabus

### B.B.A. Part III – Semester VI

BBA – T605F1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –

SPL I - FINANCE- MERCHANT BANKING AND FINANCIAL SERVICES

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>MERCHANT BANKING:</b> Nature and Scope of Merchant Banking - Regulation of Merchant Banking Activity - Overview of Current Indian Merchant Banking Scene - Structure of Merchant Banking Industry - Primary Markets in India - Professional Ethics and Code of Conduct - Current Development.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>FINANCIAL SERVICES:</b> Meaning and Definition, Role of Financial Services in a Financial System. <b>LEASING:</b> Meaning and Features. Introduction to Equipment Leasing - Types of Leases, Evolution of Indian Leasing Industry. <b>LEGAL ASPECTS OF LEASING:</b> Present Legislative Framework. <b>HIRE PURCHASE:</b> Concept and Characteristics of Hire Purchase. Difference Between Hire Purchase and Leasing. Venture Capital – Definition & Features.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>FACTORING:</b> Concept, Nature and Scope of Factoring, Forms of Factoring, Factoring vis-à-vis Bills Discounting, Factoring vis-à-vis Credit Insurance Factoring vis-à-vis Forfeiting, Evaluation of a Factor - Evaluation of Factoring - Factoring in India Current Developments.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>SECURITIZATION / MORTGAGES:</b> Meaning, Nature and Scope of Securitization, Securitization as a Funding Mechanism, Securitization of Residential Real Estate, Whole Loans, Mortgages, Graduated-Payment.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>DEPOSITORY:</b> Meaning, Evolution, Merits and Demerits of Depository. Process of Dematerialization and Dematerialization. Brief description of NSDL and CDSL. <b>SECURITY BROKERAGE:</b> Meaning of Brokerage, Types of Brokers. Difference Between Broker and Jobber. SEBI Regulations Relating to Brokerage Business in India (Stock Market Zonal wise).	

#### BOOKS:

1. Bhalla, V. K. "Management of Financial Services" Anmol Publications
2. Rose, Peter and Hudgins, Sylvia, "Bank Management and Financial Services", McGraw Hills.
3. Padamlatha, " Management of Banking and Financial Services", Pearson Education.
4. Saunders, Antony and Cornett, Marcia, " Financial Institutions Management: A Risk Management Approach", Mcgraw Hills.
5. Bhole, L. M. "Financial Institutions and Markets: Structure, Growth and Innovations", McGraw Hills.



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2022-23

## Syllabus

### B.B.A. Part III – Semester VI

BBA – T606F2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –

SPL II - FINANCE- INTERNATIONAL FINANCE

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>INTRODUCTION:</b> International Trade, Its Importance, Theories of International Trade – Theory of Comparative Costs, Classical Theory, Absolute Advantage, Heckscher-Ohlin Theory, Free Trade V/S Protection- Barriers To Foreign Trade, Tariff and Non-Tariff Barriers.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>BALANCE OF PAYMENT :</b> Meaning of BOP, Components of BOP, Importance of BOP, Meaning of Deficit and Surplus, Equilibrium, Disequilibrium and Adjustments, Methods of Correcting Disequilibrium, Accounting Principles in BOP.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>FOREIGN EXCHANGE MARKETS:</b> Defining Foreign Exchange Market, Its Structure, Settlement System, Exchange Rate, Participants, Understanding SPOT and Forward Rates, Foreign Exchange Quotations, Premium and Discount in Forward Market, Cross Rates, Inverse Rates and Arbitrage, Hedging –Concept.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>EXCHANGE RATE DETERMINATION:</b> Determination Under Gold Standard and Paper Standard, Factors Affecting Exchange Rates, Purchasing Power Parity Theory, Demand and Supply Theory, Equilibrium Rate of Exchange, Fluctuating V/S Fixed Exchange Rates, Exchange Control, Objectives of Exchange Control.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>INSTRUMENTS:</b> ADR, GDR, Euro Currencies, International Commercial Papers, International Financial Institutions, Introduction to IMF, Its Importance, Functions and Significance.	

#### BOOKS:

1. V. A. Avadhani, "International Finance", 4th Edition, Himalaya Publication.
  2. P. G. Apte, "International Financial Market", 2nd Edition, Tata Mc Graw Hill
  3. A. K. Seth, "International Financial Management", Galgotia Publications.
  4. Dr. P. C. Jain "International Financial Management" RBD publications
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## Syllabus

### B.B.A. Part III – Semester VI

BBA – T605H1 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) V –

SPL I - HUMAN RESOURCE MANAGEMENT- PERFORMANCE MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>PERFORMANCE APPRAISAL</b> – Conceptual Framework, Definition of Performance Appraisal, Objectives of Performance Appraisal, Process of Performance Appraisal, Importance of Performance Appraisal.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>PERFORMANCE MANAGEMENT SYSTEM</b> – Concept of Performance Management, Definition of Performance Management, Characteristics of Performance Management, Purposes of Performance Management, Elements of Performance Management, Performance Appraisal v/s Performance Management, Designing a Performance Management System. Participants in Performance Management A. Organization B. Supervisor C. Employee	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>BEHAVIOURAL PERFORMANCE MANAGEMENT-</b> Definition of Learning, Learning Theories, Principles of Learning, Role of Organizational Reward Systems, Behavioural Performance Management and OB Modification. <b>Performance Appraisal Feedback:</b> Feedback – Role, Types and Principles, Situations Requiring Feedback and Pitfalls, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>POTENTIAL APPRAISAL AND HRD-</b> Conceptual Framework, Meaning and Definition of Potential Appraisal, Objectives of Potential Appraisal, Potential Appraisal and Performance Appraisal, Concept of HRD, Objectives and Challenges of HRD, HRD Mechanisms and HRD outcomes. Performance Planning - Meaning and Need .	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>COMPETENCY ANALYSIS AND COMPETENCY MAPPING-</b> Meaning and Definition of Competency, Concept of Competency Analysis, Approaches to Competency Analysis, Competency Mapping, Need Development and Assessment of Competency Models, Competency and Performance, Tools to identify the Competencies of the Employees. <b>PERFORMANCE COUNSELLING-</b> Introduction to Performance counselling, Concept of Performance Counselling, Principles of Performance Counselling, Performance Counselling Skill.	

#### BOOKS:

1. Performance management and Retention Strategies by Payal Upadhyay and Tulsee Giri Goswami
2. Performance management and appraisal systems by T.V. Rao
3. Performance management by Robert Bacal
4. Human Resource management by C.B. Gupta



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## Syllabus

### B.B.A. Part III – Semester VI

BBA – T606H2 – ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) VI –

SPL II - HUMAN RESOURCE MANAGEMENT- LEADERSHIP SKILLS AND TEAM MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per Week: 03 Hours

Total Lectures: 48

The Question Paper will contain questions equally distributed in all Units. The Internal Choice will be given in all Questions.

<b>Unit-I</b>	<b>08 Lectures</b>
<b>NATURE AND IMPORTANCE OF LEADERSHIP:</b> Meaning of Leadership, Leadership as a Partnership, Leadership Vs. Management, The Impact of Leadership on Organisational Performance, Leadership Roles, Satisfaction and Frustration of being a leader, Traits, Motives and Characteristics of Leaders: Personality Traits of Effective Leaders, Leadership Motives- Cognitive Factors of Leadership. Types of Leadership.	
<b>Unit-II</b>	<b>10 Lectures</b>
<b>EFFECTIVE LEADERSHIP BEHAVIOR AND ATTITUDES:</b> Task-Related Attitudes and Behavior, Relationship Oriented Attitudes and Behaviors, Super Leadership-leading others to lead themselves, 360 Degree Feedback for Fine-Tuning Leadership Approaches, Effective Team Management, The role and importance of shared identity, trust, collaboration and values in teams.	
<b>Unit-III</b>	<b>10 Lectures</b>
<b>LEADERSHIP STYLES:</b> The Leadership Continuum, Classical Leadership Style, The Boss-Centered Vs. Employee-Centered Leadership Continuum, The Autocratic Participative Free Rein Continuum, The Leadership Grid Style, The Entrepreneurial Leadership Style, Gender Difference in Leadership Style, Selection of Best Leadership Style.	
<b>Unit-IV</b>	<b>10 Lectures</b>
<b>DEVELOPING TEAM WORK:</b> Team Leadership Vs. Solo Leadership, Advantage and Disadvantage of Group Work and Team Work, Leaders Role in Team Based Organization, Leader Behavior and Attitude Foster Teamwork Leadership Development , Succession and Future: Development Through Self Awareness and Self-Discipline, Leadership Development Programmes.	
<b>Unit-V</b>	<b>10 Lectures</b>
<b>PROCESS OF CHANGE :</b> Introduction, Drivers of Change in Business, Alternative Strategies of Change, Process of Change, Change Models, Phases of Planned Change, Resistance to Change Overcoming Resistance to Change. Principles of Change. <b>CHANGE AGENTS :</b> Introduction, Role of Change Agent, Competencies of Change Agents, Cognitive Competencies, Functional, Inter-Personal Competencies, Problem Solving Decision Skills.	

#### BOOKS:

1. Dr. Harsh Dwivedi and Ritu Dixit, leadership skills and change management, RBD Pub.
2. Cameron & Green, "Making sense of change mgt", 2009, Kogan page.
3. Peter G. Northouse, "Leadership", 2010, Sage.
4. Peter Lorange, "Thought leadership Meets Business", 1 st edition, 2009, Cambridge.
5. Gary Yukl, "Leadership in organizations", 2006, Pearson.
6. A. J. DuBrin, "Leadership", 2005, Wiley.
7. Mark Hughes, "Change management in organizations", 2008, Jaico.



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## *Syllabus*

### *B.B.A. Part III – Semester VI*

BBA - 607 (SKEG) – SKILL ENHANCEMENT / GENERIC COURSE - ANY ONE (SEC / GC) –

SKEG-T105 – DIGITAL MARKETING E-COMMERCE AND E-PAYMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

SKEG-T107– FUNDAMENTAL OF BANKING & INSURANCE

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

SKEG- T-133 – WATER MANAGEMENT

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week: 03 Hours

Total Lectures: 48

SKEG-T108 – HEALTH EDUCATION

MAX. MARKS: 70 + 30

MIN. PASS MARKS: 28 + 12

No. of Lectures per week : 03 Hours

Total Lectures: 48

BBA – P607– PROJECT / INTERNSHIP

MAX. MARKS: 100

MIN. PASS MARKS: 40

Total Credits: 32

The Students of Each Group have to prepare a Project/Internship Report under the guidance of respective faculty.