



# शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर

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क्रमांक / 738 / ब.वि.वि./अका./2021 जगदलपुर, दिनांक 02/09/2021  
प्रति,

1. प्राचार्य,  
समस्त संबद्ध शासकीय एवं अशासकीय महाविद्यालय,
2. विभागाध्यक्ष, समस्त अध्ययनशाला,  
शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर,  
जगदलपुर, जिला-बस्तर (छ.ग.)

02 SEP 2021

विषय :- सत्र 2021-22 में स्नातक भाग-तीन/तृतीय वर्ष/अंतिम के नवीन/संशोधित पाठ्यक्रम के संबंध में।  
संदर्भ :- संयुक्त संचालक, उच्च शिक्षा संचालनालय, इन्द्रावती भवन, अटल नगर रायपुर का पत्र क्रमांक /2456/315/आउशि/सगन्वय/2019 दिनांक 16/05/2019 एवं विश्वविद्यालय का पत्र क्रमांक/5251/अका./ब.वि.वि./2019 जगदलपुर, दिनांक 03/07/2019 तथा पत्र क्रमांक/791/अका./ब.वि.वि./2020 जगदलपुर, दिनांक 09/11/2020  
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उपर्युक्त विषयान्तर्गत लेख है कि केन्द्रीय अध्ययन मंडल के प्रस्ताव अनुसार छत्तीसगढ़ शासन, उच्च शिक्षा विभाग द्वारा स्नातक स्तर के प्रथम वर्ष/भाग-एक, द्वितीय वर्ष/भाग-दो एवं तृतीय वर्ष/भाग-तीन के पाठ्यक्रमों में सत्र 2019-20 से परिवर्तन किया है। बस्तर विश्वविद्यालय, जगदलपुर के संदर्भित पत्र के माध्यम से संशोधित पाठ्यक्रम को सत्र 2019-20 में स्नातक स्तर के प्रथम वर्ष/भाग-एक एवं सत्र 2020-21 में स्नातक स्तर के द्वितीय वर्ष/भाग-दो के लिए लागू किये जाने की सूचना प्रेषित किया गया था।

सत्र 2021-22 में स्नातक स्तर के तृतीय वर्ष/भाग-तीन/अंतिम वर्ष के लिए नवीन/संशोधित पाठ्यक्रम को लागू किया गया है। शैक्षणिक सत्र 2021-22 प्रारंभ होने के फलस्वरूप वर्तमान सत्र में स्नातक स्तर के तृतीय वर्ष/भाग-तीन/अंतिम वर्ष के लिए नवीन/संशोधित पाठ्यक्रम अनुसार ही अध्ययन अध्यापन, परीक्षा, मूल्यांकन आदि कार्य सम्पादित करेंगे। स्नातक स्तर के प्रथम वर्ष/भाग-एक एवं द्वितीय वर्ष/भाग-दो के पाठ्यक्रम विगत सत्र के अनुसार यथावत रहेंगे।

पाठ्यक्रमों की एक प्रति महाविद्यालयों/अध्ययनशालाओं को ई-मेल के माध्यम से प्रेषित किया जा रहा है। साथ ही विश्वविद्यालय के वेबसाइट पर भी अपलोड कराया गया है, जिसका अवलोकन समस्त महाविद्यालय/अध्ययनशाला के शिक्षक एवं छात्र-छात्राएँ कर सकते हैं। भविष्य में छ.ग.शासन, उच्च शिक्षा विभाग अथवा उच्च शिक्षा संचालनालय द्वारा स्नातक स्तर के पाठ्यक्रमों के संबंध में किसी प्रकार का आदेश/निर्देश प्राप्त होने पर विश्वविद्यालय द्वारा यथासमय अवगत कराया जाएगा।

संलग्न :- उपरोक्तानुसार

कुलसचिव  
शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर  
जगदलपुर, जिला-बस्तर (छ.ग.)  
जगदलपुर, दिनांक 02/09/2021

पृ.क्रमांक / 739 / ब.वि.वि./अका./2021  
प्रतिलिपि :-

01. सचिव, छत्तीसगढ़ शासन, उच्च शिक्षा विभाग, मंत्रालय, महानदी भवन, नवा रायपुर अटल नगर, जिला-रायपुर की ओर सूचनार्थ प्रेषित।
02. आयुक्त, उच्च शिक्षा संचालनालय, ब्लॉक-सी 30, द्वितीय एवं तृतीय तल, इन्द्रावती भवन, नवा रायपुर अटल नगर, जिला-रायपुर की ओर सूचनार्थ प्रेषित।
03. माननीय कुलपति महोदय, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर जगदलपुर की ओर सूचनार्थ प्रेषित।
04. क्षेत्रीय अपर संचालक, उच्च शिक्षा, शासकीय काकतीय स्नातकोत्तर महाविद्यालय, जगदलपुर की ओर सूचनार्थ प्रेषित।
05. सहायक कुलसचिव, (गोपनीय/परीक्षा) शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।

सहायक कुलसचिव (अकादमिक)  
शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर  
जगदलपुर, जिला-बस्तर (छ.ग.)



शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर (छ.ग.)

SHAHEED MAHENDRA KARMA VISHWAVIDYALAYA, BASTAR  
JAGDALPUR (C.G.)

**SYLLABUS**

**B.B.A.**

**SEMESTER SYSTEM**

शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर जगदलपुर (छ.ग.)  
SHAHEED MAHENDRA KARMA VISHWAVIDYALAYA, BASTAR JAGDALPUR, (C.G.)

**Proposed Marking Scheme for BBA Course  
Course Content of BBA**

<b>SEMESTER ONE</b>	<b>Internal Marks</b>	<b>Sem. Exam Marks</b>	<b>Total Marks</b>
<b>SEMESTER FIVE</b>			
122. Marketing Research	10	90	100
123. Quantitative Techniques	10	90	100
124. Sales and Advertisement Management	10	90	100
125. Investment Management	10	90	100
126. Material Management	10	90	100
<b>SEMESTER SIX</b>			
127. Business Policy and Strategy	10	90	100
128. Enterprenuership and Small Business Management	10	90	100
129. Business Taxation	10	90	100
130. Business Ethics and Social Responsibility	10	90	100
131. Project Report and Viva –Voce	10	90	100

बी.ए./बी.एससी./बी.कॉम./बी.एच.एससी भाग—तीन,  
आधार पाठ्यक्रम  
प्रश्न पत्र—प्रथम  
हिन्दी भाषा

पूर्णांक— 75

- इकाई—एक** (क) भारत माता : सुमित्रानंदन पंत  
(ख) कथन की शैलियाँ  
1. विवरणात्मक शैली  
2. मूल्यांकन शैली  
3. व्याख्यात्मक शैली  
4. विचारात्मक शैली
- इकाई—दो** (क) सूखी डाली : उपेन्द्रनाथ अशक  
(ख) विभिन्न संरचनाएँ  
1. विनम्रता सूचक संरचना  
2. विधि सूचक संरचना  
3. निषेध परक संरचना  
4. काल—बोधक संरचना  
5. स्थान—बोधक संरचना  
6. दिशा बोधक संरचना  
7. कार्य—कारण सम्बन्ध संरचना  
8. अनुक्रम संरचना
- इकाई—तीन** (क) वसीयत : मालती जोशी  
(ख) कार्यालयीन पत्र और आलेख  
1. परिपत्र  
2. आदेश  
3. अधिसूचना  
4. ज्ञापन  
5. अनुस्मारक  
6. पृष्ठाकंन
- इकाई—चार** (क) योग की भाक्ति : हरिवंश राय बच्चन  
(ख) अनुवाद : स्वरूप एवं परिभाषा, उद्देश्य स्रोत भाषा और लक्ष्य भाषा, अच्छे अनुवाद की विशेषताएँ, अनुवाद प्रक्रिया, अनुवादक
- इकाई—पांच** (क) संस्कृति और राष्ट्रीय एकीकरण : योगेश अटल  
(ख) घटनाओं, समारोहों आदि का प्रतिवेदन, विभिन्न प्रकार के निमंत्रण पत्र।
- मूल्यांकन योजना** : प्रत्येक इकाई से एक—एक प्रश्न पूछा जाएगा। प्रत्येक प्रश्न में आंतरित विकल्प होगा। प्रत्येक प्रश्न के 15 अंक होंगे। इसलिए प्रत्येक प्रश्न के दो भाग 'क' और 'ख' होंगे एवं अंक क्रमशः 8 एवं 7 अंक होंगे। प्रश्नपत्र का पूर्णांक 75 निर्धारित है।

**B.A./B.Sc./B.Com./B.H.Sc. Part III**  
**Foundation Course**  
**English Language**

**M.M. 75**

The question paper for B.A./B.Sc./B.Com./B.H.Sc. III Foundation course, English Language and General Answers shall comprise the following items : Five question to be attempted, each carrying 3 marks.

<b>UNIT-I</b>	Essay type answer in about 200 words. 5 essay type question to be asked three to be attempted.	<b>15</b>
<b>UNIT-II</b>	Essay writing	<b>10</b>
<b>UNIT-III</b>	Precise writing	<b>10</b>
<b>UNIT-IV</b>	(a) Reading comprehension of an unseen passage	<b>05</b>
	b) Vocabulary based on text	<b>10</b>
<b>UNIT-V</b>	Grammar Advanced Exercises	<b>25</b>

**Note:** Question on unit I and IV (b) shall be asked from the prescribed text. Which will comprise of popular create writing and the following items. Minimum needs housing and transport Geoeconomic profile of M.P. communication Educate and culture. Women and Worm in Empowerment Development, management of change, physical quality of life. War and human survival, the question of human social value survival, the question of human social value, new Economic Philosophy Recent Diberliation Method) Demoration decentralization (with reference to 73, 74 constitutional Amendment.

**Books Prescribed:**

Aspects of English Language and Development-Published by M.P. Hindi Granth Academy, Bhopal.

**SULLABUS FOR ENVIRONMENTAL STUDIES "FOR UNDER GRADUATE COURSES"**

1. इन्वाहमेन्टल साईंसेस के पाठ्यक्रम को स्नातक स्तर भाग-एक की कक्षाओं में विश्वविद्यालय अनुदान के निर्देशानुसार अनिवार्य रूप से शिक्षा सत्र 2003-2004 (परीक्षा 2004) से प्रभावशील किया गया है। स्वशासी महाविद्यालयों द्वारा भी अनिवार्य रूप से अंगीकृत किया जाएगा।  
*\*भाग 1, 2 एवं 3 में किसी भी वर्ष में पर्यावरण प्रश्न-पत्र उत्तीर्ण करना, अनिवार्य है। तभी उपाधि प्रदाय योग्य होगी।*
2. पाठ्यक्रम 100 अंकों का होगा, जिसमें से 75 अंकर सैद्धांतिक प्रश्नों पर होंगे एवं 25 अंक क्षेत्रीय कार्य (Field Work) पर होंगे।
3. सैद्धांतिक प्रश्नों पर अंक-75 (सभी प्रश्न इकाई आधार पर रहेंगे जिसमें आंतरिक विकल्प रहेगा)  
(अ) लघु प्रश्नोत्तर -25 अंक  
(ब) निबंधात्मक -50 अंक
4. Field Work - 25 अंकों का मूल्यांक आंतरिक मूल्यांकन पद्धति से कर विश्वविद्यालय को प्रेषित किया जावेगा। अभिलेखों की प्रयोगिक उत्तर पुस्तिकाओं के समान संबंधित महाविद्यालयों द्वारा सुरक्षित रखेंगे।
5. उपरोक्त पाठ्यक्रम से संबंधित परीक्षा का आयोजन वार्षिक परीक्षा के साथ किया जाएगा।
6. पर्यावरण विज्ञान विषय अनिवार्य विषय है, जिसमें अनुत्तीर्ण होने पर स्नातक स्तर भाग-एक के छात्र/छात्राओं को एक अन्य विषय के साथ पूरक की पात्रता होगी। पर्यावरण विज्ञान के सैद्धांतिक एवं फील्ड वर्क में संयुक्त रूप से 33% (तीस प्रतिशत) अंक उत्तीर्ण होने के लिए अनिवार्य होंगे।
7. स्नातक स्तर भाग-एक के समस्त नियमित/भूतपूर्व/अमहाविद्यालयीन छात्र/छात्राओं को अपना फील्ड वर्क सैद्धांतिक परीक्षा की समाप्ति के पश्चात् 10 (दस) दिनों के भीतर संबंधित महाविद्यालय/परीक्षा केन्द्र में जमा करेंगे एवं महाविद्यालय के प्राचार्य/केन्द्र अधिकाओं/परीक्षकों की नियुक्ति के लिए अधिकृत रहेंगे तथा फील्ड वर्क जमा होने के सात दिनों के भीतर प्राप्त अंक विश्वविद्यालय को भेजेंगे।

**SULLABUS FOR  
ENVIRONMENTAL STUDIES**

**M.M. 100**

**UNIT-I THE MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES**

Definition, Scope and Importance

**Natural Resources:**

**Renewable and Nonrenewable Resources :**

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, Case Studies, Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods drought, conflicts over water, dams benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources. Case studies.
- (d) food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging , Case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable life-styles.

**UNIT-II ECOSYSTEM**

**Concept, of an ecosystems.**

**Structure and Function of and ecosystem**

- Producers, consumers and decomposers.
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, Types, Characteristics Features, Structure and Function of The following ecosystem:
  - a. Forest, Ecosystem.
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

**UNIT – III Biodiversity and its Conservation**

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, national and local levels.
- India as mega diversity nation.”
- Hot spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, manwildlife conflicts.
- Endangered and endemic species of india.
- Conservation of biodiversity : In situ and Ex-situ conservation of biodiversity

#### **UNIT-IV Environmental Pollution**

##### **Definition**

- Causes, effects and control measures of
  - a. Air pollution
  - b. Water pollution
  - c. soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - g. Nuclear hazards.
- Solid waste management : Causes, effects and control measures of urban and industrial
- Wastes.
- Role of an individual in prevention of pollution.
- pollution case studies
- Disaster management : floods, earthquake, cyclone and landslides.

##### **Human Population and the Environment**

- population growth, variation among nation,
- population explosion - Family Welfare programme.
- Environment and human health.
- Human Rights.

#### **UNIT - V Social Issues and the Environment**

- From Unsustainable to Sustainable development.
- urban problems related to energy.
- Water conservation. rain water harvesting watershed management.
- Resettlement and rehabilitation of people, its problems and concerns. Case studies.
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion nuclear accidents and holocaust Case studies.
- Wasteland reclamation.
- Consumerism and Waste products. Environment Protection Act
- Air (Prevention and Control of pollution) Act.
- Water (Prevention and Control of pollution) Act.
- Wildlife protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of Environment legislation.
- public awareness.
- Value Education
- HIV/AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and Human Health.
- Case Studies.

#### **FIELD WORK**

- visit to a local area to document environmental assets-  
river/forest/grassland/hill/mountain.
- visit to local polluted site : urban/Rural/Industrial/Agriculture.  
Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes. etc. (Field work Equal to 5  
lecture Hours)



## REFERENCES:

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3. Bruinner R.C. 1989 Hazardous Waste Incineration Mc Graw Hill Inc. 480p.
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB).
5. Cuningham, W.P, Cooper T.H. Gorhani, E& Hepworth. M.T.200.
6. Dr A.K. Environmental Chemisry, Wiley Estern Ltd.
7. Down to Earth Centre for Science and Environment
8. Gloick, H.P. 1993 Water in crisis, Pacific Institute for Studies in Deve Environment & Security Stockholm Eng. Institute. Oxford Univ. Press. 437p.
9. Hawkins R.E. Encyclopedia of Indian Natural History, Bombay Natural. History Society, Mumbai ®.
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11. Jadhav H. & Bhosale, V.H. 1965 Environmental Protection and Laws. Himalaya Pub. House. Delhi 284p.
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13. Mhqaskar A.K. Matter Hazardous, Techno-Science Publication (T.B.).
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (T.B.).
15. Odurn E.P. 1971 Fundamentals of Ecology, W.B. Saunders Co. USA, 574p.
16. Rao M.N. & Datta A.K. 1987, Waste Water Treatment. Oxford & IBH Publ. co. Pvt. Ltd. 345p.
17. Sharma B.K. 2001 Environmental Chemistry, Goel Publ. House, Meerut.
19. Townsend C. Harper J. and Michael Begon Essentials of Ecology, Blackwll science (T.B).
20. Trivedi R.K. Handbook of Environment Environmental Laws. Rules, Guidelines, Compliances and Standards, Vol. I and II Environmenta Media (R.).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Tehno Science Publlication (T.B.).
22. Wagner K.D., 1998, Environmental Management. W.B. Saunders Co. Philadelphia,USA499p.]

(M) Magazine

(R) Reference

(TB) Textbook.

## Semester Five

### Marketing Research (122)

#### Course Objective :

The purpose of this paper is to enable students learn the process, tools and techniques of marketing research.

#### Course Contents :

##### Unit-I

Introduction to Marketing Research:

Marketing Research, Application of Marketing Research, Limitations of Marketing Research, Threats to Marketing Research, Marketing Information System.

##### Unit-II

Marketing Research Management, Information Value, Scientific Methods, Research Design.

##### Unit-III

Marketing Research Process:

Data Collection, Scaling Techniques, Sampling Designs, Sample size decisions, Attitude Measurement, Interviewing.

##### Unit-IV

Data Processing, Analysis of Data, Testing Hypothesis, Experimental design, Interpretation and Report Writing.

##### Unit-V

Application of Marketing Research:

Sales Analysis and Forecasting, Advertising Research, Product Research, Identifying Market Segments.

#### References

1. Marketing Research (Text&Cases), Harper W. Boyd, Jr.Ralph Westfall, Stanley F.Stasch.
2. Marketing Research ; G.C.Beri, Tata Mc Graw Hill, New Delhi
3. D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.
4. M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.
5. Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.
6. Zaltman and Burger; Marketing Research; Dryden Press, Illinois.
7. Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.

## Quantitative Techniques (123)

### Course Objectives:

The objective of the course is to help the student in understanding the various quantitative techniques in business studies.

### Course Contents:

**Unit – I:** Variables and Functions (types of Function, Graphical representation of a function, mathematical question based on functions).

**Unit – II:** Elements of Calculus (excluding Proofs of theorems and Problems involving trigonometrical ratios), Standard rules for differentiation (Addition, Multiplication, Subtraction, Division), Chain Rule and Logarithm.

**Unit – III:** Meaning and definition of Probability (Addition Rule, Multiplication Rule, Baye's Theorem, Poisson distribution, Binomial distribution).

**Unit – IV:** Sampling and Sampling Distribute (T-test, Z-test, f-test, Chi-square test).

**Unit – V:** Linear Programming – Formulation of Problem, Methods of solving Linear Programming Problems related to mixed constraints.

### References:

1. U.K. Shrivastava Quantitatives Techniques
2. G.V. Shenuy & S.C. Sharma Managerial Decisions
3. M. Raghavachari Quantitatives Techniques
4. Narag, A.S. Linear Programming and Decision Making, New Delhi, Sultan chand.

## Sales and Advertisement Management (124)

### Course Objective :

The basic objective of this paper is to acquaint students with management of a firm's sales operations, as well also with the theory and practice of advertising.

### Course Contents :

#### Unit-I

Sales Management, Objectives , nature and scope, Theories of Selling.

#### Unit-II

Sales Force Management - Selection, Training, Evaluation, Motivation, Compensation of Sales Personnel, and control.

#### Unit-III

Advertising Management -Nature and Scope of Advertising, Media Planning, Campaign Planning.

#### Unit-IV

Steps in preparation of advertisement: copy, logo, slogan, illustration etc.

## **Unit-V**

Advertising appeals and advertising effectiveness.

### **References**

1. Aaker, David, et al.; Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair, Bush. Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, John G Myers and David A. Aaker; Advertising Management, Prentice Hall, New Delhi.
4. Still, Cundiff and Govani, Sales Management, Prentice Hall, New Delhi.
5. Kotler, Philip; Marketing Management: Analysis Planning & Control; Prentice Hall, New Delhi
6. Stanton William J; Fundamentals of marketing; Mc Graw Hill Publishing co., New York.
7. B.S. Rathore; Advertising Management; Himalaya Publication, Mumbai.

## **Investment Management (125)**

### **Course Objectives:**

The objective of this course is to help students understand various issues in security analysis & portfolio management.

### **Course Contents :**

**Unit – I:** Investment Management: nature, scope and objectives, alternative forms of investment with special reference to Mutual Fund

**Unit – II:** Stock market operations: New Issue Market, Secondary Market operations.

**Unit – III:** Valuation of securities: Valuation of Bonds and Shares.

**Unit – IV:** Fundamental Analysis and Technical Analysis.

**Unit – V:** Portfolio Analysis, Sharpe Index and Markowitz Theory.

### **References:**

1. Amling, Frederic. Investment Englewood Cliffs, New Jersey, PHI
2. Lee, Cheng F. etc Security Analysis and Portfolio Management Scott, Foresman.
3. Alexander Gordon J. and Sharpe, William F, Fundamentals of Investments, Englewood Cliffs, New Jersey, Prentice Hall inc.

## **Material Management (126)**

### **Course Objective:**

This Course aims at acquainting the students with the importance and various techniques of Material Management.

### **Course Contents:**

#### **Unit- I**

Scope, Importance and Functions of Material Management, Characteristics of Material Functions

**Unit- II**

Objectives of Material Management, Manpower planning and Material Management, Materials Planning, Capacity Requirements Planning.

**Unit- III**

Principles of Inventory Management- Types of Inventory, ABC Analysis, Basic Inventory Models, Determination of EOQ, Safety Stock, Need and functions of Inventory Control, Symptoms of Poor Inventory Management, Quality Standards in inventory Control.

**Unit – IV**

Cost Reduction Techniques- Value Analysis, Value Engineering, Simplification, Standardization, use of Linear Programming, Transportation Model, Quality Control and Inspection, ISO 9000 series, Material Information System.

**Unit- V**

The Future of Material Management- Capital Investment Decisions, Purchase of Capital Equipments, Techniques used in Capital Investment Decision.

**References**

- 1 MM.Verma- Material Management, S.Chand and Sons, New Delhi.
- 2 A.K. Dutta, Material Management, Prentice-Hall of India Pvt. Ltd, New Delhi.
- 3 Dolbey & Lee- Materials Management- IMH Publications
- 4 Gopal Krishanan- Material Management, PHI Publications, New Delhi
- 5 S.E.Sexena – Material Management, Sahitya Bhawan.

## Semester Six

### Business Policy and Strategy (127)

**Course Objectives:**

To help students formulate and strengthen the effective strategies of day to day business.

**Course Contents :**

**Unit – I:** Nature and objectives of Business Policy, defining business purpose, mission and objectives, strategic Intent.

**Unit – II:** Analysis of external and internal environment, SWOT Analysis.

**Unit – III:** Strategy formulation; major types of strategies, determination of strategic plan.

**Unit – IV:** Strategy Implementation; The Process of strategy implementation, resource allocation social responsibility of business and business ethics.

**Unit – V:** Evaluation of Strategy and Content.

**References**

1. Azhar Kazmi, Business Policy & Strategic Management TMH, New Delhi.
- P.K. Ghosh, Business Policy n- Strategic Planning and Management, Sultan Chand and Sons, New Delhi.

**Entrepreneurship and Small Business Management (128)**

**Course Objective :**

The purpose of this paper is to provide exposure to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

**Course Contents :**

**Unit-I**

Introduction: The Entrepreneur; Definition; Emergence of Entrepreneurial Class; Theories of Entrepreneurship

**Unit-II**

Promotion of Venture; opportunities analysis; External environment analysis -economics, social and technological; competitive factor; legal requirement for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.

**Unit-III**

Innovation and Entrepreneur; Entrepreneurial behavior; social responsibility; Role of Entrepreneur.

**Unit-IV**

Entrepreneurial Development Programs (EDP), Role, Relevance and achievements; Role of Government in Organizing EDPs; Critical evaluation.

**Unit V**

Small Scale Industries: Meaning and Definition; Growth of Small -Scale Industries ; The role of Small -Scale Industries in Indian Economy ;Problems of Small -Scale Industries ;Measures to promote Small -Scale Industries .

**References**

1. Tandon B.C.: Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabucks; John Wiley and Sons, New York.
3. Srivastava S.B.: A Practical Guide to Industrial Enterprenuers ;Sultan Chand & Sons.,New Delhi.

4. Prasanna Chandra: Project Preparation, Appraisal Implementation ;Tata McGraw Hill,New Delhi.
5. Pandey I.M.: Venture Capital – The Indian Experience ;Prentice Hall Of India.
6. Ishwar C.Dingra: The Indian Economy-Resources, Planning ,Development and problems; Sultan Chand & Sons ,New Delhi.
7. Misra & Puri: Indian economy;Himalaya Publishing House.

### **Business Taxation (129)**

#### **Course Objectives:**

To impart knowledge about the concepts, provisions and justification of Income Tax and Wealth Tax in India.

#### **Course Contents :**

Unit – I: Law relating to Income tax: Detailed study of the main provision of the Indian Income tax act of 1961, as amended up to date, income tax authorities, important definitions.

Unit – II: Various heads of income: income from salary, (excluding retirement), income from house property, profits and gains of business of profession, capital gains, income from other sources.

Unit- III:

Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); 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 & IGST); GST Council, GST Network, Registration.

Unit – IV:

Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST, billing and e way billing

Unit – V:

Eligible and Ineligible Input Tax Credit; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; Tax Invoice, Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

#### **References:**

1. Ahuja G.K. and Ravi Gupta: Systematic approach to Income tax and C.S.T.
2. Singhania V.K. : Direct Taxes, Direct tax planning & management.
3. Mehrotra & Goyal: Sales tax and taxation
4. H.C. Mehrotra: Income tax Law Accounts
5. Central excise duty act

6. Income tax Act
7. Central Sales tax Act

### **Business Ethics and Social Responsibility (130)**

#### **Unit – 1**

Objective of Business Attitudes, Beliefs and value Principal of Business Ethics

#### **Unit-II**

Social Responsibilities of Business concept, Rational Dimensions and Tools of Social Responsibilities, social Responsibility and Social Responsiveness.

#### **Unit – III**

Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation.

#### **Unit-IV**

Social Audit-Evaluation of concept, Objectives ; Needs, Features, Benefits, Approaches to Social Audit.

#### **Unit-V**

Social Responsibilities of Indian Businessmen/Managers-Towards Shareholders, Consumers, Government, Community, Etc. Cases.

#### **References :**

1. Patryrick J.A. & Quinn (J) F. Management Ethics, Response
2. Sherlekar, Ethics in Management Himalaya
3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998.
4. Peter F. Drucker – Management Tasks, Responsibilities and Practices.
5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi

### **Project Report and Viva –Voce (131)**

Research report has to be an empirical work. It is to be started from the beginning of the six semester under the guidance of faculties of the college. The topics of the research project is to be finalised with the consultation of the faculty guide. The project will be evaluated both by internal of the college and external which is to be decided by the university.