

VOCATIONAL SUBJECT

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021-2022
Subject : ACCOUNTING AND TALLY COURSE			
1	Course Code	VI-COM-TALT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p>After the completion of the course, student will be get to</p> <ol style="list-style-type: none"> 1. Understand the elements of electronic accounting process. 2. Apply the basics of accounting with the help of sophisticated software like tally 3. create a company, ledger and group creation, stock groups, stock items, stock units formation, various vouchers entryetc.in tally software. 4. Make adjustments entries through tally and produce financial statements like P&L accounts, balance sheet etc. 5. Develop skills to prepare account manually and computerized. 	
6	Expected job Role/ Career Opportunities	Student can find a job as an accountant in any business firm.	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in house per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical : L-30 hrs/P-30 hrs			
Module	Topics		No. of Hours
1	Financial Accounting: Concept of double Entry system, Golden Rules of Accounting, Preparation of Journrals.		18
2	Preparation of Ledgers and Trial Balance.		10
3	Brief introduction of Trading and Profit and loss account and balance sheet/		02
Practical			
	Tally ERP 9.0 1. Introduction of Tally ERP 9, Info menu, creation of a company,		

	gateway of tally. 2. Account information: Ledgers and groups creation. 3. Inventory: Determination of stock groups, stock items and stock units. 4. Accounting vouchers Entries: Receipt vouchers, payment vouchers, purchase Vouchers, sales voucher, contra vouchers, and journal vouchers, debit note, credit note.	25
	Report: Trial balance, Day book, accounts book, statement of accounts, inventory book, trading & profit & loss account, balance sheet.	5
<p>Project – Make a project to record day to day accounting and generate trading & P&L account and balance sheet.</p>		

Part C- Learning Resources
Text Books, Reference Books, Other resources
<p>Suggested Readings :</p> <ul style="list-style-type: none"> • Beherasoumyaranjan, learn tally, ERP 9, B K Publications pvt. Ltd. • Singh Shraddha, Mehraavneet, Tally ERP 9 (Power of Simplicity), V&S Publisher, Delhi. • Agrawal Dr. Namrata, Comdex Tally. ERP9 Course Kit, Comdex Publication Delhi. • Agrawal Dr. Mahesh Financial Accounting, Ramprasad And Sons, Bhopal • बंसल मनोज एवं शर्मा अजय, कम्प्यूटरीकृत लेखंकन प्रणाली, साहित्य भवन पब्लिकेशन, आगरा <p>Suggested web links:</p> <p>http://sscstudy.com/tally-erp-9-book-pdf-free-download/</p> <p>http://www.sarkarirush.com/tally</p> <p>http://learnmeck.comfundamentals-of-tally-erp-9</p>

Part A Introduction			
Program : Certificate/Diploma/Degree	Class : BBA I Year	Year : 2021	Session : 2021- 2022
Subject : PERSONALITY DEVELOPMENT			
1	Course Code	V1-PSY-DEVT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	After Studying this course the student will be able to: <ol style="list-style-type: none"> 1. To cultivate skills for successful life and learn to handle failure. 2. To learn the process of goal setting and SWOT analysis. 3. To understand the importance of time and stress management. 4. To develop core skills employability. 5. To develop effective communication skills. 6. To realize the role of technology in personality development. 	
6	Expected job Role/ Career Opportunities	Growth and value addition in the respective job profiles.	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical : L-30 hrs/P-30 hrs			
Module	Topics		No. of Hours
1	Personality, Success, and Facing Failure: Concept of personality. What is Success? – Hurdles in achieving success, factors responsible for success, developing effective habits. What is failure? – Factors affecting failure, learning from failures. Overcoming failures, power of faith practicing faith, SWOT analysis and Goal-setting (Specific, Measurable, achievable, Realistic, Time-bound-SMART Goals)		10
2	Time and stress management and employability quotient: Time as a resource, identifying time wasters, techniques for		10

	better time management, introduction to stress, causes and effects of stress, managing stress. Resume building, the art of participating in group discussion, interview frequently asked questions, mock interview sessions.	
3	<p>Communication skills and digital etiquettes:</p> <p>Communication skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals in presentations, social etiquettes.</p> <p>Use of information & communication technology (ICT) in day-to-day management, effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications.</p>	10
Practical		
	<ol style="list-style-type: none"> 1. SWOT analysis 2. Goal-setting (SMART goals) 3. Time management 4. Resume writing and mock interview sessions 5. Communication skills 6. E-mail writing 	30
	<p>Project/field Trip:</p> <ol style="list-style-type: none"> 1. Submit a report based on your learning form the life of any one successful personality. 2. Visit to personality development training institute and submit its report. 	

Part C- Learning Resources	
Text Books, Reference Books, Other resources	
Suggested Readings :	
<ul style="list-style-type: none"> • Andrews, sudhir (1988). How to succeed at Interviews. 21st (rep.) Tata McGraw Hill, New Delhi. • Covey, Stephen. (1989) The 7 Habits of highly effective people. NY: Free Press • Hindle, Tim (2003) Reducing stress essential manager series. DK Publishing. • Lucas, Stephen (2001), Art of Public speaking. Tata McGraw Hill, New Delhi. • मार्टिन, स्वेट, 'व्यक्तित्व का विकास' आनंद पेपरबैक्स/ Petes S.J. Framcos (2011) soft skills and professional communication. Tata McGraw hill Education, New Delhi. • शर्मा पी. के. (2004) 'व्यक्तित्व का विकास' भारतीश्री प्रकाशन। • Smith, B. (2004) Body language, Rohan Company, Delhi. 	
Suggested web links:	
Basic of communication: http://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication	
Social	Etiquettes: http://www.glowandlovelycareers.in/en/course-detail/englishedge-904/socialaetiquette
Self-presentation: https://www.glowandlovelycareers.in/en/course-detail/niit-161/self-	

presentation			
Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021- 2022
Subject : EXPORT / IMPORT MANAGEMENT			
1	Course Code	V1-COM-EIMT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p>After the successful completion of the course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. Understand the import & Export procedures in India. 2. Learn the essential documents for importing and exporting. 3. Understand the different types of tariff and non-tariff barriers. 4. Understand marine insurance and its uses. 5. Infer the Government's Export assistance and promotion schemes in India and various policies framed under it. 6. Gather the differences between Risk management, treatment, avoidance and reduction along with business continuity practices. 	
6	Expected job Role/ Career Opportunities	<p>Business Opportunities: Manufacturer exporter, Merchant exporter, manufacturer cum merchant exporter, as a consultant.</p> <p>Job opportunities: Shipping and logistics, international marketing, Documentation and legal, Banks/trade advisory, airlines and cargo.</p>	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.			
Module	Topics		No. of Hours
	International Bodies, Export Import cycle, IEC online		

1	<p>application, types of Transportation, Containers and packaging, Incoterms and payment terms:</p> <ul style="list-style-type: none"> • Continents, opportunities and myths • International and local bodies • Exports-Import cycle • Online IEC application types of transportation, Containers and packaging. • Different type of delivery terms and cost – Risk involved. • Different type of payment terms and Risk involved. 	10
2	<p>Product and market selection & research, verification of buyers and importance of Exhibition visits and identifying buyers, communication:</p> <ul style="list-style-type: none"> • Selection of product for export • Importance of product selection and source of finding new products. • Selection of market for export • Importance of market selection and identifying potential market. • Importance of trade fairs and exhibition for export promotion • How to find genuine buyers • Buyers communication and verification 	10
3	<p>Performa invoice, LC, pre and post shipment documentation, GST & custom clearance and documents practical:</p> <ul style="list-style-type: none"> • Importance of proforma invoice and various aspects • Full LC clauses • Pre and post shipment documents and understanding its need • GST and custom procedures • How to fill pre & post shipment documents-practical <p>Import procedures and documents, Risk management & government benefits:</p> <ul style="list-style-type: none"> • Import documentation and procedure • ECGC, insurance, EEFC and forward contract • Export incentives 	10
Practical		
	<ul style="list-style-type: none"> • Preparing Quotation • Finding buyers and gathering data • Discussion on product portfolio • B2B listing • Online marketing • Social media marketing • Buyers verification • Buyers calling 	30
	<p>Project/field Trip:</p> <ul style="list-style-type: none"> • Visit to import/Export unit 	

Part C- Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings :

- Export import policy, publisher: Ministry of commerce, Govt. of India, New Delhi.
- Electronic commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
- Nabhi's Exporters manual and documentation, Publisher: Nabhi Publication, New Delhi.
- Nabhi's New import export policy, Publisher: Nabhi publication, New Delhi.
- Export- What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

Suggested web links:

http://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/module-30%20pdf.pdf

http://onlinecourses.nptel.ac.in/noc20_mg54/preview

Part A Introduction			
Program : Certificate		Class : BBA I Year	Year : 2021
Session : 2021-2022			
Subject : FINANCIAL SERVICES & INSURANCE			
1	Course Code	V1-COM-FINT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p>After studying this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the functions of banking and insurance services. 2. Know about and able to perform various financial services such as banking, investment advisory, wealth management, mutual funds, insurance consultancy, stock market, capital restructuring, portfolio management etc. 3. Enhances knowledge about the legal and regulatory aspects of banking & insurance. 4. Aware about the financial derivatives. 5. Develop skills to work in financial and insurance services. 	
6	Expected job Role/ Career Opportunities	Financial Consultant	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.			
Module	Topics		No. of Hours
1	<p>Overview of financial services: Meaning, importance and scope of financial services, Indian financial system, brief study of financial institution - RBI, Commercial and Co-operative banks, non-banking financial institutions, development bank, Merchant bank, Basics of mutual funds, Credit rating, an overview of micro finance.</p>		10

2	<p>Financial Markets: Money market in India: Importance, features and instruments, measures to strengthen money market in India, recommendations of the working group on money market.</p> <p>Capital Markets in India: New issue market and stock exchange, importance of stock exchanges, Role of the securities and exchange Board of India (SEBI), meaning and classification of mutual funds, operation of the funds, New asset value, and regulation of mutual funds in India.</p> <p>Financial Instruments: Cash, Derivative, Foreign Exchange, Debt based and equity based financial instruments.</p>	10
3	<p>Principles and practices of insurance: Concepts, principles & types of insurance-life insurance, Micro Insurance, annuities, Health insurance, general insurance, motor Insurance, Marine Insurance, Property insurance and other miscellaneous insurance, The concept of risk and classification of risks, insurance documents, online insurance, process of claim and settlement, policy terms and conditions, legal and regulatory aspects of insurance (IRDA).</p>	10
Practical		
	<ul style="list-style-type: none"> • Practice online bank account opening, E-banking operations, and UPI transfer payment. • Prepare the documents of a hypothetical insurance claim. • Visit to banks and insurance companies to observe the functioning. • Presentation by charts and models about various financial functions. • Role plays of an insurance agent, mutual fund consultant, stock broker, investment advisor and portfolio manager etc. 	30
	Project/field Trip:	
Part C- Learning Resources		
Text Books, Reference Books, Other resources		
<p>Suggested Readings :</p> <ul style="list-style-type: none"> • R.K. Mishra, I S Yadav, A.P. Kumar, S P Mishra, J. Kiranmai, "Risk Management in Banking Insurance & Financial Services", 2014, Academic foundation. • R. Gordan&Natarajan, "Future scenario of financial services", Himalaya Publication. • Satyadevi, C., Financial Services Banking and Insurance, S. Chand. • Kunjukunju, Benson, Mohanan,S, "Financial markets and financial services in India", New Century publication. • Dhanesh Kumar Khatri, "Derivatives and Risk Management", Macmillan. • Khan, M.Y. Financial Services, New Delhi: Tata McGraw Hill Education. (2005). • Machiraju, H.R. Indian Financial System. New Delhi: Vikas Publishing House (2010). • Agarwal, O.P. Banking & Insurance. New Delhi: Himalays Publishing (2011). 		

Suggested web links:

[http://ves.ac.in/tulsitech/wp-](http://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf)

[content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf](http://ves.ac.in/tulsitech/wp-content/uploads/sites/16/2017/05/Banking_Financial_Services_and_Insurance.pdf)

<http://www.aicte-india.org/sites/default/files/bvoc/BFSI.pdf>

http://nsdcindia.org/sites/default/files/Banking-Financial-Services_Insurance.pdf

<http://sgp.fas.org/crs/misc/IF10043.pdf>

http://jimpcollege.org/downloads/BASICS_OF_FINANCIAL_SERVICES_1.pdf

Part A Introduction			
Program : Certificate	Class : BBA I Year	Year : 2021	Session : 2021- 2022
Subject : RETAIL MANAGEMENT			
1	Course Code	V-COM-REMT	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational	
4	Pre-Requisite (if any)	(Open for All)	
5	Course Learning outcomes (CLO)	<p>After the successful completion of the course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. Understand the Fundamental concept of retail management. 2. Understand the shopper's behaviour 3. Understand the consumer's behaviour 4. Understand merchandise management 5. Understand visual merchandising. 6. Understand E-Retailing system 7. Understand E-Payment system 	
6	Expected job Role/ Career Opportunities	<p>Business Opportunities: Retail outlet owner, Retail management Consultant, Retail Service provider.</p> <p>Job Opportunities: Window Dressing, Retails Outlet Designer, retail Inventory manger, Merchandise Professional in Branded Companies, visual merchandiser, E-commerce Business Operator.</p>	
7	Credit Value	(Credit) 4	
8	Total Marks	Max. Marks : 25+75 / Min. Passing Marks : 33	
Part B - Content of the Course			
Total No. of Lectures + Practical (in hours per week) : L-1 Hr / P-1 Lab Hr			
Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.			
Module	Topics		No. of Hours
1	<p>Fundamentals of Retail management:</p> <ol style="list-style-type: none"> 1. Basic Concept of Retailing, Types of retailer, Multi-channel retailityorganizedretailityorganized retailing in India, retail Market strategy, Retail format and target market, Growth 		10

	<p>strategies, Pricing strategy. Consumer behaviours, Determinants of consumer behaviour, consumer marketing strategy, consumer decision making process, organizational consumer behaviour, post purchase behaviour.</p> <p>2. Services Retailing- Importance of service retailing and its challenges. Consumer behaviour in services zone of Tolerance, service perception and Expectation, service strategy, service triangle, marketing mix, marketing segmentation.</p>	
2	<p>Merchandise Management:</p> <p>1. Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, pricing strategy.</p> <p>Basic of visual merchandising, Retail store site and design, store layout, image mix, store exterior and interior, color blocking, signage and understanding material planograms, Window display.</p>	10
3	<p>E-Retailing:</p> <p>Introduction-</p> <p>The concepts of E-Commerce, E-Business and E-Marketing, evolution of E-Commerce, E-Commerce V/s traditional commerce, Network infrastructure for E-Commerce, Internet, Extranet. E-Commerce application: Consumer applications, Organization application, Procurement – Online marketing and advertisement, Online Interactive retailing, E-Commerce – Business Models: B2B, B2C, C2C, B2 government, Government to Government.</p> <p>E-Marketing: Information based marketing, E-Marketing mix – Cost, Connectivity, Convenience, customer, interface, and speed of delivery. Web retailing, process of website development. E-Retailing/reverse marketing. Electronic payment systems: Introduction to payment systems, On-line payment systems – prepaid E-payment systems, Post-paid E-payment systems, E-cash or Digital cash, E-cheques, Credit Cards. Smart cards, Debit Cards.</p>	10
Practical		
	<ul style="list-style-type: none"> • Product based store layout • Product segmentation • Product Mix • Window dressing (Display) • Analysis of online Retailing (Product based) • Indexing of product based online retailer • Payment app procedure • Case studies • Practical sessions by Industry Experts, Covering all aspects of retailing. 	30
	Project/field Trip: Visit to Branded Retail Store	
Part C- Learning Resources		

Text Books, Reference Books, Other resources

Suggested Readings :

- Michael lacy, Barton AWeitz and Ajay Pandit, Retail management, Tata McGraw Hill Education pvt. Ltd. New Delhi.
- KVC Madaan, Fundamental of Retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- SwapnaPradhan, Retail management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- K.RamaMohanaRao: Services marketing, pearson, 2Ed. New Delhi.
- ValeriZeithmal, Mary Jo Binter, Dwayne D Gremler and ajaypnadit: Services marketing, Tata McGraw Hillm, New Delhi.
- Kolakota& Winston – Frontier of E-commerce, Pearson Education.

Suggested web links:

http://nptel.ac.in/content/storage2/courses/downloads_new/11010407/noc19_mg28_assignment8.pdf

http://onlinecourses.swayam2.ac.in/imb19_mg02/preview

