

## **BBA( INFORMATION TECHNOLOGY) (BBA IT)**

BBA (IT) course aims to provide an extensive understanding of management and IT in organizations both in the private and public sectors. It provides a blend of theoretical studies with practical aspects of Business Management through innovative teaching methodologies. This course has been designed in a way that provides opportunity for students to specialize in Business Management and IT.

### **Learning Outcome Of Bba It Course**

**BBA (IT) is a perfect blend of Commerce, Management and IT courses heading for smart careers in Business Administration with IT flavor. BBA (IT) offers opportunity for an early entry into Management cadre, equipped with IT knowledge, to be trained appropriately by the companies for their requirements. These students can also opt for higher studies in India or abroad in Management field.**

### **ELIGIBILITY CRITERIA FOR BBA IT**

Candidates should have passed CBSE/ICSE/10+2/Intermediate or equivalent Examination with CEC/MEC/MPC/BiPC with 65% and above in the optional subjects. Students of Vocational Courses with Commerce/Computers subject are also eligible. Admission is based on merit list. Applicants have to attend counselling along with personal interview round for getting admitted into the course.

## **Bba It Course Structure**

### **ACADEMIC YEAR 2016-17**

#### **FIRST YEAR**

<b>SEMESTER - I</b>	<b>SEMESTER - II</b>
Principles of Management	Principles of Organizational Behaviour
Principles of Accountancy (T+P)	Principles of Marketing
Fundamentals of Business Economics	Financial Accounting

Fundamentals of Information Technology (T+P)	Web Technologies (T+P)
Human Values and Gender Sensitivity	Event Management
Functional English-I	Functional English-II

## SECOND YEAR

SEMESTER - III	SEMESTER - IV
Principles of Human Resource Management	Business Research Methods
Database Management System	Fundamentals of Financial Management
Business Statistics (SPSS- I ) (T+P)	Management Information System
Entrepreneurial Development	Business Analytics (SPSS- II) (T+P)
Environmental Studies	Personality Development and Managerial Skills

## THIRD YEAR

SEMESTER - V	SEMESTER - VI
Financial Institutions and Markets	International Business
Enterprise Resource Planning - I	Business Policy & Strategy
	Enterprise Resource Planning - II
<b>ANY TWO OF THE FOLLOWING</b>	<b>ANY TWO OF THE FOLLOWING</b>
<b>MARKETING ELECTIVE</b>	<b>MARKETING ELECTIVE</b>
1. Advertising & Brand Management	1. Customer Relationship Management
2. Distribution & Supply Chain Management	2. Consumer Behaviour
3. Marketing of Services	3. International Marketing
<b>FINANCE ELECTIVE</b>	<b>FINANCE ELECTIVE</b>
1. Financial Services	1 Investment Banking
2.Strategic Corporate Finance	2. International Finance
3.Investment Management	3.Security Analysis & Portfolio Management
<b>HR ELECTIVE</b>	<b>HR ELECTIVE</b>

1.HRD:Systems & Strategies	1.Leadership Development
2.Training & Development	2. Change Management
3.Management of Industrial Relations	3.Compensation Management
<b>COMPULSORY ELECTIVE</b>	<b>COMPULSORY ELECTIVE</b>
<b>IT ELECTIVE</b>	<b>IT ELECTIVE</b>
1.E_Commerce(T+P)	1.Digital Marketing
2. Operating System(T+P)	2.Computer Network and Information Security
3. Data Warehousing and Data Mining(T+P)	3.Big Data Analytics
	Project Report & Viva

## **BBA IT SYLLABUS**

### **ACADEMIC YEAR 2016-17**

#### **BBA (IT) SEMESTER-I**

##### **PRINCIPLES OF MANAGEMENT**

#### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.05.301.11T</b>

#### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

#### **Course Objectives:**

*To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management.*

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Understand the management evolution and how it will affect future managers.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate leadership styles to anticipate the consequences of each leadership style.
- Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods
- Identify and evaluate ethical issues involved in business situations and logically articulate own position on such issues.

#### **Unit I**

**Management:** Introduction, Concept, Nature, Scope and Importance- Management – Science or art, Management as a profession, Management vs Administration- Levels of Management, Functions, Managerial Skills, Styles, and managerial roles ( Mintzberg) , Evolution of Management thought – Classical theory- Contributions of Fredrick .W. Taylor, and Fayol , Human relations - Hawthorne Studies. Modern Management – Systems view, Contingency view.

#### **Unit II**

**Planning:** Introduction, Meaning, Nature & Importance of planning, Types of planning, Reasons of planning, Process of planning. Management by Objectives, Limitation of planning- Decision Making: Meaning , Decision making conditions, Types of decisions, Steps in the decision making process.

#### **Unit III**

**Organising:** Concept of organisation and organizing, Nature, Significance- Organisation structure - Centralisation, Decentralisation , Span of control, Committees- Authority, Responsibility, Accountability relationships, Delegation of Authority, Organisational Structure – Key elements of organization structure, Line, line and staff, functional, Divisional, Project, matrix- advantages and disadvantages.

#### **Unit IV**

**Staffing:** Concept of staffing, definition, factors affecting staffing, Directing concept, Principles, Importance **Motivation-** concept, Basic Motivational Model, McGregor's X & Y, Theory Z, **Leadership:** Meaning, Importance, traits of Leader, Leadership vs Management, Leadership Styles – Laissez-Faire, Autocratic, Participative, Transactional, Transformational

#### **Unit V**

**Coordination-** Concept , need and importance of coordination; Techniques for effective coordination, **Control** – Concept, types, process of control, Controlling and Management by exception, Benefits of management by exception, control tools, characteristics of effective control- Business Ethics – meaning, Need, Principles of Business ethics

#### **Text Books:**

1. T.Ramaswamy, *Principles of Management*, Himalaya Publishing House, 2008
2. L.M. Prasad, *Principles & Practice of Management*, Sultan Chand & Sons, New Delhi, 2006.

#### **Reference Books:**

1. Joseph M Putti, *Principles and Practices of Management*, Macmillan Publishers India Ltd, 2013
2. Stoner, Freeman and Gilbert, *Management*, Jr. Prentice Hall of India, New Delhi, 2008
3. VSP Rao , *Management-Text & Cases*, Excel Books, Delhi, 2002

## **PRINCIPLES OF ACCOUNTANCY**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture + Practical
Course Code	:	<b>BC.05.101.19T</b>

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

### **Course Objectives:**

To understand the basics of accounting and concepts of double entry system, details on recording of transactions and preparation of final accounting statements for business organizations

### **Course Outcomes:**

On successful completion of this course, the students should have understood

- The mechanics of Systematic recording of books of accounts
- Practical application of Accounting using Tally

### **UNIT I: Introduction to Accounting**

Understanding the Meaning, nature, functions and usefulness of accounting, branches of accounting, accounting equation, accounting concepts and conventions Generally Accepted Accounting Principles.

**Lab work:** Introduction to accounting Software Tally, Features of software, creation of company, selection of company, alteration of company

### **UNIT II: Recording of Transactions**

Concept of double entry system. Understanding the Accounting cycle. Journal, ledger. (Simple problems).

**Lab work:** Entering transaction: Voucher Entry-Sales voucher-Purchase voucher-Receipt voucher-Payment voucher-Contra Voucher-Journal Voucher-Debit & Credit voucher-Editing and deleting Voucher.

### **Unit III: Subsidiary Books**

Meaning-Need-Types of subsidiary books-Preparation of subsidiary books including purchase book, sales book, purchase returns book and sales return books (simple problems). Cash book, (single column cashbook, double column cashbook, triple column cashbook and petty cash book.)

**Lab work:** Creation of Accounts-Cash book-Sales Register, Purchase register, Bank book-Journal register

### **UNIT IV: Bank Reconciliation Statements**

Causes for difference in the pass book and cashbook. Procedure for preparation of bank reconciliation statement (favorable balance and overdraft situations) – simple problems.

**Lab Work:** Preparation of BRS: Bank Reconciliation Statement

#### **UNIT V: Trial Balance & Final Accounts**

**Trial Balance**-Meaning-Objectives-Preparation of Trial Balance (simple problems)

**Final Accounts**- Meaning-Objectives- Preparation of Trading account, Profit and Loss account and Balance Sheet along with adjustments.(simple problems).

**Lab work:** Preparation of Trial balance, Trading and Profit & Loss account and Balance sheet

#### **Text Books:**

1. S.P.Jain & K.L Narang, Financial Accounting-I, Kalyani Publishers, 11<sup>th</sup> Ed, 2012
2. M.N.Arora,K.V.Achalapathi & S.Brinda Financial Accounting-Taxmann's Publications,2013

#### **Reference Books:**

1. Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd., 3<sup>rd</sup> Ed, 2005
2. Maheshwari, S.N., & Maheswari S.K. Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd, 3<sup>rd</sup> Ed.,2005
3. Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons,2011
4. Tulsian, P.C, Financial Accounting , Pearson Education.,2005

## **FUNDAMENTALS OF BUSINESS ECONOMICS**

### **Scheme of Instruction**

Total duration : 60 Hrs.  
Hours/Week : 5 Hrs.  
Credits : 5  
Instruction Mode : Lecture

### **Scheme of Examination**

Max. Marks : 100  
Internal Examination : 30  
SBT : 10  
External Semester :60

Course Code : **BC.05.101.110T** Exam Duration : 3 Hrs

### **Course Objectives:**

To impart the students with the knowledge about Critical thinking skills needed to make effective decisions in Macro and Micro Environment.

### **Course Outcomes:**

On successful completion of this course, the students should have understood

- To apply method of economic analysis (Supply, Demand, Price.etc) to behavior and social Phenomena.
- Develop in-depth competency in the Microeconomic & Macroeconomic Theory.
- The Different types of markets & how prices are Determined under those markets.

### **Unit I: Introduction of Economics**

Definition, Nature and scope of Economics; Subject matter of Economics; Methods of Analysis ; inductive & deductive method; significance of Economics

### **Unit II: Theory of Consumer Behaviour**

Introduction to Consumer Behaviour Marginal Utility Analysis-cardinal Utility and ordinal utility Analysis Consumer Surplus, Price line indifference curve Analysis, Properties Consumer Equilibrium

### **Unit III: Demand & Supply**

Meaning of Demand, Determinants of Demand, Law of Demand, Expansion & Contraction of Demand- Elasticity of Demand-Definition-Price Elasticity-Measurement of Elasticity-Determinants of Price Elasticity-Income, Cross & Substitution, Elasticity-Uses of Elasticity Demand.

Supply; Introduction to supply, Determination of Supply, Law of Supply ,Supply Curve- increase or decrease in supply-Elasticity of Supply ,Measurement of Elasticity of Supply-Determinants Elasticity of Supply

### **Unit IV: Law of Production and Law of Cost**

Production: Introduction, Factors of Production, Law of Variable Proportion & Law of Returns to scale.

Cost of Production; Introduction-Real cost ,Opportunity cost, Money cost-Explicit & Implicit cost, Accounting and Economic cost ,Fixed cost & Variable cost ,Total cost, Marginal cost, Short run total cost of a firm-TFC,TVC curves

### **Unit V: Market Structure**

Perfect Competition , Monopoly, Monopolistic & Oligopoly Competition, Characteristics & Price determination under all market conditions

**Text Book:**

1. D.M. Mithani ,Fundamentals of Business Economics ,Himalaya Publishing House, 2007

**Reference Books:**

- 1 D.M.Mithani ,Managerial Economics, Himalaya Publishing House, 2008
2. D.N Dwivedi ,Managerial Economics, Vikas Publishing, 7th Ed, 2007
3. P.N.Chopra, Introduction to Business Economics ,Kalyani Publisher , 2002
4. D.M.Mithani, Managerial Economics Theory & Application, Himalaya Publishing House, 2010



## **FUNDAMENTALS OF INFORMATION TECHNOLOGY**

### **Scheme of Instruction**

Total durations Hrs : 60

Hours/Week : 06(4T+2P)

Credits : 5

Instruction Mode: Lecture +practical

Course Code : **BS.05.201.14T**

### **Course Objectives:**

To impart the students with the knowledge about Computer hardware & Software and also the usage of MS Office .

### **Course Outcomes:**

On successful completion of this course, the students should have

- Gained the knowledge about different parts of computer and their significance .
- Gained the Knowledge to differentiate different types of software.
- Gained skills to use MS Office for effective documentation, presentation and storing of data..

Definition of computer, Characteristics and limitations of Computers, Functional Block diagram of digital computers, Functions of Control Unit and ALU in CPU, Concept of Primary memory (RAM & ROM) and secondary memory, Input / Output Devices.

### **Unit II: Software & Networks**

**Software:** Definition of Software –System Software-Application Software-Computer Languages: Machine, Assembly & High level languages. Operating System, Functions of OS, Types of OS.

**Networks:** Definition - Network types: LAN, MAN, WAN -Network Topologies: Bus, Star, Ring.

**Modern Communication:** FAX, Voice mail, E Mail, Tele-conferencing, Video-conferencing.

### **Unit III: MS Word**

**MS WORD:** Features of word processing – Advantages and Applications of word processing - Parts of MS Word application window – Toolbars – Creating, Saving and closing a document –Opening and editing a document– paragraph formatting, applying, Headers, Footers and Page Breaks – Auto Correct –Spelling and Grammar checking – Graphics, Templates and wizards - Mail Merge: Meaning, Purpose and advantages- Creating Merged Letters, Mailing Labels - Working with Tables – Format Painter.

### **Unit -IV: MS Power Point & Multimedia**

**MS POWERPOINT :** Features, Advantages and Application of MS Power point – Parts of MS Power point window – Menus and Tool bars – Creating presentations through Auto content wizard, Templates and manually – slide show – saving, opening and closing a Presentation – Inserting, editing and deleting slides –Types of slides - Slide Views- Formatting –Insertion of Objects and Charts in slides- Custom Animation and Transition.

**Multimedia:** Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.

### **Scheme of Examination**

Max. Marks : 100

Internal Examination :30

SBT : 10

External Examination :60

Exam Duration : 3 Hrs

**Unit I:**

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## **Unit-V: MS Access & MS Excel**

**MS ACCESS:** Data, Information, Database, File, Record, Fields - Features, advantages and limitations of MS Access – Application of MS Access - Tables- Forms- Queries - Reports

**MS EXCEL:** Features of MS Excel – Spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - Parts of MS Excel window – Saving, Opening and Closing workbook – Insertion and deletion of worksheet – Entering and Editing data in worksheet – cell range – Formatting – Auto Fill –Formulas and its advantages.

**Lab work: MS Word, MS Power Point, MS Access & MS Excel.**

### **Suggested Readings:**

1. Fundamentals of Information Technology: Dr.K.Kiran Kumar, Laasya Publications
2. Information Technology: Dennis P. Curtin, McGraw Hill International
3. MS Office: Sanjay Saxena, Vikas Publishing House

## A FOUNDATION COURSE IN HUMAN VALUES AND PROFESSIONAL ETHICS

### Objective/s and Expected outcome:

- To help the students to discriminate between valuable and superficial in the life.
- To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life –
- To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief.
- Help students live in harmony with self, family, society, nature and existence.

### Unit I:

#### Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Understanding the need, basic guidelines, content and process for Value Education.
- Self Exploration-what is it?- its content and process; „Natural Acceptance“ and Experiential Validation- as the mechanism for self exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of
- aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various Levels

#### 2. Understanding Harmony in the Human Being - Harmony in Myself!

(6 Hrs.)

- Understanding human being as a co-existence of the sentient „I“ and the material „Body“
- Understanding the needs of Self („I“) and „Body“ - Sukh and Suvidha
- Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of „I“ and harmony in „I“
- Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure Sanyam and Swasthya

#### 3. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship (6 Hrs.)

- Understanding harmony in the Family- the basic unit of human interaction.
- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha )- from family to world family!

#### 4. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence (4 Hrs)

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfilment among four orders of nature – recyclability and self regulation in nature
- Understanding existence as co-existence(Sah-astitva) of mutually interactive units in all pervasive - space
- Holistic perception of harmony at all levels of existence

5. Implications of the above Holistic Understanding of Harmony on Professional Ethics (6 Hrs.)

Natural acceptance of human values

- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
  - Ability to utilize the professional competence for augmenting universal human order
  - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems
  - Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
  - At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - At the level of society: as mutually enriching institutions and organizations

Text Book:

- R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education.(English)
- R R Gaur, R Sangal, G P Bagaria, 2009, Teacher's Manual.(English)

**Reference Books**

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. A Nagraj, 1998, Jeevan Vidya ek Parichay, Divya Path Sansthan, Amarkantak.
4. R.Pradeep Kumar, 2013, Jeevana Vidya to Na Prayanam, Hyderabad
5. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
6. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
7. A.N. Tripathy, 2003, Human Values, New Age International Publishers.
8. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
9. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome's report, Universe Books.
10. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press
11. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
12. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.

13. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, <http://www.uptu.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, An Inconvenient Truth, Paramount Classics, USA
4. Charlie Chaplin, Modern Times, United Artists, USA
5. IIT Delhi, Modern Technology – the Untold Story
6. Anand Gandhi, Right here right now, Cyclewala production

**Website:**

<http://www.apcce.gov.in/veldata/HVPE%20youtube%20links.pdf>

## FUNCTIONAL ENGLISH -I

### Scheme of Instruction

Total duration	:	30 Hrs.
Hours/Week	:	2 Hrs.
Credits	:	2
Instruction Mode	:	Lecture

### Scheme of Examination

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60

Course Code : **EN.05.501.12T** Exam Duration : 3 Hrs

### Course Objectives:

To impart the students with the knowledge about Critical thinking skills needed to make effective decisions in Macro and Micro Environment.

### Course Outcomes:

On successful completion of this course, the students should have understood

- To apply method of economic analysis (Supply, Demand, Price.etc) to behavior and social Phenomena.
- Develop in-depth competency in the Microeconomic & Macroeconomic Theory.
- The Different types of markets & how prices are Determined under those markets.

Unit	Topic	No of Hrs 20
Unit I	<b>Prose: The Need for Excellence-Narayana Murthy</b> <b>Soft Skills:</b> Work Place Etiquette <b>Business Correspondence:</b> Business Reports/News Paper Reports	12
Unit II	<b>Poetry: Telephone Conversation-Wole Soyinka</b> <b>Comm.Skills:</b> Telephone skills	12
Unit III	<b>Prose:Three Days to See-Hellen Keller</b> <b>Soft Skills:</b> Emotional Intelligence <b>Business correspondence:</b> Business Letters: Complaints, Enquiry	12
Unit IV	<b>Poetry:No Men are Foreign-James Kirkup</b> <b>Soft Skills:</b> Non Verbal communication/Cross Cultural Etiquette <b>Business correspondence:</b> Intra-Organizational communication : Memo	12
Unit V	<b>Prose: A Sense of Future- J .Bronowski</b> <b>Soft Skills:</b> Critical Thinking <b>Lang.Dev:</b> Note Making & Summarizing <b>Blog:</b> Creative Writing	12

### Reference Books:

1. Business Communication, Asha Kaul, Prentice Hall of India Pvt. Ltd., 2003
2. Effective Technical Communication, M Ashraf Rizvi, Tata Mc Graw Hill
3. Corporate Soft Skills, Sarvesh Gulati, Rupa & Co., 2007
4. Business Communication-Basic Concepts and Skills, J P Parikh et al, Orient Black Swan,2011.
5. Writing Skills, Anne Laws, Orient Black Swan, 2011
6. Telephoning and Tele conferencing Skills, Ken Taylor, Orient Blackswan, 2011.

## **HUMAN VALUES AND GENDER SENSITIVITY**

### **Objectives and Expected outcome:**

1. To help the students to discriminate between valuable and superficial in the life.
2. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief.
3. To help students live in harmony with self, family, society, nature and existence.
4. To sensitize the students towards gender discrimination/ violence and create awareness for gender equality

### **Unit I: Human Values:**

#### **Course Introduction - Need, Basic Guidelines, Content and Process for Value Education**

##### **i) Understanding the need, basic guidelines, content and process for Value Education.**

- Self Exploration–Meaning- its content and process- Natural Acceptance and Experiential Validation- as the mechanism for self exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various Levels

##### **ii) Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship**

- Understanding harmony in the Family- the basic unit of human interaction.

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha )- from family to world family!

## **Unit II: Gender Sensitization:** The need for gender sensitivity

### i) **Introduction:**

- Recognize and identify gender differences-Accept and respect difference- Accommodate difference
- Gender Imbalance- Sex Ratio- sex selection/female infanticide and the government policies/ acts (PNDT Act 1994, 'Beti Bachao Beti Pado' / Save the girl child/ Selfie with the daughter). Statistics

### ii) **Gender Stereotyping-** as a root cause for gender discrimination and violence

- What is Stereotyping? Imposing gender traits through socialization (Parents, education, media)
- Subordination of the girl child through partiality.
- Dangerous models of masculinity
- Gender Binary

## **Unit III : Gender discrimination and violence** (Sexual Harassment , Domestic Violence)

- Forms of sexual harassment:
  - Eve-teasing; Stalking and e-stalking (cyber crime); Coping with everyday harassment- is women's dressing to be blamed?; Rape
  - Constitutional protection against sexual harassment : Nirbhaya Laws; IPC section 354 (A-D)
- Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
- Protection of Women from Domestic Violence Act 2005; Forms of domestic violence: Physical violence; Emotional abuse; Sexual assault; Honor killing; Dowry-related abuse and deaths
- Conclusion : Just relationships; being together as equals

### **Text Books:**

- R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Value Education.(English)
- R R Gaur, R Sangal, G P Bagaria, 2009, Teacher's Manual.(English)
- Towards a World of Equals: A bilingual Textbook on Gender; Telugu Akademi, Hyderabad.

### **Books**

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. A Nagraj, 1998, JeevanVidyaekParichay, Divya Path Sansthan, Amarkantak.
4. R.Pradeep Kumar, 2013, JeevanaVidya to Na Prayanam, Hyderabad
5. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
6. PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
7. A.N. Tripathy, 2003, Human Values, New Age International Publishers.



8. SubhasPalekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) KrishiTantraShodh, Amravati.
9. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
10. E G Seebauer& Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, OxfordUniversity Press
11. M Govindrajan, S Natrajan& V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
12. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
13. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

- i. Value Education website, <http://www.uptu.ac.in>
- ii. Story of Stuff, <http://www.storyofstuff.com>
- iii. Al Gore, An Inconvenient Truth, Paramount Classics, USA
- iv. Charlie Chaplin, Modern Times, United Artists, USA
- v. . IIT Delhi, Modern Technology – the Untold Story
- vi. Anand Gandhi, Right here right now, Cyclewala production

**Website:**

<http://www.apcce.gov.in/veldata/HVPE%20youtube%20links.pdf>

**BBA (IT) SEMESTER II**

**PRINCIPLES OF ORGANISATIONAL BEHAVIOUR**

**Scheme of Instruction**

Total duration : 60 Hrs.  
 Hours/Week : 5 Hrs.  
 Credits : 5  
 Instruction Mode : Lecture  
 Course Code : **BM.05.301.21T**

**Scheme of Examination**

Max. Marks : 100  
 Internal Examination : 30  
 SBT : 10  
 External Semester  
 Exam Duration : 3 Hrs

**Course Objectives:**

The main objective is to help the students to understand behaviour in organizations and to work more effectively in organizational settings, describes the fundamental perspectives behind the study of organizations.

**Course Outcomes:**

- Students will become familiar with the contrast between organizational behaviour & theories.
- Devise appropriate & meaningful motivational factors to encourage team or individual performance to the desired standards.
- Be familiar with the organizational concepts involved in attracting, developing, & maintaining an effective work force.
- Understand the importance of effective leadership for the success of the organization.

**Unit I: Introduction to Organization Behaviour**

The concept of organization, Definition and Meaning of Organisational Behaviour, Nature of organizational Behaviour, The Role of Organisational Behaviour, Foundations of Organization behavior, Importance of OB – shortcomings , Contemporary OB- OB Model, Personality – Meaning, Personality traits - The big Five Personality Traits, The Myers-Brigg Framework, Major traits influencing OB.

**UNIT II: Learning & Perception**

**Learning:** Definition, Nature of learning - Theories of Learning, Attitudes, Meaning and nature, Formation and changing attitudes. **Perception**-Definition- Nature, Importance - Process, Perceptual errors, Motivation: Concept, Importance and Theories of Motivation – Maslow, Herzberg, McClelland, Alderfer theories

**UNIT III: Interpersonal Behaviour**

Analysis of self, Analysis of Ego states, Analysis of Transactions, Life positions, Foundations of Group Behaviour - Types, Functions, Determinants of Group Behaviour - Group Dynamics – Definition of group Dynamics – Group norms – roles – Stages of group development.

**UNIT IV: Leadership and Communication**

Leadership: Nature and Significance of Leadership, Theories of Leadership; Trait Theory, Behavioural Theory- Managerial Grid, Situational Leadership -Fiedler's contingency theory of leadership, Path Goal theory of Leadership, Transformational leadership - . Organizational communication- Process, Functions, types, Barriers to communication

**UNIT V: Organisational Conflict, Culture and Change:**

Nature and types of conflict- functional and dysfunctional conflict, levels of conflict, Transactional Analysis in conflict - Benefits and Utility of Transactional Analysis, Approaches to conflict management, Organizational culture- Characteristics, Creating and Sustaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development.

**Text Book:**

1. K. Ashwathappa, Organisational Behaviour, Himalaya publishing House, 2010

**References Books:**

1. Stephen Robins, "Organizational Behaviour: Concepts, Controversies, and Applications", New Delhi, Prentice Hall, 2004
2. Shashi K. Gupta, Organizational Behaviour, Kalyani Publishers, 2011
3. Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill, 2002
4. L M Prasad, Organisational Behavior, Sultan Chand Publication, 2009
5. Subba Rao.P, Organisational Behavior, Himalaya Publishing House, 2010
6. VSP Rao, "Organizational Behavior", Excel, New Delhi.,2009

### **PRINCIPLES OF MARKETING**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	: 60
Course Code	: <b>BM.05.301.23T</b>	Exam Duration	: 3 Hrs

#### **Course Objectives:**

*To acquaint the students with basic concepts of marketing principles and practices and to understand the process of marketing in a business firm*

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Meaning of marketing, concepts, role in economy, combination of 4 P's
- Marketing environments & its impact on business
- Developing new product with its stages
- Importance of Segmentation, Targeting and Positioning, Branding
- Role of Distribution channels in marketing

#### **UNIT I : Introduction to Marketing**

Introduction, Definition, Concepts, Nature, Scope - Importance of Marketing as a business function and in the Economy.- Marketing concept & functions of Marketing,- Core concept of marketing- Approaches to the study of Marketing, Relevance of Marketing in a developing Economy- Role of Marketing Manager.- Marketing mix; . Marketing vs. Selling

#### **UNIT II : Marketing Environment**

Marketing Environment – Meaning, Definition, Environmental, threats & Opportunities, Micro and Macro Environmental factor – Economic, Social, Political, Natural, Cultural etc.- Organizational Environment,-Market Environment, Demographic Environment, Social-Cultural Environment.

#### **UNIT III : Market Segmentation, Targeting & Positioning**

Meaning, Definition of Market Segmentation, Different ways of Segmentation,

Essential of Market segmentation-Effective Market Segmentation- Characteristics of effective segmentation, Targeting and Positioning.(STP) - Strategies towards market segmentation.

#### **UNIT IV: Product & Pricing**

Concept of Product- Product Planning and New Product, (NPD) Development- Concept of Product mix- Product life cycle, (PLC), Product Consumer market , Business Market-Packaging- role and functions;-Branding: brand name – Functions of branding and trade mark, Pricing, Methods of pricing,

#### **UNIT V : Distribution-Channels & Promotion**

Introduction Physical distribution, Scope and Nature, channels of distribution-concept and role; types of channels; Sales Promotion:-Promotion mix;-methods of promotion; advertising- Personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; Direct Marketing-Public Relation

#### **Text book:**

1. Kotler Philip Marketing Management Analysis, Planning, Implementation and Control,Prentice Hall, New Delhi

#### **Reference Books:**

1. Philip Kotler and Gary Armstrong, Principles of Marketing 9th Edition
2. Majumdar, Ramanuj : Product Management in India, Prentice Hall, New Delhi.
3. Ramaswamy, V.S. and Namakumari, S : Marketing Management, Macmillan India, New  
a. Delhi
4. Srinivasan, R : Case Studies in Marketing : The Indian Context, Prentice Hall, New Delhi.
5. Govoni : Sales Management : Decisions, Strategies and Cases, Prentice Hall, New Delhi

## **FINANCIAL ACCOUNTING**

### **Scheme of Instruction**

Total Duration	:	60 Hrs
Hours/Week	:	5 Hrs
Credits	:	5
Instruction Mode	:	Lecture

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

Course Code : **BC.05.101.212T**

### **Course Objectives:**

To impart the skills of preparation of final accounts of a non-trading concerns and knowledge about company accounts.

### **Course Outcomes:**

- To recognize and understand the accounting treatment for various kind of organizations
- Employ critical thinking skills to analyze financial data as well as the effects of different financial accounting methods on the financial stability
- Apply appropriate judgment derived from knowledge of accounting theory to financial analysis and decision making
- Provide valuable information for evaluating the financial position and performance.

### **Unit I: Accounting for Consignment**

Consignment- Meaning, Features, Terms used - Proforma Invoice-Account Sales, Delcredere Commission-Accounting Treatment in the Books of the Consignor and the Consignee-Valuation of Consignment Stock - Normal and Abnormal Loss-Invoice of Goods at a price Higher than the Cost Price. (Simple Numerical Problems)

### **Unit II : Single Entry System**

Single Entry System – Meaning-Definition, Features-Differences between Double Entry and Single Entry accounting , Ascertainment of Profit and Loss using Statement of Affairs Methods,. (Simple Numerical Problems Using Statement of Affairs Method.) Difference between Statement of affairs and Balance Sheet.

### **Unit III: Hire Purchase and Instalment Purchase System**

Definition, Features, Terms used, Parties to the agreement, Accounting entries in the books of Buyer and the Vendor (Simple Numerical Problems)

Instalment Purchase System – Meaning, differences between Hire Purchase System and Instalment Purchase System

### **Unit IV : Accounting for Non-Profit Organizations**

Non-Profit Entities-Meaning, Features-Accounting Process-Preparation of Summaries- Receipts & Payments Account-Meaning and Features- Procedures for preparation-Uses and Limitations. Income and Expenditure Account – Features-Procedure for Preparation-Preparation of Balance Sheet.(Including Simple Numerical Problems)

## **Unit V: Company Accounts**

Meaning, Definition, Characteristics, Kinds of Companies, Types of Capital

Share – Meaning, Types of shares, Issue of Shares at Par, Discount and Premium-Forfeiture and Re Issue of Shares (including Simple Numerical Problems on Issues of Shares)

### **Text Books:**

1. S.P Jain & K.L Narang, Financial Accounting, Kalyani Publishers,New Delhi,2013,12<sup>th</sup> Revised Edition
2. S.PJain & K.L Narang, Financial Accounting(Advanced Accounting), Kalyani Publishers,New Delhi,2011,11<sup>th</sup> Revised Edition

### **Reference Books:**

1. T.S Grewal, , M.C Shukla and S.C Gupta, Advanced Accounts , Sultan Chand and Company Ltd,New Delhi,2006 Edition ,Reprint 2008
2. P.C Tulsian., Financial Accounting, Pearson Education.Delhi,Second Indian Reprint ,2004
3. N.Ramachandran, Ram kumar Kakani, Financial Accounting for Management,2009,2<sup>nd</sup> Ed.,Tata McGraw Hill Publishing Pvt Ltd
4. Dr.Jawaharlal, Accounting for Management, 2010,5<sup>th</sup> Ed., Himalaya Publishing House

## **WEB TECHNOLOGIES**

### **Scheme of Instruction**

Total durations Hrs : 60

Hours/Week : 06(4T+2P)

Credits : 5

Instruction Mode: Lecture +practical

Course Code : **BS.05.201.25T**

### **Scheme of Examination**

Max. Marks : 100

Internal Examination :30

SBT : 10

External Examination :60

Exam Duration : 3 Hrs

### **Unit**

#### **-I:**

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Web,

### **Course Objectives:**

To impart the students with the knowledge about the Web Technologies used in building and hosting websites .

### **Course Outcomes:**

On successful completion of this course, the students should have

- Gain the skills to design & host a static website.
- Gain skills to design dynamic Webpages.

Servers and protocols, Search engines, Internet Service Providers – ISPs, URL-Uniform Resource Locator, Domain Name, Web Server- Apache, MS-IIS, XAMPP, Web Hosting, Advertising, Client-Server programming(**Book:1**)

### **Unit- II:**

Introduction of HTML: HTML tags, structure of an HTML document, heading tag, Paragraph tag, Text formatting tags, Hyperlinks, Relative paths, Lists tags, Table tags, Image tags

### **Unit-III:**

CSS-Cascading Style Sheets and Styles: The document model, Tags and styles, DIV and SPAN tags, Components of Style Sheets, CSS types, properties, positioning properties, margins, borders, and pseudo classes- link and dynamic(**Book:1**)

### **Unit-IV:**

Introduction to Java script: Java Script in Web Pages, Advantages, Java script into HTML, Basic programming techniques – data types, arrays, operators& expressions, conditional checking, loops, functions, user defined functions, dialog boxes, browser objects, events, FORM &FORM objects and java script. (**Book:3**)

### **Unit-V:**

XML – eXtensible Markup Language: Defining data for web applications. Basic XML, well-formed XML document, XML elements, attributes, DTD-Documents Type Definition, entities, namespace, DOM-Document Object Model(**Book:2**)

### **Lab Work: Creation of Static & Dynamic Webpages using HTML,CSS, Javascript & XML**

#### **Text books:**

1. Web Programming, Guy W. Leckey Thompson, 2008 by Cengage Learning, India Edition
2. Web Programming – Building Internet Applications, Chris Bates, 2002 by Wiley DreamtechIndia(P) Ltd.

3. Web Enabled Commercial Application Development Using ...  
HTML, JavaScript, DHTML and PHP, Ivan Bayross, Fourth Edition 2010, BPB  
Publications

## **EVENT MANAGEMENT**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	3
Instruction Mode	:	Lecture
Course Code	:	<b>BM.05.301.24T</b>

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	
Exam Duration	:	3 Hrs

### **Course Objectives:**

The objective this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Full understanding of events planning and execution of planning.
- How to market an event.
- What are the various measures which an event organizer should follow to stop problems in an event.

### **Unit I: Introduction to event Management**

Size & type of event - Event Team - Code of ethics- Principles of event Management- Designing and analysis of the concept- Analysis of concept- Logistics of concept- Feasibility- Keys to success.

### **Unit II: Planning of event**

Aim of event - Develop a mission - Establish Objectives -Prepare proposal - Permission for Police/other regulatory bodies- Use of planning tools& Techniques- Dress codes- staging- staffing.

### **Unit III: Marketing of event**

Nature and scope of Marketing- Marketing Process- Sponsorship- Image - Branding- Advertising Publicity and Public relations.

### **Unit IV: Organising Skills and Communication**

Leadership skills - Team Work and Group Dynamics, -Organising/ managing meetings- Written communications-Oral Communication

**Exercise:** 1) Write 2 reports and submit along with your team to identify scope

### **Unit V: Safety and Budgeting**

Security- Crowd management- Major risks and emergency planning- Incident reporting- emergency procedures- Budget- break even point- panic payments- financial control system

**Text Book:**



1. Lynn Van Der Wagen & Brenda R Carlos ,Event Management, Pearson Education, India, 2005

**Reference Books:**

1. Anton Shone & Bryn Parry ,Successful Event Management : A practical Handbook, Cengage Learning EMEA, 2013
2. [Charles Bladen](#), [James Kennell](#), [Emma Abson](#), [Nick Wilde](#), Events Management, Routledge publisher, 2012
3. P.K. Sinha,Computer fundamental , BPB Publications, New Delhi, 2004
4. D.P. Sharma, Amit Choudhary ,Fundamental of computer and IT, [College Book Centre](#), 2006
5. S.N. Maheshwari, Cost Accounting: Theory and Problems, [McGraw-Hill college accounting series](#), Shree Mahavir Book Depo, 1998

**ENVIRONMENTAL STUDIES**

**Course Objectives:**

1. To provide a conceptual framework for understanding and analyzing environmental problems;
2. To provide an introduction to the scientific basis of key environmental problems
3. To place efforts to find solutions to environmental problems and
4. To integrate environmental knowledge across the natural and social sciences, as well as the arts and humanities.

**Course Content**

**Unit I. Ecosystems, Natural Resources, Biodiversity and Conservation**

- Definition, Scope & Importance of Environmental Studies.
- Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
- Function of an Ecosystem : Energy flow in the Ecosystem ( Single channel energy flow model )
- Renewable & Non – renewable resources,
- Definition of Biodiversity , Genetic,Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu )
- Water Conservation.

**Unit II: Environmental Pollution, Global issues and legislation**

- Causes, Effects & Control measures of Air Pollution, Water Pollution , Noise, Soil Pollution, Ill – effects of Fire- works
- Solid Waste Management
- Global Warming & Ozone layer depletion.
- Disaster management and Nuclear Hazards
- Environment and Human Health

- Environmental legislation :- The Environment Protection Act, 1986 Current Central and State Government policies, practices and campaign (Swach Bharath, Harita Haram etc..)

**Reference books:**

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach
3. Bharucha A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana•

**FUNCTIONAL ENGLISH -II**

**COURSE CODE : EN.05.501.22T**

**Objective: To promote Employability skills and vertical mobility**

<b>Unit</b>	<b>Topic</b>	<b>No of Hrs 60</b>
<b>Unit I</b>	<b>Prose: The Urgent Need for Self-esteem-Nathaniel Brandon</b> <b>Employability Skills :</b> Resume & Cover Letter	12
<b>Unit II</b>	<b>Poetry: On Killing a Tree- Gieve Patel</b> <b>Employability Skills:</b> Interview Skills	12
<b>Unit III</b>	<b>Prose: Uncle Podger Hangs a Picture-Jerome K Jerome</b> <b>Employability Skills:</b> Group Discussion	12
<b>Unit IV</b>	<b>Prose: Stigma,Shame &amp; Silence- Kalpana Jain</b> <b>Employability Skills:</b> Presentation Skills	12
<b>Unit V</b>	<b>Poetry: If -Rudyard Kipling</b> <b>Employability Skills:</b> 1. E-Mail correspondence Lang Dev; Information Transfer	12

**Reference:**

- 1.Effective Technical Communication, M Ashraf Rizvi, Tata Mc Graw Hill
2. Corporate Soft Skills, Sarvesh Gulati, Rupa & Co., 2007
3. Business Communication-Basic Concepts and Skills, J P Parikh et al, Orient Black Swan,2011.
4. Communication at Work-Judith Taylor, Cogan Page, 2002.

5. CVs & Job Application, Judith Leigh, Oxford 2000.
6. Communication Skills for Technical Students, TM farhathullah, Orient Longman,2002.
7. English for Career Development – A course in Functional English, Orient Longman,2006.

## **BBA (IT) SEMESTER -III**

### **PRINCIPLES OF HUMAN RESOURCE MANAGEMENT**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	:60
Course code :	<b>BM.06.301.11T</b>	Exam Duration	: 3 Hrs

#### **Course Objectives:**

To help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

#### **Course Outcomes:**

On successful completion of this course, the students will

- Equip an understanding of the concepts, problems and techniques applicable to the human resource functions in organizations.
- Understand the complexities involved in getting qualitative workforce into the organisation
- Develop an understanding of the requirements of national and global workforce.

#### **Unit I: Introduction to HRM**

Nature, Scope and Functions of HRM- Managerial Functions, Operative Functions, Importance of HRM, Role of HRM, Role of Human Resource Manager, Difference between Human Resource Management and Personnel Management. HRD- Concept, Scope, objectives. Jobs and Careers in HRM

#### **Unit II: Procurement function of Human Resources**

Meaning- Objectives and importance of Human Resource Planning; Process of Human Resource Planning; Job analysis - job description and job specification, Recruitment -Objectives and Sources of Recruitment; Meaning and nature of Selection – Selection Process; Concept of Induction and Placement.

#### **Unit III: Training & Development**

-Training - Meaning, -need Analysis-Training methods – on-the-job methods and off the job methods, training procedure, advantages of training, evaluation of training, Meaning and Objectives of Management Development – Methods of Management Development, career planning and development – meaning, steps.

#### **Unit IV: Performance Appraisal and compensation**

Performance Appraisal- Concept, Traditional and Modern Methods, Problems in Appraisal, Mentoring and Counseling. Objective of Compensation Management- Factors affecting Compensation, Pay Determinants, Using Pay to Motivate Employees , component of pay structure; Job evaluation – meaning, objectives, methods- non-quantitative and Quantitative.

#### **Unit V: Globalization & HRM Strategies for New Millennium**

Impact of Globalization on Employment – Changing Employee Expectation, Outsourcing HR activities, Changing workforce dynamics, Balancing Work-life, Making HR activities ethical, Organisational restructuring, Managing diversity, Attitude towards union, Attrition and Retention– HRM Strategies for New Millennium.

#### **Text Book:**

1. Robins DeCenzo, Human Resource Management, 10<sup>th</sup> Edition, John Wiley & Sons, Inc
2. Michael Armstrong, “Human Resource Management”, 2010, Kogan Page
3. Subba Rao P. Human Resource Management, , Himalaya Publishing House, 2015

#### **Reference Books:**

1. Aswathappa. K, Human Resource Management, 5<sup>th</sup> Edition, McGraw Hill. Ltd. 2013
2. Human Resource Management, D N Venkatesh , Oxford, Higher Education, 2008
3. Rao V.S.P., Human Resource Management, Himalaya Publishing House, 2012

### **DATABASE MANAGEMENT SYSTEM**

#### **Scheme of Instruction**

Total durations Hrs : 60  
Hours/Week : 06(4T+2P)  
Credits : 5

Instruction Mode: Lecture +Practical

Course Code : **BS.06.201.14T**

#### **Course Objectives:**

To impart the students with the knowledge about the process of creation and maintenance of databases .

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- The concepts like Database Environment, Data models, Normalization
- How to use SQL for Creating, Modifying and Accessing Database.

#### **UNIT-I : The Database Environment**

Basic Concepts and Definitions: Data, Information, Metadata, Database, DBMS. Traditional File Processing Systems, The Database approach, Advantages of Database Management System , Components of Database Environment. Types of databases, Risks and costs of Database.

## **UNIT-II : Entity-Relationship Model**

Data Model Definition, Entity-Relationship Model Constructs: Entities, Attributes & Relationships. Types of Entities, Types of Attributes, Types of Relationships, Degree of a relationship: Unary, Binary and ternary. Cardinality Constraints, Examples.

## **UNIT-III: Normalization & Data Security**

**Normalization:** Definition of Normalization, Need for Normalization, Codd's Rules, First Normal Form (1NF), Second Normal Form (2NF), Third Normal Form (3NF). Boyce Codd Normal Form (BCNF), De-normalization.

**Data Security:** Threats to Data Security, Managing Data security, Backup & recovery facilities.

## **UNIT-IV: Introduction to SQL**

Introduction, SQL Environment , Data Definition Commands: Create, Alter, Drop, Truncate. Data Integrity Controls: Primary Key Constraint, Unique Key Constraint , Not Null Constraint , Foreign Key Constraint, Check Constraint. Data manipulation Commands: Insert, Update, Delete. Data Control Commands: Commit, Rollback . SQL Operators: Arithmetic, Logical, Relational and Special Operators

## **UNIT-V: Processing Single & Multiple Tables**

Select Statement, Distinct, Order by Clause, Group by Clause, Having Clause. Aggregate Functions, Views, Set Operators: Union, Intersect and Minus. Joins: Equi-join, Natural Join, Outer Join. Sub Queries, Correlated Sub Queries.

**Lab Work:** Creating ,altering and deleting tables, Data manipulation and executing queries using SQL.

### **SUGGESTED READINGS:**

1. Modern Database Management: Fred R. McFadden
2. Database System Concepts: Peter Rob, Carlos Coronel
3. SQL, PL/SQL: The Programming Language of Oracle: Ivan Bayross

## **BUSINESS STATISTICS (SPSS- I ) (T+P)**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture +Practical	External Semester	: 60
Course Code	: BS.06.205.13T	Exam Duration	: 3 Hrs

### **Objective:**

To impart knowledge on the application of Statistical tools and techniques in business decision making using SPSS Software.

### **Course Outcomes:**

Students who successfully complete this paper should be able to:

- Select appropriate statistical techniques for summarizing and displaying business data.
- Analyze and draw inferences from business data using appropriate statistical methods .
- Interpret and communicate the results of a statistical analysis in the context of a business problem Using SPSS

### **Unit I: Introduction to Statistics:**

Meaning, Definition, Functions – Importance – Limitations of statistic. Types of data, Tabulation, Diagram and graphical presentation of data, Role of Statistics in Research.

### **Unit II: Over View and Data Management Using SPSS:**

Introduction to SPSS, Menus, Tool Bar, Dialog Box, Creation of Data file, Types of Variable, Defining Variables, Entering the Data, Saving Data, Inserting Cases, Types of Measurement Scales, Merging files, splitting files.

Diagrammatical Representation of data: Meaning – Essentials – Types (Line, Pie, Simple Bar, Histogram, Box plots, Scatter Diagram-P-P plots, Q-Q plots, chart Builder)

### **Unit III: Measures of Central Tendency Using SPSS:**

Definition – Types of averages: AM, GM, HM, Median, Mode, Quartiles, Deciles, and Percentile. – Properties of averages and their applications.

### **Unit IV: Measures of Dispersions & Skewness Using SPSS:**

Definition – Objectives of dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of Variation. Skewness: Meaning, Karl Pearson's and Bowley's Measures of Skewness.

## Unit V Pivot Table, Pivot Charts:

Introduction about Pivot Table, Why and When to use the Pivot Table, Anatomy of the Pivot Table, Limitations, Preparing the Source Data, Creating the Pivot Table.

Creating a Normal Chart from Pivot Table Data, Filtering the Pivot Chart, Changing Pivot Chart Layout Affects Pivot Table, Converting a Pivot Chart to a Static Chart, Creating Multiple Series for Years

### Text Books:

1. Business Statistics: Agarwal Bharwaj – Kalyani Publishers
2. Statistical Methods: S.P. Gupta – Sultan Chand
3. Anil Kumar Mishra - A Hand Book on SPSS for Research Work, 1<sup>st</sup> Edition, Himalaya Publishing House, 2011.

### Reference Books:

1. Darren George & Paul Mallery - SPSS for WINDOWS step by step, 8<sup>th</sup> Edition, Pearson Education, 2009.
2. Robert B.Burns and Richard A.Burns - Business Research Methods and statistics using SPSS, SAGE Publications.
3. Business Statistics: B.N. Agarwal – Himalaya Publishing House

## ENTREPRENEURIAL DEVELOPMENT

### Scheme of Examination

### Scheme of Instruction

Total duration	:	60 Hrs.	Max. Marks	:	100
Hours/Week	:	5 Hrs.	Internal Examination	:	30
Credits	:	5	SBT	:	10
Instruction Mode	:	Lecture	External Semester	:	60
Course Code	:	<b>BM.06.301.13T</b>	Exam Duration	:	3 Hrs

### Course Objectives:

To impart the students with the knowledge about Various aspects of Entrepreneurship and entrepreneurial functions, implement the various perspective in their enterprises.

### Course Outcomes:

On successful completion of this course, the students should have understood

- Creatively analyze the business environment opportunity recognition and the business idea generation
- To know how to acquire necessary resources and organizational matters of new venture creation process
- The opportunities provided by the institutions and financial organizations to

start up an entrepreneurship.

### **Unit I: Introduction**

Entrepreneur: Definitions and Concept – Functions and classifications of entrepreneurs – Entrepreneurial Traits – Nature and importance of entrepreneurs – Entrepreneur vs Professional Managers – Women Entrepreneurs – Nature and Importance of Entrepreneurs – The entrepreneurial Culture – Entrepreneurs who change the face of industrial enterprise development.- Successful Entrepreneurs

### **Unit II: Entrepreneurship**

The concept of Entrepreneurship – theories of Entrepreneurship - Entrepreneurship Environment – Entrepreneurship Development - Policies governing Entrepreneurs - Role of-Entrepreneurship in Economic Development - Meaning of and Need for Rural Entrepreneurship – Problems of Entrepreneurship - Growth of entrepreneurship in India.

### **Unit – III: Entrepreneurial Development Programmes**

Entrepreneurship Development - Institutions for Entrepreneurship Development - EDPs – EDP organisations – EDII – MD – NIESBUD – STEPs – CED – EMC – NAYE – SIDO - Role of Development Banks – Role of Business Schools- EDPs of SIDBI – Role of Commercial Banks – Family Business Concept and development in India(Case studies)

### **Unit IV: Establishing a Small Enterprise**

Location of an Enterprise – Steps for starting a small enterprise – Project concept – classification of projects – Project identification – project formulation – Project report Selection- types of Ownership organisation – Incentives and subsidies

### **Unit V: Supportive Agencies for Entrepreneurship**

Sources of finance, project financing - Venture capital – concept, Institutional Finance – IFCI, SIDBI, IDBI, RBI, NABARD,LIC, GIC, EXIM Bank, SFCs, NSIC, SIDCs, SSIDC,KVIC, Incentives and facilities and Govt. Policies for Entrepreneurship Development

### **Text Book:**

1. Vasanth Desai, “Dynamics of Entrepreneurial Development and Management”, 2007, HPH, Millenium Edition

### **Reference Books**

1. V. Gangadhar., et al , “ Entrepreneurship Development’, Kalyani Publishers, 2007
2. Dr. Vasant Desai, “Small Scale Industries and Entrepreneurship”, 2006, HPH
3. S.S. Khanka, “Entrepreneurial Development”, 2007, S. Chand & Co. Ltd
4. Morse.E.A., Mitchell.R.K., “Cases in Entrepreneurship”, 2006, Sage Publications.



## **ENVIRONMENTAL STUDIES**

**COURSE CODE : GS.06.701.11T**

**Course Objective:** To provide: (i) a conceptual framework for understanding and analyzing environmental problems;(ii) an introduction to the scientific basis of key environmental problems; and (iii) an introduction to efforts to find solutions to environmental problems and to integrate environmental knowledge across the natural and social sciences, as well as the arts and humanities.

### **Course Content:**

#### **UNIT I: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES AND ECOSYSTEM:**

**(7 hrs)**

a) Definition and importance of environmental studies b) ECO SYSTEM: Concept of an ecosystem – Structure and Function of an ecosystem (bio chemical cycles are not included)  
Structure – Producers, consumers and decomposers ,Functional: Food Claims: Food web and Ecological Pyramids

#### **UNIT II:NATURAL RESOURCES:**

**(5 hrs)**

Renewable resources – Forest (Uses of forests, over exploitation, deforestation and causes of deforestation), Non-renewable resources – Coal, Petroleum, Natural gas and Nuclear Energy

#### **UNIT II: BIODIVERSITY AND ITS CONSERVATION :**

**(7 hrs)**

Introduction, definition, levels – Genetic, Dpecies and Ecosystem diversity,Threats to biodiversity – habitat loss, poaching of wild life ,Conservation of biodiversity – In situ and Ex situ Conservation

#### **UNIT IV: ENVIRONMENTAL POLLUTION:**

**(7 hrs)**

Causes, effects and control measures of: Air pollution, Water pollution, Soil & Radio active pollution.(with particular emphasis on Global warming, green house gases - (CO<sub>2</sub> and CFCs) Acids rains, Ozone layer depletion) ,Climate change,The Environment Protection Act, 1986, Disaster Management

#### **UNIT V: Current Government Environmental Policies**

**(4 hrs)**

Modi's Environmental Policies-,Swach Bharath,Telangana's Environmental policies- Harita haram,Mission Kaktiya,Twin Cities Pollution,Hussain Sagar Pollution

### **Reference books:**

1. Environmental Studies by Anubha Kaushik & C.P,Jaushik
2. Fundamental concepts in environmental studies by Dr.D.D. Mishra.
3. Ecology by Mohan P.Arora
4. Ecology & Environment by P.D.Sharma

## SEMESTER-IV

### BBA IT SEMESTER -IV BUSINESS RESEARCH METHODS

Scheme of Instruction		Scheme of Examination	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	: 60
Course Code	: <b>BM.06.301.21T</b>	Exam Duration	: 3 Hrs

#### Objective:

To provide an exposure to the students pertaining to the nature and extent of research, to give them an understanding of the basic techniques and tools of research and also to train the students in writing reports.

#### Course Outcomes:

1. Students can develop the skills to identify the appropriate statistical techniques for the analysis of data; and
2. Learn how to collect, analyze, present and interpret research data.

#### Unit I: Introduction to Marketing Research:

Meaning of Marketing research, objectives of Marketing Research, Types of Research, Significance of research, Marketing Research Process, Hypothesis, types of hypothesis, Defining Research Problem, Marketing Research Design – meaning, need, features, and different Research designs.

#### Unit II: Sampling

Census and Sample survey, characteristics of good sample, sampling methods, probability and non-probability methods, Sampling distributions, standard error sampling from normal population, Law of large numbers and central limit theorem, Methods of estimation: Point estimation. Criteria of a good estimator, Interval estimation and confidence intervals. Testing Hypothesis – Concepts, Type I and II errors, level of significance

#### Unit III: Data Collection, Measurement and Scaling

Methods of data collection: Primary data – observation, interview, questionnaire, schedules. Secondary data - Sources and Precautions in the Use of Secondary Data. **Editing:** Meaning and Importance, **Tabulation:** Meaning and Rules for Tabulation and Parts of a Table. **Measurement and scaling techniques**, measurement and scaling in Research- concept, measurement scales, - nominal scale, ordinal scale, interval scale, ratios scale

#### Unit IV: Testing Hypothesis

Testing Hypothesis – Types of parametric - z test, t – test, chi-square test , F Test (only theory) and non parametric tests – sign test, Fisher-Irwin Test, Mc-Nemer Test, Wilcoxon Matched Pair Test, Rank Sum Tests – Wilcoxon-Mann- Whitney Test, Kruskal Wallis Test , One sample runs test (Only theory) - differences between parametric and non-parametric tests

#### Unit – V: Report writing and Interpretation

Interpretation of data and Report writing: Meaning of interpretation, technique of interpretation, types of reports, research report format, writing a report, precautions for writing research reports

#### Text Books:

1. Tull and Hawkins, "Marketing Research", 4th Ed., Tata McGraw Hill, New Delhi 2000.
2. Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall India, New Delhi 2004.
3. Kothari, C.R. Research Methodology – Methods and Techniques, New Delhi 2004, Second Revised Edition, New Age International (P) Limited, Publishers

**Reference Books:**

1. Krishnaswami O.R. and Ranganatham M., Methodology of Research in Social Sciences, Himalaya Publishing House Mumbai, 2005.
2. **Gupta, S.P: Statistical Methods**, Sultan Chand & Sons Pvt. Ltd. New Delhi 2005.
3. [Ranjit Kumar](#) , Research Methodology: A Step-by-Step Guide for Beginners , SAGE Publications Ltd; Fourth Edition edition, New Delhi 2014

## **FUNDAMENTALS OF FINANCIAL MANAGEMENT**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	
Course Code	: <b>BM.06.301.22T</b>	Exam Duration	: 3 Hrs

### **COURSE OBJECTIVES:**

It is designed for students interested in the following finance functions, in the accounting profession which provide fundamental knowledge of financial management concepts.

### **COURSE OUTCOMES:**

It specifies the general areas of learning a student is expected to master to enable the student to competently perform. On successful completion of the Financial Management Component, the student will be able to:

- Students will develop analytical skills in the application of theory and tools essential to financial planning.
- Their roles in accurate record keeping collect information regarding the client's assets and liabilities.
- How to value a stream of cash flows & Prepare statements of the client's net worth, cash flow and budget.
- Familiarise themselves with the important concepts used in financial management. How financial managers to make sound investment decisions deal with risks.

### **Unit I: Introduction to Financial Management**

Nature and Scope of Financial Management, Traditional Approach; Modern Approach, Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs Wealth Maximization.

### **Unit II: Time Value of Money and Capital Budgeting**

Time Value of Money: Valuation concept - Future value of a single cash flow - Multiple flows and annuity; Present value of single cash flow Multiple flows and annuity (simple problems)

**Capital Budgeting:** Meaning, importance and various techniques; Pay Back Methods; Post Payback Period; Average Rate of Return Method; Net Present Value method; Internal Rate of Return Method; Profitability Index Method(Including Simple Problems ).

### **Unit III: Capital Structure Theories & Cost of Capital**

Capital Structure Theories, Concept and financial effects of leverage, the capital structure decision in practice: EBIT – EPS analysis.

Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital

### **Unit IV: Dividend Decision**

Major forms of dividends – Cash and Bonus shares. The Theretical backdrop- Dividends and Valuation Major theories centered on the work of Walter and Gordon Model (Simple Numerical Problems on Walter and Gordon )

### **Unit V: Working Capital & Current Asset Management**

Concept of current assets, characteristics of working capital. Factors determining working Capital. Estimating working capital requirements Working capital policy.(Simple numerical problems on estimation of working Capital)

Management of current assets: Cash Management, Receivables Management (Simple numerical problems on cash management & Receivable Management)

#### **Text books:**

1. R. P. Rastogi, *“Fundamentals of Financial Management”*, Galgotia Publications, New Delhi, 2008, 7th Ed.
2. M.Y.Khan & P.K.Jain *“Financial Management*, TMH, 2007, 3<sup>rd</sup> edition,

#### **Reference Books:**

1. James C Van Horne. *“Fundamentals of Financial Management”* ,10<sup>th</sup> edition EEE
2. Prasanna Chandra, *“Financial Management Theory and Practice”*, 7th Ed. Tata McGraw Hill,
3. I. M. Pandey, *“Financial Management”*, 2010, 10th Ed. Vikas Publishing House.
4. Rajiv Srivastava and Anil Misra, *“Financial Management”*,Oxford Higher Education, 2009, 4th Ed.

## **MANAGEMENT INFORMATION SYSTEM**

### **Scheme of Instruction**

Total durations Hrs : 60

Hours/Week : 06(4T+2P)

Credits : 5

Instruction Mode: Lecture +practical

Course Code : **BS.06.201.26T**

### **Scheme of Examination**

Max. Marks : 100

Internal Examination :30

SBT :10

External Examination :60

Exam Duration : 3 Hrs

### **Course Objectives:**

To impart the students with the knowledge about the importance of Information system for managers.

### **For Course Outcomes:**

On successful completion of this course, the students should have understood

- The meaning, need and types of Information systems used by Managers at different level in an organization.
- The Issues to be taken care while building Information system and maintenance IT Infrastructure and security to Information System.

nizations, Strategic Uses of Information Technology. Business Process in Engineering and Information Technology

### **Unit - II**

Applications of Operational Information Systems to Business, Tactical and Strategic Information System to Business.

### **Unit - III**

Information System Planning, Approach to System Building, Alternative Application Development

### **Unit - IV**

Managing Knowledge, Knowledge Management in the Organization, Enhancing Management Decision Making, DSS, GDSS, ESS

### **Unit - V**

Management of Information Systems, Information System Security and control, Ethical Issues, Managing Firm Infrastructure and Enterprise System.

### **Lab Work: creation of Information system using MS Access & SQL**

### **Suggested Books:**

1. Robert Schultheis, Mary Summer, "Management Information Systems"-The Managers View " Tata MacGraw Hill, 4<sup>th</sup> Edition, 2006.
2. Kenneth C Laudon, Jane P Laudon "management Information Systems", Prentice Hall, 2008

### **Unit**

#### **- I**

An

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Orga

nizations,

Strategic

Uses of

Information

Technology.

Business

Process

in

Engineering

and

Information

Technology

## **BUSINESS ANALYTICS (T+P)**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10 (P)
Instruction Mode	: Lecture & Practical	External Semester	: 60(T)
Course Code	: BS.06.205.23 T	Exam Duration	: 3 Hrs

### **Objective:**

- To facilitate the student to perform advanced business analysis by applying Excel & SPSS in Business Research for decisionmaking and developing various business models.

### **Course Outcomes:**

- Will be in a position to construct a Pivot Table.
- Capable of Constructing Pivot Charts to make visual presentation.
- Capable of creating a versatile Excel document and building financial models.
- Will be in a position to leverage built in functions for data analysis.
- Able to prepare dynamic Charts and publish & run an Excel page on Internet.
- Able to analyze the collected data using appropriate SPSS statistical tools.

### **UNIT – I: Hypothesis testing:**

One sample t-test, Independent sample t-test, Paired sample t-test, One way ANOVA, One-way repeated measures ANOVA, Two way ANOVA.

### **UNIT – II: Measures of Relations Using SPSS:**

Meaning, Definition and Use of Correlation – Types of Correlation – Karl Pearson’s Correlation Coefficient – Spearman’s Rank Correlation, Probable Error. Regression-Meaning and utility of regression analysis –simple analysis- Regression Equations – Interpretation of Regression Coefficients.

### **UNIT – III: Non-Parametric Statistics:**

Chi-square test, Run test, Mann-whitney U test, Wilcoxon Signed Rank test, Kruskal wallis Test

### **UNIT – IV: Multivariate Analysis:**

Logistic Regression, Factory Analysis, Discriminant Analysis, Cluster Analysis and Conjoint analysis. Time series Analysis (smoothing)

## UNIT – V

### Advanced Work Sheet Charts and Power Database Techniques using Excel:

Planning a Chart – Creating Chart – Formatting a Chart. Using a List as a Database – Sorting Using Auto Filter to Find Records – Converting an Excel List into an Access Database.

### Advanced Business Analysis and Publishing on the Web:

Designing an Excel Web Page – Publishing an Excel Web page – Running an Excel Page on the Internet – Using Web Queries – Working with XML Data in a Worksheet.

### Text Books:

1. Debra Dagleish, “Excel 2007 - PivotTables Recipes A Problem-Solution Approach”, Apress, 2007, (ISBN-13 (pbk): 978-1-59059-920-4)
2. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007
3. Carver and Nash, “Data Analysis with SPSS”, Cengage Learning, New Delhi, First Indian Reprint – 2009

### Reference Book:

1. John Walkenbach, “Microsoft Office Excel 2007”, Wiley Publishing, Inc. 2007
2. Curtis D. Frye, Microsoft Office Excel 2007 Step by Step, Microsoft Press, 2007
3. Andy Field, “Discovering Statistics Using SPSS”, Sage Publication, London, Third Edition - 2009

## SEC PAPER

### PERSONALITY DEVELOPMENT & MANAGERIAL SKILLS

#### Scheme of Instruction

Total duration :30hrs  
Hours/Week : 2 hrs  
Credits : 2  
Instruction Mode :Lecture

#### Scheme of Examination

Max. Marks :50 marks  
Internal Examination :20 marks  
SBT :20 marks  
External Semester :30 marks

Course code :BM.06.301.25T

Exam Duration : 2 Hrs

#### Course Objectives:

To make students aware about dimensions of personality and to understand personality traits and its application in corporate sector

#### Course Outcomes:

Students will become familiar with the:



- Personality Development of self along with Interpersonal skills development required for facing the corporate requirements
- Learning the ways for problem solving and, while developing an Ideal personality

### Unit – I: Conceptual Framework of Personality Development

Introduction-concept and Definition of Personality-Significance of Personality- Determinants of Personality- Introduction-Self-improvement-self-consciousness- Self-Esteem- Self –Confidence- Self Monitoring-Locus of Control- Self Concept- Interpersonal needs, orientation, attraction-Developing Interpersonal relationships- Forming impressions, Developing mutual expectations Analysis of strengths and weakness- Increasing Interpersonal awareness

### Unit-II Ideal Personality Development

Meaning and Characteristics of Ideal Personality Development-Body language - Problem-solving skills - Decision making skills - creative thinking - Character-building - Time management - Work ethics – Introduction to **Non-Verbal Communication** –Types –Facial Expressions-Gestures-Paralinguistics-Proximities-Kinesics-Haptics.Good manners and Etiquettes.

#### Text Book:

1. C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan,Personality Development, Interpersonal Skills and Career Management , 2012, Himalaya Publishing House

#### Reference Books:

1. P.C.Sharma(Retd.), (2008) Nirali Prakashan, Communication skills and Personality development by Air CMDE
2. Dale Carnegie (2002): How to Develop Self Confidence and Influence People by Public Speaking, Vermilion, London
3. Jeanne Segal (2002): Raising Your Emotional Intelligence – Magna Books
4. Fred Luthans., Organizational Behaviour, McGraw Hill, New Delhi, 12<sup>th</sup> edition, 2011
5. Basic Managerial Skill for all-Prentice Hall of India Pvt ltd, New Delhi, 7<sup>th</sup> edition, 2006.

## CORE

### SEMESTER-V

## FINANCIAL INSTITUTIONS AND MARKETS

#### Scheme of Instruction

Total duration : 60 Hrs.  
 Hours/Week : 5 Hrs.  
 Credits : 5  
 Instruction Mode : Lecture  
 Course Code : **BM.07.301.11T**

#### Scheme of Examination

Max. Marks : 100  
 Internal Examination : 30  
 SBT : 10  
 External Semester  
 Exam Duration : 3 Hrs

#### Course Objectives:

- This course is intended to help you understand the role of financial institutions and markets play in the business environment that you will face in the future.
- It also helps you to develop a series of applications of principles from finance and economics that explore the connection between financial markets, financial

institutions and the economy.

### **Course Outcomes:**

- Upon successful completion of the course, students will understand the functioning of financial information systems in the context of the broad structure of banks & other financial markets which apply the knowledge gained in communication and collaboration with management in the financial services domain.
- The students will also learn the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts.
- Apply key financial concepts to value financial securities and products
- Reflect on the content of current news in the financial press.

### **UNIT I – I INTRODUCTION**

Structure of Indian Financial System: An overview of the Indian financial system, Evolution of Banking - Phases of development - RBI and the Financial System - Origin of Banking growth and development of Banking – Introduction, meaning of Banking – Types of Banks and banking systems - Committees on Banking Sector Reforms - Prudential Banking -- RBI Guidelines and directions

### **UNIT - II RBI AND COMMERCIAL BANKS**

Introduction - Origination, Structure and Functions of RBI and Commercial Banks Functions of commercial Bank, Role of commercial Banks in Economic Development, Organization structure of commercial banks - Role of RBI and Commercial Banks - Lending and Operation policies - Banks as Intermediaries - FDI in Banking Sector

### **UNIT-III FINANCIAL INSTITUTIONS**

Introduction - Origin, Growth and Lending Policies of Terms lending Institutions - Working of IDBI - IFCI - STCs - SIDBI - IIBIL - IRBI - UTI - NBFCs Role of Financial Institutions in Capital Market.

### **UNIT – IV SECURITIES MARKET**

Indian Securities Market – An Overview Introduction, Market segments, Primary market, Secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership - stock brokers, sub-brokers, broker-clients relationship, trading mechanism, code of ethics etc.

### **UNIT – V CLEARING AND SETTLEMENT**

Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds settlement, Shortages handling, Risk containment measures, International securities, identification number, Demat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file transfer protocol.

#### TEXT BOOKS:

1. Khan M Y., "*Indian Financial System*", Tata Mc Graw Hill, New Delhi, 2004
2. M.Y Khan, "*Financial Services*", McGraw Hill Education (India) Private Limited, 7<sup>th</sup> edition.

#### REFERENCE BOOKS

1. Srivastava, RM., "*Management of Indian Financial Institutions*", Himalaya Publishing House, Mumbai, 2005
2. Avadhani V A., "*Investments and Securities Markets in India*", Himalaya Publishing House, Mumbai, 2004
3. Chandra, Prasanna, (2009), "*Investment Analysis*", 3rd edition, Tata McGraw Hill.
4. Dhankhar, J N., (2009), "*Indian Capital Market in Operation*", Skylark Publications.

### **ENTERPRISE RESOURCE PLANNING-I**

#### **Scheme of Instruction**

Total duration : 60 Hrs.  
Hours/Week : 6(4+2) Hrs.  
Credits : 5  
Instruction Mode: Lecture+ Practical  
Course Code : **BS.07.201.17T**

#### **UNIT- I**

**Introduction to ERP:** Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market.

#### UNIT - II

**ERP Implementation:** ERP Tools and Software, ERP Selection Methods and Criteria, ERP Selection Process, ERP Implementation Lifecycle, Training – Data Migration - People and Organization in implementation- Pros and cons of ERP implementation, Factors for the Success of an ERP Implementation.

#### **UNIT -III**

**ERP Vendors: SAP-AG:** Products and technology R/3 overview; SAP advantage, Baan Company ,

Oracle Corporation: Products and technology; Oracle Application; Vertical solutions, Microsoft Corporation, Ramco Systems,

#### UNIT IV

**ERP – A Manufacturing Perspective:** Role of Enterprise Resource Planning (ERP) in manufacturing, Materials Requirement Planning (MRP)-Master Production Schedule (MPS);Bill of Material (BOM);Inventory Records; Closed Loop MRP; Manufacturing Resource Planning (MRP-II), Manufacturing and Production Planning Module of an ERP System , Distribution Requirements Planning (DRP), Just-in-Time(JIT) , Product Data Management (PDM)- Data Management, Manufacturing Operations- Make-to-Order (MTO) and Make-to-Stock (MTS); Assemble-to-Order (ATO); Engineer-to-Order (ETO); Configure-to-Order (CTO)

#### UNIT V

**ERP: An Inventory Management Perspective:** Role of ERP in Inventory Management: Features of ERP inventory management system; Benefits of ERP inventory management system; Limitations of ERP inventory management system, Importance of Web ERP in Inventory Management, ERP Inventory Management Module, Sub-Modules of the ERP Inventory Management Module, Installation of ERP Inventory Management System, Failure of ERP Inventory Installation

#### TEXT BOOKS:

1. Alexis Leon, “ERP DEMYSTIFIED”, Tata McGraw Hill, Second Edition, 2008.
2. Mary Sumner, “Enterprise Resource Planning”, Pearson Education, 2007.

#### REFERENCES:

1. Jim Mazzullo, “SAP R/3 for Everyone”, Pearson, 2007.
2. Jose Antonio Fernandez, “ The SAP R /3 Handbook”, Tata McGraw Hill, 1998.
3. Biao Fu, “SAP BW: A Step-by-Step Guide”, First Edition, Pearson Education, 2003

### **MARKETING ELECTIVE**

#### **ADVERTISING & BRAND MANAGEMENT**

#### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.13AT</b>

#### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

#### **Course Objectives: :**

To expose students to the principles and practices of advertising , Brand and develop the conceptual abilities in this functional area of marketing , which will help them to prepare effectively for a career in the advertising and branding

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Concept of Advertising, History, functions of advertising
- Types of Advertising, Department, designing advertising copy and strategy

- Concept of Branding, strategies, brand positioning.
- Integration of advertising and Brand in marketing

### **UNIT I: Introduction**

Concept, Scope, Objectives, Fundamentals and History of Indian advertising, Types and Functions of advertising, Advertising Department, functions, advertising agency functions.

### **UNIT II: Advertising Copy and Design Strategy**

Advertising copy, objectives, attributes of an effective advertising copy, types of advertising copy, layout, functions and principles of layout, advertising appeals, copy writing, copy writing for radio, TV and outdoor media, forms of TV commercials.

### **UNIT III: Classification of Advertising**

Classification on the basis of – Audience, Media, Advertiser and Area including Advertising in Rural India Special purpose Advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising Corporate image advertising, comparative advertising, Primary / Generic advertising, Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)

### **UNIT IV :- Introduction to Brands and Brand management**

Concept of Brand, brand evolution, branding challenges and opportunities, Strategic brand management process, identifying and establishing brand positioning and values; Brand building & brand repositioning.

### **UNIT V- Implementing Brand strategies**

Designing and implementing brand strategies; Brand extension, brand equity, brand personality, brand image. Integrating advertising and brand management

### **TEXT BOOKS**

1. Aaker, Myers & Batra : Advertising Management, Prentice Hall, 5th Ed, 2013
2. David Aaker, Building strong brands, Prentice Hall, 6<sup>th</sup> Edition, 2010

### **REFERENCE BOOKS**

1. Advertising Management - Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004
2. Advertising Management – Jaishree Jethwaney and Shruthi Jain, 2nd Ed. Oxford University Press, 2012
3. Advertising and Promotion, An Integrated Marketing Communications Perspective Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003

4. Advertising and Sales Promotions Kazmi S. H. H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004
5. Strategic Brand Management, Jean Noel Kampferer, Excel Books 2009
6. Strategic Brand Management, Creating and Sustaining Brand Equity Long term, Second Edition, Kogan Page, Second Edition ,2001

### **DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT**

#### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.13BT</b>

#### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

#### **Course Objectives:**

Students acquire the knowledge and basic skills to effectively design of Distribution & supply chain system for an organization.

#### **Course Outcomes:**

After completing this course, students should be able to:

- This course is to help students understand the Distribution functions as integral part of marketing functions in a business firm.
- Learn the basic elements of supply chain management.
- Develop ability to analyze and solve supply chain related problems.
- Learn how to use IT tools in supply chain management.

#### **UNIT – I: Channel management**

Introduction, Marketing Channels, Designing Channels, Selection and Recruitment of Channel Partners, Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels, Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services.

#### **UNIT – II: Wholesaling and Retailing**

Wholesaling - Introduction, Definition of Wholesalers, Functions of Wholesalers, Types of Wholesalers, Strategic Issues in Wholesaling, Technology in Wholesaling, Trends in Wholesaling, Wholesaling Challenges, Future of Wholesaling, Retailing - Introduction, Definition of Retailers, Origin of Retailing, Scope of Retailing, Retailing Scenario: An Overview, Retailing: Importance and Success Factors, Retail Format.

### **UNIT – III: The Basics of Supply Chain Management**

Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions.

### **UNIT – IV: Planning Demand and Supply**

Introduction, Three Components of SCM, Demand Management, Demand Forecasting, supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies

### **UNIT – V: Recent Trends in Supply Chain Management**

Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

#### **Text Books:**

1. K. Shridhara Bhat, Logistics and Supply Chain Management Himalayan Books , Mumbai 2011
2. Pingali Venugopal Sales and Distribution Management: An Indian Perspective, SAGE Response; Response edition, New Delhi 2009.
3. Mathur, Sales and Distribution Management Paperback, New Age International, New Delhi 2012.

#### **Reference Books:**

1. Tapan K. Panda Sunil Sahadev, Sales and Distribution Management , Oxford; Second edition, 2011
2. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall, 2001

## **MARKETING OF SERVICES**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.13CT</b>

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

### **Course Objective:**

- The objective of this course is to enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

### **Course Outcomes:**

- To develop students' understanding of those aspects of marketing of particular relevance to service producing organizations.
- To present strategies and approaches for addressing these challenges, and
- To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.

### **Unit-I: Foundation of services marketing**

Introduction , The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios, Distinctive Characteristics of Services - Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory.

### **Unit-II: Segmentation, Targeting and Positioning**

Strategic Aspects of Services Marketing, Segment Selection or targeting a few Segments, Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Importance of Services Marketing in Indian Economy, Growth of service sector in Indian Economy.

### **Unit-III: The Services Marketing Mix**

Service Product, Service Products; 8 LH Bundled with Conventional Products and Standalone, Service Life Cycle, Service Design: A General Framework, Service quality issues and the human dimension in Services. Customer loyalty and profitability.

### **Unit-IV: Distribution Strategies for Services**

Challenges in Distribution of Services, Personal Selling – Advertising and Sales Promotion in Service Industry, Customer Satisfaction & Service Quality in Service Marketing – Service Triangle, Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery

### **Unit-V: Services in organized retailing**

Health care industry in India, Marketing E- services, Business process outsourcing (BPO), medical transcription , knowledge process outsourcing (K PO) E – learning (Indian context)

### **Text Books:**



1. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, NewDelhi 2000.
2. Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003.
3. Christopher Lovelock , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, NewDelhi 2011

**Reference Books:**

1. Ravi Shanker , Services Marketing, First Edition, Excel Books, NewDelhi 2008.
2. Bryson, J. M., Strategic Planning for Public Service and nonprofit organizations, First Edition, Pergamon Press 1993.
3. S M Jha , Services Marketing, Himalaya Publishing House , Mumbai 2000.

## **FINANCE ELECTIVE**

### **FINANCIAL SERVICES**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	: 60
Course Code	: <b>BM.07.301.14AT</b>	Exam Duration	: 3 Hrs

**Course Objective:** To gain insight into various financial services offered to facilitate customers

#### **Course Outcomes:**

- To comprehend and analyze the operations of financial service industry
- To know the importance of role of intermediaries and its regulating bodies

#### **UNIT I**

##### **Financial System and Financial Services**

**Financial System** – Meaning, Definition, Functions, Role of Financial System in Economic Development, Weaknesses and Constituents of Indian Financial System.

**Financial Services** - Meaning, Definition, Features, Growing importance, Classification–Traditional and Modern view–Fund based and non fund based services, Need for innovation, New Financial Products and Services– An overview of Indian Financial Services Sector Scenario and Challenges facing Financial Service Sector.

#### **UNIT II**

##### **Leasing and Hire Purchase**

**Leasing** – Concept, Definition, Steps, Types, Structure, Merits and Demerits.

**Hire Purchase** – Meaning, Definition, Features Parties to Contract, Merits, demerits and differences between leasing and hire purchase.

#### **UNIT III**

**Factoring, Bill Discounting and Forfeiting:** Factoring - Concept, Features, Cost of Factoring, Classification, Functions of Factor, Factoring Scenario in India–Kalyan Sundaram Committee – RBI Guidelines.

**Bill discounting**–Concept and characteristics, Process of bill discounting, Legal aspects, Parties involved and their legal obligations.

**Forfeiting** – Definition, Factoring Vs Forfeiting, Working, Benefits and Demerits.

## UNIT IV

**Venture Capital Financing**– Concept, Features, Scope ,Venture Capital Funding Process,Funding and Entry Strategies of VCF– Structuring Venture Capital Financing–Valuation of VCF -Conventional Valuation Method–First Chicago Method – Revenue Multiplier Method, Exit strategies of VCF ,Ventures Capital Financing Scenario in India, Regulatory Framework of VCF and Suggestions for Growth of Venture Capital Funds.

## UNIT V

**Credit Rating** – Origin, Meaning, Definition, Functions, Regulatory Framework, Process, Types of Ratings, Symbols of Ratings and Grades, Dimensions of Credit Rating Methodology and Process– Credit Rating Agencies in India and their rationale.,Merits and Demerits.

### Suggested Books

1. Khan. M.Y., “Financial Services”, 2010, 5th Ed. Tata McGraw-Hill, Pvt. Ltd., New Delhi.
2. Gordon and Natarajan, “Financial Markets and Services’, 2009, HPH, 7th Ed. Mumbai.
3. Dr. Gurusamy. S., “Financial Services”, Tata McGraw-Hill, Education Pvt. Ltd. 2nd Ed., New Delhi.
4. Vasant Desai, “Financial Markets and Financial Services”, 2009, HPH, 1st Ed., Mumbai.
5. Avadhani. V.A., “Financial Services in India”, 2009, 1st Ed. HPH.

## **STRATEGIC CORPORATE FINANCE**

### Scheme of Instruction

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.14BT</b>

### Scheme of Examination

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	60
Exam Duration	:	3 Hrs

**Course Objective:** The objective of this course is to acquaint students with the advanced concepts of financial management and the application of the same in developing financial strategies for the organization.

### Course Outcomes:

On successful completion of this course, the students should have understood

- The Concepts of Income Tax
- Heads of Incomes
- Aggregation of Income

## UNIT-I.

Financial Policy and Strategic Planning: Changing face of Financial Management , components of financial strategy, Objectives and goals, strategic planning process. Investment Decisions Under Risk and Uncertainty: Techniques of investment decision-risk adjusted discount rate, certainly

equivalent factor, statistical method, sensitivity analysis, corporate strategy and high technology investments. Project Evaluation and Corporate Goal.

## **UNIT-II.**

Expansion and Financial Restructuring: Mergers and Amalgamations- Corporate restructuring, types of corporate restructurings- Expansion strategy, Divestment Strategy reason for merger, benefits and cost of merger. Determination of swap ratios, Evaluation of merger proposal.

## **UNIT-III.**

Leasing: Meaning, importance, types, tax, Evaluation of lease from the point of view of lesser and lessee, Lessee versus buy decision. Venture Capital: Concept and developments in India, process and methods of financing, fiscal incentives.

## **UNIT-IV.**

Financing Strategy: Hybrid securities namely convertible and non-convertible securities, deep discount bonds, secured premium notes, convertible, preference shares ;option financing warrants, convertibles and exchangeable. Corporate Strategy Financial Policy and shareholder value creation: Linkage between corporate strategy and financial strategy, Implication of capital budgeting, capital budgeting, capital structure and dividend policy on corporate strategy shareholder value creation.

## **UNIT-V.**

Managing Financial Risk with Derivatives: Types of corporate risk, Derivative Securities , Hedging risk, Future contracts, Forward contracts, Options swaps, Insurance, Risk Mgt tools and practices, Corporate Governance and Ethical Business Strategy

## **TEXT BOOKS**

1. Allen D.An Introduction to Strategic Financial Management, CIMA/Kogan page, London,Edition 6,2014
2. Chandra, Parasanna, Financial Management, Tata Mc.Graw Hill,Delhi. Copeland,Edition 7,2013

## **REFERENCE BOOKS:**

1. T.T Koller and J.Murrin. Valuation Measuring and Managing the value of Companies John Wiley, International Edition7,2014
2. Copeland T.E and J.D Weston: Financial Theory and Corporate Policy, Addison westley.NY. Hamton Jone: Financial Decision Making PHI, New Delhi.,Edition 7,2014
3. Hull J.C. Options: Futures and other Derivative securities, Prentice Hall of India, Delhi,Edition 6,2013

4. Matto, P.K. : Corporation Restructuring: An Indian Perspective Macmillan, New Delhi, Edition 7, 2014
5. Pandey I.M: Financial Management, Vikas Publications, Delhi, Edition 7, 2014
6. Simith C.W, C.W Simdthson and D.S Wilford: Managing Financial Risk, Harper , Edition 6, 2014
7. Sudarsanm ,PS: The Essence of Mergers and Acquisitions Prentice Hall of India Hall, Edition 6, 201

### **INVESTMENT MANAGEMENT**

Scheme of Instruction		Scheme of Examination	
Total duration	: 60 Hrs	Max. marks	: 100
Hours/Week	: 5hrs /week	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester Exam	60
Course Code:	<b>BM.07.301.14CT</b>	Duration	: 3 Hrs

#### **Course Objectives :**

To educate students about the various options available for investment decisions and portfolio management in organizations.

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Investment and elements of investment decisions like factors influencing , risks involved etc.
- Types of investors and types of speculators
- Capital Markets , Money markets and Information about Stock exchanges
- Trending investment options like derivatives , Futures , forward and swaps
- Regulatory frame work of capital markets in India
- understand the areas of security analysis and Portfolio Management for making prudent investment decisions.

#### **Unit I**

Investment – meaning - definition – objectives - factors affecting investment – investment process - investment Vs gambling - investment Vs speculation – investment avenues – elements of risk. Types of risks (10 hrs)

## **Unit II**

Capital market - Meaning – structure – Functions – Money market VS Capital market- capital market instruments - shares - debentures - bonds - stock exchanges – role - functions – stock exchanges in India- BSE - NSE – OTCEI – trading mechanism – online trading – types of investors - types of speculators. (25 hrs)

## **Unit III**

Derivatives – meaning - features – classifications - financial derivatives – forwards – futures- options – swaps - Indian derivative markets – structure - trading regulatory frame work. (20 hrs)

## **Unit IV**

Regulation of capital market in India - SEBI – constitution – powers – functions- roles- investor protection.(15 hrs)

## **Unit V**

Portfolio management - Introduction - importance – phases – security analysis – fundamental analysis  
- EIC frame work – technical analysis – Dow Theory - Elliot Wave Theory. (20 hrs)

### **Books Recommended:**

#### **Text books :**

- 1 Rustagi RP, **Investment Analysis and Portfolio Management**, Sultan Chand & sons, New Delhi.
- 2 Dr.S.Kevin, **Portfolio management**, Prentice Hall of India Pvt Ltd
4. Bhalla, **Investment analysis**, Sultan Chand&Sons

#### **Reference Books**

1. Avadhani V A Security Analysis and Portfolio Management, Himalaya Publishing House
2. Donald E Fisher and Ronald J Jordan, Security Analysis and Portfolio Management, Himalaya Publishing House.
3. Preethi Sing, Investment Management,
4. Gupta L C, Stock Exchange Trading in India
5. Balakrishnan and S S Nag, Securities Market in India

## **HR ELECTIVE**

### **HRD: SYSTEMS AND STRATEGIES**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	: 60
Course Code	: <b>BM.07.301.15AT</b>	Exam Duration	: 3 Hrs

#### **Course Objective**

The course develops an understanding of the skills, abilities, and practical elements of employee development and gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.

#### **Course outcomes**

By the end of the course, the students learn

- To evaluate the possible structures and functions for identifying training in organizations
- Describe applicable training evaluation, ROI of training, and apply them to the workplace

#### **Unit - I**

Human Resource Development (HRD) : Concept, Emergence of Human Resource Development, Need of HRD, objectives of HRD, benefits of HRD, The Relationship between human resource management and human resource development, HRD Functions-training and development, organization development, career development, Roles and competencies of HRD Professionals- HRD Executive manager, other HRD roles and outputs for HRD Professionals.

#### **Unit II**

HRD process- A framework for HRD process- Need assessment phase, design phase, implementation phase, evaluation phase, Assessing needs for HRD needs – introduction – strategic and organization analysis – task analysis – person analysis , Principles of HRD.

#### **Unit- III**

Designing effective HRD programmes – objectives of HRD Interventions - HRD Interventions and Creating HRD Program – selecting trainer – selecting the Training Methods and Media,preparing Training Materials, scheduling HRD Programs - Evaluating the HRD Programme - Mechanism for Evaluating the HRD Programme - Assessing the Impact of HRD Programs - Evaluate of Training Program

#### **Unit IV**

HRD Climate – elements of HRD Climate -HRD Audit – Concept – need – methodology, HRD Applications: Fundamental Concepts of Socialisation, Concept of Career Planning and Career Management- Stages of Life and Career Development- Employee Counseling Services- Employee Assistance Programs- Meaning of Employee Wellness Programs

## Unit V

Diversity of workforce – Introduction - Cultural Diversity - Managing Diversity- Effectiveness of managing diversity programs - Cross-cultural Education and Training Programs - Human resource development programs for culturally diversified employees- Recent trends in HRD - HRD Practices in Indian Organisations: Steel Tubes of India (STI), Larsen & Turbo Ltd. Challenges to organizations and to HRD professionals – HRD – The Vision.

### Text Book:

1. Werner J. M., DeSimone, R.L.: *Human resource development*, South Western, Cengage, 6<sup>th</sup> Edition, 2012

### Reference Books:

1. Rao T.V. and Pareek, Udai, *Designing and Managing Human Resource Systems*, Oxford and IBH Publication Ltd, 3<sup>rd</sup> Edition, 2006
2. Rao T.V., *Reading in human Resource Development*, Oxford IBH Publication .Ltd, 2000
3. Rao T.V., *Human Resource Development*, Sage publication, 1996
4. Rao, T.V., *Future of HRD*, Macmillan Publishers India, 2003

## **TRAINING & DEVELOPMENT**

### Scheme of Instruction

Total duration : 60 Hrs.  
Hours/Week : 5 Hrs.  
Credits : 5  
Instruction Mode : Lecture  
Course Code : **BM.07.301.15BT**

### Scheme of Examination

Max. Marks : 100  
Internal Examination : 30  
SBT : 10  
External Semester : 60  
Exam Duration : 3 Hrs

### Course Objectives:

To familiarize the students with the concept and practice of training and development in the modern organizational setting.

### Learning outcomes:

By the end of the course the students learn



- how to assess, develop, carry out, and
- Evaluate a training program.

### **Unit I**

Introduction to training and development

Concept of training-characteristics of effective training system – interlinkages – nature of training and development- importance of training and development – Training process - Organization vision & perspective plans, assessment of training needs, setting training objectives and developing training policy and plan - designing training programmes – conducting or Implementation of training programmes- evaluation of training.

### **Unit II**

Training methods :-On the job training methods- job instruction training, coaching, job rotation, Job enlargement, syndicate method

Off the job training methods: knowledge based method- lecture, tutorials, conferences, panels and buzz sessions-films, programmed learning- Simulation methods: case study, vestibule training, experiential methods- sensitivity training, Fish bowl exercise- counseling- empowering-interviewing.

### **Unit III**

Training methods, training climate and training techniques- using experience employees-creative alternative for formal training – modular programmes for development – walk about – debates-seminars and grid seminars—training climate – training techniques – evaluation of training-principles of evaluation.

### **Unit IV**

Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, simulated management game, inbasket exercise, action learning, seminars, special projects, job rotation, case study, multiple management, sensitivity training. – career planning and management – two way process.- assessment and development centre

### **Unit V**

Organisational Development (OD): Concept – OD interventions and classifications - Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions, Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD.

### **Text Books**

1. Bhatia S.K. , Training & Development. New Delhi: Deep & Deep Publishers, 2009
2. French Wendell, Bell Cecil and Vohra Veena, Organisation Development, Behavioral Science Interventions for Organisation Improvement. (6th ed.), 2004

### **Reference Books**

1. Blanchard P.Nick & Thacker James, W. Effective Training, Systems, Strategies and Practices. New Delhi: Pearson Publishers, 2004

2. Lynton Rolf & Pareek Udai., Training & Development (2nd ed.). New Delhi: Prentice Hall, 1990
3. Sahu R.K, Training and development, Excel Books, 2006

### **MANAGEMENT OF INDUSTRIAL RELATIONS**

Scheme of Instruction		Scheme of Examination	
Total duration	: 60 Hrs.	Max. Marks	:100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	60
Course Code	: <b>BM.07.301.15CT</b>	Exam Duration	:3 Hrs

**Course Objectives:** To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

**Course Outcomes:** On successful completion of this course, the students should have understood

- The legal framework of industrial relations.
- Provisions included in various labour laws.
- How law affects the industry & labour

**Unit I Concept of industrial relations:** aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives process, prerequisites of collective bargaining.

**Unit II Workers participation in management:** Levels & Mode of participation, Works Committee, Joint Management councils, Worker Director, Grievance Procedure, QC.

**Unit III Trade Union Act 1926:** Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

**Unit IV Wages Act:** Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, The Payment of Bonus Act 1965.

**Unit V The Factories Act 1948:** Definition, approval, licensing and registration, health and welfare measures ,employment of women and young persons ,leave with wages and weekly holidays.

#### **Text Books**

1. C.B.Mamoria, Mamoria & Gankar, *Dynamics of Industrial Relations*, Himalaya Publishing House Pvt Ltd, 13<sup>th</sup> Edition.
2. C.S. Venkat Rathnam, *Industrial Relations*, Oxford University Press, New Delhi, 2009.
3. Arun Monappa, *Industrial Relations*, Tata McGraw Hill Publishing Company Limited, New Delhi, 2007.

#### Reference Books

1. T N Chhabra, *Industrial Relations and Labour Laws*, Dhanpat Rai Publishing House, Edition 5<sup>th</sup>.
2. S C Srivastava, *Industrial Relations and Labour Laws*, Vikas Publishing House.2010

### **COMPULSORY ELECTIVE**

#### **IT ELECTIVE**

#### **E – COMMERCE (ELECTIVE -IA)**

#### Scheme of Instruction

Total duration : 60 Hrs.  
 Hours/Week : 6(4+2) Hrs.  
 Credits : 5  
 Instruction Mode : Lecture+Practical  
 Course Code **BS.07.201.18AT**

#### Scheme of Examination

Max. Marks: 100  
 Internal Examination: 30  
 SBT: 10  
 External Semester : 60  
 Exam Duration: 3 Hrs

**Course Objectives:** To make students understand the main concepts related to e-business and e-commerce; the process of introducing e-business applications into an organization and issues involved in conducting business transactions on the internet;

**Course Outcomes:** On successful completion of this course, the students should have understood

- They understood the importance of electronics in business environment.
- They understood the problems in electronic commerce.
- They understood various services online.

**UNIT-I: E-Business and E-Commerce:-** Introduction E-Business and E-Commerce , Traditional Commerce Vs E-Commerce, Potential Benefits, Limitations, International Nature of e-commerce. E-Business Infrastructure

**Online Services:** Online Financial Services- Online Banking & Brokerage, Online Insurance Services- Online Real Estate services-Online Travel Services-Online Hospitality Services-

Online Recruitment Services- Online Publishing Services–Online Entertainment–E-Learning.

## **UNIT-II: EBusiness Models and Electronic Payment System**

**E-Business Models:** Definition of E-Business Model, Types of E-Business Models: Business to Business, Business to Customers, Customers to Customers, Business to Government, Business to Government, Business to Employee, Government to Citizens.

**Electronic Payment System:** Introduction, Online Payment systems, Prepaid and postpaid payment systems: E- Cash, smart card, credit card, debit card, Electronic Purse, Payment Gateways , Security issues on electronic payment systems, Solutions to security issues

## **UNIT-III: Web Business Concepts**

**Online Communication:** Email, SMS, Blogs, RSS & Podcasts.

**Geometry of Social Networks:** Growth of a new science, Metcalfe’s laws, Spam, Clustering, Creating value with networks. Marketing actions & its responses, Value of a customer contact, Web chain concept, Web chain benefits & probabilities, Customer Lifetime value.

**Web benefits to firms:** Cost reduction, Supply-chain coordination, Better customer knowledge, Brand enhancement, Revenue benefits.

## **UNIT-IV: Online Marketing & E-Retailing**

Online Marketing–Business Models of E-Marketing–Online Advertisement- Advertisement Methods & strategies

**E-Retailing:** Introduction, Internet enabled retailing: online shopping process, Information, Price & shipping cost, Problems with traditional stores, Advantages of online retailers, Acquiring information from the E-retailing sites, Evaluating alternatives, Placing order, Multi-Channel Shopping Behavior, Multi-channel challenges.

## **UNIT-V: Online Research & Mobile Commerce**

**Online Research:** Types of online surveys, Survey Quality, Source & loss analysis, demographic and behavioral composition, Reach, frequency & CPM analysis, Sources of delays & monitoring and managing delays.

**Mobile Commerce:** Definition of Mobile Commerce–Mobile Commerce Framework–Growth of Mobile Commerce- Benefits & Limitations of Mobile Commerce-Mobile Payment Models-Mobile Commerce Applications

**Lab Work: Creation of Website, Blog, Online Marketing on Social Networking Sites. , ERetailing Applications , Conducting Online Survey, Usage of Google Docs, Etc.**

## SUGGESTED BOOKS:

1. Internet Marketing & E-Commerce: Ward Hanson & Krithi Kalyanam. Thomson [India Edition]
2. Kenneth C. Laudon, Carol Guercio Traver, "E-commerce–Business, Technology, Society", Pearson, Low Price Edition.
3. Efraim Turban, Tae Lee, David King & H. Micheal Chung, "Electronic Commerce–A Managerial Perspective", Pearson Education Asia.
4. Frontiers of Electronic Commerce: Ravi Kalakota & A.B. Whinston. Bharat Bhasker, "Electronic Commerce–Framework, Technologies and Applications", 3<sup>rd</sup> Edition. Tata McGraw, Hill,
5. CSV Murthy, "E-commerce-Concepts, Models & Strategies", HPH. J. Christopher Westland & Theodore H K Clark, "Global Electronic Commerce – Theory and Case Studies", Oxford Universities Press. Martin Bichler, "The Future of e-Markets", Cambridge press.

## OPERATING SYSTEM (ELECTIVE - IB)

### Scheme of Instruction

Total duration : 60 Hrs.  
Hours/Week : 6(4+2) Hrs.  
Credits : 5  
Instruction Mode: Lecture+Practical  
Course Code : **BS.07.201.18BT**

### Scheme of Examination

Max. Marks: 100  
Internal Examination: 30  
SBT: 10  
External Semester : 60  
Exam Duration: 3 Hrs

### UNIT-I

What is an operating system, Main frame systems, Desktop Systems, Multiprocessor systems, Distributed systems, Clustered systems, Real time systems, Hand held systems, **Operating System Structure** - system components, Operating system services, System calls.

**Process Management:** Process concepts, Process scheduling, Operation on process, Co-operating process.

### UNIT-II

**CPU Scheduling:** Basic concepts, scheduling criteria, Scheduling algorithms.

**Deadlocks:** System model, Deadlock Characterization, Methods of handling deadlocks, deadlock prevention, deadlock avoidance.

**Memory management:** Introduction, Swapping, Contiguous allocation, Segmentation.

### UNIT-III

**File system interface:** File concept, access methods, directory structure and protection.

**Mass Storage Structure:** Disk structure, Disk scheduling, Disk management and swap space management.

#### UNIT-IV

**Introduction to UNIX:** Features of UNIX, UNIX system organization, UNIX file system, Types of shells, Other essential commands, UNIX commands, Working with Vi-Editor.

#### UNIT-V

**Shell Programming:** Shell variables, Arithmetic in shell scripts, Taking decisions-if-then-if, if-then-else-if, nested if-else, forms of if, Use of logical operations, Case control structures, Loop control structures-While loop, Until loop, For loop, Break statements and continue statements.

**Lab Work: Shell Programming using Linux.**

#### SUGGESTED BOOKS:

1. Operating system concepts by SILBERSCHATZ GALVIN GAGNE ,Addison Wesley publishing Company (sixth edition 2004)
2. UNIX Shell Programming by Yashwant Kanethkar.

### **DATA WAREHOUSING AND DATA MINING (ELECTIVE - IC)**

Scheme of Instruction		Scheme of Examination	
Total duration	: 60 Hrs.	Max. Marks:	100
Hours/Week	: 6(4+2) Hrs.	Internal Examination:	30
Credits	: 5	SBT:	10
Instruction Mode:	Lecture+Practical	External Semester :	60
Course Code	: <b>BS.07.201.18CT</b>	Exam Duration:	3 Hrs

#### Course Objectives:

1. To introduce the basic concepts of Data Warehouse and Data Mining techniques.  
Examine the types of the data to be mined and apply preprocessing methods on raw data.
2. Discover interesting patterns, analyze supervised and unsupervised models and estimate the accuracy of the algorithms.

#### Course Outcomes:

Students who complete this course should be able to

1. Process raw data to make it suitable for various data mining algorithms.
2. Discover and measure interesting patterns from different kinds of databases.
3. Apply the techniques of clustering, classification, association finding, feature selection and visualization to real world data.

#### UNIT-I

**Data Mining:** Introduction to Data Mining, KDD Process, Data Mining Architecture, Kinds of data, Technologies used, Classification of Data Mining Systems

**Data Objects and Attribute Types:** What Is an Attribute, Nominal Attributes, Binary Attributes, Ordinal Attributes, Numeric Attributes, Discrete versus Continuous Attributes,

**Basic Statistical Descriptions of Data:** Measuring the Central Tendency, Measuring the Dispersion of Data, Graphic Displays of Basic Statistical Descriptions of Data

## **UNIT-II**

**Data Warehousing:** Data Warehouse, Data Cube, Online Analytical Processing(OLAP), OLAP Operations: Drill Down, Roll-Up, Pivot, Slice & Dice, differences between OLTP and OLAP The Three-Tier Data Warehouse Architecture, Data Warehouse Implementation, From OLAP to Online Analytical Mining.

## **UNIT-III**

**Data Preprocessing:** Data Cleaning, Data Integration, Data Reduction, Data Transformation and Data Discretization.

**Mining Frequent Patterns** Market Basket Analysis, Apriori algorithm: Finding Frequent Item Sets using candidate generation, Generating Association Rules from Frequent Item Sets.

## **UNIT-IV**

**Classification:** Basic Concepts, Decision Tree Induction, Bayes Classification: Bayes' Theorem, Naive Bayesian Classification, Rule-Based Classification: Using IF-THEN Rules for Classification.

**Cluster Analysis:** Cluster analysis, requirements of cluster analysis, Partitioning Methods: k-Means, k-Medoids, Hierarchical Methods: Agglomerative versus Divisive Hierarchical Clustering.

## **UNIT-V**

**Mining Complex Data Types:** Mining Sequence Data: Time-Series, Symbolic Sequences and Biological Sequences, Mining web data, Mining Multimedia Data

**Data Mining Applications:** Data Mining for Financial Data Analysis, Data Mining for Retail and Telecommunication Industries

**Lab Work: Data Preprocessing, Data Cleaning, Data classification, Cluster Analysis and data Mining using Weka Tool.**

## **SUGGESTED BOOKS:**

1. Han J & Kamber M, "Data Mining: Concepts and Techniques", Third Edition, Elsevier, 2011.

2. Pang-Ning Tan, Michael Steinback, Vipin Kumar, "Introduction to Data Mining", Pearson Education, 2008.
3. M.Humphires, M.Hawkins, M.Dy, "Data Warehousing: Architecture and Implementation", Pearson Education, 2009.
4. Data Warehousing by Reema Thareja, oxford higher education
5. Anahory, Murray, "Data Warehousing in the Real World", Pearson Education, 2008.
6. Kargupta, Joshi, etc., "Data Mining: Next Generation Challenges and Future Directions", Prentice Hall of India Pvt Ltd, 2007.

## **SEMESTER-VI (BBA IT)**

### **INTERNATIONAL BUSINESS**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External	
	: <b>BM.07.301.21T</b>	Semester	60
Course code		Exam Duration	: 3 Hrs

#### **Course Objectives:**

To impart the students with the knowledge about International Business & create ways to solve international business challenges caused by cultural differences.

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- To examine the elements of societal cultural , especially ethics and social responsibility
- Identify the critical aspects of the external environment that must be modified when expanding from a domestic to an international market.
- Apply models for analyzing competitive positioning in order to develop international market opportunities

#### **Unit I: International Business: An overview**

Introduction to International Business, Evolution, Nature and scope, Stages and approaches of International business, Drivers of globalisation, Advantages and disadvantages of International Business and Problems and prospects of International Business.

#### **Unit II: International Business Environment**

Meaning of International Business Environment, Environmental factors, Social and cultural factors, Technological, Economic and Political environment. Transfer of capital and technology.

#### **Unit III: Types of Entering International Business**



International Business Analysis, Different types of entering international business, Exporting and importing, Licensing, Franchising, Special Modes, FDI - without alliance, with alliance, Entry of MNCs into the Indian economy, Types and nature of companies, the consequences of MNC's and their effect on growth and development.

#### **Unit IV: International trade theories**

International trade theories-Mercantilism, Absolute cost theory, comparative cost theory, Opportunity cost theory, Factor Endowment theory, complementary trade theories. General Agreement on Tariffs and trade (GATT), Establishment of WTO, Ministerial Conferences of WTO, Organisation structure and functions of WTO, TRIPs and TRIMs.

#### **Unit V: International trade flows-Exports and imports**

Economic Integration-Levels of Economic Integration, European Union (EU), North American free Trade Agreement (NAFTA), Association of South-East Asian Nations (ASEAN), South Asian Association for Regional Co-operation (SAARC), Exports and imports, Tariff & Non tariff barriers.

#### **Text Book:**

1. P.Subba Rao, "International Business", 2009, Himalaya Publishing House.

#### **Reference Books:**

1. Aswathappa, K, "International Business", 2010, Tata McGraw Hill, New Delhi.
2. John D. Daniels & Lee H. Radebaugh, "International Business", 2006, Pearson Education.
3. Francis Cherunilam, "International Trade and Export Management" 2012, Himalaya Publishing House.
4. Francis Cherunilam, "International Business Environment", 2011, Himalaya Publishing House
5. Hill, Charles W.L. "International Business", 2008, Tata McGraw Hill, New Delhi.

## **BUSINESS POLICY AND STRATEGY**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	

Course Code : **BM.07.301.22T**

### **Course Objectives:** :

- To acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.
- To develop skills in determining companywide strategy.
- To develop an awareness of the impact that external environmental factors have on business strategy.

**Course Outcomes** : On successful completion of this course, the students should have understood

- Nature, scope and dimensions of Business Policy and Strategy Management Process.
- Awareness of the impact that external environmental factors have on business strategy.
- Formulate and to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides.

### **Unit I : Business Policies**

Introduction , overview of Business Policies, Importance of Business Policies , Definition of Business Policy. ,Procedure , Process and Types of Policies, Factors Considered before framing Policies, Steps involved in framing Business Policies .

### **Unit II: Strategic Management**

An Overview of Strategic management: Understanding Strategy, Scope and importance of strategies , mission - vision - goals – objectives- defining and explaining strategy, Levels at which strategy operates, strategic decision making, the process of strategic management.

### **Unit III : Strategy formulation.**

Environmental Scanning, SWOT analysis, Internal and External environmental analysis, Competition Analysis: Porter's Five Forces Theory, Generic strategies, Competitive Advantage, Value chain analysis, Mckinesey's 7s frame work, Balance Score card.

### **Unit IV: Strategy Implementation**

Strategy Implementation: Organisational Structure – Analyzing, managing strategic change, issues in strategy implementation. Strategy Implementation : Behavioural Issues - Leadership, Corporate culture, social responsibilities and Ethics.

### **Unit V: Strategy Evaluation and Control**

Designing Strategic Control System: Functional Issues – Operational/Production, marketing, financial and human resource management and Environmental factors, Information for strategic control, Techniques of strategic Evaluation and control, implementing strategic control.

### **Text Books:**

1. P.Subba Rao, Business policy and Strategic management , Himalaya publishing House, 2<sup>nd</sup> edition, 2011
2. Azhar Kozami, Business Policy and Strategic Management, 2e, Tata McGraw-Hill Publishing company Limited , 2002

### **REFERENCE BOOKS**

1. Thomas L. Wheelen and Hunger J. David, Concepts in Strategic Management and Business Policy, Pearson Education Asia, New Delhi, 2004
2. Fred R. David (2011) strategic management concepts and cases , Pearson Education, New Delhi
3. U.C. Mathur, "Text Book of Strategic Management", 2005, Macmillan Publisher India Ltd, Hyd.

4. Sukul Lomash & P K Mishra, Business policy and Strategic management, Vikas Publishing House Pvt Ltd,

## **ENTERPRISE RESOURCE PLANNING-II**

### **Scheme of Instruction**

Total duration : 60 Hrs.  
Hours/Week : 6(4+2) Hrs.  
Credits : 5  
Instruction Mode: Lecture+Practical  
Course Code : BS.07.201.26T

### **Scheme of Examination**

Max. Marks: 100  
Internal Examination : 30  
SBT: 10  
External Semester : 60  
Exam Duration: 3 Hrs

**Course Objectives:** To make students understand the main concepts related to Enterprise Resource Planning with SAP.

**Course Outcomes:** On successful completion of this course, the students should have understood

1. They understood the Role of ERP in Finance
2. They understood the Sales and Distribution and ,Human Resource and Customer Relationship Management using SAP
3. They get knowledge on emerging trends in ERP

### **UNIT I**

**ERP- Finance:** Role of ERP in Finance, Accounting and Finance Processes: Cash management; Capital budgeting, Features of ERP Financial Module, Benefits of ERP Financial Module, Sage Accpac ERP – A Financial ERP Tool

### **UNIT II**

**ERP- Sales and Distribution:** Role of ERP in Sales and Distribution, Sub-Modules of the Sales and Distribution Module: Master data management, Order management, Warehouse management, Shipping and transportation, Billing and sales support, Foreign trade, Integration of Sales and Distribution Module with Other Modules

### **UNIT III**

**ERP- An CRM:** Role of ERP in CRM, Concept of CRM: Objectives of CRM; Benefits of CRM; Components of CRM, Types of CRM: Operational CRM, Analytical CRM, Sales intelligence CRM, Collaborative CRM, Sub-Modules of CRM: Marketing module; Service module; Sales module

## UNIT IV

**ERP- A HR:** Role of ERP in Human Resource Management: Workflow of ERP human resource management system; Advantages of ERP human resource management system, Human Resource Management Module: Functions of human resource management module; Features of human resource management module; Benefits of human resource management module, Common Sub-Modules of Human Resource Management Module: Personnel management; Organisational management; Payroll management; Time management; Personnel development

## UNIT V

**EMERGING TRENDS ON ERP:** Extended ERP systems and ERP add-ons- Customer Relationship Management – Supply Chain Management - Business Analytics - Future trends in ERP systems-web enabled Wireless technologies

**Lab Work: SAP R/3- Exposure to HR, CRM and Finance Modules.**

### SUGGESTED

### BOOKS:

1. Alexis Leon, “ERP DEMYSTIFIED”, Tata McGraw Hill, Second Edition, 2008.
2. Mary Sumner, “Enterprise Resource Planning”, Pearson Education, 2007.
3. Jim Mazzullo,” SAP R/3 for Everyone”, Pearson,2007.
4. Jose Antonio Fernandz, “ The SAP R /3 Handbook”, Tata McGraw Hill, 1998.
5. Biao Fu, “SAP BW: A Step-by-Step Guide”, First Edition, Pearson Education, 2003

## MARKETING ELECTIVES

### 1.CUSTOMER RELATIONSHIP MANAGEMENT

#### Scheme of Instruction

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.23AT</b>

#### Scheme of Examination

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	
Exam Duration	:	3 Hrs

#### Course Objectives:

The objective of this course is to enable the students to understand the importance of satisfying the customer in today’s competitive world.

#### Course Outcomes:

On successful completion of this course, the students should have understood

- Students will understand the nuances of customer relationship
- CRM link with the other aspects of marketing
- Role of CRM in increasing the sales of the company

## **UNIT-I**

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

## **UNIT-II**

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

## **UNIT-III**

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

## **UNIT-IV**

CRM Process Framework – Governance Process – Performance Evaluation Process.

## **UNIT-V**

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

### **Text books:**

1. Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
2. The essentials guide to knowledge management – E-business and CRM application, Amrittiwana, Pearson education, 2001.

### **Reference Books:**

1. E-business – Roadmap for success, Dr.RaviKalakota, Pearson education asia, 2000.
2. Business – The Dell way, Rebecca saunders, India book distributors, 2000

## **2. CONSUMER BEHAVIOUR**

### **Scheme of Instruction**

Total duration : 60 Hrs.  
Hours/Week : 5 Hrs.  
Credits : 5  
Instruction Mode : Lecture  
Course Code : **BM.07.301.23BT**

### **Scheme of Examination**

Max. Marks : 100  
Internal Examination : 30  
SBT : 10  
External Semester  
Exam Duration : 3 Hrs

**Course objective:** To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

### **Unit – I:**

Consumer Behavior - Definition - Nature - Scope - need for studying CB - Consumer research process - Setting objectives - Sample design - Data collection - Report Preparation.

### **Unit – II:**

Consumer Buying Behaviour and Buying process - Buying behavior - Concepts - importance - need and elements involved in buying process - Factors influencing buying process -Economic and legal factor - Social factors - Psychological factors - Behavioral factors.

**Unit – III:**

Consumer behaviour and decision making models - Consumer decisions - consumer as decision makers - types of consumer decisions - consumer decision making process - problem recognition - information search - alternative evaluation and selection - Consumer decision making models - Economic model - Psychoanalytic model - Sociological model - Howard & Sheth model - Consumer Decision making.

**Unit – IV:**

Consumer behaviour and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies.

**Unit – V:**

Post purchase behaviour and market regulation - Defining post purchase behavior -consumer's post purchase dissonance - satisfaction - dissatisfaction - consumer complaint behavior - loyalty marketing - Consumer market regulation - Consumer Protection Act 1986 -rights of consumers - Consumer Protection Council - State Protection Council - Consumer Dispute Redressal Agencies.

**Text Books:**

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

**3.INTERNATIONAL MARKETING**

**Scheme of Instruction**

Total duration : 60 Hrs.  
Hours/Week : 5 Hrs.  
Credits : 5  
Instruction Mode : Lecture  
Course Code : **BM.07.301.23CT**

**Scheme of Examination**

Max. Marks : 100  
Internal Examination : 30  
SBT : 10  
External Semester  
Exam Duration : 3 Hrs

**Course Objectives:**

To offer knowledge and expertise in the marketing business at global level and to provide exposure on marketing practices of business firms

**Course Outcomes:**

On successful completion of this course, the students should have understood

- Concept and scope of International marketing
- Dynamic Environment of International marketing, International STP
- International Product, pricing, place and promotional strategies
- International Market channels & Documentation required in international marketing

**UNIT I Introduction**

The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing, International segmentation, Targeting & Positioning

**UNIT II International product & pricing policy**

Product positioning in foreign market – Product standardization and Adoption – Brands, Trademarks, Packaging and Labeling – International marketing of services – International product pricing policy – Export pricing – Pricing for international markets.

**UNIT III International promotional policy**

International advertising – Developing International advertising strategy – International sales force and Their management – Other forms of promotion for global markets.

**UNIT IV Overseas marketing channel policy**

Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing

**UNIT V International Institutional Infrastructure & Documentation**

Institutional infrastructure for export in India, Export Assistance, Introduction to Export documentation and procedures, framework, pre-shipment & post-shipment documents.

**TEXT BOOK**

1. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons, Edition 9<sup>th</sup>, 2013
2. P.K. Vasudeva, 'International Marketing' Excel books, 2004.

**REFERENCE BOOKS:**

1. Dana – Nicoleta, Laseu, 'International Marketing', Biztantra 2003.
2. R. Srinivasan, 'International Marketing' Prentice Hall India.

3. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, Prentice Hall.
4. Philip R. Cateora, John Graham, 'International Marketing', Irvine – Sage Publications, 2004.
5. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college Publishers, 2001.
6. Vern Terpstra, Ravi sarathy, 'International Marketing', Harcourt college publishers,2001.
7. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
8. John Fayer Weather, 'International Marketing', Prentice Hall.
9. S.A. Sherlekar, V.S. Sherlekar, 'Global Marketing Management',Himalaya publishing House
10. Sak Onkvisit, John J Shaw, ' International Marketing', Prentice Hall,1998.
11. J.M. Dewan, K.N. Sundarshan, 'International Marketing Management', Discovery publishing house,1996.

### **FINANCE ELECTIVES**

### **INVESTMENT BANKING**

#### **Scheme of Instruction**

Total Duration	:	60 Hrs
Hours/Week	:	5 Hrs
Credits	:	
Instruction Mode	:	Lecture
Course Code	:	

**BM.07.301.24AT**

#### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	
Exam Duration	:	3 Hrs

#### **COURSE OBJECTIVES:**

The objective of this paper is to impart basic knowledge of Banking and Insurance Services to the students by understanding different parts of the investment bank which provides complete information financial aspects & its various types of financial products & services available in the Indian scenario.

#### **COURSE OUTCOMES:**

Investment banking has been designed to allow the graduates to gain the relevant competencies & skills to give them as a competitive advantage when they apply for employment in this sector.

#### **UNIT – I**



**Introduction to Banking Business:** Structure of the Indian Banking System ,Types of bank Banking Sectors- Retail, Corporate, Rural and International; Non-banking financial intermediaries; Types of advances and deposits in a bank, New Dimensions and Products. - Credit, Debit and Smart Cards and e-Banking.

## **UNIT - II**

Investment Banking-Meaning and scope of investment banking, evolution, overview of current state of investment banking in India; Merchant Banking –Advisory services for equity/debt issues, management, placement and distribution of equity/debt;Mergers and Acquisitions, Divestitures- Identification, Structuring, Negotiation and Execution, arranging finances.

**Unit III:-** Corporate Restructuring Mergers and Acquisitions Types of Mergers Evaluation of Merger Proposal Take-over Amalgamation Leverage buy-out Management buy-out

**Unit IV:-** Corporate Deposits-Importance of institutional deposits vis-a-vis retail deposits; Corporate Finance-Working capital finance, fund and non-fund based limits and import-export finance, corporate debt restructuring.

**UNIT - V :** Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Mangement, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitisation – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL

## **SUGGESTED BOOKS**

1. "Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions"-

[Joshua Rosenbaum](#), [Joshua Pearl](#), [Joseph R. Perella](#), 2015, WileyCDA

## **REFERNCES**

1. Gordon and Natarajan, "Financial Markets and Services', 2009, HPH, 7th Ed. Mumbai.
2. Dr. Gurusamy. S., "Financial Services", Tata McGraw-Hill, Education Pvt. Ltd. 2nd Ed., New Delhi.
3. Vasant Desai, "Financial Markets and Financial Services", 2009, HPH, 1st Ed., Mumbai.
4. Avadhani. V.A., "Financial Services in India", 2009, 1st Ed. HPH.

5. Srinivasan NP and Saravanel, P., "*Development Banking in India and Abroad*", Kalyani Publications, Ludhiyana, 2001
6. A.K.Basu, "*Fundamentals of Banking and Practice*", 1975

## **2. INTERNATIONAL FINANCE**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.24BT</b>

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester	:	
Exam Duration	:	3 Hrs

### **Course Objective:**

The objective of the course is to provide an understanding of both the key features of foreign exchange markets and the actual problems of multinational corporation within an environment of free flows of foreign capital and floating exchange rates.

### **Course Outcomes:**

On successful completion of this course, the students should have understood

- The legal framework International Finance
- To have the knowledge about Foreign Exchange Market

### **UNIT I - INTRODUCTION**

**International Finance-** Meaning, Definition Nature, Scope, importance, Risk in international transactions, International Monetary System: Different types of Exchange rate mechanisms- the gold standard, the gold exchange standard, The Bretton Woods System, floating exchange rate, currency board, sterilized and unsterilized intervention, International Financial Management Vs Domestic Financial Management

### **UNIT II - INTERNATIONAL MARKETS, FINANCIAL INSTITUTIONS AND INSTRUMENTS**

**International Financial Market-** Definition, Euro Currency Market, International Bond, equity, money and capital Market

**International Financial Institutions-** IMF, Bank for International Settlements, international banking- Euro bank, types of banking offices- correspondent bank, representative office, foreign branch, subsidiary bank and offshore bank

**International Financial Instruments**–Euro CP, Eurobonds, foreign bonds, global bonds, ADR and GDR

### **UNIT III - FOREIGN EXCHANGE MARKET**

**Foreign Exchange Market** –Evolution, Definiton, structure, participants and functions ,determination of exchange rate in spot and forward market, Foreign Exchange Quotes - direct, indirect and cross quote.

### **UNIT IV - INTERNATIONAL PARITY RELATIONSHIP**

Theories of Exchange Rate Determination – Purchasing Power Parity, International Fisher effect, Interest Rate Parity and Unbiased Forward rate Theory (Including Simple Numerical Problems)

### **UNIT V - MULTINATIONAL CORPORATE DECISIONS IN GLOBAL MARKETS AND RISK EXPOSURE**

Foreign Direct Investment – Definition, motives, FDI theories-Theory of comparative advantage, OLI paradigm of FDI in India, evaluation of overseas investment proposal using APV, international cash management, multinational capital structure decision and cost of capital

**Risk Exposure in Multinational Corporation** : Definition,Types of Exposure - transaction exposure, translation exposure, economic exposure – Meaning and Methods

#### **Suggested Books**

1. International Finance – G.Shailaja,2011, 2nd Ed. University Press
- 2.International Financial Management- P.G.Apte ,2014 Tata McGraw Hill Publishing Company Limited
3. International Financial Management – Madhu VIJ,2016,Excel Books
4. Vyuptakesh Sharan, International Financial Management, , 4<sup>th</sup> Ed, 2006, PHI Learning Pvt Ltd
5. International Financial Management – Choel S.Eun and Bruce G.Resnick,2016,Mc.Graw Hill Education

### **3. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	
Course Code	: <b>BM.07.301.24CT</b>	Exam Duration	: 3 Hrs

#### **Course Objectives:**

- To enable develop skills in analyzing various types of securities.
- To develop necessary skills in students to design and revise a portfolio of securities.

#### **Course Outcomes:**

On successful completion of this course, the students should have understood

- Broad overview of investment management.
- Valuing equity and debt instruments.
- Measuring the portfolio performances.
- Evaluation of the performance of Mutual Funds

#### **Unit I: Introduction Investment Management**

Investment management, nature and scope, investment avenues, types of financial assets and real assets, Security return and risk – Systematic and unsystematic risk - sources of risk, Measurement of risk and return, sources of investment information

#### **Unit II: Securities Analysis**

Fundamental Analysis: Meaning – Economy Analysis – Economic Forecasting – Forecasting Techniques – Industry Analysis – Concept of Industry – Industry Life Cycle – Industry Characteristics – Company Analysis – Financial Statements – Analysis of Financial Statements (Theory Only). Technical Analysis: Meaning – Dow Theory – Basic Principles of Technical Analysis

#### **Unit III :Valuation Securities**

Fixed income – securities – bonds, preference shares – sources of risk, valuation, duration of bonds – theory of interest rates – yield curve, Bond innovations and their valuation. Analysis of variable income securities, fundamental analysis – analysis of economy, industry analysis, company analysis –, Equity valuation models,

#### **Unit IV: Portfolio Management**

Meaning of portfolio management, portfolio analysis, why portfolios? Portfolio objectives, portfolio management process, selection of securities. Portfolio theory, Markowitz Model, Sharpe's single index model. capital Asset pricing model

#### **Unit V: Portfolio Evaluation**

Portfolio evaluation, Sharpe's index, Treynor's measure and Jensen's measure. mutual funds Concept of Mutual Funds - Growth of Mutual Funds in India - Mutual Fund Schemes Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.

#### **TEXT BOOKS**

1. Avdhani, V.A. (6th ed., 2003). Security Analysis and Portfolio Management. Himalaya Publishing House
2. Bhalla, V.K. (9th ed., 2003). Investment Management; Security Analysis and Portfolio Management. S. Chand & Co. Ltd.

#### **REFERENCE BOOK**

1. Punithavathi Pundyan: Securities Analysis & Portfolio Management, Vikas
2. Kevin S: Security Analysis and Portfolio Management, Prentice Hall
3. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw-Hill
4. Punithavathy, Pandian (2005). Security Analysis and Portfolio Management. Vikas Publishing House.
5. Chandra Prasanna (2002). Investment Analysis and Portfolio Management. Tata McGraw Hill, New Delhi.

## **HR ELECTIVES**

### **1. LEADERSHIP DEVELOPMENT**

<b>Scheme of Instruction</b>		<b>Scheme of Examination</b>	
Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	
Course Code	: <b>BM.07.301.25AT</b>	Exam Duration	: 3 Hrs

#### **Course Objectives:**

To understand leadership roles and styles and examine the leader's role as it leads to development of self and organization.

#### **Course Outcomes:**

On successful completion of this course, the students will be able to

- Demonstrate an understanding of the current leadership theories and how they apply to the modern organisation
- Analyze the impact of effective leadership perspectives on organisational performance
- Reengineer the mindset of students which will help them to become effective leaders
- Analyze the issues and prepare them strongly for future leadership.

**Unit - I: Introduction to leadership:** Traits, styles, skills, behaviors, vision, inspiration and momentum of leadership-International framework for analyzing leadership-Personality Types and Leadership-Five factor model of personality

#### **Unit II: Leadership Theories**

Great Man Theory-Trait theory- Behavioral Theories: Michigan studies, Ohio State University studies, Leadership Grid, Role theory- Contingency Theories: Casual model of Leadership, Normative Decision model, Hersey Blanchard situational model, Vroom & Jago's model, House's Path Goal theory- Contemporary leadership styles

**Unit - III: Leadership development programs and models:** Characteristics, types and evaluation of Leadership Development efforts-Trait, behavior, power influence, situational and integrative approaches to leadership.

**Unit - III: Leadership and Corporate Culture:** Levels of Leadership- Leadership Traits of Highly productive Organizations- Leadership strategies for Productivity improvement- Corporate culture-Purpose- Foundations of a Productivity focused culture- Managerial culture. Leader's action that fosters teamwork- Leadership Commitment.

**Unit – V: Women in Leadership:** Meaning- Definition- Women’s unique leadership traits-Women & Leadership-Barriers for Women in Leadership positions- Women in Leadership: Global scenario vs Indian scenario- Current issues in leadership

**Suggested Books:**

1. Andrew J. DuBrin, Carol Dalglish, Peter Miller, Leadership,2005, 2<sup>nd</sup> Asia Pacific Ed, John Wiley & Sons Australia, Limited
2. V.S.P. Rao, “Management Text & Cases”, 2007, Excel Books.
3. Peter G. Northouse, “Leadership”, 2010, 6<sup>th</sup> Ed, Sage Publications.

## **CHANGE MANAGEMENT**

### **Scheme of Instruction**

Total duration	:	60 Hrs.
Hours/Week	:	5 Hrs.
Credits	:	5
Instruction Mode	:	Lecture
Course Code	:	<b>BM.07.301.25BT</b>
Course Objective		

### **Scheme of Examination**

Max. Marks	:	100
Internal Examination	:	30
SBT	:	10
External Semester		
Exam Duration	:	3 Hrs

The course enables the student to understand the concept change management. This will help them to emerge as leaders in the organizations.

### Learning Outcome

The student understands the need to bring change, how to design change in the organizations, role of leadership in change management, change communication and resistance to change and the role of HR in change management.

### **UNIT I**

**Basics of Change Management:** Meaning, nature and Types of Change, need for change, Key roles in organisational change, process of organisational change, Change Agents and Agency.

### **UNIT II**

**Execution of Change:** Effective implementation to change, Theories of planned change, External and Internal change, Models of organisational change, organisational change and process consultation, work redesign model.

### **UNIT III**

**Resistance to change:** Change communication - Resistance to change, Factors affecting resistance to change, managing resistance to change, evaluation of organisational change programmes.

### **UNIT IV**



**Leading the Change:** The leadership of Change - Organizational learning and change- power, politics and Organizational change- Organisational conflicts and change.

## **UNIT V**

**Effectiveness of Change:** Interventions in organisational change, Organizational design and change- Organizational Culture and Management of Change- Ethics and Managing Change.

### **Recommended Books:**

1. S.K. Bhatia, Management of Change and Organisational Development: Innovative Strategies and Approaches, Deep & Deep Publications
2. E learn, Change Management, Elsevier Publications
3. **Change Management,-Altering Mindsets in A Global Context, V Nilakant , S.Ramnarayan – SAGE Publications.**
4. Managing Change - Adrian Thornhill, Pearson Publications.

## **COMPENSATION MANAGEMENT**

### **Scheme of Examination**

#### **Scheme of Instruction**

Total duration	: 60 Hrs.	Max. Marks	: 100
Hours/Week	: 5 Hrs.	Internal Examination	: 30
Credits	: 5	SBT	: 10
Instruction Mode	: Lecture	External Semester	
Course Code	: <b>BM.07.301.25CT</b>	Exam Duration	: 3 Hrs

**Course Objective:** *The objective is to equip students with comprehensive knowledge in compensation management, its principles, designing compensation system in the organizations and contemporary strategic compensation.*

**Learning Outcomes:** **By the end of the course the students will be able to understand the components of compensation and strategic compensation, present trends in compensation and design & implement an effective compensation management system in any organisation**

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#### **Unit I: Introduction to Compensation Management**

Introduction –Definition of Compensation Management - objectives of compensation – Principles of Compensation Management – Importance of Compensation Management - Types of wages. Exploring and Defining the compensation context – Intrinsic compensation - Extrinsic compensation -- Compensation Trends in India. - The 3-P compensation concept

#### **Unit II: Compensation Planning & Bases of Compensation**

Compensation and its components - Compensation Planning: Level, Structure and Systems Decision – Compensation level planning- factors influencing compensation level planning : internal factors and external factors. Traditional Bases for Pay-Seniority and Longevity Pay- Merit Pay- Performance Appraisal- Methods- Biases -Strengthening the Pay for Performance Link- Possible Limitations of Merit Pay Programmes

#### **Unit III: Incentive Pay & Other pay systems**

Exploring Incentive Pay- Contrasting Incentive Pay with Traditional Pay. Individual Incentives- Types of Individual Incentives- Advantages and Disadvantages. Group Incentives- Types of Group

Incentives- Advantages and Disadvantages. Companywide Incentives- Types- Designing Incentive Pay Programmes. Person Focused Pay- Competency Based Pay, Pay for Knowledge and Skill Based Pay, team based pay- Concepts.

#### **Unit IV: Designing Compensation System**

Building internally consistent Compensation System - Creating Internal Equity through Job Analysis and Job Valuation - Building Market Competitive Compensation System - compensation surveys - Integrating Internal Job Structures with External Market - Building Pay Structures that Recognise Individual Contribution : Constructing pay structure. Pay structure variations - Broad banding- two tier pay structure.

#### **Unit V: Contemporary Strategic Compensation**

International compensation - components of international compensation - Executive compensation - components of executive compensation - Compensating the Flexible Workforce Contingent Employees - core and fringe compensation.

#### **Text Books**

1. Tapomoy Deb, Compensation Management text & cases, Excel Publication , 2009
2. Joseph J. Martocchio, Strategic Compensation- A Human Resource Management Approach- Pearson Education, 2006, 3<sup>rd</sup> Ed

#### **Reference Books:**

1. Dipak Kumar Bhattacharya, Compensation Management , Oxford University Press , 2011
2. Richard.I. Henderson: Compensation Management In A Knowledge Based World - Prentice-Hall, 2007, 9<sup>th</sup> Ed
3. Milkovich & Newman, Compensation, Tata McGraw -Hill, New Delhi, 2005

## **COMPULSORY ELECTIVE**

### **IT-ELECTIVE**

## **DIGITAL MARKETING (ELECTIVE - IIA)**

Scheme of Instruction

Total durations Hrs : 60

Hours/Week : 06(4T+2P)

Credits : 5

Instruction Mode: Lecture +practical

Course Code : **BS.07.201.27AT**

Scheme of Examination

Max. Marks : 100

Internal Examination :30

SBT : 10

External Examination :60

Exam Duration : 3 Hrs

### **Course Objectives:**

To Build an Understanding of Digital Marketing and its Impact on Modern Business

### **Course Outcomes:**

Students who complete this course should be able to

1. To gain knowledge on Digital Marketing Concepts
2. To gain knowledge on Online advertising, Email Marketing, Social Media Marketing
3. To gain knowledge of Search Engine Optimization

### **UNIT- I:**

**Digital Marketing:** Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

### **UNIT-II:**

**Online Advertising:** Introduction, Objective, Where to Advertise, Online AdFormat, Search Engine Ad, Network Advertising , Affiliate Programs , Landing Pages

### **UNIT-III:**

**Email Marketing:** Introduction, Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking

### **UNIT-IV:**

#### **Social Media Marketing (SMM):**

What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter .

## **UNIT-V:**

**Search Engine Optimization (SEO):** Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

**Lab Work: Online Advertising, Email Marketing, Social Media Marketing, Conducting Webinars Search Engine Optimization**

### **SUGGESTED BOOKS:**

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher

## **COMPUTER NETWORKS INFORMATION SECURITY (ELECTIVE - IIB)**

Scheme of Instruction

Total durations Hrs : 60

Hours/Week : 07(4T+3P)

Credits : 6

Instruction Mode: Lecture +practical

Course Code : **BS.07.201.27BT**

Scheme of Examination

Max. Marks : 100

Internal Examination :30

SBT : 10

External Examination :60

Exam Duration : 3 Hrs

Course Objectives:

Build an understanding of the fundamental concepts of computer networking. Familiarize the student with the basic taxonomy and terminology of the computer networking area.

Course Outcomes:

On successful completion of this course, the students should have Independently understand basic computer network terminology.

Gained the knowledge of network topologies and protocols.

Enumerate the layers of the OSI model and TCP/IP.

Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.  
Gained skills for configuring and installing Linux.

### **UNIT – I Computer Network Fundamentals**

Computer Network: Definition, and Uses, Network Connecting Devices: Connectors, , Network Interface Cards and PC Cards, Hubs, Switches, Routers, Bridges, Gateways; Network Services: Connection-oriented and Connection-less service.

### **UNIT – II Analog and Digital Communications Concepts**

Representing Data as Analog Signals, Representing Data as Digital Signals, Data Rate and Bandwidth, Capacity, Baud Rate; Digital Carrier Systems; Guided and Wireless Transmission Media; Communication Satellites; Switching and Multiplexing;

### **UNIT – III OSI Model & LAN Technologies**

OSI Model: Layers in OSI Model, TCP/IP Protocol suite, Addressing: Physical Addresses, Logical Addresses, Port Addresses, Specific Address

LAN Technologies: Wired LANs: Ethernet, Fast Ethernet , Gigabit Ethernet , Wireless LANs; IEEE 802.11 , Bluetooth;

### **UNIT – IV Network Layer & Wide Area Networks**

Network Layer and Routing Concepts: Virtual Circuits and Datagrams; Routing Algorithms

Congestion Control Algorithms;

Wide Area Networks (WANs): Introduction to WANs, Point-to-Point Protocol (PPP) concepts, Frame Relay concepts, Dynamic Host Configuration Protocol (DHCP), Network Address Translation (NAT), IPv4, IPv6.

## UNIT –V Information Security

Information Security: Information security, CNSS Security Model, Balancing Information Security and Access, Approaches to Information Security Implementation,

Intruders, Virus and Firewalls: Intruders, Intrusion detection, password management, Virus and related threats, Counter measures, Firewall design principles, Types of firewalls

**Lab Work: Install and Configure Networking Devices, Establish connections in a LAN, File transfers using FTP, Configure DNS.**

### SUGGESTED BOOKS:

1. Behrouz A Forouzan, “Data Communications and Networking”, McGraw Hill.
2. Michael A. Gallo, William M. Hancock, “Computer Communications and Networking Technologies”, CENGAGE Learning.
3. Andrew S. Tanenbaum, “Computer Networks”, Pearson Education.

## **DATA ANALYTICS USING ‘R’ (ELECTIVE - IIC)**

Scheme of Instruction	Scheme of Examination	
Total durations Hrs : 60	Max. Marks : 100	<b>Cou</b>
Hours/Week : 06(4T+2P)	Internal Examination :30	<b>rse</b>
Credits : 5	SBT : 10	<b>Obj</b>
Instruction Mode: Lecture +practical	External Examination :60	<b>ecti</b>
Course Code : <b>BS.07.201.27CT</b>	Exam Duration : 3 Hrs	

### ves:

To Build an Understanding on how R programming can be used for analyzing the data of an organization.

### Course Outcomes:

Students who complete this course should be able to

1. To gain knowledge on R Programming
2. To perform data Analysis

### **Unit I: Introduction to R Programming:**

Introduction , Understanding R data structure: Variables, Scalars, Vectors, Matrices, List, Data frames ,Cbind, Rbind, attach and detach functions in R Factors, Getting a subset of Data Missing values  
Converting between vector types. Arithmetic operations, Control Structures: While loop, If loop, For loop

### **Unit II Importing & Manipulating data**

Importing data: Reading Tabular Data files, Reading CSV files, Importing data from excel, Loading and storing data with clipboard, Accessing database, Saving in R data, Loading R data objects, Writing data to file, Writing text and output from analyses to file

Manipulating Data: Selecting rows/observations, Rounding Number, Selecting columns/fields, Merging data, Relabeling the column names, Data sorting , Data aggregation, Finding and removing duplicate records

### **Unit III : Functions & Tables**

Functions: Mathematical Functions, Summary Functions, String Functions, User defined functions, Working with dates

Table: Introduction, Table Function, Summary Tables, Tables of Proportion Calculation, Expanding Table to Data Frame, Scale Function, expand.grid function

### **Unit IV: R Graphics**

Introduction, Two Variable Plots, Scatter Plots, Box Plots, Special Plots, Single Sample Plots, Adding shapes to plots, Categorical Variable Plots, Multiple Variable Plots, Special Plots, Saving Graphs to file, Barplots,

### **Unit V Data Analysis**

Measures of Central Tendency: Mean, Median, Mode .

Measures of Dispersion: Range, Quartile Deviation, Average Deviation, Standard deviation and coefficient of variation. Correlation, Regression (Linear & Non Linear ), Time series analysis,

**Lab Work: Programs using the concepts like Importing data, Manipulating Data, Functions, Tables, Graphics , Measures of Central Tendency and Measures of Dispersion**

### **SUGGESTED BOOKS:**

1. Introduction to Probability and Statistics Using R G. Jay Kerns First Edition
2. R Programming for Data Science Roger D. Peng
3. An Introduction to R Notes on R: A Programming Environment for Data Analysis and Graphics W. N. Venables, D. M. Smith and the R Core Team