



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in the light of NEP-2020

BBA (Marketing)

SEMESTER - I (2026-2029)

BBA101 FUNDAMENTALS OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA101	MAJ	Fundamentals of Management	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. To understand the meaning, nature, and significance of management in business organizations.
2. To explain the functions of management including planning, organizing, directing, and controlling.
3. To develop an understanding of management theories and their practical applications.
4. To enhance analytical and decision-making skills for solving managerial problems.
5. To build a managerial perspective for effective leadership and organizational performance.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Understand the major functions of management.
- CO2** Describe the interrelationship among the various functions of management.
- CO3** Develop a general management perspective.
- CO4** Use analytical skills for decision making.
- CO5** Apply management principles to solve business problems and evaluate managerial effectiveness.

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TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of management

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Nature and Evolution of Management: 1. Meaning, Nature and Concept of Management 2. Functions and Responsibilities of Managers 3. Evolution of Management Thoughts 4. Hawthorne study, Principles of Fayol	9	ATL4 ATL3 ATL6
II	Planning: 1. Planning: Nature and Purpose of Planning 2. Planning Process, Types of Planning 3. Advantages and limitations of Planning 4. MBO	9	ATL1 ATL3 ATL6
III	Organizing: 1. Nature and Purpose of Organizing 2. Departmentation 3. Span of control 4. Line and Staff Relationship 5. Delegation and Decentralization	9	ATL1 ATL5 ATL6

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IV	Directing: 1. Meaning and Characteristics of Direction 2. Elements of Direction 3. Principles of effective Direction 4. Direction Process 5.	9	ATL1 ATL4 ATL6
V	Controlling: 1. Concepts and Process of Controlling 2. Controlling Techniques 3. Feedback and Feed Forward Controls 4. Profit and Loss Control 5. Budgetary Control 6. Return on Investment Control	9	ATL4 ATL3 ATL6 ATL7
Total Hours		45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Case studies on management practices
 Role plays and simulation exercises

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.
 Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Koontz, H. and Weihrich, H. (2008). *Essentials of Management*. Tata McGraw-Hill Education, India, Latest Edition.
2. Robbins and Coulter (2007). *Management*. Prentice Hall of India, Latest Edition.
3. Frederick S. and Hillier, M. (2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*. McGraw Hill, India.

Reference Books

1. Weihrich, H. and Koontz, H. (2011). *Management: A Global and Entrepreneurial Perspective*. McGraw-Hill Education, New Delhi, India.
 Tripathi, P.C. and Reddy, P.N.(2012). *Principles of Management*. Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc23_mg33/preview?ut
2. https://www.youtube.com/results?search_query=Principles+of+Management+NPTEL&utm_source=chatgpt.com

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	2	1	-	-	-	-
CO2	3	-	3	2	2	-	-	-
CO3	3	2	3	2	2	-	-	-
CO4	2	3	2	2	2	-	1	-
CO5	3	1	3	3	3	-	2	1

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BBA102 FUNDAMENTALS OF COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA102	AEC - I	Fundamentals of Communication	Max	60	20	20	-	-	2	-	0	2
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamentals and importance of communication in business.
2. Develop effective verbal, non-verbal, and written communication skills.
3. Learn professional business correspondence and report-writing techniques.
4. Enhance presentation, interview, and group discussion skills.
5. Apply communication principles to improve workplace effectiveness.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfil the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Explain the fundamentals, process, and barriers of communication.
- CO2** Demonstrate effective verbal and non-verbal communication skills.
- CO3** Prepare business letters, reports, proposals, memos, resumes, and application letters.
- CO4** Apply communication skills in interviews, group discussions, and presentations.
- CO5** Use communication strategies to enhance professional and organizational effectiveness.

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TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of communication.

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction: 1. Defining Communication 2. Process of communication 3. Principles of effective communication 4. Importance of business communication and Importance of feedback 5. Barriers to communication	6	ATL1 ATL3 ATL5
II	Communication Networks: 1. Formal: Upward, Downward, Lateral 2. Informal: Grapevine; Advantages and Disadvantages of the grapevine 3. Verbal Communication 4. Non-Verbal Communication	6	ATL2 ATL3 ATL5
III	Business Letters and Reports Writing: 1. Introduction to business letters, Types of Business Letters, Writing routine and persuasive letters 2. Writing Reports: Purpose, Kinds and Objectives of reports, 3. Preparing reports, short and long reports	6	ATL4 ATL3 ATL6

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IV	Writing Proposals, Memos, Resumes and Applications 1. Writing Proposals: Structure and preparation 2. Writing Memos 3. Writing Resumes 4. Application letters	6	ATL1 ATL6 ATL6
V	Employment Communication 1. Interview skills: Interviewing and being interviewed 2. Group Discussions 3. Presentation Skills	6	ATL5 ATL3 ATL6 ATL7
Total Hours		30	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Presentation and public speaking practice
 Business communication case studies

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.
 Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Chaturvedi, P. D. (2004). *Business Communication: Concepts, Cases and Applications*. Pearson Education.
2. Penrose, R. (2003). *Business Communication for Managers*. Cengage Learning.
3. Krizan, A. C. (2008). *Effective Business Communication*. Cengage Learning.

Reference Books

1. Courtland, L. (1989). *Techniques of Writing Business Letters, Memos and Reports*. Jaico Publishing House, Latest Edition.
2. Kaul, A. (2015). *Business Communication*. PHI Learning, Latest Edition.
3. Loudon, K.C. and Loudon, J. P. (2013). *Management Information Systems*. Pearson Education Limited, Latest Edition.
4. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases*. Tata McGraw Hill, Latest Edition.

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Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc25_hs136/preview
2. https://www.youtube.com/results?search_query=Business+Communication+NPTEL

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	2	-	-	-	-
CO2	2	3	2	2	1	-	-	-
CO3	2	3	3	2	1	-	-	-
CO4	2	3	2	3	2	1	1	-
CO5	2	3	2	3	3	1	2	1

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BBA103 INTRODUCTION TO MARKETING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA103	MAJ	Introduction to Marketing	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ- Major

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamental concepts and functions of marketing.
2. Develop knowledge of marketing planning and environmental analysis.
3. Explain marketing mix decisions related to product, price, promotion, and distribution.
4. Enhance skills for developing and implementing marketing strategies.
5. Apply marketing concepts to business and customer-oriented decisions.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Explain the concepts, functions, and environment of marketing.
- CO2** Analyze product planning, positioning, and new product development strategies
- CO3** Apply pricing concepts and methods for marketing decision-making.
- CO4** Evaluate promotional tools and their role in communicating customer value.
- CO5** Examine distribution channels and develop marketing mix strategies for business success.

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TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of marketing

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Marketing: 1. Meaning – concept, functions, 7P's of Marketing 2. marketing Planning & implementation 3. Marketing Programmes 4. Marketing environment – Micro and Macro. 5. Introduction to Industrial Marketing	9	ATL1 ATL3 ATL5
II	Product: 1. Meaning 2. Product planning policies 3. Positioning 4. New product development	9	ATL2, ATL3, ATL5
III	Pricing: 1. Pricing objectives 2. Setting and modifying the price 3. Initiating price changes 4. Responding to price changes	9	ATL4, ATL3, ATL6

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IV	Promotion: - Promotion Mix - Advertisement - Message - copy writing - Media strategy - Sales promotion - Personal selling - Publicity	10	ATL1, ATL3, ATL6
V	Physical Distribution: - Distribution Mix - Managing channel intermediaries - Transport and warehousing	8	ATL5, ATL3, ATL6
Total Hours		45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Marketing case studies and brand analysis
Development of simple marketing plans

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.
Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2008). *Marketing Management: A South Asian Perspective*. Pearson Prentice Hall.
- Saxena, R. (2002). *Marketing Management*. Tata McGraw-Hill.

Reference Books

- Ramaswamy, V., & Namakumari, S. (2009). *Marketing Management: Global Perspective, Indian Context*. Macmillan India Ltd.

Suggested- resources (Websites/e-books)

- https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_mg68
- https://www.youtube.com/results?search_query=Marketing+Management+NPTEL

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COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	2	1	-	-	-	-
CO2	3	-	3	2	2	-	-	-
CO3	2	-	3	2	3	-	-	-
CO4	2	2	3	2	2	-	1	-
CO5	3	1	3	3	3	1	1	2

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BBA104 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA104	MIN	Introduction to Human Resource Management	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MIN- Minor

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamentals of Human Resource Management.
2. Develop knowledge of HR planning, recruitment, and selection.
3. Understand training, development, and compensation practices.
4. Learn performance management and employee development concepts.
5. Apply HRM principles in organizational settings.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfil the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Explain the concepts and functions of Human Resource Management.
- CO2** Analyse HR planning, recruitment, selection, and induction processes.
- CO3** Describe training and development methods used in organizations.
- CO4** Examine compensation management and job evaluation practices.
- CO5** Evaluate performance management systems and employee development initiatives.

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TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of HRM

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction to Human Resource Management: 1.Introduction, Meaning and Significance of HRM 2.Personnel Management Verses HRM 3.HRM Process 4.Functions and Role of HR Manager	9	ATL1 ATL3 ATL5
II	Job Analysis, Acquisition and Talent Management Process: 1.Human Resource Planning 2.Job Analysis 3.Recruitment and its Sources 4.Process of Selection 5.Placement and Induction	10	ATL2, ATL3, ATL5
III	Training and Development of Human Resource: 1. Training: Definition, Purpose, Need 2. Methods of Training: On Job Training and Off Job Training	8	ATL4, ATL3, ATL6

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IV	Compensation Management and Job Evaluation: 1. Compensation: Definition, Components, Factors Affecting Compensation 2. Job Evaluation	9	ATL1, ATL5, ATL6
V	Performance Management: 1. Performance Appraisal: Definition, need, and techniques 2. Recent trends in Performance Management	9	ATL5, ATL3, ATL8
	Total Hours	45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

HR case studies and policy analysis
 Recruitment and interview simulations

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.
 Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Dessler, G. (2016). *Human Resource Management*. Pearsons Education Delhi, Latest Edition.
2. Aswathappa, K (2017). *Human Resource Management*. McGraw Hill Publishing Company, Singapore, Latest Edition.
3. Armstrong, M. (2008). *Handbook of Human Resource Management Practice*. Kogan Page, London, Latest Edition.

Reference Books

1. Storey, J. (2004). *Managing Human Resources: Preparing for the 21st Century*. Beacon Booms, New Delhi, Latest Edition.

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Choice Based Credit System (CBCS) in the light of NEP-2020
BBA (Marketing)
SEMESTER - I (2026-2029)

Suggested- resources (Websites/e-books)

1. https://onlinecourses.nptel.ac.in/noc24_mg87/preview (Human Resource Management – NPTEL)
2. https://www.youtube.com/results?search_query=Human+Resource+Management+NPTEL

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	2	1	-	-	-	-
CO2	3	1	3	2	2	-	-	-
CO3	2	2	3	2	2	-	1	-
CO4	2	1	3	2	2	-	1	-
CO5	3	2	3	3	3	-	2	1

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BBA105 BASICS OF FINANCIAL ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			Marks	THEORY			PRACTICAL					
				END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA105	MIN	Basics of Financial Accounting	Max	60	20	20	-	-	3	-	0	3
			Min	24	16		0	0				

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MIN- Minor

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE OBJECTIVES:

The student will have ability to:

1. Understand the fundamentals of financial accounting.
2. Develop knowledge of accounting principles and standards.
3. Learn the preparation of accounting records and statements.
4. Understand the concept and methods of depreciation.
5. Apply accounting techniques to business transaction

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

COURSE OUTCOMES:

After completion of the course, the student will be able to:

- CO1** Explain the basic concepts, principles, and functions of accounting.
- CO2** Prepare journal entries, ledger accounts, and trial balance.
- CO3** Develop final accounts and classify assets and liabilities.
- CO4** Apply accounting principles to record and analyse business transactions.
- CO5** Calculate depreciation using different methods and interpret financial information.

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TEACHING PEDAGOGY:

- T1** Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
- T2** ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Oral Viva-voce examination

ASSESSMENT TOOLS:

- ATL1** Quiz
- ATL2** Activity Based Learning
- ATL3** Midterm Exams
- ATL4** Flip Class
- ATL5** Seminar Presentation
- ATL6** Assignments
- ATL7** Oral Viva-voce examination
- ATL8** Industrial Visit Report

PREREQUISITES:

Basic knowledge of accounting.

SYLLABUS:

Unit	Descriptors/Topics	Hours	Assessment Tools
I	Introduction to Accounting - Basics of Accounting - Accounting Mechanics - Classification - Concepts and Conventions - Indian Accounting Standards	9	ATL4 ATL3 ATL5
II	Journal and Ledger - Journal: Meaning and Advantages - Ledger meaning - Posting and Balancing	9	ATL2, ATL3, ATL5
III	Trial Balance - Trial Balance - Objectives, defects, locating errors and preparations of Trial Balance	9	ATL4, ATL1, ATL6

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IV	Final Accounts 1. Trading Account 2. Profit and Loss Account 3. Forms of Balance Sheet 4. Assets and their Classification, Liabilities and their Classification 5. Uses and Limitations 6. Expenditure	9	ATL1, ATL5, ATL6
V	Depreciation 1. Meaning, Determinant Factors 2. Methods (straight line and diminishing balance) and Significance	9	ATL5, ATL3, ATL6
Total Hours		45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Practical exercises on journal entries and ledger posting
Preparation of financial statements

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.
Use of simplified datasets and guided exercises

SUGGESTED READINGS:

Textbooks

1. Tulsian, P.C. and Tulsian, B. (2016). *Financial Accounting*. S Chand Publications.
2. Shukla. S.M. (2019). *Financial Accounting*. Sahitya Bhawan Publications
3. Rajasekaran, V. and Lalitha, R. (2010). *Financial Accounting*. Pearson Publications

Reference Books

1. Hanif, M. and Mukherjee, A. (2018). *Financial Accounting*. McGraw Hill Publications
- Arora, M.N., Achalapathi, S. and Brinda, S. (2018). *Financial Accounting*. Taxmann's
- Sehgal, D. (2018). *Financial Accounting*. Vikas Publishing House, New Delhi.

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CO2	3	-	3	2	2	-	-	-
CO3	3	-	3	2	2	-	-	-
CO4	2	-	3	3	3	-	1	-
CO5	2	-	3	3	3	-	-	1

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