

Certificate in Business Skills (CBS)



**Govt. V.Y.T. PG Autonomous
College, Durg (C.G.)**

Certificate in Business Skills (CBS)

INTRODUCTION TO THE PROGRAMME

Every individual and department within an organization can benefit from stronger business acumen. In an increasingly competitive market, it's more-and-more important to develop and refine people and process skills, in order to do any job role effectively.

Learn tactics to motivate teams, how to better negotiate with vendors, communicate more effectively within and across teams, and gain conflict resolution skills. With an extensive range of courses featuring subject-matter experts delivering real-world scenarios, you can rely on our business skills training to become an effective leader, manager and complete professional.

Objectives:

The main objective of this programme is to develop business skills among the students. They can avail gainful self-employment opportunities. It gives more emphasis to self-employment. The certificate programme makes the learners competent in the areas of business communication, entrepreneurship, basic computer knowledge, business organization and accounting.

Scheme of Certificate in Business Skills (CBS) Session 2020-2021 will be introduced from this session. The CBS is offered by the Govt. V.Y.T. PG Autonomous College, Durg (C.G.) through the medium of both English and Hindi. The syllabi and scheme of examination are detailed below:

Minimum Duration: 6 Months

Maximum Duration: 2 Years

Eligibility: 10+2 from any recognized secondary education board of any state of India.

Medium: English or Hindi

Maximum Age: 25 years.

In Certificate in Business Skills (CBS) shall be three theory papers each of 60 marks, laboratory course of 60 marks and assignments will be of 20 marks, thus total marks in the course will be 300.

Minor component of the evaluation system

Assignments: - Submission of assignments is compulsory. Assignments of a Course carry 30% weightage. Student will have to submit one assignments for each paper. Students will not be allowed to appear for the final examination for a CBS, if they do not submit the assignment in time. If student do not get a passing marks in any assignments student have to submit it again.

Major component of the evaluation system

Theory Paper: - Theory paper carries 70% weightage in the final result. In case, student fail to secure a pass score (40% marks) in the final examination, student will be eligible to reappear in the next year final examination for CBS.

Practical examination

There will be a final practical Examination of three hours duration for a maximum of 60 marks. Final Practical examination will consist of 2 Questions. The first question will cover the areas under Lab Course-I and the second question will cover areas under Lab Course -2.

Evaluation

Evaluation consists of three parts: 1) assignments, 2) final Examination and 3) Laboratory course. In the final result, assignment of a CBS carries 30% weightage, While 75% weightage is given to final examination, Following is the scheme of awarding divisions and grades:

Division	Percentage Range	Grade
First	80 and above	A - Excellent
First	60 to 79.99	B- Very Good
Second	50 to 59.99	C - Good
Pass	40 to 49.99	D - Satisfactory
Unsuccessful	Below 40	E - Unsatisfactory

Students are required to score at least 40% marks in assignments as well as final examination separately. In the overall computation also, you must get at least 40% marks in each paper to claim the Certificate in CBS.

Re-evaluation:-

There is provision for re-evaluation of final exam (theory) answer copies (anyone or two). The students can apply for re-evaluation of final exam (theory) answer copies against payment of Rs.250/- per theory paper.

- 1. There will be no ATKT.**
- 2. Students will get Two chance to With in two years from the date of Admission.**

EVALUATION PATTERN

Theory Paper		
Paper-I	Business Organisation	50 Marks
Paper-II	Preparatory Course in Commerce	50 Marks
Paper-III	Business Communication and Entrepreneurship	50 Marks
Paper-IV	Laboratory course	50 Marks

6. The scheme of marks (Practical) should be as follows:

One Question from Lab course - 1	15 Marks
One Question from Lab course - 2	15 Marks

Sessional	10 Marks
Viva	10 Marks
Total	50 Marks

Syllabus and Marking Scheme for CBS.

Paper No.	Title of the Paper	Marks Allotted
		Theory
Paper-I	Business Organisation	50
Paper-II	Preparatory Course in Commerce	50
Paper-III	Business Communication and Entrepreneurship	50
Paper-IV	Laboratory course	50
	Total	200

Syllabus

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PAPER- I

Business Organisation

Max. Marks - 50

UNIT- 1: Basic Concepts and Forms of Business Organisation

Introduction, Human Activities, Business, Industry, Commerce, Organisation, Sole Trader Organisation, Partnership Form of Organisation, Company Form of Organisation, Cooperative Form of Organisation, Requisites of an Ideal Form of Business Organisation, Comparison of Various Forms of Organisations, Criteria for the Choice of Organisation, Choice of Form of Organisation, An Entrepreneur, Promotion, Promotion of Different Types of Organisations.

UNIT- 2: Financing of Business

Need for and Importance of Finance, Types of Financial Needs, Capital Structure, Methods of Raising Capital, What is a Stock Exchange? , Functions of Stock Exchanges, Method of Trading on a Stock Exchange, Types of Dealings in a Stock Exchange, Some Important Terms, Listing of Securities on a Stock Exchange, Speculation and Stock Exchange, Factors Affecting Prices in a Stock Exchange, Advantages and Shortcomings, Regulation and Control of Stock Exchanges, Nature and Importance of Long-term Finance, Sources of Long-term Finance, Underwriting,

UNIT- 3: Marketing

Introduction, what is Foreign Trade? India's Foreign Trade Performance, Regulations Governing Foreign Trade, Export Trade Procedure, Import Trade Procedure, Who is a Wholesaler? Importance of Wholesalers, Types, Functions and Services of Wholesalers, Meaning and Importance of Retailing, Functions of Retailers, Services of Retailers, Itinerant Retailers, Fixed Shop Retailers, Home Trade and Distribution System, What is a Channel of Distribution? Functions of Channels of Distribution, Channels of Distribution Used, Factors Influencing the Choice of Channel, Types and role of Middlemen, Meaning and Importance of Media, Types of Media and Their Characteristics, Requisites of an ideal Medium, Evaluation of Media, Choice of Media, Role of Advertising Agencies, What is advertising? Difference between Advertisement and Objectives of Advertisement, Essentials of an Effective Advertisement. Role of

UNIT- 4: Business Services

Trade and Barriers to Trade, Transport- Its Importance, Essentials of a Good Transport System, Modes of Transport, Choice of Mode of Transport, Containerisation, Clearing and Forwarding Agents, Warehousing, Types of Warehouses, What is a Business Risk? Pervasiveness of Risks in Business, Types of Business Risks, Risk Management, What is Insurance? Insurable Risks and Non-insurable Risks, Contract of Insurance, Kinds of Insurance, What is a Bank, Types and Role of Commercial Banks, Banker and Customer, Types of Bank Accounts, Modes of Making Payments, Advances, Modes of Creating Charge, Other Bank Services.

UNIT- 5: Government and Business

What is a Public Utility? Features of Public Utilities, Organisation and Management of Public Utilities, Pricing Policy of Public Utilities, Sales Policy of Public Utilities, Public Control and State Regulation, Departmental Organisation, Public Corporation, Government Company, Comparison of the Forms of Organisation. Reasons Underlying Government Control Over Private Business, Instruments of Government Control, Why Does the Government Participate in Business? What is a Public Enterprise? Features and Objectives of Public Enterprises, Performance of Public Enterprises, Contribution of Public Enterprises, Problems of Public Enterprises.

References:

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02. Ramesh M.S., 1985, Principles and Practice of Modern Business Organisation, Administrator 1 & Management, Kalyani Publishers: New Delhi. (Volume 1, Chapters 1, 2 & 3)
03. Singh, B.P., and T.N. Chhabra, 1988, Business Organisation and Management, Kitab Mahal: Allahabad. (Part One, Chapters 1, 2 & 3)
04. Burch, John G., 1986, Entrepreneurship, John Wiley & Sons: New York (Part-111, Chapter 5 and Part V, Chapter 12).
05. Sharma R.A., 1985, Entrepreneurial Performance in Indian Industry, Inter-India Publications: New Delhi. (Chapters 1,2)
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07. Ghosh, Prasanta K., 1986, Company Secretarial Practice, Sultan Chand & Sons: New Delhi. (Chapter 3-5)

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10. Mathew, M.J. 1985. International Trade, Policies and Prospective~ in Developing Economy, Sri Ram Book Company: Jaipur.
11. Verrna, M.L. 1988. Foreign Trade Management in India, Vikas Publishing House Private Limited: New Delhi.
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13. Trerarne, Williams D. 1985. Commerce. Longman: New Delhi.
14. Amarchand D. and B. Varadarajan, 1983, An Introduction to Marketing, Vikas Publishing House: New Delhi. (Chapter 2)
15. Kotler, Philips 1986. Marketing Management, Prentice-Hall of India: New Delhi. (Chapter 18)
16. Kotler, Philip, 1986. Marketing Management-Analysis, Planning and Control, Prentice Hall of India: New Delhi. (Chapter 20).
17. Wright, John S., Willis L. Winter Jr., and Sherilyn K. Zeigler, 1984. Advertising, Tata McGraw-Hill: New Delhi. (Chapters 1, 2 & 4).
18. Gartside, L. Commerce- A Guide to the Business World, Pitman Publishing, London.
19. Administrative Reforms Commission, 1967. Report of the Study Team on Public Sector Undertakings, Government of India: New Delhi. (Chapter 2).
20. Khera S.S., 1963, Government in Business, Asia Publishing House: New Delhi, (Chapter I).
21. Kolesov, V., 1980, The Public Sector, Sterling Publishers: New Delhi, (Chapter 2).
22. Laxmi Narain, 1988, Principles and Practice of Public Enterprise Management, S. Chand & Co.: New Delhi, (Chapters 1 & 2).

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PAPER- II

Preparatory Course in Commerce

Max. Marks - 50

UNIT-1: Basic concept of accounting

Nature of Business, Classification of Business Activities, Forms of Business Organisation, Need for Accounting, Objectives of Accounting, Definition and Scope of Accounting, Book-Keeping, Accounting and Accountancy, Parties Interested in Accounting Information, Branches of Accounting, Advantages of Accounting, Basic Accounting Terms, Basic Accounting Concepts, Systems of Book-Keeping,

UNIT-2: Books of Account-I

Introduction, Accounting Process, What is an Account? Classification of Accounts, Principle of Double Entry, Accounting Rules, What is Journal? Form of the Journal, Steps in Journalising, Transactions of Different Types, Compound Journal Entry, Opening Entry, Casting and Carry Forward, What is Ledger? Form of a Ledger Account, Posting into Ledger, Posting a Compound Journal Entry, Balancing Ledger Accounts, Significance of Balance, Trial Balance, Posting an Opening Entry,

UNIT-3: Books of Account-I

Need for Sub-division of Journal, Subsidiary Books, Advantages of Subsidiary Books, Cash Book, Single Column Cash Book, Two Column Cash Book, Petty Cash Book, What is a Bank? Types of Bank Accounts, Crossing of Cheques, Endorsement of Cheques, Dishonour of Cheques, Three Column Cash Book, Need for Reconciliation, Causes of Difference, Procedure for Ascertaining the Causes of Difference and Effects thereof, Preparation of Bank Reconciliation Statement and when there is Overdraft, Adjusting the Cash Book Balance, Advantages of Bank Reconciliation Statement, Purchases Journal, Purchases Returns Journal, Sales Journal, Sales Returns Journal, Bills of Exchange, Journal Proper, What is a Trial Balance? Preparation of a Trial Balance, Preparation of Trial Balance from a Given List of Balances, Causes for the Disagreement of a Trial Balance, Locating Errors when the Trial Balance Disagrees, Errors not Disclosed by Trial Balance, Advantages of a Trial Balance, Limitations of a Trial Balance,

UNIT-4: Final Accounts - I

Basic Accounting Concepts Relating to Final Accounts, Bases of Accounting, Need for Distinction between Capital and Revenue, Capital and Revenue Expenditures, Capital and Revenue

Receipts, Capital and Revenue Profits, Capital and Revenue Losses, Some Peculiar Items, What is Gross Profit? Form of Trading Account, Closing Entries, Cost of Goods Produced (Cost of Production), Form of Manufacturing Account, Form of Trading Account of a Manufacturing Concern, Trading Account without Manufacturing Account, Profit and Loss Account, Form of Profit and Loss Account, Some Important Points, Closing Entries in respect of Profit and Loss Account.

UNIT-4: Final Accounts – II

What is a Balance Sheet? Form of a Balance Sheet, Classification of Assets, Classification of Liabilities, Arrangement of Assets and Liabilities in the Balance Sheet, Distinction Between Profit and Loss Account and Balance Sheet, Vertical Presentation of Final Accounts, Need for Adjustments, Closing Stock, Outstanding Expenses, Outstanding Incomes, Prepaid Expenses, Income Received in Advance, Depreciation, Interest on Capital, Interest on Drawings, Bad Debts, Provision for Bad Debts, Provision for Discount on Debtors, Provision for Discount on Creditors, Some Practical Hints, Some Other Adjustments, Adjustment Items Given in Trial Balance, Rectification of Errors, Suspense Account and Rectification, Effect of Rectifying Entries on Profits.

References:

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02. Bhushan, Y.K. Fundamentals of Business Organisation and Management (New Delhi: Sultan Chand & Sons, 1986).
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04. Stephenson, James. Principles and Practice of Commerce (London: Issac Pitman & Sons.1965).
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06. Bierman, Harold & Drebin, Allan R. Financial Accounting: An Introduction (Philadelphia: W.B. Saunders Company, 1978).
07. Briston, R.J. Introduction to Accountancy & Finance (London: The Macmillan Press Ltd., 1981).
08. Maheshwari, S.N. Principles and Practice of Book-Keeping (New Delhi: Arya Book Depot, 1986).
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11. Grewal, T.S. Double Entry Book-Keeping (New Delhi: Sultan Chand & Sons, 1986) Chapter 3.
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PAPER- III
Business Communication and Entrepreneurship
Max. Marks - 50

UNIT-1: Communication Skills for Business - I

Using a Dictionary, A Guide to Basic Punctuation, Traditional Parts of Speech, Sentence Structure, Mastering Subject-Verb Agreement, Writing Paragraphs, Transitions and Coherency, Business Letters, Writing a Business Letter, Writing an Inquiry or Request Information Letter, Writing a Request for Funding or Services Letter, The Response Letter, Writing a Memo, Parts of a Memo, Writing a Good Business Letter

UNIT-2: Communication Skills for Business - II

Writing Facts and Opinions, Writing for Community Involvement, The Process of Writing, Using Sentence Variety in Create interest, Writing a Successful Project Proposal, Writing Reports, Writing for Community Relations, Turing Case Studies in to Success Stories,

UNIT-3: Entrepreneurship and Small Business - I

Beginning of the Entrepreneurship, Entrepreneur vs. Administrator, About Entrepreneurship, Why Choose to Become an Entrepreneur, Different Stages of Entrepreneurship, Who Can Be an Entrepreneur? Identifying the Entrepreneur in Me, How to Develop and Strengthen Entrepreneurial Qualities, Future of Entrepreneurship, Self-appraisal Test.

UNIT-4: Entrepreneurship and Small Business - II

Entrepreneurship as a Person, Traits and Characteristics of Entrepreneurs, Delicate. Uniqueness of Entrepreneurs, Opportunities in Self-employment, Idea Generation, Business Opportunities, Identifying My Business Choice- SWOT, Crucial Factors for Setting Up the Small Business, Preliminaries in Setting Up a Business or Trade, Product - Specific Formalities, Business Blueprint, Steps in Setting up a Small Business Enterprise, Small Business Analysis Skills, Market Research.

UNIT-5: Entrepreneurship and Small Business - III

Need for a Business Plan, Preparing Business Plan, The Potential Entrepreneur, Working Capital and Project Cost Assessment, Appraising the Business Plan, The Formal Credit System, The Government Sponsored Schemes, Alternative Credit Delivery

System, Maintenance of Records and Accounts, Forms of Business Organizations, Sources of Finance, Contracts and Agreements, Standards of Weights and Measures, Insurance, Operating Banking Accounts, Model Partnership Deed.

References:

01. Cronen, V., & Pearce, W. B. (1982). The coordinated management of meaning: A theory of communication. In F. E. Dance (Ed.), Human communication theory (pp. 61–89). New York, NY: Harper & Row.
02. Habermas, J. (1984). The theory of communicative action (Vol. 1, p. 100). Boston, MA: Beacon Press.
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10. Vocate, D. (Ed.). (1994). Intrapersonal communication: Different voices, different minds. Hillsdale, NJ: Lawrence Erlbaum.
11. Innovation and Entrepreneurship (1985) by Peter F. Drucker
12. The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know by Alejandro Cremades
13. The Small Business Start-Up Kit by Peri Pakroo

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PAPER- IV

Laboratory course

Max. Marks - 50

Lab Course-1

INSTALL YOUR OPERATING (WINDOWS/LINUX) SYSTEM (WINDOWS/LINUX)

Windows Operating System, Features of Windows Operating System, Windows Installing Procedure (Windows XP), Basic Utilities for Windows, Linux Operating System, Features of Linux Operating System, How to Install Linux Operating System (Fedora 9), Linux Utilities and Basic Commands.

WORD PROCESSING

What is Word Processing? MS Word Basics, Edit and Formatting, Page Design and Document Management, Mail Merge.

SPREADSHEET

Start Excel, Working with Excel, Page Set-up, Formulas Basics, Functions, Function Wizard, Graphical Representation In Excel, Chart Wizard, Exit EXCEL.

Lab Course-2

PRESENTATION TOOL

Introduction to PowerPoint, Working with PowerPoint, Customizing the Presentation.

DATABASES

Introduction to MS-Access, Working with MS-Access, Creating Database with MS-Access, Interconnectivity.

INTERNET AND ITS APPLICATIONS

Introduction to Internet, Telnet, FTP, Gopher, Web Browser, Search Engines, Google Search Engine, E-mail, Internet Chat Session, Blog, Internet Development Tools, Internet Security and Security Measures.

WEB PAGE DESIGN

Basics of web page design using HTML, JavaScript and VBScript, Features of Microsoft Expression Web, Web Site Design Scripting Tools.

JAVA PROGRAMMING LAB

Programming with Java, PATH and CLASSPATH Setting, Example Programs.

References:

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02. <http://www.linux.org>
03. <http://www.fedoraproject.org>
04. <http://www.redhat.com/docs/manuals/linux>
05. First Course in Computers by Sanjay Saxena, Vikas Publishing House Pvt Ltd
06. Essential Ms Word 2000 by Marmel, BPB Publications.
07. Fundamentals Of Computers And Information Technology by M N Doja, Deep & Deep Publications.
08. Ms Word 2000 An Introduction by M Lotia, BPB Publications.
09. <http://www.addbalance.com/word/wordwebresources.htm>
10. <http://www.bcschools.net/staff/WordHelp.htm>
11. Teach Yourself Ms Excel 2000 In 24 Hours by Reisner, Techmedia Publication..
12. Excel 2000: No Experienced Required by Gene Weisskopf, BPB Publication.
13. Excel 2000 For Windows by Langer, Pearson Education India
14. <http://www.vtc.com/products/Microsoft-Excel-2000-tutorials.htm>.
15. <http://www.fgcu.edu/support/office2000/Excel/>
16. <http://www.bcschools.net/staff/MicrosoftOffice.htm>
17. <http://www.usd.edu/trio/tut/excel/>
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26. Internet 101: A Beginner's Guide to Internet and World Wide Web by Elizabeth Castro and Wendy G Lehnert; 1998; Addison Wesley Publications
27. How the Internet Works:Millenium Edition by Preston Gralla, Sarah Ishida, Mina Reimer and Stephen Adams; Techmedia Publications
28. Java: An Introduction to Computer Science and Programming by Walter Savitch.
29. Problem Solving with Java by Elliot B. Koffman and Ursula Wolz.
30. Introduction to Programming Using Java: An Object-Oriented Approach by David M. Arnow and Gerald Weiss.
31. David M. Arnow and Gerald Weiss, Introduction to Programming Using Java: An Object-Oriented Approach, Addison-Wesley.
32. Ken Arnold, James Gosling, and David Holmes, The Java Programming Language (Third Edition), Addison-Wesley.
33. Judith Bishop, Java Gently: Programming Principles Explained (Third Edition), Addison-Wesley.