

# **Program Syllabus Booklet**

**Bachelor of Business Administration (BBA)**  
**(BBA - 201)**



**Session: 2020-21**

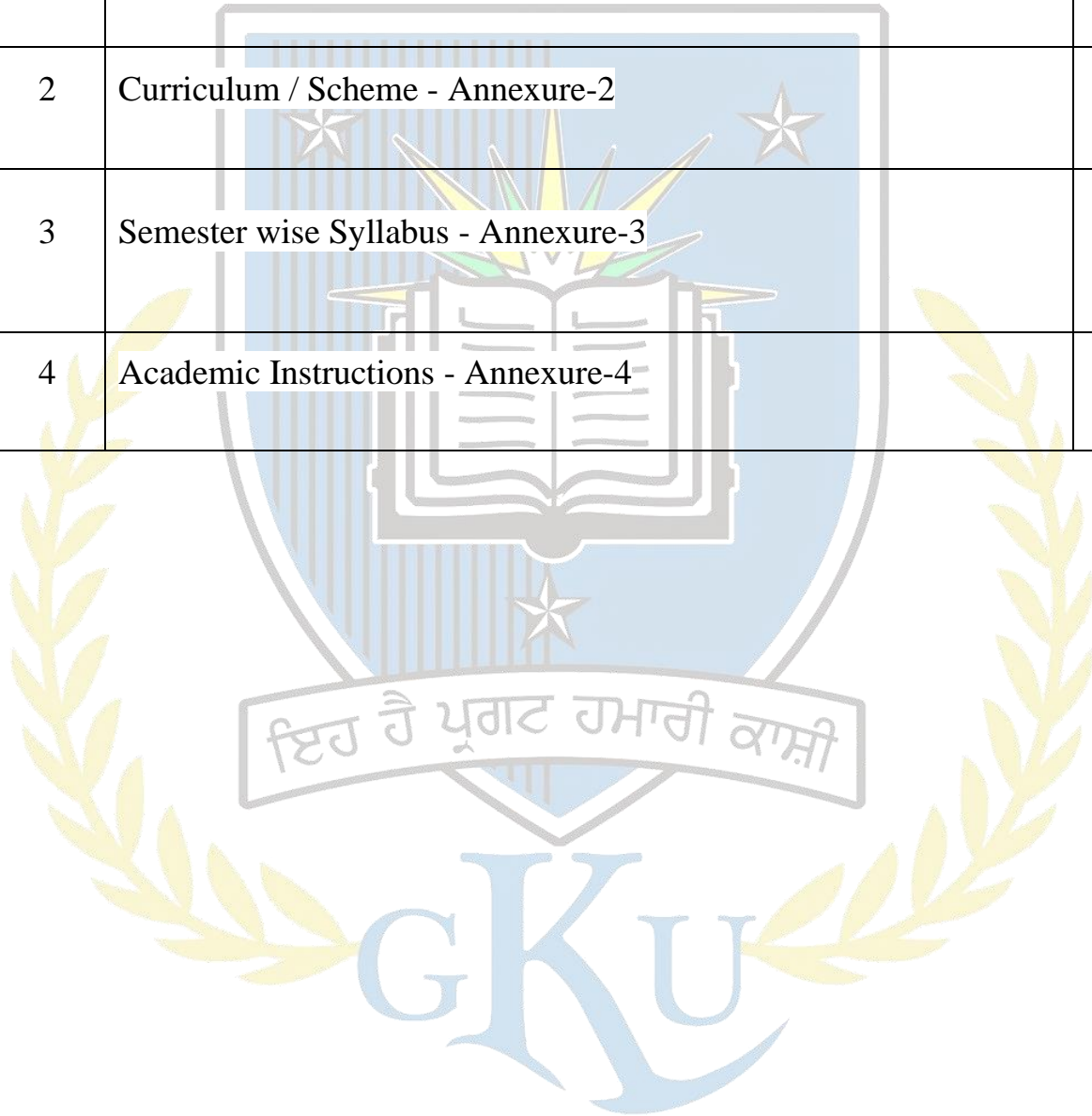
**University College of Commerce & Management**

**Guru Kashi University,  
Talwandi Sabo**



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**Program: Bachelor of Business Administration (BBA)**

**Program Code: 201**

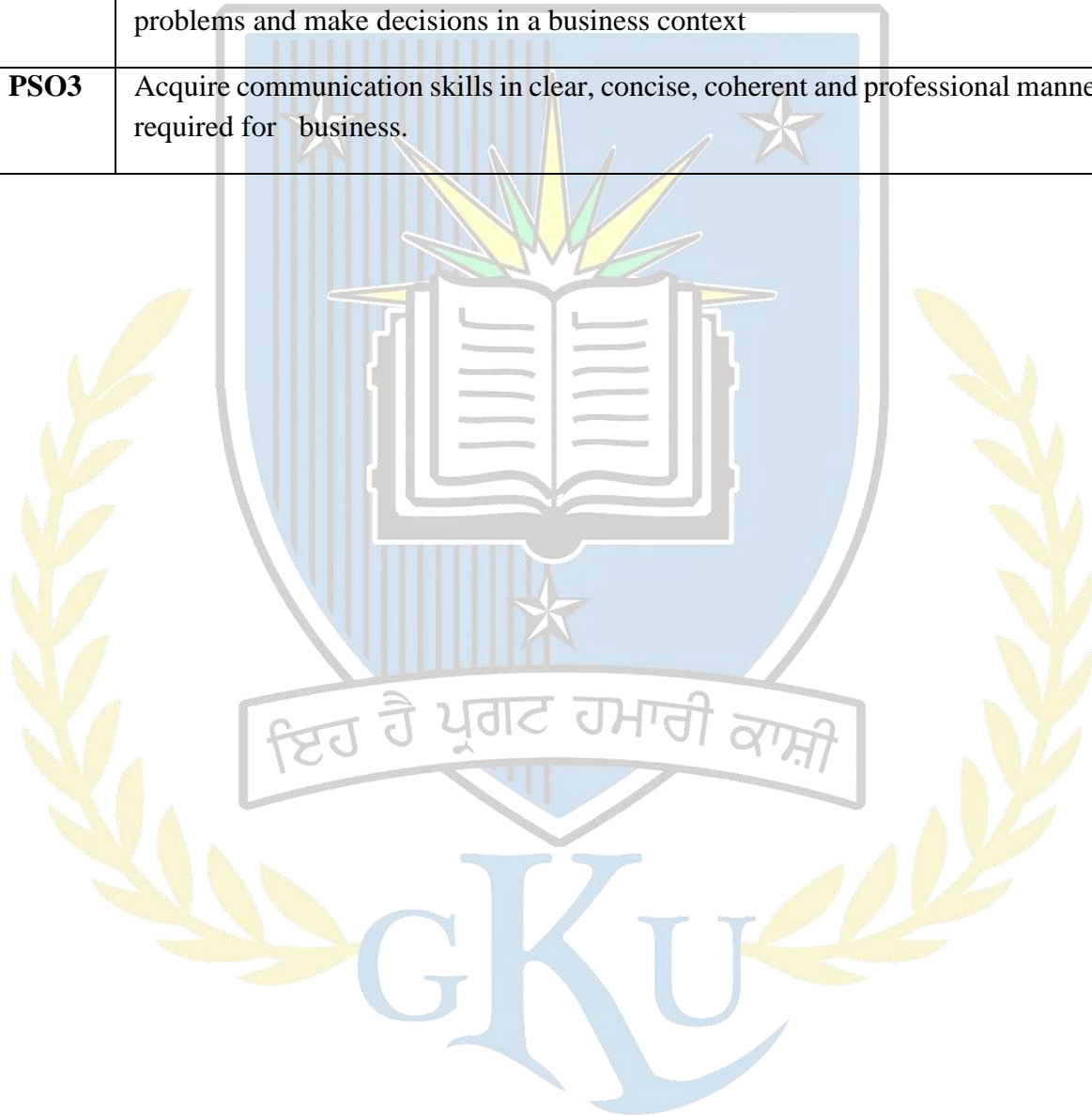
**Program Outcomes (PO): The POs for the Bachelor of Business Administration (BBA) are as follows:**

<b>PO</b>	<b>Statement</b>
<b>PO1</b>	Develop the professional skills required for business administration and inculcate writing skills for business correspondence.
<b>PO2</b>	Apply the knowledge of accounting fundamentals and financial management to solve complex accounting & management problems.
<b>PO3</b>	Conceptualize, organize and resolve complex business problems or issues by using the resources available under their discretion.
<b>PO4</b>	Create awareness of Law and Legislations related to healthcare, business and practical orientation in the area of hospitals and healthcare.
<b>PO5</b>	Create, select, and apply appropriate techniques, resources and modern management and IT tools including prediction and modeling to complex management activities with an understanding of the limitations.
<b>PO6</b>	Develop a proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
<b>PO7</b>	Understand the impact of the professional management solutions in societal and environmental contexts and to demonstrate the knowledge for sustainable development.
<b>PO8</b>	Build strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
<b>PO9</b>	Determine the effectiveness with which goals are defined and achieved in team environments to assess the contributions made by themselves as well as by their peers within those environments in order to identify and to resolve the conflicts
<b>PO10</b>	Enhance the verbal and written communication skills effectively.
<b>PO11</b>	Develop the knowledge of entrepreneurial development, entrepreneurship skills and marketing management.
<b>PO12</b>	Make the students to gain in-depth knowledge of tax, accounts, auditing and finance.



**The Program Specific Outcomes (PSOs) for the program Bachelors of Business Administration are as follows:**

PSO	Statement
PSO1	Apply knowledge, skills and right attitude necessary to provide effective leadership in the global environment
PSO2	Identify, evaluate, analyze, interpret and to apply information to address problems and make decisions in a business context
PSO3	Acquire communication skills in clear, concise, coherent and professional manner required for business.



Semester: 1 <sup>st</sup>										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	A201101	Principles of Management	T	4	0	0	4	50	50	100
2	A201102	Business Mathematics – I	T	4	0	0	4	50	50	100
3	A201103	Business Accounting	T	4	1	0	5	50	50	100
4	A201104	Micro Economics	T	4	1	0	5	50	50	100
5	A201105	Business Communication – I	T	4	1	0	5	50	50	100
6	A201106	Introduction to Computers – I Lab	P	0	0	4	2	60	40	100
7	A201107	Viva-Voce-I*	P	N A	N A	NA	2	NA	100	100
Total No. of Credits				27						



Semester 2 <sup>nd</sup>										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	A201201	Financial Management	T	4	1	0	5	50	50	100
2	A201202	Macro Economics	T	4	1	0	5	50	50	100
3	A201203	Organizational Behaviour	T	4	0	0	4	50	50	100
4	A201204	Business Mathematics – II	T	4	1	0	5	50	50	100
5	A201205	Business Communication –II	T	4	1	0	5	50	50	100
6	A201206	Introduction to Computers Lab – II	P	0	0	4	2	60	40	100
7	A201207	Viva-Voce-II*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				28						

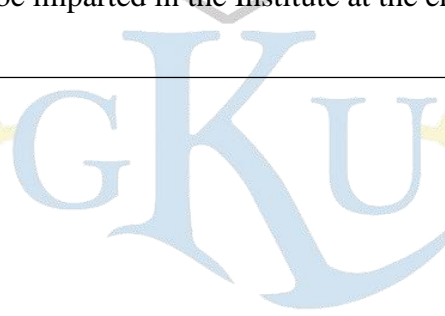
ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ





Semester: 3 <sup>rd</sup>											
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
1	A201301	Cost and Management Accounting	T	4	1	0	5	50	50	100	
2	A201302	Business Statistics	T	4	1	0	5	50	50	100	
3	A201303	Human Resource Management	T	4	0	0	4	50	50	100	
4	A201304	Marketing Management	T	4	1	0	5	50	50	100	
5	A201305	Production & Operations Management	T	4	0	0	4	50	50	100	
6	A201306	Institutional Training (4 Weeks)	P	N A	N A	N A	2	60	40	100	
7	A201307	Viva-Voce-III*	P	N A	N A	N A	2	NA	100	100	
Total No. of Credits							27				

Institutional Training will be imparted in the Institute at the end of 2nd semester for 4-Weeks durations





Semester: 4 <sup>th</sup>											
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
1	A201401	Research Methodology	T	4	1	0	5	50	50	100	
2	A201402	Operations Research	T	4	1	0	5	50	50	100	
3	A201403	Business Laws – I	T	4	0	0	4	50	50	100	
4	A201404	Quality Management	T	4	0	0	4	50	50	100	
5	A201405	Foundations of International Business	T	4	0	0	4	50	50	100	
6	A201406	Management Information System	T	4	0	0	4	50	50	100	
7	A201407	Viva-Voce -IV*	P	N A	N A	N A	2	NA	100	100	
Total No. of Credits							28				



<b>Semester: 5th</b>											
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
1	A100302	Environment Studies	T	3	0	0	3	50	50	100	
	A201501	Business Environment	T	4	1	0	5	50	50	100	
3	A201502	Project Management	T	4	1	0	5	50	50	100	
4	A201503	Advertising and Sales Management	T	4	0	0	4	50	50	100	
5	A201504	Marketing Research	T	4	0	0	4	50	50	100	
6	A201505	Introduction to Database Management System	T	4	0	0	4	50	50	100	
7	A201506	Industrial Training/Internship (4Weeks)	P	N	N	N	2	60	40	100	
8	A201507	Viva-Voce -V*	P	N	N	N	2	NA	100	100	
9	A201508	Introduction to Database Management System (Lab)	P	0	0	4	2	60	40	100	
Total No. of Credits							31				

Industrial Training after 4th Semester in Summer.



<b>Semester: 6<sup>th</sup></b>											
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
1	A201601	Corporate Strategy	T	4	1	0	5	50	50	100	
2	A201602	Entrepreneurship	T	4	0	0	4	50	50	100	
3	A201603	Services Marketing	T	4	0	0	4	50	50	100	
4	A201604	Business Laws – II	T	4	1	0	5	50	50	100	
5		<b>Elective-I</b>	T	3	0	0	3	50	50	100	
6		<b>Choice Based Course-I</b>	T	3	0	0	3	50	50	100	
7	A201605	Project	P	0	0	8	4	60	40	100	
8	A201606	Viva-Voce -VI*	P	N A	N A	N A	2	NA	100	100	
Total No. of Credits							30				

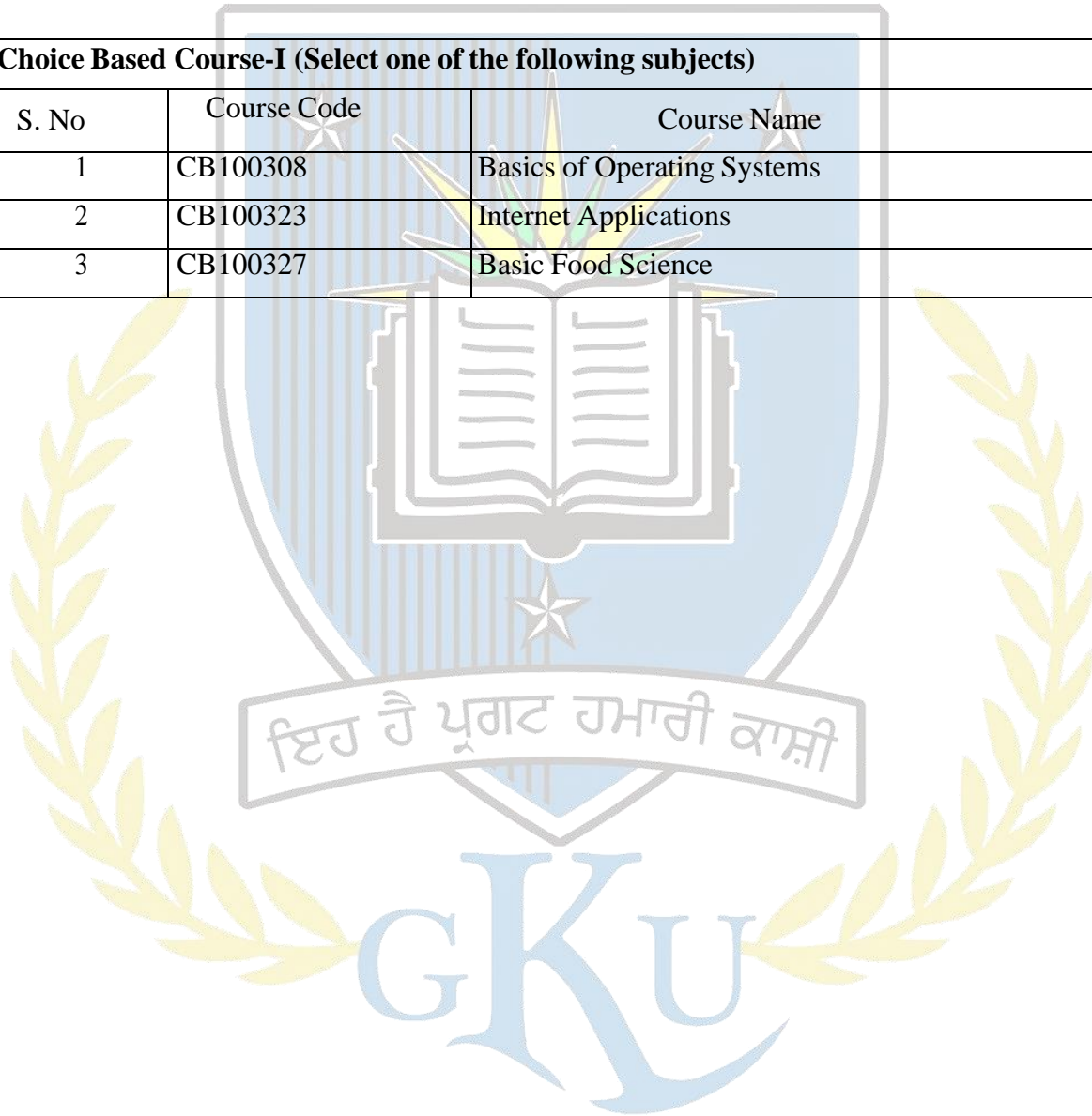
\* With respect to Semester Courses

**Elective-I (Select one of the following subjects)**

S. No	Course Code	Course Name
1	206607	Stock Market Operations
2	206608	Fundamentals of e-commerce
3	206609	Retail Management

**Choice Based Course-I (Select one of the following subjects)**

S. No	Course Code	Course Name
1	CB100308	Basics of Operating Systems
2	CB100323	Internet Applications
3	CB100327	Basic Food Science



**Course Name: Principles of Management**

**Course Code: A201101**

**Semester: 1st**

**Credits – 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

<b>CO</b>	<b>Statement</b>
CO1	Evaluate the global context for taking managerial actions such as planning, organizing and controlling for effective results.
CO2	Assess global situation including opportunities and threats that impact management of an organization
CO3	Integrate management principles into management practices.
CO4	Assess managerial practices and choices related to ethical principles and standards.
CO5	Determine the most effective action to take in specific situations

**Course Content**

**UNIT-I**

Management and its various functions, Definition of management: nature and scope, organizational objectives, management by objective, Planning: nature, purpose and functions, types, steps in planning, Decision making and its process.

**UNIT-II**

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: definition, Departmentation by function. Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination

**UNIT-III**

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, Performance appraisal: need and process. Communication: importance, process, barriers

**UNIT-IV**

Controlling: control process, types, barriers to control making, control techniques: budget and

non- budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

**References:**

- Koontz, Harold & Weihrich, Heinz (2008). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S. P., & DeCenzo, A. D. (2011). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2005). *Great Ideas in Management*. Orient Paperbacks, India
- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2009). *Principles of management*. Washington,DC: Flat World Knowledge.

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- [http://14.139.242.244/extra/library/library/\\_14022020061808](http://14.139.242.244/extra/library/library/_14022020061808) Principles of Management.pdf
- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>.
- [https://www.academia.edu/17630831/Principles\\_of\\_management\\_notes](https://www.academia.edu/17630831/Principles_of_management_notes)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PO1 3	PSO 1	PSO 2	PSO 3
CO1	2	2	1	3	3	2	3	1	2	2	1	3	1	2	2	
CO2	1	3	2	3	1	1	2	3	3	3	-	1	2	3	3	
CO3	3	3	2	1	-	3	1	2	2	3	3	3	3	2	2	
CO4	2	2	-	3	3	2	2	1	3	2	2	3	2	3	3	
CO5	1	3	1	2	3	3	1	3	-	2	1	1	-	3	2	
Average	1.8	2.6	1.5	2.4	2.5	2.2	1.8	2	2.5	2.4	1.75	2.2	2	2.6	2.4	

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**Course Name: Business Mathematics-1**

**Course Code: A201102**

**Semester: 1st**

**Credits: 04**

**L T P**  
**4 0 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Acquire knowledge about Algebra linear and quadratic equation
CO2	Recognize use of simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts and taxes
CO3	Analyze mathematical skills required in mathematically intensive areas of economics and business
CO4	Explain the use of equations, formulae and mathematical expressions in various business contexts.

**Course Content**

**UNIT-I**

Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations.

**UNIT-II**

Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function, first principle of differential calculus, derivation of simple algebraic function. Matrices & Determinants: definition of matrix, types of matrices, operation on matrices, transpose of matrices, symmetric and skew symmetric of matrix.

**UNIT-III**

Determinant- Minors, cofactors, adjoint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion, Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation.

**References:**

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri, Krishan (1984). *Matrix Algebra: An Introduction (Quantitative*

Application).SagePublishing Inc.

- Branson Richard (2011). *Schaun’s outline of Theory and Problems of Matrix Operations*.McGraw Hill Education
- Don, Eugene & Lerne, Joel (2009). *Schaum’s Outline of Basic Business Mathematics*.McGraw-Hill Education
- Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed,Pearson Education.

**Websites Links:**

- <https://www.geektonight.com/business-mathematics-notes/>
- <http://www.mysmu.edu/faculty/christophert/QF101/businessMaths.pdf>
- [https://www.researchgate.net/publication/281838644\\_An\\_Introduction\\_to\\_Busines\\_s\\_Mathematics](https://www.researchgate.net/publication/281838644_An_Introduction_to_Busines_s_Mathematics)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	3	2	2	2	3	-	3	3	1	3	2	3	2
CO2	2	1	-	2	2	3	3	3	1	2	2	2	2	3	-
CO3	3	2	3	1	3	2	1	2	-	2	3	-	3	2	3
CO4	2	-	1	2	2	3	3	2	3	1	3	2	2	3	2
Average	2.25	2	2.3	1.75	2.25	2.5	2.5	2.3	2.3	2	2.25	2.3	2.25	2.75	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Accounting**

**Course Code: A201103**

**Semester: 1st**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Know about the concepts of financial accounting, cost accounting and management accounting
CO2	Inculcate financial accounting and managerial accounting skills including quantitative and qualitative knowledge of the business.

CO3	Make use of various tools of accounting for analyzing business situation and take decision
CO4	Demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and ethical framework
CO5	Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

### Course Content

#### UNIT-I

Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems, Accounting Standards.

#### UNIT-II

Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts. Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors. Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

#### UNIT-III

Final Accounts: Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems. Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement.

#### References:

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing
- Bragg M. Steven (2002). *Business Ratios and Formulas*. John Wiley & Sons Publishing

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- <http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
- <https://www.freebookcentre.net/business-books-download/Accounting-Notes>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjH-azZis7yAhVzRjABHZqRD7IQFnoECAwQAQ&url=https%3A%2F%2Fcambriancollege.ca%2Fprograms%2Fbusiness-accounting%2F&usg=AOvVaw31htq\\_Od4XUpGtxncmh0vD](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjH-azZis7yAhVzRjABHZqRD7IQFnoECAwQAQ&url=https%3A%2F%2Fcambriancollege.ca%2Fprograms%2Fbusiness-accounting%2F&usg=AOvVaw31htq_Od4XUpGtxncmh0vD)

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CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	3	2	1	2	2	3	1	2	1	-	3	1	3	2
CO2	2	2	1	3	2	2	2	2	3	2	2	2	3	2	2
CO3	3	-	2	3	3	3	-	1	2	3	3	1	3	1	2
CO4	3	3	1	1	3	2	1	2	3	3	2	2	3	2	1
CO5	2	3	2	3	2	2	2	-	2	2	3	2	-	-	2
Average	2.6	2.75	1.6	2.2	2.4	2.2	2	1.5	2.4	2.2	2.5	2	2.5	2	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Micro Economics**

**Course Code: A201104**

**Semester: 1<sup>st</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets.
CO2	Get knowledge about the costs of production and its effect on short term and long run decisions
CO3	Differentiate market models of perfect competition, monopoly, monopolistic competition and oligopoly with respect to price determination.
CO4	Derive the equilibrium conditions for cost minimization and profit maximization and analyze the demand and supply conditions

**Course Content**

**UNIT-I**

Microeconomics: meaning nature and scope, limitations. Basic concepts of economics, Wants, Need, Demand, Utility, Satisfaction, Value, Price, Wealth, and Income. Theory of Demand, Determinants, Types, Laws of demand, Extension & contraction, Increase and decrease in demand, Elasticity's of Demand: Price, Income, Cross & their Measurement.

**UNIT-II**

Utility:- Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach, Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium. The Concept of Production Function, Law of Variable proportion: total, average and marginal, Iso-quant Curves, Marginal Rate of Technical Substitution. Theory of Cost, Classification of Costs.

**UNIT-III**

Theory of firm and market organization: Perfect competition, Monopoly, Monopolistic competition; perfect competition: - assumptions, properties, price determination; monopoly: - features, sources, price determination; Monopolistic: -- assumptions, price under Monopolistic competition; Oligopoly.

**References:**

- Jain, T R & Grover, M.L (2014). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (1979). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) .*Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2017). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2008). *Managerial Economics*. VK Publications Jain T R: Managerial Economics.

**Websites Link:**

- <https://www.pfw.edu/dotAsset/142427.pdf>
- <https://nmiller.web.illinois.edu//documents/notes/firsthalf.pdf>
- [https://www.researchgate.net/publication/278786199\\_Simplified\\_Principles\\_of\\_Microeconomics](https://www.researchgate.net/publication/278786199_Simplified_Principles_of_Microeconomics)

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CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	3	1	3	3	2	2	2	2	1	3	-	2	2

CO2	2	3	-	2	3	-	1	2	3	3	2	2	3	2	-
CO3	2	1	2	-	3	2	2	3	2	2	3	1	1	2	3
CO4	2	3	2	1	2	3	2	1	-	3	2	2	-	2	2
Average	2.25	2	2.3	1.3	2.75	2.6	1.75	2	2.3	2.5	2	2	2	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Communication – I**

**Course Code: A201105**

**Semester: 1<sup>st</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Describe fundamentals of communication and use concepts in day-to-day world
CO2	Develop importance of communication skills in personal/professional life
CO3	Identify the appropriate written format and usage of informative business messages
CO4	Acquire Competence skills in oral, written and nonverbal communication.
CO5	Achieve the opportunities in the field of communication/ employment through good communication

### Course Content

#### UNIT-I

Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication, Essentials of effective business communication, Correct word usage – Homonyms, Antonyms and Synonyms.

#### UNIT-II

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

**UNIT-III**

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application, Press Reports, Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct

**References:**

- Hewings, M. (2019). *Advanced English Grammar*. Cambridge University Press.
- Murphy, Herta A & Peck, Charrles E (1976). *Effective Business communication*. 2nd Ed, TataMcGraw Hill, New Delhi.
- Pearce, C Glenn (1988). *Business Communication: Principles and Application*. 2nd Ed, JohnWiley, New York.
- Treece, Maira (1987). *Successful Business Communication*. 3rd Ed, Allyn and Bacon, Boston.
- Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*. Cengage Learning.

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- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	2	3	3	1	2	2	2	3	2	2	2	1
CO2	2	3	3	2	3	-	2	2	3	1	2	1	2	-	1
CO3	2	-	2	2	1	3	1	1	3	3	1	2	3	3	2
CO4	3	3	1	1	2	1	2	2	3	1	1	3	1	2	3
CO5	3	-	2	-	3	1	2	2	3	2	2	1	2	3	2
Average	2.6	2.33	2	1.75	2.4	2	1.6	1.8	2.8	1.8	1.8	1.8	2	2.5	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**Course Name: Introduction to Computers– I Lab**

**Course Code: A201106**

**Semester: 1st**

**Credits: 02**

**L T P**

**0 0 4**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Develop skills regarding technology, fundamental hardware components and their role
CO2	Describe the difference between the usage of an operating system and an application program
CO3	Acquire knowledge about various computer networks, technologies behind networks and application protocols, e-mail and communication protocols
CO4	Identify the principal components of a given computer system.

**Course Content**

**UNIT-I**

**Computer Fundamentals:** Concept of Computer, Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

**UNIT-II**

**Windows:** Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

**Introduction to MS-Office:** MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.

**UNIT-III**

**Power Point (Presentation software):** Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

**References:**

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. Addison Wesley.

**Websites Links**

- [http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01\\_Introduction\\_%20to\\_Computers.Pdf](http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01_Introduction_%20to_Computers.Pdf)
- [http://Www.Tmv.Edu.In/Pdf/Distance\\_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf](http://Www.Tmv.Edu.In/Pdf/Distance_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf)
- <https://slideplayer.com/slide/5051028/>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PO1 3	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	3	2	2	1	2	1	3	1	-	2	2	
CO2	2	-	2	1	2	2	3	2	3	2	2	2	2	2	3	1
CO3	2	3	1	-	2	2	2	3	2	-	2	2	2	2	2	2
CO4	2	1	1	2	2	-	2	1	3	2	2	2	1	2	-	
Average	2.25	1.67	1.5	1.3	2.25	2	2.25	1.75	2.5	1.6	2.25	1.75	1.6	2.25	1.6	

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Viva-Voce-I**

**Course Code: A201107**

**Semester: 1<sup>st</sup>**



**Credits: 02**

**L T P**

**NA**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PO1 3	PSO 1	PSO 2	PSO 3
CO1	1	1	3	1	2	-	3	2	2	2	3	2	2	3	2	2
CO2	2	2	2	3	2	2	2	2	2	2	3	2	2	-	2	2
CO3	2	-	3	3	2	3	3	-	3	1	2	1	2	2	2	2
CO4	1	2	2	2	3	2	2	2	1	1	3	2	2	-	-	1
Average	1.5	1.6	2.5	2.25	2.25	2.3	2.5	2	2	1.5	2.75	1.75	1.75	2.3	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Financial Management**

**Course Code: A201201**

**Semester: 2<sup>nd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability and market value.
CO2	Identify legal issues that impact financial position and other risks associated with business.
CO3	Interpret statutory laws for risk avoidance and control mechanisms
CO4	Evaluate corporate projects using scenario of sensitivity and simulation analysis

CO5

Describe cost of capital and financial leverage to form long-term financial policies for business.

### Course Content

#### Unit I

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization., Ratio Analysis; meaning, types, nature and limitations.

#### UNIT-II

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

#### UNIT-III

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only). Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

#### References:

- Pandey, IM. (2016). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2007). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (1989). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y & Jain, PK (2015). *Financial Management and Policy*. Tata McGraw-Hill Company Ltd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. Pearson Education India.

#### Websites Links:

- <http://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>
- [http://www.crectirupati.com/sites/default/files/lecture\\_notes/finance%20notes.pdf](http://www.crectirupati.com/sites/default/files/lecture_notes/finance%20notes.pdf)
- [http://ebooks.lpude.in/management/mba/term\\_2/DCOM307\\_DMGT405\\_DCOM406\\_FIN](http://ebooks.lpude.in/management/mba/term_2/DCOM307_DMGT405_DCOM406_FIN)



The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	-	1	3	-	3	2	1	2	2	3	2	-	2	3
CO2	2	3	3	2	3	2	2	2	2	1	3	1	3	2	3
CO3	3	-	2	1	2	3	3	1	2	-	2	2	2	-	2
CO4	3	2	2	3	3	2	2	3	1	1	2	2	1	3	2
CO5	2	3	1	-	3	3	3	1	3	3	1	-	1	3	-
Average	2.6	2.66	1.8	2.25	2.75	2.6	2.4	1.6	2	1.75	2.2	1.75	1.75	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Macro Economics**

**Course Code: A201202**

**Semester: 2<sup>nd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Implement economic inferences in a market including government policies and economic regulations.
CO2	Get knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.
CO3	Evaluate the causes and consequences of business cycle and economic cycle.
CO4	Demonstrate roles of fiscal and monetary policy in fighting recessions and inflation
CO5	Apply the principle of microeconomics in explaining the behavior of macroeconomic variables at national and global level

## Course Content

### UNIT-I

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of

income and expenditure. National income; Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

**UNIT-II**

Classical theory of output and employment, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions underemployment equilibrium. Consumption: Meaning determinants and importance. Saving and investment function.

**UNIT-III**

Business Cycles and their main Features. Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies. Money its function and role: Quantity theory of money, Fisher and Cambridge equations.

**References:**

- Sparks R. Gordon, Dornbusch, Rudi & Fischer Stanley. (1982). *Macroeconomics*. McGraw Hill Education
- Branson, WH. (2005). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2013). *Macroeconomics Analysis*. Galgotia Publications
- Dwivedi, D.N. (2003). *Macroeconomics*. McGraw Hill Publication
- Ackley, Gardner. (1978). *Macroeconomic Theory and Policy*. Surjeet Publications

**Websites Links:**

- <https://homepage.univie.ac.at/robert.kunst/macro1.pdf>
- <https://www.karlwhelan.com/Macro2/Whelan-Lecture-Notes.pdf>
- <https://www.imf.org/external/pubs/ft/fandd/basics/bigsmall.htm>

The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	2	2	1	2	3	2	2	2	1	3	2	1	2	2
CO2	3	-	1	1	2	2	2	1	3	2	2	3	1	-	2
CO3	-	2	2	1	3	3	-	2	-	2	1	2	2	-	2
CO4	2	1	1	1	2	3	1	2	3	-	2	1	1	2	2



CO5	3	-	2	2	3	3	2	3	2	3	2	2	2	3	2
Average	2.75	1.67	1.6	1.2	2.4	2.8	1.75	2	2.5	2	2	2	1.4	2.3	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Organizational Behaviour**

**Course Code: A201203**

**Semester: 2<sup>nd</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

<b>CO</b>	<b>Statement</b>
CO1	Identify different forms of organizations, their features and relevance in a business context
CO2	Develop the professional skills to handle the business effectively and efficiently
CO3	Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
CO4	Develop the leadership skills and motivational spirit for teamwork.
CO5	Analyze the complexities associated with management of individual behavior in the organization

**Course Content**

**UNIT-I**

Introduction: meaning of organizational behavior and its relevance in today’s business environment. Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

**UNIT-II**

Learning and its theories, behavior modification, attitudes, personality; meaning, self-concept, self-esteem, major determinants of personality. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler. Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

**UNIT-III**

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid. Inter- personal behaviour in organization: Transactional analysis, Management conflict, Stress management.

**References:**

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organisational Behaviour*. Himalaya Publishing House

**Websites Links:**

- [http://www.tmv.edu.in/pdf/Distance\\_education/BCA%20Books/BBA%20VI%20SEM/BCA-629%20OB.pdf](http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BBA%20VI%20SEM/BCA-629%20OB.pdf)
- [https://www.tutorialspoint.com/organizational\\_behavior/organizational\\_behavior\\_tutorial.pdf](https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf)
- <https://www.studocu.com/da/document/syddansk-universitet/organisational-behaviour/foredragsnoter/organizational-behavior-notes/1102139/view>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	3	1	3	3	-	3	2	2	2	3	3	2	2
CO2	3	3	3	2	3	2	2	2	2	3	3	2	3	3	3
CO3	2	-	-	3	2	3	2	2	3	2	3	1	-	2	2
CO4	2	1	2	2	3	3	1	2	2	-	2	1	1	2	-
CO5	-	2	3	1	2	2	-	3	2	3	3	3	3	3	2
Average	2.5	1.75	2.75	1.8	2.6	2.6	1.6	2.4	2.2	2.5	2.6	2	2.5	2.4	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Mathematics – II**

**Course Code: A201204**

**Semester: 2<sup>nd</sup>**

**Course outcomes: On successful completion of this course, the students will be able to:**

<b>CO</b>	<b>Statement</b>
CO1	Define business calculus and financial mathematics.
CO2	Explain methods, types and application of mathematical operations useful in business.
CO3	Solve problems of simple and compound interest, loans and consumer credit.
CO4	Demonstrate marketing mathematics by solving relevant problems including tradediscounts, cash discounting, markup and markdown calculations.

**Course Content**

**UNIT-I**

Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity. Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.

**UNIT-II**

Derivative – definition, derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order.

**UNIT-III**

Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

**References:**

- Sancheti D.C & Kapoor V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri Krishan (1984). *Matrix Algebra: An Introduction (Quantitative Application)*. Sage Publishing Inc.
- Branson Richard (2011). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don Eugene & Lerne Joel (2009). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education



- Clendenen Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed, Pearson Education.

**Websites Links:**

- <https://www.docsity.com/en/subjects/business-mathematics/>
- <https://www.freebookcentre.net/business-books-download/An-Introduction-to-Business- Mathematics.html>
- <https://www.studynama.com/commUNITY/threads/business-mathematics-pdf-notes-book-ebook-in-hindi-medium-for-bcom-1st-year-free-download.4307>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	2	2	2	3	3	2	2	-	2	1	3	1	2	2	2
CO2	2	3	3	2	1	-	2	1	3	2	2	3	2	-	2
CO3	1	2	2	-	2	1	3	1	2	2	3	2	2	3	-
CO4	-	2	2	-	3	2	2	2	3	3	2	-	2	1	2
Average	1.6	2.25	2.25	2.5	2.25	1.6	2.25	1.3	2.5	2	2.5	2	2	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Communication – II**

**Course Code: A201205**

**Semester: 2<sup>nd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Identify common errors and rectify them.
CO2	Develop and Expand Writing Skills through Controlled and Guided Activities
CO3	Develop Coherence, Cohesion and Competence in Oral discourse through Intelligiblepronunciation.
CO4	Identify ways to make information more accessible to audience
CO5	Acquire efficiency of understanding the opportunities in the field of

## Course Content

### UNIT-I

The concept of effective business communication – definition & importance. Basic model of communication, barriers to effective communication. Importance of Non Verbal Communication.

### UNIT-II

Writing inter-office memorandums, faxes, e-mails, writing effective sales letters – to agents, suppliers, customers etc.

Drafting a CV, writing a job application and other applications, interviews.

### UNIT-III

Paragraph writing, precise making, voice and correct word usage; drafting an advertisement/ notice. Developing reading, listening and speaking skills, group discussions, extempore speaking.

#### References:

- Treece, Maira. (1987). *Successful Business Communication*. 3rd Ed. Allyn and Bacon, Boston.
- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill, New Delhi
- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and Personality Development*, ExcelBooks, New Delhi
- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi
- Rai, Urmila & S.M Rai. (2011). *Business Communication*. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hil, New Delhi.

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- [https://ddceutkal.ac.in/Syllabus/MA\\_English/Paper\\_21.pdf](https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf)
- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	-	2	3	2	1	1	2	2	1	1	3	-	2	2
CO2	2	2	2	-	3	2	2	3	3	2	2	2	2	3	-
CO3	2	1	3	2	3	3	1	1	-	2	2	1	3	2	3
CO4	-	2	3	2	3	1	2	2	3	-	2	2	3	2	3
CO5	3	-	1	3	2	2	2	1	3	3	2	2	2	-	2
Average	2.5	1.66	2.2	2.5	2.6	1.8	1.6	1.8	2.75	2	1.8	2	2.5	2.25	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Introduction to Computers Lab – II**

**Course Code: A201206**

**Semester: 2<sup>nd</sup>**

**Credits: 02**

**L T P**

**0 0 4**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Enhance the skills regarding technology, understand the fundamental hardware components and the role of these components
CO2	Understand the difference between an operating system and an application program and their use in a computer
CO3	Describe some examples of computer and state the effect of use of computer technology on some common products
CO4	Identify the main components of a computer system

### Course Content

#### UNIT-I

Concept of spreadsheet and its use in business management. Excel as a part of Ms-Office, and its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae.

#### UNIT-II

Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and



on the worksheet. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms. Excel Functions: max, min, Sqrt, sum, sum if, mean, mode, median, and using statistical functions, date, count, count if.

### UNIT-III

MS Access: Creating database, adding, deleting and moving records; Querying: creating, saving and editing; creating and using forms, creating and printing reports. Internet: A brief history of origin of internet. Various applications of Internet such as email, information gathering, retailing etc. Use of Microsoft Internet Explorer, Use of search engines and e-mail messages

#### References:

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. Addison Wesley.

#### Websites Links:

- [http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01\\_Introduction\\_%20to\\_CompuTers.Pdf](http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01_Introduction_%20to_CompuTers.Pdf)
- [http://Www.Tmv.Edu.In/Pdf/Distance\\_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf](http://Www.Tmv.Edu.In/Pdf/Distance_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf)
- <http://cse.mait.ac.in/pdf/LAB%20MANUAL/FOC.pdf>

#### The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	3	2	2	1	1	2	3	-	2	3	2
CO2	-	2	1	2	2	1	3	1	3	3	2	2	3	2	-
CO3	2	2	-	1	3	2	2	-	2	3	3	-	3	2	-
CO4	2	-	3	1	2	-	2	1	2	2	2	2	2	3	2
Average	2.33	1.66	2	1.25	2.5	1.66	2.25	1	2	2.5	2.5	2	2.5	2.5	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.



**Course Name: Viva-Voce-II**

**Course Code: A201207**

**Semester: 2<sup>nd</sup>**

**Credits: 02**

**L T P**

**NA**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as jobs.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	1	1	3	1	2	2	3	2	2	1	3	1	3	2	-
CO2	2	-	2	3	2	2	2	2	3	2	2	2	-	2	-
CO3	2	3	3	3	2	3	-	2	2	3	1	2	2	2	2
CO4	1	2	2	2	-	2	2	-	1	3	-	3	2	-	1
Average	1.5	2	2.5	2.25	2	2.25	2.33	2	2	2.25	2	2	2.3	2	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Cost and management accounting**

**Course Code: A201301**

**Semester: 3<sup>rd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Improve the operations of organizations through management accounting techniques

CO2	Demonstrate costing systems, cost management systems, budgeting systems and performance measurement systems
CO3	Develop balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
CO4	Evaluate the costs and benefits of different conventional and contemporary costing systems.
CO5	Demonstrate high level personal autonomy and accountability

### Course Content

#### UNIT-I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system. Material Control, Labour control, Overhead control, Fixed and Variable, direct and indirect.

#### UNIT-II

Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation.

Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ratio; Break even analysis, margin of safety.

#### UNIT-III

Standard Costing and Variance Analysis: material variances, labour variances. Ratio Analysis,

Funds Flow Statement, Cash Flow Statement Budgetary Control: Meaning, Classification of budget (fundamentals only).

#### References:

- Jain, SP & Narang K.L. (2012). *Cost Accounting*. Kalyani Publisher
- Khan M.Y & Jain PK. (2017). *Managements & Cost Accounting*. McGraw Hill Education
- Kedia, Sangeet. (2015). *Cost and Management Accounting*. Pooja Law Publishing Co.
- Datar M. Srikant & Rajan V. Madhav. (2017). *Cost Accounting- A Managerial Emphasis*. Pearson Education
- Drury, C. M. (2013). *Management and cost accounting*. Springer.

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- [https://www.icsi.edu/media/webmodules/publications/FULL\\_BOOK\\_PP-CMA-2017- JULY\\_4.pdf](https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017- JULY_4.pdf)
- <https://www.freebookcentre.net/business-books-download/Cost-Accounting-Course- Material.html>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjjuNa4jM7yAhWp73MBHX0ZAXEQFnoECDQQAQ&url=https%3A%2F%2Fwww.icaai.org%2Fpost.html%3Fpost\\_id%3D14464&usg=AOvVaw2QmFEo5P0oZjHcFJxj\\_o3G](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjjuNa4jM7yAhWp73MBHX0ZAXEQFnoECDQQAQ&url=https%3A%2F%2Fwww.icaai.org%2Fpost.html%3Fpost_id%3D14464&usg=AOvVaw2QmFEo5P0oZjHcFJxj_o3G)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	2	1	2	3	2	3	3	1	1	3	2	2	2
CO2	1	3	1	1	-	3	1	3	2	2	-	2	2	2	2
CO3	2	-	2	-	1	-	2	1	1	2	1	2	3	3	2
CO4	-	3	1	1	2	3	-	3	2	2	3	-	3	2	3
CO5	2	3	3	3	2	3	2	-	2	-	2	2	2	-	3
Average	1.75	3	1.8	1.5	1.75	3	1.75	2.5	2	1.75	1.75	2.25	2.4	2.25	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Statistics**

**Course Code: A201302**

**Semester: 3<sup>rd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Identify simple and multiple regression models to analyze the underlying relationships between the variables
CO2	Analyze the different types of statistical tests.
CO3	Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.

### Course Content

#### UNIT-I

Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits. Classification of data, presentation of data: graphic and tabulation.

#### UNIT-II

Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, coefficient of variation.

#### UNIT-III

Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and poisson.

#### References:

- Siegel, Andrew F. (2001). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2008). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (1995). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2017). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

#### Website Links:

- <http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>
- [www.solr.bccampus.ca:8001/bcc/file/b98db368-2b3d-4f32-97d5-37719f2fce/1/Introductory%20Business%20Stati](http://www.solr.bccampus.ca:8001/bcc/file/b98db368-2b3d-4f32-97d5-37719f2fce/1/Introductory%20Business%20Stati)



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- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj54JvLjM7yAhX1ILcAHT13CpMQFnoECAUQAQ&url=http%3A%2F%2Fwww.ddegjust.ac.in%2Fstudymaterial%2Fmcom%2Fmc-106.pdf&usg=AOvVaw0oI\\_9-OD7egFd4P8yQqPSw](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj54JvLjM7yAhX1ILcAHT13CpMQFnoECAUQAQ&url=http%3A%2F%2Fwww.ddegjust.ac.in%2Fstudymaterial%2Fmcom%2Fmc-106.pdf&usg=AOvVaw0oI_9-OD7egFd4P8yQqPSw)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	2	1	1	3	1	-	2	3	1	3	2	2	2
CO2	2	2	-	2	2	-	2	2	1	-	2	2	2	3	2
CO3	1	3	-	1	2	3	2	1	-	3	2	3	2	-	3
CO4	1	-	2	2	-	2	-	3	3	3	3	2	-	2	2
Average	1.5	2.6	2	1.5	1.6	2.6	1.6	2	2	3	2	2.5	2	2.3	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Human Resource Management**

**Course Code: A201303**

**Semester: 3<sup>rd</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Demonstrate human resource management process and its importance to organizationaleffectiveness.
CO2	Understand the processes and tools used to attract, develop and retain a high-performance workforce.
CO3	Demonstrate research and analytical skills by using both human and technologicalresources.
CO4	Communicate effectively in business context
CO5	Identify the significance of the ethical issues in HR

**Course Content**



**UNIT-I**

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements. HRM in India

**UNIT-II**

Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information.

Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process. Placement and induction, transfer and promotion

**UNIT-III**

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal

**References:**

- Rao V.S.P. (2010). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (1997). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2017). *Human Resource Management*. Pearson Education
- K. Aswathappa (2007). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

**Website Links:**

- [https://www.researchgate.net/publication/305954894\\_Human\\_Resource\\_Management\\_Theory\\_and\\_Practice](https://www.researchgate.net/publication/305954894_Human_Resource_Management_Theory_and_Practice)
- [http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human\\_Resource\\_Management\\_32088.pdf](http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf)
- <https://www.inc.com/encyclopedia/human-resource-management.html>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
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CO1	2	2	1	3	3	3	2	3	2	1	3	2	2	2	3
CO2	1	3	2	3	2	1	2	-	3	-	2	3	-	3	2
CO3	1	-	2	-	2	1	-	3	3	3	-	2	2	-	1
CO4	3	3	-	2	1	2	1	2	-	2	2	2	3	2	-
CO5	2	3	2	-	2	-	1	1	3	2	3	-	2	1	2
Average	1.8	2.75	1.75	2.66	2	1.75	1.5	2.25	2.75	2	2.5	2.25	2.25	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Marketing Management**

**Course Code: A201304**

**Semester: 3<sup>rd</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Critically evaluate the analytical frameworks and tools used in marketing
CO2	Utilize information of a firm's external and internal marketing environment to formulate marketing strategies
CO3	Exercise critical judgment through engagement and reflection with existing marketing literature and new developments in the marketing environment
CO4	Act upon the ethical and environmental concerns linked to marketing activities
CO5	Apply key marketing theories, frameworks and tools to solve marketing problems

### Course Content

#### UNIT-I

Marketing: Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing, marketing environment –marketing management and its environment.

Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour.



**UNIT-II**

Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

**UNIT-III**

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging & labeling decisions Pricing decisions: importance, objectives & strategies Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

**References:**

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

**Website Links:**

- [http://www.pondiuni.edu.in/storage/dde/downloads/mbaii\\_mm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf)
- <http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf>
- <https://marketing.wharton.upenn.edu/mba-program/marketing-management-major/>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	1	1	2	1	3	1	1	2	3	1	3	2	2	2
CO2	2	-	2	3	2	2	-	2	1	-	2	2	-	2	-
CO3	2	1	2	-	3	3	2	3	2	1	-	2	2	3	3
CO4	3	1	1	2	-	3	2	2	-	2	1	3	3	-	3
CO5	1	2	1	2	2	-	2	2	2	1	2	2	2	3	-
Average	2	1.25	1.4	2.25	2	2.75	1.75	2	1.75	1.75	1.5	2.4	2.25	2.5	2.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Production & Operations Management**

**Course Code: A201305**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Understand the Materials Management functions starting from Demand Management through Inventory Management
CO2	Acquire the skills to eliminate wastage of time, labour and money.
CO3	Develop the operations having strategic importance and provide a competitive advantage at the workplace.
CO4	Acquire competence in handling inventory
CO5	Understand the relationship between operations and business functions

**Course Content**

**UNIT-I**

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.

**UNIT-II**

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification. Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

**UNIT-III**

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

**References:**

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (1998). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2015). *Production and Operation Management*. Himalaya

- Adam, E. Everett & Ebert, J. Ronald. (1992). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2015). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2017). *Production and operations management*. McGraw Hill Education.

### Website Links:

- <https://www.slideshare.net/jobitonio/production-and-operation-management-15067643>
- <https://lecturenotes.in/subject/100/production-and-operation-management-pom>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiKyfWOjc7yAhUUjeYKHaGIBWlQFnoECEkQAQ&url=https%3A%2F%2Fwww.vssut.ac.in%2Flecture\\_notes%2Flecture1429900757.pdf&usg=AOvVaw2NylzH0o62w9Zndo4-OkWs](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiKyfWOjc7yAhUUjeYKHaGIBWlQFnoECEkQAQ&url=https%3A%2F%2Fwww.vssut.ac.in%2Flecture_notes%2Flecture1429900757.pdf&usg=AOvVaw2NylzH0o62w9Zndo4-OkWs)

### The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	3	3	2	3	2	2	3	2	1	3	3	2	3	-
CO2	2	1	-	2	2	3	1	2	3	3	2	2	3	3	2
CO3	3	-	3	2	3	1	1	-	-	2	1	1	3	-	2
CO4	1	2	1	2	-	1	2	-	2	3	1	2	2	1	-
CO5	3	2	1	2	3	2	3	1	2	2	1	-	2	2	3
Average	2.4	2	2	2	2.75	1.8	1.8	2	2.25	2.2	1.6	2	2.4	2.25	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Institutional Training (4 Weeks)**

**Course Code: A201306**

**Semester: 3<sup>rd</sup>**

**Credits: 04**

**L T P**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Develop skills for employment and become an entrepreneur



CO2	Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with the practical experience

**Course Content**

The seminar is intended to be an internal paper focused on developing the communication and presentation skills of the students.

The institution should allocate specific topics of general and topical interest and require the students to make a presentation to the entire group. This will encourage the students in improving their breadth of knowledge

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	3	2	3	-	3	1	3	2	1	3	1	3	1	-
CO2	-	2	2	3	2	-	2	3	-	2	2	2	2	-	2
CO3	2	3	3	3	2	3	3	2	-	1	-	3	-	2	3
CO4	-	2	2	2	-	2	2	-	3	2	2	-	2	1	2
Average	2.5	2.5	2.25	2.75	2	2.6	2	2.6	2.5	1.5	2.33	2	2.3	1.3	2.3

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Viva-Voce-III**

**Course Code: A201307**

**Semester: 3<sup>rd</sup>**

**Credits: 02**

**L T P**

**NA**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.

CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	3	2	2	3	2	2	3	2	1	3	3	2
CO2	2	-	2	3	2	-	2	2	-	2	3	1	1	2	2
CO3	2	3	3	-	2	3	3	2	2	1	-	3	2	-	2
CO4	1	2	2	2	3	-	2	-	3	-	3	-	2	2	1
Average	2	2	2.25	2.6	2.25	2.5	2.5	2	2.3	2	2.6	1.6	2	2.33	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Research Methodology**

**Course Code: A201401**

**Semester: 4<sup>th</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Identify complex issues inherent in selecting a research problem, research design, and research project.
CO2	Write research papers for seminars, conferences, research journals
CO3	Use the tools and techniques for exploratory, conclusive and causal research.
CO4	Develop data analytical skills and meaningful interpretation of data to solve the business problems.
CO5	Identify data analysis and hypothesis testing procedures through business research methods

## Course Content

### UNIT-I

Research methodology: Meaning, objectives and process of research, Types of Research, Research methods in social sciences, Exploratory, Descriptive and Experimental research; their applications and limitations.

Sampling Design: concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors.

## UNIT-II

Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing. Questionnaire designing, Schedule, Interview and Observational methods.

## UNIT-III

Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications. Questionnaire designing and protesting. The measurement process: Difficulties in measurement and concepts of validity and reliability. Analysis and Processing of data, editing, coding tabulation and content analysis.

Scaling techniques: Thurston, Likert, and semantic differentials. Report writing and presentation.

### References:

- Kothari, C.R. (2013). *Research Methodology*. New Age International Publisher
- Rao K.V. (2018). *Research Methodology in Commerce & Management*. Sterling Publishers Private Limited
- Gupta, S. P, and Gupta, M. P (1989). *Business Statistics*. Sultan Chand & Sons, 7th Edition
- Gupta, S.C and Kapoor, V.K (2004). *Fundamental of Mathematical Statistics*. Sultan Chand & Sons
- Jain, T.R. & Aggarwal, S.C. (2020). *Business Mathematics & Statistics*. VK Global Publications Pvt Ltd

### Website Links:

- [https://www.researchgate.net/publication/303381524\\_Fundamentals\\_of\\_research\\_methodology\\_and\\_data\\_collection](https://www.researchgate.net/publication/303381524_Fundamentals_of_research_methodology_and_data_collection)
- [http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit\\_Kumar-Research\\_Methodology\\_A\\_Step-by-Step\\_G.pdf](http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf)
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjP0rXPjc7yAhWwjgGHQk7CeYQFnoECBwQAQ&url=https%3A%2F%2Fwww.tripurauniv.ac.in%2FContent%2Fpdf%2FStudyMaterialsDetail%2FMA%2520Political%2520Science%25203rd%2520Sem%2FPOLS-902C-Research%2520Methodology.pdf&usg=AOvVaw2D8owYm8RvaW23GTrDX5U6>

The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	1	2	1	1	2	2	1	3	2	1	1
CO2	3	2	3	-	2	1	2	2	3	3	2	2	1	-	3
CO3	2	2	-	1	2	2	-	3	2	-	3	1	2	-	2
CO4	-	2	3	2	1	-	2	1	1	3	2	-	1	2	-
CO5	2	3	2	2	1	2	1	2	3	3	3	1	-	3	1
Average	2.5	2	2.5	1.5	1.4	1.75	1.5	1.8	2.2	2.75	2.2	1.75	1.5	2	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Operations Research**

**Course Code: A201402**

**Semester: 4<sup>th</sup>**

**Credits:05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Relate the key role of operations in bringing about the growth and profitability of organizations.
CO2	Rephrase ideas, concepts and principles in operations strategy.
CO3	Explain use of quantitative tools in solving typical Operations Domain Problems
CO4	Improve the productivity of the organization by using operation research techniques.

### Course Content

#### UNIT-I

Introduction: Nature, Meaning and Management Application of Operations research. Modeling, Principal, General Methods of solving models, Scientific Methods, Scope, Rule on Decision Making and development of Operation Research in India

#### UNIT-II

Linear Programming: Formulation, Graphical solution, Simplex method, Duality.

Assignment Problems: - Minimization & Maximization case, traveling sales man.

Transportation Problems: - Initial Solution, Optimal Solution

**UNIT-III**

Decision Theory: Under Risk, Under certainty, Under uncertainty. PERT and CPM: Basic steps in PERT and CPM, Forward and Backward computation, Representation in Tabular form, Slack and Critical path, Difference between CPM and PERT, Float.

**References:**

- Gupta P.K., Hira and D.S. (1994). *Operation Research*. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). *Operation Research*. Sultan Chand & sons, New Delhi
- Mittal, K.V. (1992). *Optimization Methods in Operations Research and System Analysis*. New Age International (P) Ltd., New Delhi
- Sharma, S.D. *Operations Research*. Kedar Nath and Ram Nath, Meerut. 1996.
- Yadav, S.R. 2014. *Operation Research*. Oxford University Press.

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- <https://www.slideshare.net/dharmendragahwai/operational-reseach-ppt>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjmpczujc7yAhWzzjgGHdhhBGUQgQN6BAgBEAE&url=https%3A%2F%2Fscholar.google.co.in%2Fscholar%3Fq%3DOperations%2BResearch%26hl%3Den%26as\\_sdt%3D0%26as\\_vis%3D1%26oi%3Dscholar&usg=AOvVaw1lqmEJ5vgw3tuhr296pPp](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjmpczujc7yAhWzzjgGHdhhBGUQgQN6BAgBEAE&url=https%3A%2F%2Fscholar.google.co.in%2Fscholar%3Fq%3DOperations%2BResearch%26hl%3Den%26as_sdt%3D0%26as_vis%3D1%26oi%3Dscholar&usg=AOvVaw1lqmEJ5vgw3tuhr296pPp)
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjmpczujc7yAhWzzjgGHdhhBGUQFnoECA0QAQ&url=https%3A%2F%2Fwww.springer.com%2Fjournal%2F10479&usg=AOvVaw3lK-bCq55HgbFX4Ui nk7>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	1	-	3	1	1	2	3	1	2	2	1	3	2	3	2
CO2	2	3	2	2	2	3	2	2	-	1	3	2	3	2	-
CO3	3	2	1	-	2	3	1	2	2	2	2	-	2	3	2
CO4	2	-	-	1	3	-	2	1	2	2	2	2	2	-	2
Average	2	2.5	2	1.33	2	2.66	2	1.5	2	1.75	2	2.3	2.25	2.67	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.





**Course Name: Business Laws – I**

**Course Code: A201403**

**Semester: 4<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Understand the legal environment of business.
CO2	Acquire knowledge about the regulatory framework of various business laws
CO3	Apply the business laws to ensure smooth functioning of the organizations.
CO4	Explore cases and identify legal and ethical issues associated
CO5	Apply the global business laws to current business environment

**Course Content**

**UNIT-I**

Law of Contract: Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract. Concept of Agency and various types of mercantile agents.

**UNIT-II**

Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

**UNIT-III**

Law of Sale of Goods: Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership.

Rights of Unpaid seller and other remedial measures.

**References:**

- Kapoor, N.D. (2019). *Business Law*. Sultan Chand & Sons, New Delhi
- Kapoor, N.D., (2018). *Elements of Business Law*. Sultan Chand & Sons (P) Ltd.
- Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2014). *Mercantile Law*. Kalyani Publishers
- Kuchhal, M.C. & Kuchhal Vivek. (2018). *Business Law*. Sultan Chand & Sons (P)

- Bulchandani, K.R. (2017). *Business Law*. Himalaya Publishing House, India.

**Website Links:**

- [http://164.100.133.129:81/econtent/Uploads/Business\\_Law.pdf](http://164.100.133.129:81/econtent/Uploads/Business_Law.pdf)
- <https://www.mobt3ath.com/uploade/book/book-66699.pdf>
- [http://www.icsi.in/study%20material%20foundation/elements\\_of\\_business\\_laws\\_and\\_management.pdf](http://www.icsi.in/study%20material%20foundation/elements_of_business_laws_and_management.pdf)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	2	3	2	-	3	2	-	3	1	3	2	3	-	2
CO2	2	3	3	1	2	3	2	3	2	2	2	1	2	3	3
CO3	2	2	-	3	2	2	1	2	3	2	-	1	3	1	3
CO4	1	-	3	-	1	3	2	1	2	1	3	2	2	-	2
CO5	-	2	2	2	2	3	2	1	3	-	2	-	2	3	2
Average	2	2.25	2.75	2	1.75	2.8	1.8	1.75	2.6	1.5	2.5	1.5	2.4	2.3	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Quality Management**

**Course Code: A201404**

**Semester: 4<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Improve the business operations and productivity.
CO2	Identify ways to reduce cost and use the scarce resources.
CO3	Achieve stability and reliability regarding the techniques, equipment's, and resources being used in a project.
CO4	Acquire knowledge related to innovation, improvement and change in quality of offer of bundling.

CO5	Demonstrate concepts related to management in field of quality and production management
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### Course Content

#### UNIT-I

Definition of quality, Quality as a means to success in a competitive and global environment. Quality issues, the customer focus. Need for customer care and relationship marketing.

Quality leads to profits. Cost of poor quality, Total Employees Involvement (TEI): Empowering employees: team building; quality circles: Reward and Recognition; education and training, Suggestion schemes: Benchmarking and the concept of Kaizen.

#### UNIT-II

Quality Gurus: Deming, Juran, Ishikawa, Crosby and their contribution. Tools of Quality Management. Benchmarking definition, concept, process and types of benchmarking. Quality and Total Quality Management. Quality of after sale services: Introduction, Quality of performance, Quality of ASS.

#### UNIT-III

Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. ISO 22000- Introduction, four key elements of ISO 22000.

#### References:

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2012). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2015). *Total Quality Management*. New Age International Pvt Ltd

#### Website Links:

- <https://Www.Iso.Org/Files/Live/Sites/Isoorg/Files/Store/En/Pub100080.Pdf>
- <https://Www.Znrfak.Ni.Ac.Rs/Serbian/010-Studije/Oas-3->

2/Predmeti/Iii%20godina/316Komunalni%20sistemi%20i%20zivotna%20sredina/Seminarski%20radovi/2014/S175%20-%20s200.Pdf

- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiQzJKijs7yAhWRzzgGHZexAFYQFnoECDcQAQ&url=https%3A%2F%2Fmanagementhelp.org%2Fquality%2Findex.htm&usg=AOvVaw0njsJnPgHHeTd9yUs17IGS>

Fquality%2Findex.htm&usg=AOvVaw0njsJnPgHHeTd9yUs17IGS

**The mapping of PO/PSO/CO attainment is as follows:**

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CO1	2	3	1	2	3	-	2	2	2	3	2	3	2	1	2
CO2	2	3	2	1	2	3	3	-	3	-	3	2	2	1	2
CO3	3	1	1	-	2	1	2	1	3	2	-	1	3	-	2
CO4	-	2	2	1	-	3	-	-	2	3	3	-	-	-	1
CO5	2	2	1	3	3	1	1	2	3	2	1	2	2	3	2
Average	2.25	2.2	1.4	1.75	2.5	2	2	1.6	2.6	2.5	2.25	2	2.25	1.67	1.8

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Foundations of International Business**

**Course Code: A201405**

**Semester: 4<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Identify the complexities of international business and globalization for home country, host-country, regional and cultural perspectives.
CO2	Analyze the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.
CO3	Evaluate current conditions in developing emerging markets and evaluate present and future opportunities and risks for international business activities.

CO4	Develop framework to support successful decision-making in all relevant international functions.
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### Course Content

#### UNIT-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business.

#### UNIT-II

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business. Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

#### UNIT-III

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business.

#### References:

- Hill, C. W., & Hernández-Requejo, W. (2008). *Global business today* (p. 576). New York: McGraw-Hill Irwin.
- Horaguchi, H. H. (2014). *Collective knowledge management: foundations of international business in the age of intellectual capitalism*. Edward Elgar Publishing.
- Daniels, J. R., & Radebaugh, L. E. L., Sullivan, D. (2007). *International Business: Environment and Operations. 11th edition. Prentice Hall.*
- Sharan, V. (2008). *International Business 2/e, Concepts, Environment And Strategy*. Pearson Education India.
- Cavusgil, S. T. (2009). *International business: Strategy, management, and the new realities*. Pearson Education India.

#### Website Links:

- <https://www.scribd.com/doc/87949428/Foundations-of-International-Business>
- <https://theintactone.com/2019/04/06/bban603-foundations-of-international-business/>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&ua>

ct=8&ved=2ahUKEwiPiIjSjs7yAhWTwjgGHdQlCBEQFnoECBgQAQ&url=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FInternational\_business&usg=AOvVaw13x9OMcZmTEqyAf0p00JHD

The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	1	2	1	3	3	1	3	3	2	1	3	2	2	2
CO2	-	3	-	2	3	-	2	2	-	2	2	2	3	-	-
CO3	3	2	1	2	1	3	2	3	3	3	-	3	2	2	2
CO4	-	1	-	3	2	2	-	2	-	2	1	2	3	2	2
Average	2.5	1.75	1.5	2	2.25	2.66	1.66	2.5	3	2.25	1.3	2.5	2.5	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Management Information System**

**Course Code: A201406**

**Semester: 4<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Record the current issues of information technology and relate those issues to the firm.
CO2	Analyze impact of information technology on firms
CO3	Depict the role of information technology and information system in business.
CO4	Reproduce a working knowledge of concepts and terminology related to information technology

### Course Content

#### UNIT-I

Introduction: Definition, characteristics & significance of MIS, Structure and classification of MIS; Information Concepts: Data Vs Information, Quality of information, quality of information. Introduction to Systems, basic concepts, types and elements of system.

#### UNIT-II

Decision Making: Simon’s model of decision making, structured & unstructured decisions, Formal Vs. Informal systems. DSS- characteristics, role of DSS, objectives.



Design Methodology & Techniques: System development life cycle. System Analysis

– SRS,DFD, DD & Decision tables

**UNIT-III**

System Design – design methods, design documentation. System Implementation & testing.

Implementation & Evaluation: Planning & organizing, testing & changeover.

**References:**

- Goyal, D. P. (2014). *Management Information Systems: Managerial Perspectives*. VikasPublishing House.
- Davis, G. B., & Olson, M. H. (1984). *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6). McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (1978). *Managing management information systems*. Toronto: Lexington Book.
- Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. Pearson EducationIndia.

**Website/Links/Online Portal/ICT**

- [http://164.100.133.129:81/econtent/Uploads/Management\\_Information\\_System.pdf](http://164.100.133.129:81/econtent/Uploads/Management_Information_System.pdf)
- [https://www.dphu.org/uploads/attachements/books/books\\_5828\\_0.pdf](https://www.dphu.org/uploads/attachements/books/books_5828_0.pdf)
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj34MeFj87yAhUizDgGHchcBeEQwqsBegQIHBAB&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DDaM0GIvW\\_yc&usg=AOvVaw2tV4zV91GIb37IbS8aTSws](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj34MeFj87yAhUizDgGHchcBeEQwqsBegQIHBAB&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DDaM0GIvW_yc&usg=AOvVaw2tV4zV91GIb37IbS8aTSws)

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CO1	2	1	2	1	2	3	1	3	2	2	2	-	2	2	2
CO2	-	2	2	2	2	2	2	3	5	2	2	3	-	2	3
CO3	2	1	-	2	1	2	-	3	3	-	2	-	2	3	3
CO4	1	-	2	1	3	-	1	2	2	2	-	3	2	3	2
Average	1.6	1.3	2	1.5	2	2.3	1.3	2.75	3	2	2	3	2	2.5	2.5



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Viva-Voce -IV\***

**Course Code: A201407**

**Semester: 4<sup>th</sup>**

**Credits: 02**

**L T P**

**NA**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	3	2	2	3	2	2	2	3	2	-	3	2
CO2	2	2	2	3	2	2	2	2	1	2	3	1	1	2	2
CO3	2	3	3	3	2	3	3	2	3	1	3	2	2	2	2
CO4	1	2	2	2	3	2	-	2	2	2	2	1	2	2	1
Average	2	2	2.25	2.75	2.25	2.25	2.6	2	2	1.75	2.75	1.5	1.6	2.25	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Environment Studies**

**Course Code: A100302**

**Semester: 5<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
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CO1	Establish a new business and learn effectively and constructively as a member of a team at field stations or in remote environmental sites on land or at sea
CO2	Critically evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability
CO3	Write effectively about complex environmental problems and do so for both specialist and general audiences with equal facility
CO4	Apply quantitative reasoning skills to environmental problems including basic calculations related to energy, water, and air issues and the use of statistical methods in data analysis and argumentation

## Course Content

### Unit 1: The Multidisciplinary nature of environmental studies

Definition, scope and importance (2 Lectures)

Need for public awareness.

### Unit 2: Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

- a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

### Unit 3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)(6 lectures)

### Unit 4: Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ conservation of biodiversity.

### Unit 5: Environmental Pollution

#### Definition

- Causes, effects and control measures of :-
  - a. Air pollution

- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards
- ill-effects of fireworks
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

(8 lectures)

#### **Unit 6: Social Issues and the Environment**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act



- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

(7 lectures)

## Unit 7: Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV / AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

## Unit 8: Field work

- Visit to a local area to document environmental and river forest grassland hill mountain.
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

## References:

- Misra, S. K., & Puri, V. K. (2011). *Indian economy* (p. 174). Himalaya Publishing House.
- Kapila, U. (2005). *Understanding the problems of Indian Economy*. Academic Foundation.
- Malik, P. L. (1963). *The Industrial Law*. Easter Book.
- Schiffer, M., & Weder, B. (2001). *Firm size and the business environment: Worldwide survey results* (Vol. 43). World Bank Publications.
- Mehta, S. C., Mehta, S. S., & Aun, B. L. (1999). The evaluation of business text books: An international perspective. *Journal of Professional Services Marketing*, 19(2), 141-149

## Website Links:

- <https://www.scribd.com/presentation/348654340/Business-Environment-BBA-4th-Sem- all-UNITs-notes>
- <https://www.slideshare.net/ramusakha/business-environment-15605874>
- <https://www.youtube.com/watch?v=thdikskYUcw>
- <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/business-environment/lecture-notes/bba112-lecture-notes-15/3528333/view>
- <http://ssbnc.in/files/bcommaterial/BE.pdf>

**The mapping of PO/PSO/CO attainment is as follows:**

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CO1	2	2	3	1	2	2	2	3	3	2	3	3	2	2	3
CO2	2	3	3	-	3	1	3	2	3	3	2	2	1	1	1
CO3	3	2	2	3	2	3	2	3	2	2	1	1	2	1	2
CO4	2	3	3	3	2	3	1	2	3	3	1	1	2	-	1
Average	2.25	2.5	2.75	2.3	2.25	2.25	2	2.5	2.75	2.5	1.75	1.75	1.75	1.3	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Environment**

**Course Code: A201501**

**Semester: 5<sup>th</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Identify the main features of the international business environment and its main institutions
CO2	Analyze the political, social, economic, technological and other configurations that support cross-border trade
CO3	Understand the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment which help create entrepreneurs in the state/country
CO4	Analyze the key decisions that multinational firms make concerning the

## Course Content

### UNIT-I

Definition, components and overview of Business Environment, Micro and Macro Environment, Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.

### UNIT-II

Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, New economic policies, Aspects of economic reforms and its effects on business, Emerging Economies.

### UNIT-III

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005. International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European union (EU)

### References:

- Craig, T., & Campbell, D. (2012). Organisations and the business environment. Routledge.
- Aswathappa, K. (2009). Essentials of business environment. Himalaya Publishing House.
- Palmer, A., & Hartley, B. (2008). The business environment. McGraw-Hill.
- Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2001). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. Harvard Business Press.
- Schiffer, M., & Weder, B. (2001). Firm size and the business environment: Worldwide survey results (Vol. 43). World Bank Publications.

**Website Links:**

- <https://www.scribd.com/presentation/348654340/Business-Environment-BBA-4th-Sem- all-UNITs-notes>
- <https://www.slideshare.net/ramusakha/business-environment-15605874>
- <https://www.youtube.com/watch?v=thdikskYUcw>
- <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/business-environment/lecture-notes/bba112-lecture-notes-15/3528333/view>
- <http://ssbnc.in/files/bcommaterial/BE.pdf>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	3	3	2	3	1	3	2	2	2	1	-	3	3	2
CO2	2	1	2	3	3	3	1	3	1	3	2	2	3	1	3
CO3	3	2	3	-	3	2	3	3	3	2	-	1	1	2	2
CO4	1	1	2	3	3	2	2	2	3	-	3	1	3	2	2
Average	2.25	1.75	2.5	2.6	3	2	2.25	2.5	2.25	2.3	2	1.3	2.5	2	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Project Management**

**Course Code: A201502**

**Semester: 5<sup>TH</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Conduct project planning to accurately forecast project costs, timelines & quality.
CO2	Develop a strong working knowledge of ethics & professional responsibility
CO3	Demonstrate effective organizational leadership & skills for managing projects, teams & stakeholders.

CO4	Recognize & seize diverse opportunities for financial gains.
CO5	Enhance entrepreneurship skills to form new personal business/es.

### Course Content

#### UNIT-I

The concept of a project, characteristics of a project, phases in the life cycle of a project.

Time Scheduling a Project: Gantt Charts and LOB

#### UNIT-II

Network Techniques: concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM. Probability of completing a project on time. Crashing a network and concept of PERT cost.

#### UNIT-III

Forms of project organization, project planning and control, human aspects of project management. Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.

#### References:

- Walker, A. (2015). *Project management in construction*. John Wiley & Sons.
- Heagney, J. (2016). *Fundamentals of project management*. Amacom.
- Clough, R. H., Sears, G. A., & Sears, S. K. (2000). *Construction project management*. John Wiley & Sons.
- Gido, J., & Clements, J. (2014). *Successful project management*. Cengage Learning.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.

#### Website Link:

- <https://www.slideshare.net/bikramjitsingh391082/project-management-book-for-mba>
- <https://www.youtube.com/watch?v=BOU1YP5NZVA>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiPqJ-1j87yAhVmyDgGHQm4DhUQFnoECEMQAQ&url=https%3A%2F%2Fwww.projectmanagement.com%2F&usg=AOvVaw3mNiO4bcdddwpXB7nwradd>



The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	2	1	2	1	1	3	1	3	2	1	2
CO2	2	1	2	3	1	2	3	1	3	2	2	2	1	2	-
CO3	3	2	3	1	2	3	3	1	2	3	3	1	2	3	2
CO4	1	3	1	1	-	3	1	2	2	2	2	1	1	2	1
CO5	2	1	3	1	3	2	2	2	3	2	2	1	2	1	2
Average	2.2	1.6	2.2	1.4	2	2.2	2.2	1.4	2.2	2.4	2	1.6	1.6	1.8	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Advertising and Sales Management**

**Course Code: A201503**

**Semester: 5<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Analyze the expanding environment of media and communication techniques.
CO2	Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns
CO3	Examine the importance of market segmentation, position and action objectives for the development of an advertising and promotion program.
CO4	Develop creative strategies for advertising.
CO5	Plan media strategy, scheduling and vehicle selection.

**Course content**

**UNIT-I**

Advertising: Marketing communication models. Advertising definition and objectives, advertising copy. Advertising its place in marketing – different kinds of advertising: Advertising art & layout, advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials: Creative copy strategies: Media planning & scheduling.

**UNIT-II**

Sales Management: Concept and objectives: Management of sales promotion at the consumer, trade & sales force levels: Sales displays & merchandising: Introduction to types of sale quotas: Legal & ethical aspects of advertising.

**UNIT-III**

Measurement: Measuring Advertising Effectiveness, Deceptive advertising, Advertising Ethics and Unethical Practices, Role of Advertising Agencies, Legal framework of Advertising

**References:**

- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.
- Kazmi, S. H. H., & Batra, S. K. (2009). *Advertising and sales Promotion*. Excel Books India.
- Hoyt, C. W. (1929). *Scientific sales management today*. A&C Black.
- Chunawalla, S. A. (2021). *Sales Management*. Himalaya Publishing House Pvt. Ltd.
- Tyagi, C. L., & Kumar, A. (2004). *Advertising management*. Atlantic Publishers & Dist.

**Website Links:**

- <https://www.youtube.com/watch?v=Jxe8Tgnz2SA>
- <https://www.slideshare.net/PratikshaDekate/advertising-sales-management-12075831>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi44KPDj87yAhXo4zgGHaytC8YQFnoECCwQAQ&url=http%3A%2F%2Fwww.kanpuruniversity.org%2Fpdf%2FAdvertising-Sales-Promotion-Sales-Management\\_030621.pdf&usg=AOvVaw1rdQIn\\_PLQJC9JB8QXH29I](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi44KPDj87yAhXo4zgGHaytC8YQFnoECCwQAQ&url=http%3A%2F%2Fwww.kanpuruniversity.org%2Fpdf%2FAdvertising-Sales-Promotion-Sales-Management_030621.pdf&usg=AOvVaw1rdQIn_PLQJC9JB8QXH29I)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	2	1	2	2	3	3	2	1	1	3	2	1	2
CO2	1	2	3	3	2	2	1	1	3	2	3	2	3	3	1
CO3	3	1	1	2	3	1	-	2	2	1	3	1	3	2	2
CO4	1	2	1	2	2	2	2	2	3	1	2	2	-	1	3
CO5	2	1	2	1	1	3	1	3	2	-	3	2	2	2	1



Average	1.8	1.8	1.8	1.8	2	2	1.75	2.2	2.4	1.25	2.4	2	2.5	1.8	1.8
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The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Marketing Research**

**Course Code: A201504**

**Semester: 5<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Determine customer attitudes and preferences
CO2	Acquire knowledge about test marketing of products
CO3	Enhance the understanding of the marketing research for industry.
CO4	Exploit marketing research data for management decision making
CO5	Understand different applications of Marketing Research

**Course Content**

**UNIT-I**

Basic concepts: scope, limitations, objectives. Research process. Research design and its types: exploratory, descriptive and experimental. Data collection: primary and secondary.

**UNIT-II**

Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling. Questionnaire: questionnaire construction, tabulation, coding, editing of data.

**UNIT-III**

Sampling: concepts, types and techniques, estimation of sample size. Data analysis: tests of significance based on t, f and z distribution and chi-square test; cross tabulation. Marketing research applications.

**References:**

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education



- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

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- <https://www.slideshare.net/sriprasadnavulla/market-research-notes>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwjbgTjhj87yAhXRzDgGHczkBxMQFnoECEcQAQ&url=https%3A%2F%2Fflapaa s.com%2Fmarketing-research%2F&usg=AOvVaw1HtnlGuc6HDD7iLqa6eyjp>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	P)1	PSO 1	PSO 2	PSO 3
CO1	3	2	2	1	2	2	2	2	2	3	1	3	2	3	-
CO2	3	2	3	2	3	3	3	3	3	2	2	2	3	3	3
CO3	3	3	3	3	2	2	2	3	2	-	3	-	2	1	2
CO4	2	2	1	1	3	3	3	2	3	2	2	1	3	3	2
CO5	2	2	3	2	2	2	2	2	3	3	2	1	2	2	2
Average	2.6	2.2	2.4	1.8	2.4	2.4	2.4	2.4	2.6	2.5	2	1.75	2.4	2.4	2.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Introduction to Data Base Management System**

**Course Code: A201505**

**Semester: 5<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiarize with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data

### Course Content

#### UNIT-I

Introduction: definition of data, uses & need of data in organizations. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

#### UNIT-II

Data Models: The hierarchical model, the network model & the relational model.

Relational Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

#### UNIT-III

SQL: SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

#### References:

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

#### Website Links:

- <http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>



- <https://www.youtube.com/watch?v=wjfeGxqAQOY>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK-EwiKjaTyj87yAhWk4zgGHV61BEoQwqsBegQIExAB&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DFZDgSMg0Zxo&usg=AOvVaw0qDEbnNb4IibbCs97BapyD>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	1	2	1	1	2	1	1	1	2	1	2	3	2	1	1
CO2	2	1	2	2	1	-	2	2	3	2	1	2	3	2	1
CO3	1	3	1	1	2	3	1	1	2	3	1	2	2	1	2
CO4	2	1	2	2	1	2	2	2	2	2	1	1	1	2	1
CO5	2	1	3	2	1	1	2	1	3	1	2	1	2	1	1
Average	1.6	1.6	1.8	1.6	1.4	1.75	1.6	1.4	2.4	1.8	1.4	1.8	2	1.4	1.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Industrial Training (4 Weeks)**

**Course Code: A201506**

**Semester: 5<sup>th</sup>**

**Credits: 02**

**L T P**

**0 0 4**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Develop skills for employment and become an entrepreneur
CO2	Work as an individual and in a group with the capacity to be a leader or manager as well as an effective team member.
CO3	Expose the actual working environment including rules, regulations and safety practices.
CO4	Relate the theoretical knowledge with their practical experience

**Course Contents**

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	1	1	2	1	2	1	1	1	1	-	2	3	1	1	1
CO2	2	2	2	3	2	2	2	1	3	3	1	2	2	2	2
CO3	2	3	3	-	2	3	3	2	3	2	1	1	2	2	2
CO4	1	2	2	2	3	2	2	2	2	3	2	2	2	-	2
Average	1.5	2	2.25	2	2.25	2	2	1.5	2.25	2.67	1.5	2	1.75	1.66	1.75

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Viva-Voce -V\***

**Course Code: A201507**

**Semester: 5<sup>th</sup>**

**Credits: 02**

**L T P**

**0 0 4**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interviews.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	3	3	2	2	3	2	3	2	2	1	3	2	2	3	1
CO2	1	2	3	2	3	2	3	2	3	2	2	3	3	2	3
CO3	2	-	2	2	3	1	-	3	2	3	1	2	1	1	2
CO4	3	2	2	1	2	2	1	2	3	2	2	3	3	1	2
Average	2.25	2.3	2.25	1.75	2.75	1.75	2.3	2.25	2.5	2	2	2.5	2.25	1.75	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Introduction to Database Management System (Lab)**

**Course Code: A201508**

**Semester: 5<sup>th</sup>**

**Credits: 02**

**L T P**

**0 0 4**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Understand, appreciate and effectively explain the underlying concepts of database technologies
CO2	Design and implement a database scheme for a given problem-domain
CO3	Describe the fundamental elements of relational database management systems
CO4	Familiarize with basic database storage structures and access techniques
CO5	Convert the ER-model to relational tables, populate relational database and formulate SQLqueries on data

### Course Content

#### UNIT-I

Introduction: definition of data, uses & need of data in organizations.

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

#### UNIT-II

Data Models: The hierarchical model, the network model & the relational model. Relational

Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF



**UNIT-III**

SQL: SQL Database creation & manipulation views & queries. Data Protection: Recovery, concurrency, security & integrity.

**References:**

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

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- <https://www.youtube.com/watch?v=wjfeGxqAQOY>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwjutNn\\_j87yAhVTxzgGHRC5AbMQFnoECAUQAQ&url=https%3A%2F%2Fwww.slideshare.net%2FUttamSinghChaudhary%2Fdatabase-management-system-lab-file&usg=AOvVaw2ORWBhEYa7KcktVhYo8jZF](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwjutNn_j87yAhVTxzgGHRC5AbMQFnoECAUQAQ&url=https%3A%2F%2Fwww.slideshare.net%2FUttamSinghChaudhary%2Fdatabase-management-system-lab-file&usg=AOvVaw2ORWBhEYa7KcktVhYo8jZF)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	3	2	2	3	2	1	1	3	2	2	2	1	-
CO2	1	3	1	2	2	3	3	2	2	2	3	3	1	2	2
CO3	2	2	3	1	2	1	1	3	1	1	2	2	2	1	2
CO4	1	2	3	3	1	2	1	2	3	2	1	3	3	2	1
CO5	2	-	2	1	3	1	2	1	3	3	3	2	3	3	1
Average	1.8	2	2.4	1.8	2	2	1.8	1.8	2	2.2	2.2	2.4	2.2	1.8	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Corporate Strategy**

**Course Code: A201601**

**Semester: 6<sup>th</sup>**



**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Acquire knowledge about Strategic research identifying, gathering, and verifying business data.
CO2	Identify opportunities and threats in the external environment and strengths and weaknesses within the organization.
CO3	Recommend specific and detailed courses of action related to stated facts to exhibit strategic management knowledge and judgment.
CO4	Identify strategic assumptions and financial projections.
CO5	Understand the importance of ethical principles and organizational values in the context of making responsible management choices.

**Course Content**

**UNIT-I**

Strategic management: introduction, nature & scope, need, strategic decision making Mission & objectives: need for explicit mission, components of mission statement, formulation of mission & objectives and their specificity.

**UNIT-II**

Social responsibility of business: Scanning the environment: external & internal environment scanning, Techniques of environment scanning- SWOT, ETOP, PEST, QUEST. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix, Hofer's model

**UNIT-III**

Internal analysis: value chain analysis. Strategy formulation & choice: Porter's Generic strategy alternatives; corporate level strategies- stability, expansion, retrenchment, combination. Strategy variations. Implementation & control: Behavioral aspects. Strategy evaluation & control- concept, techniques of strategic evaluation and control.

**References:**

- Freeman, R. E., & Gilbert, D. R. (1988). *Corporate strategy and the search for ethics* (Vol. 1). Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 1988. *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic*

*management and business policy* (Vol. 55). Boston, MA: Pearson.

- Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2009). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (1992). *Business policy*. Tata McGraw-Hill.

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- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiIrdWUkM7yAhWLxzgGHQe8DMYQFnoECBQQAQ&url=https%3A%2F%2Fwww.ottawa.edu%2Fonline-and-evening%2Fblog%2Fnovember-2020%2Ffour-key-components-of-corporate-strategy&usq=A0vVaw26y3MoxiybWbpY2nINXYI>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	3	1	2	3	2	2	3	2	1	3	2	3	1	2
CO2	2	2	2	3	2	2	2	2	3	2	2	2	3	3	2
CO3	2	3	3	3	3	1	2	3	2	1	1	1	2	1	3
CO4	1	3	2	2	3	2	3	2	3	2	2	2	2	2	2
CO5	2	1	3	2	3	2	2	-	2	1	1	-	2	2	3
Average	2	2.4	2.2	2.4	2.8	1.8	2.2	2.5	2.4	1.4	1.8	1.75	2.4	1.8	2.4

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Entrepreneurship**

**Course Code: A201602**

**Semester: 6<sup>th</sup>**

**Credits: 05**

**L T P**

**4 1 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
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CO1	Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality.
CO2	Develop a strong working knowledge of ethics & professional responsibility.
CO3	Demonstrate effective organizational leadership & enhance skills for managing projects, project teams & stakeholders.
CO4	Recognize & seize diverse opportunities for financial gain.
CO5	Create entrepreneurial skills to form their own business or become an entrepreneur.

**Course Content**

**UNIT-I**

Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, intrapreneur and manager  
Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and Kakinada experiment.

**UNIT-II**

Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements. SSI: meaning, importance, characteristics, advantages and problems of SSIs. Steps for starting a small industry, guidelines for project report, registration as SSI.

**UNIT-III**

Assistance to SSIs: need for incentives & subsidies, need for institutional support, role of government and other institutions. Sources of funds. Innovation & Entrepreneurship, Entrepreneurial Development programs.

**References:**

- Chandra, P. (2017). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi
- Desai, V. (2017). *Project Management and Entrepreneurship*. 2<sup>nd</sup> Edition, Himalaya Publishing House.
- Fyffe, D. S. (2001). *Project Feasibility Analysis*. John Wiley and Sons.
- Hisrich, R. D, Peters, M.P, and Shephers, D.A. (2016). *Entrepreneurship*. 10<sup>th</sup> Edition, Tata

McGraw.

- Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*, Revised Edition, PHILearning Pvt Ltd.

**Websites Link:**

- <https://www.scribd.com/doc/21248190/Entrepreneurship-Management-BBA-5TH-SEM>
- <https://www.youtube.com/watch?v=vXKoRWAhJVg>
- <https://www.slideshare.net/YaminiKahaliya/entrepreneurship-development-notes-for-bbabcom-students-of-3-semester>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	1	2	2	3	1	2	2	2	3	1	3	2	1	2
CO2	3	1	2	1	2	2	2	1	1	1	2	2	2	-	2
CO3	1	1	3	1	2	1	3	1	1	2	1	1	2	3	2
CO4	3	1	1	1	2	3	2	1	2	2	2	2	-	2	2
CO5	3	1	3	1	3	2	1	2	2	2	1	3	2	2	2
Average	2.4	1	2.2	1.2	2.4	1.8	2	1.4	1.6	2	1.4	2.2	2	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Services Marketing**

**Course Code: A201603**

**Semester: 6<sup>th</sup>**

**Credits: 04**

**L T P**

**4 0 0**

**Course Outcomes: On successful completion of this course, the students will be able to:**

CO	Statement
CO1	Explain the significance of services marketing in the global economy and the deeper aspects of successful services marketing.

CO2	Explain the nature and scope of services marketing and present this in a professional and engaging manner
CO3	Understand the expectations of customers and know how to translate this knowledge into genuine value for customers
CO4	Know about the synergy of marketing helpful to create productive services.
CO5	Demonstrate current research trends in services marketing and management

**Course Content**

**UNIT-I**

Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications. Service quality: quality and productivity, quality gaps and their closing

**UNIT-II**

Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle. Managing effective service delivery: managing demand and capacity, importance of employees, intermediaries and customer participation in effective delivery, channel selection. Knowledge of buyer's behavior: decision making roles, consumer decision making, consumer evaluation of services

**UNIT-III**

Marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

Quality Issues and Quality Models; Managing Productivity and Differentiation in Services Organizations; Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing (Case Studies)

**References:**

- Lovelock, Christopher, Wirtz, Jochen and Chatterjee, Jayanta, "Services Marketing – People, Technology, Strategy", Pearson Education, New Delhi
- Zeithaml, Valerie A. & Bitner, Mary Jo, "Services Marketing – Integrating Customer Focus Across the Firm", Tata McGraw Hill, New Delhi
- Rao, K. Rama Mohana, "Services Marketing", Pearson Education, New Delhi



- Shanker, Ravi, “Services Marketing – The Indian Perspective”, Excel Books, New Delhi
- Rao, K. R. M. (2011). *Services marketing*. Pearson Education India.

**Website-Links:**

- [https://www.slideshare.net/mssridhar/marketing-of-services-presentation?qid=a24406d0-8a77-4ac3-b9b0-efab650fa746&v=&b=&from\\_search=3](https://www.slideshare.net/mssridhar/marketing-of-services-presentation?qid=a24406d0-8a77-4ac3-b9b0-efab650fa746&v=&b=&from_search=3)
- [http://ebooks.lpude.in/management/mba/term\\_4/DMGT510\\_SERVICES\\_MARKETINGIN G.pdf](http://ebooks.lpude.in/management/mba/term_4/DMGT510_SERVICES_MARKETINGIN G.pdf)
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwjKgILLkM7yAhW\\_zDgGHdbkD\\_MQFnoECEsQAQ&url=https%3A%2F%2Fwww.bluecorona.com%2Finternet-marketing-services%2F&usq=AOvVaw2Uqend4nci4dsbDIcYkl0E](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUK EwjKgILLkM7yAhW_zDgGHdbkD_MQFnoECEsQAQ&url=https%3A%2F%2Fwww.bluecorona.com%2Finternet-marketing-services%2F&usq=AOvVaw2Uqend4nci4dsbDIcYkl0E)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	2	1	2	2	2	2	1	3	2	2	1
CO2	2	2	1	3	3	2	2	2	3	3	2	2	2	1	2
CO3	2	2	-	2	3	2	1	2	1	2	1	1	2	1	2
CO4	1	3	2	2	3	2	2	-	2	3	2	2	3	2	2
CO5	1	1	2	1	3	2	2	2	2	2	1	3	2	2	1
Average	1.8	1.8	1.75	1.8	2.8	1.8	1.8	2	2	2.4	1.4	2.2	2.2	1.6	1.6

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Business Laws – II**

**Course Code: A201604**

**Semester: 6<sup>th</sup>**

**Credits: 05**

**L T P**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Acquire and exhibit an understanding of bankruptcy law and debt responsibilities for firms and individuals.
CO2	Understand about agency, employment and labor laws.
CO3	Identify laws that govern and regulate different forms of businesses such as sole proprietorships, partnerships and corporations.
CO4	Acquire and exhibit an understanding of property law including personal and real property.
CO5	Demonstrate knowledge of various trends occurring within the area of business law.

**Course Content**

**UNIT-I**

Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, bill of exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability. Dishonour of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque. Hundies.

**UNIT-II**

The Consumer Protection Act 1986: Definition of consumer, Features, Grievance redressal machinery. Company Law: Definition and nature of a company, characteristics of a company. Difference between partnership and company. Formation of Company – Memorandum and articles of association.

**UNIT-III**

Company Management: Appointment and removal of directors. Rights and liabilities of directors Meetings: Statutory meetings, Basic knowledge of various types of resolutions.

Winding up by court and voluntary winding up.

**References:**

- Chawla, Garg, and Sareen. (2014). *Mercantile Law*. 7th Ed. Kalyani Publisher



- Bagrial, A. K. (2009). *Company law*. Vikas Publishing House.
- Kapoor, N. D. (2009). *Mercantile Law*. *Sultan Chand & Sons*.
- Hannigan, B. (2018). *Company law*. Oxford University Press, USA.
- Dine, J., & Koutsias, M. (2009). *Company law*. Macmillan International Higher Education

### Website Links:

- [http://164.100.133.129:81/econtent/Uploads/Business\\_Law.pdf](http://164.100.133.129:81/econtent/Uploads/Business_Law.pdf)
- <https://www.mobt3ath.com/uplode/book/book-66699.pdf>
- [http://www.icsi.in/study%20material%20foundation/elements\\_of\\_business\\_laws\\_and\\_management.pdf](http://www.icsi.in/study%20material%20foundation/elements_of_business_laws_and_management.pdf)

### The mapping of PO/PSO/CO attainment is as follows:

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	3	1	2	1	-	2	1	1	2	3	2	3	3	3	2
CO2	2	2	2	3	2	2	2	2	2	1	2	2	1	3	2
CO3	3	3	2	2	1	3	3	3	1	2	3	1	2	2	3
CO4	2	2	1	2	2	3	2	2	3	1	2	2	1	2	2
CO5	3	1	1	-	2	2	2	1	2	2	3	1	1	1	2
Average	2.6	1.8	1.6	2	1.75	2.4	2	1.8	2	1.8	2.4	1.8	1.6	2.2	2.2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Project**

**Course Code: A201605**

**Semester: 6<sup>th</sup>**

**Credits: 02**

**L T P**

**0 0 8**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Apply fundamental and disciplinary concepts in appropriate areas
CO2	Demonstrate skill and knowledge of current information and technological tools and techniques specific to the professional field of study.
CO3	Expose the entrepreneurial cultural and industrial growth

CO4	Relate the theoretical knowledge with the practical experience
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**Course Contents**

The students are required to carry out a project on any management Course and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	3	2	3	3	2	2	2	3	2	2	2	3	2
CO2	2	2	2	3	2	2	2	1	1	2	1	1	2	2	2
CO3	2	-	3	3	2	3	3	2	1	1	3	3	2	2	2
CO4	1	2	2	2	3	2	2	2	2	3	1	2	2	1	2
Average	1.75	2.33	2.5	2.5	2.5	2.5	2.25	1.75	1.5	2.25	1.75	2	2	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Viva-Voce -VI\***

**Course Code: A201606**

**Semester: 6<sup>th</sup>**

**Credits: 02**

**L T P**

**NA**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Assess the understanding of various subjects studied during the last semester.
CO2	Enhance the communication & presentation skills.
CO3	Acquire comprehensive knowledge of subjects studied throughout the course.
CO4	Face industrial internship program as well as job interview.

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	1	1	3	1	2	2	3	2	3	2	1	3	3	2	2
CO2	2	2	2	3	2	2	2	2	2	2	3	2	1	2	2
CO3	2	3	3	3	2	3	3	2	-	2	2	2	2	2	2
CO4	1	2	2	2	3	2	2	2	1	1	2	2	-	2	-
Average	1.5	2	2.5	2.25	2.25	2.25	2.5	2	2	1.75	2	2.25	2	2	2

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Stock Market Operations**

**Course Code: 201607**

**Semester: 6<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Acquire the knowledge of Indian financial markets.
CO2	Develop expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses of stock market
CO3	Develop mindset of investors with the context of stock market.
CO4	Deal with stock market and its instruments.

### Course Contents

#### UNIT- I

Indian Stock Markets: Introduction, Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. An Overview of Major Stock Exchanges in India – N.S.E., B.S.E. and O.T.C.E.I.

Stock Market Indexes: Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty. Legal Framework for Stock Exchanges: The Securities Exchange Board of India Act 1992- Definition, Powers and Functions of SEBINSE Rules, Regulations and Bylaws

#### UNIT- II

Trading Mechanism at N.S.E.: Introduction, Market Types, Market Phases

Clearing and Settlement: Introduction-Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investor Protection Fund.

Depository Operations: Introduction to Depository Systems, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System.

**References**

- Jones, C. P. (2007). *Investments: analysis and management*. John Wiley & Sons.
- Gayanilo, F. C. (2001). *Fisheries resource information system and tools (FiRST): user manual*. WorldFish.
- Deboeck, G. J. (Ed.). (1994). *Trading on the edge: neural, genetic, and fuzzy systems for chaotic financialmarkets* (Vol. 39). John Wiley & Sons.
- Jones, C. P. (2007). *Investments: analysis and management*. John Wiley & Sons.
- Machiraju, H. R. (2009). *The working of stock exchanges in India*. New Age International.

**Website Links:**

- <https://nptel.ac.in/courses/110/105/110105035/>
- <https://www.studocu.com/en-gb/document/university-of-strathclyde/portfolio-management-and-security-analysis/lecture-notes/notes-on-portfolio-management-and-security-analysis/1466679/view>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwifmKWjkc7yAhVRjuYKHe8YCn4QFnoECBYQAQ&url=http%3A%2F%2Fhrdc.uok.edu.in%2Ffiles%2Fc2ce2564-691e-4c9a-ae8a-44f8e3244c60%2FCustom%2FInvestment%2520in%2520Shares.pdf&usg=AOvVaw0-CfrNwujv0evd6Ud8GetF>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	1	1	1	3	2	1	1	2	2	3	2	1	-	1
CO2	3	3	2	1	3	3	2	3	3	1	2	1	3	2	2

CO3	2	2	3	-	2	2	3	1	1	-	2	2	2	3	1
CO4	1	2	1	3	1	2	1	3	2	1	3	2	3	3	2
Average	2	2	1.75	1.6	2.25	2.25	1.75	2	2	1.3	2.5	1.75	2.25	2.6	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

### Course Name: Fundamentals of e-commerce

**Course Code: 201608**

**Semester: 6<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Analyze the impact of E-commerce on business models and strategy
CO2	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
CO3	Identify the key features of Internet, Intranets and Extranets
CO4	Demonstrate legal issues and privacy in E-Commerce
CO5	Assess electronic payment systems

### Course Contents

#### UNIT-I

**Introduction to E-commerce:** Definition of E-commerce, Advantages and disadvantages of E-commerce, Factors affecting E-Commerce, E-commerce versus traditional commerce.

Internet and World Wide Web, Electronic commerce framework, Electronic commerce and media convergence, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Architectural framework for E-commerce.

#### UNIT-II

**Advertising and Marketing on the Internet:** The new age information based marketing, Advertising on the Internet – Active or push-based advertising models, Passive or pull-based advertising models. Guidelines for Internet advertising.

Types of Electronic Payment Systems, Smart cards, Debit Cards, Credit card-based electronic payment systems, Risk and electronic payment systems.

Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

**References:**

- Whiteley, D. (2000). *E-commerce: strategy, technologies and applications*. McGraw Hill
- Gary, P. (2011). *Electronic Commerce, Schneider* (Doctoral dissertation, Ph. D., CPA. Printed in the United States of America).
- Laudon, K. C., & Traver, C. G. (2013). *E-commerce*. Boston, MA: Pearson.
- Treese, G. W., & Stewart, L. C. (2003). *Designing systems for Internet Commerce*. Addison-Wesley Professional.

**Note: Latest edition of suggested books may be considered**

**Website Links:**

- <https://www.youtube.com/watch?v=Jxe8Tgnz2SA>
- <https://www.slideshare.net/PratikshaDekate/advertising-sales-management-12075831>
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwil\\_92-kc7yAhXH4nMBHXF4B0EQFnoECAgQAQ&url=https%3A%2F%2Fwww.researchgate.net%2Fpublication%2F302505463\\_Fundamentals\\_of\\_E-commerce&usq=AOvVaw2vt5U5CQaQ3DVhrbgEX6CF](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwil_92-kc7yAhXH4nMBHXF4B0EQFnoECAgQAQ&url=https%3A%2F%2Fwww.researchgate.net%2Fpublication%2F302505463_Fundamentals_of_E-commerce&usq=AOvVaw2vt5U5CQaQ3DVhrbgEX6CF)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3
CO1	2	2	1	2	1	3	1	3	3	2	2	2	1	1	2
CO2	3	3	2	1	3	1	2	3	2	3	3	3	2	2	2
CO3	1	2	1	2	2	2	-	2	2	3	3	2	1	1	3
CO4	1	1	2	1	3	3	2	3	3	1	2	2	2	-	3
CO5	1	2	1	2	2	2	1	2	1	3	3	3	1	1	1
Average	1.6	2	1.4	1.6	2.2	2.2	1.5	2.6	2.2	2.4	2.6	2.4	1.4	1.25	2.2



The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Retail Management**

**Course Code: 201609**

**Semester: 6<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Examine insights into all functional areas of retailing
CO2	Understand the buying behavior, the consuming pattern, the needs and wants of the retail consumer
CO3	Analyze the challenges and opportunities in retail marketing.
CO4	Evaluate strategic and operational decision-making processes in the organized retail.

**Course Content**

**UNIT-I**

Introduction to retailing: What is retailing, Structure of retailing and distribution, Opportunities in retailing. Types of retailer: Retailer characteristics, Food retailers, General merchandise retailers, Service retailing, Types of ownership, Retail channels, Benefits & Challenges of retail channels. Retail buying behaviour: The buying process, Types of buying decisions. Retailing strategy: Retail market strategy, Target market and retail formats, Growth strategies. Financial strategy and retail locations: Financial objectives and goals, Analysis of financial strength, Types of locations, Location and retail strategy,

**UNIT-II**

Merchandise management: Merchandise management overview, Forecasting sales, Developing an assortment plan, Setting inventory and product availability levels, Establishing a control system for managing inventory, Allocating merchandise to stores.

Retail pricing: Pricing strategies, Consideration in setting retail prices, Legal and ethical pricing issues. Store Management : Store management responsibilities, Recruiting and

selecting employees, Motivating and managing store employees, Compensating and rewarding store employees, Store design objectives, Store design elements, Visual merchandising. merchandising.

**References:**

- Pandit Ajay, Weitz Barton & Levy Michael. *Retailing management*. 8th Edition. M. G.Hills,
- Zentes, J., Morschett, D., & Schramm-Klein, H. (2007). *Strategic retail management*. Betriebswirtschaftlicher Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Bhatia, S. C. (2008). *Retail management*. Atlantic Publishers & Dist.
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail management: a strategic approach*. Pearson Education Limited
- Barry, B. (2003). *Retail management: a strategic approach*. Pearson Education India.

**Website/Links/Online Portal/ICT:**

- [https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11\\_chapter%202.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11_chapter%202.pdf)
- <https://www.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwivsdHMkc7yAhWz7XMBHaViDoEQwqsBegQIMxAB&url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DgV80nU-9fEU&usq=AOvVaw20ROpmEBnmP1cJ3JcJYCrU>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	3	1	3	2	2	1	3	3	2	1	1	1	3	3
CO2	1	2	-	3	3	1	2	2	2	2	2	2	1	2	2
CO3	1	2	3	2	2	2	1	1	2	1	-	2	3	3	2
CO4	2	3	1	1	1	3	3	2	2	2	2	1	2	2	3
Average	1.5	2.5	1.6	2.25	2	2	1.75	2	2.25	1.75	1.6	1.5	1.75	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.





**Course Code: CB100308**

**Semester: 6<sup>th</sup>**

**Credits:03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Understand the system software and hardware and the role of each component
CO2	Understand the difference between an operating system and an application program and its use in business
CO3	Describe computer's operating system and state the effect on some common products
CO4	Understand the basic components of a computer operating system and the interactions among the various components

**Course Content**

**UNIT-I**

Introduction to Operating Systems, Main Functions and characteristics of Operating Systems, Types of Operating Systems.

Process Management: Process States, Process Control Block, Process Scheduling, Critical regions, Race Conditions, Deadlocks.

**UNIT-II**

Memory Management: External fragmentation, Internal fragmentation, Compaction, Paging, Segmentation, Virtual memory, Demand paging.

**UNIT-III**

Device Management: Dedicated devices, shared devices, virtual devices, channels, I/O traffic Controller, I/O scheduler, I/o Device handlers.

**References:**

- Madnick and Donovan. 1973. *Operating System*. McGraw Hill.
- Henson P.B. 1973. *Operating System Principles*. Prentice Hall.



- Henson P.B. 1977. *Architecture of concurrent programs*. Prentice Hall.
- B Peter & A. Galvin. 2003. *Silberchatz: Operating System Concepts 6th Edi*, Addison Wesley.
- Shaw A.C. 1974 *Logic Design of operating System*. Prentice Hall.
- M.J. Bach: *Design of UNIX Operating system*, PHI, 1986.
- Tenenbaum A.S. 1989. *Operating System: Design and Implementation*. PHI

**Websites Links**

- [Http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01\\_Introduction\\_%20to\\_CompuTers.Pdf](http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01_Introduction_%20to_CompuTers.Pdf)
- [Http://Www.Tmv.Edu.In/Pdf/Distance\\_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf](http://Www.Tmv.Edu.In/Pdf/Distance_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf)
- <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjOofnpkc7yAhUVH7cAHcB5AEQQFnoECA0QAQ&url=https%3A%2F%2Fwww.oreilly.com%2Flibrary%2Fview%2Funderstanding-the-linux%2F0596005652%2Fch01s04.html&usg=AOvVaw1Z1qHVue4xmxMgLIH0NrAm>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	2	1	2	1	2	1	2	2	2	3	2	-	2	1	1
CO2	2	3	2	1	2	3	2	2	2	3	3	3	2	1	1
CO3	2	1	1	1	2	1	-	2	2	3	1	2	1	1	1
CO4	2	1	1	1	2	1	1	1	1	2	3	1	-	1	2
Average	2	1.5	1.5	1	2	1.5	1.6	1.75	1.75	2.75	2.25	2	1.6	1	1.25

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation

**Course Name: Internet Applications**

**Course Code: CB100323**

**Semester: 6<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Acquire the knowledge of System and internet application.
CO2	Develop the applications of the internet through various computerized languages.
CO3	Develop the capacity of an expert in terms of remote server.
CO4	Identify the problems related to the use of internet.

### Course Content

#### UNIT-I

**Introducing the Internet Overview:** Internet - working and development, Architecture, internet, intranet and extranet, design goals, issues and related aspects, Internet Domain Names and IP addresses, connecting LAN to Internet. **Internet Connectivity:** Connection concepts, FDDI, ISDN, ADSL, PPP and ATM, web servers and browsers

#### UNIT-II

**Electronic Mail and Telnet Overview:** Working of email, Advantages of email, Understanding of Internet email addresses using Telnet to access a remote machine. **FTP** Connecting to an Anonymous FTP site using FTP to retrieve a file, common FTP commands

#### UNIT-III

**Search Engines** Introduction to usenet, organization of usenet articles, reading, saving, mailing, writing and posting of an article. Basic gopher commands, accessing virtual reference desk through gopher, **WWW-World Wide Web** Working of WWW, Hypertext and Hypermedia, URL, Searching the WWW.

#### References:

- Eichorn, J. (2006). *Understanding AJAX: Using JavaScript to create rich internet applications*. Prentice Hall PTR.
- Leventhal, M., Lewis, D., & Fuchs, M. (1998). *Designing XML Internet Applications*. Prentice Hall PTR.
- Huang, G. Q., & Mak, K. L. (2003). *Internet applications in product design and manufacturing* (p.272). Berlin: Springer.
- Ackermann Ernest & Franklin. 2002. Learning to use the Internet. Beedle Associates Inc.
- Jony Kris & Cope Ken. 2007. Internet Programming. Galgotia Publications.

#### Websites Links:

- [http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01\\_Introduction\\_%20to\\_Computers.Pdf](http://Www.Just.Edu.Jo/~Mqais/Cis99/Pdf/Ch.01_Introduction_%20to_Computers.Pdf)
- [http://Www.Tmv.Edu.In/Pdf/Distance\\_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf](http://Www.Tmv.Edu.In/Pdf/Distance_Education/Bca%20books/Bca%20i%20Sem/Bca-121%20computer%20fundamental.Pdf)
- [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjQy\\_SWks7yAhXijOYKHQm4AuIQFnoECDoQAQ&url=https%3A%2F%2Fwww.algonquincollege.co%2Fsat%2Fprogram%2Finternet-applications-web-development%2F&usg=AOvVaw2DILk3Lt8GfflvDgTnQVtw](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjQy_SWks7yAhXijOYKHQm4AuIQFnoECDoQAQ&url=https%3A%2F%2Fwww.algonquincollege.co%2Fsat%2Fprogram%2Finternet-applications-web-development%2F&usg=AOvVaw2DILk3Lt8GfflvDgTnQVtw)

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PO1 3	PSO 1	PSO 2	PSO 3
CO1	3	2	2	1	2	1	3	1	2	1	2	3	3	3	3	1
CO2	2	2	3	2	3	1	1	1	1	2	3	2	3	3	3	3
CO3	1	2	3	1	3	3	3	-	3	2	3	1	-	2	3	3
CO4	1	2	3	2	3	3	2	3	1	3	3	3	3	3	3	3
Average	1.75	2	2.75	1.5	2.75	2	2.25	1.6	1.75	2	2.75	2.25	3	2.75	2.5	2.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

**Course Name: Basic Food Science**

**Course Code: CB100327**

**Semester: 6<sup>th</sup>**

**Credits: 03**

**L T P**

**3 0 0**

**Course Outcomes:** On successful completion of this course, the students will be able to:

CO	Statement
CO1	Acquire the knowledge of Basic Food Science.
CO2	Develop expertise about uses of carbohydrates in food preparations.
CO3	Identify commercial uses of proteins in different food preparations.
CO4	Develop expertise in evaluation of food.

**Course Contents**

## UNIT-1

Definition and scope of food science and its inter-relationship with food Chemistry, food microbiology and food processing.

CARBOHYDRATES: Introduction, Effect of cooking (gelatinization and retro Gradation), Factors affecting texture of carbohydrates (Stiffness of CHO gel & Dextrinization, Uses of carbohydrates in food preparations

## UNIT-2

PROTEINS: Basic structure and properties, Type of proteins based on their origin (plant/animal), Effect of heat on proteins (Denaturation, coagulation), Commercial uses of proteins in different food preparations (like Egg Jells, Gelatin gels, Cakes, Confectionary items, Meringues, Soufflés, Custards, Soups, Curries etc.)

## UNIT-3

FOOD PROCESSING: Definition, Objectives, Types of treatment, Effect of Factors like heat, acid, alkali on food constituents

EVALUATION OF FOOD: Objectives, Sensory assessment of food quality, Methods, Introduction to proximate analysis of Food constituents, Rheological Aspects of food.

### References:

- Potter, N. N., & Hotchkiss, J. H. (2012). *Food science*. Springer Science & Business Media.
- Kent, N. L. (1994). *Kent's Technology of Cereals: An introduction for students of food science and agriculture*. Elsevier.
- Selamat, J., & Iqbal, S. Z. (Eds.). (2016). *Food Safety: Basic Concepts, Recent Issues, and Future Challenges*. Springer.
- Banwart, G. (2012). *Basic food microbiology*. Springer Science & Business Media.
- Lawless, H. T., & Heymann, H. (2010). *Sensory evaluation of food: principles and practices* (Vol. 2). New York: Springer.

### Websites Links:

- <https://www.mcgill.ca/foodscience/what-food-science>
- [https://link.springer.com/chapter/10.1007/978-1-4615-4985-7\\_1](https://link.springer.com/chapter/10.1007/978-1-4615-4985-7_1)
- <https://www.amazon.in/Basic-Food-Science-Technology-Reddy/dp/8122438156>

**The mapping of PO/PSO/CO attainment is as follows:**

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3
CO1	1	1	1	2	2	1	1	2	2	2	2	3	-	1	1
CO2	2	3	2	1	2	3	2	1	1	3	1	2	1	3	3
CO3	3	-	2	1	3	-	2	1	1	1	2	2	3	-	1
CO4	3	1	1	1	2	1	-	2	3	2	1	3	-	1	1
Average	2.25	1.6	1.5	1.25	2.25	1.67	1.67	1.5	1.75	2	1.5	2.5	2	1.67	1.5

The correlation levels are: “1” – Low Correlation, “2” – Medium Correlation, “3” – High Correlation and “-” indicates there is no correlation.

Total Number of Course	51
Number of Theory Course	40
Number of Practical Course	11
<b>Total Number of Credits</b>	<b>171</b>

**Annexure-4**

## ACADEMIC INSTRUCTIONS

### Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise, he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student



detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

**Assessment of a course**

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

	Internal (50)					External (50)	Total	
Components	Attendance	Assignment			MST	MST2	ETE	
		A1	A2	A3	1			
Weightage	10	10	10	10	30	30	50	
Average Weightage	10	10			30		50	100

**Passing Criteria**

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.

