

Program Syllabus Booklet

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



Session: 2017-18

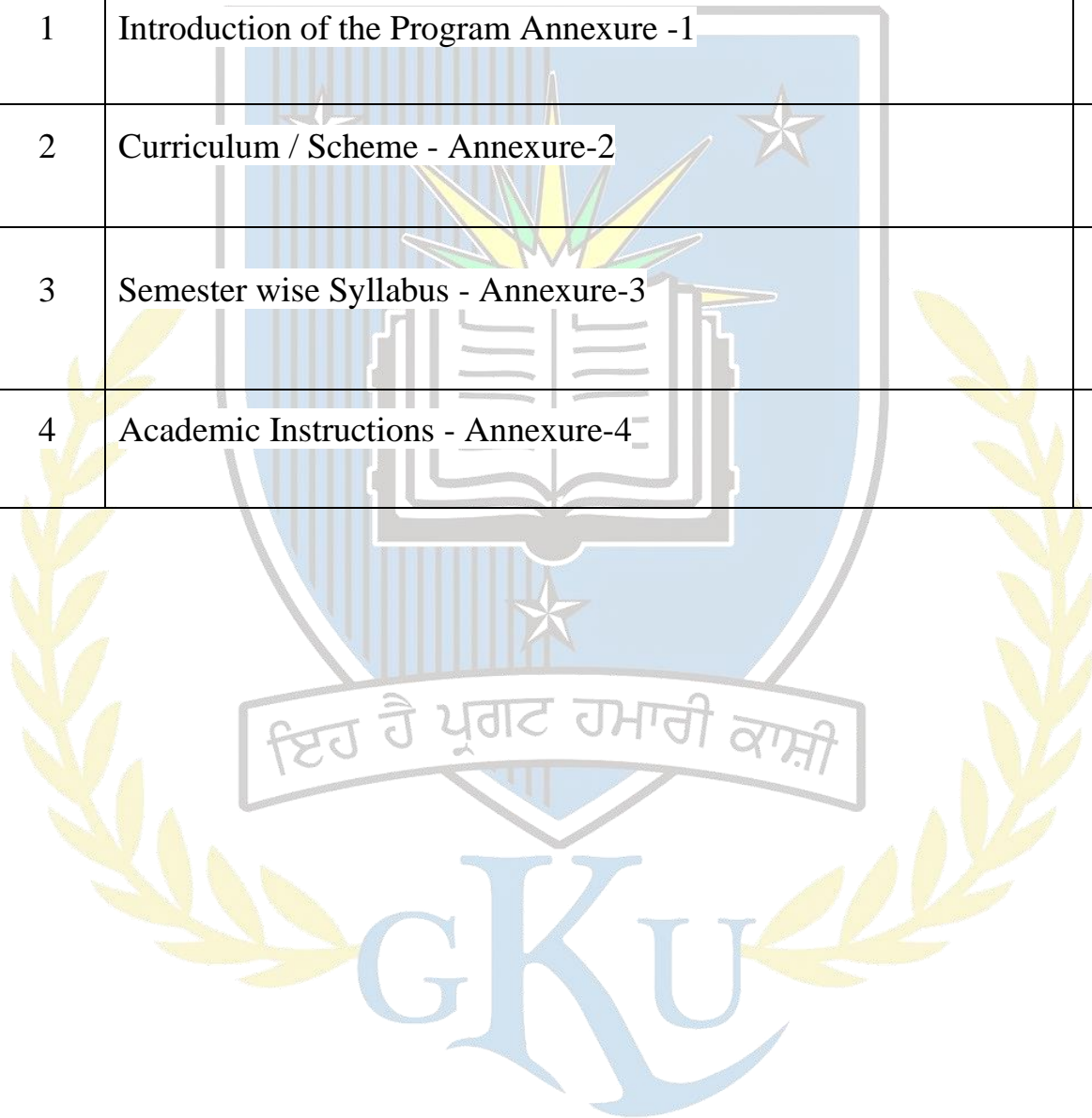
**University College of Commerce & Management
Guru Kashi University**

Talwandi Sabo



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Program: Bachelor of Business Administration (BBA)

Program Code: 201

Bachelor of Business Administration (BBA) provides a head start for candidates to develop management skills. The course takes a student over the core areas of management including marketing, sales, strategy management etc. and it also covers key areas of finance and economics. This program is not just about education, you also learn about personality development. The degree teaches you to be a strong, confident person who is capable of handling teams and run a whole company. Since this program is a professional degree, and most students who graduate start working in the professional world, you will have a great network of people working in different companies. These people can open many doors for you regarding better jobs, and more networking opportunities and you can do the same for them. Networking always leads to better opportunities. Updated knowledge is one of the best advantages to have and you get this through this program. This program is a well-designed course that aims to teach students as much as possible in the business world. The program is also updated according to the latest trends and developments in the industry, giving students a distinct advantage. From best industry practices to the use of technology so, that the students are better equipped with knowledge.

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GKU

Semester: 1 st										
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	N A	2	NA	100	100
Total No. of Credits				27						



Semester 2nd										
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						

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Semester: 3 rd											
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 th										
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	N	N	2	NA	100	100
Total No. of Credits									28	



Semester: 5th										
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 A	N A	N A	2	60	40	100
8	A201507	Viva-Voce -V*	P	N A	N A	N A	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.										



Semester: 6 th											
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		Elective-I	T	3	0	0	3	50	50	100	
6		Choice Based Course-I	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

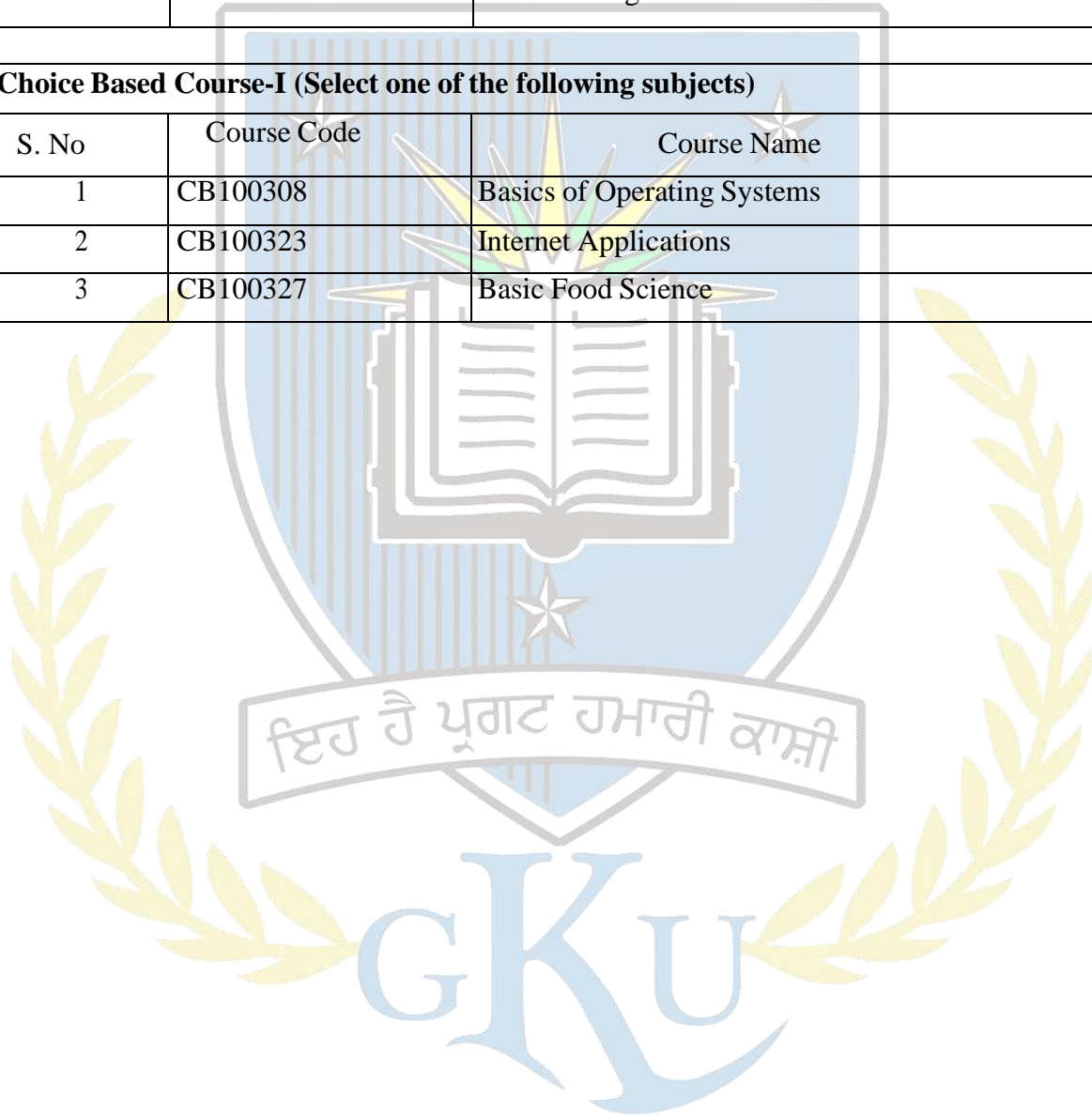


Elective-I (Select one of the following subjects)

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

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4 0 0

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, decentralization vs. centralization, determinants of effective decentralization.

UNIT-III

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers. Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices. Social responsibility and business ethics

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*. OrientPaperbacks, 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 Principles of Management.pdf
- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>.
- https://www.academia.edu/17630831/Principles_of_management_notes

Course Name: Business Mathematics-1

Course Code: A201102

Semester: 1st

Credits: 04

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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, NewDelhi



- 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.

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- <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_Business_Mathematics

Course Name: Business Accounting

Course Code: A201103

Semester: 1st

Credits: 05

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4 1 0

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%2Fcambriacollege.ca%2Fprograms%2Fbusiness-accounting%2F&usg=AOvVaw31htq_Od4XUpGtxncmh0vD

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Course Name: Micro Economics

Course Code: A201104

Semester: 1st

Credits: 05

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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: ManagerialEconomics.

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- <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_Microeconomic_s

Course Name: Business Communication – I

Course Code: A201105

Semester: 1st

Credits: 05

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4 1 0

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, Charles 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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- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

Course Name: Introduction to Computers– I Lab

Course Code: A201106

Semester: 1st

Credits: 02

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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.

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- <https://slideplayer.com/slide/5051028/>

Credits: 02

Course Name: Viva-Voce-I

Course Code: A201107

Semester: 1st

L T P

NA

Course Name: Financial Management

Course Code: A201201

Semester: 2nd

Credits: 05

L T P

4 1 0



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.

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- <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://ebooks.lpude.in/management/mba/term_2/DCOM307_DMGT405_DCOM406_FINANCIAL%20MANAGEMENT.pdf

Course Name: Macro Economics

Course Code: A201202

Semester: 2nd

Credits: 05

L T P

4 1 0

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

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- <https://www.karlwhelan.com/Macro2/Whelan-Lecture-Notes.pdf>
- <https://www.imf.org/external/pubs/ft/fandd/basics/bigsmall.htm>

Course Name: Organizational Behaviour

Course Code: A201203

Semester: 2nd

Credits: 04

L T P

4 0 0

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

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Course Name: Business Mathematics – II

Course Code: A201204

Semester: 2nd

Credits: 05

L T P

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

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Course Name: Business Communication – II

Course Code: A201205



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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- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester>



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Course Name: Introduction to Computers Lab – II

Course Code: A201206

Semester: 2nd

Credits: 02

L T P

0 0 4

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:

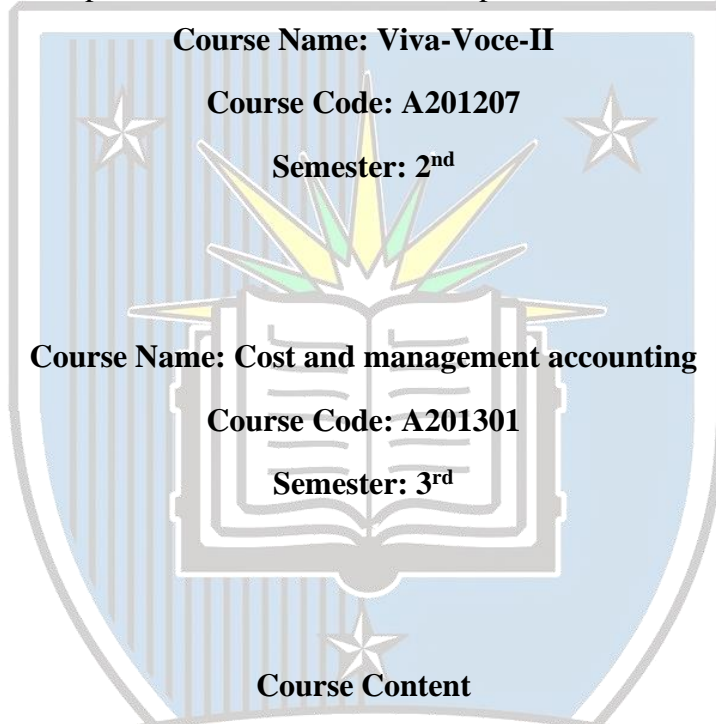
- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art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

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Credits: 02

L T P
NA



Course Name: Viva-Voce-II
Course Code: A201207
Semester: 2nd

Course Name: Cost and management accounting
Course Code: A201301
Semester: 3rd

Course Content

Credits: 05

L T P
4 1 0

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.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=2ahUKEwjuuNa4jM7yAhWp73MBHX0ZAXEQFnoECDQQAQ&url=https%3A%2F%2Fwww.icaai.org%2Fpost.html%3Fpost_id%3D14464&usg=AOvVaw2QmFEo5P0oZjHcFJxj_o3G

Course Name: Business Statistics

Course Code: A201302

Semester: 3rd

Credits: 05

L T P

4 1 0

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

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- www.solr.bccampus.ca:8001/bcc/file/b98db368-2b3d-4f32-97d5-37719f2fce/1/Introductory%20Business%20Statistics.pdf
- 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

Course Name: Human Resource Management

Course Code: A201303

Semester: 3rd

Credits: 04

L T P

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
- 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>



Course Name: Marketing Management

Course Code: A201304

Semester: 3rd

Credits: 05

L T P

4 1 0

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

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- <http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf>



- <https://marketing.wharton.upenn.edu/mba-program/marketing-management-major/>

Course Name: Production & Operations Management

Course Code: A201305

Semester: 3rd

Credits: 04

L T P

4 0 0

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 Publishing House
- 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.

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- <https://www.slideshare.net/jobitonio/production-and-operation-management-15067643>
- <https://lecturenotes.in/subject/100/production-and-operation-management-pom>
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Course Name: Institutional Training (4 Weeks)

Course Code: A201306

Semester: 3rd

Credits: 04

L T P

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

Course Name: Viva-Voce-III

Course Code: A201307

Semester: 3rd

Credits: 02

L T P

NA

Course Name: Research Methodology

Course Code: A201401

Semester: 4th

Credits: 05

L T P

4 1 0

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

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- 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
- <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%20ester%2FPOLS-902C-Research%2520Methodology.pdf&usg=AOvVaw2D8owYm8RvaW23GTrDX5U>



Course Name: Operations Research

Course Code: A201402

Semester: 4th

Credits:05

L T P

4 1 0

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, NewDelhi
- 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%3Dscholart&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-bCq55HgbFX4Uink7>

Credits: 04

L T P

4 0 0

Course Name: Business Laws – I

Course Code: A201403

Semester: 4th

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) Ltd. India.



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

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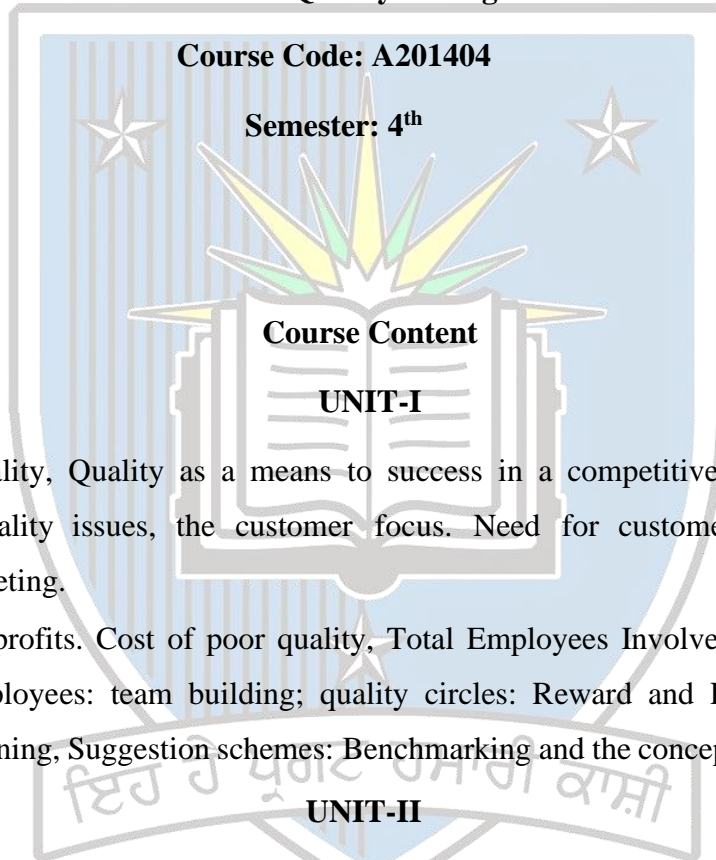
- http://164.100.133.129:81/econtent/Uploads/Business_Law.pdf
- <https://www.mobt3ath.com/uplode/book/book-66699.pdf>
- http://www.icsi.in/study%20material%20foundation/elements_of_business_laws_and_management.pdf

Course Name: Quality Management

Credits: 04

L T P

4 0 0



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

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Course Name: Foundations of International Business

Course Code: A201405

Semester: 4th

Credits: 04

L T P

4 0 0

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.

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- <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&uact=8&ved=2ahUKEwiPiIjSjs7yAhWTwjgGHdQICBEQFnoECBgQAQ&url=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FInternational_business&usg=AOvVaw13x9OMcZmTEqyAf0p00JHD

Course Name: Management Information System

Course Code: A201406

Semester: 4th

Credits: 04

L T P

4 0 0

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*. Vikas Publishing 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 Education India.

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- http://164.100.133.129:81/econtent/Uploads/Management_Information_System.pdf
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Course Name: Viva-Voce -IV*

Course Code: A201407

Semester: 4th



Credits: 02

L T P

NA

Course Name: Environment Studies

Course Code: A100302

Semester: 5th

Credits: 03

L T P

3 0 0

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.
- Biogeographical 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 environment
- 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>

Course Name: Business Environment

Course Code: A201501

Semester: 5th

Credits: 05

L T P

4 1 0

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>

Course Name: Project Management

Course Code: A201502

Semester: 5TH

Credits: 05

L T P

4 1 0

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>

Course Name: Advertising and Sales Management

Course Code: A201503

Semester: 5th

Credits: 04

L T P

4 0 0

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

Course Name: Marketing Research

Course Code: A201504

Semester: 5th



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

Website Links:

- <https://www.youtube.com/watch?v=ABLHV5Ce6TI>
- <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>
Ewjbgthjh87yAhXRzDgGHczkBxMQFnoECEcQAQ&url=https%3A%2F%2Flapaa
s.com%2Fmarketing-research%2F&usg=AOvVaw1HtnlGuc6HDD7iLqa6eyjp



Course Name: Introduction to Data Base Management System

Course Code: A201505

Semester: 5th

Credits: 04

L T P

4 0 0

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>

Course Name: Industrial Training (4 Weeks)

Course Code: A201506

Semester: 5th

Credits: 02

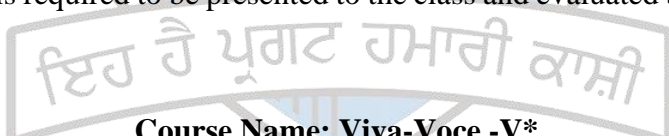
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Course Contents

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.



Course Name: Viva-Voce -V*

Course Code: A201507

Semester: 5th

Credits: 02

L T P

0 0 4

Course Name: Introduction to Database Management System (Lab)

Course Code: A201508

Semester: 5th

Credits: 02

L T P

0 0 4

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 EwjutNn_j87yAhVTxzgGHRC5AbMQFnoECAUQAQ&url=https%3A%2F%2Fwww.slideshare.net%2FUttamSinghChaudhary%2Fdatabase-management-system-lab-file&usg=AOvVaw2ORWBhEYa7KcktVhYo8jZF

Course Name: Corporate Strategy

Course Code: A201601

Semester: 6th

Credits: 05

L T P

4 1 0

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.

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=2ahUKEwiIrdWUkM7yAhWLxzgGHQe8DMYQFnoECBQQAQ&url=https%3A%2F%2Fwww.ottawa.edu%2Fonline-and-evening%2Fblog%2Fnovember-2020%2Ffour-key-components-of-corporate-strategy&usg=AOvVaw26y3MoxyiwbWbpY2nINXY1>



Course Name: Entrepreneurship

Course Code: A201602

Semester: 6th

Credits: 05

L T P

4 1 0

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*. 2nd 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*. 10th Edition, Tata McGraw.
- Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*,



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>

Credits: 04

L T P

4 0 0

Course Name: Services Marketing

Course Code: A201603

Semester: 6th

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, Valarie 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
- 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=A0vVaw2Uqend4nci4dsbDIcYkl0E

Course Name: Business Laws – II

Course Code: A201604

Semester: 6th

Credits: 05

L T P

4 1 0

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
- <https://www.mobt3ath.com/uplode/book/book-66699.pdf>
- http://www.icsi.in/study%20material%20foundation/elements_of_business_laws_and_management.pdf

Course Name: Project

Course Code: A201605

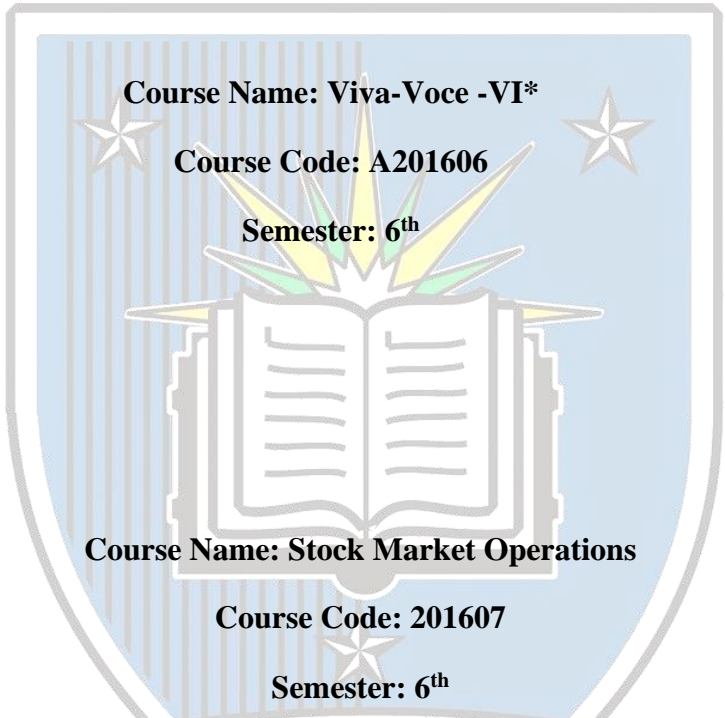
Semester: 6th

Credits: 02

L T P

Course Content

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.

	 <p>Course Name: Viva-Voce -VI*</p> <p>Course Code: A201606</p> <p>Semester: 6th</p>	
Credits: 02		L T P
		NA
	<p>Course Name: Stock Market Operations</p> <p>Course Code: 201607</p> <p>Semester: 6th</p>	
Credits: 03		L T P
	<p>ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ</p> <p>Course Content</p>	

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 financial markets (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>

Course Name: Fundamentals of e-commerce

Course Code: 201608

Semester: 6th

Credits: 03

L T P

3 0 0

Course Content

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&usg=AOvVaw2vt5U5CQaQ3DVhrbgEX6CF

Course Name: Retail Management

Course Code: 201609

Semester: 6th

Credits: 03

L T P

3 0 0

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://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%3Dgy80nU-9fEU&usg=AOvVaw2ROpmEBnmP1cJ3JcJYCrU>

Course Name: Basics of Operating System

Course Code: CB100308

Semester: 6th

Credits: 03

L T P

3 0 0

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*, AddisonWesley.
- 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>

Course Name: Internet Applications

Course Code: CB100323

Semester: 6th

Credits: 03

L T P

3 0 0

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.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>



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www.algonquincollege.co m%2Fsat%2Fprogram%2Finternet-applications-web-

development%2F&usg=AOvVaw2DILk3Lt8GfflvDgTnQVtw

Course Name: Basic Food Science

Course Code: CB100327

Semester: 6th

Credits: 03

L T P

3 0 0

Course Content

UNIT-I

Definition and scope of food science and it's 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-II

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-III

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://www.amazon.in/Basic-Food-Science-Technology-Reddy/dp/8122438156>

Total Number of Course	51
Number of Theory Course	40
Number of Practical Course	11
Total Number of Credits	171

Annexure-4

ACADEMIC INSTURCTIONS

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
Component s	Attendance	Assignment			MST 1	MST2	ETE
		A1	A2	A3			
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.

