

~~MAF~~ **BBA - II year**  
**Format for Syllabus of Theory Paper**

*May*  
Syllabus

Part A Introduction			
Program: Diploma		Class: BBA	Year: <u>II</u>
Session: 2022-2023			
Subject: MARKETING MANAGEMENT			
1	Course Code	M2-BBAB1T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group II Paper I - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>Student will be able to identify the marketing process and its applicability in business operations. They will be able to communicate marketing information persuasively and accurately in oral, written and graphic formats.</li> <li>Differentiate between categories of consumer criteria for determining value.</li> <li>Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.</li> <li>List best practices for responsible marketing and how to manage marketing efforts Synthesize ideas into a business plan for entrepreneurial start-up venture.</li> <li>The student will be able to Emphasis on various aspects of service marketing which make it different from goods marketing.</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Nature and scope of marketing, Selling Vs Marketing, basic concepts and approaches, Marketing management philosophies, Concept of Holistic Marketing. Market segmentation, Marketing Mix, Marketing Environment, Marketing System	18	
2	Product Strategy. Product Classification & Product mix, branding and packaging decision, Integrated Marketing Communication. Promotion mix: Advertising, publicity, Selling, Sales Promotion and	18	

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	Public Relations.	
3	Pricing decision, methods of setting prices, pricing strategies, product promotion Rural marketing. Steps for taking lead in Startups. Modern Marketing, future marketing.	18
4	Service marketing - Introduction, Growth of service sector, Concept, Characteristics, Classification of service designing, Developing Human Resources. Marketing of services with special reference to 1. Financial services, 2. Health services 3. Hospitality services including travel, hotels, and tourism 4. Professional services 5. Public unity service 6. Educational services.	18
5	Channel of distribution, Logistics supply chain management, Factors affecting choice of channel, Types of intermediaries and their roles. Types of Retailing. Retail Management, Internet marketing, Non-profit Marketing.	18

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list.

**Part C-Learning Resources**

**Textbooks, Reference Books, Other resources**


**Suggested Readings:**

- Saxena Rajan, Marketing Management; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019- 6<sup>th</sup> Edition)
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House (2015)
- Philip Kotler, Marketing Management Pearsons Education (2015).
- Krishna K. Havaldar & Shailendra Dasari B2B Marketing Text & Cases Mc Graw, New Delhi. (2021- 5<sup>th</sup> Edition)
- Nair Rajan Gupta C.B. Marketing Management Sultan Chand & Sons, New Delhi (2018)
- Suggested web links:

**Suggested equivalent online courses:**


**PART D: ASSESSMENT AND EVALUATION (THEORY)**

Maximum Marks:	100 Marks
Continuous Comprehensive Evaluation (CCE):	30 Marks
University Exam (UE):	70 Marks
Time:	03 Hours
<b>Internal Assessment:</b>	Class Test
Continuous Comprehensive	Assignment/Presentation

  
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Evaluation (CCE)	Total	30 Marks
External Assessment: University Exam	Section (A): Objective Type Questions	
	Section (B): Short Questions	
	Section (C): Long Questions	
	<b>Total</b>	<b>70 Marks</b>

  
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### Format for Syllabus of Theory Paper

Part A Introduction			
Program: Diploma		Class: BBA II	Year: II Session: 2022-2023
Subject: MARKETING RESEARCH			
1	Course Code	M2-BBAB2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group II Paper II - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.</li> <li>Provide a detailed overview of the stages in the market research process.</li> <li>Develop research questions and objectives that can be addressed in a research design.</li> <li>Develop an appropriate market research design for the clients.</li> <li>Manage the data collection process Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data Interpret data analysis in the context of the identified business problem</li> <li>Communicate research results in written report and oral presentation formats</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Definition, Concept and Objectives of Marketing research. Advantages and limitations of Marketing Research. Problems and precautions in Marketing research. Analyzing Competition and Consumer Markets, Market Research Methodology.	18	

  
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2	Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.	18
3	Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research designs. Decision Theory and decision Tree.	18
4	Methods of data collection - observational and survey methods. Questionnaire, Design attitude measurement techniques.	18
5	Administration of surveys, sample design, selecting an appropriate statistical technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.	18

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list

**Part C: Learning Resources**

**Textbooks, Reference Books, Other resources**

**Suggested Readings:**

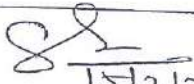
- Rajendra Nargundkar Marketing Research: Text and Cases TMH, New Delhi. (2019- 4<sup>th</sup> Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Mc Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7<sup>th</sup> Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

**Suggested web links:**

**Suggested equivalent online courses:**

**PART D: ASSESSMENT AND EVALUATION (THEORY)**

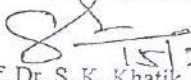
Maximum Marks:	100 Marks
Continuous Comprehensive Evaluation (CCE):	30 Marks
University Exam (UE):	70 Marks
Time:	03 Hours
<b>Internal Assessment:</b>	<b>Class Test</b>
Continuous Comprehensive Evaluation (CCE)	Assignment/Presentation
	<b>Total</b>
	30 Marks

  
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### Format for Syllabus of Theory Paper

Part A: Introduction			
Program: Diploma		Class: BBA	Year: <u>II</u>
Session: 2022-2023			
Subject: ORGANISATIONAL BEHAVIOUR			
1	Course Code	M2-BBAA2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group I Paper II - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior. This outcome of organizational behavior will introduce to several theories on management framework, role of managers, skills of managers, and manager's jobs.</li> <li>Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively</li> <li>Analyze various Stress management and coping strategies.</li> <li>Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B: Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Concept of Organizational Behavior, Contributing disciplines to organizational Behavior; Background/historical perspective and framework of OB.	18	
2	Individual Behaviour, Personality perception- Perceptual selectivity, Perceptual organization, social perception and Impression	18	

  
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	management, Attitudes and Values, Learning and Reinforcement.	
3	Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization.	18
4	Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development.	18
5	International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation.	18

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations, and Industry Based Assignments.
- References from Updated Journals in UGC Care list

**Part C- Learning Resources**

**Textbooks, Reference Books, Other resources**

**Suggested Readings:**


- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010- International Edition)
- Robbins S.P., Organizational behavior, Pearsons Education, (2018- 18<sup>th</sup> Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015).
- French Wendell, Bell Jr Cecil H & Vohra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16 th Edition)
- K. Chitale, Avinash, Prasad Mohanty, Rajendra, Rajaram Dubey & Nishith Organizational Behavior, Text & Cases, PHI Learning New Delhi, (2019)

**Suggested web links:**

**Suggested equivalent online courses:**

**PART D: ASSESSMENT AND EVALUATION (THEORY)**

Maximum Marks:	100 Marks	
Continuous Comprehensive Evaluation (CCE):	30 marks	
University Exam (UE):	70 Marks	
Time:	3 Hours	
<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE)	Class Test	
	Assignment/Presentation	
	<b>Total</b>	<b>30 Marks</b>
<b>External Assessment:</b> University Exam	Section (A): Objective type Questions	
	Section (B): Short Questions	
	Section (C): Long Questions	
	<b>Total</b>	<b>70 Marks</b>

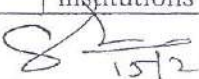
  
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### Format for Syllabus of Theory Paper

Part A Introduction			
Program: Diploma		Class: BBA	Year: <u>16</u>
Session: 2022-2023			
Subject: FINANCIAL MARKETS AND FINANCIAL SERVICES			
1	Course Code	M2-BBAC2T	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	Group III Paper II - Major	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	<ul style="list-style-type: none"> <li>To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.</li> <li>They will be able to know various money market and capital market instruments.</li> <li>The will be able to understand the functions and organisation of capital market and money market in India.</li> <li>They will be able to know about various financial services provided in the financial market.</li> <li>They will understand various financial institutions and their role in financing of the business.</li> </ul>	
6	Credit Value	6 CREDITS	
7	Total Marks	Max. Marks: 30+70	Min. Passing Marks: 33
Part B: Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system.	18	
2	Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market – An overview Capital Markets – functions, organisation, and instruments. Indian debt market; Indian equity market – primary and secondary markets; Role of stock exchanges in India.	20	
3	Financial Institutions: Commercial banking – introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) – An overview and role in Indian economy; Life and	20	

  
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	non-life insurance companies in India; Mutual Funds – Introduction and their role in capital market development. Non-banking financial companies (NBFCs).	
4	Financial Services: Overview of financial services industry: Merchant banking – pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.	10
5	Leasing and hire-purchase, Consumer, and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial counselling.	22

**Note:**

- Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.
- References from Updated Journals in UGC Care list

**Part C: Learning Resources**

**Textbooks, Reference Books, Other resources**

**Suggested Readings:**

- L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11<sup>th</sup> Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)
- Annual Reports of Major Financial Institutions in India.

**Suggested web links:**

**Suggested equivalent online courses:**

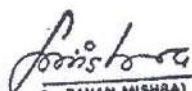
**PART D: ASSESSMENT AND EVALUATION (THEORY)**

Maximum Marks:	<b>100 Marks</b>	
Continuous Comprehensive Evaluation (CCE):	<b>30 Marks</b>	
University Exam (UE):	<b>70 Marks</b>	
Time:	<b>03 Hours</b>	
<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE)	Class Test	15
	Assignment/Presentation	10
	<b>Total</b>	<b>30 Marks</b>
<b>External Assessment:</b> University Exam	Section (A): Objective type Questions ( )	
	Section (B): Four Short Questions (20 )	
	Section (C): Long Questions ( )	
	<b>Total</b>	<b>70 Marks</b>

  
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Part A Introduction		
Program: Under Graduate Course		Class II Yr.
Session: 2022-23		
Course Code	V2- COM-REMT	
Course Title	Supply Chain and Retail Management	
Course Type	Vocational	
Pre-requisite (if any)	Certificate Course	
Course Learning outcomes (CLO)	<p>After completion of course, students will be able to</p> <ul style="list-style-type: none"> <li>• Understand the fundamental concept of Supply Chain Management</li> <li>• Understand the importance of Supply Chain Management</li> <li>• Understand the fundamental concept of Logistics System</li> <li>• Understand the fundamental concept of Warehousing</li> <li>• Understand the working procedure of Warehousing &amp; Logistics System</li> <li>• Discover the aspects of Retail Market Strategy</li> </ul>	
Expected Job Role / Career Opportunities	Purchase Manager: A Purchase Manager is also known as the purchasing director or supply manager, Strategic Planner, Materials Analyst, Supply Chain Manager, Warehousing Manager etc.	
Credit Value	2 (Theory) + 2 (Practical) = 04	
Part B- Content of the Course		
Total No. of Lectures + Practical (in hours per week): L-1 Hr / P-1 Lab Hr (=2 Hrs)		
Total No. of Lectures/ Practical: L-30 /P-30 (60 Hrs)		
Module	Topics	No. of lectures (Total 30)
I	<b>Supply Chain Management (SCM)</b> Introduction to Supply Chain Management; Concepts, Definition, nature and scope of SCM; Components of SCM. The distribution across centers. Collaboration between retailers and vendors in SCM.	10
II	<b>Logistics System, Warehousing, Transportation Systems</b> Conceptual framework of Logistics System, Logistics system analysis and design, Warehousing and distribution centers, their location; Modes and Characteristics of Transportation Systems, facilities and services, Key issues and practices involved in SCM.	10
III	<b>Retail Market Strategy</b> Retail Market Strategy: Concept, Sustainable Competitive Advantage Building through Customer Loyalty, Location, Human Resource Management, Distribution and Information System, Vendor Relations. Study of Growth Strategies like	10

	Market Penetration, Market Expansion, Retail Format Development, Diversification & integration.	
	<b>Practical</b>	<b>No. of lectures</b>
1.	Order Processing	30
2.	Warehouse Management	
3.	Supplier Management	
4.	Demand Forecasting	
5.	Analytics and Reports	
6.	Transportation and Logistics tools	
7.	Compliance and Auditing	
8.	Transaction Cost Analysis Case Studies	
<b>Project/ Field trip:</b>		
<b>Part C-Learning Resources</b>		
<b>Text Books, Reference Books, Other resources</b>		
<ol style="list-style-type: none"> <li>1. B.S. Sahay. Supply Chain Management. New Delhi (Latest Edition)</li> <li>2. Christopher, M. Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services, London: Pitsman. (Latest Edition)</li> <li>3. Suja Nair. Retail Management, Mumbai: Himalaya Publishing House (Latest Edition)</li> <li>4. M.V. Kulkarni. Retail Marketing Management . Everest publishing house</li> <li>5. James C.J. and Wood, Donald F. Contemporary Logistics. New York: Macmillan. (Latest Edition)</li> </ol>		
<b>Suggested online platforms : e-reading:</b>		
<ol style="list-style-type: none"> <li>1. nptel,</li> <li>2. swayam</li> <li>3. <a href="http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf">http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf</a></li> <li>4. <a href="https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf</a></li> <li>5. <a href="https://backup.pondiuni.edu.in/sites/default/files/Retail%20Marketing200813.pdf">https://backup.pondiuni.edu.in/sites/default/files/Retail%20Marketing200813.pdf</a></li> <li>6. <a href="https://www.imit.ac.in/note/18MBA401Arm.pdf">https://www.imit.ac.in/note/18MBA401Arm.pdf</a></li> <li>7. <a href="https://www.academia.edu/14982326/RETAIL_SUPPLY_CHAIN_MANAGEMENT">https://www.academia.edu/14982326/RETAIL_SUPPLY_CHAIN_MANAGEMENT</a></li> <li>8. <a href="https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf</a></li> </ol>		



(PROF. PAVAN MISHRA)

Chairman

Central Board of Studies (Commerce)

Department of Higher Education Govt. of M.P.

### Part A Introduction

कार्यक्रम: <del>सर्टिफिकेट</del> / डिप्लोमा / डिग्री	कक्षा: द्वितीय वर्ष	सत्र: 2022-2023
कोर्स कोड	V2- COM- REMT	
पाठ्यक्रम शीर्षक	आपूर्ति श्रृंखला और खुदरा प्रबंधन	
कोर्स टाइप	व्यवसायिक	
पूर्व-आवश्यकता	सर्टिफिकेट कोर्स	
कोर्स परिणाम	<p>कोर्स पूरा करने के बाद, छात्र सक्षम होंगे –</p> <ul style="list-style-type: none"> <li>● आपूर्ति श्रृंखला की मौलिक अवधारणा को समझेंगे।</li> <li>● प्रबंधन आपूर्ति श्रृंखला प्रबंधन के महत्व को समझेंगे।</li> <li>● लॉजिस्टिक प्रणाली की मौलिक अवधारणा को समझेंगे।</li> <li>● वेयरहाउसिंग की मूलभूत अवधारणा को समझेंगे।</li> <li>● लॉजिस्टिक सिस्टम की कार्यप्रक्रिया को समझेंगे।</li> <li>● खुदरा बाजार रणनीति के पहलुओं को जानेंगे।</li> </ul>	
अपेक्षित जॉब की भूमिका/कैरियर के अवसर	खरीद प्रबंधक, क्रय निदेशक, आपूर्ति प्रबंधक, रणनीतिक योजनाकार, सामग्री विश्लेषक, आपूर्ति श्रृंखला प्रबंधक, भंडारण प्रबंधक आदि	
क्रेडिट मूल्य	2 (सिद्धांत) + 2 (व्यावहारिक) = 04	
<b>भाग – बी (पाठ्यक्रम की सामग्री)</b>		
व्याख्यानों की कुल संख्या + प्रैक्टिकल (प्रति सप्ताह घंटों में) : एल –1 घंटा/पी-1 लैब घंटा (2 घंटे)		
व्याख्यानों की संख्या (कुल 30)(60 Hrs)		
माड्यूल	विषय	व्याख्यानों की संख्या
I	<p>आपूर्ति श्रृंखला प्रबंधन (एससीएम)</p> <p>आपूर्ति श्रृंखला प्रबंधन का परिचय: एससीएम की अवधारणाएं, परिभाषा प्रकृति एवं क्षेत्र, एससीएम के घटक। केंद्रों के मध्य वितरण, एससीएम में खुदरा और विक्रेताओं के बीच सहयोग।</p>	10
II	<p>लॉजिस्टिक सिस्टम, वेयरहाउसिंग एवं परिवहन प्रणाली-</p> <p>लॉजिस्टिक सिस्टम विश्लेषण का वैचारिक ढांचा, लॉजिस्टिक प्रणाली विश्लेषण एवं डिजाइन, भंडारण और वितरण केंद्र, उनकी स्थिति परिवहन प्रणाली के तरीके और विशेषताएँ, सुविधाएँ एवं सेवाएँ, एससीएम में शामिल प्रमुख मुद्दे और प्रथाएं।</p>	10

III	खुदरा बाजार रणनीति : खुदरा बाजार रणनीति, अवधारणा ग्राहक के माध्यम से सतत प्रतिस्पर्धात्मक लाभ निर्माण, रिथिति, मानव संसाधन प्रबंधन, वितरण और सूचना प्रणाली, विक्रेता संबंध, बाजार में प्रवेश, बाजार विस्तार, खुदरा प्रारूप विकास, विविधीकरण और एकीकरण जैसी विकास रणनीतियों का अध्ययन।	10
व्यावहारिक		व्याख्यान की संख्या
<ol style="list-style-type: none"> <li>1. आदेश प्रसंस्करण</li> <li>2. गोदाम प्रबंधन</li> <li>3. सप्लायर प्रबंधन</li> <li>4. मांग पूर्वानुमान</li> <li>5. विश्लेषिकी और रिपोर्ट</li> <li>6. परिवहन और रसद उपकरण</li> <li>7. अनुपालन और लेखा परीक्षा</li> <li>8. लेनदेन लागत विश्लेषण</li> <li>9. केस स्टडी</li> </ol>		30
Project/ Field trip:		
<b>Part C-Learning Resources</b>		
<ol style="list-style-type: none"> <li>1. आपूर्ति श्रृंखला प्रबंधन- डॉ राजेश शर्मा- नोशन प्रेस नईदिल्ली</li> <li>2. आपूर्ति श्रृंखला प्रबंधन- सुरिंदर कौर बंगरा, मोनिका शर्मा – व्ही.के.ग्लोबल पब्लिकेशन, नईदिल्ली</li> <li>3. खुदरा प्रबंधन – मोनिका बापट - यशराज पब्लिशर्स -नईदिल्ली</li> <li>4. विपणन प्रबंधन –अजीत कुमार शुक्ला –वैभव लक्ष्मी प्रकाशन - वाराणसी</li> <li>5. विपणन प्रबंध -आर.एल.नौलखा - रमेश बुक डिपो - आगरा</li> </ol>		
Suggested online platforms :		
<ol style="list-style-type: none"> <li>1. e-reading:</li> <li>2. nptel,</li> <li>3. swayam</li> <li>4. <a href="https://ncert.nic.in/textbook/pdf/lhbs203.pdf">https://ncert.nic.in/textbook/pdf/lhbs203.pdf</a></li> <li>5. <a href="https://www.businessmanagementideas.com/hi/marketing/supply-chain-management/20461">https://www.businessmanagementideas.com/hi/marketing/supply-chain-management/20461</a></li> <li>6. <a href="https://www.slideshare.net/NARENDRAKUMARVERMA3/retail-ppt-in-hindi-by-narendra-sikar">https://www.slideshare.net/NARENDRAKUMARVERMA3/retail-ppt-in-hindi-by-narendra-sikar</a></li> <li>7. <a href="https://ncert.nic.in/textbook/pdf/lhbs203.pdf">https://ncert.nic.in/textbook/pdf/lhbs203.pdf</a></li> <li>8. <a href="http://www.uprtou.ac.in/other_pdf/M.COM-08.pdf">http://www.uprtou.ac.in/other_pdf/M.COM-08.pdf</a></li> </ol>		



(PROF.PAVAN MISHRA)

Chairman

Central Board of Studies (Commerce)

Department of Higher Education Govt. of M.P.

A

FC-II ENGLISH PART A: Introduction			
Program: UG Level		Class: II Year	Year: 2022-23
Session: 2022-23 onwards			
Subject: Foundation Course (English)			
1	Course Code	X2-FCHB1T	
2	Course Title	English Language and Foundation	
3	Course Type (Core Course/Elective/ Generic Elective/ Vocational)	Foundation Course	
4	Pre-Requisite (if any)	To study this course, a student should have the basic knowledge of the English language. This course is designed for all the students of UG Second Year under the Foundation Course category.	
5	Course Learning Outcomes (CLO)	<p>Through this course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Strengthen their grammar and vocabulary</li> <li>2. Acquire and develop LSRW (Listening, Speaking, Reading and Writing) skills</li> <li>3. Learn to think creatively and critically</li> </ol> <p>After the completion of the course, students are expected to gain competency and proficiency in English language to perform at professional and personal level as well as to face competitive examinations at State and National level.</p>	
6	Credit Value	2 Credits	
7	Total Marks	Max. Marks: 50	Min. Marks: 17

PART B: Content of the Course		
Total No. of Lectures: 15 hours		
Unit	Topics	Number of Lectures
I	<b>Text Interpretation Skills:</b> 1. Daffodils – Wordsworth 2. Bangle Sellers – Sarojini Naidu 3. Patriotism Beyond Politics and Religion – A.P.J. Kalam 4. Letter to God – G.L. Swanteh (Translated by Donald Yates) 5. God Sees the Truth but Waits – Leo Tolstoy	10
II	<b>Comprehension Skills:</b> Multiple choice questions based on unseen passages	3
III	<b>Language Skills:</b> Use of idioms, phrases and punctuations, Mis-Spelt & Inappropriate Words and Cloze Test, Conjunctions, re-organizing jumbled sentences, Spotting the errors.	7
	<b>Writing Skills:</b> Advertisement and Notice-writing, Letter Writing (Formal &	5

V	<b>Speech Skills:</b> Vowel and consonant sounds, phonetic symbols Accent, Modulation and intonation	5
	<b>Key Words:</b> Daffodils, Wordsworth, Wandered, Bangles, Shining, Bridal, Politics, Religion, Patriotism, God, Letter, Lencho, Swanteh, Truth, Waits, Tolstoy	

**PART C: Learning Resources**

**Textbooks, Reference Books, Other Resources**

**Suggested Readings and web materials:**

1. Oxford English Language Reference. Compact Oxford Dictionary, Thesaurus and Word Power Guide. OUP.
2. Brush Up Your English by S T Imam. BharatiBhawan Publishers & Distributors, 2017
3. N. D. Turton and J.B. Heaton. Dictionary of Common Errors. Longman Ltd. 1998
4. SuzanaRoopa. A Practical Course in English Pronunciation. McGraw Hill Education India
5. Chris Lele. The Vocabulary Builder Workbook. Zephyros Press
6. S. P. Dhanvel. English and Soft Skills. Orient Black Swan, 2010.
7. Dr M. Farook. English for Communication, Emerald Publishers, 2015.
8. Dr Mathew Joseph. Fine-tune your English. Orient Black Swan, 2010.
9. E. Suresh Kumar, B Yadava Raju and C Muralikrishna. Skills in English. Orient Black Swan, 2013.
10. Bill Bryson. The Mother Tongue: English and How it Got it that Way. Harper Collins, 1990.

**Web Sources:**

www.englishclub.com  
https://nptel.ac.in

<http://www.bbc.co.uk/learningenglish> <https://www.eslfast.com>  
<https://www.myenglishpages.com>

**Part D: Assessment and Evaluation (Theory)**

<b>Max Marks: 50</b>	<b>Min. Marks: 17</b>	<b>University Exam (UE)</b>	<b>Total: 50</b>
<b>University Exam (U.E.). Time 2 .00 Hours</b>			
<b>External Assessment (UE)</b>		<b>Time: 2 Hours</b>	
50 multiple choice / objective / true – false type questions to be asked. Each question carries 1 mark			

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Govt. S.L.P. (PG) College, Morar  
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(Dr. A.S. Kushwah)  
Chairman BOS Jiwaji University,  
Gwalior (M.P.)

f.

## आधार पाठ्यक्रम प्रथम प्रश्नपत्र हिन्दी भाषा -

(भाग-ए)परिचय				
	कार्यक्रम : यू.जी. लेवल डिप्लोमा	कक्षा : बी.ए./बी.कॉम./बी.एससी. /बी.एच.एससी./बी.सी.ए. द्वितीय वर्ष	वर्ष-2022	सत्र 2022-23
क्रं	विषय	आधार पाठ्यक्रम		
1	कोर्स कोड	X2-FCEA1T		
2	कोर्स का शीर्षक	भाषा और संस्कृति		
3	कोर्स का प्रकार	आधार पाठ्यक्रम		
4	कोर्स अपेक्षित	स्नातक प्रथम वर्ष उत्तीर्ण किसी भी विषय समूह से।		
5	कोर्स अधिगम उपलब्धि (लर्निंग आउटकम) (CLO)	1. भारतीय ज्ञान पंम्परा से विद्यार्थियों को अवगत एवं लाभान्वित करना। 2. उत्कृष्ट साहित्यिक पाठों के अध्ययन से रुचि का विकास करना। 3. सांस्कृतिक चेतना और राष्ट्रीय भावना का विकास करना। 4. भाषा - ज्ञान। 5. सामान्य शब्दावली और विशेष शब्दावली के अध्ययन द्वारा भाषा एवं संस्कृति बोध का विकास करना। 6. विशिष्ट शब्दावली (बीज शब्द / की वर्ड) से परिचित करवाते हुए बोध के स्तर को विकसित करना।		
6	क्रेडिट मान	02 क्रेडिट		
7	कुल अंक	50 अंक		
8	उत्तीर्ण अंक	17 अंक		
9	समय	2 घंटा		

Anand



व्याख्यान की कुल संख्या : वर्ष में अधिकतम 15 घंटे

(भाग-बी) कोर्स सामग्री		
इकाई	विषय	व्याख्यान घंटा
I	1.समसामयिक सन्दर्भ:श्रीमद्भगवद्गीता-कर्मयोग 2.सूर्यकान्त त्रिपाठी निराला : परिचय पाठ : जागो फिर एक बार (दो) (कविता) 3. अमरकान्त : परिचय पाठ : दोपहर का भोजन (कहानी) 4. महादेवी वर्मा : परिचय पाठ : गिल्लू (रेखाचित्र)	05
II	1. हजारी प्रसाद द्विवेदी : परिचय पाठ : नाखून क्यों बढ़ते हैं (ललित निबन्ध) 2. मध्य प्रदेश की लोककलाएँ (संकलित) 3. मध्य प्रदेशकालोकसाहित्य (संकलित)	05
III	1. मुहावरे और कहावतें (भाषा) 2. समास : परिभाषा और भेद (शब्द-रचना / व्याकरण) 3. बीज शब्द (Key Words / अवधारणा मूलक शब्द) उद्योग; सभ्यता; संस्कृति; शिक्षा; सूचना-समाज।	05
सार बिंदु (की वर्ड) टैग		
सर्च करें :-		
सूर्यकान्त त्रिपाठी निराला	जागो फिर एक बार (कविता कोश)	
अमरकान्त	दोपहर का भोजन	
महादेवी वर्मा	गिल्लू (गद्य कोश)	
हजारी प्रसाद द्विवेदी	नाखून क्यों बढ़ते हैं (गद्य कोश)	
उद्योग		
सभ्यता		
संस्कृति		
शिक्षा		
सूचना-समाज		
मुहावरे और कहावतें		
समास परिभाषा और भेद (शब्द रचना / व्याकरण)		

①ncler

(भाग-सी)

अनुशंसित अध्ययन संसाधन

क्र	पाठ्यपुस्तकें, संदर्भ पुस्तकें, अन्य संसाधन
1	मध्यप्रदेश I हिन्दी ग्रंथ अकादमी से प्रकाशित पुस्तकें
2	सूर्यकान्त त्रिपाठी निराला : राग-विशग, संपादक डॉ. रामविलास शर्मा लोक भारती प्रकाशन, इलाहाबाद
3	अमरकान्त प्रतिनिधि कहानियों, राजकमल प्रकाशन, द्वितीय संस्करण
4	महादेवी वर्मा : मेरा परिवार, लोक भारती प्रकाशन, इलाहाबाद, उ.प्र. 1972
5	हजारी प्रसाद द्विवेदी : कल्प लता निबंध संग्रह राजकमल प्रकाशन, दरियागंज, नईदिल्ली 2007
6	डॉ. वासुदेव नंदन प्रसाद : आधुनिक हिन्दी व्याकरण और रचना, भारती भवन, ठाकुर बाडी रोड, पटना, बिहार
7	डॉ. राजेश्वर चतुर्वेदी : हिन्दी व्याकरण, उपकार प्रकाशन, आगरा, उ.प्र.
8	गोपाल भार्गव : मध्यप्रदेश कला एव संस्कृति, कल्पज प्रकाशन, नईदिल्ली 2011
9	हिन्दी ज्ञान कोश
10	अनुशंसित डिजिटल प्लेटफॉर्म वेब लिंक
	1.www.wikipidiya.org
	2.www.egyankosh.ac.in
	3.www.youtube.com
	4.https://epgp.inflibnet.ac.in
	5.hindiwi.org
	6.Kavitakosh.org
	7.https://svayam.gov.in/

भाग द - अनुशंसित मूल्यांकन विधियां:

अनुशंसित सतत मूल्यांकन विधियां:

अधिकतम अंक: 50

विश्वविद्यालयीन परीक्षा (UE) अंक: 50

आकलन : विश्वविद्यालयीन परीक्षा:	कुल अंक 50
समय -02.00 घंटे	न्यूनतम अंक 17

अध्यक्ष

आधार पाठ्यक्रम

केंद्रीय अध्ययन मण्डल भोपाल (म.प्र.)

Part A : Introduction			
Program: DIPLOMA	Class: B. Sc./B. Com/B.A./B.H.Sc. II Year	Year: II	Sessions: 2022-2023
Subject: Entrepreneurship Development			
1.	Course code	X2-FCAC4T	
2.	Course Title	Entrepreneurship Development	
3.	Course Type (Core/Elective/Generic/Selective/Vocational/...)	Foundation	
4.	Pre-requisite (if any)	-	
5.	Course learning outcomes (CLO)	<p>This course introduces the students to the basics of entrepreneurship and small business management. Students gain an understanding of how to establish and manage a small business.</p> <ul style="list-style-type: none"> <li>• Helps in building the skills, framework and knowledge of entrepreneurship and new venture creation.</li> <li>• Helps the students in understand the importance of the planning process and learn how to develop, write and present an effective business plans for a new venture.</li> </ul>	
6.	Credit Value	02	
7.	Total Marks	Max Marks: 50	Min Marks: 17

3

**Part B: Content of the course**

**Total Lectures: 30 Hours**

**Topics**

**1. Introduction:**

**Entrepreneurship Development** – Concept, types and Importance of entrepreneurs and significance of entrepreneurship in economic development, Startup process

- Need, Problems, Challenges and solutions- women entrepreneurship and rural entrepreneurship
- **Report preparation:** Profiling of entrepreneurs after visiting Small Scale Entrepreneurs

**2. Sources of Business Ideas And Tests of Feasibility:**

- Generation of startup ideas, Innovation vs Creativity
- Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal/DPR (Detail Project Report)
- Project submission/ presentation and appraisal thereof by external agencies, such as financial /non-financial institutions.

**3. Regulatory Institutions and Schemes:**

- **Role of Regulatory Institutions;**
- Micro, Small & Medium Enterprises,
- District Industries Centers
- Khadi and Village Industries Commission
- National Small Industries Corporation
- Small Industries Development Bank of India
- Commercial banks and various Self Employment Oriented grant and schemes;
- The concept, role and functions of self-help groups, business incubators, angel investors, venture capital and private equity fund in startup ideas.

**Key Words:** Entrepreneurship, Entrepreneurship Development, Startup, Women Entrepreneurship, Business Plan, Detail Project Report.



**Part C: Learning resources**

**Text books, reference books and other resources**

**Suggested Readings:**

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education
3. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
4. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin.
5. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
7. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
8. SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
9. K Ramachandran, Entrepreneurship Development, McGraw-Hill Education

**Online or web resources:**

<https://www.kviconline.gov.in/>

<https://msme.gov.in/>

[http://www.slbcmadhyapradesh.in/frontmarquee/571e2722-f3ec-4b82-8591-5b4721dff44e-AtmaNirbhar%20Bharat%20Full%20Presentation\\_compressed.pdf](http://www.slbcmadhyapradesh.in/frontmarquee/571e2722-f3ec-4b82-8591-5b4721dff44e-AtmaNirbhar%20Bharat%20Full%20Presentation_compressed.pdf)

T, Rama Devi (2017) retrieved from [https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/special\\_issues.pdf/September\\_2017\\_1507115725\\_62.pdf](https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/special_issues.pdf/September_2017_1507115725_62.pdf)

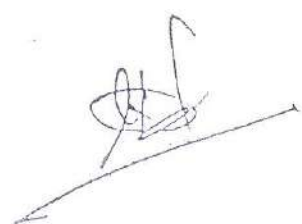
**Part D: Assessment / Evaluation**

**Maximum marks: 50**

**University Exam: 50**

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Part A - Introduction			
Program : Diploma Course	Class B.A. II Year	Year: 2022	Session : 2022-2023
Subject : Women Empowerment			
1	Course Code		
2	Topic of Course	Women Empowerment	
3	Type of Course (Core Course)	Foundation Course, Second Paper	
4	Prerequisites (If any)	This is a Compulsory Question Paper of the Foundation Course for all the students of the second year of Graduation.	
5	Course Learning Outcomes (CLO)	<p>After going through this course, students will be able to understand the following :</p> <ol style="list-style-type: none"> <li>1. Understand the history, concept and various dimensions of women empowerment in India.</li> <li>2. Will be able to understand the constitutional provisions, laws and policies related to women empowerment.</li> <li>3. Get knowledge of various issues, challenges and agencies supporting women empowerment. With this, you will be able to get acquainted with the glory story of the powerful women leadership of India.</li> <li>4. Present study related to women empowerment will provide employment opportunities to the students in government, private and non-government organizations.</li> </ol>	
6	Credit Value	Theoretical - 2	
7	Total Marks	Maximum Marks : 50	Minimum Passing Marks : 17
Part B - Content of Course			
Number of Total Lectures - Tutorial : 30 Hours (Per Week Two Hours) L-T P : 2-0-0			



	Subject	Number of Lectures
I	<p>1. History of Women Empowerment in India Ancient Period, Medieval and Modern Period.</p> <p>2. Concept of Women Empowerment : Meaning, forms, Need and Importance.</p> <p>3. Dimensions of Women Empowerment : Social, Religious, Economic, Educational and Political.</p> <p><b>Key Words :</b> Women Empowerment, Social, Religious, Economic, Educational and Political Dimensions.</p>	10
II	<p>1. Women Empowerment : Constitutional Provisions and Law s</p> <p>2. Women Empowerment Policy and Schemes A. Central Level B. State Level ( With Special Reference to Madhyapradesh),</p> <p><b>Key Words :</b> Constitutional Provisions, Policy, Central Schemes, State Schemes.</p>	10
II	<p>1. Women Empowerment : Issues and Challenges.</p> <p>2. Supporting Agencies : NGOs, Self Help Groups and Panchayati Raj Institutions.</p> <p>3. Powerful Women Leadership of India : Ahilya Bai Holkar, Rani Durgavati, Savitri Bai Phule, Mary Kom, Sindhutai Sakpal, Tessy Thomas, Indira Nooyi, Gaura Devi.</p> <p><b>Key Words :</b> NGOs, Self Help Groups, Panchayati Raj, Women Leadership.</p>	10

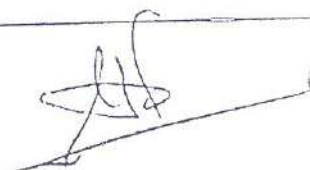


## Part C- Recommended Study Resources

### Recommended Books / Accessories Books / Other Text Resources

1. अंसारी, एम. ए., नारी तुम क्या.?, ज्योति प्रकाशन जयपुर, 2006
2. अंजली, भारत में महिला अपराध, राधा पब्लिकेशन नई दिल्ली, 2005
3. गोयल, संगीता और गोयल, सुनीता, भारतीय समाज में नारी, आर.जी.एस.ए. पब्लिशर्स जयपुर, 2003
4. कौर हरप्रीत, महिलाओं के विरुद्ध हिंसा एवं मद्यपान, अमेजिंग पब्लिकेशन नई दिल्ली 2014
5. कश्यप, आलोक, भारतीय समाज में नारी : दशा और दिशा, आर्य पब्लिकेशन नई दिल्ली, 2012
6. नईम मुहम्मद, महिला सशक्तिकरण : चुनौतियां एवं समाधान, यूनिवर्सिटी पब्लिकेशन दिल्ली, 2014
7. सिंह, निशांत, भारतीय महिलाएं एक सामाजिक अध्ययन, ओमेगा पब्लिकेशन, नई दिल्ली 2012
8. सोती, वीरेंद्र, चंद्र, भारतीय संस्कृति में स्त्रियों की स्थिति, डी.के. प्रिंटवर्ल्ड लि. नई दिल्ली, 2009
9. शाह, तृप्ति, (हिंदी) अन, सोनी, रामनरेश, स्त्री जीवन का संघर्ष : प्राचीन काल से भक्ति आंदोलन तक उन्नति विकास शिक्षण संगठन एवं सहियर (स्त्री संगठन)
10. Samiuddin, Abida, and Khanam, R., Women Socio-Economic Empowerment, Global Vision Publishing House, Ansari Road New Delhi, 2013
11. Tripathi, Madhusoodan, Women Rights in India, Omega Publications, Ansari Road New Delhi, 2011
12. वर्मा, सांवलिया बिहार, महिला जाग्रति और सशक्तिकरण, अविष्कार पब्लिकेशंस, जयपुर 2005
13. वर्मा, सांवलिया बिहारी, ग्रामीण महिला उत्थान, यूनिवर्सिटी पब्लिकेशन दिल्ली, 2011
14. यादव, वीरेंद्र, सिंह, नई सहस्राब्दी का महिला सशक्तिकरण : अवधारणा, चिंतन एवं सरोकार ओमेगा पब्लिकेशन, अंसारी रोड नई दिल्ली, 2010

### Recommended Equivalent Online Courses :





<https://nptel.ac.in/>

<https://swayam.gov.in/explorer>

IGNOU & Other centrally/state operated Universities.  
MOOC platforms such as "SWAYAM" in India and Abroad.

### Part D - Recommended Assessment Methods

Recommended Assessment Methods :

Maximum Marks : 50

UNIVERSITY EXAMINATION (OBJECTIVE) MARKS : 50

assessment :	Total Objective Type Questions : 50	50×1 = 50
University Exams:		Total Marks :
Time : 01 Hours		50

Any Comments/Suggestions :

