



Kavikulaguru Kalidas Sanskrit University, Ramtek
University Established by State Government of Maharashtra & UGC Recognized u/s 2f & 12B
NAAC Accredited with A+ Grade

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Program Curriculum (Syllabus)

Program Name: -Bachelor of Business Administration (BBA)

(NEP-2020)

Choice Base Credit System (CBCS Pattern)

Approved by the Academic Council Meeting Dt.09.11.2023 Item no.3

(AS 2024-2025 onwards)

Sr.no.		
1.	Name of the Program	Bachelor of Business Administration (BBA)
2.	Name of the Faculty	Faculty of Commerce & Management
3.	Name of the Board of Study	BoS for Commerce & Business Administration
4.	Program Pattern (CBCS/Annual/)	Semester (CBCS)
5.	Program Duration	3 years (06 Semesters)
6.	Program Type (Master/Bachelor)	Bachelor
7.	Program Level (PG/ UG/ PG Diploma/ Diploma/ Certificate etc.)	UG
8.	Evaluation system (Grade System) Yes/No	Yes
9.	Follow credit System (Yes/No)	Yes
10.	Program total credits	130 Credits
11.	Total Courses (Papers)	37+ Optional Papers
12.	Program total marks	3700 Marks

13.	Mode of Learning (Regular/ Distance learning)	Regular
15.	External Students (Yes/No)	No
16.	Medium of Instructions	English
17.	Medium of Examination	English
18.	Eligibility	HSC or Equivalent
19.	Program Description	Bachelor of Business Administration (BBA) is a undergraduate degree program that focuses on basic concept regarding organization business administration and application of various management principles.
20.	Program Objectives	To provide a strong foundation in fundamentals of business administration. To develop managerial skills among the students. To develop managerial thinking among students.
21.	Program Outcome	Degree in Bachelor of Business Administration
22.	Subject (under which subject the program is included in the Faculty as per the University Notification no. 131 dt. 11.03.2020)	Bachelor of Business Administration
23.	Program Code	BBA
24.	Program Abbreviation	BBA
25.	Internship duration	04 Weeks duration

Year	Internal		Theory		Other (Practical)		Total		Credits	Remark
	Max	Passing	Max	Passing	Max	Passing	Max	Passing		
First Year (Sem I & II)	240	84	960	336	-	-	1400	490	44	
Second Year (Sem III & IV)	180	63	720	252	-	-	1200	420	42	
Third Year (Sem V & VI)	180	63	720	252	-	-	1100	385	44	
Fourth Year (With honors) (Sem VII&VIII)	NA	NA	NA	NA	NA	NA	NA	NA	NA	
Fourth Year(With Research) (Sem VII&VIII)	NA	NA	NA	NA	NA	NA	NA	NA	NA	
Final Total	600	210	2400	840	-	-	3700	1295	130	

Course Code	Course name	Course Type	Teaching hours per week	Tutorial (*T)/ Practical (*P) per week		Internal		Theory		Other		Subject Total	No. of Credits		
						(*Practical/ Diss. / Viva/ Oral/ Test/ Sessional etc.)						(in case of joint passing)	(if Credit System is applicable)		
				T	P	A	B	C	A + B + C						
First Year - Semester I															
BBA-1-I-L1	Sanskrit	AEC	2	2	-	20	07	80	28	-	-	100	35	02	
BBA-1-I-L2	English	AEC	2	2	-	20	07	80	28	-	-	100	35	02	
BBA-1-I-03	Principles of Business Management	Major-DSC-1	5	5	-	20	07	80	28	-	-	100	35	04	
BBA-1-I-04	Evolution of Business	Major-DSC-2	5	5	-	20	07	80	28	-	-	100	35	04	
BBA-1-I-05	Financial Accounting	Minor	5	5	-	20	07	80	28	-	-	100	35	04	
BBA-1-I-06	MS-Office/Yoga/ Jyotish/ Communication in English/ Sanskrit Vyakarana /Music/MOOCs	Open Elective	2	2	-	20	07	80	28	-	-	100	35	04	
BBA-1-I-07	NCC/NSS/Sports/ Cultutral		4		4	-	-	-	-	-	-	100	35	02	
Semester Total				25	21	4	120	42	480	168			700	245	22

First Year - Semester II														
BBA-1-II-L1	Sanskrit	AEC	2	2	-	20	07	80	28	-	-	100	35	02
BBA-1-II-L2	English	AEC	2	2	-	20	07	80	28	-	-	100	35	02
BBA-1-II-03	Organizational Behavior	Major-DSC-1	5	5	-	20	07	80	28	-	-	100	35	04
BBA-1-II-04	Business Economics	Major-DSC-2	5	5	-	20	07	80	28	-	-	100	35	04
BBA-1-II-05	Cost Accounting	Minor	5	5	-	20	07	80	28	-	-	100	35	04
BBA-1-II-06	Environmental Management/ Yoga/ Jyotish /Communication in English /Sanskrit Vyakarana/ Music/MOOCs /	Open Elective	2	2	-	20	07	80	28	-	-	100	35	04
BBA-1-II-07	Environmental Studies (Ability Enhancement Course)	AEC	2	2	-							100	35	02
Semester Total			23	23	0	120	42	480	168			700	245	22
First Year Total			48	44	4	240	84	960	336			1400	490	44

Course Code	Course name	Course Short Name	Teaching hours per week	Tutorial (*T)/ Practical (*P) per week		Internal		Theory		Other		Subject Total		No. of Credits
				(Practical/ Diss. / Viva/ Oral/ Test/ Sessional etc.)		A		B				A + B + C		(if Credit System is applicable)
				T	P	Max	Passing	Max	Passing	Max	Passing	Max	Passing	

Second Year - Semester III

BBA -2-III-L--01	English	AEC	2	2		20	07	80	28	-	-	100	35	02
BBA -2-III-02	Marketing Management	Major-DSC-1	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-III-03	Financial Management	Major-DSC-2	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-III-04	Business Ethics & Corporate Governance	Minor	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-III-05	International Business Environment/ / MS-Excel Yoga/ Jyotish /Communication in English /Sanskrit Vyakaran / Music/ MOOCs/	Open Elective	2	2								100	35	04
BBA -2-III-06	NCC/NSS/ Sports/ Cultural		4		4							100	35	02
Semester Total			23	19	4	80	28	320	112			600	210	20

Second Year - Semester IV														
BBA -2-IV-01	Human Resource Management	Major-DSC-1	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-IV-02	Management of Business Finance	Major-DSC-2	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-IV-03	Statistics & Business Mathematics	Minor	5	5	-	20	07	80	28	-	-	100	35	04
BBA -2-IV-04	Business Legislations/ Money, Banking & Finance / Yoga/ Jyotish /Communication in English/Sanskrit Vyakarana/ Music/MOOCs/	Open Elective	2	2	-	20	07	80	28	-	-	100	35	04
BBA -2-IV-05	Computerized Accounting [Tally]	VSC	5	5	-	20	07	80	28	-	-	100	35	04
BBA-2-IV-06	Constitution of India	AEC	2	2		20	07	80	28			100	35	02
Semester Total			24	24		100	35	400	140			600	210	22
Second Year Total			50	46		180	63	720	252			1200	420	42

Exit Option with Diploma. Additional One Course out of Two to be Completed

1)Basic GST/ Advance Tally

Course Code	Course name	Course Short Name	Teaching hours per week	Tutorial (*T)/ Practical (*P) per week	Internal		Theory		Other		Subject Total		No. of Credits	
					(Practical/ Diss. / Viva/ Oral/ Test/ Sessional etc.)						(in case of joint passing)		(if Credit System is applicable)	
					A		B		C		A + B + C			
				T	P	Max	Passing	Max	Passing	Max	Passing	Max	Passing	
Third Year - Semester V														
BBA -3-V-01	Business Organization & Management	Major- DSC-1	5	5	-	20	07	80	28	-	-	100	35	04
BBA -3-V-02	Operations Management	Major- DSC-2	5	5	-	20	07	80	28	-	-	100	35	04
BBA -3-V-03	Service Sector Management / E-Commerce / Rural Marketing/ Principle & practice of banking/Recruitment & Selection	Major- DSE	5	5	-	20	07	80	28	-	-	100	35	04
BBA -3-V-04	Entrepreneurship Development	Minor	5	5	-	20	07	80	28	-	-	100	35	04
BBA -3-V-05	MOOCs / Company Law / Hospitality &Tourism	Open Elective	5	5	-	20	07	80	28	-	-	100	35	04
BBA- 3-V-06	Industrial Visit & Internship (4 weeks)		-	-	-	-	-	-	-	-	-	100	35	04
Semester Total				25	25	-	100	35	400	140		600	210	24

Third Year - Semester VI															
BBA -3-VI-01	Strategic Management	Major- DSC-1	5	5	-	20	07	80	28	-	-	100	35	04	
BBA -3-VI-02	Computer Applications in Business	Major- DSC-2	5	5	-	20	07	80	28	-	-	100	35	04	
BBA -3-VI-03	Management Accounting/ Digital Marketing/ Job Analysis and PMS	Major- DSE	5	5	-	20	07	80	28	-	-	100	35	04	
BBA -3-VI-04	Managerial Skill Development	VSC	5	5	-	20	07	80	28	-	-	100	35	04	
BBA- 3-VI-05	Project		5		5	-	-	-	-			100	35	04	
Semester Total			25	20	5	80	28	320	112				500	175	20

Name of the Program – Bachelor of Commerce

Internal Assessment **20marks.**

1. Seminar and Assignment **10 +10**

Paper Pattern	Question out of	Per Question Marks
Q. 1 Long Answer	5 Out of 8	$5 \times 10 = 50$ Marks
Q. 2 Short Answer	5 Out of 8	$5 \times 5 = 25$ Marks
Q. 3 Objectives/MCQs	5 Out of 8	$5 \times 1 = 5$ Marks



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Semester – 01

Course Code – BBA-1-I- L1

Course Name – Sanskrit (AEC-1)

Total Credits – 02

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Unit

1. Neetishatakam (Complete)

Theory: 80 Marks

Internal Assessment: 20 Marks

Reference Books:

Neetishatakam – ChaukhambaPrakashan, Varanasi. Neetishatakam – Prasad Prakashan, Pune.

SuyogPrakashan – Amravati.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- L2

Course Name – English (AEC-2)

Total Credits – 02

Total Marks – 100 Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

UNIT- I:

Comprehension, Enriching Vocabulary, Single Word For a Group of Words, Words Frequently Misspell.

UNIT- II:

Business Letter Writing, Getting to the point, Choice of Words, Punctuation, E-mail etiquette. Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume.

UNIT- III:

Nature, Scope, and Functions of Communication: Definition, Objectives, Purpose of Communication, Communication Process, Sender's Thoughts, Encoding, Decoding, Feedback Loop, Noise Channels of Communication, Informal Channels Of Communication, Barriers to Effective communication.

UNIT- IV:

Textbook entitled 'Prism: Spoken and Written Communication, Prose & Poetry' published by Orient Longman

- 1) The Bet – Anton Chekov
- 2) Socrates and the Schoolmaster – F. L. Brayne
- 3) An Astrologer's Day – R. K. Narayan
- 4) The Gift of the Magi – O' Henry
- 5) With the Photographer – Stephen Leacock

Reference Books:

1. Oxford Practice Grammar – John Eastwood (Oxford)
2. Basic Business Communications – Rober M. Archer
4. English Grammar – Wren in & Martin
5. Effective Business Communication – Herta Murphy Chorles Perk (Tata McGraw Hill)
6. Business Communication: Urmila Rai, S.M. Rai- (Himalaya Publishing House)
7. Business Correspondence & Communication Skill- Kapur (S. Chand Co.)
8. A Guide to Business Correspondence – Kapoor A. (S. Chand & Co.)



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 03

Course Name – Principles of Business Management (Major-DSC-1)

Total Credits – 04

Total Marks – 100 **Internal - 20**

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

Course Learning Outcomes (CLO):

The students will be able to:

1. Understand the concepts, general principles and functions of management.
2. Gain insights into history and development of management thought.
3. To acquaint the student with principles of business decisions in Managerial Decision making.
4. Acquire the skills needed to become a successful manager.
5. Develop an understanding of terms, facts, concepts pertaining to functions of management.

Module Details with Marks –

Unit 1

20 mark

Introduction: Nature, function, definition, scope and importance of management, Functions of a manager, is management a science or art? Management and administration, Management as a profession, Professionalism of management in India, Skills required of manager, Classification of skills. Development of Management Thought: Scientific management; Contribution of Taylor, Fayol, Mary Follett, Elton Mayo; Hawthorne experiments, Contingency approach.

Unit 2**20 mark**

Management Planning: Concept of planning, objectives, Nature, Types of plans, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective.

Decision Making: Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making.

Unit 3**20 mark**

Organization: Concepts, Principles of organization, Importance, Features of good organization structure, Types of Organization structures, Centralization vs. Decentralization of authority; Delegation of Authority.

Unit 4**20 mark**

Directing, Leadership Concept and Styles, Participative Management, Motivation Concept, Theories: Maslow, Hertzberg, Coordination, Control.

Reference Books and Links –

1. Essential of Business Administration, K. Aswathapa, Himalaya Publishing House.
2. Management: Concept and Strategies, J. S. Chandan, Vikas Publishing.
3. Principles of Management, Tripathi, Reddy, Tata McGraw Hill.
4. Principles of Management, Ramasamy T, Himalaya Publishing House.
5. Principles of Business Management, Sherlekar, Himalaya Publishing House.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 1

Course Code – BBA-1-I- 04

Course Name – Evolution of Business (Major-DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction –

Introduction/objectives to the course: To help students to acquire conceptual knowledge of the Global Business and Indian Business Scenarios.

Course Learning Outcomes (CLO):

The students will be able to:

1. Relate the reasons of World War and its effect on the global business environment.
2. Describe the Cold war and OPEC crisis on International Business.
3. Differentiate the Indian Business structure between Pre and Post-Independence.
4. Analyze the contribution of various sectors in Indian Business.
5. Summarize Global Business and Indian Business Scenarios.

Module Details with Marks –

Unit 1: Evolution of Business & Economy 20 Marks

Evolution of Business & Economy: Industrial revolution (1820-1850); Rise of European business (1850-1900); Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.

Unit 2: Evolution of Business in post WWII Scenario 20 Marks

Evolution of Business in post WWII Scenario: Cold War and its impact on International Business; OPEC Crisis and its impact on International Business; Gulf War and its impact on International Business; Dawn of IT era and its impact on business & economy.

Unit 3: Evolution of Indian Business**20 Marks**

Evolution of Indian Business: Indian Business: Changes and Styles, East India Company's early ventures in India, Development of Banking and Railways in India, Indian Economy and Business during WW I and WW II, Independence & Industrial Planning, 1947-1960: Origin and evolution of PSUs, Liberalization of the Indian Economy, 1990s.

Unit 4: Role of industries**20 Marks**

Industries: Role of industries in Economic development; Factors of industrial location - Raw material, power, market, transport and communication, land capital, technology; Weber's theory of industrial location, Iron & steel industry - India & USA, Cotton textile industry - India & USA. Engineering industry in India - Major industrial regions of the world and India.

Reference Books and Links –

1. Order and Disorder after the Cold War — Brad Roberts, MIT Press.
2. Medha Kudaisya (ed) The Oxford India anthology of business history (Oxford University Press: 2011).
3. Atul Kohli, Democracy and development in India: from socialism to pro-business (OUP: 2010).
4. Claude Markovits, Merchants, traders, entrepreneurs: Indian business in the colonial era (Palgrave Macmillan: 2008).
5. Global Governmentality – Edited by Wendy Larner & William Walters, Routledge Resource
6. The Origins of Globalization – Karl Moore & David Charles Louis, Routledge Resource
7. British Business History (1720-1994) – John F Wilson, Manchester University Press
8. The History of Family Business (1850-2000) – Andrea Colli, Cambridge University Press
9. Exporting the American Model: The Post war transformation of European Business –
10. Marie-Laure Djelic, Oxford University Press
11. Order and Disorder after the Cold War – Brad Roberts, MIT Press

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I-05

Course Name – Financial Accounting (Minor)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

Course Learning Outcomes (CLO):

The students will be able to:

1. Understand the accounting concepts and Generally Accepted Accounting Principles.
2. Prepare Final Accounts of Joint Stock Companies in the format prescribed Company Act, 2013, Schedule III.
3. Understand Methods and Accounting of issue of shares, Forfeiture of Shares & Reissue of Forfeited Shares.
4. Gain knowledge about the calculation of various Ratios.

Module Details with Marks –

Unit 1: Introduction to Financial Accounting **20 mark**

Importance and Scope, Limitations; Users of accounting information, Concepts, Principles and Conventions – Generally Accepted Accounting Principles; Nature of Accounts, Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Trial Balance.

Unit 2: Final Account of Joint Stock Companies **20 mark**

Understanding contents of financial statements of a joint stock company as per the Companies Act 2013. Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with

adjustment, Closing Entries (Simple entries).

Unit 3: Issue of Shares

20 mark

Entries for issue of shares, Issue of shares at discount and premium, forfeiture and re-issue of forfeited shares.

4: Ratio analysis

20 mark

Ratio Analysis; Financial Ratios; Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios.

Reference Books and Links –

1. Fundamentals of Accounting & Financial Analysis; Anil Chowdhary, Pearson Education.
2. Financial accounting, Jane Reimers, Pearson Education.
3. Accounting Made Easy, Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.
4. Financial Accounting for Management, Amrish Gupta, Pearson Education.
5. Financial Accounting for Management, Dr. S. N. Maheshwari, Vikas Publishing House.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – MS-Office (Open Elective-01)

Total Credits – 04

Total Marks – 100 Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize students with the knowledge and use of MS-Office.

Course Learning Outcomes (CLO): Student will be able to:

1. Create and manage word documents with required formatting. Students will be able to compose word documents and operate relevant features and tools of MS Words.
2. Perform operations like creating, storing, and formatting data using different Excel formatting tools and features.
3. Perform calculations using functions, and present the data visually using charts and graphs.
4. Create and design professional presentations using different features & tools of PowerPoint.
5. Prepare and appraise professional business data, document and presentation.

Module Details with Marks –

Unit 1: MS- Word Processing

20 Mark

Introduction, starting word, creating document, Structure of MS-Word window, and its application, Mouse & keyboard operations, designing a document, formatting - selection, cut, copy, paste, Toolbars, operating on text; Printing, saving, opening, closing of document; creating a template; Tables, borders, textbox operations; Spelling & grammar check, Mail merge, Envelope and Label, Protection of document, Change the view of document.

Unit 2: MS- Excel

20 Mark

Introduction to MS-Excel, Navigating, Excel, Toolbars, and operations, Formatting Features-Copying Data Between, worksheets; Entering and Editing Cell Entries, Creation of charts, Editing & Formatting charts, Goal Seek, Auditing, Linking, workbook, Database in Excel

(Auto Filter, Advanced filter, sort, Form), Mathematical, Statistical, and Financial Functions in MS-Excel.

Unit 3: PowerPoint Presentation

20 Mark

Working with PowerPoint Window, Standard Toolbar, Formatting Toolbar, Drawing Toolbar, Moving the Frame, Inserting Clip Art, Picture, Slide; Text Styling, send to Back, Entering Data to Graph, Organization Chart, Table, Design Template, Master Slide, Animation Setting, Saving and Presentation, Auto Content wizard, Package for CD.

Unit - IV MS – Access

20 Mark

Introduction to database management System, DBMS vs RDBMS, Database Administrator (DBA) and its role. Introduction to Microsoft Access, creating a database in access, using database wizards and blank database, creating table, database view and design view, creating queries, Forms, reports and macros in MS - access.

Reference Books and Links –

1. Introduction to Information Technology, Renu Vashishth & Dr. Neeru Mudra, Himalaya Publishing House
2. Computer course —Prof. Satish Jain, Shashi Singh, M. Geetha, BPB Publication
3. Office 16 in easy steps, Michael Price Mike Mc Grath, BPB Publications
4. Office 2016 for beginners- Steven Weikler, Alpha Lifestyle Productions
5. Microsoft office 2016 Word, Excel, One Note Book - Vol 1-Lalit Mali, Notion Press

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – Yoga (Open Elective-02)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To prepare the students physically and mentally for the integration of their physical, mental, and spiritual faculties so that the students can become healthier, saner and more integrated members of the society and of the nation.

Course Learning Outcomes (CLO):

Student will be able to:

1. Understand the definitions and the concepts of yoga and the historical development of yoga in India.
2. Understand and practice various types of Yoga and Asanas.
3. Gain knowledge about the introduction of Yoga according to various texts.
4. Equip with basic knowledge about one's personality, to learn to handle oneself well in all life situations, to learn techniques of gaining good health.

Module Details with Marks –

Unit I- Bhagvadgeeta Chapter-14 (Gunatrayavibhaga)

Unit II- Practical

1. Sukshma Vyayama:- 1. Kapola Shakti Vikasaka 2. Karna Shakti Vardhaka 3. Greeva Shakti Vikasaka , 4. Karatala Shakti Vikasaka, 5. Manibandha Shakti Vikasaka, 6. Purna Bhuja Shakti Vikasaka, 7. Vakshasthala- Shakti Vikasaka 8. Jangha-shakti vikasaka

2. Loosening Exercises - 1. Twisting 2. Side Bending 3. Forward-backward bending
4. Twisting and bending

3. Breathing Exercises - 1. Hands in and out breathing 2. Tadasan-shwasan 3. Rabbit-breathing 4. Shwan-shwasanaengli 5. Shashankasana-shwasana

4. Suryanamaskara- 1. Should be practised as Physiological, Psychological and Spiritual practice. 2. 12 repetitions with the chanting of mantras.

5. Asanas (Cultural Asanas)

A. Standing: 1. Ardha-katicakrasana 2. Padahastasana 3. Ardha-chakrasana 4. Trikonasanaa 5. Parivrutta-Trikonasana

B. Sitting-Position: - 1. Paschimottanasana 2. Ushtrassana 3. Vakrasana 4. Ardhamatsyendrasana 5. Shashankasana 6. Suptavajrasana

C. Position: - 1. Bhujangasana 2. Ardhshalabhasana 3. Shalabhasan 4. Dhanurasana.

D. Supine position 1. Viparitakarani 2. Sarvangasana 3. Matsyasana 4. Halasana 5. Shirshasana

E. Relaxative Asanas- 1. Shavasana 2. Makarasana

F. Meditative Asanas :- 1. Padmasana 2. Vajrasana 3. Swastikasana 4. Siddhasana 5. Sukhasana

6. Pranayama: - 1. Sectional Breathing 2. Suryabhedan Pranayam 3. Chandrabhedan Pranayam 4. Nadishodhan Pranayam 5. Shitali Pranayam 6. Sitkari Pranayam 7. Bhramari Pranayam 8. Bhastrika Pranayama

7. Meditation: - (Different techniques such as) 1. Omkar Japa 2. Sakshibhava 3. Breath- Awareness

Practical - As referred by Teachers

Theory: 80 Marks

Internal Assessment: 20 Marks

1. पाठ्यालयात् गस म करबळकर, कृष्णधराम रक्ताशन, लात नावळोटांट, 1990.

2. यात् गसाय, डॉ. दिलोनश रसायाल, क.काता.स.द्व.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – Jyotish (Open Elective-03)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Unit

Medium of Instruction – English/Hindi

1. Laghujatkam

Theory: 80 Marks

Internal Assessment: 20 Marks

Reference books:

Laghujatakam by Dr.Kamlakant Pandey and Dr.Brahmanand Tripathi



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – Communication English (Open Elective-04)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Unit I:

Parts of Speech: Nouns and Pronouns Correct usage: Adjectives and Degrees of Comparison: Verbs -kinds; Tenses; Tense forms; Adverbs: Agreement of the subject with the verb, Phrasal verbs, voice change: Auxiliaries; prepositions -common errors; conjunctions - their correct uses, Clauses kinds usage; Articles -determiners, question, tags: Direct and Indirect speech, correction of sentence; Punctuation.

Unit II:

Vocabulary Building:

Idioms different kinds. Phrases. Fixed Expressions, common foreign words and expressions (eg. adhoc) -Word for formation different processes: spelling: one-word substitutes; word often confused and misused.

Unit III:

B. Spoken English

Pronunciation Drills (Identifying problem areas), vowels consonants, IPA. Phonetic Notations-how to look up a word Dictionary for correct pronunciation.

Unit IV:

Conversational English (both theory and practical) stress. Tonal Variations, their importance; what is an interview? How to face an interview? How to participate in a debate? What is a Meeting? Procedures -How to convene? Discussion -How to participate

Unit V: Process of writing

Sentence Patterns and Paragraph writing. Logical writing topical sentences arrangement of facts-supporting materials.

Theory: 80 Marks

Internal Assessment: 20 Marks

Text Books:

1. Tickoo and Subramanian. "Functional Grammar
2. Pink and Thomas," English Grammar. Composition and Commercial Correspondence"
3. Hema Srinivasan, Alamelu Ramakrishna, Valli Arunachalam "Communication Skills -A Practical Approach", Frank Bros. and Co.
4. Dr. V. Ayothi and Dr. R. Vedavali." English for competitive examination". New century book hoe, 2002



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – Sanskrit Vyakaran (Open Elective-05)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – Sanskrit

Laghushiddhant (Kaumudi Sangyaprakaran)

Theory: 80 Marks

Internal Assessment: 20 Marks

Reference books:

- 1) Siddhant Kaumudi by Dr.Bhattoji Dikshit .
- 2) LaghusiddhantKaumudi by P .ShreeGomti Prasadshastri Mishra



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 01

Course Code – BBA-1-I- 06

Course Name – Music (Open Elective-06)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction –

Unit (I) - General Knowledge

1. General note on Sangeet.
2. General note on Natyashastra and other music related texts
3. Note on Traditional Carnatic Vocal Recital.
4. History, growth, development and schools of Indian Music & Western Music.
5. Contribution of Nattuvnar & Devadasi Tradition in Carnatic music.
6. Biography of Thyagaraja, Dikshitar & Purandara Das.
7. Guru-Shishya Parampara.
8. Content of Narada Samhita.
9. Indian music: i) Region, ii) Music, iii) Costume, iv) Language.
10. Present status of music with reference to classical dance styles only.
11. Moral Shlokas with explanation (Any 5) & 3 stotras in Sanskrit
12. Folk Music of India (Maharashtra and Gujarat).

Unit (II) - Music, Journalism and other art forms

1. Carnatic Tala System.
2. Swara: i) Sapta Swara, ii) Swarotpatti, iii) Aarohana and Avarohana, iv) Trisaptaka
3. Terms: i) Sangita, ii) Laya, iii) Tala, iv) Talangas, v) Dashatalaprana,
4. Note on Sangita Saar Sangraha with reference to Music
5. Comparative study: i) Margi-Deshi, ii) Lokadharmi - Natyadharmi. iii) Carnatic - Hindustani music
6. Brief note and sketches of Carnatic and Hindustani Instruments and their experts.
7. Role of a Journalist in the life of an artiste: Reviews by art critics on Music
8. 2 reviews of performances/festivals you have witnessed on Music.
9. Relation between music and other art forms in general.
10. Music in Traditional dance-drama theatre in India.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 2

Course Code – BBA-1-II- L1

Course Name – Sanskrit (AEC-1)

Total Credits – 02

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – Sanskrit

1 Swapna Vasavadattam (Complete)

Theory: 80 Marks

Internal Assessment: 20 Marks

Reference Books:

1.SwapnaVasavadattam – ChaukhambaPrakashan, Varanasi.

2.SwapnaVasavadattam – Prasad Prakashan, Pune. SuyogPrakashan – Amravati



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 2

Course Code – BBA-1-II- L2

Course Name – English (AEC-2)

Total Credits – 02

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Unit

Medium of Instruction – English

UNIT- I:

Basic Grammar – Tense, Forms of the Verb, Preposition, Articles, Punctuation, Single Word for a Group of Words, Sentence Construction, Comprehension.

UNIT- II:

Business Letter Writing- Enquiries and replies, Placing and fulfilling orders , Complaints and follow-up letters , Sales letters, Circular letters, Application for employment and Resume.

UNIT- III:

Business Manners- Body Language, Gestures, Telephone etiquette, E-mail etiquette. Textbook: 1) The Bet – Anton Chekov 2) Socrates and the Schoolmaster – F. L. Brayne

UNIT- IV:

1) An Astrologer's Day – R. K. Narayan 2) The Gift of the Magi – O' Henry 3) With the Photographer – Stephen Leacock

Theory: 80 Marks

Internal Assessment: 20 Marks

Reference Books:

1. Textbook entitled 'Prism: Spoken and Written Communication, Prose & Poetry' published by Orient Longman
2. Orient Longman, Raj N Bakshi 2003-2007.
3. The grammar Tree, MridulaKaul, BeenaSugathan, ArchanaGilani- Oxford university press 2011

4. Grammar for All, N Ramalingam, Himalaya Publishing House, 2nd Edition 2014.
5. John Eastwood, Oxford Practice Grammar with answers
6. High School English Grammar & Composition, Wren & Martin Revised by NDV Prasad Rao, S Chand Publication
7. Business Correspondence & Report Writing, R C Sharma & Krisha Mohan, 3rd Edition, Tata Mcgrall Hill
8. Communication, C S Rayudu, Himalaya Publication July 2008
9. Business Communication, UrmilaRai, S M Rai, Himalaya Publication 9th Edition



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 2

Course Code – BBA-1-II- 03

Course Name – Organizational Behavior (Major- DSC-1)

Total Credits – 04

Total Marks – 100 **Internal - 20**

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: This course is designed to equip the students with the tools necessary to understanding the dynamics of individual and group behavior for efficient and effective utilization of human resources in the organizations.

Course Learning Outcomes (CLO):

The course intends to help the students to:

1. Understand and analyze the individual needs, feelings, aspirations.
2. Understand the Traditional & Modern view of conflict.
3. Identify and develop effective motivational and leadership skills.
4. Develop skills needed to plan for the implementation of change in an organization.

Module Details with Marks =

Unit 1

20 Marks

Organizational Behavior the human context of a managerial job, contributing disciplines, Emerging trends in OB, The five anchors of OB; Perception: Process & errors, Improving perceptions; Personality development, Determinants of Personality, Personality traits relevant to OB; Learning, Theories & Principles of Learning, Contingencies & Schedules of Reinforcement.

Unit 2

20 Marks

Motivation: Early theories, contemporary theories, Stress Management, Concept of stress, Sources & Effects of stress on humans, Management of Stress; Concept of Group Dynamics and Teams, Theories of Group Formation, Team Development, Communication: Concept of two-way & Open Communication, Transactional Analysis.

Unit 3**20 Marks**

Organizational conflict: Conflict Management, Traditional & Modern view of conflict, Constructive & Destructive conflict, Conflict Process, Strategies for encouraging constructive conflict, Strategies for resolving destructive conflict, Leadership Styles, Models and Theories of Leadership.

Unit 4**20 Marks**

Elements of Organizational Structure, Traditional & Modern Organizational Design, Power & Politics: Sources & Consequences of Power, Organizational Politics, Types of Political Activity, Controlling Political Behavior, Organizational culture: Elements of Organizational Culture, Hofstede's culture typology, Management of Change, Forces responsible for change, Resistance to change, overcoming resistance to change.

Reference Books and Links –

1. Steven McShane & Van Glinar, “Organizational Behavior”, Tata McGraw Hill Publishing Co.
2. Stephen Robbins, “Organizational Behavior”. Prentice Hall India Pvt. Ltd New Delhi.
3. Fred Luthans, “Organizational Behavior”. McGraw Hill Book Company.
4. Kavita Sharma, “Organizational Behavior”, Pearson India.
5. Ricky Griffin & Georgy Moorehead, “Organizational Behavior”, Hongh Co. Boston.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 04

Course Name – Business Economics (Major- DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: The objective of this paper is to help students to acquire conceptual knowledge of Business Economics.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire the knowledge about the nature and scope of Business Economics.
2. Understand the concept of demand analysis, apply various demand forecasting techniques, measure, and comment on elasticity of demand for given data.
3. Develop the understanding of cost and revenue concepts, Law of Supply and differentiate between various Market structures.
4. Evaluate and determine the pricing and output decisions under different market structures.

Module Details with Marks –

Unit 1: Introduction 20 mark

Introduction of economics, Problem of scarcity and choice, Definition, Objective of business economics, Decision making with the help of business economics, production possibility frontier; economic systems.

Unit 2: Demand and Supply Analysis 20 mark

Determinants of demand and law of demand, Elasticity of Demand, law of supply, elasticity of supply Consumer's equilibrium- Utility, Law of diminishing marginal utility and indifference curve, Properties of indifference curve.

Unit 3: Production and Cost Analysis**20 mark**

Production function, Law of variable proportion, Laws of returns to scale Costing concepts, short run and long run cost curves and their interrelationship. Internal and external economies and diseconomies of scale, revenue curves; revenue and profit maximizations, economies and diseconomies of scale.

Unit 4: Market Structure**20 mark**

Features and Equilibrium of the firm and industry Perfect competition, Monopoly and Monopolistic competition. Monopoly –Types of monopoly, Dumping, discriminating monopoly, Aspects of non-price competition; oligopolistic behavior, Kinked Demand Curve.

Reference Books and Links –

1. Principles of Microeconomics, D. Salvatore, Oxford University Press.
2. Managerial Economics, Mark Hirschey, Thomson Publications.
3. Microeconomics for Management Students, R. H. Dhulia and A.N. Oza, Sultan Chand, New Delhi.
4. Business Economics, V.G. Mankar, Himalaya Publication House.
5. Business Economics, H.L. Ahuja, S. Chand Publishing
6. Micro Economics, P.N. Chopra, Kalyani Publishers.
7. Micro Economics, D.D. Chaturvedi, Galgotia Publishing Company.
8. Modern Economic Theory, K.K. Dewett, S. Chand & Co Ltd.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II-05

Course Name – Cost Accounting (Minor)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To enable the students to acquire basic understanding & knowledge about cost accounting concepts and decision-making techniques related to it.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the basic concepts of costs and fundamentals of cost accounting.
2. Acquire knowledge for the preparation of a cost sheet.
3. Developing the knowledge of different methods and techniques of Costing.
4. Apply the costing techniques in different industries.

Module Details with Marks –

Unit 1: Introduction

20 marks

Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender.

Unit 2: Process Costing

20 marks

Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts.

Unit 3: Operating Costing**20 marks**

Classification of costs, features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet), Electricity, Hotel and Hospitals

Unit 4: Marginal Costing**20 marks**

Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break Even-analysis: Application of BEP for various business problems.

Reference Books and Links –

1. A Textbook of Cost & Management Accounting M.N. Arora Vikas Publishing House Pvt. Ltd.
2. Cost Accounting, Prof. M.L. Oswal, Prof. B.S.Rajpurohit, Prof.N.K. Maheshwari, Prof. S.S. Modi, R.B.D. Publishing House
3. Advanced Costing Problems, Prof. M.L. Oswal, Dr.S.K. Mangal R.B.D. Publishing House
4. Introduction to Cost Accounting, Dr. P.C. Tulsian, S. Chand & Co. Pvt. Ltd.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Environmental Management (Open Elective-1)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To bring about an awareness of a variety of environmental concerns and to create a pro-environmental attitude and a behavioral pattern in society that is based on creating a sustainable lifestyle.

Course Learning Outcomes (CLO):

Students will be able to:

1. Recognize the importance of environmental studies and various natural resources.
2. Illustrate various types of pollution and its causes and their control measures.
3. Point out the reasons for population growth and its impact on the environment.
4. Identify and explain the Social issues affecting the environment.
5. Give information about the environment and the resources to act at our own level to protect them.

Module Details with Marks –

Unit 1: Introduction to Environment Management

20 Marks

Introduction to Environment Management: Definition, Scope importance, Need for public awareness, sustainable development, Natural Resources- renewable and non- renewable resources, role of Individual in conservation of natural resources (Forest, water, land, energy, mineral)

Unit 2: Environment Pollution

20 Marks

Environment Pollution: Types of pollution- air, water, soil, noise, thermal and Nuclear, causes effects a control measures, Global warming, greenhouse effect, Ozone layer depletion, Acid rains

Unit 3: Human Population**20 Marks**

Human Population: Global population growth, variations among nations, Population explosion- causes and impact, Family welfare Programs-methods of sterilization; Infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment

Unit 4: Social Issues in Environment**20 Marks**

Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics- issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity.

Reference Books and Links –

1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb”, published by Macmillan
2. Environment management by N K Uberoi”, published by Excel Books
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Yoga (Open Elective-2)

Total Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction – English

Introduction/objectives to the course: For creating consciousness among the students towards health, fitness & wellness and to take care of their own physical, mental, emotional, social, and spiritual health.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the concepts of yoga and yogic practices.
2. Equip with basic knowledge about Breathing Practices and Pranayama.
3. Understand the concept of yoga practices leading to Meditation.
4. Understanding the role of yoga for maintaining physical and mental health and personality development by stress management techniques.

Module Details with Marks –

• Unit I- Bhagvadgeeta Chapter-14 (Gunatrayavibhaga)

• Unit II- Practical

1. **Sukshma Vyayama:-** 1. Kapola Shakti Vikasaka 2. Karna Shakti Vardhaka 3. Greeva Shakti Vikasaka 4. Karatala Shakti Vikasaka, 5. Manibandha Shakti Vikasaka, 6. Purna Bhuja Shakti Vikasaka 7. Vakshasthala- Shakti Vikasaka 8. Jangha-shakti vikasaka

2. **Loosening Exercises -** 1. Twisting 2. Side Bending 3. Forward-backward bending 4. Twisting and bending

3. **Breathing Exercises -** 1. Hands in and out breathing 2. Tadasan-shwasan

3. Rabbit-breathing 4. Shwan-shwasana engli
5. Shashankasana-shwasana

4. Suryanamaskara-1. Should be practised as Physiological, Psychological and Spiritual practice. 2. 12 repetitions with the chanting of mantras.

5. Asanas (Cultural Asanas)

A. Standing : 1. Ardha-katichakrasana 2. Padahastasana 3. Ardha-chakrasana
4. Trikonasanaa 5. Parivrutta-Trikonasana

B. Sitting-Position:- 1. Paschimottanasana 2. Ushtrassana 3. Vakrasana
4. Ardhamatsyendrasana 5. Shashankasana 6. Suptavajrasana

C.Position:- 1. Bhujangasana 2. Ardhshalabhasana 3. Shalabhasan 4. Dhanurasana.

D. Supine position:- 1. Viparitakarani 2. Sarvagasana 3. Matsyasana 4. Halasana 5. Shirshasana

E. Relaxative Asanas- 1. Shavasana 2. Makarasana

F. Meditative Asanas :- 1. Padmasana 2. Vajrasana 3. Swastikasana 4. Siddhasana
5. Sukhasana

6. Pranayama :- 1. Sectional Breathing 2. Suryabhedan Pranayam
3. Chandrabhedan Pranayam 4. Nadishodhan Pranayam
5. Shitali Pranayam 6. Sitkari Pranayam 7. Bhramari Pranayam
8. Bhastrika Pranayama

7. Meditation :- (Different techniques such as) 1. Omkar Japa 2. Sakshibhava
3. Breath- Awareness

Practical - As referred by Teachers

Reference Books

1. मातृकरोबीटोळकर, कोटा वल्युधाम फ़ूकाताशन, लाता नावळाता, पातातजाजलय 1990. लाता गसाता

2. योट्ट गसर, डोट्टा . दिंदान \longleftrightarrow ट्ट श रसाळ, क.का.सा.दिंदाव.,

Reference Books and Links –

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

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Jyotish (Open Elective-3)

Total Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction –

1. Laghujatkam

Reference books:

Laghujatakam by Dr.Kamlakant Pandey and Dr.Brahmanand Tripathi



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Communication in English (Open Elective-4)

Total Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 5 Units

Medium of Instruction – English

Unit I:

Parts of Speech: Nouns and Pronouns Correct usage: Adjectives and Degrees of Comparison: Verbs -kinds; Tenses; Tense forms; Adverbs: Agreement of the subject with the verb, Phrasal verbs, voice change: Auxiliaries; prepositions -common errors; conjunctions - their correct uses, Clauses kinds usage; Articles -determiners, question, tags: Direct and Indirect speech, correction of sentence; Punctuation.

Unit II:

Vocabulary Building:

Idioms different kinds. Phrases. Fixed Expressions, common foreign words and expressions (eg. adhoc) -Word for formation different processes: spelling: one-word substitutes; word often confused and misused.

Unit III:

Spoken English:

Pronunciation Drills (Identifying problem areas), vowels, consonants, IPA. Phonetic Notations-how to look up a word Dictionary for correct pronunciation.

Unit IV:

Conversational English (both theory and practical) stress. Tonal Variations, their importance; what is an interview? How to face an interview? How to participate in a debate? What is a Meeting? Procedures -How to convene? Discussion -How to participate

Unit V:

Process of writing: Sentence Patterns and Paragraph writing. Logical writing topical sentences arrangement of facts-supporting materials.

Text Books:

1. Tickoo and Subramanian. "Functional Grammar
2. Pink and Thomas," English Grammar. Composition and Commercial Correspondence"
3. Hema Srinivasan, Alamelu Ramakristhna, Valli Arunachalam "Communication Skills -A Practical Approach", Frank Bros. and Co.
4. Dr. V. Ayothi and Dr. R. Vedavali." English for competitive examination". New century book house, 2002



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Sanskrit Vyakaran (Open Elective-5)

Total Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – Sanskrit

Laghusiddhant (Kaumudi Sangyaprakaran)

Reference books:

- Siddhant Kaumudi by Dr.Bhattoji Dikshit .
- LaghusiddhantKaumudi by P .ShreeGomti Prasadshastri Mishra



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 02

Course Code – BBA-1-II- 06

Course Name – Music (OpenElective-6) Total

Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction –

Unit (I) - General Knowledge

1. General note on Sangeet.
2. General note on Natyashastra and other music related texts
3. Note on Traditional Carnatic Vocal Recital.
4. History, growth, development and schools of Indian Music & Western Music.
5. Contribution of Nattuvnar & Devadasi Tradition in Carnatic music.
6. Biography of Thyagaraja, Dikshitar & Purandara Das.
7. Guru-Shishya Parampara.
8. Content of Narada Samhita.
9. Indian music: i) Region, ii) Music, iii) Costume, iv) Language.
10. Present status of music with reference to classical dance styles only.
11. Moral Shlokas with explanation (Any 5) & 3 stotras in Sanskrit
12. Folk Music of India (Maharashtra and Gujarat).

Unit (II) - Music, Journalism and other art forms

1. Carnatic Tala System.
2. Swara: i) Sapta Swara, ii) Swarotpatti, iii) Aarohana and Avarohana, iv) Trisaptaka
3. Terms: i) Sangita, ii) Laya, iii) Tala, iv) Talangas, v) Dashatalaprana,
4. Note on Sangita Saar Sangraha with reference to Music
5. Comparative study: i) Margi-Deshi, ii) Lokadharmi - Natyadharmi. iii) Carnatic –Hindustani music
6. Brief note and sketches of Carnatic and Hindustani Instruments and their experts.
7. Role of a Journalist in the life of an artiste: Reviews by art critics on Music
8. 2 reviews of performances/festivals you have witnessed on Music.
9. Relation between music and other art forms in general.
10. Music in Traditional dance-drama theatre in India.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Exit option with Certificate Course

Course Code –

Course Name – Communication Skill (Exit option-1)

Total Credits – 04

Total Marks – 100

Internal – 30

External – 70

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing) for professional success.

Course Learning Outcomes (CLO):

Students will be able to:

1. Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment
2. The students should be able to write correctly and properly with special reference to Letter writing.

UNIT- I:

(a) Communication

Communication Process: Sender, Channel, Message, Receiver and Response, Types of Communication:

a. According to mode:

a. Oral b. Written

b. According to Medium:

a. Electronic b. Print

C. According to number of participants:

a. Dyadic b. Group

d. According to Direction:

a. One-way b. Two-way

e. According to Purpose:

a. General b. Business (Specific)

(B)Communication

- i) Business Manners- Body Language. Gestures. Telephone etiquette, E-mail etiquette.

UNIT- II: Listening Skills

1. Purpose of Listening
2. Listening to Conversation (Formal and Informal)
3. Active Listening-an Effective Listening Skill
4. Benefits of Effective Listening
5. Barriers to Listening
6. Listening to Announcements-(railway/bus stations/airport/sports announcement/commentaries etc.)

UNIT- III:

A. Business Correspondence: Business Letter Writing-

1. Application for Employment, Enquiries and replies, Placing and fulfilling box
2. Complaints and follow-up letters. Sales letters, Circular letters. Claim and Adjustment Letters,

B. Language Study

1. **Grammar**-Use Correct Tense Font of the Verh. Preposition. Articles, Punctuation,
2. **Enriching Vocabulary:**
 - a. Synonyms and Antonyms,
 - b. Change of Word from Noun to Adjective & vice-verse.

UNIT- IV: Soft Skills for Leadership and Team Management

1. Qualities of a Good Leader
2. Leadership Styles
3. Decision Making
4. Intrapersonal skills
5. Interpersonal skills
6. Problem solving
7. Critical thinking
8. Negotiation skills

Reference books:

1. Business Communication and Management. Dr.K.R.Dixit (Vishwa Publishers. Nagpur)
2. Business Communication: Urmila Rai. S.M. Rai- (Himalaya Publishing House)
3. Business Correspondence and Report Writing - R. C. Sharma& Krishna Mohan (Tata McGraw-Hill)
4. Deceloping Communication Skills Krishna Mohan & Meera Banerji (UP . A Course in English Grammar by R.N.Bakshi - Orient Longman, 2003-2007
5. Grammar for All. N Ramalingam, Himalaya Publishing House, 2nd Edition 2014.

6. English Grammar - N.D.V. Prasada Rao (S Chand)
7. Developing Communication Skills Krishna Mohan & Meera Banerji Macmillan

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Exit option with Certificate Course

Course Code –

Course Name – MS-Excel (Exit Option-2)

Total Credits – 04

Total Marks – 100

Internal - 30

External - 70

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: A major goal is to develop better computation skills. Improved critical thinking, decision making, and problem-solving skills will also be emphasized.

Course Learning Outcomes (CLO):

Students will be able to:

1. Use Microsoft Excel to create personal and/or business spreadsheets following current professional and/or industry standards.
2. Use critical thinking skills to design and create spreadsheets.
3. Communicate in a business setting using spreadsheet vocabulary

UNIT I: INTRODUCTION TO MS EXCEL

Working with Excel Opening a Workbook - Understanding the Display Screen Working with the Ribbon - Exploring the File Tab - Working with the Quick Access Toolbar - Working with the Status Bar- Switching Between Opened Workbooks, Entering Data - Moving the Cell Pointer - Selecting a Range of Cells - Creating a New Workbook - Inserting, Renaming, and Deleting Worksheets - Entering Constant Values - Using Auto Fill to Enter Data - Saving a Workbook - Editing Cell Contents, Clearing Cell Contents - Insert/Edit Comments - Working with Undo and Redo - Closing a Workbook

UNIT 2: USING FORMULAS

Entering Formulas with Addressing Methods (Relative/Mixed / Absolute) - Using Auto Fill with Formulas - Using the Sum, Average, Max, Min, Count Functions - Using IF and NestedIf Function - Using Text Functions (Len, Trim, Left, Right, Mid, Find, Replace, Upper, Lower, Proper) - Using Date Functions (Today, Now, Day, Month, Year) - Using Lookup Functions (Vlookup, H lookup) - Using Formula Error Checking - Cutting/Copying and Pasting Constant Values and Formulas - Copy/Pasting using Transpose option Using Format Painter.

UNIT 3: WORKING ON MULTIPLE WORKSHEETS

Formatting Worksheets - Formatting Numbers - Changing the Font Format - Aligning Cell Contents - Merging Cells, Adding Borders - Applying Cell Styles - Modifying Columns and Rows - Changing Column Width - Changing Row Height, Inserting and Deleting Columns or Rows - Hiding Columns or Rows - Editing Workbooks - Working with AutoCorrect Checking Spelling - Using Find and Replace - Using Hyperlinks (Internal/ External)

UNIT 4: WORKING WITH HUGE DATASET

Finding Duplicates - Applying Conditional Formatting Rules Applying Freeze Panes - Using Pivot Table (Layout & Format) Working with Charts, Using multilevel Sort - Using Filters - Fetching Unique Records Pie/Bar/Column/Line Charts - Titles/Legends / Data labels Copy/Pasting in Word/PowerPoint Printing Worksheets, Using Print Preview - Working with Print Settings - Using Page Setup Tools - Working in Page Layout View - Creating a Header and Footer - Using Page Break Preview - Printing a Worksheet, Exiting Excel

REFERENCE BOOKS:

1. Learning MS-Word and MS-Excel, by Rohit Khurana
2. Excel Formulas and Functions 2020: The Step by Step Excel Guide with Examples on How to Create Powerful Formulas: 1 by Adam Ramirez
3. Excel 2013 in Simple Steps by Kogent Learning Solutions Inc.
4. Excel Formulas and Functions: The Step by Step Excel Guide on how to Create Powerful Formulas by Harjit Suman

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 3

Course Code – BBA-2-III-L-01

Course Name – English (AEC)

Total Credits – 02

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Unit I: Mechanics of writing and drafting skills

Writing process, Objectives of writing, audience recognition, basic grammar and mechanics: articles, prepositions, capitalization, punctuations, abbreviations

Unit II: Report and Proposal writing, Format and general contents of a report, event/trip report, progress report, feasibility, report, meeting minutes, technical propose

Unit III: Group Discussion

Developing skill to initiate a discussion [How to open], Snatching initiative from others [Watch for weak points, etc.]

Unit IV: Communication Skills

Various Strategies to overcome oral communication apprehension, Presentation Skills- Visual aid and public speaking skills, Mock Presentation



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 3

Course Code – BBA-2-III-02

Course Name – Marketing Management (Major- DSC-1)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To provide a sound understanding of the basic principles of marketing management and their applications in the business and industry.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire fundamental knowledge of Marketing and modern concepts of Marketing.
2. Understand the concept of Marketing Segmentation.
3. Understand the concept of Marketing Mix, Branding and packaging.
4. Gain the knowledge of Pricing, Promotion & Consumer behavior.

Module Details with Marks –

Unit 1: Marketing Introduction 20 Marks

Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept.

Unit 2: Marketing Segmentation 20 Marks

Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit 3: Marketing Mix, Branding and packaging**20 Marks**

Marketing Mix: Product: Product Mix, New Product development, levels of product, types of products, Product life cycle, Branding and packaging, different types of distribution channels.

Unit 4: Pricing, Promotion & Consumer behavior**20 Marks**

Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management. Process & Scope Marketing Information Systems: Meaning Importance and Scope Consumer Behaviour: Concept, Importance and Factors influencing consumer behavior.

Reference Books and Links –

1. Marketing Management, Philip Kotler and Kevin Lane Keller: Prentice Hall of India / Pearson Education, New Delhi.
2. Marketing Management, V. J. Ramaswami and S. Namakumari:, Macmillan Business Books, Delhi.
3. Services Marketing; S M Jha; Himalaya Publishing House.
4. Industrial Marketing Practices in India- S.L. Gupta, Sanjeev Bahadur and Hitesh Gupta Excel Books, New Delhi.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 3

Course Code – BBA-2-III-03

Course Name – Financial Management (Major- DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To enable the students to make use of financial management tools for effective financial decision making.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the concept of Business Finance and Financial Management.
2. Gain knowledge of Sources of Financing.
3. Understand the concept of capital structure and calculate cost of capital.
4. Understand the concept of Working Capital Management and calculate Estimation of Working Capital Requirement.
5. Gain practical exposure to become a financial management consultant.

Module Details with Marks –

Unit 1: Introduction

20Marks

Introduction of Business Finance - Meaning, Scope and importance of Business Finance. Finance Functions. Goals & objectives of financial management.

Unit 2: Sources of Financing

20Marks

Sources of Financing - LONG TERM: Equity shares, Preference Shares, debentures, / Bonds (Types, features & utility), term loans, lease & hire purchase, retained earnings; SHORT TERM: trade credit, bank finance, commercial paper, factoring & bills discounting.

Unit 3: Cost of Capital

20Marks

Cost of Capital - Cost of capital, Cost of different sources of finance, weighted average cost

of capital, Concept of Leverage, Concepts of Capital Structure.

Unit 4: Working Capital Management

20Marks

Working Capital Management - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Various Approaches for financing Working Capital. Concept of Operating Cycle, Estimation of Working Capital Requirement.

Note: Simple Numerical will be based on Unit III and IV only.

Reference Books and Links --

1. Financial Management Problems & Solutions: Kishore Ravi M, Taxman
2. Fundamentals of Financial Management; Chandra Prasanna, Tata McGraw Hill Publishing Co. Ltd.
3. Financial Management M.R. Agrawal Garima Publication
4. Financial Management P.V. Kulkarni, B.G. Sathyaprasad Himalaya Publishing House
5. Management Accounting & Financial Management, M.N. Arora Himalaya Publishing House

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 3

Course Code – BBA-2-III-04

Course Name – Business Ethics & Corporate Governance (Minor)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To understand the elements of ethics and the importance of ethical decision making in business and society. And to acquaint the student with the finer nuances of Corporate Governance.

Course Learning Outcomes (CLO):

Student will be able to:

1. Acquire knowledge about Business Ethics Concepts and theories.
2. Understand the Business ethics and CSR. And Formulating & implementing professional ethics code.
3. Understand the concept of Corporate Governance, Globalization & Business ethics.
4. Understand the concept of Environment & Marketing Ethics & Ethics in HRM.
5. Know the Role of HRM in creating an ethical organization.

Module Details with Marks –

Unit 1: Introduction of Business Ethics

20 Marks

Business Ethics: Introduction, Concepts and theories - Introduction, definitions, need for Business ethics, Values and morals, Management and ethics, Normative Theories, – Gandhian Approach, Friedman's Economic theory.

Unit 2: Business, Organizational Ethics & CSR

20 Marks

Business, Organizational Ethics & CSR - The Indian Business scene, Ethical Concerns, Global trends in business ethics, Business ethics rating in India, Organizational culture, Types of Organizations, Advantages of Corporate code of ethics, Formulating & implementing professional ethics code.

Unit 3: Corporate Governance, Globalization & Business ethics**20 Marks**

Corporate Governance, Globalization & Business ethics - Introduction, systems of corporate governance, Factors facilitating Globalization, Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC's to the Host Country, International codes of Business Conduct, Whistle blowing and its codes.

Unit 4: Environment & Marketing Ethics & Ethics in HRM**20 Marks**

Environment Ethics, Marketing Ethics & Ethics in HRM – India's Environment Policy, Environment Risk Management, Environment Audit, Areas in Marketing Ethics, Ethics in HRM, Role of HRM in creating an ethical organization.

Reference Books and Links –

1. Business Ethics – Concept & Practice - B. H. Agalgatti & R. P. Banerjee –(Nirali Publication)
2. Ethics in Business & Management - R. P. Banerjee (Himalaya Publication)
3. Business Ethics. by Crane – Pub. By Oxford Press
4. Corporate Governance & Business Ethics – (Text & Cases), U. C. Mathur, Macmillan India, Ltd.
5. Business Ethics, C S V Murthy, Himalaya Publishing House
6. Business Ethics & Corporate Governance, by A.C.Fernando

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 3

Course Code – BBA-2-III-05

Course Name – International Business Environment (Open Elective 1)

Total Credits – 04

Total Marks – 100 Internal - 20 External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: The objective of this course is to familiarize students with the International Business Environment suitable for business.

Course Learning Outcomes (CLO) :-

The student will be able to:

1. Understand the Concept and significance of International Business.
2. Know the different environments like, Economic, Political, Cultural and Legal environments in International Business.
3. Acquire the knowledge about the basic concepts of Global Trading and Investment Environment.
4. Acquire the knowledge about the basic concepts of International Economic Institutions and Agreements.

Module Details with Marks –

Unit 1: Introduction to International Business

20 Marks

International Business: Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances; Concept and significance of balance of payments account.

Unit 2: International Business Environment

20 Marks

International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing the international business environment.

Unit 3: Global Trading and Investment Environment**20 Marks**

Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign Investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.

Unit 4: International Economic Institutions and Agreements**20 Marks**

International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. Structure and functioning of EC and NAFTA, Regional Economic Groupings in Practice: Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.

Reference Books:

1. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth.
4. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, Addison Wesley, Readings.
5. Hill, Charles W. L., International Business, McGraw Hill, New York.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Basics of MS-Excel (Open Elective-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize students with the knowledge and use of MS-Excel.

Course Learning Outcomes (CLO):

Student will be able to:

1. Perform operations using Excel tabs and tools effectively.
2. Reorganize the data with the help of Excel and compute various statistical parameters using Formulas and Functions
3. Demonstrate ability to work effectively on a data sheet with the knowledge of Excel.
4. Demonstrate the ability to construct Pivot Tables and perform operations on given data.
5. Demonstrate the ability to present data in charts and graphs using Excel skills.

Module Details with Marks –

Unit 1: Introduction to Excel

20 Mark

About Excel, Features of MS-Excel, The Excel Environment; Quick Access Toolbar, Title Bar, Ribbon Tabs, Name Box, Formula Bar, Scroll bars, Status bar, Page views, Zoom Tool. Ribbon Display Options button, Excel Workspace, Cells. Creating Worksheets and Workbooks —Creating and Renaming Worksheets, saving workbook, Copying and moving a worksheet. Inserting and deleting rows and columns, Inserting header and footer in a worksheet.

Formatting Cells; Selecting cells, entering text and numeric data into the cells, applying fonts and background colour, aligning data, merging cells, text wrapping, Number Formatting-Text, Percentage, Currency, Dates. Creating series, resizing columns width and rows height. Excel Shortcuts — Using Keyboard Shortcuts.

Unit 2: Excel Formulas and Functions**20 Mark**

Performing basic mathematical operations using formula, applying formulas using cell names and range, formatting text using different text functions, performing calculation using Numerical and Mathematical functions. If function, Logical functions-AND, OR, NOT. Tables-Creating a Table, Applying styles to tables, Adding and Editing Records, Inserting Records and Fields, Deleting Records and Fields.

Unit 3: Filters, Grouping and Charts in Excel**20 Mark**

Filtering records, Sorting data by single and multiple columns, Custom sort, changing sort order, Eliminating duplicate records. Chart Preparation - Creating Charts, Selecting Charts and Chart Elements, Moving and Resizing Charts, Changing the Chart Type. Apply Custom Data Formats and Layouts- Changing the Data Range, Switching Column and Row Data, choosing a Chart Layout, choosing a Chart Style, Printing Charts, Deleting Charts, Applying Word art Styles to Chart Elements.

Unit 4: Introduction to Pivot Tables**20 Mark**

Creating Pivot Tables and Pivot Charts, manipulating a PivotTable, Changing Calculated Value Fields, Applying PivotTable Styles, creating a PivotChart, Setting PivotTable Options.

Reference Books and Links –

1. Excel 2019 All in one By Lokesh Lalwani, BPB Publications ISBN 9789388511582
2. Microsoft® Excel® 2016 Bible Published by John Wiley & Sons, Inc., ISBN: 978-1-119-06751-1
3. Microsoft Official Academic Course Microsoft excel 2013, 2014 by John Wiley & Sons, ISBN 978-0-470-13308-8
4. Statistics for Managers: Using Microsoft Excel, Fifth Edition by David M. Levine, David F. Stephan, Timothy C. Krehbiel, and Mark L. Berenson, ISBN 0-536-04080 X
5. Microsoft Excel 2016 Step by Step - Curtis Frye, Microsoft Press, ISBN: 978-0-7356-9880-2



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Yoga (Open Elective-3)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction – English

Module Details with Marks –

Unit I- Bhagvadgeeta Chapter-14 (Gunatrayavibhaga)

Unit II- Practical

1. Sukshma Vyayama:-

1. Kapola Shakti Vikasaka	5. Manibandha Shakti Vikasaka,
2. Karna Shakti Vardhaka	6. Purna Bhuja Shakti Vikasaka,
3. Greeva Shakti Vikasaka ,	7. Vakshasthala- Shakti Vikasaka
4. Karatala Shakti Vikasaka,	8. Jangha-shakti vikasaka

2. Loosening Exercises –

1. Twisting	3. Forward-backward bending
2. Side Bending	4. Twisting and bending

3. Breathing Exercises –

1. Hands in and out breathing	2. Shwan-shasanaengli
2. Tadasan-shwasan	3. Shashankasana-shwasana
1. Rabbit-breathing	

4. Suryanamaskara-

1. Should be practised as Physiological, Psychological and Spiritual practice.
2. 12 repetitions with the chanting of mantras.

5. Asanas (Cultural Asanas)

A. Standing : 1. Ardha-katichakrasana 2. Padahastasana 3. Ardha-chakrasana
4. Trikonasanaa 5. Parivrutta-Trikonasana

B. Sitting-Position:- 1. Paschimottanasana 2. Ushtrassana 3. Vakrasana 4. Ardhamatsyendrasana 5. Shashankasana 6. Suptavajrasana

C. Position:- 1. Bhujangasana 2. Ardhshalabhasana 3. Shalabhasan 4. Dhanurasana.

Supine position 1. Viparitakarani 2. Sarvangasana 3. Matsyasana 4. Halasana 5. Shirshasana

D. Relaxative Asanas- 1. Shavasana 2. Makarasana

E. Meditative Asanas :- 1. Padmasana 2. Vajrasana 3. Swastikasana 4. Siddhasana 5. Sukhasana

6. PRANAYAMA :-

1. Sectional Breathing	2. Suryabhedan Pranayam
3. Chandrabhedan Pranayam	4. Nadishodhan Pranayam
5. Shitali Pranayam	6. Sitkari Pranayam
7. Bhramari Pranayam	8. Bhastrika Pranayama

7. MEDITATION :- (Different techniques such as) 1. Omkar Japa 2. Sakshibhava
3. Breath- Awareness

Practical - As referred by Teachers

1. पातञ्जलयोगसूत्रम् करंबेळकर, कैवल्यधाम प्रकाशन, लोनावळा, 1990.

2. योगसूत्र, डॉ. दिनेश रसाळ, क.का.सं.वि.,



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Jyotish (Open Elective-4)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction -English

1. Laghujatkam

Reference books:

Laghujatakam by Dr.Kamlakant Pandey and Dr.Brahmanand Tripathi



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Communication in English (Open Elective-5)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 5 Units

Medium of Instruction – English

Unit I:

Parts of Speech: Nouns and Pronouns Correct usage: Adjectives and Degrees of Comparison: Verbs -kinds; Tenses; Tense forms; Adverbs: Agreement of the subject with the verb, Phrasal verbs, voice change: Auxiliaries; prepositions -common errors; conjunctions - their correct uses, Clauses kinds usage; Articles -determiners, question, tags: Direct and Indirect speech, correction of sentence; Punctuation.

Unit II:

Vocabulary Building:

Idioms different kinds. Phrases. Fixed Expressions, common foreign words and expressions (eg. adhoc) -Word for formation different processes: spelling: one-word substitutes; word often confused and misused.

Unit III:

Spoken English

Pronunciation Drills (Identifying problem areas), vowels consonants, IPA. Phonetic Notations-how to look up a word Dictionary for correct pronunciation.

Unit IV:

Conversational English (both theory and practical) stress. Tonal Variations, their importance; what is an interview? How to face an interview? How to participate in a debate? What is a Meeting? Procedures -How to convene? Discussion -How to participate

Unit V:

Process of writing Sentence Patterns and Paragraph writing. Logical writing topical sentences arrangement of facts-supporting materials.

Text Books:

1. Tickoo and Subramanian. "Functional Grammar
2. Pink and Thomas," English Grammar. Composition and Commercial Correspondence"
3. Hema Srinivasan, Alamelu Ramakrishna, Valli Arunachalam "Communication Skills -A Practical Approach", Frank Bros. and Co.
4. Dr. V. Ayothi and Dr. R. Vedavali." English for competitive examination". New centurybook house, 2002



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Sanskrit Vyakaran (Open Elective-6)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – English

Laghushiddhant (Kaumudi Sangyaprakaran)

Reference books:

1. Siddhant Kaumudi by Dr.Bhattoji Dikshit .
2. LaghusiddhantKaumudi by P .ShreeGomti Prasadshastri Mishra



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 03

Course Code – BBA-2-III-05

Course Name – Music (Open Elective-7)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction – English

Unit (I) - General Knowledge

1. General note on Sangeet.
2. General note on Natyashastra and other music related texts
3. Note on Traditional Carnatic Vocal Recital.
4. History, growth, development and schools of Indian Music & Western Music.
5. Contribution of Nattuvnar & Devadasi Tradition in Carnatic music.
6. Biography of Thyagaraja, Dikshitar & Purandara Das.
7. Guru-Shishya Parampara.
8. Content of Narada Samhita.
9. Indian music:
i) Region, ii) Music, iii) Costume, iv) Language.
10. Present status of music with reference to classical dance styles only.
11. Moral Shlokas with explanation (Any 5) & 3 stotras in Sanskrit
12. Folk Music of India (Maharashtra and Gujarat).

Unit (II) - Music, Journalism and other art forms

1. Carnatic Tala System.
2. Swara:
i) Sapta Swara, ii) Swarotpatti, iii) Aarohana and Avarohana, iv) Trisaptaka
3. Terms:
i) Sangita, ii) Laya, iii) Tala, iv) Talangas, v) Dashatalaprana,
4. Note on Sangita Saar Sangraha with reference to Music
5. Comparative study:
i) Margi-Deshi, ii) Lokadharmi - Natyadharmi. iii) Carnatic - Hindustani music
6. Brief note and sketches of Carnatic and Hindustani Instruments and their experts.
7. Role of a Journalist in the life of an artiste: Reviews by art critics on Music
8. 2 reviews of performances/festivals you have witnessed on Music.
9. Relation between music and other art forms in general.
10. Music in Traditional dance-drama theatre in India.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-01

Course Name – Human Resource Management (Major-DSC-1)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: This course is designed to give basic knowledge of HRM functions. On successful completion of this course the students will understand the role of human resource management and its importance.

Course Learning Outcomes (CLO):

Student will be able to:

1. Understand the Importance and Functions of H.R.M. and Role of H.R Department.
2. Acquire the knowledge about Job Analysis & Job Design.
3. Understand the conceptual framework of Human Resource Planning - Recruitment – Selection.
4. Understand the concept of Induction & Training in HRM.

Module Details with Marks –

Unit 1: Introduction to Human Resource Management 20 Mark

Introduction to Human Resource Management: Definition, concept and Scope of H. R. M., Difference between Personnel Management and H.R.M., Importance and Functions of H.R.M. Role of H.R Department.

Unit 2: Job Analysis & Job Design 20 Mark

Job Analysis, Job Design: Meaning of Job Analysis, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications. Meaning of Job Design, Techniques of Job Design.

Unit 3: Human Resource Planning - Recruitment – Selection**20 Mark**

Human Resource Planning - Recruitment – Selection: Definition and objectives of Human Resource planning, process of Human Resource planning factors influencing estimation of Human Resources, Concept of Recruitment & Selection, sources of recruitment, Selection Procedure.

Unit 4: Induction & Training**20 Mark**

Induction & Training: Concept of Induction, Training- Need for training, benefits of training, identification of training needs and methods/ types of training. Evaluation of effectiveness of training programs. Placement, Transfer, Promotion, Demotion.

Reference Books and Links –

1. Dr. S S Khanka : Human Resource Management,
2. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company
3. Dessler,Gary; Human Resource Management;Prentice Hall
4. SubbaRao, Personnel and Human Resources management, HPH.
5. Human Resource Management- Text and Cases-- VSP Rao

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-02

Course Name – Management of Business Finance (Major-DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize students with the knowledge of the finance functions, concepts of business finance and its management.

Course Learning Outcomes (CLO):

Student will be able to:

1. Acquire knowledge on the Mathematics of Finance and calculation of Simple problems based on Time Value of Money.
2. Acquire knowledge about Tools in Capital Budgeting & its calculation.
3. Acquire knowledge about Dividend decision and Management of Earnings and its calculation.
4. Understand the concept of Corporate Restructuring, types of merger and Types of Takeover/ acquisition.

Module Details with Marks –

Unit 1: Mathematics of Finance **20 Marks**

Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money.

Unit 2: Capital Budgeting **20 Marks**

Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

Unit 3: Dividend decision and Management of Earnings **20 Marks**

Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions.

Unit 4: Corporate Restructuring **20 Marks**

Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of mergers), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split ups.

Simple Numerical will be based on Unit I, II and III only.

Reference Books and Links --

1. Financial Management by Ravi Kishore, Taxmann Publications Pvt Ltd
2. Financial Management – I M Pandey – S. Chand & Co. Pvt. Ltd. (Old editions in Vikas Publications)
3. Financial Management, Theory, Concepts and Problems by Dr. R. P. Rustagi, Taxmann Publications Pvt Ltd
4. Financial Management, Text, Problems and Cases, by M Y Khan and P K Jain, McGraw-Hill Publications

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-03

Course Name – Statistics & Business Mathematics (Minor)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.

Course Learning Outcomes (CLO):

The student will be able to:

1. Acquire the knowledge about the basic concepts of statistics, data collection, Tabulation and classification, frequency distribution.
2. Understand the methods of computation of measures of central tendency and measures of dispersion.
3. Understand the methods of computation of Correlation & Regression Analysis
4. Understand the methods of computation of Percentages, Simple & Compound Interest and calculate profit & loss arising out a business transaction.

Module Details with Marks –

Unit 1: Statistics & Measures of Central Tendency

20 Marks

Meaning, Scope, Importance, Functions and Limitations of Statistics. Collection of data, Tabulation and Classification, Frequency distribution. Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean (Theory & Numerical)

Unit 2: Dispersion

20 Marks

Dispersion- Meaning and significance of dispersion, Methods of measuring dispersion, Mean Deviation, Standard Deviation, Quartile Deviation, co-efficient of variation (Theory & Numerical)

Unit 3: Correlation & Regression Analysis**20 mark**

Calculation of co-efficient for simple series and continuous series, two-way Frequency distribution and Rank correlation; Regression Analysis: Calculation of regression, Co-efficient and determination of Regression equations covering least square method, Regression equation of x & y and y & x.

Unit 4: Business Mathematics**20 Marks**

Business Mathematics: - Ratio Proportion, Percentages, Simple & Compound Interest, Profit/ Loss. Application of quantitative techniques to business & industry limitations. (Numerical)

Reference Books and Links –

1. Statistics V.K. Kapoor S. Chand & Sons
2. Fundamentals of statistics: D. V. Elance & Veena Elhance
3. Statistics: B. New Gupta – Sahitya Bhavan Agra
4. Business Statistics A Self Study Text Book, Dr. P. C. Tulsian & Bharat Jhunjhunwala, S. Chand Publishing
5. Fundamental of Statistics: S. C. Gupta – Himalaya Publishing House

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Business Legislations (Open Elective- 01)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To make the students acquire the knowledge on the legal provisions relating to business legislations.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the basics of Administration of law & legal system in India.
2. Acquire knowledge in Law with reference to business and the basic rules regarding a contract, its elements and its types. Offer, Acceptance, Consideration and Remedies.
3. Understand the basic rules regarding the Negotiable Instrument Act, 1881 and Prevention of Money Laundering Act, 2002.
4. Understand the basic rules regarding The Sale of Goods Act, 1930 and Consumer Protection Act, 1986.

Module Details with Marks –

Unit 1: Administration of law & legal system in India **20 Marks**

Administration of law & legal system in India - Introduction to legal aspects of Business in general; Freedom of Trade, Profession and Occupation (Constitutional Provisions).

Unit 2: Indian Contract Act 1872 **20 Marks**

Definition, Kinds & Concept of Contracts, Offer and Acceptance consideration, Capacity of parties. Free Consent – Legality & objects of consideration. Void Agreements – Performance of contract, Discharge of contract and Remedies.

Unit 3: Negotiable Instrument Act, 1881**20 Marks**

Meaning & Definition of Negotiable instruments, Promissory Notes, Bills of Exchange & its types, Cheques and its types, Crossing of Cheques.

Endorsements – Meaning and Types, Holder & Holder in due course & its rights, Discharge of Negotiable Instruments. Parties to a Negotiable Instrument – Duties, rights and Liabilities. Prevention of Money Laundering Act, 2002 – Objectives, Important Definitions & Salient features.

Unit 4: Sale of Goods Act, 1930 & Consumer Protection Act, 1986**20 Marks**

The Sale of Goods Act, 1930 – Contract of sale of Goods – conditions & warranties – transfer of property – Performance of contract of sale – Rights of unpaid seller.

Consumer Protection Act, 1986 – Definition of Consumer, Importance of Consumer, Problems faced by consumers, Consumer Protection – Need & Importance, Rights & Responsibilities of Consumer, Procedure to file complaints, ways & means of consumer protection, consumer redressal agencies & procedure followed by redresser agencies.

Reference Books and Links –

1. Mercantile Law Dr. V.K. Jain Seth Publications
2. Mercantile Law M.C. Kuchhal Vikas Publishing House
3. Lectures on Business and Corporate Laws, C.K. Kapoor, VidyaSadan
4. Business and Coroprate Laws, V.S. Datey, Taxman
5. Business Law for Management, K.R.Mulchandani, Himalaya Publication House

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Money, Banking and Finance (Open Elective-02)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize students with the knowledge Money, Banking and Finance related to business.

Course Learning Outcomes (CLO):

Student will be able to:

1. Understand the Concept and functions of Money, its origin and development.
2. Understand the concept of Banking and Finance in India.
3. Understand the National Income Determination and methods and difficulties in measuring National Income.
4. Understand the concept of Monetary and Fiscal Policy and differentiation between Public Finance & Private Finance.

Module Details with Marks –

Unit 1: Introduction of Money

20 Marks

Money - Concept and functions of Money, Origin and development of Money, Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money.

Unit 2: Introduction of Banking and Finance

20 Marks

Banking and Finance - Commercial Banking- Role and functions of Commercial Banks, Credit creation and its limitations Central Banking-Functions of Central Bank. Reserve Bank of India –Role in Indian Economy, Monetary & Non-Monetary functions of RBI.

Unit 3: National Income Determination

20 Marks

National Income Determination- Meaning, Method & Difficulties of Measuring National Income; Concept of GDP, GNP, NNP, PI, DPI. Inflation and Deflation- Types, Causes and Measures to Control.

Unit 4: Monetary and Fiscal Policy**20 Marks**

Monetary and Fiscal Policy- Concept, Objectives, Instruments, Limitations of Monetary and Fiscal policy, Public Finance- Meaning, Scope and Importance of Public Finance, Public Finance Vs Private Finance.

Reference Books and Links –

1. Appannaiah, Reddy & Shanthi, BBM Semester Economics, 2006, Himalaya Publishing House, Mumbai.
2. Chaturvedi D., Macro Economics, 2005, Galgotia Publishing Company, New Delhi.
3. Dominick Salvatore, Managerial economics in a Global economy, 2006, Thomson learning Press
4. Datt, Ruddar and K P M Sundharam, 2005, Indian Economy, S.Chand and Co. Pvt. Ltd. New Delhi
5. Jhingan, 2004, M.L., Money Banking International Trade and Public Finance, Ed. 8, Veranda Publishers, New Delhi.
6. Mithani D. M., Money, Banking, International trade and Public Finance, 2006, Himalaya Publishing House, Mumbai
7. Samuelson, Paul Anthony and William D. Nordhaus, 1998, Economics, Ed. 6 New Delhi: Tata McGraw Hill Publishing Company Ltd, New Delhi.
8. Somashekhar N T., Money, Banking, International trade and Public Finance, 2006, Himalaya Publishing House, Mumbai
9. Suma Damodran, Managerial Economics, 2006, Oxford University Press, New Delhi.

NEP Implementation Points –



पृथिवी विजय

Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Yoga (Open Elective-03)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction – English

Unit I- Bhagvadgeeta Chapter-14 (Gunatrayavibhaga)

Unit II- Practical

1. Sukshma Vyayama:-

- 1. Kapola Shakti Vikasaka
- 2. Karna Shakti Vardhaka
- 3. Greeva Shakti Vikasaka ,
- 4. Karatala Shakti Vikasaka,
- 5. Manibandha Shakti Vikasaka,
- 6. Purna Bhuja Shakti Vikasaka,
- 7. Vakshasthala- Shakti Vikasaka
- 8. Jangha-shakti vikasaka

2. Loosening Exercises –

- 1. Twisting
- 2. Side Bending
- 3. Forward-backward bending
- 4. Twisting and bending

3. Breathing Exercises –

- 1. Hands in and out breathing
- 2. Tadasan-shwasana
- 3. Rabbit-breathing
- 4. Shwan-shwasana
- 5. Shashankasana-shwasana

4. Suryanamaskara-

- 1. Should be practised as Physiological, Psychological and Spiritual practice.
- 2. 12 repetitions with the chanting of mantras.

5. Asanas (Cultural Asanas)

A. Standing : 1. Ardha-katichakrasana 2. Padahastasana 3. Ardha-chakrasana 4. Trikonasanaa
5. Parivrutta-Trikonasana

B. Sitting-Position:- 1. Paschimottanasana 2. Ushtrassana 3. Vakrasana 4. Ardhamatsyendrasana
5. Shashankasana 6. Suptavajrasana

C. Position:- 1. Bhujangasana 2. Ardhshalabhasana 3. Shalabhasan 4. Dhanurasana.

Supine position 1. Viparitakarani 2. Sarvangasana 3. Matsyasana 4. Halasana 5. Shirhasana

D. Relaxative Asanas- 1. Shavasana 2. Makarasana

E. Meditative Asanas :- 1. Padmasana 2. Vajrasana 3. Swastikasana 4. Siddhasana 5. Sukhasana

6. PRANAYAMA :- 1. Sectional Breathing 2. Suryabhedan Pranayam
3. Chandrabhedan Pranayam 4. Nadishodhan Pranayam
5. Shitali Pranayam
6. Sitkari Pranayam 7. Bhramari Pranayam 8. Bhastrika Pranayama

7. MEDITATION :- (Different techniques such as) 1. Omkar Japa 2. Sakshibhava
3. Breath- Awareness

Practical - As referred by Teachers

1. पातञ्जलयोगसूत्रम् करंबेळकर, कैवल्यधाम प्रकाशन, लोनावळा, 1990.
2. योगसूत्र, डॉ. दिनेश रसाळ, क.का.सं.वि.,

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name –Jyotish (Open Elective-04)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – English

1. Laghujatkam

Reference books:

- 1) Laghujatakam by Dr.Kamlakant Pandey and Dr.Brahmanand Tripathi

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Communication in English (Open Elective-05)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 5 Units

Medium of Instruction – English

Unit I: Parts of Speech: Nouns and Pronouns Correct usage: Adjectives and Degrees of Comparison: Verbs -kinds; Tenses; Tense forms; Adverbs: Agreement of the subject with the verb, Phrasal verbs, voice change: Auxiliaries; prepositions -common errors; conjunctions - their correct uses, Clauses kinds usage; Articles -determiners, question, tags: Direct and Indirect speech, correction of sentence; Punctuation.

Unit II: Vocabulary Building: Idioms different kinds. Phrases. Fixed Expressions, common foreign words and expressions (eg. adhoc) -Word for formation different processes: spelling: one-word substitutes; word often confused and misused.

Unit III: B. Spoken English Pronunciation Drills (Identifying problem areas), vowels consonants, IPA. Phonetic Notations-how to look up a word Dictionary for correct pronunciation.

Unit IV: Conversational English (both theory and practical) stress. Tonal Variations, their importance; what is an interview? How to face an interview? How to participate in a debate? What is a Meeting? Procedures -How to convene? Discussion -How to participate

Unit V: C. Process of writing Sentence Patterns and Paragraph writing. Logical writing topical sentences arrangement of facts-supporting materials.

Text Books:

1. Tickoo and Subramanian. "Functional Grammar"
2. Pink and Thomas," English Grammar. Composition and Commercial Correspondence"
3. Hema Srinivasan, Alamelu Ramakrishna, Valli Arunachalam "Communication Skills -A Practical Approach", Frank Bros. and Co.
4. Dr. V. Ayothi and Dr. R. Vedavali." English for competitive examination". Newcentury book house, 2002

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Sanskrit Vyakaran (Open Elective-06)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 1 Units

Medium of Instruction – English

Laghushiddhant (Kaumudi Sangyaprakaran)

Reference books:

1. Siddhant Kaumudi by Dr.Bhattoji Dikshit .
2. LaghusiddhantKaumudi by P .ShreeGomti Prasadshastri Mishra

NEP Implementation Points –



पात्रिका विद्यालय

Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 04

Course Code – BBA-2-IV-04

Course Name – Music (Open Elective-07)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 2 Units

Medium of Instruction – English

Unit (I) - General Knowledge

1. General note on Sangeet.
2. General note on Natyashastra and other music related texts
3. Note on Traditional Carnatic Vocal Recital.
4. History, growth, development and schools of Indian Music & Western Music.
5. Contribution of Nattuvnar & Devadasi Tradition in Carnatic music.
6. Biography of Thyagaraja, Dikshitar & Purandara Das.
7. Guru-Shishya Parampara.
8. Content of Narada Samhita.
9. Indian music: i) Region, ii) Music, iii) Costume, iv) Language.
10. Present status of music with reference to classical dance styles only.
11. Moral Shlokas with explanation (Any 5) & 3 stotras in Sanskrit
12. Folk Music of India (Maharashtra and Gujarat).

Unit (II) - Music, Journalism and other art forms

1. Carnatic Tala System.
2. Swara:
 - a. Sapta Swara,
 - b. Swarotpatti,
 - c. Aarohana and Avarohana,
 - d. Trisaptaka
3. Terms:
 - a. Sangita,
 - b. Laya,
 - c. Tala,
 - d. Talangas,
 - e. Dashatalaprana,
4. Note on Sangita Saar Sangraha with reference to Music
5. Comparative study:
 - a. Margi-Deshi
 - b. Lokadharmi-
Natyadharmi.Carnatic-Hindustani music

6. Brief note and sketches of Carnatic and Hindustani Instruments and their experts.
7. Role of a Journalist in the life of an artiste: Reviews by art critics on Music
8. 2 reviews of performances/festivals you have witnessed on Music.
9. Relation between music and other art forms in general.
10. Music in Traditional dance-drama theatre in India.

NEP Implementation Points -



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 4

Course Code – BBA-2-IV-05

Course Name – Computerized Accounting (Tally)(VSC)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To develop the skill of the students about the fundamental and practical knowledge of computerized accounting using Tally software.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire knowledge of Basic of Accounts and the usage of Tally for accounting purposes.
2. Work with well-known accounting software i.e., Tally is an accounting package which is used for learning to maintain accounts.
3. Create a company, enter accounting voucher entries including advance voucher entries, do reconcile bank statements, do accrual adjustments, and print financial statements, etc. in Tally software.
4. Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements.
5. Demonstrate an understanding of Accounting Report Display, Inventory report Display and MIS Report Display. Printing Reports, Export of Data.

Module Details with Marks –

Unit 1:

20 Marks

Introduction - Computerized Accounting, Advantages of Computerized Accounting, Manual v/s computerized Accounting, Need of Computerized Accounting, Accounts Organization, Accounts group, Loans, Liabilities, Assets and Budget.

Unit 2: Accounting Software**20 Marks**

Introduction to tally software, features of Tally, Tally Screen, Company Information, Creating new company, Gateway, Selection of Company, Selection of options, Buttons at Gateway, Working with multiple companies, Company Features, Configuration - General, Numeric Symbols, Voucher Entry, Invoice order Entry, Printing.

Unit 3:**20 Marks**

Accounts Info Menu, Account Groups - Create new group, creation of Primary group, Normal & Advance Information, Ledger Accounts, cost categories, cost centers. Creation of Budget, Types of Budgets, Voucher - Voucher Entry, Creation of Voucher screen, Types of vouchers, selection of voucher types, Post Dated voucher, Printing of vouchers, Cheque Printing, advance Features of account voucher.

Unit - IV**20 Marks**

Inventory Info, Features of Inventory Info. Configure. Inventory Info, Balance sheet, Audit trail, Ratio Analysis, Display - Accounting Report Display, Inventory report Display and MIS Report Display. Printing Reports, Export of Data.

Practical: Practical will be based on Tally S/W

Tally Software – All Accounting Problems Viz. Balance sheet, Profit & Loss, Cash Book, Loans, Cost Accounting, Vouchers, Budget, Sales and Purchase, Assets & Liabilities, Inventory Management, Financial Statements, Books of accounts, Ledger, etc.

Reference Books and Links –

1. Accounting with Tally: K.K. Nadhani, BPB Publication
2. Tally Tutorial: K.K. Nadhani and A.K. Nadhani, BPB Publication.
3. Advances Accounts Vol-I: M.C. Shukla, T.S.Grewal and S.G.Gupta, S.Chand & Company, Delhi.
4. Accounting Principles: Anthony R.N. and J.S. Richard, Irwin Inc.
5. Advanced Accountancy By P.C. Tulsian, Tata McGraw HILL Publication.
6. Fundamentals of Computers – ITL Education Solutions Ltd. (Pearson)

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 4

Course Code – BBA-2-IV-06

Course Name – Constitution of India (AEC)

Total Credits – 04

Total Marks – 100

Internal - 20

External -

80 Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Unit 1:

Regulating Act of 1773, Pitts India Act 1784, Charter Act 1833, Charter Act 1853, Government of India Act 1858, Indian Councils Act 1861, Indian Council Act 1892, Indian Councils Act 1909, Government of India Act 1919, Simon Commission, Communal Award, Government of India Act 1935, Indian Independence Act 1947,

Making of Constitution: Constituent Assembly, Composition of constituent assembly, historical background making of Indian Constitution.

Unit 2:

Committees of Constituent assembly, Constitution, Preamble, Elements of Preamble, Union and its Territory, Citizenship, Fundamental rights, Directive Principles of State Policy Articles 37 to 51, Fundamental Duties Part IV-A Article 51 A The President, The Vice-President, Council of Minister, Duties of the Prime Minister.

Unit 3

Parliament: Supreme Court, Comptroller and Auditor-General, The Governor, Council of Ministers of state, Advocate-General, The State Legislature.

Panchayatraj: Gram panchayat, Nagar parishad ,zilha Parisha ,Nagar palika , Mahanagar Palika

Unit 4

Constitutional Bodies: Elections Commission, National Commission for SC's and ST's, National human rights commission, State human rights commission, Right to Information Act 2005(RTI), Lokpal and Loka yukta

NEP Implementation Points



Kavikulaguru Kalidas Sanskrit University, Ramtek

Exit option with Diploma

Course Code –

Course Name – Basic GST (Exit Option-1)

Total Credits – 04

Total Marks – 100

Internal - 30

External - 70

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: This Course helps students, professional or just Someone who interested to understand GSTs Key Concept.

Course Learning Outcomes (CLO):

Students will be able to:

1. List and identify what instruments are taxable under GST.
2. Examine the process of implementation of GST.
3. understand the role and decision making authority of the GST council.
4. List and state the procedure the for registration under GST

UNIT I :-

Conceptual framework of GST , Concept of VAT: Meaning, Variants and Methods; Major defects in the structure of indirect taxes prior to GST; Rationale for GST; Structure of GST (SGST, CGST, UTGST and IGST); GST Council; GST Network; Valuation for GST, Valuation rules; Exemption from GST.

UNIT II:-

Registration: Registration procedure, Amendment of registration, Cancellation of registration, Revocation of cancellation of registration; Classification of Goods and Services under GST for Rate Purposes. Input Tax Credit.

UNIT III :-

Filing of Tax Returns: Procedure for Filing of tax returns of GST, Matching tax credits and due dates; Payment of tax, Interest and Levy of Late fees.

UNIT IV:-

Assessment:Self-assessment;Summaryandscrutiny;Taxabilityofe-Commerce,e-waybills; Zero-rated supply.

Reference Books

1. Ahuja, Girish and Gupta, Ravi. *Systematic Approach to GST*. Wolters Kluwer
2. Sekhon, Shailinder., GST Unlocking the complexities of Indirect taxes. Published by Sumirat publication and Bookman, New delhi.
3. Bansal, K. M., *GST & Customs Law*, Taxman Publication.
4. Mehrotra H.C. and Agarwal, V.P. *Goods and Services Tax and Customs*. Sahitya Bhawan Publications.
5. Datey, V. S. *All about GST, A Complete Guide to Model GST Law*. Taxman Publications

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Exit option with Diploma

Course Code –

Course Name – Advance Tally (Exit Option-2)

Total Credits – 04

Total Marks – 100

Internal - 30

External - 70

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: This course helps students to work with well-known accounting software i.e. Tally ERP.9.

Course Learning Outcomes (CLO):

Students will be able to:

1. After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
2. Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
3. Students will possess required skill and can also be employed as Tally data entry operator.

UNIT 1 – INTRODUCTION & FUNDAMENTAL OF TALLY

Introduction to Tally ERP 9, Features and Components of Tally ERP 9, Gateway of Tally, Alteration and deletion of company, Features and configurations, Accounts Information menu, Ledger and Group creation, alteration and deletion, Voucher Entry – Purchase order, Sale order, Inventory Information menu, Stock Group, Stock Categories, Stock Items, Unit of measure, Godown, Cost Centre, Cost Category, Stock summary Reports.

UNIT 2 - REPORTS

Working with Balance Sheet, working with Day Book Report, working with Profit & Loss Account Report, working with Trial Balance Report, Ratio Analysis, Bank Reconciliation, Tally Audit and Back up Restore Data in Tally.

UNIT 3 – PAYROLL & COMPLIANCES

Configuration Payroll in Tally ERP 9, Creating Payroll Masters, Processing Payroll in Tally ERP9, Accounting for Employer PF Contribution, Accounting for Employer ESIC Contribution, Payment of Professional Tax, Payroll Reports.

UNIT – 4 TAXATION

Basic Concept of TDS, Configuring TDS in Tally ERP9, Creation Masters, Processing transaction, TDS Reports, Basics of GST, Configuring GST Features, Creating Masters, Entering Transaction, GST Report, GST Filing.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-01

Course Name – Business Organization & Management (Major-DSC-1)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To develop the knowledge of the students about the concept of Business Organization and skills for managing business organization.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire knowledge of Business Concept & Objectives.
2. Evaluate the different forms of business.
3. Understand the Principles & Elements of Management.
4. Understand various functions of Business Management – Planning, Organizing, Motivating, Directing and Controlling.

Module Details with Marks –

Unit 1: Introduction

20 Marks

Introduction: Business Concept & Objectives, Social Responsibility of Business Establishment of New Business Meaning, Objectives & Principles of Organization, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.

Unit 2: Forms of Business Organization

20 Marks

Forms of Business Organization: Sole Trade ship, Partnership Firm Business (Public & Private), Formation & Choice of Business Organization, Definition of Management, Its Nature of Purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.

Unit 3: Planning & Organizing**20 Marks**

Planning & Organizing: Its nature & purpose types of plans. Planning steps & process. Management by Objectives (MBO), Decision Making, Forecasting, Organizational Design & Organization Structure, Power & Distribution of Authority.

Unit 4: Motivation, Leadership, Direction & Control**20 Marks**

Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement & Job Enrichment, Special Motivation Techniques, Definition & Approaches to Leadership, The principal Tasks of Leadership Role & Principles of Direction. Controlling: Concept & Process of Control, Principles of Controlling, Types of Controls, Human Aspects of Controls.

Reference Books and Links –

1. Stoner, James A.F. etc Management 6th ed. New Delhi, Prentice Hall India, 1998
2. Weihrich, H and Koontz. H., Management- A Global Perspective 10th ed. New York, McGraw Haill, 1994.
3. Agarwal, R.D. Organiztion and Management, New Delhi, Tata McGraw Hill 2000.
4. Sherlekar, S.A. and Sherlekar, V.S, Modern Business Organization & Management- Systems Approach Mumbai, Himalaya Publishing House, 2000.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-02

Course Name – Operations Management (Major- DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize about operations management and its significance in business and to know and use the various decision-making tools used in business.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire knowledge of Production System.
2. Acquire knowledge of Facilities and Production Planning.
3. Acquire knowledge of Material Management.
4. Understand the concept of TQM and Kaizen.

Module Details with Marks –

Unit I: Introduction to Operations Management:

20 Marks

Introduction to Operations Management, its Nature, Scope, Importance and Functions. Difference between production, manufacturing and service. Concept and types of production, mass, job-based, batch and assembly line production system. Types of services.

Unit II: Facilities and Production Planning:

20 Marks

Factors affecting plant location, types of plant layouts – product layout, process layout, fixed position layout, cellular layout, types of service layouts. Concept of production planning, definitions of capacities, master production schedule, material planning. Introduction to maintenance.

Unit III: Material Management: **20 Marks**

Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of Lead time, re-order level, minimum and maximum stock, Basic concepts of Inventory management, inventory costs, ordering and carrying cost.

Marks Unit IV: Quality Management and Productivity: **20 Marks**

Introduction to quality, dimensions of quality, concept of product, process and service quality. Introduction to Quality Management System, concept of TQM, ISO, Kaizen, Quality circles, Six- sigma. Concepts of productivity, machine, labour and cost productivity.

Reference Books:

1. Operations Management by Shridhar, Himalaya Publishing House
2. Operations Management Nair: TMH
3. Production and Operations Management, Adam & Ebert, PrenticeHall India
4. Operations Management by Chary, Mcgraw Publications, 4th edition.
5. Production and Operations Management, K. Aswathappa & K. Shridhara Bhat, Himalaya Publication
6. Production and Operations Management, R. Panneerselvam, 3rd Edition, Eastern

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-03

Course Name – Service Sector Management (Major- Discipline Specific Elective- 01)

Total Credits – 04

Total Marks – 100

Internal -20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To develop the knowledge of the students about the concept of Service Sector and skills for managing it.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the concept of Service Sector Management and Changing face of these service sectors with technological advancements.
2. Evaluate various Forms of Service Sector and their Management.
3. Understand the Role, importance & current trends in IT & ITES, Banking & Insurance Sector.
4. Understand the concept of Services Quality Management, Customer Service and Customer focused marketing.
5. Understanding the concept of Distribution, Planning and managing service delivery.

Module Details with Marks –

Unit 1:

20 Marks

Introduction to Service Sector Management Nature, Scope & Trends; Importance of service sector in current scenario; The concept of service, characteristics of services, classification of services. Forms of Service Sector and Their Management Aviation Industry, Transportation Industry, Hospital Management, Housing and Construction, Hospitality, BPO, KPO Industry and their management and benefits to modern business. Importance of these service sectors in day-to-day life. Changing face of these service sectors with technological advancement

Unit 2:**20 Marks**

IT and ITES sector Overview of IT industry and its trends, role and importance of ITES, Innovations in IT. Important contributions of IT sector to services industry. Challenges and opportunity in ITES sector. Future of IT industry in India. Banking and Insurance sector. Importance of Banking and Insurance Industry in services sector, challenges and opportunities in financial sectors like banking, insurance and AMC's. The users of Banking services, the behavioral profiles of users. Challenges faced by Insurance companies after LPG. Users of insurance services and their behavioral profiles, role of IRDA. Journey of financial service sector from PSUs to Private companies.

Unit 3:**20 Marks**

Services Quality Management, Development of Quality Management in services sector, Customer Service, Customer focused marketing. The Marketing Concept. Logistics as a Core Strategic Competency, Customer Service Capability, Availability, Operational Performance, Reliability, Value added services, Customer Focused Services, Promotion-Focused Services, Manufacturing Focused Services, Time Focused Services. Basic Service Customer Satisfaction, Cost Effectiveness, Market Access. Market Extension, Market Creation.

Unit 4:**20 Marks**

Distribution, Planning and managing service delivery, Challenges in distribution of services, advertising and sales promotion in service industry creating delivery systems in price, cyberspace and time. The physical evidence of the service space. Relationship Marketing. The nature of Service Consumption. Understanding customer's needs and Expectations. Monitoring & measuring customer satisfaction.

Reference Books and Links –

1. Service Sector Management – Sanjay Patnakar – Himalaya
2. Managing Services – Christopher H. Lovelock
3. Total Quality Management: JE Ross
4. Total Quality Management: DH Besterfield, CB Michna: Prentice Hall
5. Services Marketing; Ravi Shankar
6. Services Marketing; S M Jha; Himalaya Publishing House.
7. Strategic services Management; Boyle.
8. services marketing and Management: Balaji A.H. wheeler.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-03

Course Name – E-Commerce (Major- Discipline Specific Elective- 02)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Unit

Medium of Instruction – English

Introduction/objectives to the course: To acquire knowledge about electronic commerce for business applications.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire the basic knowledge of the concepts of E-commerce.
2. Acquire skill of Designing, building, and launching ecommerce website.
3. Understand the important provisions of IT Act 2000 and Cyber Crimes.
4. Understand the various Models & methods of e-payments and risks involved in e-payments.
5. Enrich the analytical skill on E-commerce applications in various industries.

Module Details with Marks –

Unit 1: E-Commerce Introduction

20 Marks

E-Commerce: Introduction, Definition, Benefits of E-Commerce, Impact of E-Commerce on business models, Traditional Commerce Vs E-Commerce, Advantages and Disadvantages of E Commerce, Electronic Commerce and the Trade Cycle. Types of E- Commerce, Technology used in E-commerce; Designing, building and launching ecommerce website (Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.)

Unit 2: IT Act 2000 and Cyber Crimes**20 Marks**

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

Unit 3: E-payment System**20 Marks**

E-payment System: Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, emoney), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit 4: E-commerce applications in various industries**20 Marks**

E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Reference Books and Links –

1. Electronic Commerce, Greenstein and Feinman (TMH)
2. E-Commerce, Bhushan Dean – S. Chand
3. Web Publishing, MonicD'souza and J D'souza
4. Complete HTML, BPB
5. Cyber law, E-commerce & M-Commerce – Ahmand Tabrez
6. Handbook of Cyber and E-commerce laws – Bakshi P M & Suri R K
7. <http://www.tkdl.res.in>
8. www.wipo.int
9. eSecurity and You - Sandeep Oberoi (Tata McGraw-Hill)
10. Vishwanathan Suresh T., "The Indian Cyber Law" Second Edition 2001: - BharatLaw House.
11. Prasad T.V.R. Satya: "Law Relating to Information Technology (Cyber Laws)" 1st edition 2001: - Asia Law House.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-03

Course Name – Principles & Practice of Banking (Major- DSE-03)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To equip the students with the fundamental knowledge about banking principles and practices.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the concept of Banking, its Origin & Growth and Banking Regulation Act.
2. Understand the concepts of Relationship between a banker and a customer.
3. Understand Analysis the different types of Deposit Products available to a customer.
4. Analysis the different types of Lending (loans and advances) available to a customer.
5. Acquire the basic knowledge of E-Banking transactions and Mode of payments (NEFT, EFT, RTGS, SWIFT, E-WALLET).

Module Details with Marks –

Unit 1: Introduction

20 Marks

Introduction, Origin of Banking, Banker A Customer Relationship, General and Special Types of Customers, Origin and Growth of Commercial Banks In India, Financial Services offered By Banks, Types of Banks, Need and importance of banking regulations in India, banking Regulation act 1949, KYC and AML guidelines, banking fraud, Banking code, Basel norms.

Unit 2: Deposits

20 Marks

Banker, Customer Relations, Different Deposit Products, Mandate and Power of Attorney, Banker's Lien, Right off Set off, Payment and Collection of Cheques, Duties and Responsibilities of Paying and Collecting Banker, Protection available to Paying and Collecting Banker under NI Act, Endorsements, Forged Instruments, Bouncing of Cheques and their implications.

Unit 3: Bank Lending**20 Marks**

Principles of Lending, Various Credit Products/Facilities, Working capital and Term Loan, Credit Appraisal Techniques, Approach to lending, Credit Management, Credit Monitoring, NPA Management, Priority Sector Lending, Factoring, Ancillary Services, Remittances, Safe Deposit Lockers.

Unit 4: Electronic Banking**20 Marks**

E Banking, Meaning, Benefits, Home Banking, Mobile Banking, Internet Banking, Virtual Banking, E- Payments, Atm Card /BioMetric Card, Smart Card, Mode of payments (NEFT, EFT, RTGS, SWIFT, E-WALLET).

Reference Books and Links –

1. Modern Banking, Vaish, M.C, Oxford & IBH Publishing Co., New Delhi
2. Principles & Practices of Banking 2021, IIBF, Macmillan Education; 5th edition
3. Principles & Practices of Banking, Abinash Kumar Mandilwar, Ramesh Publishing House
4. Principles & Practices of Banking, Adda247 Publications; 1st edition (3 December 2021)
5. Information Technology, Data Communications and Electronic Banking; Indian Institute of Banking and Finance; Macmillan Publishers India Private Limited;

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-03

Course Name – Rural Marketing (Major- DSE-04)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules –Unit-4

Medium of Instruction – English / Marathi / Hindi

Introduction/objectives to the course: To equip the students with the fundamental knowledge about rural marketing and practices.

Course Learning Outcomes (CLO):

Students will be able to: -

1. Describe the importance and application of various concepts of rural marketing.
2. Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
3. Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
4. Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

Module Details with Marks –

Unit 1: Introduction to Rural Marketing

20 Marks

Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism.

Unit 2: Rural Consumer Behavior

20 Marks

Consumer buying Behavior in rural markets, factors affecting consumer behavior.

Market segmentation – Bases for segmenting rural consumer markets.

Unit 3: Rural Product and Pricing Strategy

20 Marks

Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.

Unit 4: Rural Distribution and Communication Strategy

20 Marks

Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.

Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity. **Trends in Rural Marketing**

Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming -Meaning Only.

Reference Books

- 1) Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), *Rural Marketing in India: Texts and Cases*, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
- 2) Acharya SS and Agarwal NL (2019), *Agricultural Marketing in India*, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
- 3) Dinesh Kumar and Punam Gupta (2019), *Rural Marketing*, 1st Edition, SAGE Publications India Pvt Ltd.
- 4) C. G. Krishnamacharyulu (2010), *Rural Marketing: Text and Cases*, 2nd Edition, Pearson India Education Services Pvt Ltd.
- 5) T.P.Gopalaswamy (2009) *Rural Marketing-Environment, Problems and Strategies*, 3rd Edition, Vikas Publishing House.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-03

Course Name – Recruitment, Training and Development (Major- DSE-05)

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules –Unit 4

Medium of Instruction – English / Marathi / Hindi

Introduction/objectives to the course: To equip the students with the fundamental knowledge about Recruitment, Training and Development.

Course Learning Outcomes (CLO):

Students will be able to:

1. The student will be able to understand basics associated with the concept of recruitment and related areas.
2. The student will be able to analyze and explain concepts of training needs, identification, processes, methods, and evaluation techniques.
3. The student will be able to relate with the emerging trends in training and development.
4. The student will be able to develop a relevance and usefulness of training expertise in the organizational work environment.
5. The student will be able to develop an understanding about MDPs and allied topics of career development.

Unit 1: Recruitment and Selection

20 Marks

Meaning of recruitment, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Meaning of selection, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection.

Unit 2: Training

20 Marks

Concept of training, characteristics of effective training system, nature of training and development, importance of training and development, Training process, Organization vision & perspective plans, assessment of training needs.

Unit 3: Methods of Training**20 Marks**

Training Approach, On the Job Training methods- On the job training methods- job instruction training, coaching, job rotation, Job enlargement, Job Enrichment, syndicate method, Off the Job Training Methods- Knowledge based methods, Simulation Methods, Experiential Methods.

Unit 4: Employee Development**20 Marks**

Management development programmes, types of management development programmes, Career life cycle, Process of career development, Factors affecting Career Planning and Development. Succession planning.

Reference Books:

1. Effective Training-Systems, Strategies, and Practices P. Nick Blanchard & James W. Thacker, Pearson Education.
2. Employee Training and Development, Raymond A Noe, McGraw Hill.
3. Effective Human Resource Training and Development Strategy, Dr. B. Rathan Reddy, Himalaya Publication House.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-04

Course Name – Entrepreneurship Development (Minor)

Total Credits – 06

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 90

No. of Modules – 4 Units

Medium of Instruction – English / Marathi / Hindi

Introduction/objectives to the course: To equip the students to acquire entrepreneurial skill to start up a business venture.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire the fundamental knowledge of entrepreneurs and entrepreneurship.
2. Evaluate various factors for Entrepreneurial growth.
3. Understand the concept of Small Enterprises and Project Identification and Selection (PIS).
4. Evaluate various Institutional & financial support to Entrepreneurs.

Module Details with Marks –

Unit 1: Entrepreneur & Entrepreneurship

20 Marks

Entrepreneur & Entrepreneurship: Evolution of the concept of Entrepreneurs, Characteristics of an Entrepreneur, Distinction between an entrepreneur and a manager; functions of an entrepreneur, types of entrepreneurs, concept of entrepreneurs; growth of entrepreneurship in India, role of entrepreneurship in economic development.

Unit 2: Entrepreneurial growth

20 Marks

Entrepreneurial growth: Factors - Economic factors, non-economic factors, Government actions; Entrepreneurial competencies –meaning, major competencies, developing competencies; Entrepreneurship Development Programs (EDPs) - Need, objectives, course content of EDPs, phases of EDPs, evaluating EDPs.

Unit 3: Small Enterprises

20 Marks

Small Enterprises: An introductory framework: Definition, characteristics, relationship

between small and large units, rationale, objectives, scope, opportunities for entrepreneurial career, problems of SSIs; Project Identification and Selection (PIS) - Meaning of project, project identification, project selection, contents of project reports, formulation of project reports; Project Appraisal - Concept, methods, economic analysis, financial analysis, market analysis, technical feasibility, managerial competence.

Unit 4: Institutional & financial support to Entrepreneurs

20 Marks

Institutional & financial support to Entrepreneurs: Need for institutional support, various institutions supporting entrepreneurship in India – MIDC, MSME, MCED, DIC, SSIB, MSSIDC, BIFR; Financial support to entrepreneurs: Commercial banks, other financial institutions – IDBI, IFCI, SFCs, SIDBI, venture capital.

Reference Books and Links –

1. Entrepreneurship Development and Business Communication, Vasant Desai and Urmila Rai, Himalaya Publishing House.
2. Entrepreneurship Development in India, Dr. C. B. Gupta and Dr. N.P. Srinivasan, Sultan Chand & Sons.
3. A Complete guide to successful entrepreneurship G.N. PandeyVikas Publishing House
4. Entrepreneurial Development S.S. Khanka S. Chand Publishing
5. Entrepreneurial Development Dr. Nuzhath Khatoon Himalaya Publishing House
6. Fundamentals of Entrepreneurship Dr. K.K. Patra Himalaya Publishing House
7. Entrepreneurship 6 th edition. Robert D Hisrich , Tata McGraw-Hill.
8. Kuratko- Entrepreneurship – A Contemporary Approach, (Thomson Learning Books)
9. Small-Scale Industries and Entrepreneurship. Desai, Vasant (2003). Himalaya Publishing House, Delhi.
10. Exploring Entrepreneurship, Blundel & Lockett, Oxford University Press
11. Entrepreneurship, Roy, Oxford University Press

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-05

Course Name – Company Law (Open Elective-01)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To make the students acquire the knowledge on the basic provisions relating to company law.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire the basic knowledge on important terms and to develop the application skill on the structure of company, types of company and Incorporation & Promotion of a company.
2. Understand the concept of Memorandum of Association, Articles of Association and Prospectus.
3. Understand the concept of Share Capital, Debt & Dematerialization of securities.
4. Understand the concept of Membership in a company and types of directors.

Module Details with Marks –

Unit 1: **20 Marks**

Background of New Company Act 2013, Corporate Personality – Company, Meaning of Company, Characteristics of a Company, Lifting of Corporate Veil, Kinds of Company- Private Company, Public Company, Company limited by Share, Company Limited by guarantee, Unlimited Company, Association not for profit, Government Company, Foreign Company, Holding and Subsidiary and associate company with features of all kinds of company, Promotion and incorporation of company- stages in formation and incorporation of company, registration and commencement of business, Certificate of Incorporation.

Unit 2:**20 Marks**

Memorandum of Association- Meaning, Definition, Importance and Content of Memorandum of Association, Articles of Association – Meaning, Definition, Importance and content of Articles of association, Private Placement and Prospectus: Meaning and definition of private placement and prospectus, public offer, types of prospectus - Deemed prospectus, Shelf prospectus, Red Herring Prospectus, Abridge prospectus, Misrepresentation in prospectus, Consequences of misrepresentation and remedies for misrepresentation in prospectus.

Unit 3:**20 Marks**

Share and share capital- Meaning and nature of capital and share capital, kinds of share-equity, preference, sweat equity, bonus, employee stock option scheme, and Right issue, Debt Capital (Borrowing and Debenture)- Meaning and nature of debt and debt capital, Types of different types of borrowing, Difference between- Share and debenture, owned capital and debt capital, Depositories and dematerialization of securities- meaning and nature of depositories, procedure of dematerialization of securities.

Unit 4:**20 Marks**

Membership in a company – Meaning of shareholder and member, distinction between shareholder and member, kinds of member, Procedure to become member and shareholder of a company, Concept of Transfer and Transmission of Securities (Share and Debenture) Directors – Meaning, Appointment, Power and Duties, Managing Director and Whole Time Director – Appointment and Qualification.

Reference Books and Links –

1. Company Law By Ashok K. Bagrial:, Vikas Publication House
2. Company Law And Practice, Ratan Nolakha: Vikas Publication House
3. Business Law Including Company Law, Gulshan, S S and Kapoor, G K , New Age International (P) Ltd., Publishers.
4. Company Law - A comprehensive Textbook on New Companies Act 2013, Kapoor G.K. and Dhamija Sanjay: Taxman Publication
5. Company Law & Secretarial Practice- Appannaian Reddy, Prabhudev, Himalaya Publishing House
6. Secretarial Practice & Company Law- Arunkumar, Rachana Sharma- Atlantic Publishers and Distributors



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 5

Course Code – BBA-3-V-05

Course Name – Hospitality & Tourism (Open Elective-02)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To equip the students to acquire fundamental knowledge about Hospitality & Tourism and equip the students about tourism marketing.

Course Learning Outcomes (CLO):

Students will be able to:

1. Classify different types of hotels and hotel rooms.
2. Identify different departments in the hospitality industry and their functions.
3. Formulate various travel plans.
4. Analyze the role of tourism development corporations.
5. Plan his / her career as a tour operator or travel agent.

Module Details with Marks –

Unit 1:

20 Marks

Structure of Hospitality Industry, Customer care in Hospitality Industry, Departmentalization in Hotels, Classifications of Hotels & Hotel Rooms, Basis for Classification of Hotels, Distribution Channel in Hospitality.

Unit 2:

20 Marks

Departments in Hospitality Industry, Food & Beverage Service department — Menu, Beverages; Housekeeping department — Roles and Procedures, Front Office Department- Organization and Functions, Quality Control Department Environmental and Food safety standards.

Unit 3:

20 Marks

Constituents of Tourism Industry and tourism organizations, Tourism Regulations, Tourism Services and Operations, Modes of Transport, Tourism Accommodation, Informal and Subsidiary Services Categories and Roles, Travel Agency, Tour Operator, Tourism Information: Sources

Unit 4:

20 Marks

Tourism Marketing - Advertising, Publicity, Selling, Tourism Policy and Planning, Infrastructure Development, Local Bodies, Officials and Tourism, ITDC and other state tourism development corporations. Manila Declaration on world tourism.

Reference Books and Links --

1. Entrepreneurship Development and Business Communication, Vasant Desai and Urmila Rai, Himalaya Publishing House.
2. Entrepreneurship Development in India, Dr. C. B. Gupta and Dr. N.P. Srinivasan, Sultan Chand & Sons.
3. A Complete guide to successful entrepreneurship G.N. PandeyVikas Publishing House
4. Entrepreneurial Development S.S. Khanka S. Chand Publishing
5. Entrepreneurial Development Dr.Nuzhath Khatoon Himalaya Publishing House
6. Fundamentals of Entrepreneurship Dr. K.K. Patra Himalaya Publishing House
7. Small Scale Industries and Entrepreneurial Development Mr. C.S.V. Murthy Himalaya Publishing House

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-01

Course Name – Strategic Management (Major- DSC-1)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To equip the students to acquire fundamental knowledge about **Strategic Management**.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand the concept of strategic management, concept of strategy, policy and strategy, Strategy and strategic plan.
2. Acquire knowledge about Mission, Objectives, Goals and Ethics in strategic management.
3. Understand the concept of Organizational planned & unplanned changes. And creativity and innovation in organizations.
4. Understand the concept of Generic competitive strategy and its evaluation & control.

Module Details with Marks –

Unit 1: Strategic Management

20 Marks

An Introduction Strategic Thinking Vs Strategic Management Vs Strategic planning, meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels of strategies, The strategic management process, strategic management: merits and demerits

Unit 2: Mission, Objectives, Goals and Ethics

20 Marks

What is mission, concept of goals, Integration of individual and organization goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy.

Unit 3: Organizational change and innovation**20 Marks**

Planned and unplanned change, causes or forces of organizational change, managing planned change, choosing a change strategy, creativity and innovation in organizations, organizational creativity and innovation process, learning organization

Unit 4: Generic competitive strategy, evaluation and control**20 Marks**

Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy: - Concept of corporate strategy, offensive strategy, defensive strategy, scope and significance of corporate strategy. Strategic evaluation and control: - Evaluation of strategy and strategic control.

Reference Books and Links –

1. Strategic Management (5E); Azhar Kazmi; McGraw Hill; Fifth edition (10 December 2020)
2. Strategic Management: An Integrated Approach: Theory & Cases; Charles W. L. Hill/Melissa A. Schilling/Gareth R. Jones; Cengage India Private Limited; 12th edition (1 November 2020)
3. Case Studies In Strategic Management: A Practical Approach; Sanjay Mohapatra; Pearson Education; First Edition (1 January 2011)
4. Strategic Human Resource Management and Development; Ekta Sharma; Pearson; First edition (31 August 2019)
5. Handbook On Strategic Cost Management & Performance Evaluation (5/E); CA B. Saravana Prasath; Commercial Law Publishers (India) Pvt. Ltd

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-02

Course Name – Computer Applications in Business (Major- DSC-2)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To provide computer skills and knowledge for commerce students and to enhance the student's understanding of the usefulness of information technology tools in business operations.

Course Learning Outcomes (CLO):

Students will be able to:

1. Gain the knowledge of Fundamentals of Computers.
2. Compose and operate relevant features and tools of MS Words, MS Excel and MS PowerPoint.
3. Gain the knowledge of E- Commerce, E- Business & Web Page Designing.
4. Gain conceptual & practical knowledge of Contemporary areas in IT.

Module Details with Marks –

Unit 1: Fundamentals of Computers

20 marks

Block diagram of computer, generations of computer. Hardware & Software: operating system, computer memory & storage devices, input devices & output devices, networks. Operating system: - Software needs, system software and application software, Basic operations in Windows system

Unit 2: MS Office**20 marks**

MS Word – Introduction & working with MS-word, basic formatting, inserting tables & working with graphics & introduction to mail merge. MS Excel – basics of working with excel; common mathematical, statistical, text, date and time functions; working with graphs & charts. MS PowerPoint – Making presentations with power point, working with graphics, sound and animation effects, slide-master, hyperlinks, printing hand-outs

N.B. This unit must be taught through actual demonstrations and students must be given Sample practice exercises (to be executed on computer) on each package.

Unit 3: Introduction to E- Commerce, E- Business & Web Page Designing**20 marks**

Introduction to e-learning, e-business, e-commerce, m-commerce, e-governance. Introduction to basic HTML: using tags in structural formatting, list tag and table tag.

Unit 4: Contemporary areas in IT**20 marks**

ITES: ITES consulting and outsourcing, working of BPO and Call Centers with examples and their types. MIS: Management Information System: Concept & Definition. Working and application in actual organizations, Artificial Intelligence, Internet of Things (IoT)

Reference Books and Links –

1. Computer Fundamentals, P.K. Sinha, BPB publications.
2. World Wide Web- design with HTML, C. Xavier, TMH.
3. IT enabled Retailing, K. Suresh, McMillan.
4. E-Commerce, Parag Dewan, Excel Books.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-03

Course Name – Management Accounting (Major- Discipline Specific Elective- 01)

Total Credits – 06

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 90

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize the students with the nature and concepts of management accounting and enable them to take managerial decisions using tools and techniques of management accounting.

Course Learning Outcomes (CLO):

Students will be able to:

1. Acquire the knowledge in management accounting in the aspects of scope, importance, limitations, and Break - Even Point Analysis.
2. Understand the concept of budget and to evaluate cash Budget and Flexible Budget.
3. Analyze the financial statement using short-term, long-term, profitability ratios.
4. Prepare cash flow and fund flow statements to evaluate cash and fund flow of the company.

Module Details with Marks –

Unit 1: Management Accounting 20 Marks

Meaning, Scope, Importance, and limitations of Management Accounting. Difference between cost Accounting and Management Accounting, Role of Management Accounting. Break - Even Point Analysis. (Theory and Numerical)

Unit 2: Business Budget and Budgetary Control 20 Marks

Meaning, Characteristics, Objectives, Advantages, Limitations. Classification and types of Budgets. Problems on cash Budget and Flexible Budget Only. (Theory and Numerical)

Unit 3: Ratio Analysis**20 Marks**

Meaning, Importance and Limitations of Ratio Analysis, Classification of Ratio, Computation of Profitability Ratio, Financial Ratio with special reference to current Ratio, Acid Test / Liquid Ratio, Inventory Turnover Ratio Debtors and Creditors Turnover Ratio, Fixed Assets Turnover Ratio, Debt - Equity Ratio, Working Capital Ratio, Earnings per share Ratio. (Theory and Numerical)

Unit 4: Fund Flow Analysis**20 Marks**

Meaning, sources of Fund, Uses of fund, Distinguish between fund flow statements and Balance Sheet. Preparation of statement showing changes in working capital, profit from operation, fund flow statement. (Theory and Numerical)

Reference Books and Links –

1. Management Accounting (Text, Problems & Cases); M.Y. Khan & P.K. Jain; Tata McGraw Hill Publishing Co. Ltd.
2. Advanced Management Accounting; Dr. Pradeep Wath, Dr. R.D. Mehta, Dr. D.C. Gotmare; Payal Prakashan
3. Management Accounting; R.S.N. Pillai, Bhagvathi; S.Chand & Co. Pvt. Ltd.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-03

Course Name – Digital Marketing (Major- Discipline Specific Elective- 02)

Total Credits – 06

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 90

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To acquire knowledge about digital marketing for business applications

Course Learning Outcomes (CLO):

The students will be able to:

1. Understand the concept and develop the knowledge of Digital Marketing, E-Commerce and M-Commerce; Blogs, Websites & Portals.
2. Equipped with the knowledge of various important Digital Marketing Platforms.
3. Understand the concept & equipped with the knowledge of Search Engine Optimization (SEO) & Social Media Optimization (SMO).
4. Understand the concept & equipped with the knowledge of Social Media Marketing (SMM) & Search Engine Marketing (SEM).
5. Develop the knowledge about usage of Website Traffic Analysis, Affiliate Marketing and Ad Designing. Module Details with Marks –

Module Details with Marks –

Unit 1. Digital Marketing

20 Mark

Introduction, meaning, importance and benefits of Digital Marketing. Traditional marketing Vs Digital Marketing. Digital marketing process, Meaning & features of E-Commerce and M-Commerce. Meaning of Blogs, Websites, Portal and Their Differences.

Unit 2. Search Engine Optimization & Social Media Optimization.

20 Mark

Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports. Social Media Optimization (SMO): Introduction to Social Media Marketing (SMM), Advanced Facebook Marketing, WordPress blog creation, Twitter marketing, LinkedIn Marketing, Instagram Marketing, Social Media Analytical Tools.

Unit 3. Search Engine Marketing (SEM)**20 Mark**

Search Engine Marketing (SEM): Introduction, Tools used for Search engine Marketing, Tools used — Pay Per Click (PPC) advertising, Google AdWords, Display Advertising Techniques, Report Generation.

Unit 4. Website Traffic Analysis, Affiliate Marketing and Ad Designing. 20 Mark

Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Social Media Analytics, Understanding AdWords Algorithm, Advertisement Designing.

Reference Books and Links —

1. Fundamentals of Digital Marketing, Puneet Bhatia, Pearson Education; second edition (June 2019)
2. Digital Marketing, Seema Gupta, McGraw Hill Education; Second edition (August 2020)
3. Digital Marketing: Complete Digital Marketing Tutorial, Kailash Chandra Upadhyay, Notion Press; 1st edition (August 2021)
4. Digital Marketing, Moutusy Maity, Oxford University Press (June 2022)
5. The Essential Social Media Marketing Handbook, Gail Z. Martin, Rupa Publications India (20 June 2018)
6. Social Media Marketing 2021, by Michael Branding, Notion Press; 1st edition (June 2021)

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-03

Course Name – Job Analysis and Performance Management System (Major-Discipline Specific Elective- 03)

Total Credits – 06

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 90

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To acquire knowledge about digital marketing for business applications

Course Learning Outcomes (CLO):

The students will be able to:

1. The student will be able to understand the concept of job analysis and its components.
2. The student will be able to explain the concepts & importance of the Performance management system.
3. The student will be able to apply the Performance management system for personal development.
4. The student will be able to evaluate the strategies for assessing the performance of an employee.
5. The student will be able to assess employee involvement for effective performance and coach employees for individual development.

Module Details with Marks –

Unit 1: Introduction to Job Analysis

20 Marks

Concept of Job analysis, steps in analyzing job and introduction to methods of collecting job analysis information, Job description, job specification.

Unit 2: Job Design and Job Evaluation

20 Marks

Job Design - Meaning and Components of Job Design, Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Job simplification, job rotation, job enrichment and job enlargement.

Unit 3: Introduction to Performance and Performance Management **20 Marks**

Dimensions of Performance, Performance Appraisal & Potential Appraisal. Performance Management: Planning Performance for Role Clarity, Accountability and Effectiveness, Process of Performance Management, Developing and Implementing a Performance Management System.

Unit 4: Performance Management Techniques and Rewards **20 Marks**

Performance Management Techniques, Performance Management Practices of Different Companies, Reward System: Types of Rewards, Designing Reward System, Total Reward Strategies, Characteristics of an Effective Performance Reward Plan.

Reference Books:

1. Compensation Management, Tapomoy Deb, Excel Books.
2. Compensation Management, Dr. KanchanBhatia, Himalaya Publishing House.
3. Performance Appraisal and Compensation Management, Goel Dewakar, PHI Learning.
4. Employee Benefits: A Primer for Human Professionals, Martocchio J. Joseph, Tata McGraw Hill.



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-04

Course Name – Managerial Skill Development (VSC)

Total Credits – 04

Total Marks – 100

Internal - 20

External - 80

Total Teaching Hours – 60

No. of Modules – 4 Units

Medium of Instruction – English

Introduction/objectives to the course: To familiarize the students with the basic Conceptual skills and Applicative domains of Managerial skills.

Course Learning Outcomes (CLO):

Students will be able to:

1. Understand basic Conceptual skills and Applicative domains of Managerial skills.
2. Understand the basic concepts of Emotional intelligence and Public relations
3. To practice them for good Speeches and Presentations.

Module Details with Marks –

Unit 1: 20 Marks

Managerial skills – Technical, Human relations, Conceptual skills – Managing environment – Human and Non-Human factors – Applicative domains of Managerial skills.

Unit 2: 20 Marks

Communication Management: Verbal and Non-verbal communication – Meta communication – Non-verbal Behavior – Body language of Kinesics behavior – Touching Behavior – Physical characteristics, paralanguage, and proxemics.

Unit 3: 20 Marks

Expressions and Emotions – Managing emotions – Types – Face and expressions of emotions- Emotional intelligence – Public relations – Objectives of Public relations – Internal and External Public relations – Use of mass media for PR.

Unit 4:**20 Marks**

Stress Management: Stress – Types – Stressors – Coping strategies or techniques; Speeches and Presentation – Finding out about the environment - Preparing the Text – Composition of presentation – Speaker’s appearance and Personality – Profile of a good speaker.

Reference Books and Links –

1. Essentials of Business Communications, D. Gopala Krishna, Dr. P.N. Reddy & Prof. H.R. Appannaiah, Himalaya Publishing House
2. Effective Business Communication, Herta Murphy Chorles, Perk Tata McGraw Hill
3. Business Communication, Dr. V.K. Jain & Omprakash Biyani S. Chand & Co.
4. Effective Communication, Urmila Rai & S.M. Rai, Himalaya Publishing House
5. A guide to Business Correspondence, A. Kapoor, S. Chand & Co.

NEP Implementation Points –



Kavikulaguru Kalidas Sanskrit University, Ramtek

Semester – 6

Course Code – BBA-3-VI-05

Course Name – Project

Total Credits – 04

Total Marks – 100

Project Work: Project work will be compulsory for each student appearing at the semester- VI-BBA Examination.

1. Project shall carry 100 marks as follows:

Particulars	Marks
Project Report Evaluation	25
Project Viva voce	25
Assessment by External Expert	25
Assessment by Internal Expert	25
Total	100

2. For Project work a batch of Twenty students per guide /supervisor has to be allotted by the Institute.
3. A copy of Project work (Printed or Type Written) shall be submitted to college, at Fifteen Days prior to the date of commencement of Semester-IV Examination, which will be retained by the college/Department for internal evaluation purpose.
4. A Candidate shall submit with his/her project work, a certificate from the Supervisor to the effect- That the candidate has satisfactorily completed the Project work for not less than one session and That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.