

# **KALAHANDI UNIVERSITY, BHAWANIPATNA.**



Courses of Studies for:  
03 Years Degree Course in

**BACHELOR IN BUSINESS ADMINISTRATION (BBA)**

*[As per CBCS Pattern]*

*With Effect from the Session 2023-24 onwards.*

**Published by-:**

Kalahandi University, Manikya Vihar, Bhawanipatna,  
Dist. -: Kalahandi (Odisha).

## **Regulations**

1. The Bachelor of Business Administration (BBA), under CBCS Pattern, is a three year Full-time Professional Degree Programme with having Six Semesters. After successful completion of Six Semesters, a BBA(Hons.) Degree will be awarded with Distinction to qualified students.

2. **Duration:**

The duration of the course shall be 3 years with 6 Semesters. Odd Semesters are from July to December (i.e., Semester-I, III & V) and Even Semesters are from January to May (i.e., Semester-II, IV & VI). The Examinations shall be held tentatively in the month of December and May for Odd and Even Semesters respectively.

3. **Number of Papers with their Credits: (Semester-wise)**

As per the CBCS Pattern, a student shall study 14 Core Papers, 04 Discipline Specific Elective Papers, 04 Generic Elective Papers, 02 Ability Enhancement Compulsory Courses and 02 Skill Enhancement Papers. The Core, Discipline Specific Elective and Generic Elective Papers will carry a total of 6 Credits per paper, which consists of 4 credits for Theory Part Exam that will be conducted by the University and 2 Credits for Practical/ Tutorial/ Internal Component that will be conducted by the respective subject Teacher at College Level. The number of papers along with total credit in each Semesters will be as follows:

<b>Semester</b>	<b>No. of Papers</b>	<b>Credit</b>	<b>Marks</b>
I	4	22	400
II	4	22	400
III	5	28	500
IV	5	28	500
V	4	24	400
VI	4	24	400
<b>TOTAL</b>	<b>26</b>	<b>148</b>	<b>2600</b>

4. **Eligibility Criteria for Admission:**

The candidate should have passed +2 Examination of C.H.S.E., Odisha or its equivalent in any discipline. The selection would be based on the career and written test with equal weightage.

5. **Attendance:**

A Student has to attend a minimum of 75% of classes in a Semester to be permitted to sit for the Semester Examination. However, a student with 60% of attendance would be permitted for end Semester Examination with submission of a Medical Certificate. In case a candidate is unable to acquire the stipulated attendance at the end of any Semester, he/she shall not be allowed to appear the end Semester Examination of that Semester.

6. **Number of Classes:**

Teaching hours per paper- 50 hours+10 hours of tutorial class.

## 7. **Examination:**

A paper shall consist of three components as:

- |                   |               |
|-------------------|---------------|
| (i) Semester Exam | 80%           |
| (ii) Internal     | 20%           |
| (iii)             | Practical 25% |

## 8. **Examination Pattern and Question Paper Setting:**

There will be two Exams for a paper in each Semester. One is University Exam or Term-End and another one is Internal/ Practical/ Tutorial. The University or Term -End Examination will be conducted by the Controller of Examination of the University along with the valuation work. While the Internal/ Practical Examination will be conducted by the respective college by the help of the subject teachers of each paper. The Question Paper Setting for Term-End and Internal Exams will be as follows:

### **Question Paper Setting for University Exams ( Non- Practical):** (80 Marks)

**Part-A:** Very Short Answer type/ MCQ -: 1marks X 12 = 12 marks

*[3questions from each module]*

**Part-B:** Short Answer type questions -: 2marks X 8 = 16 marks

*[2questions from each module]*

**Part-C:** Very Short Answer type/ MCQ -: 3marks X 8 = 24 marks

*[There will be 12 questions (3 questions from each Module), out of which students have to answer 08 questions]*

**Part-D:** Long Answer type Questions -: 7marks X 4 = 28 marks

*[There will be 2 questions from each module in Either or Pattern and there will be 8 long questions in total and students have to answer 4 questions.]*

### **Question Paper Setting for University Exams (Practical):** (60 Marks)

**Part-A:** Very Short Answer type/ MCQ -: 1marks X 8 = 8 marks

*[3questions from each module]*

**Part-B:** Short Answer type questions -: 1.5 marks X 8 = 12 marks

*[2questions from each module]*

**Part-C:** Very Short Answer type/ MCQ -: 2 marks X 8 = 16 marks

*[There will be 12 questions (3 questions from each Module), out of which students have to answer 08 questions]*

**Part-D:** Long Answer type Questions -: 6 marks X 4 = 24 marks

*[There will be 2 questions from each module in Either or Pattern and there will be 8 long questions in total and students have to answer 4 questions.]*

## **Grading System:**

Grade Mark Secured from 100 Points

Percentage of Mark	Grade Points	Letter Grade	Performance
90 - 100	10	'O'	Outstanding
80 - 89	9	'A+'	Excellent
70 - 79	8	'A'	Very Good
60 - 69	7	'B+'	Good
50 - 59	6	'B'	Above Average
45 - 49	5	'C'	Fair
40 - 44	4	'D'	Pass
Below 40	0	'F'	Fail
00	0	'ABS'	Absent
00	0	'M'	Malpractice

N.B. If a student gets “D” grade in any subject, then his/her result will be declared as clear but he/she have to appear for that subject, if he/she fails to secure the aggregate marks in total.

A student’s level of competence shall be categorized by a GRADE POINT AVERAGE to be specified as:

**SGPA - Semester Grade Point Average** and **CGPA - Cumulative Grade Point Average.**

- (a) POINT – Integer equivalent to each letter grade.
- (b) CREDIT- Integer signifying the relative emphasis of individual course item(s)in a semester as indicated by the Course structure and syllabus.

CREDIT POINT - (b) X (a) for each course item CREDIT

INDEX -  $\sum$  CREDIT POINT of course items  
CREDIT INDEX

GRADE POINT AVERAGE -  $\frac{\sum \text{CREDIT POINT}}{\sum \text{CREDIT}}$

**SEMESTER GRADE POINT AVERAGE (SGPA) =**  $\frac{\text{CREDIT INDEX for a semester}}{\sum \text{CREDIT}}$

**CUMULATIVE GRADE POINT AVERAGE (CGPA) =**  $\frac{\text{CREDIT INDEX for all semester}}{\sum \text{CREDIT}}$

## COURSE STRUCTURE

<b>SEMESTER DETAILS</b>	<b>PAPER CODE</b>	<b>PAPER NAME</b>	<b>CREDITS (Th.+Tu./Pr.)</b>
<b>Semester - I</b>	P-101 (AECC-I)	Environmental Studies and Disaster Management	4
	P-102 (Core-I)	Principles and Practices of Management	6
	P-103 (Core-II)	Business Statistics for Management	6
	P-104 (GE-I)	Banking and Insurance Management	6
<b>Semester - II</b>	P-201 (AECC-II)	M.I.L. (Odia/ Hindi/ English)	4
	P-202 (Core-III)	Business Organisation	6
	P-203 (Core-IV)	Financial Accounting	6
	P-204 (GE-II)	Business Economics	6
<b>Semester - III</b>	P-301 (Core-V)	Cost and Management Accounting	6
	P-302 (Core-VI)	Business Mathematics	6
	P-303 (Core-VII)	Marketing Management	6
	P-304 (GE-III)	Computer for Management	6
	P-305 (SEC-I)	Communicative English	4
<b>Semester - IV</b>	P-401 (Core-VIII)	Financial Management	6
	P-402 (Core-IX)	Human Resource Management	6
	P-403 (Core-X)	Business Law	6
	P-404 (GE-IV)	Production and Operation Management	6
	P-405 (SEC-II)	E-Commerce	4
<b>Semester - V</b>	P-501 (Core-XI)	Research Methodology	6
	P-502 (Core-XII)	Organisation Behaviour	6
	P-503 (DSE-I) Accounts and Finance	Security Analysis & Portfolio Management	6
	P-503 (DSE-I) Marketing	Advertising & Sales Promotion	
	P-504 (DSE-II)	Summer Internship/ Project Report	6
<b>Semester - VI</b>	P-601 (Core-XIII)	Taxation and E-Filing	6
	P-602 (Core-XIV)	Entrepreneurship Development	6
	P-603 (DSE-III)	Financial Institutions & Markets	6

	Accounts and Finance		
	P-603 (DSE-III) Marketing	Product and Brand Management	
	P-604 (DSE-IV) Accounts and Finance	Financial Derivatives & Risk Management	6
	P-604 (DSE-IV) Marketing	Retail and Supply Chain Management	
<b>Total</b>			<b>148</b>

## **P-102 (Core-I): Principles and Practices of Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Introduction to Management: Concept, Definitions, Characteristics, Functions and Importance. Levels of Management, Functions of Manager, Management Process.

Theories of Management: Scientific Management Theory by F.W. Taylor, Fayol's 14 Principles of Management, Max Weber's Bureaucratic Theory.

**Module-II:** Various Functions of Management, Concept and definitions of Planning, Types of Plans, Process of Planning, Importance of Planning. Concept and definitions of Organising, Nature, Process and Importance of Organising. Centralisation and Decentralisation: Meaning, Merits and demerits, Difference between Centralisation and Decentralisation.

**Module-III:** Concept and definitions of Staffing, Process of Staffing, Importance of Staffing. Meaning and definitions of Directing, Features of Directing, Importance of directing. Controlling: Meaning and Definitions, Features of Controlling, Process of Controlling. Coordination: Concept, Principles and Process of Coordination.

**Module-IV:** Organisational Structure: Concept of Organisational Structure, Line Organisational Structure, Line and Staff Organisational Structure, Functional Organisational Structure.

Decision Making: Concept of Decision Making, Various features of Decision Making, Process of Decision Making.

Management by Objectives (MBO): Concept of MBO, Features of MBO, Advantages and disadvantages of MBO, Process of MBO.

### **Recommended Books:**

1. Principles and Practices of Management: VSP Rao (TAXMANN'S)
2. Principles of Management: L.M. Prasad (S. Chand & Co.)
3. Principles and Practices of Management: Sharma and Gupta (Kalyani Publisher).
4. Principles of Management: P C Tripathi and P N Reddy (McGraw Hill).

## **P-103 (Core-II): Business Statistics for Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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### **Module-I: Introduction:**

Meaning and definition of statistics, function, importance of statistic in business, limitation of statistics, classification and tabulation of data graphic and diagrammatic presentation of data, a statistical investigation; census and sample investigation.

### **Module-II: Analysis of univariate data:**

Measures of central value; characteristic of an ideal measure of central value, type of averages; mean, median and mode, harmonic mean and geometric mean, merits, limitations and uses. Relationship between averages. Measure of dispersion; meaning and significance absolute and relative measure of dispersion; range, quartile deviation, mean deviation, stranded deviation, coefficient of variation, moments, skewness, kurtosis.

### **Module-III: Analysis of Bivariate data:**

Correlation analysis: concept, importance, types of correlation, methods of showing correlation, rank correlation

Regression analysis: introduction, uses of regression analysis, difference between correlation and regression analysis, regression lines and equations.

### **Module-IV: Analysis of Index Number and Time Series:**

Index number: introduction, uses of index number, problems in index number construction methods of price, quantity, and value indices, test of adequacy, chain base index numbers, base shifting, splicing, and deflating. Timeseries: introduction, components of a time series, trend analysis, seasonal variation, cyclical variation, irregular variation, importance of time series of business and economics, forecasting.

### **Recommended Books:**

1. Business of statistical; D. Patri
2. Statistical methods: S.P Gupta
3. Fundamentals of statistics: S.C Gupta
4. Statistic for management: Levin and Rubin

## **P-202 (Core-III): Business Organisation**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Introduction to Business: Meaning, Nature and Objectives of Business, Functions of business, Elements of a successful Business, Qualities of a successful Businessman, Comparison between Business, Profession and Employment. Meaning, Nature and components of Commerce. Distinction between Business and Commerce.

**Module-II:** Basic Forms of Business Organisation along with its basic characteristics. Sole Proprietorship: Meaning, Features, Advantages, Disadvantages. Partnership form of Business Organisation: Meaning, Characteristics, Merits and demerits of Partnership form of Business Organisation, Types of Partners, Concept of dissolution of Partnership Firm.

**Module-III:** Joint Stock Company: Meaning and Definitions of joint stock company, Characteristics of Joint stock company, Merits and Demerits of Joint Stock Company.

Company: Meaning and definitions of Company, Formation of a Company, Concept and features of Private and Public Company, Distinction between Private and Public Company.

**Module-IV:** Merger and Acquisition: Concept and definitions of Merger and Acquisition, Need of Merger and Acquisition, Types of Mergers and Acquisition, Process of Merger and Acquisition in India.

Concept and clauses of Memorandum of Association, Alteration of Memorandum of Association, Concept and clauses of Articles of Association, Alteration of Articles of Association, Distinction between Memorandum of Association and Articles of Association. Prospectus: Concept and its contents.

**Recommended Books:**

1. Business Organisation and Management: D.P. Jain (Vrinda).
2. Business Organisation and Management: Sharma and Gupta (Kalyani).
3. Business Organisation and Management: S.A. Sherlekar (HPH).
4. Business Organisation and Management: Y.K. Bhusan (Sultan Chand).

**P-203 (Core-IV): Financial Accounting**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I**

Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

**Module-II**

Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting (SLM, WDV), and Revenue Recognition. Methods of charging, Bank Reconciliation Statement, Preparation Trial Balance.

**Module-III**

Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet. Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report.

**Module-IV**

Accounting for Non-profit organisations. Non-profit entities; characteristics of non-profit organisations, preparation of receipt and payment Account, income and expenditure account and balance sheet with important adjustments.

Partnership: Admission, Retirement and Death.



**Recommended Books:**

1. Financial Accounting: P.C Tulsian (Pearson publication)
2. An Introduction to Accountancy: S.N Maheshwari & S.K Maheshwari (Vikash Publishing house)
3. Double Entry Book Keeping: Kalyani Publication.

**P-301 (Core-V): Cost and Management Accounting**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I**

Meaning, objectives, and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organisation. Difference between Cost and Management Accounting.

**Module-II**

Materials: Material/inventory control techniques. Accounting and control of purchases, storage, and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses

Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage system.

**Module-III**

Meaning and types of financial statement, limitation of financial statements, objectives and methods of financial statements analysis, Ratio analysis, classification of ratios- profitability ratios, turnover ratios, liquidity ratios, advantages of ratio analysis, limitation of accounting ratios.

**Module-IV**

Funds flow statement as per Indian Accounting standard 3, Cash flow statement.

**Recommended Books:**

1. Arora, M. N: Cost Accounting- Principles & Practice, Vikas, New Delhi.
2. Jain, S. P. and Navang, K. L.: Cost Accounting, Kalyani, Ludhiana.
3. Khan, M. Y. and Jain, P. K.: Management Accounting- Tata McGraw Hill, New Delhi

**P-302 (Core-VI): Business Mathematics**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I**

Limit: Limit of a function, Definition, Left hand limit, Right hand limit, Infinite limit and limit at infinity, Algebra of limits, Evaluation of limits (excluding trigonometric functions) Differentiation: Derivatives and Rules of Differentiation Integration: Indefinite integration, Fundamental integration formulae, algebra of integrals.

## **Module-II**

Network Analysis: Meaning Network diagram, Techniques of Network analysis CPM & PERT, Permutation and Combination: Counting principles, permutations and combinations (with and without repetition), restricted permutations and combinations.) Theory of Probability: Distribution curve, Binomial, Poisson and normal distribution.

## **Module-III:**

Compounding and discounting of a sum using different types of rates. Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. (General annuities to be excluded)

## **Module-IV:** Linear Programming

Formulation of linear programming problem (LPP): Graphical solution to LPPs. Cases of unique and multiple optimal solutions, unbounded solutions and constraints, solution to LPPs using simplex method- maximisation and minimisation cases.

## **P-303 (Core-VII): Marketing Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Introduction to Marketing:** Meaning, Definition, Characteristics and Importance of Marketing, Evolution of Marketing, difference between Marketing and Selling, Holistic Marketing Concept, Market Environment, BCG Matrix. **Market Segmentation:** Meaning of Market Segmentation, bases of Market Segmentation, Need of Market Segmentation.

**Module-II: Marketing Mix:** Product Mix, Price Mix, Place Mix and Promotion Mix. **Product:** Definition, types, Concept of Product Life Cycle, Stages of Product Life Cycle, Concept of New Product, Process of New Product Development, Why marketers go for New Product, Reasons of failure of New Product.

**Module-III: Price:** Meaning and Definitions of Price, Objectives of Pricing, Importance of Pricing, Types of Pricing, Factors affecting Pricing Decisions. **Channels of Distributions:** Meaning, Types of Channels of Distribution, Factors affecting Channels of Distribution, Significance of Channels of Distribution.

**Module-IV: Promotion Mix:** Meaning, Various Elements of Promotion Mix. **Advertising:** Meaning, Objectives, Functions and types. **Sales Promotion:** Meaning of Sales Promotion, Various Sales Promotion Tools, **Personal Selling:** Meaning, Need of Personal Selling, Process of Personal Selling. **Competitive Marketing attacking strategies:** frontal attack, flanking attack, encirclement attack, bypass attack, guerilla attack.

## **Recommended Books:**

1. Marketing Management: Ramaswamy and Namakumari (MACMILLAN).
2. Marketing Management: Rajan Saxena (McGraw Hill).
3. Marketing Management: C.N. Sontakki (Kalyani).
4. Marketing Management: Phillip Kotler (Pearson).

## **P-401 (Core-VIII): Financial Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Financial Management: An Overview, Evolution of Financial Management; Financial Decisions in a firm; Goal of Financial Management; Risk- Return Trade off Emerging Role of The Finance Manager in India.

The Time value of Money: Time lines and Notation; Future value of a single amount: Present value of a single amount; Future value of Annuity; Present Value of an Annuity; Intra Year compounding and discounting.

**Module-II:** Valuation of Bond and Stock: Bond Valuation; Bond Yields, Bond Market; Stock Valuation; Relationship Between Earning - Price, Expected Return and Growth. Risk and Return: Risk and Return of a Single Asset; Risk and Return of a Portfolio; Measurement of Risk; Relationship between risk and return.

**Module-III:** Technique of Capital Budgeting: Capital Budgeting Process; Project Classification; Investment Criteria; Net Present Value; Benefit Cost Ratio; Internal Rate of Return, Pay Back Period; Accounting Rate of Return, Investment Appraisal in Practice.

**Module-IV:** Working Capital Policy: Characteristics of Current Assets; Factors influencing Working Capital Requirements, Level of Current Assets; Current Assets Financing Policies; Profit Criterion for Working Capital; Operating Cycle and Cash Cycle; Cash Requirement for Working Capital. Working Capital Financing: Accruals; Trade Credit; Working Capital Advance by Commercial Banks; Public Deposits; Intra Co-operate Deposits; Short term Loans from Financial Institutions; Rights Debentures for working capital; Commercial papers.

### **Recommended Books:**

1. Financial Management: Prasanna Chandra
2. Financial Management: I.M. Pandey.
3. Financial Management: Sharma & Gupta

## **P-402 (Core-IX): Human Resource Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Human Resource Management (HRM):** Meaning, Definition, Objective, Scope and Functions of HRM. Evolution of Human Resource Management in India, Human Resource Planning (HRP): Meaning and Definitions of HRP, Objectives of HRP, Importance of HRP, Process of HRP, Factors affecting HRP, Barriers to HRP.

**Module-II: Recruitment:** Meaning, Definition, Objectives, Factors and Sources of Recruitment. **Selection:** Meaning, Definition, Purpose and Process of Selection. **Training and Development:** Concept of Training and Development, Need of Training and Development, Role of Training and Development, Concept of Job Description and Job Specification.

**Module-III: Performance Appraisal:** Meaning and Definition of Performance Appraisal, Objectives of Performance Appraisal, Process of Performance Appraisal, Need of Performance Appraisal, Merits and

demerits of Performance Appraisal. **Wage and Salary Administration:** Meaning, Objectives, Principles of Wage and Salary Administration, Concept of Time Wage System and Piece wage system.

**Module-IV: Industrial Relations:** Concept, Nature and Importance of Industrial Relations. **Trade Union:** Concept and Nature of Trade Union, why people join Trade Union. **Grievance Redressal System:** Meaning of Grievance, Causes of Grievance, Grievance Redressal System in India.

**Recommended Books:**

1. Human Resource Management: C.B. Gupta (Sultan Chand).
2. Human Resource Management: K Aswathappa (McGraw Hill).
3. Human Resource Management: Sharma and Gupta (Kalyani).
4. Human Resource Management: C.B. Mamoria (Himalaya).

**P-403 (Core-X): Business Law**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Indian Contract Act (1872) Essential elements of contract, offer and acceptance, consideration, capacities of parties, free consent, legality of objects, contingent contract, discharge of contract. Agreement declared void, performance of contract, Remedies for breach of contract.

**Module-II:** Sales of Goods Act 1930: Formation of contracts of sale: Goods and their Classification :Price: Conditions and warranties; Transfer of property in goods; Performance of the Contract of sales: unpaid seller and his rights; Sale by auction; Hire purchase agreement.

**Module-III:** Negotiable Instrument Act 1881: Definition of Negotiable Instruments; Features; Promissory note; Bill of exchange and cheque; holder and holder in due course; crossing of a cheque; types of crossing; Negotiations; Dishonour and discharge of Negotiable Instrument.

**Module-IV:** Company Law: Promotion and incorporation of companies; Memorandum of Association; Article of Association; Prospectus; Company meetings; kinds of meetings; Quorum; Voting; Resolutions; Minutes.

**Recommended Books:**

1. Mercantile Law-S.C. Kuchhal
2. Mercantile Law -N.D. Kapoor
3. Business Law for Managers-Sultan Chand (Tuteja SK)
4. Business Law Including Company Law-Newage (Gulsnan SS)
5. Element of Business && Economic Laws (Sultan Chand) (Kapoor ND)

## **P- 501 (Core-XI): Research Methodology**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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### **Module-I: Introduction to Research:**

Definition, objection, scope, limitation and types, Research process; Steps, research problems techniques involved in defining a problem, meaning, features, need of research design, types of research designs.

### **Module-II: Survey Designs:**

Sampling, implication sample design, types of sample design, sample size and it's determination.

Research methods: interview method, observational method, questionnaire method, case studies

### **Module-III: Hypothesis Testing:**

Concepts basic to the hypothesis testing procedure; steps in hypothesis testing; type- I and type-II error, one and two tailed tests of hypothesis, estimating the population mean, proportion, chi-square test, t-test, F-test

### **Module-IV: ANNOVA:**

Meaning and principles of ANOVA, ANOVA techniques; setting up one way and two way ANOVA table. Report writing: meaning and types of report writing and their mechanics, meaning and techniques of interpretation,

### **Recommended Books:**

1. Research methodology by C.R kothari
2. Research methodology by Vrinda publication
3. Research methodology by A.K.P.C Swain
4. Research methodology for social sciences by A.N Sadhu and A.singh (sterling)

## **P- 502 (Core-XII): Organisation Behaviour**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Organisation Behaviour (OB):** Meaning and Definitions of OB, Characteristics of OB, Importance of OB, why we study OB. **Personality:** Meaning and Definitions of Personality, Determinants of Personality, Theories of personality: Trait Theory, Type Theory, Psychoanalytical theory of Personality, Big Five Personality Traits.

**Module-II: Learning:** Concept and Theories of Learning. **Leadership:** Meaning and Definitions of Leadership, Qualities of an Effective Leader, Theories of Leadership: Behavioural Theory, Contingency Theory and Trait Theory, Various Leadership Styles. **Conflict:** Concept of Conflict, Sources and types of Conflict, Conflict Resolution Techniques.

**Module-III: Motivation:** Concept of Motivation, Types of Motivation, Importance of Motivation inside Organisation, **Important theories of Motivation:** Need Hierarchy Theory, Two Factor Theory, ERG Theory, Theory X and Theory Y, Adam's Equity Theory and Vroom's Expectancy Theory. **Perception:** Concept and Process of Perception.

**Module-IV: Attitude:** Meaning of Attitude, Characteristics of Attitude, Components of Attitude: Cognitive, Affective and Behavioural. **Group:** Meaning of Group, why people join Group, types of Groups, Stages of Group Development, Group Cohesiveness, Factors affecting Group Cohesiveness. **Organisational Change:** Meaning of Organisational Change, Meaning of Resistance to Change, Managing Resistance to change.

**Recommended Books:**

1. Organizational Behaviour: Stephen P. Robbins (Pearson).
2. Organizational Behaviour: L.M. Prasad (Sultan Chand).
3. Organisational Behaviour: Shashi K. Gupta and Rosy Joshi (Kalyani).
4. Organisational Behaviour: Dr. C.B. Gupta (S Chand).

**P- 601 (Core-XIII): Taxation and E-Filing:**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Basic concepts: Assesses, Assessment year, Previous year, Income, Person, Agricultural income, and its integration in total income. Residential status of an individual, Exempted income U/ S 10 of Income Tax Act.

**Module-II:** Calculation of income under the head salary. Computation of taxable income of an individual assessee considering deductions from gross total income U/S 80.

**Module-III:** Clubbing of Income, Set-off and carry-forward of losses, Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.

**Module-IV:** Procedure for assessment: E-filing of return, Introduction to the concept of Goods and Services Tax (GST) and Direct Tax Code (DTC).

**Recommended Books:**

1. Singhania, V.K. Student Guide to Income Tax. Taxmann Publications Pvt. Ltd. (Latest ed.)
2. Ahuja& Gupta. Simplified Approach to Corporate Tax. Flair Publications Pvt. Ltd (Latest ed.)

**P- 602 (Core-XIV): Entrepreneurship Development**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Entrepreneur and Entrepreneurship:** Concept and Definitions of Entrepreneur, Characteristics of successful Entrepreneur, Functions of an entrepreneur, Need for an Entrepreneur, Concept of Entrepreneurship, Role of Entrepreneurship in Economic Development, Types of Entrepreneurship, Difference between Entrepreneur and Entrepreneurship, Important Entrepreneurial Traits, Concept of Intrapreneur and Social Entrepreneur.

**Module-II: Women Entrepreneurship:** Concept and Functions of Women Entrepreneurship, Growth of women Entrepreneurship in India, Developing Women Entrepreneurship, Problems of women

Entrepreneurship, Limitations of Women Entrepreneurship. **Rural Entrepreneurship**: Meaning and Need of Rural Entrepreneurship, Problems of Rural Entrepreneurship, Development of Rural Entrepreneurship.

**Module-III: Entrepreneurship Development Programmes (EDPs)**: Meaning and Need of EDPs, Objectives of EDPs, EDPs in India, Phases of EDPs, Problems of EDPs, **Micro and Small Enterprises**: Meaning and Definitions of Small Enterprises, Features and Characteristics of Micro and Small Enterprises, Scope of Micro and Small Enterprises Rationale behind Micro and Small Enterprises.

**Module-IV: Formulation of Business Plans**: Meaning and contents of Business Plan, Significance of Business Plan, Formulation of Business Plan. **Project Appraisal**: Concept of project Appraisal, Methods of Project Appraisal: Economic Analysis, Financial Analysis, Market Analysis, Technical Feasibility and Managerial Competence, **Environmental Clearance for SMEs**: Environmental Restrictions for SSI Sector, The Environmental Clearance Process.

**Recommended Books:**

1. Entrepreneurial Development: S S Khanka (S Chand).
2. Fundamentals of Entrepreneurship: S K Mohanty (PHI).
3. Management of Small-Scale Industries: Vasant Desai (HPH)
4. Fundamentals of Entrepreneurship and Small Business: Sachdeva and Uppal (Kalyani).

**P- 503 (DSE-I): Security Analysis and Portfolio Management:**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I**: Introduction to Investment Management, Investment, gambling and speculation, Investment Objectives, Investment Process and Policy, Securities, and Investment Alternatives Types of Market; New Issue Market: Meaning and Function Placement of Issue, Secondary market; Function, Types of order, Stock Market Indices of India, Usefulness, Computation, Differences between Indices.

**Module-II**: Risk & Return Analysis: Meaning and Types of risk, Systematic Risk- Market Risk, Interest Rate Risk and Purchasing Power Risk; Unsystematic Risk- Business Risk and Financial Risk Minimising Risk Exposure and Risk Measurement- Standard Deviation, Beta. Holding Period return, average Return, Expected return, Multiyear holding period.

**Module-III**: Portfolio construction: Introduction, Approaches, Concept of diversification, Portfolio risk and return Markowitz Model, Efficient Frontier, Sharpe Single Index Model, Optimal Portfolio.

**Module-IV**: Portfolio Evaluation: Introduction, Mutual fund, NAV, Calculation of Mutual Fund Return, Performance Evaluation- Sharpe's ratio, Treynor's Ratio, and Jensen's Measures.

Portfolio Revision; Introduction, Concept of Active and Passive Investor, The Formula Plan, Method of Portfolio Revision- Constant rupee value plan, constant ratio plan and Dollar cost averaging.

**Recommended Books:**

1. Preeti Singh, Investment Management (SAPM), Himalaya Publishing House
2. Pandian P: Security Analysis and Portfolio Management, Vikas Publishing House
3. Kevin. S: Security Analysis and Portfolio Management, PHI Learning Private Limited
4. Singh. P: Security Analysis and Portfolio Management, Himalaya Publishing House

**P- 503 (DSE-I): Advertising and Sales Promotion**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Advertising:** Meaning, Objectives, Features and Functions of Advertising, Classifications of Advertising, Some important Advertising Models: AIDA Model, DAGMAR Model, DRIP Model and ATRN Model. **Advertising Budget:** Concept of Advertising Budget, types of Advertising Budget and factors affecting Advertising Budget.

**Module-II: Advertising Copy:** Concept of Advertising Copy, Elements of an Advertising Copy, Types of Advertising Copy, **Advertising Appeal:** Meaning and Definitions of Advertising Appeal, Types of Advertising Appeal, **Media Planning:** Meaning of Media Planning, Factors affecting Media Planning, Various Broadcast and Non-Broadcast medias of Advertising.

**Module-III: Advertising Agency:** Meaning of Advertising Agency, Types of Advertising Agency, Functions of Advertising Agency, Benefits of using Advertising Agency. **Measuring Advertising Effectiveness:** Meaning of Advertising Effectiveness, Importance of Measuring Advertising Effectiveness, Methods of Measuring Advertising Effectiveness: Pretesting, Concurrent Testing and Post testing.

**Module-IV: Sales Promotion:** Meaning and Definitions of Sales Promotion, Importance of Sale Promotion, Various Schemes used in Sales Promotion, Pros and Cons of Sales Promotion, Strategies of Sales Promotion, **Salesforce Management:** Meaning of Salesforce Management, Objectives of Salesforce Management, Importance of Salesforce Management, Functions of Salesforce management.

**Recommended Books:**

1. Advertising Principles and Practices: Ruchi Gupta (S Chand).
2. Advertising Management: Aaker, Myers and Batra (Prentice Hall).
3. Advertising and Sales Management: C.N. Sontakki (Kalyani).
4. Advertising and Sales Promotion: Kazmi and Batra (Excel).

**P- 504 (DSE-II): Summer Internship/ Project Report**

**[Full Marks: 100: Project Report = 70 marks. Viva = 20 marks, Presentation = 10 marks]**

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After completion of Semester-IV, each student will be required to undergo 4 to 6 weeks of Summer Internship during their Summer Vacation. They have to prepare a Project Report on their Internship Area or any topic of their Interest under the guidance of a faculty member. The Project Report shall be evaluated during Semester-V Exam which will carry 70 marks for Project Report and leaving 30 marks for presentation & viva voce examination. The evaluation of Summer Internship Report/ Project Report will be jointly evaluated by an External Examiner and Internal Examiner. The External Examiner may be selected from outside the college with prior approval from COE of the University. The Internal Examiner will be selected by the principal of the respective College.



## **P- 603 (DSE-III): Financial Institutions and Markets**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; competition; deregulation; capital requirements; NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker;

**Module-II:** Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities:

**Module-III:** Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets,

**Module-IV:** Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Commercial Bills and Certificate of Deposit. Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds.

### **Recommended Books:**

1. Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets and Institutions (3rd ed.). Tata McGraw Hill
2. Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education
3. Shahani, Rakesh (2011). Financial Markets in India: A Research Initiative. Anamica Publications
4. Goel, Sandeep. (2012). Financial services. PHI.
5. Gurusamy, S. (2010). Financial Services. TMH.

## **P- 603 (DSE-III): Product and Brand Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** **Concept of Product:** Meaning of Product, Explicit and Implicit Characteristics of Product, Product Classifications: Consumer and Industrial, Durable and Non-durable, Convenience, Shopping and Speciality Products. **Product Planning:** Meaning and Definitions of Product Planning, Objectives of Product Planning, Components of Product Planning, Concept of Product Line and Product Positioning.

**Module-II:** **Product Life Cycle:** Concept and Benefits of Product Life Cycle, Prospects and Problems associated with Product Life Cycle, Various Sources of Idea Generation of New Product, Concept of Product Innovation, Steps to manage Product Innovation successfully, Criteria's for getting success from New Product. **Consumer Adoption Process:** Concept of Consumer Adoption Process, Stages in Adoption Process, Adopter Categories (Innovators, Early Adopters, Early Majority, Late Majority and Laggards).

**Module-III: Concept of Product Positioning:** Concept and Definitions of Product Positioning, Elements of Product Positioning, Determinants of successful Product Positioning. **Product Modification:** Concept of Product Modification, Ways of Product Modification, Need of Product Modification. **Product Diversification:** Concept of Product Diversification, Objectives of Product Diversification, Types of Product Diversification, Patterns of Product Diversification, Methods of Product diversification, Pros and Cons of Product Diversification.

**Module-IV: Brand Management:** Definitions of Brand and Branding, Role of Branding, Features of a Good Brand, Merits of Branding to Manufacturers, Merits of Branding to Wholesalers and Retailers, Merits of Branding to Consumers, Concept of Brand Loyalty, Brand Positioning and Brand Image, Challenges and Opportunities for Branding in competitive market structure.

**Recommended Books:**

1. Product and Brand Management: Tapan K. Panda (OXFORD University Press)
2. Marketing Management: C.N. Sontakki (Kalyani).
3. Understanding Brands: D Cowle (Kogan Page Ltd.).
4. Strategic Brand Management: Jean Noel Kampferer (Kapferer Press)

**P- 604 (DSE-IV): Financial Derivatives and Risk Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Fundamentals of Derivative Securities-Options, Futures, Forwards and Swaps, Trading, Orders and exchanges for Financial Derivatives.

**Module-II:** Stock index futures and stock futures. Trading of future contracts, margins in future contracts, Pricing of forwards and future contract Hedging with futures contracts. The relation between futures prices and the expected future spot prices.

**Module-III:** Stock index options, stock options and options on futures contract; Trading Strategies in options; option pricing The Black and Scholes model and Binomial model. Transferring risk through options Delta, Theta, Gamma, Vega and Rho options.

**Module-IV:** SWAPS – Mechanics of interest rate swaps, Valuation of interest rate swaps, using swaps to reduce interest cost, currency swaps, valuation of currency swaps.

**Recommended Books:**

1. Susan Thomas, Derivative Markets in India, Tata McGraw Hill series, New Delhi.
2. Satyajit Das, Swaps/Financial Derivatives Products pricing, Applications and Risk Management, John Wiley and Sons (Asia) Pte, Ltd
3. Keith Redhead, Financial Derivatives, PHI, New Delhi.
4. V.K. Bhalla, Financial Derivatives, Risk Management, S. Chand & Co. Ltd., New Delhi.

## **P- 604 (DSE-IV): Retail and Supply Chain Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: Concept of Retailing:** Meaning and Definitions of Retailing. Characteristics of Retailing, Importance of Retailing, Definitions of Retailer, Characteristics and functions of Retailer, Evolution of Retailing in India, Classification of Retailing, Factors affecting Retailing in India, Retail Planning Process.

**Module-II: Some Important Retail Formats:** Departmental Stores and its features, Supermarket and its features, Hypermarket and its features, Factory Outlet and its features. **Franchising:** Concept, Features, Types and importance. Store Planning, Store Design and Store Layout, elements of Store Design and store Layout, Retail Space management, Location planning in Retailing, Importance of Location Planning in Retailing, Mark-up and Mark-down in Retailing.

**Module-III: Retail Merchandising:** Concept of Retail Merchandising, Factors affecting Retail Merchandising, Types of Merchandising, Principles of Merchandising, **Customer Relationship Management (CRM):** Definitions of CRM, Objectives of CRM, Components of CRM, Importance of CRM in Retailing, Various stages of CRM Process,

**Module-IV: Supply Chain Management (SCM):** Meaning of supply Chain management, Objectives of SCM, Challenges of SCM. **Supply Chain Integration:** Meaning, Elements and Barriers. Third Party and Fourth Party Logistics in Supply Chain, Push-based and Pull-based Supply Chain Strategy, Achieving Strategic fit in SCM, **Logistic Management:** Concept of Logistic Management, Objectives of Logistics Management, Types of Logistic management, Factors responsible for effective logistic management.

### **Recommended Books:**

1. Retail Management: Swapna Pradhan (McGraw Hill)
2. Retail Management: Harjit Singh (S Chand).
3. Retail Management: Berman and Evarv (Prentice Hall)
4. Supply Chain Management: J Shah (Pearson).

## **P-104 (GE-I): Banking and Insurance Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Banking Business in India: A Brief History, Meaning and Definition of Bank, Features of Bank, Role of Banks, Principles of Banking, Banking Legislations, Structure of Indian Banking System, Types of Banks and Financial Institutions, RBI and its Functions, Functions and Role of a Commercial Bank, Banker - Customer Relationship.

**Module-II:** Banking Regulatory Norms: Know Your Customer (KYC), Anti Money Laundering (AML) Guidelines and Precautions to be taken by a Banker while Opening a New Account. Practical Banking: Opening and Operation of different Types of Accounts - Individual and Joint Accounts, Proprietorship, Partnership, Company, Club, Association, Societies, Trusts and foundations.

**Module-III:** Indian Insurance Industry: Meaning and Definition of Insurance, Nature of Insurance, Function of Insurance, Importance and Benefits of Insurance, Essentials of Insurance Contract, Legal Frame Work,

Principles of Insurance, Classification of Insurance, Reinsurance, Double Insurance, Principles Governing Marketing of Insurance Products.

**Module-IV**: IRDAI: Objectives, Registration of Insurance Companies, Licensing of Insurance Agents, Licensing of Surveyors, Professional Standards, Rules & Ethics Governing Insurance Practice, Protection of Policyholder's Interest, Code of Conduct for Insurance Agent, Duties and Responsibilities of IRDAI.

Indian Insurance Market: LIC- Its Objectives and Achievements, GIC- Its Objectives and Achievements.

**Recommended Books:**

1. Banking Theory, Law and Practices: Gordon and Natrajan (HPH).
2. Banking and Insurance Principles: Neelam C. Gulati (Excel).
3. Insurance and Risk Management: P.K. Gupta (HPH).
4. Elements of Banking and Insurance: Sethi and Bhatia (PHI).

**P-204 (GE-II): Business Economics**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I**: **Introduction to Business Economics**: Meaning, Features and Scope of Business Economics.

**Demand**: Meaning and definitions of Demand, Law of Demand, Exceptions of Law of Demand, Why the demand curve slopes downward. **Elasticity of Demand**: Meaning and Definitions, Determinants of Elasticity of Demand, Price Elasticity of Demand, Cross Elasticity of Demand, Income Elasticity of Demand.

**Module-II**: **Market Structure**: Meaning and features of Monopoly, Oligopoly, Duopoly, Perfect Competition. Price Determination under Perfect Competition, Meaning and definitions of Profit, Various theories of Profit. Meaning and definitions of cost, various types of costs. Law of Diminishing Marginal Utility, Applications and Uses of Diminishing Marginal Utility.

**Module-III**: **National Income**: Meaning and definition of National Income, Components of National Income, Importance of National Income, Basic concept of GDP, GNP and NNP. **Inflation**: Meaning and definitions of Inflation, various causes of Inflation in economy, types of Inflation and effects of inflation on economic condition of nation.

**Module-IV**: **Money**: Meaning and functions of money, Concept of balance of Payment and Balance of Trade, Difference between balance of Payment and Balance of Trade, Quantitative and Qualitative Credit Control, Meaning of International Trade, Theory of Comparative Costs or comparative advantage, Heckscher-Ohlin Theory of International Trade,

**Recommended Books:**

1. Managerial Economics: D.N. Diwedi (Vikash Publishing House).
2. Principles of Microeconomics: H.L.Ahuja (S. Chand).
3. Business Economics: R.K. Lekhi (Kalyani).
4. Business Economics: Dr. Binod Kumar Sinha and dr. deepthi K.S. (Himalaya Publishing House).

## **P-304 (GE-III): Computer for Management**

**[Full Marks: 100: Term End = 60 marks. Practical = 25 marks Mid sem- 15]**

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**Module-I:** **Introduction to Computer:** Characteristics of computer, types and classification of computers; Computer hardware and software; computer organization. **Operating system:** Meaning; types and functions

**Module-II:** Computer Device and Languages: Input and output devices; Storage devices: primary and secondary; Computer language; high-level language, assembly language, machine language, Compiler, and interpreter; number systems.

**Module-III:** Computer Network: Different types of networks- LAN, MAN, WAN, Network environments: Topology, protocol.

**Module-IV:** Introduction to Internet: Internet; extranet; Internet service provider; Internet assess; web fundamentals; e-mail; e-Commerce; Security and privacy issue.

PRACTICAL: DOS Commands-Internal, External; Using windows; Ms-word, Ms-Excel, Ms- Access; MS Power Point; Using Internet.

### **Recommended Books:**

1. RK. Sinha-Fundamentals of Computer
2. R. P. Jain - Fundamentals of Computer
3. Leon and Leon - Introduction to Computer

## **P-404 (GE-IV): Production and Operation Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I:** Nature of Production and Management: nature of production, production as a system, Production as an Organization Function, importance of production function, characteristic of modern production operations functions. Nature of strategic management, strategic management process,

**Module-II:** Product design: Factors influencing product design, Approaches to product design, legal, ethical and environmental issues in product design.

Process Design: Process, Process planning and process design, Process planning, process selection, Process strategy, Process management, Major process decisions, Make or buy decisions.

**Module-III:** Plant Location: Introduction, Location Theories, Freedom of location, Errors in selection, Steps in location selection, relative importance of location factors.

Plant Layout: Introduction, meaning, Definition and scope, Factors influencing facility layout, Principles of layout, Importance of facility layout, Layout planning.

**Module-IV:** Resource requirement planning: Resource requirement planning system, MRP-I objectives, Purpose, Advantages & Disadvantages. General overview of MRP-II, MRP-II system inputs and outputs, Benefits, Problem in using MRP-II,

Quality management: Inspection & Quality control, Objectives, benefits of QC, Organization for QC, Ensuring Quality, quality control, Total Quality Management.

**Recommended Books:**

1. Production and Operation Management: K.Aswathapa (HPH)
- 2 Production and Operations Management: R.Paneerrselvam (PVH)

**P-101 (AECC-I): Environmental Studies and Disaster Management**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Unit-I**

The Environment: The Atmosphere, Hydrosphere, Lithosphere, Biosphere, Ecology, Ecosystem, Biogeochemical Cycle (Carbon Cycle, Nitrogen Cycle), Environment Pollution: Air Pollution, Water Pollution, Soil Pollution, Radiation Pollution.

**Unit – II**

Population Ecology: Individuals, Species, Pollution, Community, Control Methods of Population, Urbanization and its effects on Society, Communicable Diseases and its Transmission, Non-Communicable Diseases.

**Unit- III**

Environmental Movements in India: Grass root Environmental movements in India, Role of women, Environmental Movements in Odisha, State Pollution Control Board, Central Pollution Control Board.

**Unit –IV**

Natural Resources: Conservation of Natural Resources, Management and Conservation of Wildlife, Soil Erosion and Conservation, Environmental Laws: Water Act, 1974, Air Act, 1981, The Wildlife (Protection) Act, 1972, Environment Protection, 1986, Natural Disasters and their Management.

***Books Recommended***

1. Dash MC and Mishrs PC, Man and Environment, McMillan, London.
2. Mishra PC and Das MC, Environment and Society, McMillan, London.
3. Odeem EP, Fundamentals of Ecology, Natraj Publication.
4. Mishra DD, Fundamental Concept in Environmental Studies, S.Chand, New Delhi.
5. Asthana DK and Asthana Meera, A Testbook of Environmental Studies, S. Chand, New Delhi.

**P-201 (AECC-II): M.I.L. (Odia/ Hindi/ English)**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

**MIL (ALTERNATIVE ENGLISH)**

**Introduction:**

The paper is focused upon developing one fundamental skills of Language learning; reading which needs a thorough rethink and revision. In order to build a strong base for acquisition of the communication skills, suitable reading content is selected from diverse areas in prose form. This would boost the learner's competence in expressive and comprehension skills. The well researched language exercises in the form of usage, vocabulary and grammar is the other area that should attract the teacher and learner to work out for giving decent shape to the mastery of English language.

**FNIT 1: Short Story**

- (i) Jim Corbett-The Fight between Leopards
- (ii) Dash Benhur- The Bicycle
- (iii) Dinanath Pathy- George V High School
- (iv) Alexander Baron- The Man who knew too much
- (v) Will f Jenkins- Uneasy Homecoming

**FNIT 2: Prose**

- (i) Mahatma Gandhi- The way to Equal Distribution
- (ii) S Radhakrishnan- A Call to Youth
- (iii) C V Raman-Water- The Elixir of Life
- (iv) Harold Nicolson- An Educated Person
- (v) Claire Needell Hollander- No Learning without Feeling

**FNIT 3:**

- (i) Comprehension of a passage and answering the questions

**FNIT 4:**

- (i) Language exercises-test of vocabulary, usage, and grammar

**Text Books**

All Stories and Prose pieces

**Reference Books**

- *The Widening Arc: A Selection of Prose and Stories*, Ed. A R Parhi, S Deepika, P Jani, Kitab Bhavan, Bh ubaneswar.
- *A Communicative Grammar of English*, Geoffrey Leech.
- *A University Grammar of English*, Randolph Quirk and Sidney Greenbaum
- *Developing Reading Skills*. F. Grellet. Cambridge: Cambridge University Press, 1981.

## AECC : HINDI (MIL)

### UNIT - I

#### कविता

- (i) कबीर - साखी : 1 से 10
- (ii) तुलसी - विनयपत्रिका - पद 1 और 2
- (iii) प्रसाद - मधुमय देश
- (iv) निराला - भिक्षुक
- (v) अज्ञेय - हिरोशिमा

### UNIT - II

#### गद्य

- (i) रामचन्द्र शुक्ल - उत्साह
- (ii) हजारी प्रसाद द्विवेदी - कुटज
- (iii) हरिशंकर परसाई - सदाचार का तावीज

### UNIT - III

#### शब्द ज्ञान

- (i) शब्द शुद्धि
- (ii) वाक्य शुद्धि
- (iii) पर्यायवाची शब्द
- (iv) विलोम शब्द

### UNIT - IV

#### सामान्य ज्ञान

- (i) निबंध लेखन (Eassy Writing)
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## ସବିଶେଷ ପାଠ୍ୟ

### ଯୋଗାଯୋଗମୂଳକ ମାତୃଭାଷା – ଓଡ଼ିଆ (AECC)

ପାଠ୍ୟ-୧ / **Course – 1**: ଯୋଗାଯୋଗ ଅନୁବିଧି, ରୀତି ଓ ମାଧ୍ୟମ

୧ମ ଏକକ : ଯୋଗାଯୋଗର ପରିଭାଷା, ଅନୁବିଧି, ପରିସର ଓ ପ୍ରକାରଭେଦ

୨ୟ ଏକକ : ସାକ୍ଷାତକାର, ଭାଷଣ କଳା

୩ୟ ଏକକ : ସମ୍ବାଦର ପରିଭାଷା, ପରିସର ଓ ସମ୍ବାଦ ପ୍ରସ୍ତୁତି

୪ର୍ଥ ଏକକ : ଓଡ଼ିଆ ଭାଷାର ବର୍ଣ୍ଣମାଳା, ବର୍ଣ୍ଣାଶୁଦ୍ଧିର ନିରାକରଣ । (ବନାନ ତୁଟି – ସାଦୃଶ୍ୟଜନିତ ଅଶୁଦ୍ଧି, ଲିଙ୍ଗଗତ ଅଶୁଦ୍ଧି, ସନ୍ଧିଗତ ଅଶୁଦ୍ଧି, ସମାସଗତ ଅଶୁଦ୍ଧି, ବଚନ ଓ ବିଭକ୍ତିଗତ ଅଶୁଦ୍ଧି, ବାକ୍ୟ ବିଧିଜନିତ ଅଶୁଦ୍ଧି, ସମାର୍ଥବୋଧକ ଶକ୍ତାଶୁଦ୍ଧି, ପ୍ରତ୍ୟୟ ଜନିତ ଅଶୁଦ୍ଧି, ଶବ୍ଦ ସଂଯୋଗମୂଳକ ଓ ସ୍ଵରସଙ୍ଗତି ଜନିତ ଅଶୁଦ୍ଧି)

**ସହାୟକ ଗ୍ରନ୍ଥସୂଚୀ (ପାଠ୍ୟ-୧ / Course – 1)**

୧. ଯୋଗାଯୋଗ ମୂଳକ ମାତୃଭାଷା (ଓଡ଼ିଆ) ସାମଲ ବିରଞ୍ଚି ନାରାୟଣ, ସତ୍ୟନାରାୟଣ ବୁକ୍ ଷ୍ଟୋର, କଟକ ।
୨. ସଂଯୋଗ ଅନୁବିଧି, ସନ୍ଦେଶ କୁମାର ତ୍ରିପାଠୀ, ନାଳନ୍ଦା, କଟକ
୩. ଭାଷଣ କଳା ଓ ଅନ୍ୟାନ୍ୟ ପ୍ରସଙ୍ଗ - କୃଷ୍ଣଚନ୍ଦ୍ର ପ୍ରଧାନ, ସତ୍ୟନାରାୟଣ ବୁକ୍ ଷ୍ଟୋର, କଟକ
୪. ପ୍ରାୟୋଗିକ ଓଡ଼ିଆ ଭାଷା – ଓଡ଼ିଶା ରାଜ୍ୟପାଠ୍ୟ ପୁସ୍ତକ ପ୍ରଣୟନ ଓ ପ୍ରକାଶନ ସଂସ୍ଥା, ଭୁବନେଶ୍ୱର
୫. ସମ୍ବାଦ ଓ ସାମ୍ବାଦିକତା – ଚନ୍ଦ୍ରଶେଖର ମହାପାତ୍ର, ଓଡ଼ିଶା ରାଜ୍ୟ ପାଠ୍ୟପୁସ୍ତକ ପ୍ରଣୟନ ଓ ପ୍ରକାଶନ ସଂସ୍ଥା, ଭୁବନେଶ୍ୱର
୬. ନିର୍ଭୁଲ ଲେଖାର ମୂଳସୂତ୍ର, ନାଳାନ୍ଦିଭୂଷଣ ହରିଚନ୍ଦନ, ପି.ସି.ଆର ପବ୍ଲିକେସନ, ଭୁବନେଶ୍ୱର
୭. ସର୍ବସାର ବ୍ୟାକରଣ – ନାରାୟଣ ମହାପାତ୍ର ଓ ଶ୍ରୀଧର ଦାସ, ନିୟୁ ଷ୍ଟୁଡେଣ୍ଟସ୍ ଷ୍ଟୋର, କଟକ

**P-305 (SEC-I): Communicative English**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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*Please Refer Communicative English Syllabus prescribed by Kalahandi University for UG Students.*

## **P-405 (SEC-II): E-Commerce**

**[Full Marks: 100: Term End = 80 marks. Tutorial = 20 marks]**

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**Module-I: E-Commerce:** Meaning and Definitions of E-Commerce, Advantages and Disadvantages of E-Commerce Business, Threats of E-Commerce, E-Commerce vs Traditional Commerce, Various Stakeholders associated with E-Commerce, Basic Infrastructural Requirements for E-Commerce, various players of E-commerce.

**Module-II: Business Models of E-Commerce:** Concept of B2B, B2C, B2G, C2C. **Payment Systems for E-Commerce:** Types of Electronic Payment system in E-Commerce, Smart Card-based Electronic Payment system, E-Wallet Payment system in E-Commerce.

**Module-III: Electronic data Interchange (EDI):** Meaning and Definitions of EDI, Application of Electronic Data Interchange in Business, How EDI Works, Uses of EDI, Advantages and Disadvantages of EDI. Concept of E-Marketing, Concept of Telemarketing.

**Module-IV:** Basics of LAN, MAN and WAN in E-Commerce, Difference between LAN, MAN and WAN, **Enterprise Resource Planning (ERP):** Meaning of ERP, Uses of ERP in E-Commerce, Driving forces behind ERP, advantages and disadvantages of ERP, Role of ERP Software in Organisation.

### **Recommended Books:**

1. E-Commerce: Jibtesh Mishra (MACMILLAN).
2. E-Commerce: Shruti Mathur (Pinacle).
3. E-Commerce: Gupta and Sarika (Khanna Publication).