Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Principles of Management	Course Code: 3076A21AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:1 P:0 Credits: 4
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject : Principles of Management

Course Objective: To help the student to acquire the basic knowledge in concept and theory of Management Studies that covers the basics of Management Principles and practices.

Course Outcome

- **CO1:** Explain the level of management.
- **CO2:** Summarize the steps of planning.
- **CO3:** Compare between Centralization and Decentralization.
- **CO4:** Explain qualities of leadership.
- **CO5:** Explain controlling techniques.

Course contents:

Unit I: Introduction: Concepts, objectives, nature, scope and significance of Management, Contribution of Taylor, Weber and Fayol in Management, Management vs Administration.

Unit II: Planning: Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making, MBO.

Unit III: Organizing: Nature – Purpose – Organizational Structure – Theories of Organization – Span of Control – Line & Staff functions, Authority & Responsibility – Centralization and Decentralization – Delegation of Authority.

Unit IV: Directing and Staffing: Nature of Directing – Leadership Qualities – Styles – Motivation – Morale and Discipline, staffing Nature and Purpose, Selection, PA and Career Planning.

Unit V: Controlling: The objectives and process of Control – Role of information in control – Performance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

Text Books:

1. John R. Schermerhorn, Jr., Management, Wiley India, 10th edition, 2006.



2. Stephen P. Robbins, Organizational Theory, Structure, Design and Application, PHI, New Delhi, 2005.
3. Stoner and Freeman, Management, Prentice Hall, N. Delhi.

Reference Books:

1. Drucker Peter F: Management Challenges for the 21st Century, Butterworth Heinemann, Oxford.
2. Weinrich and Koontz; Essentials of Management; Tata Mc Graw Hill, New Delhi.
3. Hampton, David R.; Modern Management; Mc Graw Hill, New York.
4. Terry and Franklin; Principles of Management; AITBS, New Delhi.
5. R.D Agrawal; Organization and Management, TMH, New Delhi

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Business Statistics	Course Code: 3076A22AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:1 P:0 Credits: 4
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Statistics

Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Outcome:
CO1: Explain Statistical Concepts.
CO2: Summarize various methods of data presentation.
CO3: Apply measures of central tendencies in business decisions
CO4: Choose measures of variations in business decisions.
CO5: Make use of Correlation analysis in business decisions.

Course Contents:
UNIT – I: Introduction to Business Statistics: Definition and Scope: Meaning and importance of statistics in business, data types, and sources.
UNIT – II: Data Collection: Methods of data collection, primary and secondary data.
Data Presentation: Tabulation, graphical and diagrammatic representation of data.
Unit III: Measure of Central Tendencies: Mean, Median, Mode, Geometric Mean and Harmonic Mean.
Unit IV: Measure of Variations: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.
Unit V: Correlation and Regression Analysis: Correlation: Types of Correlation, significance of correlation, Regression Analysis: Simple Regression Analysis.

Text Books:
1. Statistical Methods- S.P Gupta, Sultan Chand & Sons, 43rd Edition 2018.
2. Statistics for Management – Levin Richard, H. Siddiqui Masood, S. Rubin. David, Rastogi Sanjay, Pearson, 8th Edition, 2017.
Reference Books:

1. Fundamentals of Statistics- S.C Gupta, Himalaya Publishing House, Edition 7th Edition 2018.
2. Fundamentals of Statistics- D. N Elhance, Veena Elhance; B.M Agrawal, Kitab Mahal, 1st Edition, 2019.

3. Business Statistics – G.C Beri, Mc Graw Hill Publication, 3rd Edition, 2017.
4. Business Statistics – Naval Bajpai, Pearson Publication, 2017.
5. Complete Business Statistics – Amir Aczel, Jayavel Sounderpandian, P Saravanan Mc Graw Hill Publication 7th Edition, 2017.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Fundamentals of Accounting	Course Code: 3076A23AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:1 P:0 Credits: 4
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Fundamentals of Accounting

Course Objectives: To familiarize the students with recording of financial transactions of business into various books and mechanics of preparation of Financial Statements as per the accounting standards.

Course Outcome:

- **CO1:** Explain Purpose of Accounting.
- **CO2:** Summarize Accounting Concepts.
- **CO3:** Construct Accounting Structure.
- **CO4:** Construct Bank Reconciliation statement.
- **CO 5:** Construct Final Accounts

Course contents:

Unit I: Introduction to Accounting: Purpose of Accounting and its Place in Business, Limitations, Relationship with other Financial Areas. Advantages and Importance.

Unit II: Basic Accounting Concepts and Conventions: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency Concept and Accounting Conventions.

Unit III: Accounting Structure: Process of Accounting Journal, Ledger and Trial Balance Errors and their rectification based on Double Entry Book – Keeping System.

Unit IV: Bank Reconciliation Statement and Depreciation: Need for reconciliation and preparation of bank reconciliation statement, Depreciation: Straight Lime Method and Written Down Value Method.

Unit V: Preparation of Financial Statements: Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.

Text Books:

1. Financial Accounting – Dr. Karim, Khanuja and Mehta, SBPD Publishing House, Revised edition 2023.
2. Financial Accounting – Dr. SM Shukla, Sahitya Bhawan Publications, 2023.

Reference Books:

1. Financial Accounting: P.C Tulsian & Bharat Tulsian. Publisher: Pearson Publication, First edition.
2. Financial Accounting for Management – N Ramachandran, Mc Graw Hill, 5th Edition 2020.
3. Financial Accounting – I M Hanif & A Mukherjee Mc Graw Hill, 5th Edition 2020.
4. Financial Accounting – Bhushan Kumar Goyal & HN Tiwari, Volume 1, Taxmann, 8th Edition 2020.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Business Environment	Course Code: 3076A24CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:0 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Environment

Course Objectives: The objective of this course is to provide a basic understanding of the business environment and the factors influencing business operations. It aims to develop knowledge of government policies, economic reforms, international trade, and major economic issues, and to familiarize learners with foreign trade and investment policies in the global business context.

Course Outcome:

- **CO 1**: Understanding of the nature and components of the business environment and factors influencing business activities.
- **CO2**: Knowledge of government policies, economic reforms, and their role in economic and industrial development.
- **CO3**: Understanding of the international business environment and the role of global trade and economic institutions.
- **CO4**: Awareness of major economic issues affecting growth such as unemployment, poverty, inflation, and environmental challenges.
- **CO5**: Understanding of foreign trade policies, investment regulations, and recent developments in international business.

Course contents:

UNIT – I: Introduction to Business Environment

Meaning and concept of business environment, components of business environment, economic trends including savings and investments, structure of Indian industry with reference to private and public sectors, global business environment, social and cultural environment, and emerging trends and challenges in business.

UNIT – II: Government Policies and Economic Reforms

Role of government in economic development, monetary policy, fiscal policy, industrial policy, overview of industrial development, liberalization, privatization, and globalization (LPG) reforms, and balance of payments.

UNIT – III: International Business Environment

Meaning of international business environment, international trade and its importance, problems of developing countries in world trade, foreign trade and economic growth, international economic groupings, and international economic institutions such as GATT, WTO, World Bank, and IMF.

UNIT – IV: Problems of Economic Development

Major problems of economic growth including unemployment, poverty, regional imbalance, social injustice, inflation, parallel economy, industrial sickness, and environmental degradation.

UNIT – V: Foreign Trade and Investment Policies

Export and import policy, regulation of foreign investment, international business collaboration, trade facilitation and logistics, and emerging trends in international trade and investment.

Text Books:

1. Business Environment and Policy" by K. Aswathappa
2. Business Environment: Text and Cases" by Justin Paul and S. G. Shreeniwas
3. Business Policy and Strategic Management" by Azhar Kazmi
4. Business Environment and Ethics: Concepts and Cases" by C. B. Gupta

References:

1."Business Environment and Ethics: Concepts and Cases" by S.K. Misra and V.K. Puri
2."Business Environment: Text and Cases" by K. Aswathappa
3."Business Policy and Strategic Management" by Azhar Kazmi
4."Business Environment and Policy" by Justin Paul and S. Rajagopalan
5."Business Environment" by Francis Cherunilam

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Business Ethics	Course Code: 3076A25CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:0 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Ethics

Course Objectives: This course aims to provide students with an understanding of business ethics, corporate social responsibility, and ethical issues in various functional areas of business. It focuses on developing ethical decision-making skills, promoting ethical behavior in the workplace, and fostering ethical leadership for sustainable organizational success.

Course Outcome:

- **CO 1**: Explain the concepts, principles, and importance of business ethics and factors influencing ethical behavior.
- **CO2**: Analyze the role of corporate social responsibility and its impact on various stakeholders.
- **CO3**: Identify and evaluate ethical issues in HRM, marketing, finance, and accounting functions.
- **CO4**: Recognize workplace ethical challenges and apply ethical principles to resolve them effectively.
- **CO5**: Demonstrate an understanding of ethical leadership, organizational culture, and ethical decision-making in organizations.

Course contents:

UNIT – I: Introduction to Business Ethics

Meaning, Nature and Importance of ethics in business, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics.

UNIT – II: Corporate Social Responsibility

Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

UNIT – III: Ethical Issues in Functional Areas of Business

Introduction, Ethics in HRM**,** Importance and ethical issues in HRM; managing ethical practice**,** Ethics in Marketing, Importance, ethical issues in marketing, and ethical behavior towards customers, suppliers, and competitors. Ethics in Finance and Accounts, Importance and ethical issues in finance and accounting.

UNIT – IV: Workplace Ethics

Introduction, Factors Influencing Ethical Behavior at work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of ethical Behavior at workplace.

UNIT – V: Ethical Leadership and Organizational Culture

Ethical leadership traits and behaviors, building an ethical organizational culture, Ethical communication and decision-making processes, Managing ethical issues and conflicts in organizations

Text Books:

1. Business Ethics, Dr. F.C Sharma, SBPD Publication.

2. Business Ethics: K Aswathappa, J Usha Rani, Sunanda GundaVajhala; Himalayala Publishing house; First edition 2017

3. Business Ethics and Corporate Governance: Dr. S S Khanka; S Chand and Company Pvt Ltd; First edition 2014.

References:

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.

2. Business Management: R K Sharma and Shashi K Gupta; Kalyani publishers; 2007 edition.

3. Professional Ethics by R. Subramanian, Second Edition, OXFORD.

4. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Business Communication-I	Course Code: 3076A26DT076
Total/Minimum Pass Marks (End Semester Exam): 50/18	L: 2 T:0 P:0 Credits: 2
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Communication-I

Course Objectives: To understand the fundamental principles of effective Business Communication and apply the critical and creative thinking abilities necessary for Effective Communication in today's Business World.

Course Outcome:

- **CO1**: Explain concept of Business Communication.
- **CO2**: Summarize types of Business Communication.
- **CO3**: Explain concept of Nonverbal communication.
- **CO4**: Outline principles of public speaking.
- **CO5**: Explain importance of interviews

Course contents:

UNIT – I: Introduction to Business Communication

Concepts, Objectives, Importance, Limitations of Communication, Communication Processes, Principles of Effective Communication.

UNIT – II: Business Communication

Formal and Informal Communication Networks. Barriers and strategies to overcome Barriers to Communication.

UNIT – III: Non-Verbal Aspects of Communication

Effective Listening: Principles of Effective Listening, Types of Listening, Barriers to Effective Listening.

UNIT – IV: Public Speaking

Meaning, importance and principles of effective speech, elements of a presentation, presentation aids, making and delivering a powerful presentation.

UNIT – V: Interviews

Meaning and importance, art of conducting and giving interviews. Meetings: Meaning and importance, meeting openings and closing, participating and conducting group discussions, brain storming and e-meetings, minutes of meetings.

Text Books:

1. Business Communication: Concepts, Cases and Applications. R.C Bhatia, Cenage Publication, First Edition.

2. Business Communication: Building Skills for Global Success, Geetha Mohan and Meenakshi Raman, Oxford University Press, 2nd Edition.

3. Effective Business Communication, Asha Kaul, PHI, @nd Edition.

4. Business Communication: Concepts and Applications, P.D. Chaturvedi, Pearson Publications, 5th Edition

5. Business Communication: Theory and Application, Urmila Rai and SM Rai, Himalaya Publication, First Edition.

References:

1. Effective Business Communication, Asha Kaul, PHI, 2nd Edition.

2. Business Communication: Concepts and Applications, P.D. Chaturvedi, Pearson Publications, 5th Edition

3. Business Communication: Theory and Application, Urmila Rai and SM Rai, Himalaya Publication, First Edition.

4. Business Communication: K.K Sinha. Galgotia Publishing Company' New Delhi, First Edition.

5. Business Communication: M.K Seghal, Himalaya Publication, First Edition.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Foundation course on Ancient Indian Knowledge System	Course Code: 3076A27ET046
Total/Minimum Pass Marks (End Semester Exam): 50/18	L: 2 T:0 P:0 Credits: 2
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Fundamental Course on Ancient Indian Knowledge System

Course Objectives: The primary course objective of Indian knowledge System (IKS) is to rejuvenate and mainstream Indian traditional knowledge by integrating it into contemporary education, research and societal frameworks to address modern day challenges in a holistic manner.

Course Outcome:

- **CO1**: Explain concept of Indian Knowledge System.
- **CO2**: Explain the foundational concepts of IKS in Mathematics.
- **CO3**: Discuss the scope of Science, Technology and Management in IKS.
- **CO4**: Outline the contribution of Ayurveda in IKS.
- **CO5**: Explain the significance of Yoga in IKS.

Course contents:

UNIT – I: Introduction

Introduction to IKS & its importance, Various IKS Systems, Shastra – What is Shastra?, Importance of Shastra, Classification of Shastra – Vaidic and Avaidic (with examples of important Literature), Bhartiya Education System and its philosophy, History Domains of Education: Gurukul, Pathshala, Vidyalay, Vishwavidyalay.

UNIT – II: Foundational Concepts

Linguistics, Introduction to Indian Mathematics, Indian Mathematicians and their Contributions, Number systems in India – Historical evidence and units of Measurement, Measurements for time, distance and weight Knowledge: Framework and Classification.

UNIT – III: Science, Technology and Management in IKS

Astronomy, Science and Technology: Astronomy, Science and Technology: Astronomy, Science and Technology heritage of India: Metals and Metalworking, Physical structures Temples Watershed management Dyes, arts and perfume production. Arthshastra: Governance, Commerce, Economics and Political Framework basic principles as suggested by Acharya Chanakya. Evidences of AI in ancient India.

UNIT – IV: Ayurveda in IKS

Health, Wellness and Psychology, Ayurveda for Life: Introduction to Ayurveda: Understanding Human Body and Panchamahabhuta, the communication between body and mind, health regime for wellbeing.

UNIT – V: Yoga in IKS

Yoga in IKS: Introduction to Yoga, Health and Well Being through Yoga, Significance, Types of Yoga: Raja Yoga, Ashtang Yoga, Gyan Yoga.

Reference Books:

1. "Indian Knowledge Systems: Concept and Applications" by Kapil Kapoor and Avadhesh Kumar Singh.
2. "The Foundations of Indian Culture" by Sri Aurobindo.
3. "Indian Knowledge System" by DP Chattopadhyaya.
4. The Lost River: On the Trial of the Sarasvati: by Michel Danino
5. Business Communication: Theory and Application, Urmila Rai and SM Rai, Himalaya Publication, First Edition.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Computer Application-I (Lab)	Course Code:3076A21CL022
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:02 Credits: 1
Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
TA Marks: **20**	Assignments: **Two (Minimum)**

Subject: Computer Application-I (Lab)

Course Objectives: The objective of a "Computer Application I" course is to provide students with the foundational computing skills, along with an understanding of fundamental computer concepts and responsible technology use.

Course Outcome:

- **CO1**: Explain basic of computers
- **CO2**: Explain number system.
- **CO3**: Outline various computer software.
- **CO4**: Explain the concept of internet and browsing.
- **CO5**: Explain MS- Office

Course contents:

UNIT – I: Basics of Computer

Meaning, Characteristics & Classification of Computers, Types, Generations of Computers, Application of Computers in modern society, Virus and Worms, Block Diagram of computer.

UNIT – II: Number system:

Decimal, Binary, Octal, Hexa-decimal, Conversion – Decimal to all other number systems, Binary to Octal and Hexa Decimal, Addition of binary numbers, Binary subtraction.

UNIT – III: Computer Software:

System software, assemblers, compilers, interpreters, linkers Elementary, Operating System Concepts, different types of operating systems, Application software.

UNIT – IV: Internet & Browsing and E-Mail

Meaning, Concept, ISP, Uses of Internet, World Wide Web (WWW) and its working, Web Browser and its function, Concept of Search Engine, Chatting

Email: Concept, E-Mail Address, SMTP, Services, Basics of sending and receiving E-Mails and attaching files with them.

UNIT – V: Introduction to MS-Office

MS-WORD (Word Processing), MS-Excel (Spread Sheet). MS-Power Point (Presentation Graphics) – Features, Uses, Need & Importance for Modern Business Activities.

Text Books:

1. Leon, C., Introduction to Information Technology, Vikas Publishing House.

2. Behl R., Information Technology for Management, MCGraw Hill Education.

Reference Books:

1. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.

2. Joseph A. Brady and Ellen F Monk, Problem Solving Cases in Microsoft Excel, Thomson Learning.

3. Tanenbaum, A.S, Computer Networks, Pearson Education.

4. The Lost River: On the Trial of the Sarasvati: by Michel Danino

5. Business Communication: Theory and Application, Urmila Rai and SM Rai, Himalaya Publication, First Edition.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Sports and Yoga	Course Code:3076A22FL046
Total/Minimum Pass Marks (End Semester Exam): -	L: 0 T:0 P:02 Credits: -
Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
TA Marks: **60**	Assignments: **Two (Minimum)**

Subject: Sports and Yoga

Course Objectives:

Sports and Yoga Activities

1. Participation in athletics events (100m, 200m, relay, long jump, etc.).
2. Practice fundamental skills of Volleyball.
3. Practice fundamental skills of Basketball.
4. Practice fundamental skills of Football.
5. Practice fundamental skills of Handball.
6. Practice fundamental skills of Badminton.
7. Practice Kabaddi techniques including raiding and defending.
8. Practice Kho-Kho skills including chasing and dodging.
9. Practice Table Tennis skills including serving and strokes.
10. Practice Cricket skills including batting, bowling, and fielding.
11. Participate in an inter-group sports competition and prepare a performance report.
12. Prepare a personal fitness assessment report including BMI, flexibility, endurance, and physical activity levels.
13. Prepare a report on the origin, objectives, and importance of Yoga.
14. Demonstrate basic yogic practices for physical and mental well-being.
15. Practice Standing Asanas (Tadasana, Vrikshasana, Trikonasana).
16. Practice Sitting Asanas (Padmasana, Vajrasana, Sukhasana).
17. Practice Supine Asanas (Pavanamuktasana, Setubandhasana).
18. Practice Prone Asanas (Bhujangasana, Shalabhasana, Dhanurasana).

19. Practice balancing postures and maintain proper posture alignment.
20. Demonstrate Surya Namaskar and record its health benefits.
21. Practice Pranayama techniques (Anulom Vilom, Bhramari, Kapalbhati).
22. Perform meditation exercises for concentration and stress management.
23. Practice and demonstrate different Yoga Mudras and their applications.
24. Conduct a comparative study of physical fitness parameters before and after regular Yoga practice.
25. Prepare and present a final portfolio documenting sports participation, yoga practices, fitness improvement, and learning outcomes.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(1st Semester)	Branch: Management
Subject: Social Service/Community Services	Course Code: 3076A23FL046
Total/Minimum Pass Marks (End Semester Exam): -	L: 0 T:0 P:02 Credits: -
Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
TA Marks: **40**	Assignments: **Two (Minimum)**

Subject: Social Service/Community Services

Course Objectives: Community Services course objectives aim to equip students with the knowledge, skills, and empathy to provide support to vulnerable community members, conduct community needs assessments and engage in advocacy and program management within legal and ethical frameworks.

Course Content:

Students are required to participate in social service activities for a total of 30 hours as part of their curriculum. These activities includes spreading awareness of government policies, tree plantation drives and participating in the & Beti Bachao, Beti Padhao & in societal developmental activities and community services campaign etc. Students should form groups of five to eight standards carry out these task effectively. Each group must complete their designated activities within the specified hours and submit a comprehensive project report at of each group separately the end of the semester, detailing their contributions and experiences. This initiative aims to foster community engagement and social responsibility among students.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Organisational Behaviour	Course Code: 3076B21AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:1 P:0 Credits: 4
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject : Organisational Behaviour

Course Objective: Course Objectives: 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 Outcome

- **CO1:** Explain the concept of Organization behaviour
- **CO2:** Outline components of Individual behaviour
- **CO3:** Explain Transactional analysis
- **CO4:** Summarize stages of group formation
- **CO5:** Illustrate the organization culture

Course contents:

Unit I: Introduction to Organisational Behaviour

Introduction to organization, organization and managers, manager roles and skills, behaviour at work, introduction to organization behaviour, major behavioral science disciplines contributing to OB, Four pillars of organizational behaviour, Types of behavior in organizational behaviour.

Unit-II: Individual Behaviour

Introduction to individual behaviour, Attitudes and Job Satisfaction – Sources of Attitudes, Perception – perceptual process, Personality: Determinants of personality, Type A and Type B personality, Big Five personality traits, Myers-Briggs personality test, Learning Process, Motivation theories.

Unit-III: Interpersonal Behaviour

Interpersonal Behavior, Johari Window, Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Unit-IV: Group Behaviour

Groups – stages formation of groups, types of groups, concept of team vs. group, types of teams, building and managing effective teams, Conflict Management – Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution.

Unit-V: Organizational Behaviour

Organizational culture: Elements of Organizational Culture, Management of Change, Forces responsible for change, Resistance to change, Overcoming resistance to change.

Text Book:

1. Organizational Behaviour, Stephen P. Robins, Timothy A. Judge, Neharika Vohra, Pearson Education, 16th Edition, 2014.
2. Organizational Behaviour, Aswathappa 12th Revised Edition, 2016

Reference Book:

1. Organizational Behaviour, K. Aswathappa 12th Revised Edition, 2016

2. Organizational Behaviour, Prasad, L. M., Sultan S. Chand & Co. 12th edition

3. Organizational Behaviour, Nahar Amandeep, Rao PCK, Nigah Rajesh Kumar Publisher: Sultan Chand & Sons, First edition

4. Organizational Behaviour, J. S. Chandan, Vikas Publishing, 3-e edition

5. Organizational Behaviour, Gupta B. C., S Chand & Co Ltd., First edition

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Business Economics	Course Code: 3076B22CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:1 P:0 Credits: 4
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Economics

Course Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Outcome:
CO1: Explain the concept of Business Economics
CO2: Explain concept of Demand
CO3: Summarize production function
CO4: Outline Market structure
CO5: Explain Consumption decision

Course Contents:

Unit-I: Introduction to Business Economics:
Meaning, Nature and Scope of Business Economics – Micro and Macro, Basic Economic Problems, Market forces in Solving Economic Problems.

Unit-II: Concept of Demand:
Elasticity of Demand, Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue, Concept and Law of Supply, Factors Affecting Supply.

Unit-III: Cost of Production:
Social & Private Costs of Production, difference between Economic and Accounting Costs, Long Run and Short Run Costs of Production. Economies and Diseconomies of Scale and the Shape of the Long Run Average Cost.

Unit-IV: Market Structure Analysis:
Pricing under Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly, Effects of Changes in Fixed Costs, Taxes & Advertising.

Unit-V: The Consumption Decision:
Preferences and their representation with indifference curves; budget constraints; a consumer's optimum choice; income and substitution effects.

Text Book:
1. Managerial Economics Theory and Applyings, D.N. Dwivedi, Vikas Publishing House, 8th Edition, 2016.
2. Principles of Economics, Deviga Vengedasalam, Karunaagran Madhavan, Oxford University Press, Reprint 2018.

Reference Book:

1. S.K. Misra, V.K. Puri, Micro Economics – I, Himalaya Publishing House, New Delhi, 38th edition, 2019.
2. Managerial Economics, Geetika and Piyali Ghosh, Tata McGraw Hill, 3rd Edition, 2017.
3. Managerial Economics Principles and World-wide Applying (MEPWA), Dominick Salvatore and Siddhartha K. Rastogi, Oxford University Press, 8th Edition, 2016.
4. Managerial Economics Theory and Applyings, Dr. D.M. Mithani, Himalaya Publishing House, 2013.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Cost Accounting	Course Code: 3076B23AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:0 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Cost Accounting

Course Objectives: The objective of the course is to enable the students to ascertain the cost control methods and the ascertainment of the profitability of activities planned.

Course Outcome:

- **CO1:** Explain the basic concepts of Cost Accounting
- **CO2:** Explain the concepts of Material and Labour Costs
- **CO3:** Explain the concepts of Labour Costing
- **CO4:** Explain overhead cost control
- **CO 5:** Summarize techniques of costing

Course contents:

Unit-I: Introduction to Cost Accounting:

Cost Accounting - Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts. Application of Cost Accounting. Cost Concepts. Cost Unit. Cost Centre. Elements of Costs. Preparation of Cost Sheet.

Unit-II: Material Costing:
Classification of Materials, Material Control, Purchasing Procedure, Store Keeping, Techniques of Inventory Control, Setting of Stock Levels, EOQ Method of Pricing Material Issues, LIFO, FIFO, Weighted Average Method, Simple Average Method.

Unit-III: Labour Costing:
Control of Labour, Labour Turnover, Method of Wage Payments, Remuneration and Incentives, Time Rate System, Piece Rate System, Premium and Bonus Plans.

Unit-IV: Overhead Cost Control:
Meaning, Classification, Procedure, Allocation and Apportionment, Principles of Apportionment, Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

Unit-V: Techniques of Costing:
Unit Costing, Job Batch Costing, Contract Costing, Process Costing excluding inter-process

profits.

Textbooks:

1. Cost Accounting, M.L. Agrawal, Sahitya Bhawan Publications, Agra, 46th edition.
2. Cost Accounting, R.S. N Pillai, V. Bhagirathi, S. Chand & Co., 2010, 5th edition.

Reference Books:

1. Cost Accounting - Principles and Practice, S.P. Jain and K.L. Narang, Kalyani Publications, 25th edition, 2016.
2. Cost and Management Accounting, M.N. Arora, Vikas Publishing House, 9th edition.
3. Cost Accounting, Thukaram Rao, ME, New Age International (P) Ltd Publishers, 3rd edition, 2012.
4. Cost Accounting, M.Y. Khan, McGraw Hill, 2nd Edition.
5. Cost Accounting Text and Problems, M.C. Shukla, M.P. Gupta and T.S. Grewal, S. Chand and Company Private Ltd., 2010.
6. Accounting For Management, N.P. Srinivasan & M. Sakthivel Murugan, S. Chand, New Delhi, First Edition.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Business communication-II	Course Code: 3076B24AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:0 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Communication-II

Course Objectives: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships. Course Outcome:

- **CO 1**: Outline different types of Business Letter
- **CO2**: Explain the types of letters of inquiry
- **CO3**: Classify Circular, Sales and Bank correspondence
- **CO4**: Compare between Official and Business Correspondence
- **CO5**: Summarize types of Reports

Course contents:

Unit-I: Business Letters:

Need, Functions and Kinds of Business Letters – Essentials of an Effective Business Letter – Layout – Appearance – Size – Style – Form and Punctuation – Routine Request Letters – Responses to Letters – Refusal Letters – Claims Letters – Collection Letters – Mild and Strong Appeals.

Unit-II: Letters of Inquiries, Quotations and Offers:

Letters of Inquiry – Opening and Closing Sentences in Letters of Inquiry – Quotations – Specimen – Voluntary Offers and Quotations – Sentences regarding Offers and Quotations – Specimen – Placing an Order, Specimen – Cancellation, Acknowledgment, Refusal and Execution of Order.

Unit-III: Circular, Sales Correspondence:

Circular Letters – Objectives – Situations that need Circular Letters – Specimen, Sales Letters – Objectives – Advantages – Three P's Functions, Bank Correspondence, Correspondence with Customers, Head Office and with other Banks.

Unit-IV: Official Correspondence and Public Relations:

Official Correspondence – Distinction between Official and Business Correspondence – Classification of Official Letters – Specimen Demi-Official Letters – Memorandum – Specimen – Endorsement – Specimen – Notification – Communiques – Specimen – Meaning of Public Relations – Press Conference – Press Release – Advertising – Direct Mail Advertising and Advertising Letters.

Unit-V: Report Writing:

Characteristics of Business Reports – Types of Reports – Purpose of Reports – Collecting and Analyzing Data (through questionnaire, interviews, constructing tables, preparing charts, interpreting data) – Writing Report – Planning, Drafting, Revising, Formatting, Proof Reading.

Text Books:

1. Business Communication: Concepts, Cases and Applications, R.C. Bhatia, Cengage Publication, First Edition.
2. Business Communication: Building Skills for Global Success, Geetha Mohan and Meenakshi Raman, Oxford University Press, 2nd Edition.
3. Effective Business Communication, Asha Kaul, PHI, 2nd Edition.
4. Business Communication: Concepts and Applications, P.D. Chaturvedi, Pearson Publication, 5th Edition.
5. Business Communication: Theory and Application, Urmila Rai and S.M. Rai, Himalaya Publication, First Edition.

Reference Books:

1. Effective Business Communication, Asha Kaul, PHI, 2nd Edition.
2. Business Communication: Concepts and Applications, P.D. Chaturvedi, Pearson Publication, 5th Edition.
3. Business Communication: Theory and Application, Urmila Rai and S.M. Rai, Himalaya Publication, First Edition.
4. Business Communication, K.K. Sinha, Galgotia Publishing Company, New Delhi, First Edition.
5. Business Communication, M.K. Sehgal, Himalaya Publication, First Edition.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Indian Culture and Constitution	Course Code: 3076B25ET046
Total/Minimum Pass Marks (End Semester Exam): 50/18	L: 2 T:0 P:0 Credits: 2
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Indian Culture and Constitution

Course Objectives: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships.

Course Outcome:

- **CO 1**: Outline different types of Contracts
- **CO2**: Explain the essentials of sales of goods
- **CO3**: Classify different types of companies under Companies Act 2013
- **CO4**: Outline machinery for consumer protection
- **CO5**: Summarize the salient features of Right to Information Act 2005

Course contents:

Unit-I: Background to the Study of Indian Constitution:
Meaning of Dharma and Danda. Nationalistic perspectives of Raja Rammohun Roy, Swamy Vivekananda and Sri Aurobindo.

Unit-II: Philosophy and Features of Indian Constitution:
Preamble, Salient Features, Dr. B.R. Ambedkar and Nehru's contribution in making of the Constitution.

Unit-III: Parliamentary and Constitutional Institutions:
Legislature: Lok Sabha, Rajya Sabha – Composition and Powers. Executive: President, Prime Minister – Composition and Powers. Judiciary: Supreme Court, High Court – Composition and Jurisdiction. Comptroller and Auditor General, Election Commission – Powers.

Unit-IV: Role and Responsibilities of Citizens under Indian Constitution:
Concept of Citizenship, Person of Indian Origin (PIO), Overseas Citizen of India (OCI), Fundamental Duties.

Unit-V: Goals and Policies of National Development enshrined in the Constitution:
NITI Aayog, National Development Council, Goals of National Educational Policy 2020.

Text Books:

1. Aiyangar K.R. (1941), Ancient Indian Polity, Oriental Books Agency, Poona.
2. Altekar A.S. (1949), State and Government in Ancient India, Motilal Banarsidass Chowk, Banaras.

Reference Books:

1. Andre Beteille (1965), Caste, Class and Power, University of California Press, Berkeley.
2. Arora & Mukherji (1992), Federalism in India: Origin and Developments, Vikas Publishing House, New Delhi.
3. Bakshi (1999), Constitution of India, Universal Law Publishing House, New Delhi.
4. Balagangadhar, S.N. (2021), What Does it Mean to be Indian, Notion Press, India Academy, Chennai.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Cyber Law and Ethics	Course Code: 3076B26FT076
Total/Minimum Pass Marks (End Semester Exam): 50/18	L: 1 T:0 P:0 Credits: 1
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Cyber Law and Ethics

Course Objectives: This course aims to provide students with a comprehensive understanding of cyber crimes, cyber laws, e-commerce, and jurisdictional issues in cyberspace. It enables students to identify cyber threats, understand legal and regulatory frameworks, and apply cyber law principles to address challenges arising from the use of information technology and digital communication systems.

Course Outcome:

- **CO1**: Identify various types of cyber crimes, cyber security threats, and methods used in cyber attacks.
- **CO2**: Demonstrate knowledge of cyber laws, privacy rights, data protection, and legal issues in cyberspace.
- **CO3**: Apply concepts of cyber torts, cyber defamation, and intellectual property rights in digital environments.
- **CO4**: Utilize knowledge of e-commerce models, electronic contracts, and legal provisions governing online transactions.
- **CO5**: Analyze jurisdictional and dispute resolution issues related to national and international cyberspace.

Course contents:
Unit- I Introduction:

Introduction, Forgery, Hacking, Software Piracy, Computer Network intrusion - Category of Cybercrime - Cybercrime Mobile & Wireless devices - Tools and Methods used in Cybercrime - Phishing & Identity Theft.

UNIT – II: CYBER CRIME

Constitutional & Human Rights issues in cyberspace; freedom of speech and expression in cyberspace, right to access in cyberspace, access to internet, right to privacy, right to data protection, cybercrimes and legal framework, cybercrime against individual, institution and state, hacking, digital forgery, cyber stalking/harassment

UNIT – III: CYBER LAW

Cyber torts, cyber defamation, different types of civil wrongs under IT Act 2000, intellectual property issues in cyberspace, interface with copyright law, interface with patent law, trademark & domain names related issues.

UNIT – IV: E-COMMERCE

E-commerce concept, e-commerce salient features, online approaches like B2B, B2C & C2C, online contracts, click wrap contracts, applicability of Indian Contract Act 1872.

UNIT – V: JURISDICTION

Dispute Resolution in cyberspace, concepts of Jurisdiction, Indian context of Jurisdiction and IT Act 2000.International Law and Jurisdictional issues in cyberspace.

TEXT BOOKS

1. Chris Reed & John Angel, Computer Law, OUP, New York.
2. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co., New Delhi.
3. Verma S. K., Mittal Raman, Legal Dimensions of Cyberspace, Indian Law Institute.
4. Jonathan Rosenoer, Cyber Law, Springer, New York.

REFERENCES

1. Jennifer L. Bayuk, Jason Healey, Paul Rohmeyer, Marcus H. Sachs, Jeffrey Schmidt, "Cyber Security Policy Guidebook", John Wiley & Sons, 2012.
2. Vivek Sood, "Cyber Law Simplified", Tata McGraw Hill, 2001.
3. Kenneth J. Knapp, "Cyber Security and Global Information Assurance: Threat Analysis and Response Solutions", IGI Global, 2009.
4. Jonathan Rosenoer, "Cyber law: the Law of the Internet", Springer-Verlag, 1997.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Business Law	Course Code: 3076B27CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 3 T:0 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Law

Course Objectives: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships.

Course Outcome:

- **CO1**: Outline different types of Contracts
- **CO2**: Explain the essentials of sales of goods
- **CO3**: Classify different types of companies under Companies Act 2013
- **CO4**: Outline machinery for consumer protection
- **CO5**: Summarize the salient features of Right to Information Act 2005

Course contents:

Unit-I: The Indian Contract Act, 1872:

Definition of contract and essential elements of contract, kinds of contract, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit-II: Law of Sales of Goods:

Definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, effect of perishing of goods, modes of delivery, definition of unpaid seller, rights of an unpaid seller.

Unit-III: The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of Association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

Unit-IV: Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

Unit-V: The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Text Books:

1. M.C. Kuchchal, Mercantile Law, Vikas Publishing House (P) Ltd.

2. Pathak Akhileshwar, Legal Aspects of Business, Tata McGraw Hill Publishing Company Ltd.
3. Sheth Tejpal, Business Law, Pearson Education.

Reference Books:

1. N.D. Kapoor, Elements of Mercantile Law, Sultan Chand & Sons.

2. Dr. G.K. Kapoor & Sanjay Dhamija, Company Law and Practice – A Comprehensive Textbook on Companies Act 2013, Taxmann.

3. Avtar Singh, Principle of Mercantile Law, Eastern Book Company.

4. Gulshan Kapoor, Business Law, New Age International Pvt. Ltd. Publishers.

5. Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (2nd Semester)	Branch: Management
Subject: Computer Application-II (Lab)	Course Code: 3076B21CL022
Total/Minimum Pass Marks (End Semester Exam): 40/20	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
CT Marks: -	TA Marks: **20**
Class Tests: -	Assignments: **Two (Minimum)**

Subject: Computer Application-II (Lab)

Course Objectives: Students acquire skills of using end-user software for communication, data transformation and presentation.

Course Outcome:

- **CO1**: Make use of text processing software
- **CO2**: Make use of graphs and tables in presentations
- **CO3**: Construct workbooks
- **CO4**: Analysing alternate data sets
- **CO5**: Make use of database tables

Course contents:

Unit-I: Text Processing Software:

Creating and saving a document, previewing and printing a document, editing, proofreading and formatting documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Creating form letters, e-mail messages and labels; comparing and merging documents; password protecting of documents.

Unit-II: Presentation Software:

Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides, reviewing, preparing and delivering presentation, customizing and sharing presentations.

Unit-III: Spreadsheet Software:

Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarizing data, combining data from multiple sources, creating charts and graphs, protection of worksheet.

Unit-IV: Performing Calculations using Formulas and Functions:

Analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, performing business intelligence analysis: What-if Analysis, Goal Seek, Data Table, Lookup, Match, Index etc.

Unit-V: Database:

Introduction to Database and Database Management System, Database Models, Types of Databases, Introduction to MS-Access, Creation of database tables, Data types, Basic query and report generation.

Text Books:

1. Fundamentals of Computer, E. Bal Guruswamy, McGraw-Hill, 14th Edition, Reprint 2015.
2. M. Alexander, R. Kusleika, and J. Walkenbach, Excel 2019 Bible, Wiley, 2018.
3. Data Structures, Lipschutz, Schaum's Outline Series, Reprint 2015.

Reference Books:

1. The Internet Book - Douglas E-Commerce, PHI, 2014.

2. MS-Office - Dr. S.S. Srivastava, Laxmi Publications Pvt. Limited, 1st Edition, 2008.

3. Straight to the Point MS Office 2007, Dinesh Maidasani, Ramesh Bangia, Laxmi Publications Pvt Limited, 2nd Edition, 2016.

4. Fundamentals of Database Systems, Ramez Elmasri, Shamkant B. Navathe, Pearson, 7th Edition, 2016.

5. Working in Microsoft Office, Mansfield, McGraw-Hill Education, Latest Edition, 2001.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Total/Minimum Pass Marks (End Semester Exam):-	L: 1 T:0 P:0 Credits: -
Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
CT Marks: **-**	TA Marks: **40**
Class Tests: **-**	Assignments: **Two (Minimum)**

Subject: Value Education

Course Objectives: This course aims to inculcate human, ethical, family, and social values among students for their personal and professional development. It promotes self-awareness, responsible citizenship, leadership qualities, and respect for cultural diversity, social harmony, and environmental sustainability.

Course Outcome:

- **CO1**: Demonstrate an understanding of human values, self-awareness, and self-esteem for personal growth.
- **CO2**: Recognize the importance of family values, relationships, and social responsibilities in everyday life.
- **CO3**: Apply ethical and professional values to personal, academic, and professional situations.
- **CO4**: Develop social awareness, consumer awareness, leadership qualities, and a sense of civic responsibility.
- **CO5**: Analyze the impact of globalization, environmental issues, and cultural diversity on human values and society.

Course contents:

UNIT-I: Value Education
Definition - relevance to present day - Concept of Human Values - self introspection - Self-esteem.

UNIT-II: Family values
Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

UNIT-III: Ethical values
Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - Psychology of children and youth - Leadership qualities - Personality development.

UNIT-IV: Social values

Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms.

UNIT-V: Global Issues and Human Values

Effect of international affairs on values of life / Issue of Globalization - Modern warfare - Terrorism - Environmental issues - Mutual respect of different cultures, religions and their beliefs.

Text Books:

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, Krisitu Jyoti Publications, Bangalore (1995).
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.
3. DBNI, NCERT, SCERT, Dharma Bharti National Institute of Peace and Value Education, Secunderabad, 2002.

Reference Books:

1. Daniel and Selvamony - Value Education Today, (Madras Christian College, Tambaram and ALACHE, New Delhi, 1990).
2 S. Ignacimuthu - Values for Life - Better Yourself Books, Mumbai, 1991.
3. M.M.M. Mascarenhas Centre for Research Education Science and Training for Family Life Promotion - Family Life Education, Bangalore, 1993.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Minimum no. of Class Test: -	Duration (End Semester Exam) : 03 Hours
CT Marks: **-**	TA Marks: **60**
Class Tests: **-**	Assignments: **Two (Minimum)**

Subject: Environment Sciences

Course Objectives: The objective of this course is to provide students with an understanding of environmental studies, natural resources, ecosystems, biodiversity, and environmental issues. It aims to promote environmental awareness, sustainable resource management, pollution control, and responsible participation in environmental conservation and protection.

Course Outcome:

- **CO1**: Understand environmental studies and natural resources.
- **CO2**: Describe ecosystems and ecological relationships.
- **CO3**: Analyze biodiversity and conservation practices.
- **CO4**: Identify environmental pollution, waste management, and disaster management measures.
- **CO5**: Evaluate environmental issues and sustainable development strategies.

Course Contents:

Unit – I Nature of environmental studies:

Definition, scope, importance, need for public awareness, Renewable and non- renewable resources. Natural Resources and associated problem: Role of an individual in conservation of natural resources.

Unit – II Ecosystems:

Concepts, structure, function, produces, consumers, decomposers; food chains and webs and ecological pyramids. Forest, grassland, desert and aquatic (ponds, stream, lakes, rivers) Ecosystems.

Unit – III Bio-diversity and its conservation:

Introduction - Definition: genetic, species and ecosystem diversity; Biographical classification of India; threats and conservation of biodiversity.

Unit – IV Environmental pollution:

Definition, causes, effects and control measures of air, water, soil, marine, noise, thermal pollution and nuclear hazards. Solid waste management: causes, effects and control measures of urban and industrial waste. Disaster management: floods, earthquake, cyclone and landslides.

Unit – V Social issues and environment:

Urban problems related to energy; water conservation, rain-water harvesting; resettlement and rehabilitation of people, environmental ethics; climate change, global warning, acid rain, ozone layer depletion, nuclear accidents; Environment Protection Act; Role of Information Technology in Environmental and human health.

Text Books:

1. Environmental Studies: From Crisis to Cure" by R. Rajagopalan
2. Textbook of Environmental Studies for Undergraduate Courses" by Erach Bharucha
3. Environmental Science: Earth as a Living Planet" by Daniel B. Botkin and Edward A. Keller
4. Principles of Environmental Science and Engineering" by P. Venugopala Rao

Reference Books

1."Environmental Science: Earth as a Living Planet" by Daniel B. Botkin and Edward A. Keller

2."Environmental Science: Toward a Sustainable Future" by Richard T. Wright and Dorothy F. Boorse

3."Silent Spring" by Rachel Carson

4."Environmental Studies: Multiple Choice Questions" by Anil Kumar De and Arnab Banerjee

5."Environmental Science: Issues and Solutions" by Anubha Kaushik and C.P. Kaushik

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Financial Accounting - II	Course Code:3076C01AT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 2 T:1 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject : Financial Accounting - II

Course Objective: The course develops understanding of accounting principles, Not-for-Profit financial statements, consignment accounting, partnership accounts, goodwill valuation, and introduces computerized accounting systems along with digital financial record-keeping skills.

Course Outcome

- **CO1:** Prepare financial statements for Not-for-Profit Organizations.
- **CO2:** Record and analyze consignment transactions with stock valuation and loss treatment.
- **CO3:** Apply partnership accounting procedures including profit-sharing and adjustments.
- **CO4:** Evaluate goodwill using various valuation methods.
- **CO5:** Use computerized accounting tools for digital financial records.

Course contents:

Unit I: Accounting for Not-for-Profit Organisation: Definition, features, and examples (e.g., schools, hospitals, clubs), Key Accounting Records, Receipts and Payments Account: Concept and preparation, summarizing cash/bank transactions, Income and Expenditure Account: Concept, preparation, and calculation of surplus or deficit, **Balance Sheet:** Preparation at the end of the year.

Unit II: Consignment Accounts: Introduction to Consignment: Definition features, and key differences between Consignment and Sale, Key Terminology: Consignor (Principal), Consignee (Agent), Consignment Note, Account Sales, Pro-forma Invoice, Cost Price vs. Invoice Price, Accounting Treatment (Consignor's Books), Accounting Treatment (Consignee's Books),

Valuation: Valuation of unsold stock (Stock on Consignment) and treatment of abnormal/normal losses.

Unit III: Accounting For Partnership firm: **Concepts:** Definition, features, and types of partnerships, Legal Framework: Partnership Deed, provisions of the Partnership Act in the absence of a deed, Capital Structure: Fixed vs. fluctuating capital accounts, Profit Allocation: Preparation of Profit & Loss Appropriation Account, partners' salary, interest on capital, and interest on drawings, Adjustments: Past adjustments and guarantee of

Unit IV: Valuation of Goodwill: Concept: Meaning, need, and factors affecting goodwill, Methods: Average Profit, Super Profit, and Capitalization methods, Accounting Treatment: Recording goodwill on admission or retirement (AS-26).

Unit V: Introduction to Computerized Accounting: Basics of accounting software and digital record keeping.

Text Books:

1. Financial Accounting- Dr. S.M Shukla, Sahitya Bhawan Publications, 2023.
2. Financial Accounting-Dr. Karim, Khanuja and Mehta, SBPD Publishing House, Revised edition 2023.

Reference Books:

1. Financial Accounting–Bhushan Kumar Goyal & HN Tiwari, Volume 1, Taxmann, 8th Edition 2020
2. Financial Accounting : P.C.Tulsian & Bharat Tulsian. Publisher: Pearson Publication, First edition
3. Financial Accounting for Management- N Ramachandran, McGraw Hill, 5th Edition 2020.
4. Financial Accounting – I M. Hanif & A Mukherjee McGrawhill 5th Edition 2020

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Marketing Management	Course Code:3076C02BT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 2 T:1 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Marketing Management

Course Objective: The objective of this course is to provide basic knowledge of marketing concepts and practices, develop understanding of key marketing decision, and introduce modern trends in marketing.

Course Outcome:

CO1: Understanding of the basic concepts, functions, and marketing environment in business.
CO2: Analysis of consumer behavior and application of market segmentation, targeting, and positioning strategies.
CO3: Knowledge of product planning and pricing decisions in marketing management.
CO4: Understanding of promotion and distribution strategies for effective delivery of products to customers.
CO5: Understanding of emerging trends in marketing and modern marketing practices.

Course Contents:

UNIT – I: Introduction to Marketing

Meaning and definition of marketing, nature, scope and importance of marketing, functions of marketing, and marketing environment including micro and macro environment.

UNIT – II: Consumer Behavior and Market Segmentation

Meaning and importance of consumer behavior, factors influencing consumer behavior, consumer buying decision process, meaning and importance of market segmentation, bases of market segmentation, and concepts of targeting and positioning.

Unit III: Product and Pricing Decisions

Meaning and types of product, product line and product mix, branding, packaging and labeling, product life cycle, and new product development. Meaning and objectives of pricing, factors affecting pricing decisions, methods of pricing, and pricing policies and strategies.

Unit IV: Promotion and Distribution

Meaning and importance of promotion, elements of promotion mix such as advertising, sales promotion, personal selling, public relations, and direct marketing. Meaning and importance of distribution, types of distribution channels, channel selection and management, and physical distribution and logistics.

Unit V: Emerging Trends in Marketing

Concept of digital marketing, social media marketing, e-commerce and online marketing, services marketing, rural marketing, green marketing, relationship marketing, and ethical issues in marketing.

Text Books:

1. Kotler, P. & Keller, K. L. (2017). Marketing Management. Pearson.
2.. Saxena, R. (2009). Marketing Management. McGraw Hill Education.
3. Ramaswamy, V.K. & Namakumari; "Marketing Management: Indian Context", McMillan, 1995, 2nd Ed.

Reference Books:

1. McCarthy, E. J., Cannon, J. & Perreault, W. (2014). Basic Marketing. McGraw-Hills Education.
2. Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). Marketing Concepts and Cases.Tata McGraw Hill.
3. Rajan Saxena; "Marketing Management", Tata McGraw Hill, 3rd Ed., 2006.
4. S.N. Sontaki; "Marketing Management," Kalyani Publication.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Human Resources Management	Course Code:3076C03BT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 2 T:1 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Human Resource Management

Course Objectives: The objective of this course is to provide fundamental knowledge of human resource management and its role in organizational effectiveness. It aims to develop understanding of human resource planning, training, performance appraisal, compensation management, and emerging trends in HRM to enhance managerial and professional skills.

Course Outcome:

- **CO1:** Understand the basic concepts, functions, and strategic role of Human Resource Management.
- **CO2:** Apply the process of human resource acquisition including planning, recruitment, and selection.
- **CO3:** Analyze training, development, performance appraisal, and career management practices.
- **CO4:** Evaluate compensation systems, motivation theories, and employee relations in organizations.
- **CO 5:** Examine emerging trends and challenges in HRM such as HR analytics, E-HRM, and workforce diversity.

Course contents:

Unit I: Introduction to Human Resource Management: Meaning & Definition of Human Resource Management, Nature, Scope & Importance of HRM, Objectives & Functions of HRM, HR Policies, HRM vs Personnel Management, Role of HR Manager, Structure of HR Department & Organizational Setup, Strategic Role of HRM & Competitive Advantage

Unit II: Human Resource Acquisition: Human Resource Planning, Process of HR Planning, Job Analysis, Job Description & Job Specification, Recruitment, Selection, Difference between Recruitment & Selection, Placement & Induction, Employee Socialization

Unit III: Training and Development: Meaning & Importance of Training, Types of Training, Training Methods, Training Process, Evaluation of Training Effectiveness, Career Planning & Development, Performance Appraisal, Employee Movement

Unit IV: Performance Appraisal and Compensation: Compensation, Wage & Salary Administration, Job Evaluation, Incentives & Fringe Benefits, Factors Influencing Employee Compensation, Employee Motivation - Maslow & Herzberg Theories, Industrial Relations, Grievance Handling & Discipline

Unit V: Emerging Trends and Challenges in Human Resource Management: Overview of HRM Trends & Challenges, Strategic Human Resource Management, E-HRM (Electronic Human Resource Management), HR Analytics, Work-Life Balance, Workforce Diversity Management, Green HRM, Human Resource Information System

Text Books:

1. Dessler Gary; Human Resource Management, Pearson Education, 13th Edition, 2008

Reference Books:

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. VSP Rao, Human Resource Management, Excel Books.
3. GrayDesler, BijuVarkkey, Human Resource Management, Pearson Education.
4. Human Resource Management: Text and Cases, K.Aswatha
5. Human Resource Management Shagun Ahuja

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Managerial Economics	Course Code:3076C04CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 2 T:1 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Managerial Economics

Course Objectives: The course aims to provide students with an understanding of managerial economics and its application in business decision-making. It develops analytical skills related to consumer behavior, production, costs, and business cycles for effective managerial planning. The course also equips students with knowledge of profit management, risk, uncertainty, and forecasting to enhance organizational performance and decision-making.

Course Outcome:

- **CO 1**: Explain the concepts, scope, and significance of managerial economics and the role of a managerial economist.
- **CO2**: Apply utility and indifference curve analysis to understand consumer behavior and equilibrium.
- **CO3**: Analyze production functions, cost concepts, and supply behavior for managerial decision-making.
- **CO4**: Identify the phases, causes, and economic effects of business cycles.
- **CO5**: Evaluate profit theories, risk and uncertainty, and apply profit planning and forecasting techniques.

Course Contents:

UNIT – I: Introduction to Managerial Economics

Nature & Scope of Managerial Economics, Significance of Managerial Economics, Economic Principles Relevant to Managerial Decision, Role and Responsibilities of Managerial Economist.

UNIT – II: Utility and Indifference Curve

Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.

UNIT – III: Production Analysis

Production function with one variable input or law of variable proportions, Production function with two variable inputs or isoquant, Production function with all variable inputs or Return to scale, Law of supply and classification of cost.

UNIT – IV: Business Cycle

Concept, meaning, phases of business cycle, economic effects of production distribution and employment, theories of business cycle.

. **UNIT – V: Profit Management**

Concept, Nature and Measurement of profit, Concept of risk and uncertainty, Risk uncertainty and innovations. Theories of profit, Profit planning and forecasting, Profit policies

Text Books:

1. Managerial Economics: by Varshney & Maheshwari Pub, Sultan Chand.
2. D.N. Dwivedi-Managerial Economics.
3. Milgrom, P and Roberts J. Economics, Organization and Management. Englewood Cliffs, New Jersey, Prentice Hall Inc.

Reference books:

1. I.L. Riggs- Economics decision Models.
2. K.L. Cohen & R.M. Cyert-Theory of the Firms.
3. D. Gopalkrishna-A study of Managerial Economics.
4. Brigham and Pappas-Managerial Economics.
5. Habib-Ur-Rehman-Managerial Economics.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Management Information System	Course Code:3076C05CT076
Total/Minimum Pass Marks (End Semester Exam): 50	L: 2 T:1 P:0 Credits: 3
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Management Information System

Course Objectives: The course aims to develop an understanding of Management Information Systems, information technology infrastructure, and data management in organizations. It introduces enterprise systems and their role in supporting business processes and decision-making. The course also provides knowledge of systems development, project management, and modern implementation methodologies.

Course Outcome:

- **CO 1**: Understand the fundamentals, evolution, and significance of Management Information Systems.
- **CO2**: Identify and evaluate IT infrastructure components, including hardware, software, databases, and networks.
- **CO3**: Apply data management and networking concepts in business environments.
- **CO4**: Analyze business processes and the role of ERP, CRM, and SCM systems.
- **CO5**: Demonstrate knowledge of SDLC, project management, agile methodologies, and systems design.

Course contents:

Unit 1:

Introduction to Management Information Systems, Overview of MIS: Definition, scope, and importance in organizations, Evolution of MIS: Historical perspective and technological advancements, Components of MIS: Hardware, software, data, procedures, and people.

Unit 2:

Information Technology Infrastructure, Hardware components: Computers, servers, networks, and peripherals, Software types: Operating systems, application software, and database management systems.

Unit 3:

Data management: Data types, databases, data warehouses, and data mining, Networking and telecommunications: LANs, WANs, internet, intranet, and extranet. Business Processes and Information Systems,

Unit 4:

Business processes: Definition, types, and process modeling techniques, Enterprise resource planning (ERP) systems: Overview, functions, and implementation, Customer relationship management (CRM) systems: Purpose, benefits, and implementation, Supply chain management (SCM) systems:

Unit 5:

Information Systems Development and Implementation, Systems development life cycle (SDLC): Phases, activities, and methodologies, Project management in IS development: Planning, scheduling, and controlling projects, Agile development methodologies: Scrum, Kanban, and Lean principles, Systems analysis and design

Text Books:

1. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
2. "Management Information Systems: Text and Cases" by Waman S. Jawadekar
3. "Management Information Systems: Conceptual Foundations, Structure and Development" by D.P. Goya
4. "Management Information Systems: Text and Cases" by Bhushan Trivedi and Chitresh Banerji

Reference Books

1. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
2. "Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance" by Efraim Turban, Linda Volonino, and Gregory R. Wood:
3. "Essentials of Management Information Systems" by Kenneth C. Laudon and Jane P. Laudon:
4. "Management Information Systems: Managing Information Technology in the Business Enterprise" by James A. O'Brien and George M. Marakas:

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: LifeConceptby Bhagavad Gita	Course Code:3076C06ET046
Total/Minimum Pass Marks (End Semester Exam): 100	L: 2 T:0 P:0 Credits: 2
Minimum no. of Class Test: 2	Duration (End Semester Exam) : 03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Course Objectives:

1. To learn the scientific aspects of the Bhagavad Gita.
2. To explore how the timeless wisdom of the Gita can be integrated into modern life to foster holistic well-being.
3. To discover practical methods from the Gita to manage and reduce stress, anxiety, and overwhelm in personal and professional life.
4. To gain insights from the Gita on building meaningful and harmonious relationships, enhancing effective communication, and critical thinking.
5. To develop mindfulness and meditation practices based on Gita teachings to enhance self-awareness, inner peace, and bhakti for achieving the ultimate goal of life.

Course Outcome:

1. Students understand the basic concepts of Bhagwd-Gita and its need for students.
2. They have been introduced to some concepts of Science of SOULS
3. They have been introduced to some concepts of the Supreme Lord (Ishwara).
4. They have been introduced to concepts of Yoga – Dhyana, Karma, Jnana, Bhakti

UNIT-I: BASIC CONCEPTS OF BHAGWAD GITA:

Introduction to Bhagavad Gita, How to learn Bhagavad-Gita, Five topics in the Bhagavad Gita: Isvara, Jiva, Kala, Karma and Prakriti.

Dilemma in the material world: Arjuna's dilemmas and doubts; perplexities of life in this world: birth, death, disease and old age, three-fold miseries; material relationships: temporary, cause misery; the only solution: spiritual, relationship.

Absolute necessity of spiritual relationship with a bonafide spiritual master/teacher; qualifications of a spiritual master; check and balance through Guru, sadhu and sastra, Qualifications of a disciple/student

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

UNIT-II: SCIENCE OF SOUL (JIVA):

What is soul? Proof of existence of soul, its nature and individuality; the doctrine of life comes from life; activities in knowledge of science of soul. Cause of suffering in this world; constitutional position of living entity.

UNIT-III: SUPREME LORD (ISHWARA):

Knowing Krishna, the Supreme personality of Godhead; Krishna as the source of both material and spiritual energies, and the supreme controller; understanding the position of God, His expansions and living entities. Lord's descent: His love, purpose and mission; Paramatma: our ever well-wishing best friend. Inconceivable nature of the Supreme Personality of Godhead, His qualities and pastimes; cultivating spiritual relationship: the only way to understand Him. Is God personal or impersonal? Three aspects of the Absolute Truth; path of personalism vs. path of impersonalism. Demigod worship: universal administration; demigods and their relationship with Krishna; right way to approach demigods

UNIT-IV: YOGA (CONNECTING WITH SUPREME LORD):

What is yoga? Types of yoga – Dhyana, Karma, Jnana, Bhakti; limitation of asthanga yoga in kali yuga; gradual and direct method - bhakti yoga; pure devotional service; the topmost yoga system. Different platforms of worship: fear, desire, duty,

Karm Yoga (कर्म योग) : Why bad things happen to good people? Law of karma: good karma, bad karma and akarma; how to become free from karma and reincarnation; karma yoga and its importance; contemporary relevance of karma yoga; sakama and nishkama karma yoga

Jnana Yoga (ज्ञान योग): Relation between Karma Yoga and Jñāna yoga, Distinction between Jnana and Vijñāna. Criteria of True Knowledge (Buddhi Yoga & JñānaYoga),

Bhakti Yoga भक्ति योग : Four kinds of devotees, Characteristics of Ideal Bhakti- Saraṇāgati & Prapattikrupa (grace); Relation between Bhakti Yoga & Jñāna Yoga

Text Books:

1. Srimad Bhagavad Gita: The ultimate manual of life (1st ed.) Das, M., & Das, T. K. (n.d.) CHOICE (Centre for Heritage of Indian Culture and Education).
2. Introduction to Bhagavad Gita by A.C.Bhaktivedanta Swami Prabhupada.

3. Srimad Bhagavad Gita As It Is. Mumbai: Bhaktivedanta Book Trust, 2009.
4. The Bhagavad Gita. Gorakhpur: Gita Press, 2007.
5. Krishna consciousness - The Topmost Yoga System by A.C.Bhaktivedanta Swami Prabhupada.

Reference Books:

1. Prabhupada, His Divine Grace A.C. Bhaktivedanta. Isopanishad. Mumbai: Bhaktivedanta, Book Trust, 2002.
2. Dasa, Bhurijana. Surrender Unto Me. Vrindavan: Vrindavan Institute of Higher Education, 1997.
3. Prabhupada, His Divine Grace A.C. Bhaktivedanta. The Science of Self-Realization. Mumbai: Bhaktivedanta Book Trust, 2002.

E- Recourses

1. https://youtu.be/bedsn7xIn0w?si=VW5iQdLgDu5UDhA6
2. https://anubooks.com/uploads/session_pdf/16623612876.pdf
3. https://ijcrt.org/papers/IJCRT2101218.pdf
4. https://youtu.be/HHIv6qJlRjI?si=MML5aslZRwUvE1Rl
5. https://en.wikipedia.org/wiki/Jnana-Vijnana_Yoga
6. https://en.wikipedia.org/wiki/Bhakti_yoga

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Language Lab-I	Course Code:3076C01BL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
CT Marks: NA	TA Marks: **20**
Class Tests: NA	Assignments: **Two (Minimum)**

Subject: Language Lab-I

Course Objectives: The course aims to develop students' proficiency in English language skills through grammar, reading, writing, and speaking activities. It focuses on enhancing communication abilities, vocabulary, pronunciation, and comprehension skills for academic and professional contexts. The course also provides practical exposure to business communication and effective oral presentations.

Language Lab – I: Lab Assignments

1. Identification of Nouns, Pronouns, Adjectives, Verbs, Adverbs, Prepositions, and Articles in given texts.
2. Exercises on correct usage of Nouns and Pronouns in sentences.
3. Exercises on the use of Adjectives and Adverbs in communication.
4. Practice on the correct use of Articles and Prepositions.
5. Sentence construction using different parts of speech.
6. Transformation of sentences from Active Voice to Passive Voice.
7. Transformation of sentences from Passive Voice to Active Voice.
8. Conversion of Direct Speech into Indirect Speech.
9. Conversion of Indirect Speech into Direct Speech.
10. Grammar-based error identification and correction exercises.
11. Reading and comprehension of short unseen passages.
12. Reading and comprehension of long unseen passages.
13. Vocabulary-building activities through reading exercises.
14. Paragraph writing on familiar and academic topics.
15. Writing short essays focusing on grammar and coherence.
16. Editing and rewriting passages to improve style and usage.
17. Drafting personal letters for different situations.
18. Drafting business letters such as inquiry, complaint, and application letters.
19. Preparation of official circulars.
20. Drafting memos and notices for organizational communication.
21. Report writing on college events, seminars, workshops, or industrial visits.
22. Reading aloud exercises for improving fluency and comprehension.
23. Pronunciation practice using audio and language lab software.
24. Activities on pause, stress, tone, and intonation in spoken English.

25. Individual presentations and short speeches to develop speaking and communication skills.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Basic Spread Sheet Lab	Course Code:3076C02BL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
CT Marks: NA	TA Marks: **20**
Class Tests: NA	Assignments: **Two (Minimum)**

Subject: Basic Spread Sheet Lab

Course Objectives: The course aims to develop practical skills in Microsoft Excel for data entry, worksheet management, and spreadsheet formatting. It provides hands-on experience in applying formulas, functions, charts, and data analysis tools for solving business and academic problems. The course also enables students to create reports, dashboards, and data-driven presentations using Excel.

Basic Excel Lab: Lab Assignments

1. Familiarization with the Microsoft Excel interface, ribbons, menus, and workbook structure.
2. Create, save, open, and manage Excel workbooks and worksheets.
3. Enter, edit, copy, move, and delete data in worksheets.
4. Adjust row heights, column widths, and apply basic worksheet formatting.
5. Format cells using fonts, colors, borders, alignment, and number formats.
6. Use AutoFill and Flash Fill features for data entry automation.
7. Create simple arithmetic formulas using addition, subtraction, multiplication, and division.
8. Apply relative, absolute, and mixed cell references in formulas.
9. Use the SUM and AVERAGE functions for data analysis.
10. Apply MIN, MAX, and COUNT functions on datasets.
11. Use logical functions such as IF, AND, and OR.
12. Create and manage employee/student records using Excel worksheets.
13. Sort data in ascending and descending order.
14. Apply filters to extract specific information from datasets.
15. Use Conditional Formatting to highlight data based on criteria.
16. Apply Data Validation to control data entry.
17. Create and format tables in Excel.
18. Generate Column, Bar, and Line Charts from datasets.
19. Create Pie Charts and customize chart elements.

20. Prepare sales or performance reports using charts and tables.
21. Create and use Pivot Tables for data summarization.
22. Apply VLOOKUP/HLOOKUP functions for data retrieval.
23. Link data between multiple worksheets and workbooks.
24. Protect worksheets and workbooks using passwords and security options.
25. Design a comprehensive Excel-based report/dashboard integrating formulas, functions, charts, and Pivot Tables.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Negotiation Skills Lab	Course Code:3076C03CL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
CT Marks: NA	TA Marks: **20**
Class Tests: NA	Assignments: **Two (Minimum)**

Subject: Negotiation Skills Lab

Course Objectives: The course aims to develop students' understanding of negotiation as a critical interpersonal and business skill. It provides practical exposure to negotiation styles, strategies, ethics, trust-building, and conflict resolution techniques in diverse situations. The course also enables students to effectively prepare for, conduct, and evaluate negotiations to achieve mutually beneficial outcomes and build long-term professional relationships.

NEGOTIATION SKILLS LAB – Lab Assignments

1. Prepare a report identifying five everyday situations where negotiation takes place.
2. Analyze the components of negotiation in a selected business scenario.
3. Conduct a self-assessment of your personal negotiation strengths and weaknesses.
4. Identify conscious and unconscious factors that influence negotiation outcomes and prepare a reflection note.
5. Develop a negotiation preparation checklist for a salary negotiation.
6. Design a negotiation plan for purchasing a product or service at the best possible price.
7. Participate in a role-play exercise involving buyer-seller negotiation and submit observations.
8. Conduct a team negotiation simulation and prepare a report on team dynamics and outcomes.
9. Assess your dominant negotiation style using a negotiation-style questionnaire.
10. Compare the four major negotiation styles (Avoidance, Competitive, Compromising, and Collaborative) using real-life examples.
11. Perform a role play demonstrating the Avoidance negotiation style.
12. Perform a role play demonstrating the Competitive negotiation style.
13. Perform a role play demonstrating the Compromising negotiation style.

14. Perform a role play demonstrating the Collaborative negotiation style.

15. Analyze a business situation and justify the most appropriate negotiation style to be adopted.

16. Design and present negotiation strategies and techniques for resolving a workplace conflict.

17. Identify ethical and unethical negotiation practices in business and prepare a comparative report.

18. Analyze the role of fairness in negotiation through a practical scenario.

19. Prepare a checklist of acceptable and unacceptable negotiation tactics.

20. Conduct a trust-building exercise and document its impact on negotiation outcomes.

21. Design a strategy for establishing trust in a long-term business relationship.

22. Analyze a negotiation situation where distrust affected the outcome and suggest corrective measures.

23. Prepare an agreement template for a business negotiation scenario.

24. Conduct a mock negotiation and practice closing techniques to reach a mutually beneficial agreement.

25. Perform a post-negotiation evaluation of a completed negotiation exercise, assessing objectives achieved, relationship outcomes, lessons learned, and areas for improvement.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Idea Innovation Lab	Course Code:3076C04FL076
Total/Minimum Pass Marks (End Semester Exam): -	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
CT Marks: NA	TA Marks: **30**
Class Tests: NA	Assignments: **Two (Minimum)**

Subject: Idea Innovation Lab

Course Objectives: The Idea Innovation Lab aims to develop creative thinking, problem-solving, and entrepreneurial skills among students by encouraging them to identify opportunities and generate innovative business ideas. The course provides practical exposure to idea validation, business model development, market analysis, and prototype design. It also enables students to apply innovation tools and techniques for developing feasible and sustainable business ventures.

IDEA INNOVATION LAB – Lab Assignments

1. Conduct a brainstorming session and generate 20 new business ideas.
2. Develop an innovative product idea for campus use.
3. Observe a local market and identify three opportunities for innovation.
4. Apply Design Thinking methodology to solve a real-life problem.
5. Prepare a mind map for a startup idea.
6. Conduct a customer-needs survey and analyze the findings.
7. Create a Value Proposition Canvas for a selected business idea.
8. Prepare a Business Model Canvas for a startup concept.
9. Design a logo, tagline, and brand identity for an innovative venture.
10. Develop a sustainable business idea addressing environmental concerns.
11. Create a prototype sketch of an innovative product or service.
12. Conduct a SWOT analysis of your proposed business idea.
13. Prepare and deliver a 3-minute elevator pitch.
14. Explore Startup India initiatives and prepare a summary report.
15. Develop a social innovation idea to address a community issue.
16. Conduct competitor analysis for a selected innovative product.
17. Design a marketing plan for launching a new product.
18. Prepare a basic cost and revenue model for a startup idea.
19. Create a digital marketing campaign for an innovative business.
20. Identify innovation opportunities in emerging technologies such as AI, FinTech, EdTech, or Green Technology.
21. Design a customer journey map for an innovative service.
22. Develop a Minimum Viable Product (MVP) concept and explain its features.

23. Prepare and present a final innovation project including problem identification, solution design, market potential, business model, and prototype.
24. Develop and present a business idea poster highlighting the problem, solution, target market, value proposition, and expected impact.
25. Prepare a feasibility analysis report for a proposed startup idea covering technical, market, financial, and operational aspects.

This version excludes both the earlier assignments on problem identification and creativity self-assessment, while maintaining a total of 25 practical lab assignments suitable for BBA 3rd Semester.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA(3rd Semester)	Branch: Management
Subject: Personality Development	Course Code:3076C07DT076
Total/Minimum Pass Marks (End Semester Exam): -	L: 1 T:0 P:2 Credits: -
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
CT Marks: NA	TA Marks: **20**
Class Tests: NA	Assignments: **Two (Minimum)**

Subject: Personality Development

Course Objectives: The course aims to develop students' personality, self-confidence, and professional grooming skills while enhancing their communication and interpersonal effectiveness. It provides practical exposure to interview techniques, group discussions, and professional etiquette. The course also enables students to communicate confidently and effectively in academic, social, and workplace environments.

Course Outcome:

- **CO 1**: Explain the concept, types, components, and determinants of personality and assess their own personality traits.
- **CO2**: Demonstrate appropriate personal grooming, professional etiquette, and social media etiquette in academic and professional settings.
- **CO3**: Prepare effective resumes, participate confidently in interviews, and contribute constructively to group discussions.
- **CO4**: Interpret and apply body language, behavioral skills, and non-verbal communication techniques to improve interpersonal effectiveness.
- **CO5**: Demonstrate effective communication skills, including listening, questioning, verbal and non-verbal communication, and professional email writing.

Course Content:

Unit 1: Personality Development:

Understanding personality, definition and meaning of personality, types of personality, components of personality, determinants of personality, and assessment of personality.

Unit 2: Personal Grooming and Professional Etiquette:

Grooming self, dress for success, make-up and skin care, hair care and styles for formal look, art of accessorizing, oral hygiene, business etiquette, virtual meeting etiquette, and social media etiquette.

Unit 3: Interview Preparation and Group Discussion:

Meaning and types of interview (face-to-face, telephonic, video), interview procedure (opening, listening, closure), preparation for interview, resume writing, LinkedIn etiquette, meaning and methods of group discussion, procedure of group discussion, group discussion simulation, and common errors in group discussion.

Unit 4: Body Language and Behaviour:

Concept of behaviour, types of behaviour, self-awareness, body language, types of body language including proxemics, haptics, oculesics, paralanguage, kinesics, sign language, chromatics, chronemics, olfactics, cultural differences in body language, and body language in the post-Corona era.

Unit 5: Employability Quotient:

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

Text Books:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

Reference Book:

1. Cloninger, S.C., “Theories of Personality : Understanding Person”, Pearson, New York, 2008, 5th edition.
2. Luthans F, “Organizational Behaviour”, McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D, “Social Psychology”, Prentice Hall of India, 1998, 8th edition

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Quantitative Techniques	Subject Code:3076D01BT076
Total/Minimum Pass Marks (End Semester Exam)	L: 3 T: 1 P: 0 Credits:4
Minimum no. of Class Test: 2	Duration (End Semester Exam) :03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Quantitative Techniques

Course Objective: The course aims to introduce the fundamental concepts, principles, and applications of Operations Research for effective managerial decision-making. It develops students' ability to formulate and solve optimization problems using linear programming, transportation, and assignment models. The course also provides knowledge of game theory and enhances analytical and quantitative skills for solving real-world business and industrial problems.

Course Outcome

CO1: Understand the concepts, scope, and applications of Operations Research.

CO2: Formulate and solve Linear Programming Problems using graphical and simplex methods.

CO3: Solve transportation problems using various optimization techniques

CO4: Apply the Hungarian Method to solve assignment problems.

CO5: Analyze and solve decision-making problems using game theory concepts.

Course Content:

Unit-: Introduction to Operation Research:

Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.

Unit-2: Linear Programming:

Linear Programming: Graphical (Special cases: Multiple optimal solution, infeasibility, unbounded solution) and Simplex Solution of LPP.

Unit-3 Transportation:

General structure of transportation problem, methods for finding initial solution by N.W. Corner Rule, Least Cost method, Vogel’s Approximation Method (VAM), Modified Distribution Method.

Unit-4 Assignment Problem:

Hungarian Method, Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.

Unit-5 Theory of Games:

Two-person zero sum game, pure and mixed strategy, game with saddle point, minimax maximin principle, Dominance rule

Text Book:

1. Quantitative Techniques in Management, N. D. Vohra, 5th ed., Tata McGraw Hill.

2. J.K. Sharma: Quantitative Techniques for managerial decision, Macmillan India Ltd.

Reference Books:

1. Mohan Man, Gupta P. K., Swarup Kanti, Introduction to Management Science Operations Research, 19th ed. Sultan Chand & Sons.

2. P. K. Gupta and D. S. Hira, “Operations Research”, New Delhi: Sultan Chand Publications,

3. Haruly M. Wagner, “Principles of Operations Research with Application to Managerial Decisions”, New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Ed., 1996.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Business Research Methodology	Subject Code: 3076D02BT076
Total/Minimum Pass Marks (End Semester Exam)	L: 3 T: 1 P: 0 Credits:4
Minimum no. of Class Test: 2	Duration (End Semester Exam) :03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Business Research Methodology

Course Objective: The objective of this course is to develop a comprehensive understanding of research methodology, including research design, data collection, sampling techniques, and hypothesis testing. It also aims to enhance analytical and report-writing skills while promoting ethical standards in conducting business research.

Course Outcome

After completing the course, students will be able to:

CO1: Understanding of research concepts, research process, and different types of research design.

CO2: Identify data collection methods, sources of data, and measurement scales used in research.

CO3: Select appropriate sampling techniques for conducting research studies..

CO4: Apply hypothesis testing methods such as Z-test, t-test, and Chi-square test in research analysis.

CO5: Prepare research reports using proper format, referencing style, and ethical standards.

Course Content:

Unit I: Introduction to Research

Introduction: Concept, Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Business Research Objectives. Research Design, Types of Research Design.

Unit II: Data Collection

Data Collection: Primary and secondary data, Methods of Data Collection, Observation Interviews. Sources of Secondary Data, Scales of Measurement, Validity and Reliability.

Unit III: Sampling Design

Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling. Types of Sampling Methods: Probabilistic and Non-Probabilistic.

UNIT – IV: Hypothesis Testing

Meaning and concept of hypothesis testing, null and alternative hypothesis, level of significance, one-tailed and two-tailed tests, concept of Type I and Type II errors, testing of hypothesis using statistical techniques such as Z-test, t-test, and Chi-square test, and applications of hypothesis testing in decision-making.

Unit V: Report Writing and Evaluation-Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of Using References, Documentation: Footnotes and Bibliography. Ethical Considerations in Business Research.

Text Book:

1. C. R. KOTHARI & GAURAV GARG **RESEARCH METHODOLOGY METHODS AND TECHNIQUES** [5 TH EDITION] New Age International Publishers.

2. Cooper and Schindler: Business Research Methods, TMH

Reference Book:

1. Chawla, Deepak & Sondhi, Neena (2011). Research methodology: Concepts and cases . NewDelhi: Vikas Publishing House (Pune)

2. Gupta, S.L. and Hitesh, Gupta. (2011). Research methodology : text and cases with SPSS applications. (2nd ed) . New Delhi: International book house P. Ltd. (Juhu)

3. Sancheti S. C. and Kapoor, V. K, Statistics - Theory Methods and Applications, Sultan Chand and sons, New Delhi.

4. Zeikmukund, Business Research Methods, Drden Press.

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Production and Operations Management	Subject Code:3076D03BT076
Total/Minimum Pass Marks (End Semester Exam)	L:3 T: 1 P: 0 Credits:4
Minimum no. of Class Test: 2	Duration (End Semester Exam) :03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Production and Operations Management

Course Objective: To develop a comprehensive understanding of production and operations management, with emphasis on plant location and layout, capacity planning and forecasting, materials management, and maintenance management, enabling students to effectively support and manage production activities within organizations.

Course Outcome:

- **CO1:** Understanding of the basic concepts and functions of production and operations management.
- **CO 2:** Identify suitable plant location and layout for efficient production operations.
- **CO 3:** Apply capacity planning and forecasting for effective production planning.
- **CO 4:** Utilize materials management and supplier selection for efficient resource utilization.
- **CO 5:** Apply maintenance practices to ensure smooth and continuous production operations.

Unit 1: Introduction to Production and Operations Management

Meaning, nature, scope, objectives and importance of production and operations management, Responsibilities of Production Manager and relationship of production with other functional areas of management.

Unit 2: Plant Location and Layout

Meaning and importance of plant location, factors influencing plant location, meaning and objectives of plant layout, types of plant layout and factor influencing plant layout.

Unit 3: Capacity Planning and Forecasting

Meaning and importance of capacity planning, types of capacity and factors affecting capacity decisions, concept of demand forecasting, methods of forecasting, and role of forecasting in production and operations management.

Unit 4: Materials Management

Meaning, objectives, and scope of materials management, importance of materials management in organizations, source selection and supplier selection methods and simplification and codification of materials

Unit 5: Maintenance Management

Meaning and importance of maintenance management, objectives of maintenance, types of maintenance and role of maintenance in ensuring smooth production operations.

Text Book:

1. Industrial Engineering; Martand Telsang Sultan Chand & Sons

2. Production Management; Buffa

Reference Book:

1.Dobler, Donald. W & Lee Lamar Purchasing & Materials Management, New York, McGraw Hill.

2. Mayor R, Production and Operation management,

3.Adam, E E & Ebert, RJ. Production & Operation Management, New Delhi , PHI.

4. Amrine Harold T. etc. Manufacturing Organization and management. Englewood Cliffs, New Jersey, PHI Inc.

Chhattisgarh Swami Vivekanand Technical University,Bhilai(C.G.)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Financial Management	Course Code:3076D04CT076
Total/Minimum Pass Marks (End Semester Exam): 100/35	L: 2 T:1 P:0 Credits:3
Minimum no. of Class Test: 2	Duration (End Semester Exam) :03 Hours
CT Marks: **20**	TA Marks: **20**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Course Objective: The course develops understanding of financial management concepts, decisions, and objectives. It covers sources of finance, capitalization, and capital structure with leverage analysis. Students learn cost of capital, dividend policies, and working capital management, enabling effective financial decision-making and efficient management of cash, receivables, and inventory.

Course Outcome

- **CO1:** Understand fundamental concepts, scope, and objectives of financial management.
- **CO2:** Analyze capitalization and evaluate various sources of finance.
- **CO3:** Compute and interpret operating, financial, and combined leverage.
- **CO4:** Calculate cost of capital and assess dividend policy models.
- **CO5:** Apply techniques for effective management of working capital components.

Course contents:

Unit I: Introduction to Financial Management: Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

Unit II: Capitalization and Source of Finance: Capitalization – Over Capitalization – Under Capitalization – Advantages and Disadvantages. Sources of Finance – Long Term Sources and Short Term Sources – Legal Issues involved.

Unit III Capital Structure and Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.

Unit IV: Cost of capital: Significance of cost of capital; Calculating cost of debt, Preference shares, equity capital, and retained earnings, Weighted Average cost of capital. Dividend Policies: forms of dividends and stability in dividends, determinants, issues in dividend policies, Waltor's mode, Gordon's Model, M.M. Hypothesis.

Unit V: Management of working capital: Nature types and importance of working capital, operating cycle and factors determining working capital requirement, Management of working capital – Cash, receivables and inventories (Concept and Control Techniques Only)

Text Books:

1. Financial Management – I. M. Pandey
2. Financial Management: Theory and Practice – Prasanna Chandra
3. Financial Management – M. Y. Khan & P. K. Jain

Reference Books:

1. Principles of Corporate Finance – Richard A. Brealey, Stewart C. Myers & Franklin Allen
2. Fundamentals of Financial Management – Eugene F. Brigham & Joel F. Houston
3. Financial Management and Policy – James C. Van Horne
4. Essentials of Financial Management – J. Fred Weston & Eugene F. Brigham

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Entrepreneurship Development	Subject Code :3076D05BT076
Total/Minimum Pass Marks (End Semester Exam):50	L: 1 T:1 P:0 Credits: 2
Minimum no. of Class Tests: 2	Duration (End Semester Exam): 3 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Subject: Entrepreneurship Development

Course Objectives: The objective of this course is to provide basic knowledge of entrepreneurship and the process of starting and managing a new venture. It aims to develop understanding of business planning, institutional support, and government policies, and to create awareness about opportunities in women and rural entrepreneurship.

Course Outcome:

- **CO 1**: Understanding of entrepreneurship concepts, characteristics, and its role in economic development.
- **CO2**: Knowledge of business planning and preparation of a simple project report.
- **CO3**: Awareness of institutional support and government policies for entrepreneurship in India.
- **CO4**: Understanding of opportunities and challenges in women entrepreneurship.
- **CO5**: Knowledge of rural entrepreneurship and government support for rural development.

Course Contents:

UNIT – I: Introduction to Entrepreneurship

Meaning and concept of entrepreneurship, evolution and characteristics of entrepreneurs, functions and types of entrepreneurships, need and importance of entrepreneurship, role of entrepreneurship in economic development, entrepreneurship development process, factors influencing the growth of entrepreneurship, barriers to entrepreneurship,

UNIT – II: Business Planning

Meaning and importance of a business plan, steps in preparing a business plan, advantages of business planning, components of a business plan including marketing plan, production plan, organization plan, and financial plan, and preparation of a simple project report for starting a new business venture.

UNIT – III: Institutional Support for Entrepreneurship

Overview of financial and support institutions for entrepreneurs in India at central and state levels, role and functions of institutions such as SIDBI, NABARD, IDBI, SIDCO, Indian Institute of Entrepreneurship (IIE), District Industries Centre (DIC).

UNIT – IV: Women Entrepreneurship

Meaning and importance of women entrepreneurship, scope and growth of women entrepreneurs in India, challenges faced by women entrepreneurs, government support and special schemes for women entrepreneurs, and the role of Self-Help Groups (SHGs) in promoting women entrepreneurship

. **UNIT – V: Rural Entrepreneurship**

Meaning and importance of rural entrepreneurship, scope of entrepreneurship in rural areas, problems faced by rural entrepreneurs, development of entrepreneurship in rural regions, and government schemes and support for rural entrepreneurs.

Text Books:

1. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko
2. "Entrepreneurship Development and Small Business Enterprise" by David H. Holt
3. "Entrepreneurship Development: Small Business Enterprise" by Poornima M. Charantimath
4. "Entrepreneurship: New Venture Creation" by S.S. Khanka

Reference books:

1. Entrepreneurial Development - S.S. Khanka
2. Entrepreneurial Development –SatishTaneja&Dr.S.L. Gupta
3. Entrepreneurial Development - P.C. Shejwalkar
4. Dynamics of Entrepreneurial Development - Vasant Desai.
5. Fundamental of Entrepreneurship – Dr. A.K. Gavai

Chhattisgarh Swami Vivekananda Technical University, Bhilai (C.G.)

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Indian Traditional Knowledge: Science and Practice	Subject Code :3076D06ET046
Total/Minimum Pass Marks (End Semester Exam):50	L: 1 T:1 P:0 Credits: 2
Minimum no. of Class Tests: 2	Duration (ESE): 3 Hours
CT Marks: **10**	TA Marks: **10**
Class Tests: **Two (Minimum)**	Assignments: **Two (Minimum)**

Course Objectives:

1. Creating awareness amongst the youths about the true history and rich culture of the country;
2. Understanding the scientific value of the traditional knowledge of Bhārata;
3. To familiarize learners with major sequential development in Indian science, engineering and technology.
4. To review & strengthen the ancient discovery and research in physics, chemistry, maths, metallurgy, astronomy, architecture, textile, transport, agriculture and Ayurveda etc.

Course Outcomes:

1. Student understands the various traditional practices of ancient India.
2. They have been introduced to some concepts of Ancient Indian Physics and Chemistry.
3. They have been introduced to some concepts of Ancient Indian Science (Metallurgy, Astronomy & Astrology.
4. They have been introduced to some fields of IKS like Ancient Architecture and Engineering.

UNIT I: Bhāratīya Civilization and Development of Knowledge System

Genesis of the land, Antiquity of civilization, On the Trail of the Lost River, Discovery of the Saraswatī River, the Saraswatī-Sindhu Civilization, Traditional Knowledge System, Introduction to Vedas, A synopsis of the four Vedas, Sub-classification of Vedas, Vedic Life: A Distinctive Features, Ancient Education System, the Takṣaśilā University, the Nālandā University, Knowledge Export from Bhārata.

UNIT II: ANCIENT INDIAN SCIENCE

Physics in India: Vaisheshika darshan Atomic theory & law of motion, theory of panchmahabhoota, Brihath Shathaka (divisions of the time, unit of distance), bhaskarachaya (Theory of gravity, surya siddhanta & sidhanta shriomani), Lilavati (gurutvakashan Shakti).

Chemistry in India: Vatsyayana, Nagarjuna,Khanda, Al-Biruni, Vagbhaṭa –building of the ras-shala (laboratory), working arrangements of ras-shala, material and equipment, Yaśodhara Bhaṭṭa-process of distillation, apparatus, saranasamskara, saranataila

UNIT III: ANCIENT INDIAN TECHNOLOGY

Metallurgy in India: Engineering Science and Technology in the Vedic Age and Post-Vedic Records, Mining and ore extraction, Survarṇa (gold), Rajata (silver), Tamra (copper), Loha (iron), Vanga (tin), Naga / sisa (lead), Pittala (brass), and steel in ancient India, Apparatuses used for extraction of metallic components, Iron Pillar of Delhi.

Astronomy and Astrology: The Beginnings of Indian Astronomy - The Early Historical Period-The Siddhāntic Era., Ancient Indian Observational astronomy. Foundation concepts - nakṣatra, graha, time units, phenomena like meteors, eclipses., Brief notes on Astronomical instruments like sundials, water clock, time measurement. Aryabhatta - Varahamihira- Bhaskara I – Brahamagupta- Bhaskara II

UNIT IV: ARCHITECTURE AND CIVIL ENGINEERING

Perspective of Arthaśāstra on town planning, Vāstu-śāstra – The science of architecture, Eight limbs of Vāstu, Town planning, Temple architecture in India, Iconography, Architecture in India: Nagara (northern style), Vesara

(mixed style), and Dravida (southern style), Indian vernacular architecture, Temple sytle, cave architecture, rock cut architecture, kalinga architecture, chandels architecture, rajput architecture, jain architecture, sikh architecture, Maratha architecture.

Text Books: (Hindi and English language as per availability)

1. Textbook on "The Knowledge System of Bhārata by Bhag Chand Chauhan.
2. वास्तविक आईना सनातन विज्ञानं का, परम कुमार, वैभव प्रकाशन रायपुर
3. SCIENTIFIC BASIS OF INDIAN KNOWLEDGE SYSTEM Saroj Sharma, Bal Krishna Rai, Sunita Joshi Kathuria, SHIPRA PUBLICATIONS
4. R P Kulkarni, Glimpese of Indian Engineering and Technology (Ancient & Medieval period, Munshiram Manoharlal Publishers Pvt. Ltd. 2018.
5. Sen, S. N., and Shukla, K. S. (Ed.) (2000). History of Astronomy in India, 2nd Revised Edition. New Delhi: Indian National Science Academy.
6. D N Shukla Civil Architecture in Ancient India (Part-I) Meharchand lakshmidas publication, 2016.

Reference Books: (Hindi and English language both)

1. Iyengar, R. N. (2016) Astronomy in Vedic texts, History of Indian Astronomy, A Handbook - Volume brought out on the occasion of IX International Conference on Oriental Astronomy November 14–18.
2. Pride of India- A Glimpse of India's Scientific Heritage edited by Pradeep Kohle et al. Samskrit Bharati (2006).
3. Vedic Physics by Keshav Dev Verma, Motilal Banarsidass Publishers (2012). 3. India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt. Ltd. (2010).
4. AK Pathak, Science and Technology in India, Anshika prakashan pratapgarh, 2016.
5. AR vasudev Murty, Science and Technology in Ancient India as Reflected in the Mahabharata, Sanskrit bharati, 2019.
6. B Dagens, Mayamata: An Indian Treatise on Housing Architecture and Iconography (An Updated Edition with revised Glossary), Motilal banrsidas, 2017.
7. Dr. V. Ganapati Sthapati, Building Architecture of Sthapatya Veda.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

Program/Semester: BBA (4th Semester)	Branch: Management
Subject: Advanced Excel Lab	Subject code:3076D01BL076
Total/Minimum Marks (End Semester EXAM):40/20	L:0 T:0 P:2 Credits :1
Minimum no. of Class Test: NA	Duration (End semester exam):03 hours
TA Marks: **20**	Assignments: **Two (Minimum)**

Subject: Advanced Excel Lab

Course Objective: This course aims to develop students' proficiency in using advanced Microsoft Excel tools and techniques for business data management, analysis, and decision-making. It enables students to apply formulas, functions, Pivot Tables, dashboards, and data visualization tools to solve real-world business problems effectively

Advanced Excel Lab – Lab Assignments

1. Introduction to Microsoft Excel Interface, Workbook Creation, and Worksheet Management.
2. Data Entry Techniques, Cell Formatting, and Professional Spreadsheet Design.
3. Preparation of Student Mark Sheet using Basic Formulas and Functions.
4. Employee Payroll Preparation using Arithmetic and Percentage Calculations.
5. Application of Logical Functions (IF, AND, OR, IFS) for Decision Making.
6. Use of Text Functions for Data Cleaning and Report Formatting.
7. Application of Date and Time Functions in Business Records.
8. Creation of Data Validation Rules and Drop-Down Lists for Data Entry Forms.
9. Use of Conditional Formatting for Business Data Analysis.
10. Sorting, Filtering, and Advanced Filtering of Large Datasets.
11. Preparation of Sales Reports using Statistical Functions.
12. Application of Lookup Functions (VLOOKUP, HLOOKUP, XLOOKUP).
13. Data Retrieval and Analysis using INDEX and MATCH Functions.
14. Preparation of Loan, EMI, and Investment Analysis using Financial Functions.
15. Creation and Customization of Charts and Graphs for Business Reporting.
16. Development of Pivot Tables for Summarizing Business Data.
17. Preparation of Pivot Charts and Interactive Business Reports.
18. Application of What-If Analysis using Goal Seek and Scenario Manager.
19. Optimization of Business Problems using Solver Tool.
20. Consolidation and Analysis of Data from Multiple Worksheets.
21. Design and Development of Interactive Sales Dashboard.
22. Recording, Editing, and Execution of Macros for Task Automation.
23. Introduction to VBA and Development of Simple Automation Programs.
24. Business Data Analysis using Data Analysis ToolPak and Descriptive Statistics.
25. Preparation of Comprehensive Business Reports Integrating Advanced Excel Functions, Pivot Tables, Charts, and Dashboards.

Chhattisgarh Swami Vivekanand Technical University, Bhilai (C.G.)

Program/Semester: BBA(4th Semester)	Branch: Management
Subject: Case Analysis Lab	Course Code:3076D02BL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
TA Marks: 20	Assignments: **Two (Minimum)**

Course Objectives: This course is designed to develop students' ability to analyze and solve real-world business and management problems through case-based learning. It aims to enhance critical thinking, decision-making, teamwork, and communication skills by applying management concepts to practical situations. The course also prepares students to present professional recommendations and managerial solutions effectively in organizational contexts.

Course Content:

The students will be trained in the development, analysis, interpretation, and presentation of business and management cases pertaining to the subjects taught during the fourth semester. Students shall be provided with case studies based on real-life business situations and organizational challenges. They will be required to analyze the cases individually and in groups, identify key issues, apply relevant management concepts and tools, evaluate alternatives, and recommend suitable solutions. The students shall work in groups comprising a minimum of two and a maximum of three members. Each group will prepare a written case analysis and deliver a presentation highlighting the problem identification, analysis, findings, recommendations, and managerial implications.

Chhattisgarh Swami Vivekanand Technical University, Bhilai (C.G.)

Program/Semester: BBA(4th Semester)	Branch: Management
Subject: Communication Skills Lab	Course Code:3076D03BL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
TA Marks: 20	Assignments: **Two (Minimum)**

Course Objective

This course aims to develop students' interpersonal, verbal, and non-verbal communication skills through practical activities and interactive learning. It enhances confidence, fluency, presentation abilities, and professional communication competencies required for academic, social, and workplace success.

Communication Skills Lab - Lab Assignments

1. Identification and Usage of Formal and Informal English in different social, academic, and professional contexts.
2. Self-Introduction and Introducing Others in formal and informal situations with appropriate language and etiquette.
3. Ice-Breaking Activities to develop confidence, rapport building, and effective interpersonal communication.
4. Just-A-Minute (JAM) Sessions on general and contemporary topics to enhance spontaneity and fluency.
5. Practice of Greetings, Leave-Taking, and Social Courtesies in personal and professional environments.
6. Situational Dialogues in Everyday Communication focusing on effective verbal interaction.
7. Role Play on Workplace and Business Communication Scenarios to develop practical communication skills.
8. Making Requests, Seeking Permissions, and Offering Assistance using appropriate expressions and tone.
9. Telephone and Mobile Communication Etiquette including professional conversation handling.
10. Describing People, Places, Events, and Objects using clear and structured communication.
11. Narration of Experiences, Incidents, and Events with emphasis on coherence and clarity.
12. Giving Instructions, Guidelines, and Demonstrations in academic and workplace situations.
13. Seeking and Providing Clarifications through effective questioning and response techniques.

14. Asking for and Giving Directions in formal and informal communication settings.
15. Expressing Gratitude, Appreciation, and Responding Appropriately in interpersonal interactions.
16. Expressing Agreement, Disagreement, and Opinions using polite and professional language.
17. Seeking and Giving Advice, Suggestions, and Recommendations in different contexts.
18. Preparation and Presentation of a Blog on Contemporary Issues to enhance written and oral communication skills.
19. Understanding and Demonstrating Non-Verbal Communication including body language, gestures, posture, and eye contact.
20. Extempore Speaking on Academic, Social, and Business Topics to improve confidence and articulation.
21. Preparation and Delivery of Structured Short Speeches on assigned themes.
22. Presentation Skills Development through individual presentations using audio-visual aids.
23. Professional Communication Exercises focusing on interview situations and workplace interactions.
24. Group Communication Activities emphasizing teamwork, collaboration, and leadership skills.
25. Group Discussion on Contemporary Business, Economic, Social, and Ethical Issues to develop analytical thinking and effective participation skills.

Chhattisgarh Swami Vivekanand Technical University, Bhilai (C.G.)

Program/Semester: BBA(4th Semester)	Branch: Management
Subject: Tally Lab	Course Code:3076D04CL076
Total/Minimum Pass Marks (End Semester Exam): 40	L: 0 T:0 P:2 Credits: 1
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
TA Marks: 20	Assignments: **Two (Minimum)**

Course Objective

This course aims to develop practical skills in computerized accounting, inventory management, taxation, and payroll processing using Tally ERP. It enables students to efficiently record business transactions, generate financial reports, and manage statutory compliance in a computerized business environment.

Tally Lab - Lab Assignments

1. Installation, Configuration, and Familiarization with Tally ERP Environment and Company Information Menu.
2. Creation and Configuration of a New Company with financial year settings, security controls, and company features.
3. Understanding Accounting Principles and Golden Rules of Accounting through practical accounting transactions in Tally.
4. Creation and Management of Groups under predefined and custom accounting classifications.
5. Creation, Alteration, and Deletion of Ledger Accounts for business organizations.
6. Preparation of Opening Balance Sheet through ledger creation and balance entry.
7. Recording Transactions using Contra, Payment, Receipt, and Journal Vouchers.
8. Recording Purchase and Sales Transactions using accounting vouchers.
9. Preparation of Cash Book and Bank Book through voucher entries.
10. Creation of Inventory Masters including Stock Groups, Stock Categories, and Units of Measurement.
11. Creation and Management of Stock Items with opening quantities and valuation methods.
12. Recording Inventory Transactions through Purchase and Sales Vouchers with stock details.
13. Preparation of Sales Invoices and Purchase Invoices using inventory and accounting features.
14. Implementation of Bill-wise Accounting for debtors and creditors management.
15. Creation and Utilization of Cost Centers and Cost Categories for departmental accounting.
16. Bank Reconciliation Statement (BRS) Preparation and reconciliation of bank transactions.
17. Order Processing System including Purchase Orders and Sales Orders.
18. Batch-wise Inventory Management for manufacturing and trading concerns.
19. Point of Sale (POS) Voucher Creation and Management for retail business transactions.
20. Implementation of GST in Tally including GST ledger creation and tax configuration.
21. Preparation and Filing of GST Returns using Tally reports and statutory features.
22. Management of TDS, TCS, EPF, ESIC, and Professional Tax through statutory compliance features.
23. Payroll Creation and Employee Salary Processing using Tally Payroll Management.
24. Generation and Analysis of Financial Reports including Trial Balance, Profit & Loss Account, Balance Sheet, Ratio Analysis, and Cash Flow Statement.

25. Utilization of Technological Features, Data Backup, Security Controls, Short Keys, and Productivity Tools in Tally ERP.

Chhattisgarh Swami Vivekanand Technical University, Bhilai (C.G.)

Program/Semester: BBA(4th Semester)	Branch: Management
Subject: Entrepreneurship Development and Startups	Course Code:3076D05DT076
Total/Minimum Pass Marks (End Semester Exam): -	L: 2 T:0 P:0 Credits: -
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
TA Marks: 30	Assignments: **Two (Minimum)**

Course Objective: This course aims to develop entrepreneurial knowledge, skills, and competencies required for identifying business opportunities and creating new ventures. It equips students with the ability to prepare business plans, access institutional support, and apply entrepreneurial thinking for innovation and enterprise development.

Course Outcome:

- **CO 1**: Understand the concepts of entrepreneurship and startups.
- **CO2**: Apply entrepreneurial and managerial skills in business situations.
- **CO3**: Identify institutional and financial support available for entrepreneurs.
- **CO4**: Analyze business opportunities and venture feasibility.
- **CO5**: Develop effective business models and business plans.

Course Content:

UNIT – I: Introduction

Meaning and importance of Entrepreneurship, Evolution of the term entrepreneurship, Factors influencing entrepreneurship, characteristics of entrepreneurship, types of entrepreneurship, objectives of entrepreneurship development, Startups- Definition, Types.

UNIT – II: Entrepreneurship Development Skills

Types of entrepreneurial skills - team work and leadership skill, analytical and problem solving skills, critical thinking skills, branding, marketing and networking skills. Role of entrepreneurship development programmes (EDP)

UNIT – III: Institutions supporting Entrepreneurs

Various Central and State Level Organizations which Help the Entrepreneurs, Banks and non banking financial organisations, Fund Collection for Entrepreneurship

UNIT – IV: Entrepreneurial opportunity and enterprise planning

Sensing entrepreneurial opportunities, selecting the right opportunity, Site Selection, Feasibility Analysis

UNIT – V: Preparation of Business model/Plan

Business plan - concept, format, components of business plan. Significance of Business Plan. Making of a Business plan

Text Books:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning.
2. Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International.
3. S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International.

Reference Books:

1. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd.
2. Byrd Megginson, Small Business Management An Entrepreneur's Guidebook, 7th ed, McGrawHill
3. A Fayolle Entrepreneurship and new value creation, Cambridge, Cambridge University Press

Chhattisgarh Swami Vivekanand Technical University, Bhilai (C.G.)

Program/Semester: BBA(4th Semester)	Branch: Management
Subject: Emotional Intelligence and Social Learning	Course Code:3076D06FT046
Total/Minimum Pass Marks (End Semester Exam): -	L: 1 T:0 P:0 Credits: -
Minimum no. of Class Test: NA	Duration (End Semester Exam) : 03 Hours
TA Marks: 30	Assignments: **Two (Minimum)**

Course Objective: The course aims to develop students' emotional intelligence by enhancing self-awareness, self-management, social awareness, and interpersonal relationship skills. It also seeks to equip learners with the ability to apply emotional and social competencies for effective communication, leadership, decision-making, teamwork, and professional success.

Course Outcome:

- **CO 1**: Understand the concepts and importance of Emotional Intelligence and Social Learning.
- **CO2**: Develop self-awareness and emotional self-management skills.
- **CO3**: Demonstrate empathy, effective communication, and interpersonal skills.
- **CO4**: Apply teamwork, conflict-resolution, and relationship-management techniques.
- **CO5**: Utilize emotional intelligence for leadership, decision-making, and career success.

Course Content:

Unit I: Introduction to Emotional Intelligence

Meaning, nature, and importance of emotional intelligence; emotions and emotional awareness; theories and models of emotional intelligence; components of emotional intelligence; role of emotional intelligence in personal, academic, and professional life.

Unit II: Self-Awareness and Self-Management

Understanding self-awareness, self-esteem, and self-confidence; identification of strengths and weaknesses; emotional regulation; stress and anger management; resilience, adaptability, and positive thinking for personal effectiveness.

Unit III: Social Awareness and Interpersonal Skills

Empathy and compassion, social perception, cultural sensitivity, active listening, effective verbal and non-verbal communication, interpersonal relationships, and understanding diversity in social and workplace settings.

Unit IV: Relationship Management and Teamwork

Building trust and collaboration, teamwork and group dynamics, conflict resolution, negotiation skills, leadership communication, relationship management, and creating positive social and professional interactions.

Unit V: Emotional Intelligence for Leadership and Career Development

Emotional intelligence in leadership, ethical decision-making, workplace behavior, motivation and influence, managing change, emotional intelligence in organizations, and the application of social-emotional skills for career success and lifelong learning.

Text Book

1. Daniel Goleman, *Emotional Intelligence: Why It Can Matter More Than IQ*, Bantam Books.
2. Singh, D., *Emotional Intelligence at Work: A Professional Guide*, Sage Publications.

Reference Books

1. Bradberry, T. and Greaves, J., *Emotional Intelligence 2.0*, TalentSmart.
2. Sterrett, E.A., *The Manager's Pocket Guide to Emotional Intelligence*, HRD Press.
3. Goleman, D., Boyatzis, R., and McKee, A., *Primal Leadership: Realizing the Power of Emotional Intelligence*, Harvard Business Review Press.
4. Bar-On, R. and Parker, J.D.A. (Eds.), *The Handbook of Emotional Intelligence*, Jossey-Bass.