



Format for Syllabus of Theory Paper

Part A Introduction		
Program: Certificate		
Class: BBA I Year		
Year: 2021		
Session: 2021-2022		
Subject: BUSINESS MANAGEMENT		
1	Course Code	
2	Course Title	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	
4	Pre-requisite (if any)	
5	Course Learning outcomes (CLO)	
6	Credit Value	
7	Total Marks	
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	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management. School & Thoughts of Management.	18
2	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups.	18
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.	18
4	Authority- Delegation, Decentralization – Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction –Nature and Purpose.	18
5	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management- Challenges and Skills	18
Keywords/Tags:		

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28.5.2021
Prof. Dr. S.K. Khatik
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Professional Management BBA Course.



Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year: 2021
Session: 2021-2022			
Subject: COMMUNICATION SKILLS			
1	Course Code	M1-BBAA2T (Group-I)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Imagination, Ethical Theory and Skills to Interact, Students can learn how to do this ethically and effectively. 2. Students can learn and practice group communication skills. They will learn how to respond in discussions, interviews, conferences. 3. Students can learn nonverbal communication, listening and organizational culture. 4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	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	Historical background of Communication, Definition and Process of Communication, Essentials of Effective Communication, Barriers to Communication, Role of Communication in Organizational Effectiveness.	18	
2	Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18	
3	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18	
4	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter.	18	
5	Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopaldaswamy Ramesh, Pearson India • Rao N. and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai. • Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radha Pub., 			

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Format for Syllabus of Theory Paper

Part A- Introduction			
Program: Certificate		Class': BBA I Year	Year:2021 Session:2021-2022
Subject: MICRO ECONOMICS			
1	Course Code	M1-BBABIT (Group-II)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Students will understand the importance of basic principles of micro economics. 2. Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it. 3. Utility, apathy analysis and market surplus, students will be able to understand. 4. Students will be able to understand production principles, classify costs and incomes. 5. Students will be able to understand the comparison of different market systems. 6. Students will be able to understand how national income is calculated.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	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	Introduction to economics, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10	
2	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	15	
3	Utility Analysis, Marginal Concept of Utility, Indifference Curve Analysis: Assumptions, Properties of Indifference curve, Theory of Consumer Surplus.	20	
4	Elements of Cost, Factors of Production, Theory of Rent, Theory of Interest, Theories of Profit.	20	
5	National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income, Types of Market Structure, Perfect v/s Imperfect Market, Trade Cycles.	25	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Maddala & Miller, Microeconomics Theory and Applications, 13th Reprint 2017 • Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra 			

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Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year: 2021 Session: 2021-2022
Subject: BUSINESS STATISTICS			
1	Course Code	M1-BBAB2T (Group-II)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Statistical Research Tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analysing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	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	Meaning and Definition of Statistics, Statistical Investigations, Laws of Statistics, Scope of Statistics, Limitations of Statistics.	15	
2	Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data.	17	
3	Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean, Harmonic Mean.	18	
4	Measure of Variation: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.	20	
5	Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.	20	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House • Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education. • Business Statistics, N. D. Vohra, TATA McGraw Hill. • D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad • Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi. • Statistical Analysis, Dr P.C Tulsian, S.Chand Publications, Delhi • Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium) • Business Statistics, R.S. Bhardwaj, Excel Books 			
Suggested web links:			

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Part A Introduction			
Program: Certificate		Class': BBA I Year	Year:2021 Session:2021-2022
Subject: BUSINESS STATISTICS			
1	Course Code	M1-BBAB2T (Group-II)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Statistical Research Tools will increase student's ability to understand how to perform social researches. 2. Students will be equipped with knowledge about analysing professional reports and will be able to make decisions based on the reports analyzed. 3. Students will learn about Quantization, analysis of performance relationship.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	Min. Passing Marks:33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week):3 Hours			
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4	Measure of Variation: Standard Deviation, Mean Deviation and Skewness, Time Series Analysis.	20	
5	Correlation Analysis, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Lines of Regression, Index Number.	20	
Keywords/Tags:			
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Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Fundamentals of Statistics, S.C. Gupta, Himalaya Publishing House • Basic Business Statistics: Concepts and Applications, Berenson and Levine, Pearson Education. • Business Statistics, N. D.Vohra, TATA McGraw Hill. • D.N. Elhance: Fundamental of Statistics, Kitab Mahal, Allahabad • Gupta, S.P.: Business Statistics, Sultan Chand and Sons, New Delhi. • Statistical Analysis, Dr P.C Tulsian, S.Chand Publications, Delhi • Business Statistics, Dr S.M Shukla and Sahai, Sahitya Bhawan Publications, Agra (Hindi and English, both Medium) • Business Statistics, R.S. Bhardwaj, Excel Books 			
Suggested web links:			

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Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class': BBA I Year	Year:2021 Session:2021-2022
Subject: FINANCIAL ACCOUNTING			
1	Course Code	M1-BBAC1T (Group-III)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Students will be able to understand the basics of bookkeeping and accounting. 2. Students will be able to know about accounting software. 3. Students will be able to do the accounting work of the business unit. 4. They will be in a position to understand and technically use bank reconciliation, branch accounts and departmental accounts. 5. Students will understand the concept of Royalty accounting and Hire-purchase accounting and learn what accounting remedies relate to them and where it can be used.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	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	Accounting and its place in business and relationship with other financial areas, Double Entry System, Book Keeping- Meaning, Advantages, Concepts and Conventions, Difference between Financial Accounting, Cost Accounting and Management Accounting.	10	
2	Type of books of accounts and their preparation, Journal, Ledger, Trial balance and Depreciation, Computerized Accounting software (Cloud books, Wave and Tally).	20	
3	Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet. Preparation of EMI Chart.	20	
4	Bank Reconciliation Statement, Branch Accounts and Department Accounts.	20	
5	Royalty Accounts, Hire Purchase Accounts- Accounting record in the book of purchaser and vendor.	20	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Mukherjee Hanif, Financial Accounting, Tata McGraw Hills, New Delhi • Shukla & Grewal, Financial Accounting, S Chand Publishing, 2019, New Delhi 			

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Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year: 2021
Session: 2021-2022			
Subject: BUSINESS MATHEMATICS			
1	Course Code	MI-BBAC2T (Group-III)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	Students will learn to prepare and calculate Invoice, Ratio, Simultaneous equation in two or three variables, Matrices, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit and Loss, and then interpret and clearly convey the results in real-world scenarios.	
6	Credit Value	(Credit) 6	
7	Total Marks	Max. Marks: 25+75	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	Ratio — Gaining and Sacrificing Ratio, Proportion, Percentage, Averages — Simple and Weighted Averages.	15	
2	Simultaneous Equations — Meaning, Characteristics, Types and Calculations, Preparation of Invoice.	18	
3	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.	20	
4	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms — Principles and Calculations. Simple and Compound Interest.	20	
5	Commission, Discount, Brokerage and Profit and Loss	17	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition • S.M. Shukla: Business Mathematics, Sahitya Bhawan, Agra latest edition (Hindi and English Medium) • V. Sundaresan and S.B. Jeysoelan: An Introduction to Business Mathematics, S.Chand&Co.Pvt. Ltd, New Delhi Latest edition • M. Raghavanchari: Mathematics for Management, An Introduction Tata McGraw Hill Publishing company Ltd. New Delhi latest edition • Dr. J P Mishra, Business Mathematics, Sahitya Bhawan, Agra (Hindi Medium). 			

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Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year: 2021
Session: 2021-2022			
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2	Course Title	BBA	
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Total No. of Lectures-Tutorials-Practical (in hours per week): 3 Hours			
L-T-P: 90			
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3	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.	20	
4	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms — Principles and Calculations. Simple and Compound Interest.	20	
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Text Books, Reference Books, Other resources			
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Format for Syllabus of Theory Paper

Part A Introduction			
Program: Certificate		Class: BBA I Year	Year: 2021
		Session: 2021-2022	
Subject: COMMUNICATION SKILLS			
1	Course Code	M1-BBAA2T (Group-I)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Generic Elective/Vocational/.....)	(Core Course)	
4	Pre-requisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Imagination, Ethical Theory and Skills to Interact, Students can learn how to do this ethically and effectively. 2. Students can learn and practice group communication skills. They will learn how to respond in discussions, interviews, conferences. 3. Students can learn nonverbal communication, listening and organizational culture. 4. Students can be equipped with knowledge of professional communication through the basic principles of writing professional papers and other documents.	
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L-T-P: 90			
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2	Public Speech - Composition Principles, Speech Delivering Skills, Group Discussion: Do's and Don'ts of Group Discussion, Communication in Committees, Seminars and Conference.	18	
3	Non-Verbal Communication: Meaning, types and Importance, Listening, Difference between Listening and Hearing.	18	
4	Business Correspondence, Essentials of Effective Business Correspondence, Structure of Business Letter, Types of Business Letter: Enquiry, Reply, Orders, Complaints and Circular Letter.	18	
5	Drafting of Notices, Agendas, Minutes, Job Application Letters, Preparation of Curriculum Vitae.	18	
Keywords/Tags:			
Part C-Learning Resources			
Text Books, Reference Books, Other resources			
Suggested Readings:			
<ul style="list-style-type: none"> • Ace of Soft Skills Attitude Communication and Etiquette for Success by Gopaldaswamy Ramesh, Pearson India • Rao N. and Das R. P., Communication Skills, Himalaya Publishing House, Mumbai. • Mehta D. & Mehta N. K., A Handbook of Communication Skills Practices, Radha Pub., 			

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GE TH-1
GENERIC ELECTIVE SUBJECT THEORY PAPER-I

Part A : Introduction

Program: Certificate Course | **Class : B.Com.** | **Year : 1st** | **Session : 2021-22**

Subject : Rural Banking

1.	Course Code	A1-RBANIG
2.	Course Title	Money & Banking
3.	Course Type	Elective
4.	Pre-requisite (If any)	No Pre-requisite
5.	Course Learning Outcomes (CLO)	After successful completion of this course, students will: CLO1. understand about the origin of Money and Banking. CLO2. learn about various concepts of Money, its functions, value, money market and monetary policy operations. CLO3. understand about various banking institutions along with their basic functions and their credit creation role. CLO4. understand about the Central bank of our country and assess the objectives and functions of Reserve Bank of India (RBI) CLO5. also analyze the Banking Sector Reforms and gauge at the recent trends in Banking System in India.
6.	Credit Value	4 (Theory)
7.	Total Marks	Max. Marks : 25+75 =100 Min. Passing Marks : 33

PART B-CONTENT OF THE COURSE

Total No. of Lectures - Tutorials-Practical (in hours per week): 2 Hours per Week

L/T/P:

Units	Topics	No. of Lecturers
I	Money: Meaning, Functions and Classification: Concept, Definition, functions and importance of money. Classification of money, Role of money in capitalist, socialist and mixed economies. Essential quality of good money, Money Aggregates, Paper money – meaning . forms, principles & methods of note issue in India. Gresham’s Law, Demonetization. Keywords – Money, Role of money, Paper money, Demonetization, Money Aggregates.	12
II	Value of money and Economic Fluctuations: Theories of value of money - Quantity theory of money, Fisher’s and Cambridge equations and income theory. Economic fluctuations - Inflation and Deflation of money. Stagflation. Keywords – Value of money, Economics Fluctuations, Inflation, Deflation, Stagflation	12

III	<p>Money Market & Monetary Policy:</p> <p>Functions and importance of money market. Indian money market, Monetary policy and its objectives, indicators and instruments of monetary policy. Monetary policy in an open economy. Current monetary policy of India.</p> <p>Keywords – Money market, Credit control, Monetary policy, current monetary policy of India.</p>	12
IV	<p>Banking Institutions:</p> <p>Concept, Definition, functions and importance of Bank, Types of Banks – Commercial Bank, Development Bank, Co-operative Banks, Regional Rural Banks (RRB), Micro – Finance institutions, Private Banks, Indigenous Banks, Credit Creation, Role of banking in an economy.</p> <p>Keywords – Banking institutions in India, Types of Banks, Credit creation, Role of Bank in an economy.</p>	12
V	<p>Central Bank and Policy Reforms in Banking:</p> <p>Objectives of Central Bank and its role in the economy, Reserve Bank of India (RBI)- organization, structure and its functions; Credit creation and control by RBI, Nationalization of Banks and its objectives, Banking sector reforms, Recent Trends in Banking system in India.</p> <p>Keywords – Central Bank, RBI, Nationalization of banks, Banking Reforms, Bank Recent Trends.</p>	12

Part C: Learning Resources

Text Books, Reference Books, Other Resources

Suggested Readings:

1. Brandl Michael W - Money, Banking, Financial markets & institutions Cengage New Delhi 2019 2nd edition
2. Wright Robert E - Money and Banking, Saylor Foundation New York 2012
3. Samys Guru - Banking Theory, Vijay Nicole Publication, Chennai 2015
4. Trivedi I.V., Dashora Rakesh, Nagar Ashok & Jain Sanjay - Money and Financial System, Ramesh Books Depo, Jaipur New Delhi 2006 2nd edition
5. Mishra J.P. - Money and Banking, Sahitya Bhawan, Agra, 2020
6. Agarwal B.P. - Banking law & Practice, Sahitya Bhawan, Agra, 2004
7. Sinha V.C. & Sinha Pushpa - Money & Banking, SBPD Agra, 2020
8. Money & Banking, M.P. Granth Academy, Bhopal
9. Singhai G.C. - Money and Banking, Sahitya Bhawan, Agra 2017
10. त्रिवेदी आई. वी., दशोरा राकेश, नागर अशोक, जैन संजय - मुद्रा एवं वित्तीय प्रणाली, रमेश बुक डिपो जयपुर, नई दिल्ली तृतीय संस्करण 2006
11. मिश्रा जे.पी. - मुद्रा एवं बैंकिंग - साहित्य भवन पब्लिकेशन आगरा 2020
12. सिंघई जी.सी. एवं सिंह एम.के. - मुद्रा एवं बैंकिंग - साहित्य भवन पब्लिकेशन आगरा 2020