



Department of Commerce and Management – BBA I Year

| S. No. | Course Title | Course Type |
|---------------|---|--------------------------------|
| 1. | Business Management | Major |
| 2. | Communication Skills | Major |
| 3. | Business Statistics | Minor |
| 4. | Basics of Business Studies | Elective |
| 5. | Financial Services & Insurance | Vocational |
| 6. | Retail Management | Vocational |
| 7. | Basics of Business Management | Bridge Course |
| 8. | Basics of Business Statistics | Bridge Course ✕ |
| 9. | Stock Market & Investing Basic | Value Added Certificate |
| 10. | Mastering Event Organization | Value Added Certificate |
| 11. | Strategic Financial Analysis | Value Added Certificate |
| 12. | Business Psychology | Value Added Certificate |



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| Part A Introduction | | |
|-------------------------------------|---|--|
| Program: Certificate/Diploma/Degree | | Class: BBA I Year- Semester I |
| Subject: Business Management | | Session:2025-2026 |
| 1 | Course Code | BB-101-S |
| 2 | Course Title | Business Management |
| 3 | Course Type (Core Course/Elective/Generic Elective/Vocational/) | Core Course |
| 4 | Pre-requisite (if any) | Not Required (Open for All) |
| 5 | Course Learning outcomes (CLO) | Student will be able to assess 1-The global context for planning, coordinating, and monitoring managerial behaviour. 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 globally competitive. |
| 6 | Credit Value | 6 |
| 7 | Total Marks | Max. Marks: 30+70 Min. Passing Marks:35 |

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| Part B- Content of the Course | | |
|---|--|-----------------|
| Total No. of Lectures- (in hours per week): 6 Hours | | L-T-P: 90 |
| Unit | Topics | No. of Lectures |
| 1 | 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. Business Ethics and Corporate Social Responsibility | 18 |
| 2 | Planning: Process, Types and Significance, Planning and Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Formulation of Plans and Strategies, Planning for Start-ups'. | 18 |
| 3 | Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Span of management, Organizational structures: types and relevance, Line and Staff relationship. | 18 |
| 4 | Authority- Delegation, Decentralization, - Difference between Authority and Power, - Responsibility, Recruitment- Sources, Selection, Training, Direction - Concept, Nature, Importance and Purpose. | 18 |
| 5 | Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. Controlling: Introduction and steps, An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenges and Skills | 18 |

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| Part C-Learning Resources | |
|---|--|
| Text Books, Reference Books, Other resources | |
| Suggested Readings: <ul style="list-style-type: none"> • 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 Ahilya Prakashan, Indore (Hindi Medium) • Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium) | |
| Suggested web links: https://www.dphu.org/uploads/attachements/books/books_5284_0.pdf https://education.stateuniversity.com/pages/cwlev9e9ib/An-Introduction-to-the-Principles-of-Management.html | |
| Suggested equivalent online courses: | |

| Part D- Assessment and Evaluation | | |
|--|--------------------------------------|--------------------------|
| Suggested Continuous Evaluation Methods: | | |
| Maximum Marks: 100 | | |
| Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks | | |
| Internal Assessment: | Class Test | 30 |
| Continuous Comprehensive Evaluation (CCE):30 | Assignment/Presentation | |
| | E-quiz | |
| External Assessment: University Exam Section: 70 Time: 03.00 Hours | Section(A): Six Very Short Questions | 06 x 01 = 06 |
| | Section (B): Five Short Questions | 05 x 08 = 40 |
| | Section (C): Two Long Questions | 02 x 12 = 24 Total 70 |

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PART A- Introduction

| | | | |
|-------------------------------------|--------------------------|---|------------------------|
| Program: Certificate/Diploma/Degree | | Class: BBA I Year- Semester II | Session: 2025-2026 |
| Subject: Communication Skills | | | |
| 1 | Course Code | BB-102-S | |
| 2 | Course Title | Communication Skills | |
| 3 | Course Type | Core Course | |
| 4 | Pre-Requisite | Not Required (Open for All) | |
| 5 | Course Learning Outcomes | <ol style="list-style-type: none">1. To make the students adept at handling issues related to communication in and outside the workplace.2. Students can learn and practice group communication skills and how to respond in discussions, interviews, conferences.3. Students can learn non-verbal 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.5. To develop and refine communication skills that enable effective and clear interactions in diverse global contexts, enhancing personal and professional relationships worldwide. | |
| 7 | Credit value | 6 | |
| 8 | Total Marks | Max. Marks: 30+70 | Min. Passing Marks: 35 |

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PART B- Content of the Course

Total no. of Lectures (in hours per week): - 6

Total Lectures: - 90

| Unit | Topic | No. of Lectures |
|------|--|-----------------|
| I | Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness. | 18 |
| II | Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference. | 18 |
| III | Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing. | 18 |
| IV | Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter. Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae. | 18 |
| V | Personality and Communication, Effective negotiation: elements, process and general guidelines, Intercultural communication | 18 |

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PART C- Learning Resources

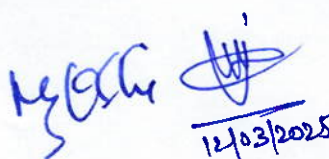
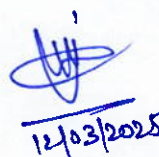
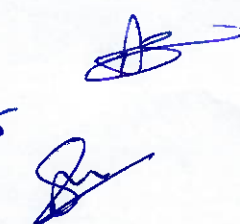
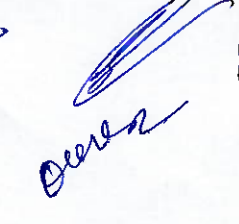
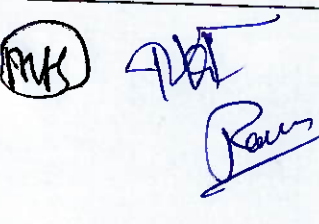
Textbooks/ Reference Books:

1. Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopalaswamy Ramesh, Pearson India
2. 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.
3. Sinha K.K., Business Communication, Galgotia Publishing House, New Delhi.
4. Murphy A. & Peck Charles E., Effective Business Communication, Tata McGraw Hill, New Delhi.
5. Dr. Praveen Kumar Agrawal & Dr. Avineesh Kumar Mishra, Communication Skills, Sahitya Bhawan, Agra (Hindi Medium)

Suggested Digital Platforms, Web Links:

1. <https://www.google.co.in/books/edition/Business Communication Skills/WTvaEAAAQBAJ?hl=en&gbpv=1&dq=communication+skills+BBA&printsec=frontcover>

| Part D- Assessment and Evaluation | | |
|--|---------------------------------------|--------------------------|
| Suggested Continuous Evaluation Methods: | | |
| Maximum Marks: 100 | | |
| Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks | | |
| Internal Assessment: Continuous Comprehensive Evaluation (CCE):30 | Class Test | 30 |
| | Assignment/Presentation E-quiz | |
| External Assessment: University Exam Section: 70 Time : 03.00 Hours | Section(A) : Six Very Short Questions | 06 x 01 = 06 |
| | Section (B) : Five Short Questions | 05 x 08 = 40 |
| | Section (C) : Two Long Questions | 02 x 12 = 24 Total 70 |



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PART A- Introduction

| | | | |
|-------------------------------------|--------------------------|---|------------------------|
| Program: Certificate/Diploma/Degree | | Class: BBA I Year- Semester I | Session: 2025-26 |
| Subject: Business Statistics | | | |
| 1 | Course Code | BB-103-S | |
| 2 | Course Title | Business Statistics | |
| 3 | Course Type | Minor | |
| 4 | Pre-Requisite | Not Required (Open for All) | |
| 5 | Course Learning Outcomes | 1-Statistical Research Tools will increase student's ability to understand how to perform social research. 2-Students will be equipped with knowledge about analyzing professional reports and will be able to make decisions based on the reports analyzed. 3-Students will learn about Quantization, analysis of performance relationship. 4- Enhancement of Local and Global statistical proficiency. | |
| 7 | Credit value | 6 | |
| 8 | Total Marks | Max. Marks: 30+70 | Min. Passing Marks: 35 |

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PART B- Content of the Course

Total no. of Lectures (in hours per week): 6

Total Lectures: - 90

| Unit | Topic | No. of Lectures |
|------|--|-----------------|
| I | Fundamentals of Statistics: Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics. Applications of Statistics in various fields. | 15 |
| II | Data Collection and Presentation: Collection of Data, Primary and Secondary Data, Presentation of Data, Frequency Distribution. | 15 |
| III | Descriptive Statistics: Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Weighted Mean, Practical exercises and real-world applications, Application review and integration of concepts. | 20 |
| IV | Measure of Variation: Standard Deviation, Mean Deviation, Coefficient of Variation, Skewness, Time Series Analysis. | 20 |
| V | Statistical Analysis Techniques: Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number, Comprehensive assessment, and evaluation. | 20 |

PART C- Learning Resources

Textbooks/ Reference Books:

- 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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Suggested web links:

Suggested Digital Platforms, Web Links:

1. <https://theintactone.com/2019/02/10/qt-ul-topic-1-statistics-definition-importance-limitation/>
2. <https://flexbooks.ck12.org/cbook/ck-12-cbse-math-class/section/14.2/primary/lesson/collection-and-presentation-of-data/>
3. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
4. <https://ebooks.inflibnet.ac.in/mgmt15/chapter/ccorrelation-karl-pearsons-coefficient-of-correlation-spearman-rank-correlation-ar/>

| Part D- Assessment and Evaluation | | |
|--|---|--------------------------|
| Suggested Continuous Evaluation Methods: | | |
| Maximum Marks: 100 | | |
| Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks | | |
| Internal Assessment: Continuous Comprehensive Evaluation (CCE):30 | Class Test Assignment/Presentation E-quiz | 30 |
| External Assessment: University Exam Section: 70 Time : 03.00 Hours | Section(A) : Six Very Short Questions | 06 x 01 = 06 |
| | Section (B) : Five Short Questions | 05 x 08 = 40 |
| | Section (C) : Two Long Questions | 02 x 12 = 24 Total 70 |

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| Part A Introduction | | |
|--|---|--------------------------|
| Program: Certificate | Class: I Year- Semester I | Session: 2025-2026 |
| Course Code | VO-108T-S | |
| Course Title | Financial Services and Insurance | |
| Course Type | Vocational | |
| Pre-requisite (if any) | Open for All | |
| Course Learning outcomes (CLO) | After studying this Course, the Student will be able to; 1. Understand the functions of Banking and Insurance services. 2. Know about and able to perform various financial services such as Banking, Investment Advisory, Wealth Management, Mutual Funds, Insurance Consultancy, Stock Market, Capital Restructuring, Portfolio Management etc. 3. Enhances knowledge about the legal and regulatory aspects of Banking & Insurance. 4. Aware about the financial derivatives. 5. Develop skills to work in financial and insurance services. 6. Improve students' employability by acquiring specialized expertise in financial services and insurance. | |
| Expected Job Role / career opportunities | Financial Consultant | |
| Credit Value | 2 Theory + 2 Practical | |
| Total Marks | Max marks: 30 + 70 | Minimum Passing Marks 35 |

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| PART B- CONTENT OF THE COURSE | | |
|--|---|--------------|
| Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr | | |
| Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs | | |
| Unit | Topic | No. of Hours |
| I | Overview of Financial Services Meaning, Importance and Scope of financial services, Indian financial system, Brief Study of Financial Institutions — RBI, Commercial and Co- Operative Banks, Non-banking financial institutions, Development Bank, Merchant Bank, Basics of Mutual Funds, Credit Rating, An overview of micro finance. | 8 |
| II | Financial Markets Money Market in India: Importance, features and instruments, Measures to strengthen money market in India, Recommendations of the working group on money market. Capital Markets in India: New issue market and stock exchange, Importance of stock exchanges. | 8 |
| III | Indian Financial System Role of The Securities and Exchange Board of India (SEBI), Meaning and Classification of Mutual Funds, Operation of the Funds, Net Asset Value, and Regulation of Mutual Funds in India. Financial Instruments: Cash, Derivative, Foreign Exchange, Debt based and Equity based financial instruments. | 7 |
| IV | Principles and Practices of Insurance Concept, Principles & Types of Insurance-Life Insurance, Micro Insurance, Annuities, Health Insurance, General Insurance, Motor Insurance, Marine Insurance, Property Insurance and Other Miscellaneous Insurance. The Concept of Risk and Classification of Risks, Insurance Documents, Online Insurance, Process of claim and settlement, Policy Terms and Conditions, Legal and Regulatory Aspects of Insurance(IRDA). | 7 |

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| Practical | |
|---|----|
| (1) Practice online bank account opening, e-banking operations, and UPI transfers/ payments. (2) Prepare the documents of a hypothetical insurance claim. (3) Visit to banks and insurance companies to observe the functioning. (4) Presentation by charts and models about various financial functions. (5) Role plays of an Insurance Agent, Mutual Fund Consultant, Stock Broker, Investment Advisor and Portfolio Manager etc. | 30 |
| Project/ Field trip/Project. | |

Part C-Learning Resources

Textbooks, Reference Books, Other resources

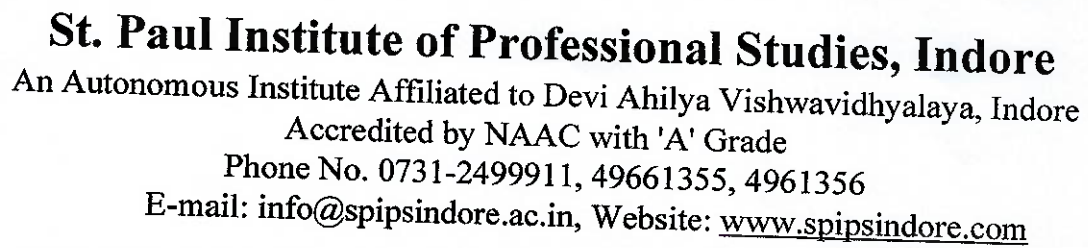
Suggested Readings:

- (1) R.K. Mishra, I S Yadav, A. P Kumar, S P Mishra, J. Kiranmai, "Risk Management in Banking, Insurance and Financial Services", 2014, Academic Foundation.
- (2) R. Gordan & Natarajan, "Future scenario of Financial services", Himalaya Publication
- (3) Satyadevi, C., Financial Services Banking and Insurance, S.Chand
- (4) Kunjukunju, Benson, Mohanan, S, "Financial Markets and Financial Services In India", New Century Publication
- (5) Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan
- (6) Khan, M. Y. Financial Services. New Delhi: Tata McGraw Hill Education. (2005)
- (7) Machiraju, H. R. Indian Financial System. New Delhi: Vikas Publishing House (2010).
- (8) Agarwal, O. P. Banking and Insurance. New Delhi: Himalaya Publishing (2011).

Suggestive digital platforms web links

- 1 https://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf
- 2 <https://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf>
- 3 <https://nsdcindia.org/sites/default/files/Banking-Financial-Services-Insurance.pdf>
- 4 <https://sgplac.org/crs/misc/IF10043.pdf>
- 5 <http://1mpcollege.org/downloads/BASICS OF FINANCIAL SERVICES 1.pdf>

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Rajesh



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- Left side: "K. K. K." and "12/03/2025"
- Center: "B" and "Guru"
- Right side: "MK" (circled) and "Ravi"



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| PART-A: Introduction | | |
|----------------------------------|--|---------------------------------|
| Program: Certificate | | |
| Class: I Year- Semester I | | Session: 2025-2026 |
| Course Code | VO-104T-S | |
| Course Title | Retail Management | |
| Course Type | Vocational | |
| Pre-requisite | Open for all | |
| Course Learning Outcomes | After the successful completion of the course, the student shall be able to:- <ul style="list-style-type: none">• Understand the Fundamental Concept of Retail Management.• Understand the shopper's behaviour• Understand the consumer's behaviour• Understand merchandise management.• Understand visual merchandising.• Understand E-Retailing system.• Understand E-Payment system.• Understand the Recent trends in market and to learn the skills required to become successful in challenging corporate world.• Enhance students' employability by acquiring specialized knowledge in retail management. | |
| Credit Value | 2 Theory + 2 Practical | |
| Total Marks | Max marks: 30 +70 | Minimum Passing Marks 35 |

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PART B- CONTENT OF THE COURSE

Total No. of Lectures + Practical (in hours per week): L- 2 Hr / P- 2 Hr

Total No. of Lectures/ Practical: L-30 Hrs/ P-30 Hrs

| Unit | Topic | No. of lectures |
|--|---|-----------------|
| 1. | Fundamentals of Retail Management Basic concept of Retailing, Types of Retailer, Multi-Channel retaility organised retaility Organised Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy. Consumer behaviours, Determinants of consumer behaviour, Consumer Marketing strategy, Consumer decision making Process, Organisational consumers Behaviour, Post purchase behaviour. Service Retailing- Importance of service retailing and its Challenges. Consumer Behaviour in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation. | 8 |
| 2. | Merchandise Management Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Pangrams, Window Display. | 7 |
| 3. | E-Retailing Introduction: The concepts of E-Commerce, E Business and E- Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. E-Commerce applications: Consumer Applications, Organization Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government. E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Web retailing, Process of website development. E-Retailing/reverse Marketing. Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards. | 8 |
| 4. | Retail Management Skills and Trends: Retail Communication Skills, Leadership Skills, Organizational Skills, Sales Skills, Product Knowledge Skills, Problem solving Skills, Hybrid shopping, Consumer Privacy and Data Protection, Focusing on Personalization. | 7 |
| Keywords/Tags: Service, E-retailing, Retail Skills, Merchandising | | |

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| Practical | 30 |
|--|----|
| <ul style="list-style-type: none">• Product based Store Layout• Product Segmentation• Product Mix• Window Dressing (display)• Analysis of Online Retailing (Product based)• Indexing of product based online retailer• Payment App Procedure• Case studies• Practical Sessions by Industry Experts, covering all aspects of Retailing. | |
| Project/ Field trip: - Visit to Branded Retail Store | |

Part C-Learning Resources

1. Dr. R.K. Sharma/Dr. R.S. Popli, Financial Accounting, Kitab Mahal Pub. Agra
2. Anil, Rajesh & Mariya Financial Accounting Himalya Publication Nagpur
3. Shukla & Grewal, Financial Accounting, S Chanel & Sons New Delhi
4. Maheshwari S.N., An Introduction to Accountancy, Vikas publication, New Delhi.
5. Agrawal Dr. Mahesh, Financial Accounting, Ramprasad and sons, Bhopal
6. S.M. Shukla, Financial Accounting Shahitya Bhawan, Agra.
7. Gupta R.L. and Radhaswamy M, Advance Accounting S Chand & Sons, New Delhi
8. Dr. Ramesh Mangal, Financial Accounting, Satish Printers and Publishers Indore
9. Books published by Madhya Pradesh hindigranth academy
10. Mehta and Brahmbhatt, Financial Accounting, Devi Ahliya Prakashan, Indore

Suggestive digital platforms, web links:

1. <https://www.ddegjust.ac.in/studymaterial/bba/cp-104.pdf>
2. <https://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>
3. <https://deeppanacademy.com/pdf/cma/foundation/fundamentals-of-accounting.pdf>
4. https://www.academia.edu/38623012/Financial_Accounting_IFRS_Edition_2e_th_Jerry_J_Weygandt

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| Part D- Assessment and Evaluation | | |
|---|--|--------------|
| Suggested Continuous Evaluation Methods | | |
| Maximum Marks: 100 Theory and 100 Practical | | |
| Continuous Comprehensive Evaluation (CCE): 30 marks | | |
| University Exam (UE) :70 marks | | |
| VIVA VOCE (Practical): 100 marks | | |
| Internal Assessment: Continuous Comprehensive Evaluation (CCE):30 | Class Test Assignment/Presentation E-quiz/Case Studies | 30 |
| External Assessment: University Exam Section: 70 Time : 02.00 Hours | Section(A) : Four Very Short Questions | 04 x 02 = 08 |
| | Section (B) : Four Short Questions | 04 x 08 = 32 |
| | Section (C) : Two Long Questions | 02 x 15 = 30 |
| | | Total 70 |

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BRIDGE COURSE SYLLABUS

DEPARTMENT OF COMMERCE AND MANAGEMENT

BASICS OF BUSINESS STATISTICS

Course Objectives:

1. To equip students with fundamental statistical concepts and techniques necessary for understanding business data analysis and decision-making.
2. To develop students' ability to apply statistical tools, such as descriptive statistics, probability distributions, and hypothesis testing, in real-world business scenarios.
3. To bridge the knowledge gap and prepare students for more advanced quantitative subjects in business and management, ensuring they can handle data-driven decision-making effectively.

Course Outline:

- 1- Measures of Central Tendencies: Mean, Median, Mode
- 2- Geometric Mean, Harmonic Mean, Weighted Mean
- 3- Standard Deviation, Mean Deviation, Coefficient of Variation, Skewness
- 4- Time Series Analysis.
- 5- Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation
- 6- Regression, Lines of Regression,
- 7- Index Number, Comprehensive assessment, and evaluation.

Learning Resources:

- 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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BRIDGE COURSE SYLLABUS
Department of Commerce and Management
Basics of Business Management

Course Objectives:

- Equip students with a fundamental understanding of key business concepts and the principles of management.
- Develop students' ability to apply business principles in real-world scenarios and enhance their decision-making skills.

Course Outline:

1. Introduction to Business & Business Environment
2. Introduction to Management, Principles of Management.
3. Functions and Levels of Management
4. Management Theories
5. Leadership and Teamwork
6. Business Decision Making & Communication

Learning Resources

1. Management — James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6th Edition
2. Principles of Management — PC Tripathi & PN Reddy — TMH — 5th Edition - 2012
3. Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980.
4. R.D. Agrawal: Organization & Management MC Graw Hill, New Delhi 1982.
5. Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.
6. S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition). (Hindi and English Medium).
7. Dr. Rajeev Kumar Jhalani & Dr. Yogita Chandel, Principles of Management, Devi Ahilya Prakashan, Indore (Hindi Medium)
8. Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)
9. https://www.dphu.org/uploads/attachements/books/books_5284_0.pdf
10. <https://education.stateuniversity.com/pages/cw>

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| Part A Introduction | | |
|--|--|---|
| Program: Value Added Course | | Class: I Year |
| | | Session: 2025-2026 |
| Certificate Course: Stock Market & Investing Basic | | |
| 1 | Course Code | CSD-S1-03 |
| 2 | Course Title | Stock Market & Investing Basic |
| 3 | Pre-requisite (if any) | Not Required (Open for All) |
| 4 | Course Learning outcomes (CLO) | By the end of this course, participants will be able to: 1. Understand the structure and functioning of the share market. 2. Identify different types of financial instruments and their characteristics. 3. Analyze financial statements and use fundamental analysis for investment decisions. |
| Part B- Content of the Course | | |
| Total No. Hours - 36 Hours | | |
| Unit | Topics | No. of Lectures of one hour |
| 1 | Introduction to Share Market <ul style="list-style-type: none">History and evolution of the share marketKey players in the share market: stock exchanges, brokers, investors, and regulatorsTypes of markets: primary vs. secondary markets | 3 |
| 2 | Financial Instruments <ul style="list-style-type: none">Stocks: common vs. preferredBonds: government and corporateMutual funds and ETFsDerivatives: futures and options | 6 |

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| 3 | Market Indices and Benchmarks <ul style="list-style-type: none">Understanding stock indices (e.g., S&P 500, Dow Jones, Nifty 50)The role of benchmarks in evaluating market performance | 3 |
| 4 | Fundamental Analysis <ul style="list-style-type: none">Reading and interpreting financial statementsKey financial ratios: P/E, EPS, ROE, etc.Analyzing a company's financial health and growth potential | 6 |
| 5 | Technical Analysis <ul style="list-style-type: none">Introduction to technical analysis and chart typesKey indicators and patterns: moving averages, MACD, RSI, etc.Trend analysis and market sentiment | 6 |
| 6 | Investment Strategies <ul style="list-style-type: none">Value investing vs. growth investingDiversification and risk managementPortfolio management basics | 6 |
| 7 | Trading and Execution <ul style="list-style-type: none">Understanding order types: market, limit, stop-lossIntroduction to trading platforms and toolsExecuting trades and monitoring investments | 3 |
| 8 | Regulatory Environment and Ethics <ul style="list-style-type: none">Overview of market regulations and regulatory bodies (e.g., SEC, SEBI)Insider trading laws and market manipulationEthical investing and corporate governance | 3 |

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| Part A Introduction | | |
|--|--|--|
| Program: Value Added Course | | Class: I Year |
| | | Session: 2025-2026 |
| Certificate Course: Mastering Event Organization | | |
| 1 | Course Code | CSD-S2-13 |
| 2 | Course Title | Mastering Event Organization |
| 3 | Pre-requisite (if any) | Not Required (Open for All) |
| 4 | Course Learning outcomes (CLO) | 1. Understand event management and identify its key components. 2. Explain the importance of event planning and execution. 3. Understand the different stages of event planning. 4. Identify the key skills required for successful event planning. 5. Planning and budgeting of the events. |
| Part B- Content of the Course | | |
| Total No. Hours - 36 Hours | | |
| Unit | Topics | No. of Lectures |
| 1 | Introduction to event Management and Event Planning: Meaning and Definition of Event Management. Significance of EM in various industries, Scope and opportunities in the field of EM. Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis | 16 hours |
| 2 | Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership. | 08 hours |
| 3 | Event Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis. | 12 hours |

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| Part A Introduction | | |
|--|---|--|
| Program: Value Added Course | | Class: I Year |
| | | Session: 2025-2026 |
| Certificate Course: Strategic Financial Analysis | | |
| 1 | Course Code | CSD-S2-15 |
| 2 | Course Title | Strategic Financial Analysis |
| 3 | Pre-requisite (if any) | Not Required (Open for All) |
| 4 | Course Learning outcomes (CLO) | <ol style="list-style-type: none">1. To provide a robust foundation for making informed financial decisions.2. To accurately value assets, businesses, and financial instruments.3. To identify, analyze, and manage financial risks.4. To measure and optimize business performance. |
| Part B- Content of the Course | | |
| Total No. Hours - 36 Hours | | |
| Unit | Topics | No. of Lectures |
| 1 | <p>Fundamentals of Financial Modelling</p> <p>Introduction to Financial Modelling: Overview of financial models, Importance and applications in finance, Key components and structure of financial models.</p> <p>Excel for Financial Modelling: Basic Excel skills, Advanced Excel functions and formulas, Data validation and error checking.</p> <p>Financial Statements Analysis: Understanding financial statements: Income Statement, Balance Sheet, Cash Flow Statement, Relationship between financial statements, Common size analysis and ratio analysis.</p> <p>Building a Financial Model – Revenue Forecasting: Top-down and bottom-up approaches, Historical data analysis, Sensitivity analysis and scenario planning</p> | 12 |

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| 2 | Advanced Financial Modelling Techniques: Valuation Techniques: Discounted Cash Flow (DCF) analysis, Comparable company analysis Precedent transactions analysis, Building an Integrated Financial Model Linking financial statements, Assumptions and drivers, Circular references and iterative calculations. Scenario and Sensitivity Analysis: Creating different scenarios (best case, worst case, base case), Stress testing and sensitivity analysis, Tornado charts and data tables in Excel. Debt and Equity Financing, Modelling debt schedules, Interest calculations, Equity financing and dilution. | 12 |
| 3 | Specialized Financial Modelling Applications Mergers and Acquisitions (M&A) Modelling: Overview of M&A processes, Synergy analysis, Pro forma financial statements Private Equity and Venture Capital Modelling: Leveraged buyouts (LBO) modelling, Venture capital investments, Exit strategies and return analysis Project Finance Modelling: Infrastructure and project finance, Cash flow waterfall, Risk analysis and mitigation Real Estate Financial Modelling: Real estate investment metrics, Property valuation methods, Lease modelling and development projects | 12 |

Software Tools:

1. Microsoft Excel
2. Financial modelling templates and add-ins (e.g., Solver, Palisade DecisionTools Suite)

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| Part A Introduction | | | |
|--|--------------------------------|---|--------------------|
| Program: Value Added Course | | Class: I Year | Session: 2025-2026 |
| Certificate Course : Business Psychology | | | |
| 1 | Course Code | CSD-S1-17 | |
| 2 | Course Title | Business Psychology | |
| 3 | Pre-requisite (if any) | Not Required (Open for All) | |
| 4 | Course Learning outcomes (CLO) | Learner will be able to ... <ol style="list-style-type: none">1. Understand business psychology and its organizational impact.2. Apply positive organizational behavior for better management.3. Identify and overcome biases in financial decision-making.4. Use psychology to influence consumer behavior in marketing.5. Integrate psychology into strategic business planning.6. Analyze individual and group dynamics in organizations. | |



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| | |
|---|--------------------|
| <p>Business Psychology and Financial Decision-Making</p> <ul style="list-style-type: none"> • Heuristics Vs Business Psychology • Being Overconfident • Overconfidence when Investing • Excessive Trading • Luck and Skill • Incorrect Anchoring • Framing Losses • Attitudes Toward Reward and Risk • Fearing Loss • Chasing Trends • Lack of Self-Control and Emotional Investing • Overcoming Investor Biases <p>Principles of Business Marketing</p> <ul style="list-style-type: none"> • Psychology and Social Marketing • Influencing Human Behaviour | <p>2</p> <p>12</p> |
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Part A: Introduction

| Programme: Certificate Course | | Class: I Year- Semester II | Session: 2025-2026 |
|-------------------------------|--|----------------------------|--------------------|
| Course Code: | EL-107T-S | | |
| Course Title: | Basics of Business Studies | | |
| Course Type: | Elective | | |
| Pre-requisite: | Not required (open for all) | | |
| Course Learning Outcomes | <ol style="list-style-type: none">1. The successful completion of this course shall enable the student:2. The Course will be helpful to provide basic knowledge of business.3. Students will be capable to understand Business ethics to guide corporate sector and feel and perform its responsibility towards society.4. Students will be capable to understand ethical aspect of business, banking system, banking procedure.5. Students will be capable to understand practical banking, insurance system, insurance procedure, stock exchange system.6. To help them for employment in related field.7. To gain a comprehensive understanding of fundamental business principles and practices, enabling effective decision-making and management in a global business environment. | | |
| Credit Value | Theory 04 credit Practical 2 credit | | |
| Total Marks | Max.Marks 30+70 Min. Passing Marks 35 | | |

Part B: Content of the course

| Total No. of Lectures (in hours per week)- 6 | | |
|--|--|---|
| Total Lectures: 60 Theory + 30Hrs Practical | | |
| Unit | Topic | No. of lectures (Theory + Practical) |
| 1 | Concept of Business: Historical background of business in India. Meaning and objectives of business. Industry, trade and commerce. Business Sectors; Goods and services sectors. Concept and salient features of sole trade, partnership, LLP and co-operative society. Meaning, features and types of Joint stock company. Online Business: Need, importance limitations, process, dangers and precautions. | 12+6 |

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| 2 | Business Ethics: Historical background of business ethics in India. Concept and significance of business ethics. Balancing between objectives of business and ethics of business. Evaluation of business ethics in India. Corporate Social Responsibility (CSR): Historical background of CSR, concept, objectives, need and importance of CSR. Contribution of Indian corporate sector under CSR. Evaluation of CSR in India. | 12+6 |
| 3 | Banking: Historical background, classification of bank. Meaning, definition and functions of commercial bank. Role of banks in economic growth. Features of Indian banking system. Bank Deposits: Meaning and types. Features of bank accounts. Procedure to open and close bank accounts (Including online procedure). Loans and Advances: Principles to sanction loans and advances. Classification of loans and advances. Procedure to apply for house loan, personal loan, education loan and commercial loan. | 12+6 |
| 4 | Insurance: Origin and development of insurance. Meaning, principles and importance of insurance. Classification of insurance. Life Insurance: Meaning, objectives, principles and importance. Types of life insurance policy. Claim procedure and settlement. General Insurance: Meaning, objectives and importance. General Insurance Policies: Vehicle, health, household goods, commercial premises and goods and another available policy. | 12+6 |
| 5 | Stock Exchange: Historical background. Meaning, functions and importance. Important terminology related to stock exchange. Primary and secondary market. Procedure of dealing in primary and secondary market. NSE, BSE. Various index and interpretation of fluctuations in it. Mutual Funds: Concept, salient features, importance and types. Systematic Investment Plan (SIP). Performance of mutual funds in India. | 12+6 |
| Key word: - Business, Ethics, General Insurance, Stock Exchange, Corporate Social Responsibility | | |

Part C learning Resources

Text books:

1. Dr C.B. Gupta Values & Ethics in Business Sultan Chand & sons New Delhi
2. Dr C.B. Gupta Business Organization & Management Sultan Chand & sons New Delhi
3. Rathi & Agrawal Investment Management & Security Analysis S. Chand & sons New Delhi
4. Dr S.C. Saxena & Dr. V.P. Agrawal Business Organization & Communication Sahitya Bhawan Pub. Agra.

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5. Dr. O.P. Gupta & Dr. Sudhir Kumar Sharma Banking & Insurance Sahitya Bhawan Pub. Agra
6. Dr. R. L. Nolakha Principles of Insurance R.B.D. Publication Jaipur

Suggestive digital platforms, web links:

- 1 http://cbseacademic.nic.in/web_material/CurriculumMain20/SrSecondary/BusinessStudies.pdf
2. <https://ncertnic.in/textbook.php?kebs1=0-11>
3. http://www.opentextbooks.org.hk/system/files/export/6/6841/pdf/Business_Fundamentals_6841.pdf
4. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20>

| Part D- Assessment and Evaluation | | |
|--|---------------------------------------|--------------------------|
| Suggested Continuous Evaluation Methods: | | |
| Maximum Marks: 100 | | |
| Continuous Comprehensive Evaluation (CCE): 30 marks University Exam (UE) :70 marks | | |
| Internal Assessment: Continuous Comprehensive Evaluation (CCE):30 | Class Test | 30 |
| | Assignment/Presentation E-quiz | |
| External Assessment: University Exam Section: 70 Time : 03.00 Hours | Section(A) : Six Very Short Questions | 06 x 01 = 06 |
| | Section (B) : Five Short Questions | 05 x 08 = 40 |
| | Section (C) : Two Long Questions | 02 x 12 = 24 Total 70 |

| Part D- Practical Assessment and Evaluation | | | |
|--|-------|--|-------|
| Suggested Continuous Evaluation methods: | | | |
| Internal Assessment | Marks | External Assessment | Marks |
| Class Interactions/Quiz | 10 | Viva Vice on Practical | 10 |
| Attendance | 5 | Practical Record file | 10 |
| Assignment (Charts / Modal/seminar/ Rural services/Technology Dissemination/report of excursion/Lab visits/survey/Industrial visits | 15 | Table/Ground work/Experiments/Practical's | 50 |
| Total | 30 | Total | 70 |

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BBA I Semester

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| Foundation | Management | VO-109P-S | Salesmanship | 2 | 30 | 2 | 100 | 100 |
| | Hindi | FC-101-S | Bhasha aur Sanskriti | 2 | 30 | 2 | 50 | 50 |
| | Yogic Science | FC-103-S | Yoga and Meditation | 2 | 30 | 2 | 50 | 50 |

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BBA II Semester

| Type | Subject Group | Course Code | Course Title | Credit | Total Credit Hours | Lecture Hours Per Week | Max. Marks | | Total marks |
|------------|-------------------------|-------------|--|--------|--------------------|------------------------|------------|----------|-------------|
| | | | | | | | External | Internal | |
| Major | Management | BB-102-S | Communication Skills | 6 | 90 | 6 | 70 | 30 | 100 |
| | Management | EL-107T-S | Basics of Business Studies | 4 | 60 | 4 | 70 | 30 | 100 |
| | Management | EL-107P-S | Basics of Business Studies | 2 | 30 | 2 | 100 | | 100 |
| | Generic English | EL-103T-S | Communicative English | 4 | 60 | 4 | 70 | 30 | 100 |
| | Generic English | EL-103P-S | Communicative English | 2 | 30 | 2 | 100 | | 100 |
| Elective | Physical Education | EL-104T-S | Introduction and Concept of Physical Education | 4 | 60 | 4 | 70 | 30 | 100 |
| | Physical Education | EL-104P-S | Introduction and Concept of Physical Education | 2 | 30 | 2 | 100 | | 100 |
| | Computers | EL-106T-S | Data Analysis and Visualization through Spreadsheets | 4 | 60 | 4 | 70 | 30 | 100 |
| | Computers | EL-106P-S | Data Analysis and Visualization through Spreadsheets | 2 | 30 | 2 | 100 | | 100 |
| | English | FC-102-S | English Language and Indian Culture | 2 | 30 | 2 | 50 | | 50 |
| Foundation | Environmental Education | FC-104-S | Environmental Education | 2 | 30 | 2 | 50 | | 50 |
| | Field Work | PR-101A-S | Internship | 4 | 60 | | 100 | | 100 |
| | Field Work | PR-101B-S | Apprenticeship | 4 | 60 | | 100 | | 100 |
| | Field Work | PR-101C-S | Communitary Engagement | 4 | 60 | | 100 | | 100 |
| | Project Work | PR-101D-S | Project | 4 | 60 | | 100 | | 100 |

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