



**BIRLA INSTITUTE OF TECHNOLOGY-MESRA, RANCHI**  
**COURSE STRUCTURE FOR**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**as per NEP-2020**  
**w.e.f. Academic Session 2023-24**

Semester / Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods/ week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
First Monsoon	FIRST	AECC	MT132	Communication Skills -I	0	0	3	1.5
		MDC	MN101	Fundamentals of Computing	3	0	2	4
		VAC	MN102	Human Values & Professional Ethics	2	0	0	2
		VAC	MN103/ MN104	Yoga/ Physical Education	1	0	2	2
		SEC- SB	CN111	Office Automation Tools	2	0	2	3
		DSC	MN106	Principles of Management	3	0	0	3
		DSC	MN107	Business Statistics	2	0	0	2
		DSC	MN108	Introduction to Business Accounting	3	0	0	3
<b>Total Credit</b>							<b>20.5</b>	

Semester /Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery & credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	C
Second Spring	FIRST	AECC	MN109	Public Speaking & Creative Writing	1	0	2	2
		MDC	MN110	Web Application of Business	2	0	2	3
		VAC	MN111/ MN112	Digital Empowerment /Emotional Intelligence	2	0	0	2
		SEC-SB	MN113	Qualitative Data Analysis	2	0	2	3
		DSC	MN114	Marketing Management	3	1	0	4
		DSC	MN115	Business Economics	3	0	0	3
		DSC	MN116	Organizational Behavior	3	0	0	3
	Vocational	MN117	Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies				4	
<b>Total Credit</b>							<b>24</b>	

**Vocational Courses to be offered during summer- term.**

**EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION**

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					<b>L</b> (Periods/ week)	<b>T</b> (Periods/ week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Third Monsoon	SECOND	AECC	MN201	Personality Development	2	0	2	3
		MDC	MN202	Environment Science	2	0	0	2
		SEC-SB	MN203	Computerized Accounting	2	0	2	3
		DSC	MN204	Introduction to Financial Systems	3	0	0	3
		DSC	MN205	Introduction to Business Analytics	3	0	0	3
		DSC	MN206	Quantitative Techniques in Management	3	0	0	3
		DSC	MN207	Research Methodology	3	0	0	3
<b>Total Credit</b>							<b>20</b>	

Semester/ Session of Study (Recommen ded)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L- Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Fourth Spring	SECOND	AECC	MT133	Communication Skills -II	0	0	3	1.5
		DSC	MN208	Legal Aspects of Management	3	1	0	4
		DSC	MN209	Sales and Distribution Management	3	0	0	3
		DSC	MN210	Human Resource Management	3	0	0	3
		DSC	MN211	Basics of Financial Management	3	0	0	3
		DSC	MN212	Introduction to Digital Marketing	3	0	0	3
		DSC	MN213	Management Information System	3	0	0	3
<b>Total Credit</b>							<b>20.5</b>	

**EXIT OPTION AFTER SECOND YEAR WITH DIPLOMA**

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Fifth Monsoon	Third	DSC	MN301	Entrepreneurship and Small Business	2	0	0	2
		DSC	MN302	Introduction to Materials Management & Production Management	3	0	0	3
		DSC	MN303	Summer Internship / Project				3
		DSE		<b>Elective -1 (PAPER 1)</b>	3	0	0	3
		DSE		<b>Elective -1 (PAPER 2)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 1)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 2)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Sixth Spring	Third	DSC	MN304	Introduction to Sustainable Development	2	0	0	2
		DSC	MN305	Strategic Management	3	0	0	3
		DSC	MN306	International Trade & Business	3	0	0	3
		DSE		<b>Elective -1 (PAPER 3)</b>	3	0	0	3
		DSE		<b>Elective -1 (PAPER 4)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 3)</b>	3	0	0	3
		DSE		<b>Elective -2(PAPER 4)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

Students have to select dual specialization from the list of electives given. Specialization selected in the fifth semester should be continued in the sixth and seventh semester.

#### EXIT OPTION AFTER THIRD YEAR WITH DEGREE

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Seventh Monsoon	Fourth	DSC	MN401	Fundamentals of Operations Research	3	1	0	4
		DSC	MN402	Strategic Human Resource Management	3	1	0	4
		DSC	MN403	Management and Control of Cost	3	0	0	3
		DSC	MN404	Constitution of India	3	0	0	3
		DSE		<b>Elective -1 (PAPER 5)</b>	3	0	0	3
		DSE		<b>Elective -2 (PAPER 5)</b>	3	0	0	3
<b>Total Credit</b>								<b>20</b>

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C- Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN406	Project Management	4	0	0	4
		DSC	MN407	Introduction to Artificial Intelligence	4	0	0	4
<b>Total Credit</b>								<b>20</b>

**BACHELOR'S DEGREE WITH HONOURS**

**OR**

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C- Credits
					<b>L</b> (Periods /week)	<b>T</b> (Periods /week)	<b>P</b> (Periods /week)	<b>C</b>
					<b>L</b>	<b>T</b>	<b>P</b>	
Eight Spring	Fourth	DSC	MN405	Research project /Dissertation/ Internship with Viva-voce and seminar presentation.				12
		DSC	MN408	Research Publications (02 publication or submission in peer-reviewed journals/ presentation in conferences/ seminars/ patented.)				8
<b>Total Credit</b>								<b>20</b>

### BACHELOR'S DEGREE HONOURS WITH RESEARCH

#### Acronyms Expanded

- AECC : Ability Enhancement Compulsory Course
- DSC (C) : Discipline Specific Core (Course)
- SEC-SB : Skill Enhancement Course-Skill Based/
- VAC : Value Added Course
- MDC : Multidisciplinary Course
- DSE : Discipline Specific Elective
- L-T-P : Lecture - Tutorial - Practical (s)

**ELECTIVE GROUPS COURSES: DSE**

<b>DSE / LEVEL</b>	<b>Course Code</b>	<b>Name of the PE courses</b>	<b>Pre-requisite courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>Finance Group</b>					
3/4	MN409	Corporate Taxation	MN108, MN211	3	0	0	3
3/4	MN410	Banking Concepts & Practice	MN108, MN211	3	0	0	3
3/4	MN411	International Finance	MN108, MN211	3	0	0	3
3/4	MN412	Equity & Debt Market	MN108, MN211	3	0	0	3
3/4	MN413	Auditing	MN108, MN211	3	0	0	3
		<b>Information Technology Group</b>					
3/4	MN414	Computer Networks	MN213	3	0	0	3
3/4	MN415	Knowledge Management	MN213	3	0	0	3
3/4	MN416	Internet & Web Page Design	MN213	3	0	0	3
3/4	MN417	Programming Technology	MN213	2	0	2	3
3/4	MN418	E-commerce	MN213	3	0	0	3
		<b>Marketing Group</b>					
3/4	MN419	International Marketing	MN114	3	0	0	3
3/4	MN420	Services Marketing	MN114	3	0	0	3
3/4	MN421	Retail Management	MN114	3	0	0	3
3/4	MN422	Integrated Marketing communication	MN114	3	0	0	3
3/4	MN423	Consumer Behavior	MN114	3	0	0	3
		<b>Human Resource Group</b>					
3/4	MN424	Manpower Planning	MN116, MN210	3	0	0	3
3/4	MN425	Industrial Relations	MN116, MN210	3	0	0	3
3/4	MN426	Training & Development	MN116, MN210	3	0	0	3
3/4	MN427	Industrial & labour Legislations	MN116, MN210	3	0	0	3
3/4	MN428	Performance & Compensation Management	MN116, MN210	3	0	0	3

<b>DSE / LEVEL</b>	<b>Course Code.</b>	<b>Name of the PE courses</b>	<b>Prerequisite courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>Digital Marketing Group</b>					
3/4	MN429	Social Media Marketing	MN212	3	0	0	3
3/4	MN430	Content Marketing	MN212	3	0	0	3
3/4	MN431	Mobile & Email Marketing	MN212	3	0	0	3
3/4	MN432	Digital Marketing Analytics	MN212	3	0	0	3
3/4	MN433	Search Engine Optimization and Marketing	MN212	3	0	0	3
		<b>Business Analytics Group</b>					
3/4	MN434	Data Visualization for Managers	MN205	2	0	2	3
3/4	MN435	Data Mining	MN205	3	0	0	3
3/4	MN436	DBMS	MN205	2	0	2	3
3/4	MN437	Data Science Using R	MN205	2	0	2	3
3/4	MN438	Marketing Analytics	MN205	2	0	2	3



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**Department of Management**  
**Birla Institute of Technology, Mesra, Ranchi - 835215 (India)**

**Institute Vision**

To become a Globally Recognized Academic Institution in consonance with the social, economic and ecological environment, striving continuously for excellence in education, research and technological service to the National needs.

**Institute Mission**

To educate students at Graduate, post graduate and Doctoral levels to perform challenging engineering and Managerial jobs in industry.

To provide excellent research and development facilities to take up Ph.D. programmes and research projects.

To develop effective teaching learning skills and state of art research potential of the faculty.

To build national capabilities in education, and research in emerging areas.

**Department Vision**

To be recognized as a frontrunner in Management education in the country in consonance with the social, economic and ecological environment while striving to contribute to nation building through excellence in research and development activities.

**Department Mission**

To educate students at Post Graduate and Doctoral level to perform better in challenging environment

To nurture first generation entrepreneurs with innovative mindset.

To provide excellent Consulting, and Research & Development facilities for faculty and students.

To uphold the values of Personal Integrity and Social Responsibility.

**Program Educational Objectives (PEO)**

1. To develop managerial and communication skills of students to enable them to manage real life business problems.
2. To impart professional education and training in the field of management & entrepreneurial education.
3. To disseminate knowledge and information by industry-academia interface and continuing interaction with alumni to meet the demand of quality education
4. To produce graduates who are socially responsible and capable of engaging in Life long learning

**Program Outcomes (PO)**

On successfully completing the program a graduate shall be able to:

**A.** Apply basic concepts of management and its interdisciplinary knowledge to identify and analyze complex issues pertaining to contemporary organizations.

**B.** Initiate and participate in change process and value creation across all levels.

**C.** Identify suitable resources and utilize them optimally.

**D.** Take decisions with commitment to professional ethics and responsibilities.

**SEMESTER- I [Monsoon]  
[TOTAL CREDITS- 20.5]**

## MT 132 Communication Skills –I

### COURSE INFORMATION SHEET

**Course code: MT -132**

**Course title: Communication Skills –I**

**Nature of course: sessional**

**Pre-requisite(s):NIL.**

**Co- requisite(s): NIL**

**Credits: 1.5      L:0 T:0 P:3**

Class schedule per week: 03

Class: BBA

Semester / Level: I/ 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To demonstrate ability to listen to and comprehend complex speech in English, listen to explanations, descriptions, messages, new stories, opinions, solutions, etc.
B.	To demonstrate ability to speak effectively in English with peers, teachers and others, handle the various speaking situations in their academic and social sphere with confidence
C.	To demonstrate ability to read and analyse functional texts with confidence; apply critical thinking, analysis and problem-solving skills to the reading material
D.	To demonstrate ability to write messages, personal accounts, critical reviews, short biographies, describe processes, write persuasive essays, etc.
E.	To demonstrate a strong hold on functional grammar which helps them avoid common errors in communication.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Communicate confidently in English with their peers and teachers in the immediate environment and with colleagues, clients, etc. in their future work places
2.	Apply their learning of English to domain subjects and make presentations, posters, write research papers, lab reports, etc with confidence
3.	Handle communicative situations in their academic like such as conversations, discussions, interviews, presentations, seminars, webinars, etc. with confidence
4.	Prepare for their future workplaces and their requirements such as handling team huddles, meetings, phone calls, client visits, field visits, inspections, etc.
5.	Apply critical thinking abilities to analyse problems, brainstorm solutions, handle Situations that require persuasive skills, etc.

## **Syllabus:**

### **Module I: Effective Listening**

The importance of listening; Listening for descriptions of people; listening for opinions; listening for complaints; Listening to people making, accepting, and declining requests; Listening to news stories; listening to messages and a podcast; Process of Listening, Types of Listening, Barriers to Effective Listening, Listening at different managerial levels.

Listening for information about living abroad; listening to opinions; Listening to complaints; Listening to environmental problems; listening for solutions; Listening to descriptions of important events; listening to regrets and explanations; Listening to explanations; listening for the best solution; Listening to past obstacles and how they were overcome; listening for people's goals for the future

### **Module II: Speaking with Confidence**

Describing personalities; expressing likes and dislikes; agreeing and disagreeing; complaining; Talking about possible careers; describing jobs; deciding between two jobs; Making direct and indirect requests; accepting and declining requests; Narrating a story; describing events and experiences in the past; Talking about traveling abroad; expressing emotions; describing cultural expectations; giving advice; Describing problems; making complaints; explaining something that needs to be done; Identifying and describing problems; coming up with solutions; Asking about preferences; discussing different skills to be learned; talking about learning methods; talking about life skills; asking for and giving advice or suggestions; talking about things to be accomplished in the future; Describing milestones; describing turning points; describing regrets and hypothetical situations; Describing qualities for success; giving reasons for success; interviewing for a job; talking about ads and slogans; Drawing conclusions; offering explanations; Giving opinions for and against controversial topics; offering a different opinion; agreeing and disagreeing

### **Module III: Art of Reading**

Reading about unusual social networking sites; Reading about different types of work places; Reading about talking to friends about difficult topics; Types of Reading, Methods of Reading, Reading Comprehension.

Reading about the reliability of online content; Reading about a problem with a ride-sharing service; Reading about a creative solution to a problem; Reading about different studying styles; Reading about young scientist; Reading

About futurists and their predictions for the year 2050; Reading about a conflict and advice on how to fix it; Reading about advertisements; Reading about unexplained events; Reading about a job role; Reading about plagiarism in the digital age

### **Module IV: Writing Skills**

Writing a description of a good friend; Writing about two career choices; Writing a message with

requests; Writing a personal account; Writing a pamphlet for tourists; Writing a critical online review; Writing a post on a community website; Writing about a skill; Writing a message of advice; Writing a biography; Writing a message of apology; Writing a TV or web commercial; Writing about a process; Writing a persuasive essay; Writing a personal statement for an application

### Module V: Advanced Writing Skills

Art of condensation: Précis writing, Summary, Abstract, Synopsis, Paraphrasing; Paragraph writing; Essay writing: Writing a persuasive essay; Writing a biography; Writing about a process; Writing a personal statement for an application; Writing a critical online review; Writing about a complicated situation; Report writing; Writing technical proposals

#### Text books:

1. Communication Skills II nd edition, Sanjay Kumar & Pushp Lata, Oxford University Press Business Correspondence and Report Writing, R.C.Sharma, Krishna Mohan. McGraw Hill
2. Communication for Business, Shirley Taylor, V.Chandra, Pearson
3. Basic Business Communication-.Lesikar I Flatley, McGraw Hill.
4. Business Communication Today, Bovee, Thilland Chatterjee, Pearson
5. Coursebook: *Interchange 5 edition Level 3*, Jack C. Richards, Jonathan Hull, Susan Proctor, Cambridge University Press

#### Gaps in the syllabus (to meet Industry/Profession

requirements)

#### Pos met through Gaps in the Syllabus

#### Topics beyond syllabus/Advanced topics/Design

Pos met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects

Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### **Mapping between Objectives and Outcomes**

#### **Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>				
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	L	H	H
<b>2</b>	H	M	H	M
<b>3</b>	H	M	L	H
<b>4</b>	H	M	H	H
<b>5</b>	H	L	H	M

Mapping Between Cos and Course Delivery(CD)methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		1	Definition, Nature		CO1		PPT/Chalk	
	L2		1	Managerial Roles				- Board/Educational Videos /Case Study etc.	
	L3		1	Managerial Skills and Levels					
2	L4		1	Basic Functions of Management		CO2			
	L5		1						

						CO3			
	L6		1	Evolution of Management Thoughts		CO1		PPT/Chalk	
3	L7		1					- Board/Educational Videos/Case Study etc.	
	L8		1						
	L9		1	Trends and Challenges		CO5		PPT/Chalk	
4	L10		2	Definition,				-	



	L11		2	Nature, Importance,		CO1		Board/Educational Videos/Case Study etc.		
	L12		2	Types of Planning,			CO2		PPT/Chalk	
5	L13		2	Steps in Planning,					Board/Educational Videos/Case Study etc/Seminar	
	L14		2							
	L15		2	Planning Premises				PPT/Chalk		
6	L16		2						- Board/Educational Videos/Case Study etc.	
	L17		3	Concept, Definition,		CO1		Board/Educational Videos/Case Study etc.		
	L18		3						PPT/Chalk	
7	L19		3	Formal and Informal Organisation					- Board/Educational Videos/Case Study etc.	
	L20		3							

	L21		3	Organizational Structure		CO2		PPT/Chalk		
8	L22		3							- Board/Educational Videos/Case Study etc./Mini Projects
	L23		3	Span of Management,		CO3		PPT/Chalk		
	L24		3	Delegation of authority						
9	L25		3							-

	L26		4	Definition,				Board/Educational Videos/Case Study etc.	
	L27		4	Process of staffing				PPT/Chalk - Board/Educational Videos/Case Study etc.	
10	L28	4							
	L29	4							
	L30		4	Need of Control				PPT/Chalk - Board/Educational Videos/Case Study etc.	
11	L31	4	Controlling Process						
	L32	4	Types of Control Devices						
	L33		5	Meaning of Motivation,				PPT/Chalk - Board/Educational Videos/Case Study etc.	
12	L34	5	Motivational theories						
	L35	5							
	L36		5	Motivational theories continued				PPT/Chalk - Board/Educational Videos/	
13	L37	5	Leadership						

	L38		5	Definition		CO4		Case Study etc.	
	L39		5	Leadership Theories				PPT/Chalk -	
14	L40	5							

	L41		5				Board/Educational Videos/Case Study/Self-learning such as use of NPTEL Materials and internets	
15	L42			Revision		CO5	Tutorials/Assignments/Industrial/guest lectures	
	L43							
	L44							
	L45							

## MN 101 Fundamentals of Computing

### COURSE INFORMATION SHEET

**Course code:** MN101

**Course title:** Fundamentals of Computing

**Nature of course:** Lecture

**Pre-requisite(s):** NIL

**Co- requisite(s):** NIL

**Credits:** 4      **L:**3    **T:**0    **P:**2

Class schedule per week: 05

Class: BBA

Semester / Level: I / 1

Branch: Management (BBA)

Name of Teacher:

### COURSE OBJECTIVE:

This course enables the students:

1.	To understand the Basics of Computer.
2.	To describe the Basics Of Number System.
3.	To Know the Operations on different types of Number systems like Binary, Octal, hexadecimal.
4.	To clarify the Basics of Operating systems.
5.	To explain how to use software packages in day to day activities.

### COURSE OUTCOME:

After the completion of this course, students will able to:

1.	Apply math and Boolean algebra in performing computations in various number systems.
2.	Simplify Boolean algebraic expressions.
3.	Perform operations on Numbers like Addition/Subtraction of Numbers in 2's Complement Notation, Binary Multiplication, and Binary Division
4.	Demonstrate the use of Internet and World Wide Web, Communication Protocols & LAN.
5.	Demonstrate the use of Time-Sharing OS using Unix & Linux O/S.

### Syllabus:

#### **Module1: Computer Basics and Languages (9 lectures)**

Basics of a Computer Systems, Basic Characteristics of Computers, Problem Solving. Why Programming Language? Assembly Language, High-level Language, Compiling High level Language, Some High-level Languages.

#### **Module2: Data Representation (9 lectures)**

Representation of Characters in Computers, Representation of Integers and Real in binary, Hexadecimal Representation of Numbers, Conversion between Different Number Systems.

#### **Module3: Binary Arithmetic (9 lectures)**

Binary Addition, Binary Subtraction, Signed Numbers, Two's Complement Representation of Numbers, Addition/Subtraction of Numbers in 2's Complement Notation, Binary Multiplication,

Binary Division. Computer Input/output Unit: Description of Computer Input Units Other Input Methods, Computer Output Units.

**Module4: Memory (6 lectures)**

Memory Cell Memory Organization Read-only Memory, Serial-access Memory Physical Devices Used to Construct Memory, Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives.

**Module5: Computer Networks (9 lectures)**

Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks  
Operating Systems: Why We Need an OS, Batch OS, Multiprogramming OS, Time Sharing OS, Unix OS.

**Lab:**

1.	Word processing : Resume preparation
2.	Word processing : Seminar Report
3.	Spreadsheet Management: Progress Report
4.	Presentation Management
5.	Email id creation
6.	Introduction to programming
7.	Addition of two numbers
8.	Average of three numbers
9.	Area of triangle
10.	Volume of Cylinder
11.	Temperature conversion
12.	Largest of two numbers
13.	Roots of quadratic equation
14.	Conversion from binary to decimal or vice versa
15.	Conversion from binary to octal or vice versa

**Text books:**

1. ITLES Introduction to Computer Science, Pearson, NewDelhi.
2. O'Brien & James Introduction to Information System, McGraw-Hill.

**Ref. Books:**

1. Sinha, P.K. & Sinha, P. Computer Fundamentals BPB, New Delhi
2. Fundamental of Computers–By V. Rajaraman B.P.B. Publications
3. Fundamental of Computers–By P.K. Sinha

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

### Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

#### Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End-Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### Indirect Assessment–

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome Mapping between Objectives and Outcomes

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes on to Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
<b>1</b>	M	L	M	L
<b>2</b>	M	L	M	M
<b>3</b>	M	L	M	M
<b>4</b>	H	M	H	M
<b>5</b>	M	L	H	M

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1, CD2, CD5
CD4	Mini projects / Projects	CO4	CD1, CD2, CD5
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD5
CD6	Industrial/guest lectures		
CD7	Industrial visits/ in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No .	Lecture No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	3		Mod 1	Basics of a Computer Systems, Basic Characteristics of Computers,	T1, R1			PPT Digi Class/Chalk - Board	
2	4		Mod 1	Problem Solving, Why Programming Language? Assembly Language	T1, R1			PPTDigi Class/Chalk-Board	
3	2		Mod 1	High-level Language, Compiling High level Language	T1, R1			PPTDigi Class/Chalk-Board, Lab	
4	3		Mod 1, 2	Some High-level Languages, Representation of Characters in	T1, R1			PPTDigi Class/Chalk-Board, Lab	
5	2		Mod 2	Representation of Integers and Real in binary	T1, R1			PPT Digi Class/Chalk-Board	
6	2		Mod 2	Hexadecimal Representation of Numbers	T1, R1			PPTDigi Class/Chalk-Board	
7	3		Mod 2, 3	Computers Conversion between Different Number	T1, R1			PPTDigi Class/Chalk-Board	

				Systems. Binary Addition, Binary Subtraction					
8	3		Mod 3	Signed Numbers, Two's Complement Representation of Numbers, Addition/Subtraction of Numbers in 2's Complement Notation	T1, R1			PPTDigi Class/Chalk-Board	
9	4		Mod-3	Binary Multiplication, Binary Division. Computer Input/output Unit: Description of Computer Input Units Other Input Methods, Computer Output Units	T1, R1			PPTDigi Class/Chalk-Board, Lab	
10	3		Mod-4	Memory Cell Memory Organization Read-only Memory, Serial-access Memory.	T1, R1			PPTDigi Class/Chalk-Board, Lab	
11	6		Mod-4, Mod-5	Physical Devices Used to Construct Memory, Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives Need for Computer Communication Networks	T1, R1			PPTDigi Class/Chalk – Board, Lab	
12	3		Mod-5	Internet and World Wide Web, Communication Protocols, Local Area Networks	T1, R1			PPTDigi Class/Chalk-Board, Lab	
13	3		Mod-5	Operating Systems: Why We Need an OS, Batch OS, Multiprogramming OS, Time Sharing OS, Unix OS.	T1, R1			PPTDigi Class/Chalk-Board, Lab	



## MN 102 Human Values & Professional Ethics

### COURSE INFORMATION SHEET

**Course code: MN102**

**Course title: Human Values & Professional Ethics**

**Nature of course: Lecture**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 2      L:2    T:0    P:0**

Class schedule per week: 02

Class: BBA

Semester / Level: I/ 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	Create awareness about the concepts of Human Values and its types, Morality, Ethics and virtues, Value Education
B	Harmony as a concept, Harmony the self and the body, Concept of coexistence of the self and the body,
C	Harmony of Family and Nature. The basics for respect and the issues it encompasses.
D	Concept of Professional ethics and the issues related to it .
E	Global issues in Professional Ethics .Business Ethics concept, Concept of Corporate Governance, Ethical issues in different spheres of Business and commerce.

### **COURSE OUTCOME:**

After completion of this course the students will be able to:

1	Understand the concepts of Human Values, Morality, Ethics and Virtues. Also should be aware of the concept and process of Value education.
2	To explain the concept of Harmony and its relationship with self and the body, and also the concept of co existence .
3	Understand the concepts of Harmony of Family and Nature. The basics for respect and the issues it encompasses.
4	To explain the concept of Professional ethics and the issues related to it .
5	Understand the Global issues in Professional Ethics .Business Ethics concept, Concept of Corporate Governance, Ethical issues in different spheres of Business and commerce.

## **Syllabus:**

### **Module-1 (11 lectures)**

Meaning of Human Values, Types of Human Values , Meaning of Morality, Human Values and Ethics , Concept of Civic Virtue- Respect for others, Living peacefully, Caring , sharing , honesty, courage, cooperation, commitment , empathy, spirituality.

Value Education-Concept, Need for value education, The content and process of value education, Self exploration as a way of Value education, Happiness and Prosperity as parts of value education.

### **Module-2 (7 lectures)**

Harmony in the Human being , Human being is more than just the body, Harmony of the self with the body, Understanding myself as Co -existence of the self and the body, Understanding needs of the self and the needs of the body.

### **Module -3 (8 lectures)**

Harmony in the family and society, Harmony in the Nature, Family as a basic unit of Human Interaction and values in relationships, The basics for respect and today's crisis: Affection, Care, Guidance , Reverence, Glory , Gratitude, and love.

### **Module-4 (8 lectures)**

Concept of Professional Ethics, Value based life and Profession, Professional Ethics and right understanding, competence in professional ethics, Issues in Professional ethics- the current scenario in the society.

### **Module-5 (5 lectures)**

Global issues in Professional Ethics with examples, Business Ethics concept, Concept of Corporate Governance, Ethics in Manufacturing and Marketing, Media Ethics, Concept of Intellectual Property rights and the role of ethics and values.

### **Text books:**

1. A. N. Tripathy , Human Values, New Age International Publishers, 2003
2. Bajpai. B.L, Indian Ethos and Modern Management , New Royal Book Co, Reprinted, 2004

### **Reference Books:**

1. Professional Ethics; R. Subramanian, Oxford University Press, 2015

### **Gaps in the Syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors
Tutorials/Assignments
Seminars /Group Discussions by the students
Industrial/guest lectures
Self- learning such as use of NPTEL materials and internets
Case Study

### **Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

### **Indirect Assessment**

1. Student Feedback on course outcome
2. Student Feedback on Faculty

### **Mapping of Course Outcomes with Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
CO1	H	H	M	M
CO2	H	M	H	L
CO3	M	H	M	H
CO4	H	H	L	H
CO5	L	H	M	M

### **Mapping Between Cos and Course Delivery (CD) methods**

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD8and CD9
CD3	Seminars	CO3	CD1,CD2and CD5
CD4	Group Discussions	CO4	CD1,CD5,CD8andCD9

CD5	Case Study	CO5	CD1,CD2and CD9
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture Wise Lesson Planning.

Week No.	Lecture No.	Date	Module - Number	Topics to be covered	Text Book / Reference	COs mapped	Content covered	Teaching Methodology used	Remarks by faculty
1, 2,3	L1 L2 L3 L4 L5 L6 L7 L8,L9, L10,L11		Mod 1	Meaning of Human Values, Types of Human Values , Meaning of Morality, Human Values and Ethics , Concept of Civic Virtue- Respect for others, Living peacefully, Caring , sharing , honesty, courage, cooperation, commitment , empathy, spirituality. Value Education- Concept, Need for value education, The content and process of value education, Self exploration as a way of Value education, Happiness and Prosperity as parts of value education.	T1, T2,R1	CO 1		Lecture, PPT	
4 and 5	L12,L13 L14 L15 L16,L17, L18,		Mod 2	Harmony in the Human being , Human being is more than just the body, Harmony of the self with the body, Understanding myself as Co -existence of the self and the body, Understanding needs of the self and the needs of the body.	T1,R1	CO 2		Case Study and lecture	
6, 7,8	L19 L20		Mod 3	Harmony in the family and society, Harmony in the	T2, R1,	CO 3		Lecture, Group	

	L21 L22 L23 L24 L25 L26			Nature, Family as a basic unit of Human Interaction and values in relationships, The basics for respect and today's crisis: Affection, Care, Guidance , Reverence, Glory , Gratitude, and love.				discussi on, and Case Study	
9,10,11	L27 L28 L29 L30 L31 L32 L33 L34		Mod 4	Concept of Professional Ethics, Value based life and Profession, Professional Ethics and right understanding, competence in professional ethics, Issues in Professional ethics- the current scenario in the society.	T1, T2, R1	CO 4		Lecture, Group Discussi on	
11 ,12 ,13	L35L36 L37 L38 ,L39		Mod 5	Global issues in Professional Ethics with examples, Business Ethics concept, Concept of Corporate Governance, Ethics in Manufacturing and Marketing, Media Ethics, Concept of Intellectual Property rights and the role of ethics and values.	T1, T2, R1	CO 5		Lecture and Case Study	

## MN 103 Yoga

### COURSE INFORMATION SHEET

**Course code: MN103**

**Course title: Yoga**

**Nature of course: Lecture**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 2      L:1   T:0   P:2**

Class schedule per week: 03

Class: BBA

Semester / Level: I/ 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

<b>A.</b>	To provide the knowledge of Yoga
<b>B.</b>	To provide the knowledge of various Asanas
<b>C.</b>	To develop the understanding and knowledge of Origin of yoga
<b>D.</b>	Understand, appreciate, and apply yoga practices in daily life
<b>E.</b>	To understand historical development of yoga in India

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

<b>1.</b>	To learn about various Yoga Asanas, Satkarmas and Pranayams
<b>2.</b>	To understand the importance of yoga in physical education and other Fields.
<b>3.</b>	To clearly understand, appreciate and carry out the improvements needed to ensure a sustainable life
<b>4.</b>	To justify the practical considerations involving yogic culture.
<b>5.</b>	To be proficient enough to develop and modify asanas into a healthy life style.

## **Syllabus:**

### **Module 1: (6 Lectures)**

Origin of yoga, definition and scope of yoga, limitations and misconceptions, importance of yoga in physical education and other fields

### **Module 2: (5 Lectures)**

Historical development of yoga in India.

Types of Yoga:-Hatha yoga, laya yoga, mantra yoga, bhakti yoga, karma yoga, jnana yoga, raj yoga

### **Module 3: (6 Lectures)**

Patanjali yoga sutras- yama, niyama, asana, pranayama

Pratyahar- Benefits & utilities of these. Astanga yoga- Definition, objectives, dharna, dhyana, Samadhi & their psychological impact.

### **Module 4: (7 Lectures)**

Asanas: Types, importance of asanas in special reference to Physical Education & Sports.

Differentiate between asanas and exercise.

### **Module 5: (6 Lectures)**

Pranayama and the importance of pranayama in special reference to Physiological effects.

Importance of vegetarianism in yogic diet. Bandhas, mudras and their physiological effects.

### **Text books:**

1. Day P.(1986). Yoga Illustrated Dictionary. Jaico Pub. House. New Delhi.
2. Debnath M( 2007). Basic Core Fitness Through Yoga And Naturopathy. Sports Publication. New Delhi.

### **Ref. Books:**

1. Kumar ER (1988). Heal Yourself with Yoga: Specific Disease. Taraporevala, Bombay.

### **Gaps in the syllabus (to meet**

### **Industry/Profession requirements)**

### **POs met through Gaps in the Syllabus**

### **Topics beyond syllabus /Advanced**

### **topics/Design**

### **Pos met through Topics beyond**

### **syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
1	N	M	M	L
2	H	L	H	M
3	H	M	M	M
4	H	H	H	M
5	M	H	M	H



### Mapping Between COs and Course Delivery(CD)methods

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Mini projects/Projects	CO4	CD1,CD2, CD3, CD4
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1		1	Introduction to the course	T1,R1	CO1		Lecture/PPT Digi Class/Chalk-Board	
	2		1	Origin of yoga, definition	T1,R1	CO1			
2	3		1	Scope of yoga	T1,R1	CO1, CO2		Lecture/PPT Digi Class/Chalk-Board	
	4		1	limitations and misconceptions of yoga importance of yoga	T1,R1	CO1, CO2			
3	5		1	Limitations and misconceptions, importance of yoga cont...	T1,R1	CO1, CO2		Lecture/PPT Digi Class/Assignment	
	6		1	Importance of yoga in physical education and other fields	T1,R1	CO1, CO2, CO3			
4	7		2	Historical development of yoga in India.	T1,R1	CO2, CO3		Lecture/PPT Digi Class/Seminar	
	8		2	Types of Yoga	T1,R1	CO2, CO3			
5	9		2	Types of Yoga Cont..	T1,R1	CO2, CO3			
	10		2	Types of Yoga Cont...	T1,R1	CO2, CO3			
6.	11		3	Pratyahar- Benefits & utilities of these	T1,R1	CO2, CO3, CO4		Lecture/PPT Digi Class/Chalk-Board	
	12		3	Patanjali yoga sutras-	T1,R1	CO3, CO4			

7.	13		3	Patanjali yoga sutras- yama, niyama, asana, pranayama	T1,R1	CO3, CO4		
	14		3	Pratyahar- Benefits & utilities of these.	T1,R1	CO2, CO3, CO4		
8.	15		3	Astanga yoga- Definition	T1,R1	CO3, CO4		
	16		3	objectives, dharna, dhyana,	T1,R1	CO2, CO3		
9.	17		3	Samadhi & their psychological impact.	T1,R1	CO3		
	18		4	Asanas: Introduction	T1,R1	CO4, CO5		
10.	19		4	Asanas: importance of asanas in special reference to Physical Education & Sports.	T1,R1	CO3, CO4, CO5		
	20		4	Asanas: Types, importance of asanas in special reference to Physical Education & Sports. Cont..	T1,R1	CO4, CO5		
11.	21		4	Asanas: Types, importance of asanas in special reference to Physical Education & Sports. Cont...	T1,R1	CO3, CO4		
						O4,CO5		PT Digi

	22		4	Differentiate between asanas and exercise.	T1,R1	CO4,C O5		Class/Chalk Board	
12.	23		4	Differentiate between asanas and exercise cont..	T1,R1	CO3 , CO4		Lecture/PT Digi Class/Assignments	
	24		4	Differentiate between asanas and exercise cont..	T1,R1	CO4,C O5			
13	25		5	Pranayama: Introduction	T1,R1	CO5		Lecture/PT Digi Class/Assignments	
	26		5	Pranayama and importance of pranayama in special reference to Physiological effects.	T1,R1	CO5			
14	27		5	Pranayama and importance of pranayama in special reference to Physiological effects. Cont..	T1,R1	CO5		Lecture/PT Digi Class/Seminars	
	28		5	Pranayama and importance of pranayama in special reference to Physiological effects. cont	T1,R1	CO3,C O4,CO 5			
15	29		5	Importance of vegetarianism in yogic diet. Bandhas, mudras and their physiological effects.	T1,R1	CO3,C O4,CO 5			
	30		5	Importance of vegetarianism in yogic diet. Bandhas, mudras and their physiological effects. Cont..	T1,R1	CO3,C O4,CO 5			

## MN 104 Physical Education

### COURSE INFORMATION SHEET

**Course code: MN 104**

**Course title: Physical Education**

**Nature of course: Lecture**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 2      L:1   T:0   P:2**

Class schedule per week: 03

Class: BBA

Semester / Level: I / 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	To understand the basic concepts of Physical education and changing trends in physical education
B	To have an insight into Meaning and Importance of Wellness, Health, and Physical Fitness
C	To know the Importance of Test, Measurements and Evaluation in Sports
D	To have an idea about management of sporting events and making of various committee to manage the sports events.
E	To know about the importance of balanced diet and nutrition in human life.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	To understand the importance of physical education in human life.
2	To analyse wellness, Health and physical fitness.
3	To know various test, measurement, and evaluation techniques in sports
4	To apply various leadership role in managing sporting events.
5	To demonstrate the importance of balanced diet and nutrition.

### **SYLLABUS:**

### **Module-1: Introduction to Physical education (7 Lectures)**

- Meaning ,concepts, Aims & Objectives of Physical Education
- Development of Physical Education in India – Post Independence
- Changing Trends in Sports- playing surface, wearable gears and sports equipment, technological advancements
- Career Options in Physical Education.

### **Module-2: Physical Fitness, Health and Wellness (5 Lectures)**

- Meaning and Importance of Wellness, Health and Physical Fitness
- Components/Dimensions of Wellness, Health and Physical Fitness
- Traditional Sports & Regional Games for promoting wellness
- Leadership through Physical Activity and Sports

### **Module-3 :Test, Measurement & Evaluation (6 Lectures)**

- Define Test, Measurements and Evaluation.
- Importance of Test, Measurements and Evaluation in Sports.
- Calculation of BMI, Waist – Hip Ratio, Skin fold measurement (3-site)
- Classification of Test in Physical Education and Sports.
- Measurements of health-related fitness

### **Module-4 : Management of Sporting Events (6 Lectures)**

- Functions of Sports Events Management (Planning, Organising, Staffing, Directing & Controlling)
- Various Committees & their Responsibilities (pre, during & post)
- Fixtures and their Procedures – Knock-Out (Bye & Seeding) & League (Staircase, Cyclic, Tabular method) and Combination tournaments.
- Intramural & Extramural tournaments – Meaning, Objectives & Its Significance in sports.

### **Module-5: Sports & Nutrition (6 Lectures)**

- Concept of balanced diet and nutrition
- Macro and Micro Nutrients: Food sources & functions
- Nutritive & Non-Nutritive Components of Diet
- Eating for Weight control – A Healthy Weight, The Pitfalls of Dieting, Food Intolerance, and Food Myths
- Importance of Diet in Sports-Pre, During and Post competition Requirement

#### **Text Books:**

1. Dr. V.K. Sharma, Health and Physical education (New Saraswati House, New Delhi).Revised edition -2022.

#### **Reference Books:**

1. Vinod Pillai R, Vinod M.L, Physical education, Oswal publishers,2023
2. Dr. Loveleena Nadir, Dr.Anil Nadir, Essentials of Physical education, Sultan chand and sons,2023.

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments

Seminars
Simulation
Mini projects/Projects
On the field training
Guest lectures
Demonstrating sports events.
Self-learning such as use of NPTEL materials and internets

#### **Gaps in the Syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

#### **Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure:**

## Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

## Indirect Assessment

1. Student Feedback on Course Outcome.

### Mapping of Course Outcomes onto Program Outcomes:

Course Outcome	Program Outcomes(POs)			
	A	B	C	D
CO1	3	1	3	3
CO2	3	3	3	2
CO3	3	2	1	3
CO4	3	2	3	3
CO5	3	1	3	2

Correlation Levels 1, 2 or 3 as defined below:

**1: Slight(Low) 2: Moderate(Medium) 3: Substantial(High)**

### Mapping Between Cos and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1,CD5,CD3
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD5,CD6,CD7
CD4	Mini Projects/Projects	CO4	CD1,CD2,CD5,CD8
CD5	On the field training	CO5	CD1, CD2, CD3,CD4,CD6, CD8,CD9
CD6	Guest Lectures		
CD7	Demonstrating sports events		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture wise Lesson planning Details:



Week No.	Lect . No.	Tentative Date	Ch . No.	Topics to be covered	Text Book/References	COs Mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		M1	Meaning and Concept	1,2,3	CO1		Lecture/PPT	
	L2		M1	Aims & Objectives of Physical Education	1,2,3	CO1		Lecture/PPT	
2	L3		M1	Development of Physical Education in India – Post Independence	1,2,3	CO1		Lecture/PPT/ Case Study	
	L4		M1	Development of Physical Education in India – Post Independence	1,2,3	CO1		Lecture/PPT	
3	L5		M1	Changing Trends in Sports-playing surface.	1,2,3	CO1		Lecture/PPT/Assignment	
	L6		M1	wearable gears and sports equipment, technological advancements	1,2,3	CO1		Lecture/PPT/Assignment	
4	L7		M1	Career Options in Physical Education.	1,2,3	CO1		Lecture/PPT	
	L8		M2	Meaning and Importance of Wellness, Health and	1,2,3	CO2		Lecture/PPT	

				Physical Fitness					
5	L9		M2	Meaning and Importance of Wellness, Health and Physical Fitness	1,2,3	CO2		Lecture/PPT	
	L10		M2	Components/ Dimensions of Wellness, Health and Physical Fitness	1,2,3	CO2		Lecture/PPT/Seminar	
6	L11		M2	Traditional Sports & Regional Games for promoting wellness	1,2,3	CO2		Lecture/PPT	
	L12		M2	Leadership through Physical Activity and Sports	1,2,3	CO2		Lecture/PPT	
7	L13		M3	Define Test, Measurements and Evaluation.	1,2,3	CO3		Lecture/PPT/seminar	
	L14		M3	Importance of Test, Measurements and Evaluation in Sports.	1,2,3	CO3		Lecture/PPT	
8	L15		M3	Calculation of BMI, Waist – Hip Ratio, Skin fold measurement (3-site)	1,2,3	CO3		Lecture/PPT	
	L16		M3	Calculation of BMI, Waist – Hip Ratio, Skin	1,2,3	CO3		Lecture/PPT	

				fold measurement (3-site)					
9	L17		M3	Classification of Test in Physical Education and Sports.	1,2,3	CO3		Lecture/PPT	
	L18		M3	Measurements of health-related fitness	1,2,3	CO3		Lecture/PPT	
10	L19		M4	Functions of Sports Events Management (Planning, Organising, Staffing, Directing & Controlling)	1,2,3	CO4		Lecture/PPT	
	L20		M4	Functions of Sports Events Management (Planning, Organising, Staffing, Directing & Controlling)	1,2,3	CO4		Lecture/PPT	
11	L21		M4	Various Committees & their Responsibilities (pre,during& post)	1,2,3	CO4		Lecture/PPT/Assignment	
	L22		M4	Fixtures and their Procedures – Knock-Out (Bye & Seeding) & League (Staircase, Cyclic, Tabular method) and Combination	1,2,3	CO4		Lecture/PPT	

				tournaments.				
12	L23		M4	Fixtures and their Procedures – Knock-Out (Bye & Seeding) & League (Staircase, Cyclic, Tabular method) and Combination tournaments.	1,2,3	CO4		Lecture/PPT
	L24		M4	Intramural & Extramural tournaments – Meaning, Objectives & Its Significance <b>in sports.</b>	1,2,3	CO4		Lecture/PPT
13	L25		M5	Concept of balanced diet and nutrition	1,2,3	CO5		Lecture/PPT
	L26		M5	Macro and Micro Nutrients: Food sources & functions	1,2,3	CO5		Lecture/PPT
14	L27		M5	Nutritive & Non-Nutritive Components of Diet	1,2,3	CO5		Lecture/PPT
	L28		M5	Eating for Weight control – A Healthy Weight, The Pitfalls of Dieting, Food Intolerance, and Food Myths	1,2,3	CO5		Lecture/PPT/Assignment
15	L29		M5	Eating for Weight	1,2,3	CO5		Lecture/PPT

				control – A Healthy Weight, The Pitfalls of Dieting, Food Intolerance, and Food Myths					
	L30		M5	Importance of Diet in Sports-Pre, During and Post competition Requirements	1,2,3	CO5		Lecture/PPT/Assignments	

## CN 111 Office Automation Tools

### COURSE INFORMATION SHEET

**Course code: CN111**

**Course title: Office Automation Tools**

**Nature of course: Lecture**

**Pre-requisite(s):NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:2   T:0   P:2**

Class schedule per week: 04

Class: BBA

Semester / Level: I/ 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	Use file managers, word processors, spreadsheets, presentation software's.
B.	Understand the dynamics of an office environment.
C.	Present conclusions effectively, orally and in writing.
D.	Demonstrate the ability to apply application software in an office environment.
E.	To know the practical application of various automation tools.

### **Course Outcomes:**

After the completion of this course, students will able to:

CO1	Use file managers, word processors, spreadsheets, presentation software's
CO2	Describe the features and functions of the categories of application software.
CO3	Understand the dynamics of an office environment.
CO4	To apply different tools for different automation problems.
CO5	Use Google Suite for office data management tasks.

### **Syllabus:**

#### **Module 1 (8 Lectures)**

**Basics of Computer:** Introduction of Computer, Computer generations, Types of Computer, Characteristics of Computer, Fundamental understanding of Computer Storage Device, Input Device, Output Device, Types of Software, Usage of Computer.

**Windows Operating system:** Introduction to Windows, Starting Windows, Desk Top, Task Bar, Start Up Menu Working with programs and icons-Adding,

removing, starting and quitting programs and icon. Working with files and folders-creating, deleting, opening, finding, copying, moving and renaming files and folders. Control Panel, setting, My Computer, Recycle bin, My documents, drives. Windows notepad, Accessories and windows Explorer.

## **Module 2 (8 Lectures)**

### **Introduction to open office/MS office/ Libreoffice**

Word Processing: Features, Creating, Saving and Opening Documents in Word, Interface, Toolbars, Ruler, Menus, Keyboard, Shortcut, Editing, Previewing, Printing & Formatting a Document, Advanced Features of MS Word, Find & Replace, Using Thesaurus, Using Auto- Multiple Functions, Mail Merge, Handling Graphics, Tables & Charts, Converting a word document into various formats like-Text, Rich Text format, Word perfect, HTML,PDF etc.

## **Module 3 (8 Lectures)**

### **Spreadsheets**

Worksheet basics, creating worksheet, entering into worksheet, heading information, data, text, dates, alphanumeric values, saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Keyboard shortcuts, Working with single and multiple workbook, working with formulae & cell referencing, Auto sum, Coping formulae, Absolute & relative addressing, Worksheet with ranges, formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and Using macros, Multiple worksheets- concepts, creating and using.

## **Module 4 (8 Lectures)**

**Presentation Tools:** Presentation Tools: Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, hand-outs, slide shows, using transitions, animations.

## **Module 5 (8 Lectures)**

### **Online Office Tool**

Google Docs Tools: Creating, saving, downloading, sharing files/folders from Google drive, creating and sharing Google docs, import and export docs, creating and sharing Google sheet, import and export Google sheet, Google forms and form responses,creating Google slides to present your ideas.

### **List of Programs as Assignments:**

Implementation of the above modules in the lab experiments.

### **Text books:**

1. Computer Fundamentals by Pradeep K Sinha
2. Peter Norton: Computing Fundamentals. 6th Edition, McGraw Hill-Osborne,6 edition
3. Working in Microsoft Office – Richard Mansfield – Tata McGraw Hill Education.
4. Microsoft Office 2010 For Dummies By Wallace Wang

**Ref. Books:**

1. <https://gsuite.google.com/learning-center>

**Gaps in the Syllabus (to meet Industry/Profession requirements)**

1. Introduction to online automation software and application.
2. Multimedia Introduction.

**POs met through Gaps in the Syllabus - 1, 2, 3, 4**

**Topics beyond syllabus/Advanced topics/Design**

1. Online automation, online apps

**POs met through Topics beyond syllabus/Advanced topics/Design - 3,5,7,8**

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
FirstQuiz	10
MidSemesterExamination	25
SecondQuiz	10
Teacher’sAssessment	5
EndSemesterExamination	50

**Indirect Assessment**

1. StudentFeedbackonFaculty
2. Student Feedback on Course Outcome

**Mapping between Cos and Program Outcomes**

Course outcome	Program Outcomes(POs)												Program Specific Outcomes		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>CO1</b>	2	3	3	2	3	3	3	2	3	2	1	3	2	3	3
<b>CO2</b>	3	3	2	3	2	2	1	1	1	2	3	2	3	2	2
<b>CO3</b>	1	2	3	3	2	3	3	2	3	2	3	2	3	3	3
<b>CO4</b>	2	3	2	3	2	3	3	2	3	2	2	3	2	3	3
<b>CO5</b>	3	2	3	2	3	3	2	3	3	2	3	3	3		3

**Correlation Levels 1, 2 or 3 as defined below:**

- 1:Slight(Low) 2:Moderate(Medium) 3:Substantial(High)

**Mapping Between Cos and Course Delivery (CD) methods**

CD Code	CourseDeliveryMethods	CourseOut come	CourseDelivery MethodUsed
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CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD3, CD8
CD3	Seminars	CO3	CD1, CD2, CD5
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD5
CD5	Laboratory Experiments/Teaching Aids	CO5	CD2, CD4, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self-learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

## MN 106 Principles of Management

### COURSE INFORMATION SHEET

**Course code: MN 106**

**Course title: Principles of Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:3   T:0   P:0**

Class schedule per week: 03

Class: BBA

Semester / Level: I / 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basic principles of Management; used to manage an enterprise.
2.	To have an insight into the evolution of management theory and familiarity with different schools of management thoughts
3.	To appreciate the six major functions of Management i.e. Planning, Organizing, Staffing, Leading, Directing and Controlling.
4.	To explain the concept and nature of management.
5.	To understand the significance of management, along with the various levels of Management and the skills required at each level

### **COURSE OUTCOME:**

After the completion of this course, students will be to:

1.	To apply the basic knowledge of subject area
2.	To analyse the concept of management and its functions.
3.	To apply management skills required at each level
4.	To apply various leadership role in the community
5.	To demonstrate the Intellectual curiosity to see the world around

### **Syllabus**

#### **Module 1: Introduction to Management (7 lectures)**

Definition, Nature, Managerial Roles, Managerial skills and Levels, Basic Functions of Management, Evolution of Management Thoughts and Trends and Challenges of Management in Global Scenario

#### **Module 2: Planning (7 lectures)**

Definition, Nature, Importance, Types of Planning, Steps in Planning, Planning Premises Forecasting and decision making.

**Module 3: Organizing (7 lectures)**

Concept, Definition, Formal and Informal organization, Organizational Structure:- Types & significance (Functional Organization, Product/ Market organization and Matrix Structure), Span of Management, Delegation of authority.

**Module 4: Staffing & directing (8 lectures)**

Definition, Process of staffing, Meaning of Motivation, Motivational theories - Maslow Hierarchy of Need Theory & Herzberg Two Factor Theory Leadership Definition, Characteristics (referring few theories of leadership as trait, charismatic and contingency theory)

**Module5: Controlling (6 lectures)**

Meaning and Need of Control, Controlling Process, Types of Control Devices, Non Budgetary Control Techniques, Budgetary Control Techniques, Information Systems and Control, Characteristics of Effective Controls.

**Text books:**

1. Koontz, H. and Wehrich, H(1998) & (2001)
2. Essentials Of Management (Tata Mc Graw Hill: New Delhi) Edition- 5<sup>th</sup> and 10<sup>th</sup>

**Reference books:**

1. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)Edition-5
2. Principles and Practices, T. N. Chhabra, Dhanpat Rai and Sons Pvt. Ltd.
3. Management: A Global and Entrepreneurial Perspective, WehrichHeinz & Koontz Harold, Mc. Graw Hill
4. Principles of Management- P.C. Tripathi and P.N. Reddy, McGraw Hills

**Gaps in the syllabus (to meet Industry/Profession**

**requirements)**

**Pos met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment:**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>

<b>1</b>	H	L	H	H
<b>2</b>	H	M	H	M
<b>3</b>	H	M	L	H
<b>4</b>	H	M	H	H
<b>5</b>	H	L	H	M

<b>Mapping Between Cos and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details:

Week No.	Lect . No.	T en tative Date	Ch. No.	Topics to be covered	Text Boo k/Re fere nces	COs map ped	Actua l Conte nt cover ed	Methodolog y used	Rema rks by facult y if any
1	L1		M1	Definition, Nature of management	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L2		M1	Managerial Roles	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L3		M1	Managerial skills and Levels	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4		M1	Basic Functions of management	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5		M1	Evolution of Management Thoughts	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6		M1	Trends and Challenges	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
3	L7		M2	Definition, Nature of Planning	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8		M2	Importance of planning	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	Types of Planning,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	Steps in Planning,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Planning Premises, Forecasting	1,2,3	CO2		Lecture/PPT Tutorials/As signments	

	L12		M 2	Decision making.	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Concept, Definition Organizing	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14		M3	Formal and Informal Organization	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15		M3	Organizational Structure Types & significance Functional Organization,	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Product/ Market organization and Matrix Structure	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17		M3	Span of Management	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18		M 3	Delegation of authority	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19		M4	Definition & Process of staffing	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L20		M4	Meaning of Motivation,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L21		M4	Motivational theories - Maslow Hierarchy of Need Theory & Herzberg Two Factor Theory	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
8	L22		M4		1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	Leadership Definition, Characteristics	1,2,3	CO4		Lecture/PPT Tutorials/Ass ignments	
	L24		M 4	Trait, charismatic and contingency theory of leadership	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
9	L25		M5	Meaning, concept & definition	1,2,3	CO5		Lecture/PPT Tutorials/As	

								signments	
	L26		M5	Need of Control	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L27		M 5	Controlling Process	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L28		M5	Types of Control Devices: Traditional	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L29		M5	Modern devices	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M 5	Revision	1,2,3	CO1 - CO5		Lecture/PPT Tutorials/As signments	



## MN 107 Business Statistics

### COURSE INFORMATION SHEET

**Course code: MN 107**

**Course title: Business Statistics**

**Nature of course: Lecture**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 2          L:2   T:0   P:0**

Class schedule per week: 02

Class: BBA

Semester / Level: I / 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand the importance of data and how to collect, organize and summarize those data.
B.	To describe preliminary statistical techniques to solve problems.
C.	To explain the merits and limitations of different statistical techniques.
D.	To impart the knowledge of interpreting there result of data analysis.
E.	To enable the students in terms of understanding the statistical aspects related to Business there by enhancing their skills in this regard.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Appraise the need for data analysis.
2.	Formulate the statistical problem and solve it.
3.	Interpret the results of statistical analysis for improved managerial decision making.
4.	Design and describe problems of inferential statistics.
5.	Apply analytical skills in both private and public business organizations in the country.

### **Syllabus:**

#### **Module 1: (4 Lectures)**

Introduction to Statistics: Definition of Statistics, Scope of Statistics, Types of Data. Methods of collecting Data, Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numerical exercises.

#### **Module 2: (6 Lectures)**

Measures of Central Tendency: Need for measuring central tendency of data; Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode: their properties, merits and demerits. Numerical exercises

**Module 3: (6 Lectures)**

Measures of Dispersion: Need for measuring dispersion of data; Range, Mean Absolute Deviation, Quartile Deviation, Standard deviation, Coefficient of Variation: their properties, merits and demerits. Numerical exercises

**Module 4: (6 Lectures)**

Correlation and Regression Analysis (for ungrouped data ): Need for studying correlation, Types of Correlation, Methods of Studying Correlation: Scatter Diagram, Karl Pearson’s coefficient of correlation, Spearman’s Rank Correlation, Method of least squares. Need for studying regression analysis, Two regression equations, Regression co-efficient and its properties. Numerical exercise.

**Module 5: (6 Lectures)**

Business Forecasting through Time Series Analysis: Significance of forecasting in business, Steps in Forecasting, Role of Time Series Analysis, Components of Time Series: Secular Trend, Seasonal Variations, Cyclical Variations, Irregular Variations. Method of Semi-averages. Numerical exercises

Note: The treatment of the subject matter is to be application oriented in the field of management. The proof of theorems and derivations of formulae is not required

**Text books:**

1. Gupta S.P. and Gupta M.P. (2015), Business Statistics. (Sultan Chand & Sons: New Delhi).18th ed.
2. Das N.G. (2017). Statistical Methods (combined volumes). (Tata McGraw-Hill: New Delhi).

**Ref. Books:**

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui (2017), Statistics for Management. (Pearson: New Delhi) 8th ed.
2. Hogg Robert V., McKean Joseph, Craig Allen T. (2017), Introduction to Mathematical Statistics (Pearson: New Delhi) 7th ed.
3. Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham, Mumbai) 1st ed

**Course Delivery method:**

Course Delivery methods Lecture by use of boards
LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training Self- learning such as use of NPTEL materials and internets
Simulations

**Gaps in the syllabus(to meet Industry/Profession requirements)**

**Pos met through Gaps in the syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and Internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

- 1.Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	H	H
2	H	M	H	M
3	H	M	L	H
4	H	M	H	H
5	H	L	H	M

**Mapping of Course Outcomes onto Program Outcomes**

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1,CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3,CD4, CD6,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internet		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	Cos Mapped	Actual Content covered	Methodology used	Remarks by Faculty If any
1	1-2		Mod-1	Definition of Statistics, Scope of Statistics, Types of Data. Methods of Collecting data.	T1,T2 ,R1	CO1, CO4		Lecture/PP T/Assignments/Self Learning	
2	3-4		Mod-1	Diagrammatic and Graphic Presentation Of Data. Numerical exercises.	T1,T2 ,R1	CO1, CO4		Lecture/PP T Lecture/PP T/Assignments/Self Learning	
3	5-6		Mod-2	Graphs of Frequency Distribution. Numerical exercises.	T1,T2 ,R1	CO1, CO4		Lecture/PP T	
4	7-8		Mod-2	Need for measuring Central tendency of data; Arithmetic Mean, Geometric Mean: properties, merits & demerits. Numerical Exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T/Projects	
5	9-10		Mod-2	Harmonic Mean, Median, Mode: properties, merits & demerits. Numerical exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T	
6	11-12		Mod-	Need measuring for	T1,T2	CO2,		Lecture/PP	

			3	Dispersion of data; Range, Mean  Absolute Deviation: properties, merits And demerits. Numerical exercises.	,R1	CO3, CO4,  CO5		T/Guest Lectures/S e Minars	
7	13 -14		Mod- 3	Quartile Deviation,  Standard deviation: properties, merits And demerits. Numerical exercises.	T1,T2  ,R1	CO2,  CO3, CO4		Lecture/PP  T/Self Learning	
8	15-16		Mod- 3	Coefficient of Variation: their properties, merits And demerits. Numerical exercises.	T1,T2  ,R1	CO3, CO4, CO5		Lecture/PP T/Guest Lectures	
9	17-18		Mod- 4	Need for studying correlation, Types of Correlation, Methods of Studying Correlation: Scatter Diagram, Karl Pearson's coefficient Of correlation, Spearman's Rank	T1, T2,  R1, R2	CO3, CO4,  CO5		Lecture/PP T	
				Correlation. Numerical exercises.					
10	19-20		Mod- 4	Method of least squares. Need for studying regression analysis, Two regression equations. Numerical examples.	T1, T2, R1, R2	CO2, CO3, CO4, CO5		Lecture/PP T	
11	21-22		Mod- 4	Regression coefficients and its properties. Numerical exercises.	T1, T2, R1, R2	CO2, CO3, CO4		Lecture/PP T	

12	23-24		Mod-5	Significance of Forecasting in business, Steps in Forecasting, Role of Time Series Analysis.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PP T	
13	25-26		Mod-5	Components of Time Series: Secular Trend, Seasonal Variations, Cyclical Variations, Irregular Variations. Numerical exercises.	T1, T2, R1, R3	CO2, CO3, CO4, CO5		Lecture/PP T/Projects	
14	27-28		Mod-5	Method of Semi-averages. Numerical exercises.	T1, T2, R1, R3	CO2, CO3, CO4		Lecture/PP T/Self Learning	

## MN 108 Introduction to Business Accounting

### COURSE INFORMATION SHEET

**Course code: MN 108**

**Course title: Introduction to Business Accounting**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3   T:0   P:0**

Class schedule per week: 03

Class: BBA

Semester / Level: I/ 1

Branch: Management (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand the concept and role of accounting in financial reporting in modern economy
B.	To develop the understanding of basic accounting concepts and techniques of and accounting system. Principles and procedures underlying the accounting process.
C.	To provide an understanding, importance of accounting; preparation of final accounts for profit making organization
D.	To understand the preparation of accounting form on-profit organization.
E.	To provide the knowledge of bills of exchange transaction and bank reconciliation statement.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Demonstrate the role of accounting in business in economic world.
2.	Explain the principles of accounting and bookkeeping.
3.	Apply accounting rules in determining financial results and preparation of financial statement



4.	Develop and practice the maintenance of accounting books for non-profit making organization
5.	Determine the processes of billing in business and banking transaction.

**Syllabus:**

**Module 1 (9Lectures)**

**Accounting:** Basics of Accounting, Accounting, Mechanics Double Entry System, Classification, Golden Rules, Concepts and Conventions Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of Trial Balance, Subdivision of journal-day book.

**Module 2 (9Lectures)**

**Final Accounts:** Trading Account, Profit and Loss Account, , Balance sheet, Closing entries, Assets and their Classification, Liabilities and their Classification, Uses and Limitations of Balance sheet.

**Module 3 (9Lectures)**

Capital and Revenue Expenditure and Receipts: Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss.

**Module 4 (9Lectures)**

**Accounting for Non-Profit:** Organization: Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems

**Module 5 (9Lectures)**

Bills of Exchange: Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonors of Bills, preparation of Bank Reconciliation

**Text books:**

1. Hanif and Mukherjee (2018), Modern Accountancy Volume 1, Tata McGraw Hill Publishing Company limited, New Delhi, 3<sup>rd</sup> ed.
2. Grewal, T.S(2023-24)Introduction to Accountancy; S. Chand & Company Ltd. Tulsian P.C., Financial Accounting, Pearson, sixteenth impression,2015

**Ref. Books:**

1. Robert. .Anthony, David. F.Hawkins., Kenneth.A.Merchant.(2019).Accounting Text and Cases, Tata McGraw Hill Publishing Company Limited ,New Delhi,13<sup>th</sup> ed.
2. Frank wood .& Alan Sangster. (2018). Business Accounting, Pearson education limited,14<sup>th</sup> ed.

**Gaps in the syllabus (to meet Industry/Profession****requirements) POS met through Gaps in the****Syllabus****Topics beyond syllabus/Advanced topics/Design****POS met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation****procedure Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes on to Program Outcomes

Course Outcome#	Program Outcome			
	A	B	C	D
1	L	M	L	M
2	M	L	H	M
3	M	M	M	H
4	L	M	H	M
5	M	M	M	H

Mapping Between COs and Course Delivery(CD)methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Mini projects/Projects		
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and Internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	Cos mapped	Actual Content covered	Methodology Used	Remarks by faculty If any
1	L1-L9		Module I	Basics of Accounting, Accounting Mechanics Double Entry System, Classification, Golden Rules,	T1, R1	CO1		Lecture/PPT Digital Class/Chalk-Board	
2	L1-L9		Module I	Concepts and Conventions	T1, R2	CO1		Lecture/Chalk-Board	
3	L1-L9		Module I	Journal: Meaning, Advantages, Ledger meaning, Posting and Balancing	T1, R2	CO1		Chalk/Board	
4	L1-L9		Module I,	Trial Balance Objectives, defects, locating errors And preparations of Trial Balance,	T1, R2	CO1		Lecture/ Chalk/Board,	
5	L10-L18		Mod. II	Subdi of journal-vision daybook.	T1,2,3	CO2		Lecture/ Chalk/Board, Tutorials/Assignments	
6	L10-L18		Mod. II	Trading Account, Profit And Loss Account	T1, 2,3	CO2		Lecture /Chalk-Board	
7	L10-L18		Mod. II	Balance sheet, Closing entries, Assets and their Classification, Liabilities	T1,3, R2	CO2		Lecture /Chalk-Board	

				and their Classification, Uses and Limitations of				
				Balance sheet.				
8	L19 - L27		Mod. III	Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure,	T1,3, R2	CO3		Lecture/ Chalk -Board, Tutorials/Assign Ments
9	L19 - L27		Mod.III	Capital and Revenue Receipts, Capital and Revenue Profit and Loss.	T1,3	CO3		Lecture/Chal k-Board
10	L28 - L36		Mod. IV	Organization: Accounting Procedures, Receipts and Payments Accounts,	T1,	CO4		Lecture/ Chalk -Board
11	L28 - L36		Mod. IV	Distinction Between Receipts Payments Accounts, Income and Expenditure Account problems	T1,	CO4		Lecture/ Chalk- Board,Tutorials/ Assignments
13	L37 - L45		Mod. V	Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonour of Bills	T1, R2	CO5		Lecture /Chalk -Board

14	L37 - L45		Mod. V	Preparation of Bank Reconciliation	T1, R2	CO5		Lecture/Chalk -Board, Tutorials/Assign Ments	
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***SEM- II [SPRING]***  
***[TOTAL CREDITS- 24]***

## MN 109 Public Speaking & Creative Writing

### COURSE INFORMATION SHEET

**Course code: MT 109**

**Course title: Public Speaking & Creative Writing**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 2            L:1 T:0 P:02**

**Class schedule per week: 03**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

<b>A.</b>	To lay down a basic foundation for basic communication that is a part of a student's everyday life.
<b>B.</b>	To inculcate the fundamentals of communication with the aim to enhance listening, speaking and writing skills
<b>C.</b>	To one practical skills that can be used in day-to-day affairs
<b>D.</b>	To inculcate practical skills in students by napping their creative talent which beneficiary for employ ability too.
<b>E.</b>	To perform hands-on-activities to students to develop their creative skills through practical sessions

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

<b>1.</b>	To improve mediation skills.
<b>2.</b>	To build human relationships
<b>3.</b>	To foster societal understanding & develop an independent perspective.
<b>4.</b>	To enhance social communication skills of students.
<b>5.</b>	To induce an understanding of the relationship between an individual and society.

**Syllabus:**



**Module 1: (5 Lectures)**

Introduction to Effective Communication-Features, Advantages & Disadvantages. Importance of Listening .Oral communication-Meaning, Features & Importance. Reading Public Speech-Reading documented speeches delivered in the past; Understanding the art of word play, vocabulary and putting thoughts into words.

**Module 2: (4 Lectures)**

Public Speaking- What is Speech ?,Overcoming Fear of Public Speaking, Language of Public Speech Drafting a Public Speech (Reading, research, writing, Fact check, Re-writing, Delivery). 3P's of Public Speaking (Preparation, Practice, Performance). Types of Public Speaking-Physical & Online

**Module 3: (6 Lectures)**

Ted Talks, Public Speaking in Media, Listening in groups and Discussion- Listening famous speeches (from history & everydaylife); Analysis of its elements & classroom discussion. Writing Public speech-Classroom Practice Sessions. Developing leadership competence through Public Speaking, Extempore; Group Discussion

**Module 4: (8 Lectures)**

Introduction to Creative Writing- Meaning, Importance. Imagination & Writing- Peer-interaction, Activities on Imagination. Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings.

**Module 5: (5 Lectures)**

Importance of Public Speaking in developing Leadership Skills. Ethics in Public Speaking. Mock Parliament/ MUNs. Craft of Writing-Figure of Speech, WordPlay, Character Creation. Steps of Creative Writing-Pre-Writing, Writing, Post-Writing/Final Draft

**Text books:**

1. Mitra, B.K., Personality Development and Soft Skills, Oxford University Press.

**Ref. Books:**

1. Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
2. Mandal S.K., Effective Communication and Public Speaking, Jaico

Publishing

**Gaps in the syllabus (to meet****Industry/Profession requirements)****POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced**

**topics/Design**

**Pos met through Topics beyond**

**syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	M	M	L
2	H	M	H	M
3	H	M	M	M

4	H	H	H	M
5	H	M	H	M

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCDprojectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Miniprojects/Projects	CO4	CD1,CD2, CD3, CD4
CD5	Laboratoryexperiments/teachingaids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internet		
CD9	Simulation		

#### Lecture wise Lesson planning Details.

Week No.	Lect . No.	Ten t ative Date	Ch. No.	Topics to be covered	Text Book/ Referenc es	COs mapped	Actual Cont en t covere d	Methodo logy used	Rema rks by facult y if any
1	1		1	Introduction to the course	T1,R1	CO1		Lecture/P PT Digi Class/Ch alk -Board	
	2		1	• Introduction to Effective Communication	T1,R1	CO1			
2	3		1	Effective Communication-Features	T1,R1	CO1, CO2		Lecture/P PT Digi Class/Ch	

	4		1	Effective Communication-Advantages & Disadvantages	T1,R1	CO1, CO2		alk-Board	
3	5		1	Importance of Listening	T1,R1	CO1, CO2		Lecture/PT Digi Class/Assigment	
	6		1	Reading Public Speech-Understanding the art of word play, vocabulary and putting thoughts into words	T1,R1	CO1, CO2, CO3			
4	7		2	Public Speaking-Introduction	T1,R1	CO2, CO3		Lecture/PT Digi Class/Sem	

	8		2	Public Speaking-What is Speech	T1,R1	CO2, CO3		inar	
5	9		2	Public Speaking-Overcoming Fear of Public Speaking, Language of Public Speech	T1,R1	CO2, CO3			
	10		2	Types of Public Speaking-Physical & Online	T1,R1	CO2, CO3		Lecture/PT Digi Class/Chalk-Board	
6.	11		3	Ted Talks, Public Speaking in Media	T1,R1	CO2, CO3, CO4			
	12		3	Listening in groups and Discussion-Listening famous speeches (from history & everyday life); Analysis of its elements & classroom discussion	T1,R1	CO3, CO4			

7.	13		3	Listening in groups and Discussion-Listening famous speeches (from history & every day life); Analysis of its elements & classroom discussion. cont...	T1,R1	CO3, CO4		
	14		3	Writing Public speech-Classroom Practice Sessions	T1,R1	CO2, CO3, CO4		
8.	15		3	Developing leadership competence through Public Speaking, Extempore; Group Discussion	T1,R1	CO3, CO4	Lecture/PT Digi Class/Seminar	
	16		3	Developing leadership competence through Public Speaking, Extempore; Group Discussion. Cont...	T1,R1	CO2, CO3		
9.	17		3	Developing leadership competence through Public Speaking, Extempore; Group Discussion. Cont..	T1,R1	CO3		
	18		4	Introduction to Creative Writing	T1,R1	CO4, CO5		
10.	19		4	Introduction to Creative Writing-Meaning	T1,R1	CO3,CO4,CO5		
	20		4	Introduction to Creative Writing-Meaning, Importance	T1,R1	CO4, CO5		
11.	21		4	Imagination & Writing-Peer-interaction, Activities	T1,R1	CO3,C	Lecture/P	

				on Imagination				
						O4,CO5		PT Digi Class/Chal k Board
	22		4	Imagination & Writing- Peer- interaction, Activities on Imagination. Cont..	T1,R1	CO4,C O5		
12.	23		4	Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings	T1,R1	CO3, CO4		Lecture/P PT Digi Class/Ass ignments
	24		4	Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings. Cont..	T1,R1	CO4,C O5		
13	25		5	Importance of Public Speaking in developing Leadership Skills	T1,R1	CO5		Lecture/P PT Digi Class/Ass ignments
	26		5	Ethics in Public Speaking	T1,R1	CO5		
14	27		5	Mock Parliament/MUNs	T1,R1	CO5		Lecture/P PT Digi Class/Se minars
	28			Craft of Writing- Figure of Speech, Word Play, Character	T1,R1	CO3,C O4,CO5		

				Creation					
15	29			Steps of Creative Writing- Pre-Writing, Writing, Post-Writing/Final Draft	T1,R1	CO3,C O4,CO5			
	30			Steps of Creative Writing- Pre-Writing, Writing, Post-Writing/Final Draft Cont..	T1,R1	CO3,C O4,CO5			

## MN 110 Web Application of Business

### COURSE INFORMATION SHEET

**Course code: MT 110**

**Course title: Web Application of Business**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3          L:2 T:0 P:2**

**Class schedule per week: 04**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To gain familiarity with the web environment for business applications
2.	To understand the role of scripting languages for web page development from business perspectives.
3.	Understand and apply the advanced concepts in making web applications more intuitive and interactive.
4.	Understand ,appreciateand employ web standards for applications.
5.	To understand and implement client-side scripting using various tools and techniques for business applications /web-sites.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	To understand web fundamentals
2.	To create static web pages using Hyper Text Markup Language
3.	To style the web pages using Cascading Style Sheets
4.	To understand the role of scripting languages for web page development from business Perspectives
5.	To be proficient enough to develop clients idea scripts in line with the requirements of business applications and web- sites.

### **Syllabus:**

#### **Module 1: (6Lectures)**

**Web Basics and Overview:** Introduction to Internet, World Wide Web, Web Browser, Web Server, URL, Protocol, Internet Services, E-Commerce and EDI



## **Module 2: (8Lectures)**

**Introduction to HTML:** HTML Tags, Header Section, Body Section, Structure, Images, Links, Lists, Block vs. In line elements. DIV and SPAN, Tables, Forms.

## **Module 3: (8Lectures)**

**Introduction to CSS:** Overview, Types, Selectors, Colors, Backgrounds, DIVs, pseudo-classes. Margins ,Padding, Borders, Box model, Box-sizing, Floats and Position.

## **Module 4: (9Lectures)**

**Introduction to JavaScript:** Data Types, Variables, Operators and Expressions , Conditional Statements, Use of Java Script in Web Pages, Advantages of Java Script, Type Casting, Array, Functions, User Defined Functions.

## **Module 5: (9Lectures)**

**JavaScript:** Document Object Model, Document Object, Image Object, Forms and Elements. Event Handling, Browser Object, Submit Event and Data Validation.

### **Text Book:**

1. Xavier C., “Web Technology & Design”, New Age International Publishers, 1<sup>st</sup>Edn, New Delhi, 2004.
2. Roy Uttam K., “Web Technology”, Oxford University Press.

### **Ref. Book:**

1. Castro, Elizabeth and Hyslop. *HTML5, and CSS, Eight Edition: (Visual Quick Start Guide )*, Peach pit Press, 2013.

### **Gaps in the syllabus (to meet Industry /Profession requirements)**

**Pos met through Gaps in the Syllabus**  
**Topics beyond syllabus /Advanced topics /Design**

**Pos met through Topics beyond syllabus /Advanced topics /Design**

<b>Course Delivery methods</b>
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Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learningsuchasuseofNPTELmaterialsandinternet
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes on to Program Outcomes**

<b>Course Outcome#</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	L	L	L
<b>2</b>	H	L	L	L
<b>3</b>	H	L	L	L
<b>4</b>	H	M	L	L
<b>5</b>	H	M	L	L

<b>Mapping Between Cos and Course Delivery (CD) methods</b>
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<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcom</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/ LCD projectors/OHP	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD5
CD3	Seminars	CO3	CD1,CD2, CD5
CD4	Mini projects/Projects	CO4	CD1,CD2,CD5
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD5,
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and		
CD9	Simulation		

### Lecture wise Lesson planning Details.

<b>Week No.</b>	<b>Lect. No.</b>	<b>Tentative Date</b>	<b>Ch. No.</b>	<b>Topics to be covered</b>	<b>Text Book / References</b>	<b>COs mapped</b>	<b>Actual Content covered</b>	<b>Methodology used</b>	<b>Remarks by Faculty if any</b>
1	1		1	Introduction to Internet	T1	CO1		Lecture/PT Digi Class/Chalk-Board	
	2		1	World Wide Web	T1	CO1			
	3		1	Web Browser, Web Server	T1	CO1			
2	4		1	URL, Protocol	T1	CO1		Lecture/PT Digi Class/Chalk-Board	

	5		1	Internet Services	T1	CO1		
	6		1	E-Commerce and EDI	T1	CO1		
3	7		2	Introduction to HTML	T1	CO2	Lecture/PT Digi Class/Assignment	
	8		2	HTML Tags, Structure, Header Section, Body Section	T1	CO2		
	9		2	Images, Links	T1	CO2		
4	10		2	HTML Lists	T1	CO2	Lecture/PT Digi Class/Seminar	
	11		2	Block vs. in line elements. DIV and SPAN	T1	CO2		
	12		2	HTML Tables	T1	CO2		
5	13		3	HTML Forms	T1	CO2		
	14		3	HTML Forms	T1	CO2		

	15		5	Introduction to CSS: Overview	T2	CO3		Lecture/PT Digi Class/Chalk-Board	
6.	16		5	Types, Selectors	T2	CO3			
	17		5	Colors, Backgrounds	T2	CO3			
	18		5	DIVs, pseudo-classes	T2,	CO3			
7.	19		5	Margins, Padding	T2	CO3			
	20		5	Borders, Box model	T2	CO3			
	21		5	Box-sizing	T2	CO3			
8.	22		5	Floats and Position	T2	CO3		Lecture/PT Digi Class/Seminar	
	23		4	Introduction to JavaScript	T1	CO4, CO5			
	24		4	Data Types, Variables	T1	CO4, CO5			
9.	25		4	Operators, Conditional Statements	T1	CO4, CO5			
	26		4	Conditional Statements	T1	CO4,CO5			
	27		4	Use of Java Script in Web Pages, Advantages	T1	CO4, CO5			
10.	28		4	Type Casting, Array	T1	CO4,CO5			

	29		6	Functions	T1	CO4, CO5		
	30		6	Functions	T1	CO4,C O5		
11.	31		6	User Defined Functions	T1	CO4,CO 5	Lecture/P PT Digi Class/Cha lk Board	
	32		5	Document Object Model	T1	CO4,CO 5		
	33		5	Document Object Model	T1	CO4, CO5		
12.	34		5	Document Object, Image Obiect	T1	CO4 ,CO5	Lecture/P PT Digi Class/Ass ignments	
	35		5	Forms and Elements	T1	CO4 ,CO5		
	36		5	Forms and Elements, Event Handling	T1	CO4, CO5		
13	37		5	Event Handling	T1	CO4,CO 5	Lecture/P PT Digi Class/Ass ignments	
	38		5	Browser Object, Submit Event	T1	CO4,CO 5		
	39		5	Data Validation	T1	CO4,CO 5		
14	40		5	Data Validation	T1	CO4, CO5	Lecture/PP T Digi Class/Asig nments	

## MN 111 Digital Empowerment

### COURSE INFORMATION SHEET

**Course code: MN -111**

**Course title: Digital Empowerment**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 2      L:2 T:0 P:0**

**Class schedule per week: 02**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To gain understandings of need for digital empowerment and the digital world
B.	To create awareness about Digital India.
C.	To get the knowledge of cyber space
D.	To understand the concept of cyber security and cyber safety

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Gaining an insight of the concepts of digital services
2.	Awareness about cyber space
3.	Awareness about of cyber security
4.	Ethics in digital Technology
5.	Knowledge of Digital India

### **Syllabus:**

#### **Module- 1: Concept of Digital Empowerment (6 Lectures)**

Introduction to digital empowerment, examples, benefits and features of digital

Empowerment, digital inclusion, elements of digital inclusion, main goal of empowerment technology

#### **Module- 2 : Cyber space (6 Lectures)**

Definition, examples, types, characteristics, layers and uses of cyberspace, difference between cyber and cyberspace, 5 W's of cyberspace, cybercrime concept, red cyberspace, cyberspace

And physical world

**Module-3: Cyber security (4 Lectures)**

Online security and privacy, importance and benefits of cyber security, cyber security and its role, types of cyber security, cyber security threats, different apps for cyber security, Security Initiatives by the Govt of India

**Module-4: Ethics in digital Technology (4 Lectures)**

Introduction to ethics in digital technology, importance, types and main parts of digital ethics, Impact of technologies in ethics, Examples, and scope of digital ethics

**Module-5: Digital India (6 Lectures)**

Digital India, uses of digital India, broadband highways, universal connectivity with mobile phones, public internet access program, IT for jobs, early harvest programs public utility portals of Govt. of India such as RTI, Health, Finance, Income Tax filing and Education

**Text books/ Ref. Books:**

1. David Sutton. "Cyber security: A practitioner's guide", BCS Learning & Development Limited, UK, 2017.
2. Rodney Jones and Christoph Hafner. "Understanding digital literacies: practical Introduction". Routledge Books, 2nd edition, 2021.

**Online resources**

<https://www.cybersafeindia.in>  
<https://www.cybercrime.gov.in>  
<https://www.digilocker.gov.in>  
<https://www.digitalindia.gov.in>

**Gaps in the syllabus (to meet Industry/**

**Profession requirements) Pos met through Gaps**

**in the Syllabus**

**Topics beyond syllabus/Advanced topics /Design**

**Pos met through Topics beyond syllabus/ Advanced topics /Design**

<b>Course Delivery methods</b>
Lecture by use of boards /LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures



Industrial visits/in-plant training
Self-learning on Government portals
Simulation

### Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

#### Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### Indirect Assessment–

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes on to Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	M	M	L
2	H	M	H	M
3	H	M	M	M
4	H	H	H	M
5	H	M	H	M

### Mapping Between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Mini projects/Projects	CO4	CD1, CD2,CD3, CD4
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		

CD8	Self-learning on internets			
CD9	Simulation			

**Lecture Wise Lesson planning Details.**

Wee k No.	Lect . No.	Tentati ve Date	Ch . No .	Topics to be covered	Text Boo k/R efer en ces	Cos mapp ed	Actual Conte nt covere d	Methodolog y used	Remar ks by faculty if any
1	L1		M 1	Introduction to digital empowerment (DE), What is DE, Examples of DE	1 & 2	CO1		Lecture/PPT	
	L2		M1	benefits of digital empowerment, features of digital empowerment	1 & 2	CO1		Lecture/PPT	
2	L3		M 1	Digital inclusion, elements of digital inclusion	1 & 2	CO1		Lecture/PPT	
	L4		M1	Main goal of empowerment technology	1 & 2	CO1		Lecture/PPT/Assi gnment	
3	L5		M 2	Cyberspace definition, Examples of Cyberspace, types of cyberspace, Characteristics of cyberspace Use of cyberspace	1 & 2	CO2		Lecture/PPT	

	L6		M2	Difference between cyber & cyberspace 5 W's of cyberspace, Cybercrime concept	1 & 2	CO2		Lecture/PPT	
4	L7		M2	Red cyberspace	1 & 2	CO2		Lecture/PPT	
	L8		M2	Cyberspace and physical world	1 & 2	CO2		Lecture/PPT	
5	L9		M3	What is cyber security	1 & 2	CO1		Lecture/PPT	
	L10		M3	Importance of cyber security, benefits of cyber security	1 & 2	CO1		Lecture/PPT	
6	L11		M3	Cyber security and its role, types of cyber security, different types of cyber security threats	1 & 2	CO1		Lecture/PPT	
	L12		M3	Why do business need cyber security, different apps for cyber security	1 & 2	CO2		Lecture/PPT	
7	L13		M4	Ethics in digital technology, importance of digital ethics in	1 & 2	CO2		Lecture/PPT	

				using technology					
	L14		M4	Types of digital ethics	1 & 2	CO2		Lecture/PPT	
8	L15		M4	Major ethical issues faced by information technology	1 & 2	CO2		Lecture/PPT	
	L16		M4	Impact of technologies on ethics	1&2	CO2		Lecture/PPT	
9	L17		M4	Main parts of digital ethics	1 & 2	CO3		Lecture/PPT	
	L18		M4	Examples of technology ethics, scope of digital ethics	1 & 2	CO3		Lecture/PPT	
10	L19		M5	Digital India concept	1 & 2	CO3		Lecture/PPT	
	L20		M5	Uses of digital India	1 & 2	CO3		Lecture/PPT	
11	L21		M5	Examples of digital India	1 & 2	CO3,C O4		Lecture/PPT/CaseStudy	
	L22		M5	Pillars of digital India, Broadband highways	1 & 2	CO3,C O4		Lecture/PPT	
12	L23-24		M5	Universal connectivity with mobile phones, Public internet access program, e-governance	1 & 2	CO3,C O4		Lecture/PPT/CaseStudy/Assignment	

				reforming government through technology					
	L25-26		M5	Public utility portals of Govt. of India e-kranti, e-hospitals/e-sign/digi-locker, information for all electronic manufacturing, IT for jobs, early harvest programs	1 & 2	CO3,CO4		Lecture/PPT/Assignment	

## MN112 Emotional Intelligence

### COURSE INFORMATION SHEET

**Course code:** MN112

**Course title:** Emotional Intelligence

**Nature of course:** Lecture

**Pre-requisite(s):** NIL

**Co- requisite(s):** NIL

**Credits:** 2      **L:2 T:0 P:0**

**Class schedule per week:** 02

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To acquaint the student with conceptual knowledge of emotional intelligence.
2.	To Foster the ability to identify and manage one's own emotions.
3.	To enable the students to acquire the necessary knowledge of emotional intelligence necessary for work place and efficient human relations
4.	To train them in application of emotional intelligence techniques.
5.	To examine the applications of emotional intelligence in work place

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Understanding of the theoretical concept of emotional intelligence.
2.	Fostering the ability to identify and manage one's own emotions, as well as the emotions of others.
3.	To understand and deal with negative emotional states and promote more positive emotions in its place.
4.	Evaluate own potential as future business leaders and construct an individual action plan.
5.	To understand the application of emotional intelligence in myriad settings, such as the workplace ,relationships etc.

### **Syllabus:**

#### **Module 1: Introduction to emotional intelligence (6 Lectures)**

Concept of emotional intelligence: Concept, Historical development and components of emotional intelligence, Emotional intelligence competencies: Self –awareness, self-management, empathy, interpersonal skills, social awareness, and relationship management, Importance of emotional intelligence.

**Module 2: Emotions and Emotional Education (6 Lectures)**

Emotions, emotional education, Models of emotional intelligence: Ability, Trait and Mixed, Applications of models.

**Module 3: Emotional competences (6 Lectures)**

Stress, frustration, relaxation, conflict management, levels of emotional awareness, recognizing emotions in oneself, the universality of emotional expression, perceiving emotions accurately in others.

**Module 4: Personal competence (6 Lectures)**

Self-Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development, Self-Management: Managing emotions, anxiety, fear, and anger, the relationship between thought and behaviour, techniques of managing emotions, strategies to improve EI.

**Module 5: Measurement and Development (6 Lectures)**

Measures of emotional intelligence, Strategies to develop and enhance emotional intelligence, Social Awareness: Others' Perspectives, Empathy and Compassion, Relationship Management: Effective communication, Collaboration, Teamwork and Conflict management, leadership and motivation, work environment, team building, group dynamisation, application of EI in various contexts .

**Text books:**

1. Singh. D (2003) emotional intelligence at work, New Delhi: Response Book.
2. Goleman, D(1998) working with emotional intelligence ,New York ,Bantam Books
3. Goleman ,D (1995) Emotional Intelligence ,New York ,Bantam Books

**Ref. Books:**

1. Anand, P (2017) Emotional Intelligence: Journey to self-Positive, New Delhi: The readers Paradise.
2. Bar-On,R, & Parker ,J.D.A(Eds)(2000) the handbook of emotional intelligence ,San Francisco,California:Jossey Bros.

**Gaps in the syllabus (to meet Industry/Profession requirements)****POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design****Programme Outcome (PO) Attainment Assessment tools & Evaluation  
Procedure for Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

### Indirect Assessment

Student Feedback on Faculty

Student Feedback on Programme Outcome

### Mapping of Course Outcomes onto Programme Outcome

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	M	L
2	H	H	H	M
3	H	H	H	H
4	H	L	H	L
5	H	M	H	M

Course Delivery methods
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Projectors	CO1	CD1,CD2,CD3
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD 3	Seminars	CO3	CD1,CD2,CD3
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD3,CD4
CD	Laboratory experiments/teaching		



5	aids		
CD 6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CD4,CD5
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

### Lecture wise planning details.

Week No.	Lect . No.	T en ta ti ve Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		M1	Concept of emotional intelligence: self-management	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
	L2		M1	Concept, Historical development and components of emotional intelligence.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
	L3		M1	Emotional intelligence competencies: Self – awareness.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
2	L4		M1	Empathy, interpersonal skills, social awareness.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
	L5		M1	Relationship management.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
	L6		M1	Importance of emotional intelligence.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
3	L7		M2	Emotions	1,2,3	CO2		Lecture/PPT Tutorials/As	

								signments	
	L8		M2	emotional education	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	Models of emotional intelligence: Ability Model	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	Trait Model	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Mixed Model	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12		M 2	Applications of models	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Stress.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14		M3	Frustration, relaxation	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15		M3	Conflict management, levels of emotional awareness	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Recognizing emotions in oneself.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17		M3	The universality of emotional expression.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18		M 3	Perceiving emotions accurately in others.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19		M4	Self-Awareness.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L20		M4	Observing and recognizing one's own feelings.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L21		M4	Knowing one's strengths and areas of development.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	

8	L22		M4	Self-Management: Managing emotions, anxiety, fear, and anger.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	The relationship between thought and behaviour.	1,2,3	CO4		Lecture/PPT Tutorials/Ass ignments	
	L24		M4	Techniques of managing emotions, strategies to improve EI.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
9	L25		M5	Measures of emotional intelligence Effective communication, Collaboration.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L26		M5	Strategies to develop and enhance emotional intelligence.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L27		M5	Social Awareness: Others' Perspectives.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L28		M5	Empathy and Compassion, Relationship Management.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L29		M5	Teamwork and Conflict management, leadership and motivation.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M5	Work environment, team building, group dynamisation, application of EI in various contexts.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

## MN 113 Qualitative Data Analysis

### COURSE INFORMATION SHEET

**Course code: MN 113**

**Course title: Qualitative Data Analysis**

**Nature of course: Lecture**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 3            L:2 T:0 P:2**

**Class schedule per week: 04**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To get a thorough grounding in introductory concepts of qualitative data analysis.
2.	To understand the general approaches to design research of different generic types.
3.	To gain skills in conducting data analysis and decision making.
4.	To be able to understand clearly the concepts, applications and importance of theory and theorizing in research.
5.	To gain proficiency in writing up research reports and use suitable tools for qualitative data analysis

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	To identify the need and importance of qualitative data analysis
2.	To Prepare research designs for quantitative, qualitative and mixed research studies.
3.	To conduct data analysis in real life environments and derive a valid inferences.
4.	To integrate social and cultural theory by applying the min social and business contexts.
5.	To communicate research findings clearly and in a user friendly manner through Customized tables and other related tools of data presentation.

### **Syllabus:**

#### **Module1: Qualitative Data Analysis: An elaborate introduction: (8Lectures)**

Introduction to Research, Types, Qualitative and Quantitative Data, Purpose of research, advantages, limitations of qualitative research, Applications of qualitative data.

#### **Module2: Qualitative Research Fundamentals: (8Lectures)**

A detailed and in-depth introduction to the general approaches to design research and understanding how the approaches vary for qualitative, quantitative and mixed research studies.

**Module 3: Documentation and Types of Analysis: (8Lectures)**

In depth interviews, Focus group Interviews, Content analysis, narrative analysis, conversation analysis, discourse analysis, Ethnography, Stimulated recall. Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making

**Module4: Theorizing from data, in incorporating data from multiple sources: (08Lectures)**

Concept of Theory and Theorizing, The role and importance of theory, The different research paradigms and their nature, Inductive and Deductive Logic and their applications. Applicability of qualitative research in Design thinking.

**Module5: Writing up, summarizing, data display& introduction to qualitative research software: (10 Lectures)**

The format and structure of qualitative research articles, the various graphical and other techniques for communicating findings after qualitative data analysis, an overview of software programs concerning qualitative research, an introduction of NVivo.

**Text Books**

1. Carol Grbich. (2007), Qualitative data analysis- An Introduction, SAGE Publications
2. Uwe Flick.(2009), An Introduction to Qualitative Research, SAGE Publications Ltd.

**Reference Books:**

3. David Silverman.(2009), Doing Qualitative Research, SAGE Publications Ltd.
4. David., Silverman. (2005), Doing qualitative research A Practical Handbook, SAGE Publications

**Gaps in the syllabus (to meet Industry/ Profession**

**requirements) Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects

Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and Internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### **Mapping between Objectives and Outcomes**

#### **Mapping of Course Outcomes on to Program**

#### **Outcomes**

<b>Course Outcomes</b>	<b>Programme Outcomes</b>			
	A	B	C	D
<b>CO 1</b>	H	M	L	H
<b>CO 2</b>	H	M	L	M
<b>CO 3</b>	M	M	L	H
<b>CO 4</b>	M	M	H	M
<b>CO 5</b>	M	H	H	M

**H- High, M- Medium, L-Low**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Mini projects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD2,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details:**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Metho Dology used	Remarks by Faculty if any
1	L1		1	Overview of the course and general introduction	1,2	1		PPT	
	L2		1	Introduction to research	1,2	1		PPT	
	L3		1	Types of research	1,2,3	1		PPT	
2	L4		1	Qualitative & Quantitative Data	1,2,3,4	1		PPT	
	L5		1	Purpose of Research	1,2,3,4	1		PPT	
	L6		1	Advantages & Limitations of Qualitative Research	2,3,4	1		PPT	
3	L7		1	Limitations of qualitative Research Con't.....	2,3,4	1		PPT, Case	
	L8		1	Applications of qualitative data.	1,2,3,4	2		PPT, Case	
	L9		1	Case Study on Module 1	-----	2		PPT, Case	
4.	L10		2	Case study on Module-1	-----	2		PPT, Case	
	L11		2	General Approaches to Design research	2,3,4	2		PPT, Case	
	L12		2	General	2,3,4	2		PPT,	

				Approaches to design research Con't.....				Case	
5.	L13		2	General Approaches to design research Con't.....	1,2,3	3		PPT, Case	
	L14		2	General Approaches to design research Con't.....	1,2,3	3		PPT, Case	
	L15		2	General	2,3	3		PPT,	
				Approaches to design research Con't.....				Case	
6	L16		2	General Approaches to design research Con't.....	1,2,3	3		PPT, Case	
	L17		2	Understanding how the Approaches vary for qualitative, quantitative and Mixed research studies.	1,2,3	3		PPT, Case	
	L18		2	Understanding how the Approaches vary for qualitative, quantitative and mixed research studies. Con't.....	1,2,3	4		PPT, Case	
7.	L19		2	Understanding how the Approaches vary for qualitative, quantitative and mixed research studies. Con't.....	1,2,3	4		PPT, Case	
	L20		2	Understanding how the Approaches vary for qualitative, quantitative and mixed research studies. Con't.....	1,2,3	4		PPT, Case	
	L21		2	Case Study on Module 2		4		PPT, Case	
8.	L22		2	Case study on		4		PPT	



				Module-2					
	L23		3	Content Analysis	2,3,4	4		PPT	
	L24		3	Content Analysis Con't.....	3,4	5		PPT, Case	

9.	L25		3	Narrative analysis	1,2,3	5		PPT, Case	
	L26		3	Narrative analysis Con't	2,3	5		PPT, Case	
	L27		3	Conversation Analysis	1,2,3	5		PPT, Case	
10.	L28		3	Discourse Analysis	3,4	5		PPT, Case	
	L29		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making.	1,2,3,4	5		PPT, Case	
	L30		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3,4	5		PPT, Case	
11.	L31		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3	5		PPT, Case	
	L32		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3	5		PPT	
	L33		3	Case Study on Module-3	—	5		PPT	

12.	L34		3	Case Study on Module-3	—	5		PPT, Case	
	L35		4	Concept of Theory And Theorizing	1,2,3,4	5		PPT, Case	
	L36		4	The role and	1,2	5		PPT,	

				importance of theory				Case	
13.	L37		4	The role and importance of theory Con't	2,3,4	5		PPT, Case	
	L38		4	The different research paradigms and the nature	1,2,3,4	5		PPT, Case	
	L39		4	Inductive and Deductive Logic and their applications	1,2,3,4	5		PPT, Case	
14.	L40		5	The format and structure of qualitative Research articles	1,2,3,4	5		PPT, Case	
	L41		5	The various graphical and other techniques for communicating findings after Qualitative data analysis	1,2,3	5		PPT, Case	
	L42		5	an introduction of NVivo	1,2,3	5		PPT, Case	

## MN 114 Marketing Management

### COURSE INFORMATION SHEET

**Course code: MN 114**  
**Course title: Marketing Management**  
**Nature of course: Lecture**  
**Pre-requisite(s):NIL**  
**Co- requisite(s): NIL**  
**Credits: 4          L:3 T:1 P:0**  
**Class schedule per week: 04**  
Class: BBA  
Semester / Level: II / 1  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To develop understanding of the conceptual framework of marketing and how it functions in the marketing environment.
2.	To gain an insight into the concept of market segmentation, targeting and positioning
3.	To develop understanding towards product mix and branding
4.	To examine the relevance of Pricing, distribution and marketing communication in product mix
5.	To develop an understanding of strategic marketing and digital marketing for a firm

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Apply the basic concepts of Marketing and Marketing environment
2.	Analyze and identify markets managements and explore targeting and positioning.
3.	Distinguish the product mix of various companies and identify the relevance of branding
4.	Enumerate the significance of pricing, distribution and promotion related decisions of a firm.
5.	Analyze the importance of Digital marketing and strategic marketing for a firm.

## **Syllabus:**

### **Module 1: Introduction to Marketing and Marketing Environment (8lectures)**

Meaning and Concept of Market and Marketing, Core Marketing Concepts and its application in different industries Marketing and selling orientation (concepts and differences), Elements of a Company's Macro and Micro Environment, Responding to Company's marketing environment.

### **Module 2: Market Segmentation, Targeting and Positioning: (8 lectures)**

Concept, Needs, bases/variables for segmenting consumer market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market, Concept of Market positioning, The process of Positioning, Introduction to the concept of Marketing Mix and its elements.

### **Module 3: Product Management (8 lectures)**

Definition of Product, Classification and Levels of Product, Concept of Product Line, Product Line Decision, Product Mix , Definition of Brand and Brand Equity, Selection of Brand Name, Concept of product life cycle, Marketing strategies at different stages of the Product Lifecycle.

### **Module 4: Pricing Decisions and Channel Management (11 lectures)**

Concept of Price, Factors Influencing Pricing, Methods of Pricing, Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries, Channel Design Decision, Introduction to Wholesaling and retailing.

Marketing Communication: Definition, Concept of Integrated Marketing Communication, and Relevance of Integrated marketing Concept. The concept of promotion mix, Introduction to the elements of Promotion mix.

### **Module 5: Strategic marketing & Digital marketing (9 lectures)**

Marketing planning: Concept of Strategic Plan, Strategic Planning Process at the corporate level, Concept of Strategic Business Unit, BCG Matrix. Introduction to Digital marketing, its evolution and importance, Digital platforms social marketing : concept, evolution and importance

## **Text books:**

1.Ramaswamy,V.S.andNamakumari,S.(2010),MarketingManagement;Macmillan:PublishersIndiaLtd, 4<sup>th</sup>edition.

2.Kotler,P.andArmstrongG.(2004)PrinciplesofMarketing;PearsonPrenticeHall :NewDelhi,10<sup>th</sup> edition.

**Ref. Books:**

1. Keegan W.J (2009) Global Marketing Management; Pearson Prentice Hall: NewDelhi,7<sup>th</sup>edition.

2. Neelamegaham .S. (2006) Marketing in India; Vikas publishing house Pvt. Ltd. 3<sup>rd</sup>edition

Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-Mc GrawHill, NewDelhi.

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects

Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome(CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	%Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping of Course Outcomes on to Program Outcomes**

Course Outcome#	Program outcomes			
	A	B	C	D
1	H	M	H	H
2	L	L	H	M
3	L	M	H	M
4	H	L	M	H
5	H	M	L	H

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**Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2

CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures	CO5	CD1,CD2
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect .No.	Tentative Date	C. No.	Topics to be covered	Text Book / Reference Nces	Cos mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		MOD 1	Meaning of Market and Marketing	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	
1	L2		MOD 1	Core concepts of Marketing	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	
1	L3		MOD 1	Application of core concepts in industry	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	

1	L4		MOD 1	Marketing and Sales Orientation	T1, R1,R 3	1,2		Lecture/PPT/C Ase  Study/Assign Ment	
2	L5		MOD 1	Macro environment and its factors affecting a company	T1, R1,R  2, R3	1,2,3		Lecture/PPT/C ase Study	
2	L6		MOD 1	Micro environment factors affecting company's decision making	T1, R1,R  2, R3	3,4.5		Lecture/PPT/C ase Study	
2	L7		MOD1	Case study -1 Mc Donalds response to environment in India	T1,R1 ,R2	3,4.5		Lecture/PPT/Ca seStudy	
2	L8		MOD1	Case-2 How educational institutions	T1,R1 ,R2	4,5		Lecture/PPT/Ca seStudy/Assign ment	



			responded to Covid times			
3	L9	MOD2	Concept ,attributes of effective segmentation	T2,R1 ,R3	1, 2,	Lecture/PPT/CaseStudy
3	L10	MOD	Variables for segmentation	T1, R1,R	1,2	Lecture/PPT/C
		2		2		ase Study
3	L11	MOD2	Concept and selection of target market	T1,R1 ,R2	1,2	Lecture/PPT/CaseStudy
3	L12	MOD2	Concept of positioning and relevance	T2,R1 ,R2	1,2	Lecture/PPT/CaseStudy/Assignment
4	L13	MOD2	Process of positioning	T2,R1 ,R2	1,2	Lecture/PPT/CaseStudy
4	L14	MOD2	Concept of marketing mix	T1,R1 ,R2, R3	1,2	Lecture/PPT/CaseStudy
4	L15	MOD2	Case study on Segmentation/Marketing mix	T1, R1,R 2	1,2,3	Lecture/PPT/CaseStudy
4	L16	MOD3	Definition of product, its levels	T1, R1,R 2	1,2,3	Lecture/PPT/CaseStudy
	L17	MOD3,	Classification ,levels of product	T2, R1,R 2	4,5	Lecture/PPT/CaseStudy/Assignment
5	L18	MOD3	Concept of product line, product line decisions	T1, R1,R 2	4,5	Lecture/PPT/CaseStudy
5	L19	MOD3	Case study on Patanjali product lines	T2, R1,	4,5	Lecture/PPT/CaseStudy

5	L20	MOD3	Product Mix, exploring companies to study so	T1,T2 R1,R 2	4,5	Lecture/PPT/CaseStudy
6	L21	MOD3	Definition of Brand, Brand equity	T1, R1,R 2	4,5	Lecture/PPT/CaseStudy
6	L22	MOD3	Concept of PLC, marketing strategies at different stages	T2,R2 , T1	1,2	Lecture/PPT/CaseStudy/Assignment
6	L23	MOD4	Pricing, factors influencing pricing	T2,R2	1,2	Lecture/PPT/CaseStudy
6	L24	MOD4	Methods of pricing	T2,R2	1,2	Lecture/PPT/CaseStudy
7	L25	MOD4	Concept of distribution channel	T2,R2	1,2	Lecture/PPT/CaseStudy
7	L26	MOD4	Functions of marketing channels	T2,R2	1,2,3	Lecture/PPT/CaseStudy
7	L27	MOD4	Types of intermediaries with examples	T2,R2	4,5	Lecture/PPT/CaseStudy/Assignment
7	L28	MOD4	Channel design decisions	T2,R2	4,5	Lecture/PPT/CaseStudy
8	L29	MOD4	Wholesaling and retailing concepts	T2,R2	4,5	Lecture/PPT/CaseStudy
8	L30	MOD4	Case study on Pricing	T2,R2	4,5	Lecture/PPT/CaseStudy
8	L31	MOD4	Marketing communication: definition, IMC	T2,R2	4,5	Lecture/PPT/CaseStudy

8	L32	MOD4	Concept and elements of promotion mix	T2,R2	4	Lecture/PPT/CaseStudy/Assignment
9	L33	MOD4	Case study on integrated marketing communications	T2,R2	1,2	Lecture/PPT/CaseStudy
9	L34	MOD5	Marketing planning, strategic plan	T2,R2 R3	1,2,3	Lecture/PPT/CaseStudy
9	L35	MOD5	Strategic planning process at corporate level	T2,R2	1,2,3	Lecture/PPT/CaseStudy/Assignment
9	L36	MOD5	Concept of strategic business unit	T2,R2	1, 2, 3,4	Lecture/PPT/CaseStudy
10	L37	MOD5	BCG matrix and caselets exploring the same	T2,R2	1, 2, 3,4	Lecture/PPT/CaseStudy
10	L38	MOD5	Introducing Digital marketing	T2,R2	1, 2, 3,4	Lecture/PPT/CaseStudy/Assignment
10	L39	MOD5	Components of digital marketing and platforms	T2,R2	1, 2, 3,4, 5	Lecture/PPT/CaseStudy
10	L40	MOD5	Benefits and importance of digital marketing	T2,R2	1, 2, 3,4, 5	Lecture/PPT/CaseStudy
11	L41	MOD5	Case study on digital platforms	T2,R2	1, 2, 3,4, 5	Lecture/PPT/CaseStudy/Assignment

11	L42	MOD5	Introduction to Social marketing	T2,R2	1, 2, 3,4, 5	Lecture/PPT/CaseStudy/Assignment
11	L43	MOD 5	Evolution of social marketing and its need	T2,R3	3,4,5	Lecture/PPT/CaseStudy/Assignment
11	L44	MOD 5	Case study on Social marketing campaign	T2,R3	3,4,5	Lecture/PPT/CaseStudy/Assignment

## MN 115 Business Economics

### COURSE INFORMATION SHEET

**Course code: MN 115**

**Course title: Business Economics**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3          L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	Understand the economic theories, concepts and principles.
2.	How to make a choice from among various alternatives, how are price determined
3.	Why are countries divided into developed and less developed categories
4.	Why do economies face recession and are there any remedies to that
5.	What are the various price output relationships that exist in the market

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

CO1.	Analyse how decisions are made about what, how and for whom to produce
CO2.	Demonstrate its importance in making managerial decisions
CO3.	Develop an understanding of demand and supply function in determining market equilibrium
CO4.	Analyze the pricing and output decisions.
CO5.	Various pricing practices followed by firms in reality

### **Syllabus:**

#### **MODULE 1: (6 lectures)**

Basic Concepts and Principles Introduction, definition and scope of Business Economics, Basic assumptions in Business Economics, Types of Economic Analysis, Types of Economic Decision in Business Economics, Relationship of Business Economics with other disciplines.

**MODULE 2: (5 lectures)**

Theory of Demand and Supply Introduction to demand, Law of Demand, Introduction to supply, Law of Supply, Market Equilibrium.

**MODULE 3: (8 lectures)**

Theory of Consumer Behavior and Demand Forecasting Introduction and concept of consumer choice, consumer preferences, and consumer income, Concept of Revealed preference theory and Consumer Surplus.

Introduction and concept of Price Elasticity of demand, Income elasticity of demand, cross elasticity of demand and promotional elasticity of demand, Importance of elasticity of demand.

Introduction and meaning of demand forecasting, Subjective methods of demand forecasting, Quantitative methods of demand forecasting and limitations of demand forecasting.

**MODULE 4: (11 lectures)**

Theory of Production and Cost Introduction and concept of production theory, production function, production function with one variable input, Production function with two variable input, elasticity of substitution, iso cost lines, producer's equilibrium, expansion path, Return to scale, Different types of production function, Types of cost, cost in short run and long run , Break even analysis, Economies of scale.

**MODULE 5: (10 lectures)**

Market Structure and Decision Making: Introduction and concept of Monopoly, Price– Output decision in monopoly, Introduction and concept of perfect competition, Demand and revenue of a firm in perfect competition, Short run equilibrium and long run equilibrium in perfect competition, Introduction and concept of monopolistic competition, Price-output decision in monopolistic competition.

**Text books:**

1. Managerial Economics, Geetika,Piyali Ghosh, Purba Roy Chowdhury, McGraw Hill Education
2. Managerial Economics, H.L. Ahuja, S. Chand and Sons, New Delhi
3. Managerial Economics, Geetika,Piyali Ghosh, Purba Roy Chowdhury, McGraw Hill Education
4. Managerial Economics, Vanita Agarwal, Pearson Education India

**Ref. Books:**

1. Managerial Economics , Peterson, CraigH., Lewis, W.Chris and Jain Sudhir K., Pearson Education, New Delhi
2. Microeconomics , Robert S. Pindyck, Daniel L. Rubinfeld, Srojeta Banerjee, Pearson Education India.

**Gaps in the syllabus (to meet Industry / Profession requirements)****Pos met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure****Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

Course Outcome#	Program outcomes			
	A	B	C	D
1	M	L	M	H
2	H	M	M	H
3	H	H	H	M
4	M	H	H	H
5	H	H	H	H

L=LOW,M=MEDIUM,H=HIGH

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1
CD5	Laboratory experiments/teaching aids	CO5	CD1 and CD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.



Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs Mapped	Actual Content covered	Methodology used	Remarks by Faculty if any
1	L1		Mod -1	Introduction, definition and scope of Business Economics	T1,T2, T3, T4, R1	1,2		PPT Digi Class/ Chalk -Board	
	L2		Mod -1	Basic assumptions in Business Economics	T1,T2, T3, T4, R1	1,2		PPTD igiCla ss/Cha lk - Board /Assig	

								nment	
	L3		Mod -1	Types of Economic Analysis	T1,T 2, T3, T4, R1	1,2		PPT  DigiC  lass/C  halk  -  Board	
2	L4		Mod -1	Types of Economic Decision in Business Economics	T1,T 2, T3, T4, R1	1,2		PPT  Digi  Class/  Chalk  -  Board	
	L5		Mod -1	Economic Principles relevant to managerial Decisions	T1,T 2, T3, T4, R1	1,2		PPT  DigiC  lass/C  halk  -  Board	

	L6		Mod -1	Relationship of Business Economics with other disciplines	T1,T 2, T3, T4, R1	1,2		PPT DigiC lass/C halk - Board /Assig nment	
3	L7		Mod -2	Introduction to demand	T1,T 2, T3, T4, R1	1,2,3		PPT Digi Class/ Chalk - Board	
	L8		Mod -2	Law of Demand	T1,T 2, T3, T4, R1	1,2,3		PPTD igi	

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								Class/Chalk -Board	
	L9		Mod -2	Introduction to supply	T1,T2, T3, T4, R1	1,2,3		PPT Digi Class/Chalk -Board	
4	L10		Mod -2	Law of Supply	T1,T2, T3, T4, R1	1,2,3		PPT Digi Class/Chalk -Board	
	L11		Mod -2	Market Equilibrium	T1,T2, T3, T4, R1	1,2,3		PPT DigiClass/C halk -Board	
	L12		Mod -3	Introduction and Concept of consumer choice, consumer preferences, and Consumer income	T1,T2, T3, T4, R1	1,2,3		PPTDigiCl ass/Chalk -Board	
5	L13		Mod -3	Concept of Revealed preference theory and Consumer Surplus	T1,T2, T3, T4, R1	1,2,3		PPT Digi Class/Chalk -Board	

L14		Mod -3	Introduction and Concept of Price Elasticity	T1,T2, T3, T4, R1	1,2,3		PPT Digi Class/Chalk -Board	
			Of demand					
L15		Mod -3	Introduction and concept of Income elasticity of demand	T1,T2, T3, T4, R1	1,2,3		PPT Digi Class/Chalk -Board	
L16		Mod -3	Introduction and Concept of cross elasticity of demand and promotional elasticity of demand, Importance of Elasticity of demand	T1,T2, T3, T4, R1	2.3		PPT Digi Class/Chalk -Board	
L17		Mod -3	Introduction and Meaning of demand forecasting	T1,T2, T3, T4, R1	2.3		PPT Digi Class/Chalk -Board	
L18		Mod -3	Subjective methods of demand forecasting	T1,T2, T3, T4, R1	2.3		PPTDigiClass/Chalk -Board	

	L19		Mod -3	Quantitative methods of demand forecasting and limitations	T1,T2, T3, T4, R1	2,3		PPT Digi Class/Chalk -Board	
				of demand forecasting					
	L20		Mod -4	Introduction and concept of production theory	T1,T2, T3, T4, R1	3,4		PPT Digi Class/Chalk -Board	
	L21		Mod -4	Production function, production function with one variable input	T1,T2, T3, T4, R1	3,4		PPT DigiClass/Chalk -Board	
8	L22		Mod -4	Production function with two variable input, elasticity of substitution	T1,T2, T3, T4, R1	3,4		PPT Digi Class/Chalk - Board/Assignment	
	L23		Mod -4	Iso cost lines, producer's equilibrium, expansion path	T1,T2, T3, T4, R1	3,4		PPT Digi Class/Chalk -Board	

	L24		Mod -4	Return to scale	T1,T2, T3, T4, R1	3,4		PPT Digi Class/Chalk -Board	
9	L25		Mod	Different Types of	T1,T2, T3, T4, R1	4.5		PPT Digi	
			-4	Production function.				Class/Chalk -Board	
	L26		Mod -4	Types of cost,	T1,T2, T3, T4, R1	4.5		PPT Digi Class/Chalk - Board/Assi gnment	
	L27		Mod -4	Cost in short run	T1,T2, T3, T4, R1	4.5		PPT Digi Class/Chalk - Board/Assi gnment	
10	L28		Mod -4	Cost in Long run, cost of a multi product firm, cost Of joint product	T1,T2, T3, T4, R1	4.5		PPT Digi Class/Chalk - Board/Assi gnment	
	L29		Mod -4	Break even analysis,	T1,T2, T3, T4, R1	4.5		PPT Digi Class/Chalk Board/Assi gnment	

	L30		Mod -4	Economies of scale	T1,T2, T3, T4, R1	4.5		PPT Digi Class /Chalk  - Board, Assignmnet	
11	L31		Mod -5	Introductio n and Concept of	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi  Class/Chalk	

				Monopoly				-Board	
	L32		Mod -5	Price– Output decision in monopoly	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk  -Board	
	L33		Mod -5	Price – output decision in monopoly	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk  -Board	
12	L34		Mod -5	Introductio n and Concept of perfect competitio n	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk  -Board	
	L35		Mod -5	Demand and revenue of a firm in perfect competitio n	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk  -Board	



	L36		Mod -5	Short run equilibrium and long run equilibrium in Perfect competition	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk -Board	
13	L37		Mod -5	Introduction	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk -Board	

	L38		Mod -5	Concept of monopolistic competition	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/ Chalk -Board	
	L39		Mod -5	Difference between monopoly and oligopoly	T1,T2, T3, T4, R1	1,2,3, 4		PPT Digi Class/Chalk -Board	
14	L40		Mod -5	Price-output decision in monopolistic competition	T1,T2, T3, T4, R1	4,5		PPT Digi Class/ Chalk -Board	

	L41		Mod -5	Price- output decision in monopolist ic competitio n	T1,T2, T3, T4, R1	4,5		PPT Digi Class/ Chalk -Board	
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## MN 116 Organizational Behavior

### COURSE INFORMATION SHEET

**Course code: MN 116**

**Course title: Organizational Behavior**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3          L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: II / 1

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand basic OB concepts and enhance the attitude, behavior, perception and leadership style.
B.	To Describe motivation and related concepts.
C.	Explain concepts of individual differentiators like Personality, Attitude and perception.
D.	To understand the concepts of conflict and conflict management.
.E	Describe leadership quality and its importance in group and self development

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1	To apply the basic concepts of OB.
2	To illustrate individual differences based on personality, attitude and perception and its implications
3	To demonstrate good leadership qualities
4	To handle and resolve various types of conflicts in the organization.
5	To motivate people with enhanced interpersonal skills

### **Syllabus:**

### **Module I (8 lectures)**

Introduction: Meaning and Importance of the Study of OB, Why Study Organizational Behaviour, Models of Organizational Behaviour, why called multi disciplinary, Contributing Discipline of the OB field, Organization and Environment, Evolution of Org. Behaviour, Organizational Strategies and policies. Different perspectives of organizations in India and elsewhere.

### **Module II (12 lectures)**

Personality: Concepts and determinants, Stages in personality development, Freud's Personality theory, The effects of Biological factors in personality. Perception: Concepts and selectivity factors, perception and influence on individual behavior. Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner & Social learning)

Attitude: Concepts Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes.

### **Module III (8 lectures)**

Motivation: Concept and importance of motivation, important objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Frederick W. Taylor, Alderfer ERG Theory, Herzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)

### **Module IV (7 lectures)**

Leadership and group dynamics: Definition and an introduction, Ohio state and Michigan leadership theories, Traditional Theories, (Trait Theory and Contingency Theory), Modern Theories (Charismatic Theories), Formal and informal groups and role concepts, factors affecting group effectiveness, Group Develop model.

### **Module V (7 lectures)**

Communication and Conflict Management: Interpersonal communication and TA, Sources of conflict, Types & Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective, conflict resolution.

### **Text Books:**

1. Kohil A.S., And Deb T(2008), Performance management, New Delhi: Oxford universitiespress.
2. Bhattacharya, D.K., Compensation Management, Second Edition, Oxford universitypress.

**Reference Book:**

1. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai; Jaico Publishing House.
2. Rao, T.V. (2007), Performance Management and Appraisal Systems, New Delhi.

**Gaps in the syllabus (to meet Industry/Profession requirements)****Pos met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure****Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

Course Outcome#	Program outcomes			
	A	B	C	D
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

**Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1CO5	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details:**

Wee k No.	Lect .No.	Te nta tiv eD ate	Ch. No.	Topics to be covered	Te xt Bo ok /Re fer enc e s	CO Sm ap pe d	Act ual Co nte ntc ove red	Meth odol ogy used	Re ma rks by fac ulty if any
1,2,3	L1,L2,L3, L4,L5, L6,L7,L8		Mod -1	Meaning and importance of The study of OB, Why study organizational, Models of organizational Behaviour, Coontributing Discipline of	T1, R1	CO 1,C O2		- Board Chalk	

		the OB field, Orgation and Environment, Evolution of org. Behaviour, Organization al Strategies and policies, Different Perspectives of organizations in India and elsewhere.			
L9,L10,L	Mod	Personality: Concepts and	T1,	CO	-
11,L12,L	-2	determinants, Stages in	R1	2	Board
13,L14,L		personality development,			Chalk
15,L16,L		Freud's Personality theory,			
17,L18,L		The effects of Biological			
19,L20		factors in personality.			
		Perception: Concepts and			
		selectivity factors,			
		perception and influence on			
		individual behavior.			
		Learning: Nature and			
		definition of learning			
		(Classical Ivan Pavlov,			
		Conditioning – Skinner &			
		Social learning)			
		Attitude: Concepts			
		Components, Attitude and			
		organizational behavior,			
		Attitude measurement			
		(Thurstone Scales, Likert			
		Scales), Sources and types			
		of attitudes.			
L21,L22,	Mod	Motivation: Concept	T1,	CO	-
L23,L24,	-3	and	R1	1	Board
L25,L26,		importance of motivation,			Chalk
L27,L28		important objectives			
		of			
		motivation, motivation			
		theories (Maslow's			
		Hierarchy Needs, Federick			
		W. Taylor, Alderfer ERG			
		Theory, Hevzberg's			
		two			
		Factor Theory, Equity			
		Theory, Vroom's			
		Expectancy theory)			
		Motivation: Concept			

		and			
		importance of motivation,			
		important objectives of			
		motivation, motivation theories (Maslow's Hierarchy Needs, Federick W. Taylor, Alderfer ERG Theory, Hevzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory) Motivation: Concept and importance of motivation, important objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Federick W. Taylor, Alderfer ERG Theory, Hevzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)			
L29,L30, L31,L32, L33,L34, and L35	Mod -4	Leadership and group dynamics: Definition and an introduction, Ohio state and Michigan leadership theories, Traditional Theories, (Trait Theory and Contingency Theory), Modern Theories (Charismatic Theories), Formal and informal groups and role concepts, factors affecting group effectiveness, Group Develop model.	T1, R1	CO 3	- Board Chalk
L36,L37, L38,L39, L40,L41 andL42	Mod -5	Communication and Conflict Management: Interpersonal communication	T1, R1	CO 4,C O5	- Board Chalk



			and TA, Sources of conflict, Types & Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective, conflict resolution.				

**MN 117 Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies**

COURSE INFORMATION SHEET

**Course code: MN -117**

**Course title: [Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies]**

**Nature of course: Sessional /Vocational**

**Pre-requisite(s):NIL**

**Co- requisite(s): NIL**

**Credits: 4            L:0 T: 0 P:0**

**Class schedule per week: NIL**

**Class: BBA**

**Semester / Level: II / 1**

**Branch: MANAGEMENT (BBA)**

**Name of Teacher:**

***SEM- III [MONSOON]  
[TOTAL CREDITS- 20]***

## MN 201 Personality Development

### COURSE INFORMATION SHEET

**Course code: MN 201**  
**Course title: Personality Development**  
**Nature of course: Lecture**  
**Pre-requisite(s): NIL**  
**Co- requisite(s): NIL**  
**Credits: 3      L:2 T:0 P:2**  
**Class schedule per week: 4**  
Class: BBA  
Semester / Level: III / 2  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	Understand the scope of personality and its development.
2.	Develop core skills for development of self.
3.	Cultivate interpersonal skills for successful life.
4.	Develop communication and problem solving skills
5.	Improve the employability skills

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Understand the concept of personality development, success and failure in organization.
2.	Attain self-realization and analyze strengths , weaknesses, opportunities and threats
3.	Demonstrate interpersonal skills for job retention and manage time efficiently
4.	Apply problem solving skills for effective decision making
5.	Construct resume to increase employability

**Syllabus:**

### **Module 1 : Introduction To Personality Development (10 Lectures)**

Concept of personality, Dimensions of personality, Significance of personality development, Gordon Allport's hierarchy of personality traits, Swami Vivekananda's concept of personality development.

The concept of success and failure: What is success - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure.

### **Module 2 : Self-awareness (6 Lectures)**

Meaning of Self Awareness, Components of self-awareness, Improving self-awareness, benefits of understanding self, SWOT analysis, Significance and methods of self-analysis, Learning to maximize success using SWOT

### **Module 3 : Interpersonal skills and Time Management (10 Lectures)**

Concept of Interpersonal skills, Types of interpersonal skills, How to strengthen interpersonal skills with examples, How to use interpersonal skills to get and keep a job, Benefits of effective interpersonal skills, Interpersonal skills vs Communication skills.

Acing Time management, What is time management, Benefits of time management, Identifying time wasters, Strategies to improve time management,

### **Module 4 : Problem Solving and Decision Making (8 Lectures)**

What is problem solving, Steps, process and techniques of problem solving. Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

### **Module 5: Employability Quotient (8 Lectures)**

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

#### **Text books:**

1. Personality Development and Soft Skills: Preparing for tomorrow, Shikha Kapoor, Dreamtech Press
2. Personality Development Handbook, D.P Sabharwal, Fingerprint publishing

#### **Ref. Books:**

1. Personality Development, E.B Hurlock, Tata McGraw Hill
2. Soft Skills, Career Development Centre, Green Pearl publications
3. Personality Development and Soft Skills, Barun K. Mitra, Oxford University Press

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Gaps in the Syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

**Indirect Assessment**

3. Student Feedback on course outcome
4. Student Feedback on Faculty

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>			
	A	B	C	D
CO1	H	L	M	L
CO2	H	M	H	L
CO3	H	M	M	H
CO4	H	H	L	H
CO5	L	L	L	L

### Mapping Between Cos and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD8and CD9
CD3	Seminars	CO3	CD1,CD2and CD5
CD4	Mini Projects/Projects	CO4	CD1,CD5,CD8andCD9
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2and CD9
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture Wise Lesson Planning Details

Week No.	Lecture No.	Te n tative Date.	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapp ed	Act ual Con te nt cover ed	Method ology used	Rem a rks by facul ty if any
1, 2,3	L1 L2 L3 L4 L5 L6 L7 L8 L9 L10		Mo d 1	<p>Concept of personality, Dimensions of personality, Significance of personality development, Gordon All port's hierarchy of personality traits, Swami Vivekananda's concept of personality development</p> <p>The concept of success and failure: What is success - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure.</p>	T1, R1, R2	CO 1		Lecture, PPT	
3, 4	L11 L12 L13 L14		Mo d 2	<p>Meaning of Self Awareness, Components of self-awareness, Improving self-awareness, benefits of</p>	T1, R1, R2	CO 2		Chalk Board, PPT, Case	

	L15 L16			understanding self, SWOT analysis, Significance and methods of self-analysis, Learning to maximize success using SWOT				Study	
5, 6, 7	L17 L18 L19 L20 L21 L22 L23 L24 L25 L26		Mod 3	<p>Concept of Interpersonal skills, Types of interpersonal skills, How to strengthen interpersonal skills with examples, How to use interpersonal skills to get and keep a job, Benefits of effective interpersonal skills, Interpersonal skills vs Communication skills.</p> <p>Acing Time management, What is time management, Benefits of time management, Identifying time wasters, Strategies to improve time management,</p>	T2, R2, R3	CO 3		Chalk Board, PPT, Case Study, Mini Project	
7, 8, 9	L27 L28 L29 L30 L31 L32 L33 L34		Mod 4	<p>What is problem solving, Steps, process and techniques of problem solving.</p> <p>Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives &amp; Negatives.</p>	T1, T2, R1	CO 4		Lecture, PPT, Mini Project	
9, 10, 11	L35 L36 L37 L38 L39 L40 L41 L42		Mod 5	<p>Resume building- The art of participating in Group Discussion – Facing the Personal (HR &amp; Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.</p>	T1, T2, R2, R3	CO 5		Case Study, Examples, Demonstration	



## MN 202 Environment Science

### COURSE INFORMATION SHEET

**Course code: MN 202**

**Course title: Environment Science**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 2          L:2 T:0 P:0**

**Class schedule per week: 02**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To generate awareness and become a sensitive citizen towards the changing environment.
2.	To develop basic knowledge of natural resources and their applications in environment.
3.	To identify the structure and composition of the sphere of the earth, the only planet sustaining Life.
4.	To analyze, how the environment is getting contaminated and probable control mechanisms for them.
5.	To develop basic knowledge of solid based management for healthy environment.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Able to explain the structure and function of ecosystem and public awareness program about the importance of environment.
2.	Able to identify the sources, causes, impacts of environmental Pollution
3.	Able to identify the sources, causes, impacts and control of air pollution.
4.	Able to distinguish the various types of water pollution happening in the environment and understand about their effects and potentials control mechanisms.
5	Able to judge the importance of soil, causes of contamination and need of solid waste management.

### **Syllabus:**

**Module 1. Environmental awareness and Ecosystem (Lecture 5)**

Multidisciplinary nature of environmental Science, Definition, Scope, importance and need for public awareness . Concepts of Ecology and Environment science, ecosystem: structure, function and services, Biogeochemical cycles, energy and nutrient flow, Food Chain , Food web, Ecological pyramid, ecosystem management,

**Module 2 : Natural resources and Environmental Pollution : (Lecture 5)**

Renewable and non renewable resources, Consequences of deforestation, floods and draughts, Segment of environment, sources, pathways and fate of environment pollutants, Causes of environmental Pollution , Population explosion, environment and human health,

**Module 3: Air Pollution: (Lecture 6)**

Structure and composition of unpolluted atmosphere, classification of air pollution sources, types of air pollutants, effects of air pollution, monitoring of air pollution, control methods and equipments for air pollution control, vehicular emissions and control, indoor air pollution, air pollution episodes and case studies.

**Module 4: Water Pollution: (Lecture 5)**

Water Resources; Water Pollution: types and Sources of Pollutants; effects of water pollution; water quality monitoring, various water quality indices, water and waste water treatment: primary, secondary and tertiary treatment, advanced treatments (nitrate and phosphate removal); Sludge treatment and disposal.

**Module 5: Soil Pollution and Solid Waste Management: (Lecture 5)**

Lithosphere- composition, soil properties, soil pollution, ecological & health effects, Municipal solid waste management- classification of solid wastes, MSW characteristics, collection, storage, transport and disposal methods, sanitary landfills, technologies for processing of MSW: incineration, composting, pyrolysis.

**Text books:**

1. A, K. De. (3<sup>rd</sup> Ed). 2008. Environmental Chemistry. New Age Publications India Ltd.
2. R. Rajagopalan. 2016. Environmental Studies: From Crisis to Future by, 3<sup>rd</sup> edition, Oxford University Press.
3. Eugene P. Odum. 1971. Fundamental of Ecology (3<sup>rd</sup> ed.) – WB Sanders Company, Philadelphia.
4. C.N. Sawyer, P.L. McCarty and G.F.Parkin. 2002. Chemistry for Environmental Engineering and science. John Henry Press.
5. S.C. Santra. 2011. Environmental Science. New Central Book Agency.

**Ref. Books:**

1. D.W. Conell. Basic Concepts of Environmental Chemistry, CRC Press.
2. Peavy, H.S, Rowe, D.R, Tchobanoglous, G. Environmental Engineering, Mc-Graw – Hill International
3. G.M Masters& Wendell Ela. 1991. Introduction to Environment Engineering and Science, PHI Publishers

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>	
Lecture by use of boards/LCD projectors/OHP projectors	
Tutorials/Assignments	
Seminars	
Mini Projects/Projects	
Laboratory experiments/teaching aids	
Industrial/Guest Lectures	
Industrial visits/in-plant training	
Self-learning such as use of NPTEL materials and internets	
Simulation	

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>Contribution during CO Assessment</b>
Mid Sem Examination Marks	25
End Sem Examination Marks	50
Quiz (s) (1 & 2)	10+10
Teacher's assessment	5

**Indirect Assessment-**

1. Student Feedback on Faculty
2. Student Feedback on course Outcome

**Mapping between Objectives and Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>

CO1	H	L	M	L
CO2	H	M	H	L
CO3	H	M	M	H
CO4	H	H	L	H
CO5	L	L	L	L

### Mapping of Course Outcomes onto Graduate Attributes

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcomes	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD2, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini project/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials internets		
CD9	Simulation		

### Lecture wise Lesson Plan Details :

Week no.	Lecture no.	Unit no.	Topics to be covered	COs mapped	Methodology used	Remarks By faculty
1	1	1	Multidisciplinary nature of environmental Science, Definition, Scope, importance and need for public awareness	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
1	2	1	Concepts of Ecology and Environment science,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
2	3	1	Ecosystem: structure, function and services,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
2	4	1	Biogeochemical cycles, energy and nutrient flow,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
3	5	1	Ecological pyramid, ecosystem management	CO1, CO2	PPT/Chalk Board/Guest.	

					Lect.	
3	6	2	Renewable and non renewable resources,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	7	2	Consequences of deforestation, floods and draughts	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	8	2	Segment of environment, Causes of environmental Pollution ,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
5	9	2	sources, pathways and fate of environment pollutants,	CO1, CO2 CO4	PPT/Chalk Board/Guest. Lect.	
5	10	2	Population explosion, environment and human health	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
6	11	3	Structure and composition of unpolluted atmosphere	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
6	12	3	classification of air pollution sources, types of air pollutants,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
7	13	3	effects of air pollution, monitoring of air pollution,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
7	14	3	control methods and equipments for air pollution control,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
8	15	3	vehicular emissions and control,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
8	16	3	indoor air pollution, air pollution episodes and case studies.	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
9	17	4	Water Resources; Water Pollution: types and Sources of Pollutants;	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
9	18	4	effects of water pollution; water quality monitoring, various water quality indices	CO1, CO2 CO3	PPT/Chalk Board/Guest. Lect.	
10	19	4	water and waste water treatment: primary, secondary and tertiary treatment,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
10	20	4	advanced treatments (nitrate	CO1,	PPT/Chalk	

			and phosphate removal);	CO2	Board/Guest. Lect.	
<b>11</b>	<b>21</b>	<b>4</b>	Sludge treatment and disposal.	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
<b>11</b>	<b>22</b>	<b>5</b>	Lithosphere- composition, soil properties, soil pollution, ecological & health effects	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>23</b>	<b>5</b>	Municipal solid waste management- classification of solid wastes,	CO1, CO2 CO3	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>24</b>	<b>5</b>	SW characteristics, collection, storage, transport and disposal methods,	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>25</b>	<b>5</b>	sanitary landfills, technologies for processing of MSW:	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>26</b>	<b>5</b>	incineration, composting, paralysis.	CO1, CO2	PPT/Chalk Board/Guest. Lect.	

## MN 203 Computerized Accounting

### COURSE INFORMATION SHEET

**Course code: MN 203**

**Course title: Computerized Accounting**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:2 T:0 P:2**

**Class schedule per week: 04**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	To understand the nature, significance and objectives of accounting and its growing importance.
B	To analyze and understand the need of computers in accounting
C	To determine the use of technology in accounting
D	To highlight the importance of IT
E	To apply the latest practices of accounting

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1	Demonstrate entries in Books of Accounts
2	Integrate IT & Accounting
3	Apply Professional Research Abilities in this area
4	Create and group accounts and Ledger
5	Construct & prepare various books of accounts

### **Syllabus:**

#### **Module 1: Computerized Accounting (6 Lectures)**

Introduction to computerized accounting, Essentials of computerized accounting, features of computerized Accounting, Advantages and disadvantages of computerized accounting, computerized Vs Manual accounting

#### **Module 2: Introduction to Accounting Package (4 Lectures)**

Features of Accounting package, getting functional with Accounting Package, Creation /Setting up of company

#### **Module 3: Accounting Vouchers (6 Lectures)**

Types of Vouchers-Contra Voucher, Payment Voucher, receipt voucher, sales voucher. Editing and deleting of vouchers, voucher numbering and customizing of vouchers

**Module 4: Creation and Grouping of accounts & Ledger (6 Lectures)**

Creation of accounts and grouping of accounts, Single group and multiple groups, Creation of Ledger, entering of transaction and preparation of Ledger

**Module 5 Subsidiary Books & Preparation of Final Accounts (6 Lectures)**

Preparation of various books-purchase books, purchase return book, sales book, sales return book, cash book closing stock adjustment ,trail balance ,Depreciation and other adjustment entries, Profit and loss account and Balance sheet.

**Text books:**

1. Frank wood & Alan Sanger(2008),Business Accounting ,Pearson education Limited,11th Edition (1,3,45,6,7)
2. J .R Monga(2004) ,Financial Accounting concepts and application,Volume -1:Text, Mayoer Paperbacks,18th Edition (1,7)

**Ref. Books:**

1. Robert N Anthony, David F Hawkins, Kenneth A Merchant(2004),Accounting Text and cases,Tata McGraw Hill Publishing Company Limited, New Delhi,11th Edition
2. Hanif and Mukherjee (2003),Modern Accountanvy Volume 2,Tta Mc Graw Hill Publishing Company Limited, new Delhi, 2nd Edition

**Gaps in the syllabus (to meet Industry/Profession requirements)****POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure****Direct Assessment**



Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

### Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### Mapping between Objectives and Outcomes Mapping of Course Outcomes onto Program Outcomes

Course Outcomes	Program outcomes			
	A	B	C	D
1	H	H	M	M
2	H	M	M	M
3	H	M	M	M
4	H	L	L	M
5	H	M	M	M

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD4,C D5
CD 4	Mini projects/Projects	CO4	CD1,C D5,
CD 5	Laboratory experiments/teaching aids	CO5	CD1,C D5,
CD 6		Industrial/guest lectures	
CD 7		Industrial visits/in-plant training	

CD 8	Self- learning such as use of NPTEL materials and internets
CD 9	Simulation

### Lecture wise Lesson planning Details

Wee k No.	Lec t. No.	Tentati ve Date	Ch. No.	Topics to be covered	Text Book / Refer e nces	COs map p ed	Actua l Conte nt cover ed	Metho dology used	Remark s by faculty if any
1	1-2		<b>Mod 1</b>	Introduction to Computerized accounting , Essentials of computerized accounting,	T1, T2, R1,R2	CO1 , CO2		PPT Digi Class/C halk- Board	
2	3-4		<b>Mod 1</b>	Features of Computerized Accounting, Advantages and Disadva ntages of compute rized accounti ng, Comput erised Vs Manual accounti ng	T1 T2 R1,R2	CO1 ,CO 2		PPT Digi class/ Chalk- Board/ Lab	
3	5-6		<b>Mod 1</b>	Adva ntage s and disad vanta ges of comp uteriz	T1,T2, R1,R2	CO1 ,CO 2, CO3		PPT Digi class/ Chalk- Board/ Lab/M ini Projec t	

				ed accou nting of comp ute rized accou nti ng, Comp ut erised Vs Manu al accou nti ng					
4	7-8		<b>Mod 2</b>	Features of Accounting package, Getting functional with Accounting Package	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/ Chalk-Board/ Lab/G uest meet	
5	9-10		<b>Mod 2</b>	Creation /Setting up of company	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
6	11-12		<b>Mod 3</b>	Types of Vouchers- Contra Voucher	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
7	13-14		<b>Mod 3</b>	Payment Voucher ,receipt voucher ,sales voucher	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
8	15-16		<b>Mod 3</b>	Editing and deleting of vouchers, voucher	T1,T2, R1,R2	CO1 ,CO 2,C O3,		PPT Digi class/C halk	

				numbering and customizing of vouchers		R2			
9	17-18		<b>Mod 4</b>	Creation of accounts and grouping of accounts	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
10	19-20		<b>Mod 4</b>	,Single group and multiple groups,	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
11	21-22		<b>Mod 4</b>	Creation of Ledger ,entering of transaction and preparation of Ledger	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
12	23-24		<b>Mod 5</b>	Preparation of various books- purchase books, purchase return book ,sales book,	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
13	25-26		<b>Mod 5</b>	sales return book ,cash book closing stock adjustment ,trail balance.	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
14	27-28		<b>Mod 5</b>	Depreciation and other adjustment entries,Profit and loss account and Balance sheet	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	

## MN 204 Introduction to Financial Systems

### COURSE INFORMATION SHEET

**Course code: MN 204**

**Course title: Introduction to Financial Systems**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To explain the basic operations of banking and financial markets.
B.	To understand various financial instruments.
C.	To get a clear concept of the roles of financial institutions, NBFCs, investment Companies etc.
D.	To understand about the mechanism of Indian Financial System.
E.	To explain the role and mechanism of insurance business.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Appraise basic banking and financial markets operations.
2.	Evaluate the current practices in banking, capital market, etc.
3.	Formulate changes in the financial sector
4.	To design and correlate the financial markets and banking performances with the Economic performance.
5.	Formulate and develop policies in the field of banking and insurance.

### **Syllabus:**

#### **Module 1: (7 Lectures)**

Structure of the Indian Financial System: Commercial banks, financial markets, Development banks, RBI, NBFCs, Investment companies, MFIs, DFHI.

#### **Module 2: (7 Lectures)**

Commercial Banks: Definition, Banker-customer relationship, payment and collection of cheques and other negotiable instruments, Ancillary services, principles of lending-cardinal principle, NPAs, Basel Norms.

### **Module 3: (8 Lectures)**

#### **Financial Markets:**

Capital Market- Primary and secondary markets, Stock exchanges in India, on- line trading of securities, types of securities- equity, debt and derivatives, Sensex and Nifty, Players in the capital market, Role of SEBI.

MoneyMarket-Definition, players of money market, Instruments of money market, Call Money Market, RBI as a watch dog of money market.

### **Module 4: (8 Lectures)**

#### **Reserve Bank of India (RBI):**

RBI's constitution & objectives, functions, Developmental role of RBI, Regulatory restrictions on lending, Monetary Policy.

### **Module 5: (8 Lectures)**

#### **Insurance Business and Pension Funds:**

Insurance business in India- current scenario, Pricing and Promotion of Insurance Services, Regulatory framework for running insurance business, Pension funds, Regulatory framework for pension funds.

#### **Text Books:**

1. Indian Financial System by M.Y. Khan, Tata McGraw Hill
2. Financial Markets, Institutions and Financial Services by Clifford Gomez , PHI

#### **Reference Books:**

- 1 Principles and Practices of Banking, Macmillan Publication.
- 2 Banking, Risk and Insurance Management, N.R. Mohan Prakash, Vikas Publishing

#### **Gaps in the syllabus (to meet Industry/Profession requirements)**

#### **Pos met through Gaps in the Syllabus:**

#### **Topics beyond syllabus/Advanced topics/Design**

#### **Pos met through Topics beyond syllabus/Advanced topics/Design.**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials

#### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

## Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

## Indirect Assessment–

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

Course Outcomes	Program outcomes			
	A	B	C	D
1	H	H	M	M
2	H	M	M	M
3	H	M	M	M
4	H	L	L	M
5	H	M	M	M

### Mapping Between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Mini projects/Projects	CO4	CD1andCD2
CD5	Laboratory experiments/teaching aids	CO5	CD1

CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Wee k No.	Lect . No.	Tentative Date	M odul e No.	Topics to be covered	Text Book /Refer e Nces	Cos mappe d	Actual Content covere d	Methodolog y used	Remark s by faculty If any
1	L1		1	Commercial Banks	T1,R1	1,2		Lecture/PPT /Case Study	
	L2		1	Financial Markets	T1,R1	1,2		Lecture/PPT /Case Study	
	L3		1	Development Banks	T1,R1	1,2		Lecture/PPT /Case Study	
2	L4		1	RBI and DFHI	T1,R1	1,2		Lecture/PPT /Case Study	
	L5		1	NBFCs	T1,R1	1,2		Lecture/PPT /Case Study	
	L6		1	Investment Companies	T1,R1	1,2		Lecture/PPT /Case Study	
3	L7		1	Micro Finance Institutions	T1,R1	1,2		Lecture/PPT /Case Study	
	L8		2	Banker-Customer relationship	T1,R1	1,2		Lecture/PPT /Case Study	
	L9		2	Banker-customer relationship	T1,R1	1,2		Lecture/PPT /Case Study	
4	L10		2	Payment and collection of Cheques and other negotiable instruments	T1,R1	1,2		Lecture/PPT /Case Study	
	L11		2	Payment and collection of Cheques and other negotiable instruments	T1,R1	1,2		Lecture/PPT /Case Study	



	L12		2	Ancillary Services	T1,R1	2,3		Lecture/PPT /Case Study	
5	L13		2	Principles of lending-cardinal principle	T1,R1	2,3		Lecture/PPT /Case Study	
	L14		2	NPAs, Basel norms	T1,R1	3,4		Lecture/PPT /Case Study	
	L15		3	Capital market-Primary and secondary	T2,R1	1,2		Lecture/PPT /Case Study	
6	L16		3	Stock exchanges in India	T2,R1	1,2		Lecture/PPT /Case Study	
	L17		3	On-line Trading of securities	T2,R1	2,3		Lecture/PPT /Case Study	
	L18		3	Sensex and Nifty	T2,R1	2,3		Lecture/PPT /Case Study	
7	L19		3	Players in the Capital market	T2,R1	2,3		Lecture/PPT /Case Study	
	L20		3	Role of SEBI	T2,R1	3,4		Lecture/PPT /Case Study	
	L21		3	Money market-definition, players of money market	T2,R1	3,4		Lecture/PPT /Case Study	
8	L22		3	Instruments of Money market	T2,R1	1,2		Lecture/PPT /Case Study	
	L23		3	RBI as a Watchdog of money market	T2,R1	1,2		Lecture/PPT /Case Study	
	L24		4	RBI's Constitution and objectives	T2,R1	4		Lecture/PPT /Case Study	
9	L25		4	Functions	T2,R1	1,2		Lecture/PPT /Case Study	

	L26		4	Tools of monetary control	T2,R1	2,4		Lecture/PPT /Case Study	
	L27		4	Tools of monetary control	T2,R1	2,4		Lecture/PPT /Case Study	
10	L28		4	Developmental Role of RBI	T2,R1	2,4		Lecture/PPT /Case Study	
	L29		4	RBI as a Watchdog of money market	T2,R1	2,3		Lecture/PPT /Case Study	
	L30		5	Insurance business in India-current scenario	T1,R1	2,3	2,3	Lecture/PPT /Case Study	
11	L31		5	Insurance business in India-current scenario	T1,R1	3,4	3,4	Lecture/PPT /Case Study	
	L32		5	Pricing and Promotion of Insurance Services	T1,R1	3,4		Lecture/PPT /Case Study	
	L33		5	Pricing and Promotion of Insurance Services	T1,R2	3,4		Lecture/PPT /Case Study	
12	L34		5	Regulatory framework for running insurance business	T1,R2	3,4		Lecture/PPT /Case Study	
	L35		5	Pension funds,	T1,R2	3,4		Lecture/PPT /Case Study	
	L36		5	Regulatory framework for pension funds.	T1,R1	3,4		Lecture/PPT /Case Study	
13	L37		5	Regulatory framework for pension funds.	T1,R1	3,4		Lecture/PPT /Case Study	
	L38		5	Pricing and Promotion of Insurance Services	T1,R1	3,4		Lecture/PPT /Case Study	

## MN 205 Introduction to Business Analytics

### COURSE INFORMATION SHEET

**Course code: MN 205**

**Course title: Introduction to Business Analytics**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To know details about the business data analytics
2	Data Sources, advantages and limitations of various analytics techniques.
3	Real life use of various data analytics.
4	Case studies on business data analytics.
5	Objects in Programming

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Understand the properties of various business data analytics
2.	Identify important resource to support business analytics and identify the strength and weaknesses of different business data analytics
3.	Design and utilize appropriate data analytics techniques for solving problems
4.	Understand the role of statistics in data analytics
5.	Understand the role of data mining in data analytics

### **Syllabus:**

#### **Module 1: Introduction to Business Analytics (6 lectures)**

Introduction to Business Analytics: Meaning, Business Analytics Process, Business growth with data Analysis, Introduction to programming language, Importance of Business Analytics, Strategy and advantage of Business analytics.

**Module 2: Data Analysis process (4 lectures)**

Address the business problems , Explore the data, Analyze the data, prediction with data, optimize the data, make a decision measure the outcome, update the system with this data.

**Module 3: Data Literacy and Business Analytics for business: (4 lectures)**

Introduction to data literacy, Mathematical functions (mean, mode, median), types of variables, employ data effectively, make key business decision with keystone projects.

**Module 4: Introduction to Tools and Language used in Business Analytics: (13 lectures)**

Introduction to Python Programming, Numphy and Array, Libraries, Data analysis with python, Commands, Basic of R and Tableau, Introduction to Microsoft power BI to analyze the Data.

**Module 5: Five key Specializations in business Analytics :( 11 lectures)**

Natural language processing with python and excel, Deep learning with excel and tensor flow, business analytics with mysql and python, business intelligence with power BI and tableau, data engineering with pyspark and sqoop

**Text books:**

1. Business Analytics :Data Analysis &Decision Making, Wayne Winston, 2014
2. Business Intelligence, Analytics ,and Data Science :A Managerial Perspective , Ramesh Sharda, Dursum Delen, Efraim Turban. Fourth Edition,2017

**Ref. Books:**

1. S. Christian Albright, Wayne L. Winston, Business Analytics: Data Analysis & Decision Making, Cengage Learning, 2015.
2. R. Evans James, Business Analytics, Pearson, 2017.

**Gaps in the syllabus (to meet Industry/Profession requirements)****POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**  
**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcomes#	Program outcomes			
	A	B	C	D
1	M	H	M	M
2	H	M	M	L
3	M	M	L	H
4	H	H	M	M
5	M	H	M	M

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5, CD3
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5
CD3	Seminars	CO3	CD1, CD2, CD4, CD5
CD4	Mini projects/Projects	CO4	CD1, CD3, CD4, CD5
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD4, CD5, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson Planning Details.**

Wee k No.	Lec t. No.	Tentati ve Date	Ch. No.	Topics to be covered	Text Book / Refer e nces	COs mapp ed	Actua l Conte nt cover ed	Metho dology used	Remark s by faculty if any
1	L-1		1	Introduction to Business Analytics:	T1,T2, R2	CO1		BLAC K BOAR D, PPT	
	L-2		1	Meaning, Business Analytics Process,	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-3		1	Business growth with data Analysis, Introduction to programming language,	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-4		1	Importance of Business Analytics, Strategy and	T1,T2, R2	CO1		BLAC K BOAR D	
	L-5		1	advantage of Business analytics	T1,T2, R2	CO1		BLAC K BOAR D	
	L-6		1	advantage of Business analytics	T1,T2, R2	CO2		BLAC K BOAR D	
	L-7		2	Address the business problems ,.	T1,T2, R2	CO2		BLAC K BOAR D,PPT	
	L-8		2	Explore the data,	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-9		2	update the system with this data	T1,T2, R2	CO2		BLAC K BOAR D,PPT	

2	L-10		2	update the system with this data	T1,T2, R2	CO1		BLAC K BOAR D	
	L-11		3	Introduction to data literacy,.	T1,T2, R2	CO1,C O2,CO 3		BLAC K BOAR D	
	L-12		3	Mathematical functions (mean, mode, median), types of variables,	T1,T2, R2	CO3		BLAC K BOAR D	
	L-13		3	employ data effectively, make key	T1,T2, R2	CO1		BLAC K BOAR D	
	L-14		3	business decision with keystone projects	T1,T2, R2	CO3		BLAC K BOAR D,PPT	
	L-15		4	Introduction to Python Programming ,	T1,T2, R2	CO3		BLAC K BOAR D,PPT	
3	L-16		4	Introduction to Python Programming	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-17		4	Introduction to Python Programming	T1,T2, R2	CO1		BLAC K BOAR D,	
	L-18		4	Numphy and Array,	T1,T2, R2	CO1		BLAC K BOAR D	
	L-19		4	Libraries, Data analysis with python,	T1,T2, R2	C04		BLAC K BOAR D	
	L-20		4	Commands, Basic of R and Tableau,.	T1,T2, R2	CO1		BLAC K BOAR	

								D,PPT	
	L-21		4	Commands, Basic of R and Tableau,.	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-22		4	Commands, Basic of R and Tableau,.	T1,T2, R2	CO1		BLAC K BOAR D,PPT	
	L-23		4	Commands, Basic of R and Tableau,.	T1,T2, R2	CO4		BLAC K BOAR D	
	L-24		4	Commands, Basic of R and Tableau,.	T1,T2, R2	CO1		BLAC K BOAR D	
4	L-25		4	Introduction to Microsoft power BI to analyze the Data	T1,T2, R2	CO4		BLAC K BOAR D	
	L-26		4	Introduction to Microsoft power BI to analyze the Data	T1,T2, R2	CO1		BLAC K BOAR D	
	L-27		4	Introduction to Microsoft power BI to analyze the Data	T1,T2, R2	CO1		BLAC K BOAR D	
5	L-28		5	Natural language processing with python and excel,.	T1,T2, R2	CO5		BLAC K BOAR D	
	L-29		5	Natural language processing with python and excel,.	T1,T2, R2	CO5		BLAC K BOAR D	



	L-30		5	Deep learning with excel	T1,T2, R2	CO5		BLAC K BOAR D	
	L-31		5	Deep learning with excel and tensorflow, business analytics	T1,T2, R2	CO5		BLAC K BOAR D	
	L-32		5	with mysql and python, business intelligence with power BI and	T1,T2, R2	CO5		BLAC K BOAR D	
	L-33		5	tableau, data engineering with pyspark and sqoop	T1,T2, R2	CO5		BLAC K BOAR D	
	L-34		5	and tensorflow, business analytics with mysql and python,	T1,T2, R2	CO5		BLAC K BOAR D	
	L-35		5	business intelligence with power BI	T1,T2, R2	CO5		BLAC K BOAR D	
	L-36		5	business intelligence with power BI	T1,T2, R2	CO5		BLAC K BOAR D	
	L-37		5	tableau, data engineering with pyspark and sqoop	T1,T2, R2	CO5		BLAC K BOAR D	
	L-38		5	tableau, data engineering with pyspark and sqoop	T1,T2, R2	CO5		BLAC K BOAR D	
	L-39		5	tableau, data engineering with pyspark and sqoop	T1,T2, R2	CO5		BLAC K BOAR D	

## MN 206 Quantitative Techniques in Management

### COURSE INFORMATION SHEET

**Course code: MN 206**

**Course title: Quantitative Techniques in Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand the importance of probability distribution in quantitative analysis.
B.	To explain the importance and use of sampling and sampling distribution in an empirical study.
C.	To explain the importance of statistical estimation and its use.
D.	To understand hypothesis formulation and testing it for different tests.
E.	To understand the importance and use of inferential statistics in different managerial and social problems.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

CO1	Appraise the need for quantitative techniques in empirical study.
CO2	Formulate and solve different probability distribution problems.
CO3	Design hypothesis and solve it for different statistical tests.
CO4	Analyse, design and solve non-parametric problems.
CO5	Identify and analyse business problems, select appropriate models, verify and translate the results into suitable business strategy.

### **Syllabus:**

#### **Module 1: Basics of Probability and Probability Distributions (9 lectures)**

Set Operations on Events, Venn Diagram, Introduction to Probability: definition, need, scope; Conditional Probability, Probability Laws: Addition and Multiplication, Probability Distribution: definition, Binomial, Poisson & Normal Distributions: significance, properties; Standard Normal Distribution, Area under the normal Curve. Numerical exercises.

#### **Module 2: Sampling and Sampling Distributions (9 lectures)**

Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random Sampling, Merits and Demerits of different Sampling methods.

Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance, Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample, Numerical exercises.

**Module 3: Estimation of Parameters (9 lectures)**

Definition, Significance of statistical estimation, Types of Estimation: Point and Interval, Construction of Confidence Interval for population mean and confidence interval for Population Proportion for one population sample. Numerical exercises.

**Module 4: Tests of Hypothesis (9 lectures)**

Definition, Significance, Procedure of Hypothesis Testing, Type I and Type II Errors, One tailed and Two Tailed Tests, Testing of Hypothesis about population mean for one population sample, Testing of Hypothesis about a population proportion for one population sample. Numerical exercises.

**Module 5: Chi-square Test (Non-parametric test): (7lectures)**

Chi-square distribution: definition, properties, significance and scope of it. Test of Independence, Test of Variance and Test of Goodness of Fit. Numerical exercises

**Text books:**

1. Gupta and Gupta.(2015), Business Statistics. (Sultan Chand & Sons: New Delhi).18th ed.

**Reference books:**

- 1.Richard I. Levin, David S. Rubin, Masood H. Siddiqui (2017), Statistics for Management. (Pearson: New Delhi) 8thed.
- 2.Hogg Robert V., MckeanJoeseeph, Craig Allen T. (2017), Introduction to Mathematical Statistics (Pearson: New Delhi) 7thed.
- 3.Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham- Mumbai) 1sted.

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials

and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**  
**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Course Outcomes and Programme Outcomes**

Course Outcomes#	Program outcomes			
	A	B	C	D
1	H	M	H	H
2	L	L	H	M
3	L	M	H	M
4	H	L	M	H
5	H	M	L	H

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2, CD3, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8

CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lec t. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / Reference	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		<b>Mod 1</b>	Set Operations on Events, Venn Diagram, Introduction to Probability: definition, need, scope; Multiplication , Probability Distribution: definition, Binomial,	T1, T2, R1,R2	CO1 , CO2		PPT Digi Class/Chalk-Board	
2	4-6		<b>Mod 1</b>	Conditional Probability, Probability Laws: Addition and Poisson &	T1 T2 R1,R2	CO1 ,CO 2		PPT Digi class/Chalk-Board/Lab	
3	7-9		<b>Mod 1</b>	Normal Distributions: significance, properties; Standard Normal Distribution, Area under the normal Curve.	T1,T2, R1,R2	CO1 ,CO 2, CO3		PPT Digi class/Chalk-Board/Lab/Mini Project	

				Numerical exercises					
4	10-18		<b>Mod 2</b>	Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/ Chalk-Board/ Lab/G uest meet	
5	16-18		<b>Mod 2</b>	Sampling, Merits and Demerits of different Sampling methods. Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance, Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample, Numerical exercises	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
6	19-23		<b>Mod 3</b>	Definition, Significance of statistical estimation,	T1,T2, R1,R2	CO1 ,CO 2,C O3,		PPT Digi class/C halk	

						R2			
7	24-25		<b>Mod 3</b>	Types of Estimation: Point and Interval, Construction of Confidence Interval for population mean and	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
8	26-27		<b>Mod 3</b>	confidence interval for Population Proportion for one population sample. Numerical exercises	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
9	28-32		<b>Mod 4</b>	Definition, Significance, Procedure of Hypothesis Testing,	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
10	33-34		<b>Mod 4</b>	Type I and Type II Errors, One tailed and Two Tailed Tests,	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
11	35-36		<b>Mod 4</b>	Testing of Hypothesis about population mean for one population sample, Testing of Hypothesis about a population proportion for one population sample. Numerical	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	

				exercises					
12	37-38		<b>Mod 5</b>	Chi-square distribution: definition,	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
13	39-40		<b>Mod 5</b>	properties, significance and scope of it.	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
14	41		<b>Mod 5</b>	Test of Independence, Test of Variance and	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	
15	42		<b>Mod5</b>	Test of Goodness of Fit. Numerical exercises	T1,T2, R1,R2	CO1 ,CO 2,C O3, R2		PPT Digi class/C halk	



## MN 207 Research Methodology

### COURSE INFORMATION SHEET

**Course code: MN 207**

**Course title: Research Methodology**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: III / 2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To get a thorough grounding in introductory research concepts.
2.	To understand the concepts of Research Design in real world studies.
3.	To gain skills in conducting data gathering activities for research studies through various tools
4.	To get a clear concept of sampling methods in tune with the primary data requirements of any given study.
5.	To gain proficiency in writing up research reports for respective purposes as an outcome of a study conducted.

### **Course Outcomes:**

After the completion of this course, students will able to:

1.	To Identify the need and importance of Research in context of different situations and environments.
2.	To design appropriate Research design according to the research problem and research objectives.
3.	To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study.
4.	To decide and implement the most appropriate probability/non-probability sampling techniques for a given study.
5.	To communicate research findings clearly and in a user-friendly manner through customized tables and other related tools of data presentation.

### **Syllabus:**

#### **1. Research– An Introductory Approach (10 Lectures)**

Meaning, Characteristics and Importance, Types of Research, The Research process (Overview and Steps), The Research problem (Definition, need, importance, steps, and dimensions).

## **2. Research Design (07 Lectures)**

Meaning, Characteristics of a Good Research Design, Types of Research Designs, Components of a Research Design.

## **3. Sources of Collection of Data (06 Lectures)**

Primary Data (Method– questionnaire development, Survey and Observation Methods)

Secondary Data (Sources and Precautions in the Use of Secondary Data)

## **4. Sampling, Methods of Collecting Data (09 Lectures)**

Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings), Survey and Observation Methods.

## **5. Editing, Tabulation, Report Writing (10 Lectures)**

Meaning and Importance of editing; Meaning, Rules and Types of Tabulation, Parts of a Table, Characteristics, Types, and formats of Report.

### **Text books:**

1. Marketing Research: An Applied Orientation, Naresh K Malhotra and Satyabhusan Dash, Pearson 7/e,2019.
2. Research Methodology–Methods and Techniques, C.R. Kothari(New Age: New Delhi)

### **Ref. Books:**

1. Research Methodology and Statistical Techniques, Santosh Gupta, Deep and Deep Publications: New Delhi.
2. Scientific Methods and Social Research, B.N.Ghosh (Sterling: New Delhi).

**Gaps in the syllabus (to meet Industry/Profession requirements): Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
1.Lecture by use of boards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratory experiments/teaching aids
6.Industrial/guest lectures
7.Industrial visits/in-plant training

8.Self-learning such as use of NPTEL materials and internets
9.Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping of Course Outcomes onto Programme Outcomes (H-High, M-Medium, L-Low)**

Course Outcomes	Programme Outcomes			
	A	B	C	D
CO 1	H	M	L	H
CO 2	H	M	L	M
CO 3	M	M	L	H
CO 4	M	M	H	M
CO 5	M	H	H	M

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Mini projects/Projects	CO4	CD1,CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD2,CD4,CD8
CD6	Industrial/guest lectures		

CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	Cos mapped	Actual Content covered	Methology used	Remark by faculty if any
1	L1		1	Overview of the course and general introduction	1,2	1		PPT	
	L2		1	Meaning of Research	1,2	1		PPT	
	L3		1	Characteristics and Importance of Research	1,2,3	1		PPT	
2	L4		1	Types of Research	1,2,3,4	1		PPT	
	L5		1	Types of Research Continued.....	1,2,3,4	1		PPT	
	L6		1	The Research process(Overview And Steps)	2,3,4	1		PPT	
	L7		1	The Research process (Overview and Steps)Cont....	2,3,4	1		PPT, Case	
	L8		1	The Research problem(Definitio n, need,im portance, stepsand relateddi mensions)	1,2,3,4	2		PPT, Case	
	L9		1	The Research problem(Definitio n, need,im portance, stepsand relateddi mensions)	1,2,3,4	2		PPT, Case	

3									

4.	L10		2	The Research problem (Con't), Meaning of Research Design	1,2,3,4	2		PPT, Case	
	L11		2	Characteristics of a Good Research Design	2,3,4	2		PPT, Case	
	L12		2	Characteristics of a Good Research Design Con't.....	2,3,4	2		PPT, Case	
5.	L13		2	Types of Research Design	1,2,3	3		PPT, Case	
	L14		2	Types of Research Design Con't.....	1,2,3	3		PPT, Case	
	L15		2	Components of Research Design	2,3	3		PPT, Case	
6	L16		2	Components of Research Design Con't.....	1,2,3	3		PPT, Case	
	L17		3	Components of a Research Design ,Primary Data (Method – questionnaire development)	1,2,3	3		PPT, Case	
	L18		3	Primary Data (Method – questionnaire development)Con' t.....	1,2,3	4		PPT, Case	
7.	L19			Primary Data (Method – questionnaire development) Con't.....	1,2,3	4		PPT, Case	

	L20			Primary Data (Method – questionnaire development)	1,2,3	4		PPT, Case	
	L21			Secondary Data(Sources and Precautions in the	1,2,3,4	4		PPT, Case	

				Use of Secondary Data)					
8.	L22			Secondary Data(Sources and Precautions in the Use of Secondary Data) Cont.....	1,2,3,4	4		PPT	
	L23			Secondary Data(Sources and Precautions in the Use of Secondary Data)	2,3,4	4		PPT	
	L24			Meaning, Steps in Sampling	3,4	5		PPT, Case	
9.	L25			Types (Simple Random)	1,2,3	5		PPT, Case	
	L26			Stratified Random Sampling	2,3	5		PPT, Case	
	L27			Systematic Sampling	1,2,3	5		PPT, Case	
10.	L28			Cluster Sampling	3,4	5		PPT, Case	
	L29			Survey Method	1,2,3,4	5		PPT, Case	
	L30			Survey Method Con't.....	1,2,3,4	5		PPT, Case	
11.	L31			Observation Methods	1,2,3	5		PPT, Case	
	L32			Observation Methods Con't....	1,2,3	5		PPT	
	L33			Editing: Meaning & Importance	1,2,3,4	5		PPT	

12.	L34		Editing: Meaning & Importance Con't....	1,2,3,4	5		PPT, Case	
	L35		Meaning and Rules for Tabulation and Parts of a Table	1,2,3,4	5		PPT, Case	
	L36		Meaning and Rules for Tabulation and Parts of a Table	1,2	5		PPT, Case	

***SEM- IV [SPRING]***  
***[TOTAL CREDITS- 20.5]***



## MT 133 Communication Skills –II

### COURSE INFORMATION SHEET

**Course code: MT 133**

**Course title: Communication Skills -II**

**Nature of course: sessional**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 1.5 L:0 T:0 P:3**

**Class schedule per week: 03**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

A.	To analyze and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
B.	To understand the importance of specifying audience and purpose and to select appropriate communication choices.
C.	To interpret and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication
D.	To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
.E	To develop the ability to research and write a documented paper and/or to give an oral presentation.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
2.	Utilize analytical and problem-solving skills appropriate to business communication.
3.	Participate in team activities that lead to the development of collaborative work skills.
4.	Select appropriate organizational formats and channels used in developing and Presenting business messages
5.	Communicate via electronic mail, Internet, and other technologies and deliver an effective oral business presentation.

## **Module I: Building a Business Vocabulary**

Vocabulary related to company culture, Phrasal verbs *Board, bottom line, revenues*, etc.; Words related to leadership skills: *founder*, etc.; Types of management; Abbreviations; Meeting related vocabulary; Vocabulary related to submitting tenders; Pricing *Dedicated, resources*, etc.; Verb–noun collocations; Linking words and phrases *Existing, identify*, etc.; *Brand-building*, etc.; Types of advertising *Households*, etc.; Synonyms for *increase* and *decrease*; *Solicit, risk-averse*, etc.; Phrasal verbs and expressions like *go bust, stock price*, etc.; Vocabulary from profit-and-loss account; and balance sheet; Theatre vocabulary *Break down, running costs*, etc; *Bank charges, bookkeeping*, etc.; Formal expressions; Types of workers; Ways of working; Phrases for negotiating; *Benefits, premise*, etc.; Adverbial phrases; *Acquisitions, year on year*, etc.; Adjectives and adverbs of frequency; Discourse markers for short talks

## **Module II: Listening at the Workplace**

Listening to descriptions of company culture; Listening to a talk on leaders and managers; Advice for communicating effectively with colleagues; Listening to a talk on Customer Relationship Management; Listening to a presentation; Listening to a talk on effectiveness of advertising; Listening to a talk on sales activities; Listening to a sales pitch; Listening to a sales forecast; Listening to a business conversation; Listening to people talk about their jobs; Listening to interviews with production managers; Listening to staff complaints and demands; Listening to a talk on risk in business

## **Module III: Oral communication at the workplace**

Describing company culture; Talking about good leaders; Communicating in meetings; Discussing customer–supplier relationships; Presenting information from charts; Presenting from a text; Cost-effective advertising; How to advertise software; Using the Internet for advertising; Finding out about work problems; Making a sales pitch; Negotiation, problems and advice; Talk: teleworking, etc.; Talking about your present job; Describing charts; Presentations on productivity; Negotiating an agreement; Describing the company you work for; Useful hints for making presentations; Making a presentation; Discussion on staff retention, market share, etc.

## **Module IV: Reading for Business**

Reading internal messages (memo, email, note, notice); Reading a summary of action points; Reading a business forecast; Reading articles on Customer Relationship Management; Reading about how a company prepare tenders; Reading a proposal; Reading extracts on measuring the impact of advertising; Reading a brief sales report; Reading are proton productivity; Reading a memo from a CEO; Reading a business letter

## **Module V: Business Correspondence:**

Replying to messages; Writing and replying to a memo, email or notice; A proposal for investigating new markets; A report on advertisers and target audiences; A sales report based on a chart; Report on a sales event for a product launch; A proposal for sponsoring an arts or sports event; Letter complaining about late payment; Email summarizing results of negotiation; Short report on stress and absenteeism; Report on changes to company organization; Memo summarizing agreement; Proposal to give your company a more ethical image; Letter to prospective customers; Letter expressing interest in business approach

**Text Books:**

1. Communication Skills IInd edition, Sanjay Kumar & PushpLata, Oxford University Press
2. Business Correspondence and Report Writing, R.C.Sharma, Krishna Mohan. McGraw Hill
3. Communication for Business, Shirley Taylor, V.Chandra, Pearson
4. Basic Business Communication-.Lesikar IFlatley, McGrawHill.
5. Business Communication Today, Bovee, Thill and Chatterjee, Pearson

**Suggested course book:**

*Business Benchmark* Advanced (Student's Book with CD-ROM) ISBN:

9780521743686, Cambridge University Press

CEFR level: C1

Recommended reading: *Business Vocabulary in Use* Advanced (PB with CD-ROM)

ISBN: 9781107604582 *Soft Skills & Employability Skills* ISBN: 9781316981320

**Course Outcome (CO) Attainment Assessment Tools & Evaluation procedure****Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Term Examination Marks	100

Course Outcome	Programme Outcomes							
	1	2	3	4	5	6	7	8
1	2	1	1	1	1	3	2	2
2	1	1	1	1	2	2	2	3
3	1	1	1	1	1	2	2	2
4	1	1	1	2	2	1	1	1
5	1	2	3	2	1	2	1	2

## MN 208 Legal Aspects of Management

### COURSE INFORMATION SHEET

**Course code: MN 208**

**Course title: Legal Aspects of Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 4      L:3 T:1 P:0**

**Class schedule per week: 04**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the role and importance of Indian contract Act,1872 and its implications.
2	To understand laws of sales of goods and legal rights associated with purchasing of goods.
3	To clarify the laws of partnership and its various kinds.
4	To be familiarized with the Laws of negotiable instrument and its legal issues.
5	To explain the concept of a company and distinguish among various types of companies.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1	To appraise the needs of better understanding about the need of Indian contract Act,1872 and its legal implications.
2	To apply and practice the law of sales of goods in commercial business.
3	To formulate a clear idea and expert view about law of partnership and legal aspects associated with it.
4	To apply the ideas related to laws of negotiable instrument and its related fields in commercial businesses.
5	To evaluate and analyze types, formation and dissolution of companies and to relate various aspects of insurance.

### **Syllabus:**

#### **Module 1 (6 Lecture)**

The Indian Contract Act, 1872 – Definition of contract and essential elements of contract, kinds of contract from the point of view of enforceability, kinds of contract from the point of view of applicability, performance of contract, discharge of contract, breach of contract, remedies for breach of contract

**Module 2 (9 Lecture)**

Law of sales of goods – definition of contract of sales, essentials of contract of sale, sale, and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller.

**Module 3 (9 Lecture)**

Law of partnership – Definition of partnership, essential elements of partnership, rights and duties of a partner, procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm, definition between partnership and co-ownership, distinction between partnership and company.

**Module 4 (9 Lecture)**

Law of Negotiable instruments– Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder in due course, Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument.

**Module 5 (9 Lecture)**

Definition of company, kinds of companies, formation of a company, winding and dissolution of companies, Salient Features of IRDA Act 1999. Scope of IRDA Act 1999, Reconciliation and Arbitration Act.

**Text books:**

1. Kuchchal M.C, Kuchchal, Vivek, Mercantile Law, Eighth Edition, VikasPublishingHouse(P)Ltd.
2. Tulsian's Business Laws: NEP-2020, 1<sup>st</sup> Edition, S. Chand Publishing.

**Ref. Books:**

1. Pathak  
Akhileshwar:LegalAspectsofBusiness:TataMcgrawHillPublishingCompanyLtd.
2. Sheth Tejpal: Business Law; Pearson Education
3. KapoorN.D: Elements of Mercantile Law: Sultan Chand & Sons.

**Gaps in the syllabus (to meet Industry/Profession**

**requirements) Pos met through Gaps in the**

**Syllabus****Topics beyond syllabus/Advanced topics/Design**

Pos met through Topics beyond syllabus/Advanced topics/Design.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome	Program Outcomes				
	A	B	C	D	E
1	H	M	M	M	M
2	H	H	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	H	M	M	M

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2

CD4	Mini projects/Projects	CO4	CD1,CD2,CD4
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2,CD4
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

#### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology Used	Remarks By Faculty if Any
1	1-3		Mod1	The Indian Contract Act, 1872–Definition of contract and essential elements of contract, Kinds of contract from The point of view of Enforceability.	T1,T2 R1	CO1		Lecture/PPT	

2	4-6		Mod1	Kinds of contract from The point of view of applicability, Performance of contract, discharge of contract, breach of contract, remedies for Breach of contract.	T1,T2 R1,	CO1,CO 2		Lecture/PPT	
3	7-9		Mod2	Law of sales of goods– Definition of contract of sales, essentials of Contract of sale.	T1,T2, R1,R2	CO2, CO3		Lecture/PPT	
4	10-12		Mod2	Sale and agreement to Sell and its distinction,	T1,T2, R1	CO1, CO2,		Lecture/PPT	

				kinds of goods, conditions and warranties and its distinction					
5	13-15		Mod2	Effect of perishing of Goods, modes of delivery, definition of Unpaid seller, Rights of An unpaid seller	T1,T2, R1,R2	CO1, CO2, CO3		Lecture/PPT	
6	16-18		Mod3	Law of partnership– Definition of partnership, essential Elements of partnership, Rights and duties of a Partner	T1,T2, R1 ,R2	CO1, CO2, CO3		Lecture/PPT	
7	19-21		Mod3	Procedure for Registration of a firm, Effect of notice to acting partner, modes of Dissolution of a firm	T1,T2, R1,R2	CO2, CO3, CO4		Lecture/PPT	
8	22-24		Mod,3	Definition between	T1,	CO3,		Lecture/PPT	



				partnership and co-ownership, distinction between partnership And company.	T2,R1, R2	CO5			
9	25-27		Mod4	Law of Negotiable Instruments – Definition and Characteristics of Negotiable instrument	T1,T2, R1,R2	CO1, CO3, CO5		Lecture/PPT	
10	28-30		Mod4	Definition of Promissory Note, Bill Of exchange and cheque And their differences	T1, T2,R1, R2	CO3, CO4, CO5		Lecture/PPT	
11	31-33		Mod4	Holder in due course,	T1,T2,	CO3,		Lecture/PPT	

				Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument.	R1,R2	CO4, CO5			
12	34-36		Mod,5	Definition of company, Kinds of companies	T1,T2, R1,R2	CO1, CO2, CO4, CO5		Lecture/PPT	
13	37-39		Mod5	Formation of a company, winding and Dissolution of companies, definition of Insurance company, IRDA Act1999	T1,T2, R1,R2	CO1, CO2, CO4, CO5		Lecture/PPT	

14	40-42		Mod5	Idea & Constitution of IRDA Fund, Salient Features of IRDA Act 1999. Scope of IRDA Act 1999. Arbitration and Conciliation Act	T1,T2, R1,R2	CO1 , CO2 CO4, CO5		Lecture/PPT	
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## MN 209 Sales and Distribution Management

### COURSE INFORMATION SHEET

**Course code: MN 209**

**Course title: Sales and Distribution Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To develop distribution channels for any product.
2.	To outline the role of components of Physical distribution and its functions.
3.	To explain the concept of sales management.
4.	To develop territory division and sales quota.
5.	To develop various measures to enhance the performance of sales people.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Formulate physical distribution system for any business.
2.	Appraise the role of all components of Physical distribution.
3.	Design sales management strategy for any business
4.	Evaluate the potentiality of different sales territory.
5	To evaluate the performance of sales people.

### **Syllabus:**

#### **Module-1 (7 Lectures)**

##### **Introduction to Physical Distribution:**

Concept of physical distribution, function of Distribution channels, types of distribution channels, steps in Design in Distribution system.

## **Module-2 (10 Lectures)**

### **Components of Physical Distribution**

**Order Processing:** Concept of order processing, need and benefit of order processing, factors influencing order processing. **Inventory Control:** Concept of inventory control, factors influencing inventory control. **Material Handling:** Concept of material handling, importance of material handling. **Warehouse Management:** Concept of ware house, Need and benefits of Ware housing, Designing a Ware housing system. **Transportation:** Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode.

## **Module-3 (8 Lectures)**

### **Sales Management:**

Concept of sales management, Concept of personal selling, Objectives of Sales Management, Function of sales person, Steps involved in selling process.

## **Module-4 (8 Lectures)**

### **Territory Management:**

Concept to sales territory, Reasons for Establishing Sales Territories, Routing and Scheduling, Meaning of sales quota, types of sales quota benefits of sales quota.

## **Module-5 (7 Lectures)**

### **Evaluation:**

Process of sales force evaluation, Various standards of performance of evaluating sales people (qualitative and quantitative).

### **Text books:**

1. Fundamentals of selling, Charles Futrell, McGraw Hill
2. Marketing Channels, Louis W Stern and Adel L Ansary, Thomson Publishing
3. Sales Management-Still and Cundiff and Giovonni, Prentice Hall

### **Ref. Books:**

1. Professional Sales Management, Andersen R, McGraw Hill Education
2. Strategic Marketing Channel Management, Bowersox and Coope,- McGraw Hill Education Business
3. Logistics Management: Planning, Organizing, and Controlling the Supply Chain, Ronald H. Ballou, Prentice Hall
4. Selling and sales management, Jobber, Prentice Hall

**Gaps in the syllabus (to meet Industry/Profession requirements) Pos met through**

**Gaps in the Syllabus**

**Topics beyond syllabus-Logistics management, supply chain management Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
1.Lecturebyuseofboards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guest lectures
7.Industrialvisits/in-plant training
8.Self-learningsuch as use of NPTEL materials and internets
9.Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcomes

### Mapping of Course Outcomes onto Program Outcomes

Course Outcomes	Programme Outcomes			
	A	B	C	D
CO 1	H	M	L	L
CO 2	H	M	L	M
CO 3	M	M	H	H
CO 4	M	M	H	M
CO 5	M	M	L	H

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD2
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Textbook/References	Cos mapped	Actual Content covered	Methodology Used	Remarks by Faculty if any
1	L1		1	Concept of physical distribution,	1,2	1		PPT, Lecture	

	L2		1	Concept of Physical distribution,	1,2	1		PPT Lecture	
	L3		1	Function of Distribution channels,	1,2,3	1		PPT Lecture	
2	L4		1	function of Distribution channels,	1,2,3,	1		PPT, Lecture	
	L5		1	types of distribution channels,	1,2,3,	1		PPT, Lecture	

	L6		1	types of distribution channels,	2,3,	1		PPT, Lecture	
3	L7		1	Steps in Designing a Distribution system.	2,3,	1		PPT, Case	
	L8		1	Steps in Designing a Distribution system.	1,2,3,	2		PPT, Case	
	L9		1	Case study		2		Case study	
4.	L10		2	Concept of order processing	1,2,3,	2		PPT, Case	
	L11		2	Concept of order processing	2,3,	2		PPT, Case	
	L12		2	Concept of inventory control	2,3,	2		PPT, Case	
5.	L13		2	Concept of inventory control	1,2,3	3		PPT, Case	
	L14		2	Concept of material handling	1,2,3	3		PPT, Case	
	L15		2	Concept of material handling	2,3	3		PPT, Case	

6	L16		2	Concept and Important tasks in Transportation Management, Modes of Transportation.	1,2,3	3		PPT, Case	
	L17		2	Choosing a Transportation Mode.	1,2,3	3		PPT, Case	
	L18		3	Concept and Important tasks in warehouse Management	1,2,3	4		PPT, Case	
7.	L19		3	Concept of sales management,	1,2,3	4		PPT, Case	

	L20		3	Concept of personal selling,	1,2,3	4		PPT, Case	
	L21		3	Concept of personal selling,	1,2,3,	4		PPT, Case	
8.	L22		3	Objectives of Sales Management,	1,2,3,	4		PPT	
	L23		3	Function of sales person,	2,3,	4		PPT	
	L24		3	Function of sales person,	3,4	5		PPT, Case	
9.	L25		3	Steps involved in selling process.	1,2,3	5		PPT, Case	
	L26		3	Steps involved in selling process.	2,3	5		PPT, Case	
	L27		3	Case study		5		Case study	
10.	L28		4	Concept of sales territory,	1,3,	5		PPT, Case	



	L29		4	Concept of sales territory,	1,2,3,	5		PPT, Case	
	L30		4	Reasons for Establishing Sales Territories,	1,2,3,	5		PPT, Case	
11.	L31		4	Reasons for Establishing Sales Territories,	1,2,3	5		PPT, Case	
	L32		4	Meaning of sales quota	1,2,3	5		PPT. Lecture	
	L33		4	Types of sales quota	1,2,3,	5		PPT, Lecture	
12.	L34		4	Types of sales quota	1,2,3,	5		PPT, Case	
	L35		4	Benefits of sales quota.	1,2,3,4	5		PPT, Case	
	L36		4	Benefits of sales quota.	1,2	5		PPT, Case	

13.	L37		4	Case study		5		Case study	
	L38		5	Standards of Performance	1,2,3,	5		PPT, Case	
	L39		5	Standards of Performance	1,2,3,	5		PPT, Case	
14.	L40		5	Quota	1,2,3,	5		PPT, Case	
	L41		5	Selling expense ratio, call Frequency ratio	1,2,3,	5		ClassP resentation, PPT	
15.	L42		5	Order call ratio, comparing actual performance with standards, methods of evaluating sales People	1,2,3,	5		ClassP resentation, PPT	

## MN 210 Human Resource Management

### COURSE INFORMATION SHEET

**Course code: MN210**

**Course title: Human Resource Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the nature and scope of HRM and to differentiate with Personal management.
2	To understand the fundamentals of Human resource planning, Job design, Job analysis and evaluation.
3	To explain the process of the recruitment, selection, placement and induction
4	To understand important steps in employee training and development programme.
5	To explain and describe the basic concepts, process and importance of employee empowerment

### **Course Outcomes:**

After the completion of this course, students will able to:

1	Appraise the importance of human resource management as a field of study and as a central management function;
2	Apply the concepts of human resource planning and Job design
3	Design the HR function (e.g. – recruitment, selection, training and development, etc.)
4	Apply the principles and techniques of human resource management
5	Design the processes and programmes related to employee empowerment in their Organisation.

### **Syllabus:**

#### **Module 1 (07 lectures)**

**Introduction to Human Resource Management:** Meaning, Definition, Importance, Scope and Objectives of HRM; Evolution And Development Of HRM; Approaches To HRM- Personal Management Vs Human Resource Management; HRM And Competitive Advantage. HR Department Organizational Composition, Role, Functions.

## **Module 2 (07 lectures)**

**Human Resource planning:** Meaning And Importance Of HR Planning ; Job Analysis--- Process Of Job Analysis, Job Description, Job Specification, Methods Of Job Analysis; Conventional Vs Strategic Planning

## **Module 3 (07 lectures)**

**Recruitment And Selection** – Concept, Factors Affecting , Sources ,Policy, Evaluation ; Selection – Concept , Difference Between Recruitment And Selection, Process- Test, Interview, Placement, Induction And Socialization; Retention.

## **Module 4 (07 lectures)**

**Training And Development:** Concepts; Importance; Training And Development Methods – Apprenticeship, Understudy, Job Rotation, Vestibule Training, Case Study, Role Playing, Sensitivity Training, In-Basket, Management Games, Conferences And Seminars, Coaching And Mentoring; Management Development Programs; Training Process Outsourcing.

## **Module 5 (07lectures)**

**Employee Empowerment-** Introduction, Concept, Process, Benefits, Employee Empowerment In Indian Scenario, Employee Empowerment In Global Scenario.

### **Text books:**

1. Human Resource management /15<sup>th</sup> edition (2017)-by Gary Dessler ,Brijuvarrkey.
2. Human Resource management - Test and cases /9th edition (2021)-by K Aswathappa
3. Human Resource management concept and issues (2018-19)-by TN Chabbra
4. Handbook of Human Resource management Practices (2017)-by Michael Armstrong & Stephen

Human Resource management (2019)-by V S P Rao

### **Ref. Books:**

1. Human Resource management /13th edition (2021)-by Susan L.Verslulst
2. Human Resource management –Managing people of work /15th edition (2016)-by ChitraAtmaram
3. Human Resource management (2011)-by SrividyaLalitha
4. Human Resource management Essentials (2020)-by Jaquinq Gilbert

### **Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

### **Programme Outcome (PO) Attainment Assessment tools & Evaluation** **Procedure for Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

### Indirect Assessment

Student Feedback on Faculty  
Student Feedback on Programme Outcome

### Mapping of Course Outcomes onto Programme Outcome

Course Outcome	Program Outcomes			
	1	2	3	4
1	H	L	M	L
2	H	H	H	M
3	H	H	H	H
4	H	L	H	L
5	H	M	H	M

Course Delivery methods
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Projectors	CO1	CD1,CD2,CD3
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD 3	Seminars	CO3	CD1,CD2,CD3
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD3,CD4

CD 5	Laboratory experiments/teaching aids		
CD 6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CD4,CD5
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

**Lecture Wise Lesson Plan:**

Wee kNo.	Le ct . No.	T e n t a t i v e Date	Ch. No.	Topicstobecoved	Te xtB ook /Re fer enc es	COs map ped	Actua l Conte nt cover ed	Methodolog y used	Rema rks byfac ultyif any
1	L1		M1	Introduction to Human Resource Management: Meaning,	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L2		M1	Definition, Importance, Scope And Objectives Of HRM;	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L3		M1	Development Of HRM;	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4		M1	Approaches To HRM- Personal Management Vs Human Resource Management;	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5		M1	Evolution And HRM And Competitive Advantage.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6		M1	HR Department Organizational Composition Role, Functions.	1,2,3			Lecture/PPT Tutorials/As signments	

3	L7		M2	Human Resource planning	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8		M2	Meaning And Importance Of HR Planning ;	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	Job Analysis	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	Process Of Job Analysis	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Job Description, Job Specification,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12		M 2	Methods Of Job Analysis; Conventional Vs Strategic Planning	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Recruitment And Selection,	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14		M3	Concept, Factors Affecting , Sources ,Policy, Evaluation	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15		M3	Selection – Concept	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Difference Between Recruitment And Selection	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17		M3	Process- Test, Interview	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18		M 3	Placement, Induction And Socialization;Retention	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19		M4	Training And Development: – Training Process Outsourcing.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	

	L20		M4	Concepts; Importance; Training And Development Methods	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L21		M4	Apprenticeship, Understudy, Job Rotation,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
8	L22		M4	Vestibule Training, Case Study, Role Playing, Sensitivity Training,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	Basket, Management Games, Conferences And Seminars	1,2,3	CO4			
	L24		M 4	In-, Coaching And Mentoring; Management Development Programs;	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
9	L25		M5	Employee Empowerment	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L26		M5	Introduction, Concept, Process,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L27		M 5	Benefits,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L28		M5	Employee Empowerment In Indian Scenario,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L29		M5	Employee Empowerment InGlobal Scenario.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M 5	Employee Empowerment: Advantages	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

## MN 211 Basics of Financial Management

### COURSE INFORMATION SHEET

**Course code: MN211**

**Course title: Basics of Financial Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To give the knowledge of meaning, definition and scope of financial management.
2.	To provide the basic concepts and understanding of financial management. To develop the Understanding of financial statement analysis through the different analysis tools,
3.	To state and explain the concepts and types of working capital.
4.	To give the concept of time value of money and application in decision making process.
5.	To explain the meaning of capital structure and capitalisation theory and management of earnings.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Appraise the area of financial management and its scope,
2.	Analyse how funds are determined and explain the different techniques and tools of financial statement analysis,
3.	Calculate and solve the required fund of working capital,
4.	Illustrate the time value of money concept and can apply in decision making process of investments,
5.	Handle the problems related to finance and solve the problem of management.

**Syllabus:**



**Module 1 (6 lectures)**

**Nature of Financial Management:** Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.

**Module 2 (9 lectures)**

**Analysis of Financial Statements:** Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises)

Cash Flow Statement (purpose of preparation, simple numerical exercises),

Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

**Module 3 (6 lectures)**

**Working Capital Management:** Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises

**Module 4 (12 lectures)**

**Concept of Value & Return and Capital Budgeting Decisions:** Future Value & Present Value of Single Amount, Annuity. Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods-NPV, PI, IRR; Non-Discounted Cash Flow Methods- Payback Period, ARR) Simple numerical exercises.

**Module 5 (9 lectures)**

**Financing Decisions:** Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalization (Meaning, Theories of Capitalization, Over & under Capitalization), Leverage.

**Dividend Policy Decision:** Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of Dividends.

**Text books:**

1. Chandra, P Financial Management-Theory and Practices, (Tata McgrawHill :New Delhi)
2. Pandey, I.M. Financial Management, (Vikas : New Delhi)
3. Khan, M.Y. Financial Management,(Tata Mcgraw Hill : New Delhi)
4. Reddy, G. Sudarsana Financial Management- Principles and Practice (Himalaya Publishing House)
5. Publishing House)

**Ref. Books:**

1. Van Horne Financial Management &Policy, ( Pearson Education Asia)
2. Vyuptakesh Sharan, Fundamentals of Financial Management, (Pearson Education)

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure:**

**Direct Assessment:**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
Quiz -I	<b>10</b>
Mid Sem Examination Marks	<b>25</b>
Quiz -II	<b>10</b>
End Sem Examination Marks	<b>50</b>
Independent Teaching Assessment	<b>05</b>

**Indirect Assessment:**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>course Outcome #</b>	<b>program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>
2	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
3	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>
4	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>
5	<b>M</b>		<b>H</b>	<b>M</b>

<b>Mapping Between COs and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery Methods</b>	<b>Course outcome</b>	<b>Course Delivery Methods</b>
<b>D 1</b>	Lecture by use of boards/LCD projectors/OHP projectors	<b>CO1</b>	<b>CD1</b>
<b>D2</b>	Tutorials/Assignments	<b>CO2</b>	<b>CD1, CD2,CD5</b>
<b>D3</b>	Seminars	<b>CO3</b>	<b>CD1,CD2,CD 5</b>
<b>D4</b>	Mini projects/Projects	<b>CO3,CO4</b>	<b>CD1,CD2</b>
<b>D5</b>	Laboratory experiments/teaching aids	<b>CO5</b>	<b>CD1</b>
<b>D6</b>	Industrial/guest lectures		
<b>D7</b>	Industrial visits/in-plant training		
<b>D8</b>	Self- learning such as use of NPTEL materials and internets		
<b>D9</b>	Simulation		

#### Lecture wise Lesson planning Details:

<b>Week No.</b>	<b>Lecture No.</b>	<b>Tentative Date</b>	<b>Ch. No.</b>	<b>Topics to be covered</b>	<b>Text Book /References</b>	<b>Cos mapped</b>	<b>Actual Content covered</b>	<b>Methodology used</b>	<b>Remarks by faculty if any</b>
1	3		Mod-1	Scope of Finance & Financial Management, Finance Functions,	T1,2, R1	CO1		Lecture/PPT DigiClass/Chalk-Board	

2	3		Mod-1	Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.	T1,2, R1	CO1		Lecture/PPT/Digi Chalk-Board	
3	3		Mod-2	Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises)	T2,4	CO2		Lecture/Chalk-Board	
4	3		Mod.2	Cash Flow Statement (purpose of	T2,4	CO2		Lecture/Chalk-Board	

				preparation, simple numerical exercises),					
5	3		Mod. 2	Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)	T2,4	CO1		Lecture/Chalk-Board	

6	3		Mod. 3,	Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets(Permanent & Variable Working Capital)	T1,2,3	CO3		Lecture/Chalk-Board, /Assignment	
7	3		Mod. 3	Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises	T1, R1	CO4		Lecture/Chalk-Board	
8	3		Mod. 4	Future Value & Present Value of	T1, R1	CO3		Lecture/Chalk-Board, Assignment	
				Single Amount, Annuity					
9	3		Mod. 4	Meaning and Importance of Investment Decisions, Types of Investment Decisions,	T1, R1	CO3		Chalk-Board	

10	3		Mod. 4	Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods- NPV, PI, IRR;	T1, R1	CO2		Lecture/Chalk-Board	
11	3		Mod. 4,	Non-Discounted Cash Flow Methods- Payback Period, ARR) Simple numerical exercises	T1, R1	CO4		Lecture/Chalk-Board, Assignment	
12,13	3		Mod. 5	Meaning & Importance of Capital Structure, Factors affecting Capital Structure	T1, R1	CO5		Lecture/Chalk-Board	
14	3		Mod. 5	Capitalization (Meaning, Theories of Capitalization, Over & under Capitalization)	T1, R1	CO5		Lecture/Chalk-Board, Assignment	
15	3		Mod-5	Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of		CO4,CO5		Lecture/chalk board	

				Dividends.						
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## MN 212 Introduction to Digital Marketing

### COURSE INFORMATION SHEET

**Course code: MN 212**

**Course title: Introduction to Digital Marketing**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the Fundamentals of Digital Marketing
2	To Classify various components of the Digital Marketing
3	To analyze the Digital Marketing Matrices
4	To Formulate the Digital Marketing Strategies
5	To Evaluate the Digital Marketing Performance

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1	Understanding digital marketing ecosystem for various types of industries and businesses
2	Planning and formulating various digital marketing strategies used in various types of industries and businesses to achieve successful online campaigns
3	Analyzing various digital marketing strategies used in various types of industries and businesses
4	Applying the various digital marketing concepts in various types of industries and businesses
5	Understanding the applications of principles of Digital Marketing Fundamentals

### **Syllabus:**

#### **Module I: Introduction to Digital Marketing [6 Lectures]**

Introduction to the digital marketing concepts and terminologies. Scope of Digital Marketing. Digital marketing Ecosystem. Digital Marketing Ecosystem. POEM Framework, Digital Marketing vs Traditional Marketing.

#### **Module II: Digital Marketing Content: [6 Lectures]**



Content strategies in Digital Marketing (Brief Discussion), Content types: Videos, Images, infographics, Written content (blog posts, eBooks, product descriptions, testimonials), Product Description, Social Media Content.

**Module III: Social Media Marketing (SMM): [6 Lectures]**

Introduction to Facebook, Instagram, and LinkedIn. Salient Features of Social Media Profile, social media Page, Events and Ads. Unpaid and Paid Promotions on social media.

**Module IV: Search Engine Optimization and Search Engine Marketing [9 Lectures]**

Concept of on page optimization, off-page optimization, various parameters of quality score, backlinking. Search Engine Marketing (SEM): Types of Search Engine Advertising, Keywords Targeting, Various Terminologies used in SEM: Search Terms, CPC, PPC, CTR, Conversion Rate etc.

**Module V: Other Modes of Digital Marketing and Digital Marketing Analytics [9 Lectures]**

Concept of Affiliate marketing, Influencer’s marketing, E-Mail Marketing, Native Marketing Digital Marketing Analytics: Introduction, Basic Terminologies – Impressions, Reach, Engagement, Introduction social media Analytics and Web Analytics (Google Analytics).

**Textbooks:**

1. Gupta, S. (2020), Digital Marketing, Ed. 2<sup>nd</sup>, McGraw-Hill Education
2. Bhatia, P. S. (2020) Fundamentals of Digital Marketing, Second Edition, Pearson Education.
3. Chaffey, D., Chadwik, F. E. (2019) Digital Marketing, Seventh Edition, Pearson Education

**Reference Books:**

1. Singh, S., Diamond, S. (2020) Social Media Marketing for Dummies, 4ed
2. Zahay, D. (2015) Digital Marketing Management: A Handbook for the Current (or Future) CEO, Business Express Press

**Gaps in the syllabus (to meet Industry/Profession requirements)POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training

Self- learning such as use of NPTEL materials and internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### **Mapping between Objectives and Outcomes**

#### **Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome #</b>	<b>Program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	M	M	H
2	H	L	H	M
3	H	M	H	M
4	H	L	M	M
5	H	M	L	L

<b>Mapping Between COs and Course Delivery (CD) methods</b>				
<b>CD</b>	<b>Course Delivery methods</b>		<b>Course Outcome</b>	<b>Course Delivery Method</b>

CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1, CD2
CD3	Seminars		CO3	CD1, CD2
CD4	Mini projects/Projects		CO4	CD1, CD2
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD2
CD6	Industrial/guest lectures		CO5	CD1, CD2
CD7	Industrial visits/in-plant training			
CD8	Self- learning such as use of NPTEL materials and internets			
CD9	Simulation			

### Lecture wise Lesson Planning Details.

Week No.	Lect. No.	Ten tative Date	Ch. No.	Topics to be covered	Text Book / Refere nces	COs appe nd	Actual Conte nt covere d	Methodolog y Used	Remar ks by faculty if any
1	L1		Mod-1	Introduction to the digital marketing	1,2,3,4,5	1		Lecture PPT	
	L2		Mod-1	Concepts and terminologies	1,2,3,4,5	1		Lecture, PPT,	
	L3		Mod-1	Scope of Digital Marketing	1,2,3,4,5	1		Lecture, PPT,	
2	L4		Mod-1	Digital marketing Ecosystem	1,2,3,4,5	1		Lecture PPT	
	L5		Mod-1	POEM Framework	1,2,3,4,5	1		Lecture PPT	
	L6		Mod-1	Digital Marketing vs Traditional Marketing		1		Lecture PPT	

3	L 7		Mod-2	Content strategies in Digital Marketing	1,2,3,4,5	1		Lecture PPT	
	L 8		Mod-2	Content types: Videos	1,2,3,4,5	1		Lecture PPT	
	L9		Mod-2	Content types: Images	1,2,3,4,5	1		Lecture PPT	
4	L10		Mod-2	Content types: Infographics,	1,2,3,4,5	1		Lecture	
				Written content (blog posts, eBooks)	5			PPT, Assignment	
	L11		Mod-2	Product Description	1,2,3,4,5	2		Lecture PPT	
	L12		Mod-2	Social Media Content.	1,2,3,4,5	2		Lecture PPT	
5	L13		Mod-3	Introduction to Facebook	1,2,3,4,5	2		Lecture PPT, Case	
	L14		Mod-3	Introduction to Instagram, and LinkedIn	1,2,3,4,5	2		Lecture PPT	
	L15		Mod-3	Salient Features of Social Media Profile	1,2,3,4,5	2		Lecture PPT	
6	L16		Mod-3	Social Media Page	1,2,3,4,5	2		Lecture PPT, Assignment	
	L17		Mod-3	Events and Ads		3		Lecture PPT	
	L18		Mod-3	Unpaid and Paid Promotions on social media.	1,2,3,4,5	3		Lecture PPT	

7	L19		Mod-4	Concept of on page optimization	1,2,3,4,5	3		Lecture PPT	
	L20		Mod-4	Off-page optimization	1,2,3,4,5	3		Lecture PPT	
	L21		Mod-4	Various parameters of quality score	1,2,3,4,5			Lecture PPT	
8	L22		Mod-4	Backlinking	1,2,3,4,5	3		Lecture PPT, Assignment	
	L23		Mod-4	Search Engine Marketing (SEM): Types of Search Engine Advertising	1,2,3,4,5	3		Lecture PPT	
	L24		Mod-4	Search Engine Marketing (SEM): Types of Search Engine Advertising	1,2,3,4,5	3		Lecture PPT	
9	L25		Mod-4	Keywords Targeting	1,2,3,4,5	3		Lecture PPT	
	L26		Mod-4	Various Terminologies used in SEM: Search Terms, CPC, PPC,	1,2,3,4,5	3		Lecture PPT	
	L27		Mod-4	Various Terminologies used in SEM: CTR, Conversion Rate etc.	1,2,3,4,5	3		Lecture PPT	
10	L28		Mod-5	Concept of Affiliate marketing	1,2,3,4,5	3		Lecture PPT, case	
	L29		Mod-5	Influencer's marketing	1,2,3,4,5	4		Lecture PPT	
	L30		Mod-5	E-Mail Marketing		4		Lecture PPT	
11	L31		Mod-5	Native Marketing	1,2,3,4,5	4		Lecture PPT, Case	

	L32		Mod-5	Introduction, Basic Terminologies – Impressions, Reach	1,2,3,4,5	4		Lecture PPT	
	L33		Mod-5	Engagement Rate and CTR	1,2,3,4,5	4		Lecture PPT, case study	
12	L34		Mod-5	Introduction social media Analytics	1,2,3,4,5	4		Lecture PPT	
12	L35		Mod-5	Web Analytics	1,2,3,4,5	5		Lecture PPT, /Assignment	
12	L36		Mod-5	Introduction to Google Analytics					

## MN 213 Management Information System

### COURSE INFORMATION SHEET

**Course code: MN 213**

**Course title: Management Information System**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: IV/2

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	Develop an understanding of information systems and the social and ethical issues governing these.
B	To visualise how information systems help organisations achieve its goals and competitive Advantage
C	To know the decision making process and decision support system
D	To grasp the issues related to system analysis and its relationship to MIS
E	To understand the issues influencing designing and implementation of MIS.

### **Course Outcomes:**

After the completion of this course, students will able to:

1	Gain insight on the importance of MIS in an organization
2	Able to make decision through the usage of available information to gain competitive advantage.
3	Able to identify the areas of improvements of existing information systems in organizations and be able to use and improvise this to the benefits of the organization.
4	Able to apply concepts like artificial intelligence and ERP to make the organizations more efficient.
5	Able to develop a successful MIS Plan and implement it in an organization

### **Syllabus:**

#### **Module1**

#### **Introduction to information system and MIS: ( 9 Lectures )**

Introduction to information systems, Ethical and social issues in information systems, Concept, role and importance of MIS, Control issues in MIS, Information classification and value of information

**Module2: (11 Lectures )**

**Information systems, organizations and strategy:** Organization Features, Organisation structure, Routines and business processes. Impact of information systems on organizations and business firms. Using information systems to achieve competitive advantage: Porter's Competitive forces model, IS Strategy for dealing with competition, Business value chain model. Strategic Management Information systems: How IT influences organizational goals, Product differentiation

**Module3: (8 Lectures)**

**MIS and Decision- Making Concepts, Concept of Decision Support Systems:** Types of decisions and decision making concepts. Herbert Simon Model of decision making. Introduction to DSS. Introduction to Enterprise Resource Planning and DBMS, RDBMS. Introduction to Artificial Intelligence

**Module 4: (6 Lectures)**

**System Analysis and Design:** Concept and Need for System Analysis and Design. Process of System Analysis and Design. MIS and System Analysis

**Module5: (8 Lectures)**

**Planning, designing and implementation of MIS:** Contents of MIS plan, Steps in MIS planning. Development of MIS- prototype and lifecycle approach. Pitfalls in development of MIS. The Implementation of MIS

**Text books:**

1. Management Information Systems-Managing the Digital Firm: Kenneth C. Laudon & Jane P.Laudon
2. Management Information Systems: D.P.Goyal  
Information systems

**Ref. Books:**

1. Modern system analysis and design: Hoffer, George and Valacich
2. Enterprise resource planning: Alexis Leon

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**



## Pos met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

## Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

### Direct Assessment

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

### Indirect Assessment–

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes			
	1	2	3	4
1	H	L	L	L
2	H	M	H	M
3	H	M	M	M
4	H	H	H	M
5	H	H	H	M

### Mapping Between Cos and Course Delivery(CD)methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Mini projects/Projects	CO4	CD1, CD2,CD3, CD4
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2,CD3,CD4
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details

Wee k No.	Lec t. No.	Tentati Ve Date	Ch . No .	Topics to be covered	Text Book/ Referen ces	Cos Mappe D	Actual Conte Nt covere d	Methodology used	Remar k by Faculty If any
1	L1		1	Introduction to information	T1,T2, R1	1		PPT Digi Class/Chalk -Board	
1	L2		1	Why information management Needs to be Ethically	T1,T2	1,2,3		PPT/Chalk -Board/Case	

				Carried out					
1	L3		1	Introduction To information Systems	T1, T2,R1	1,2,3		PPT/Chalk-Board	
2	L4		1	How Organizations Would Benefit from information management	T1,T2	1,2,3		PPT/assignment	
2	L5		1	Role of MIS	T3	1		PPT	
2	L6		1	Importance of MIS	T3	1,2,3		PPT/assignment	
3	L7		1	Control issues in MIS	T1	1,3		PPT/case	
3	L8		1	Information Classification	T2	1,2		PPT	
3	L9		1	Value of information	T1	1,2		PPT	
4	L10		2	Introduction to organization processes	T1,T2,R1	2		PPT /classassignment	

4	L11		2	Features of organisation	T1	2		PPT	
4	L12		2	Organisational structure	T1	2		PPT	
5	L13		2	Flow of work in an organisation	T2,R1	2,3		PPT	
5	L14		2	Routines and business processes	T1	2		PPT/Chalk-Board	
5	L15		2	Impact of information on organizations and business firms	T1	2,3		PPT/case	
6	L16		2	Porter's five forces model	T1	1,2		PPT/chalkboard	
6	L17		2	Information system strategy to Deal with competition	T1	2,5		PPT/case	
6	L18		2	Business value chain model	T1	2,3,5		PPT/	
7	L19		2	How IT influences organizational goals	T1	2,3,5		PPT/case	

7	L20		2	How IT influences product differentiation	T1	3		PPT /assignment	
7	L21		3	The concept of decision making	T1,T2,T3	1,2		PPT	
8	L22		3	Types of decisions	T2	1,2		PPT	
8	L23		3	Types of decision making systems	T1,T2	1,2		PPT	
8	L24		3	Herbert Simon Model of Decision Making	T1	1,2		PPT	
9	L25		3	Introduction to Decision support system	T1,T2,T3	1,2,4		PPT	
9	L26		3	Introduction to ERP	R2	3,4		PPTDigiClass	
9	L27		3	Introduction to DBMS and RDBMS	T1,T2,T3	3,4		PPTDigiClass/Chalk-Board	
10	L28		3	Introduction to artificial intelligence	T1	3,4		PPTDigiClass/assignment	

10	L29		4	Concept of system and system analysis	T2,R1	2,5		PPTDigiClass	
10	L30		4	System analysis and design (SAD)	T2,R1	2,5		PPTDigiClass	
11	L31		4	Need for system analysis	T2,R1	2,5		PPT	
11	L32		4	Process of system analysis and design	T2,R1	2,5		PPT	
11	L33		4	MIS and system analysis	T2,R1	2,5		PPT /assignment	
12	L34		4	MIS and system analysis	T2,R1	2,5		PPT/Chalk -Board	
12	L35		5	Introduction to MIS Planning	T1, T2,T3	2,5		PPTDigiClass/ Chalk -Board	
12	L36		5	Contents of MIS plan	T1, T2,T3	2,3,5		PPTDigiClass/ Chalk -Board	
13	L37		5	Process: steps in MIS planning	T1, T2,T3	2,3,5		PPTDigiClass/ Chalk -Board	

13	L38		5	Development and designing of MIS	T1, T2,T3	2,3,5		PPTDigiClass/Chalk-Board	
13	L39		5	The proto type approach	T2	2,3,5		PPT/assignment	
14	L40		5	Life cycle approach	T2	2,3,5		PPTDigiClass/Chalk-Board	
14	L41		5	Pitfalls in development of MIS	T3	2,3,5		PPTDigiClass	
14	L42		5	Implementation of MIS	T2,R1	2,3,5		PPT/case	

***SEM- V [MONSOON]  
[TOTAL CREDITS- 20]***



## MN 301 Entrepreneurship and Small Business

### COURSE INFORMATION SHEET

**Course code: MN 301**  
**Course title: Entrepreneurship and Small Business**  
**Nature of course: Lecture**  
**Pre-requisite(s): NIL**  
**Co- requisite(s): NIL**  
**Credits: 2 L: 2 T:0 P:0**  
**Class schedule per week: 2**  
Class: BBA  
Semester / Level: V/3  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To enhance comprehension of the significance of entrepreneurship in the economy .
2.	To grasp the dynamic role played by entrepreneurs and small businesses.
3.	To enhance problem-solving skills and heighten awareness of opportunities.
4.	To foster the development of entrepreneurial ideas among students.
5.	To equip participants with the necessary skills to become competent and self-employed individuals.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Prepare a comprehensive business plan for an entrepreneurial venture.
2.	Justify rationally the operational and organizational structures of a business.
3.	Make decisions related to various funding sources and the capital structure of a business.
4.	Sharpen their skills in evaluating small business ideas and identifying market opportunities.
5.	Effectively showcase the potential of effectively organizing and managing a small business.

### **Syllabus:**

### **Module 1. Entrepreneurial Management: (6 Lectures)**

Entrepreneurship concept, idea generation, opportunities identification and evaluation, teams and leadership, strategic planning and steps, ownership structures, their merits and demerits, franchising, types, merits, demerit.

### **Module 2 :Setting up small scale industries : (5 Lectures)**

Concept of small scale industries, categories, establishing SSIs, role of SSIs in economic development, obstacles faced by SSIs, challenges of SSIs, revival plans for SSIs

### **Module 3: Social Entrepreneurship: ( 5 Lectures)**

Concept of social entrepreneurship, characteristics and role of social entrepreneurs, innovation and entrepreneurship, start-up and early stage venture issues for non- profit organization, financing and risks, business strategies and scaling up.

### **Module 4: Family Business and Entrepreneurship: (5 Lectures)**

Concept, types, evolution of family firms, managing business, family, and shareholder relationships, conflict causes, resolution, managing leadership, succession, and continuity within the family business, facilitating change within the family business system.

### **Module 5: Financing the Entrepreneurial Business: (5 Lectures)**

Arrangement of funds for entrepreneurial business, Traditional sources of financing, such as loans from banks and financial institutions, Loan syndication, Consortium finance, Commercial banks and their role in supporting entrepreneurs, appraisal of loan applications by financial institutions, Venture capital.

#### **Text Books:**

1. Burns, P.(2016). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker,P.F.(2006). Innovation and entrepreneurship: Practice and principles.USA: Elsevier.
3. Kaplan, J. M., & Warren, A. C. (2003). *Patterns of entrepreneurship*. John Wiley & Sons, Incorporated.
4. Khandwalla,P.(2003).Corporate creativity. New Delhi: Tata Mc. Graw Hill, ISBN: 9780070499492
5. Irwin By rd Megginson, Small Business Management An Entrepreneur's Guide book 7th ed PUBLISHER McGraw - Hill, ISBN978-0-07-802909-

#### **Reference books:**

1. HisrichD,PetersP.Michael, Shepherd A.Dean,(2008) Entrepreneurship 9<sup>th</sup> Ed, McGraw-Hill International Edition.
2. Desai.V,(2018),Small-Scale Industries and Entrepreneurship, 6<sup>th</sup> Ed, Himalaya Publishing House, ISBN: : 978-81-8488-497-5
3. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing,
4. Dr.ArunaBhargava,EverydayEntrepreneurs–The harbingers of Prosperity

and creators of Jobs, S.Chand (G/L) & Company Ltd (12 April 2001), ISBN: 8125910816  
 Roy,R. (2011),Entrepreneurship,Oxford UniversityPress. ISBN: 0198072635

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus Topics**

**beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond**

**syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>	
Lecture by use of boards/LCD projectors/OHP projectors	
Tutorials/Assignments	
Seminars	
Mini Projects/Projects	
Laboratory experiments/teaching aids	
Industrial/Guest Lectures	
Industrial visits/in-plant training	
Self-learning such as use of NPTEL materials and internets	
Simulation	

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
Mid Sem Examination Marks	25
End Sem Examination Marks	50
Quiz (s) (1 & 2)	10+10
Teacher's assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping Between Objective and Outcome**

Course Outcome	A	B	C	D
	1	H	L	M
2	H	H	H	M
3	H	H	H	H
4	H	L	H	L
5	H	M	H	M

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcomes	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD2, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini project/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week no.	Lecture no.	Module no.	Topics to be covered	COs mapped	Methodology used	Remarks By faculty
1	1	1	Entrepreneurship concept	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
			Idea generation	CO1,	PPT/Chalk	

1	2	1		CO2	Board/Guest. Lect.	
2	3	1	Opportunities identification and evaluation	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
2	4	1	Teams and leadership	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
3	5	1	Strategic planning and steps	CO1, CO2,	PPT/Chalk Board/Guest. Lect.	
3	6	1	Ownership structures, their merits and demerits, franchising, types, merits, demerits.	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	7	2	Concept of small scale industries	CO2, CO3	PPT/Chalk Board/Guest. Lect.	
4	8	2	Categories of SSIs	CO2, CO3	PPT/Chalk Board/Guest. Lect.	
5	9	2	Establishing SSIs	CO2, CO3	PPT/Chalk Board/Guest. Lect.	
5	10	2	Role of SSIs in economic development	CO2, CO3	PPT/Chalk Board/Guest. Lect.	
6	11	2	obstacles faced by SSIs, challenges of SSIs, revival plans for SSIs	CO2, CO3	PPT/Chalk Board/Guest. Lect.	
6	12	3	Concept of social entrepreneurship	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
7	13	3	Characteristics and role of social entrepreneurs	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
7	14	3	Innovation and entrepreneurship	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
8	15	3	Start-up and early stage venture issues for non- profit organization,	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
8	16	3	Financing and risks, business	CO3,	PPT/Chalk	

			strategies and scaling up.	CO4	Board/Guest. Lect.	
<b>9</b>	<b>17</b>	<b>4</b>	Concept, types, evolution of family firms	CO4, CO4	PPT/Chalk Board/Guest. Lect.	
<b>9</b>	<b>18</b>	<b>4</b>	Managing business, family, and shareholder relationships	CO3, CO4 CO3	PPT/Chalk Board/Guest. Lect.	
<b>10</b>	<b>19</b>	<b>4</b>	Conflict causes, resolution	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
<b>10</b>	<b>20</b>	<b>4</b>	Managing leadership, succession, and continuity within the family business	CO4, CO5	PPT/Chalk Board/Guest. Lect.	
<b>11</b>	<b>21</b>	<b>4</b>	Women's issues in family business, facilitating change within the family business system.	CO3, CO4	PPT/Chalk Board/Guest. Lect.	
<b>11</b>	<b>22</b>	<b>5</b>	Arrangement of funds for entrepreneurial business	CO4, CO5	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>23</b>	<b>5</b>	Traditional sources of financing, such as loans from banks and financial institutions	CO4, CO5	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>24</b>	<b>5</b>	Loan syndication, Consortium finance,	CO4, CO5	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>25</b>	<b>5</b>	Commercial banks and their role in supporting entrepreneurs	CO4, CO5	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>26</b>	<b>5</b>	Appraisal of loan applications by financial institutions, Venture capital.	CO4, CO5	PPT/Chalk Board/Guest. Lect.	

## MN 302 Introduction to Materials Management & Production Management

### COURSE INFORMATION SHEET

**Course code: MN 302**

**Course title: Introduction to Materials Management & Production Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3      L:3T:0 P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: V/3

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand appropriate decision making concepts about facility location and facility layout.
B	To understand concepts of basic functions of purchase, store, inventory control etc.
C	To conceptualize the nature and applicability of this subject in various fields of management.
D	To explore the knowledge of production planning and control.
E	To understand various concepts of production planning and control.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	Appraise the basics of materials and production management.
2	Decide the purchase procedure and analyse and executes to re management functions.
3	Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.
4	Develop and forecast production and sales and make facility layout decisions.
5	Apply concepts of production planning and control and plant maintenance in commercial businesses.

**Syllabus:****Module 1(7lectures)**

Nature and Scope of Materials Management, Objectives and Importance of Materials Management, Integrated Approach to Materials Management and its Advantages and Limitations

**Module 2 (7lectures)**

Purchasing Functions, Purchase Procedure and Purchasing Cycle, Stores Management, Location and Layout of Stores, Stores System and Procedures.

**Module 3 (7lectures)**

Inventory Control, Concept of EOQ and ROP, Value Analysis and ABC Analysis. Simple application oriented numerical problems on EOQ, ROP and ABC analysis.

**Module 4 (9lectures)**

Nature and Scope of Production Management, Plant location decision, location problem analysis and importance of location factors, facility layout decision, types of layout, line balancing, merits and demerits of layouts.

**Module 5 (9lectures)**

Production planning and control – nature, factors determining production planning, production planning systems, production control, benefits of production control, and elements of production control, plant maintenance–objectives, types of maintenance scope, importance.

**Text books:**

1. Gopala krishna, P. and Sunderasan, M., Materials Management: An Integrated Approach(PHI: New Delhi)
2. Ashwathapa, K and SridharaBhat, K Production and Operations Management (Himalaya Publishing, House, Mumbai –04)

**Reference books:**

1. Chary, S.N., Production and Operations Management (TMH: New Delhi)
2. Khanna, O.P., Industrial Engineering and Management (Dhanpat Rai: New Delhi)

**Gaps in the syllabus (to meet Industry/Profession requirements) Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
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Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure Direct Assessment:**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

Mapping of Course Outcomes onto Program Outcomes

Course Outcome#	Program outcomes			
	A	B	C	D
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

<b>Mapping Between Cos and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1 and CD2
CD 2	Tutorials/Assignments	CO2	CD1 and CD2
CD 3	Seminars	CO3	CD1 and CD2
CD 4	Mini projects/Projects	CO4	CD1 and CD2
CD 5	Laboratory experiments/teaching aids	CO5	CD1 and CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

**Lecture wise Lesson planning Details.**

<b>Wee k No.</b>	<b>Lect .No.</b>	<b>Tentati ve Date</b>	<b>C. No.</b>	<b>Topics to be covered</b>	<b>Text Book / Ref ere nces</b>	<b>Cos map ped</b>	<b>Actu al Cont ent cover ed</b>	<b>Methodolog y used</b>	<b>Rem arks by facul ty if any</b>
1	L1		MOD 1	Nature of Materials Managem ent	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	
1	L2		MOD 1	Scope of Materials Managem ent	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	
1	L3		MOD 1	Objectives of Materials Managem ent	T1, R1,R 2	1,2		Lecture/PPT/C ase Study	
2	L4		MOD 1	Importanc e of Materials Managem ent	T1, R1,R 2	1,2		Lecture/PPT/C ase Study/Assign ment	
2	L5		MOD 1	Integrated Approach to Materials Managem ent	T1, R1,R 2	1,2,3		Lecture/PPT/C ase Study	
2	L6		MOD 1	Integrated Approach to Materials	T1, R1,R 2	3,4,5		Lecture/PPT/C ase Study	

				Managem ent					
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3	L7		MOD 1	Advantage s of Integrated approach	T1,R 1,R2	3,4,5		Lecture/PPT/C aseStudy	
3	L8		MOD 1	Limitation s of Integrated approach	T1,R 1,R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
3	L9		MOD 2	Concept about purchasing and store.	T1,R 1,R2	1, 2,		Lecture/PPT/C aseStudy	
4	L10		MOD	Purchasing	T1, R1,R	1,2		Lecture/PPT/C	
			2	Functions	2			ase Study	
4	L11		MOD 2	Purchase Procedure	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	
4	L12		MOD 2	Purchasing Cycle	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy/Assi gnment	
5	L13		MOD 2	Stores Managem ent	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	
5	L14		MOD 2	Location and Layout of Stores	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	

5	L15		MOD 2	Stores System & Procedures	T1, R1, R2	1,2,3		Lecture/PPT/C aseStudy	
6	L16		MOD 3	Concept of Inventory Control	T1, R1, R2	1,2,3		Lecture/PPT/C aseStudy	

6	L17		MOD 3,	Concept of EOQ and ROP	T1, R1, R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
6	L18		MOD 3	Numerical problems on EOQ and ROP	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
7	L19		MOD 3	Value Analysis	T1, R1,	4,5		Lecture/PPT/C aseStudy	
7	L20		MOD 3	ABC Analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
7	L21		MOD 3	Numerical problems on ABC analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
8	L22		MOD 4	Nature and Scope of Production Managem ent	T2, R2	1,2		Lecture/PPT/C aseStudy/Assi gnment	

8	L23		MOD 4	Forecasting– first step of production function	T2, R2	1,2		Lecture/PPT/C aseStudy	
8	L24		MOD 4	Need for sales forecasting	T2, R2	1,2		Lecture/PPT/C aseStudy	
9	L25		MOD 4	Types of forecasting techniques	T2,R 2	1,2		Lecture/PPT/C aseStudy	
9	L26		MOD 4	Explanation of forecasting techniques	T2,R 2	1,2,3		Lecture/PPT/C aseStudy	

9	L27		MOD 4	Plant location decision	T2, R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
10	L28		MOD 4	Locational problem analysis	T2, R2	4,5		Lecture/PPT/C aseStudy	
10	L29		MOD 4	Importance of location factors	T2, R2	4,5		Lecture/PPT/C aseStudy	
10	L30		MOD 4	Facility layout decision	T2, R2	4,5		Lecture/PPT/C aseStudy	
11	L31		MOD 4	Types of layout	T2, R2	4,5		Lecture/PPT/C aseStudy	

11	L32		MOD 4	Line balancing	T2, R2	4		Lecture/PPT/C aseStudy/Assi gnment	
11	L33		MOD 4	Merits and demerits of layouts	T2, R2	1,2		Lecture/PPT/C aseStudy	
12	L34		MOD 5	Concepts of Production planning and control	T2, R2	1,2,3		Lecture/PPT/C aseStudy	
12	L35		MOD 5	Nature of production Planning	T2, R2	1,2,3		Lecture/PPT/C aseStudy/Assi gnment	
12	L36		MOD 5	Factors determinin g production planning	T2, R2	1, 2, 3,4		Lecture/PPT/C aseStudy	

13	L37		MOD 5	Production planning systems	T2, R2	1, 2, 3,4		Lecture/PPT/C aseStudy	
13	L38		MOD 5	Explanatio n of production control	T2, R2	1, 2, 3,4		Lecture/PPT/C aseStudy/Assi gnment	
14	L39		MOD 5	Benefits of production control	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C aseStudy	

14	L40		MOD 5	Elements of production control	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C aseStudy	
15	L41		MOD 5	Plant maintenan ce– objectives and types	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C aseStudy/Assi gnment	
15	L42		MOD 5	Scope and importance of plant maintenan ce	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C aseStudy/Assi gnment	



**MN 303 Summer Internship / Project**

**Total Credits: 03**

***SEM- VI [SPRING]  
[TOTAL CREDITS- 20]***

## MN 304 Introduction to Sustainable Development

### COURSE INFORMATION SHEET

**Course code: MN- 304**

**Course title: Introduction to Sustainable Development**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 2 L: 2 T:0 P:0**

**Class schedule per week: 2**

Class: BBA

Semester / Level: VI/3

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To analyse the basic concept of sustainability and analyse the factors that have contributed to its growing importance
B.	To understand the influence of sustainability on product management
C.	To visualise how the green marketing initiatives can be put to use by business to achieve competitive advantage and profitability
D.	To understand how sustainability can be integrated into business to create win-win situation for consumer as well as business
E.	To understand how sustainable design and better management of logistics and other such initiatives can bring competitive advantage to firms.

### **COURSE OUTCOME:**

After the completion of this course, students will be:

CO1.	Be able to appraise how sustainability affect today's business operation and the society
CO2.	Be able to rationalise how global change, ecosystem degradation and resource limitation will shape business operations of the future
CO3.	Be able to understand and map sustainability to CSR of business
CO4.	Conceptualise way and means through which businesses can contribute towards sustainability
CO5.	Able to practice sustainable initiatives in any area of their work

### **Syllabus**

#### **Module 1: (4 Lectures)**

Introduction to the concept of sustainability in business, reason for it's growing importance, benefit to organisation and the society. Existing state of sustainability in the world. Sustainability Pillars(Environmental ,Social, Economic, Governance)

**Module 2: (8 Lectures)**

Life cycle thinking, product life cycle management, Environmental life cycle assessment, The green marketing mix, introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.

**Module 3: (8 Lectures)**

Integrating Sustainability into business, system thinking for sustainability, value chain perspective, strategy and planning for sustainability, corporate social responsibility

**Module 4: (4Lectures)**

Introduction to sustainable design, sustainable design for competitive advantage, concept of eco-labelling and its impact on consumer choice, concept and advantage of green certificate.

**MODEL 5: (4Lectures)**

Concept of green supply chain, Impact of Supply chain on sustainability, elements of green logistics, concept of sustainability reporting

**Text Books:**

1. Blackburn, William, The sustainability Handbook- The complete management guide to achieving social, economic, and environmental responsibility(2007), Environmental Law Institute, Washington, DC
2. Savitz, Andrew, The Triple Bottom Line – How Today’s Best- Run Companies are achieving Economical, Social and Environmental Success (2006), Jossey – Bass
3. Esty, Daniel and Winston, Andrew, Green to Gold (2008), Yale University Press
4. Drexler, Hans Sustaible Design.

**Reference Books:**

1. Sustainable MBA: The Manager’s Guide to Green Business by Giselle Weybrecht.
2. The Responsible Business, by Carol Sanford (March 2011)
3. Cradle to Cradle: Remaking the way we make things by William McDonough

**Gaps in the syllabus (to meet Industry/Profession requirements)****POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design****POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

### Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

#### Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Mid Sem Examination Marks	25
End Sem Examination Marks	50
Assignment / Quiz (s)	20
Independent Teacher's Assessment	5

Assessment Components	CO1	CO2	CO3	CO4	CO5
Mid Sem Examination Marks	√	√	√		
End Sem Examination Marks	√	√	√	√	√
Assignment	√	√	√	√	√

#### **Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### Mapping between Objectives and Outcomes

#### **Mapping of Course Outcomes onto Program Outcomes**

**L= LOW, M=MEDIUM, H= HIGH**

Course Outcome #	Program Outcomes			
	A	B	C	D
CO1	M	L	L	M
CO2	H	M	H	M
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		
CD2	Tutorials/Assignments		
CD3	Seminars		
CD4	Mini projects/Projects		
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

#### Lecture wise Lesson planning Details.

Week no.	Lecture no.	Unit no.	Topics to be covered	COs mapped	Methodology used	Remarks By faculty
1	L1 & L2	1	Introduction to the concept of sustainability in business, reason for it's growing importance, benefit to organisation and the society.	1	Lecture/PPT/ Case Study/Assignment	
2	L3& L4	1	Existing state of sustainability in the world. Sustainability Pillars(Environmental ,Social, Economic, Governance)	2	Lecture/PPT/ Case Study/Assignment	
3	L5&L 6	2	Life cycle thinking, product life cycle management	1,2	Lecture/PPT/ Case Study/Assignment	
4	L7&L 8	2	The green marketing mix	1,2	Lecture/PPT/Case Study/Assignment	
5	L9&L 10	2	introduction to sustainable packaging,	2,3	Lecture/PPT/Case Study/Assignment	
6		2	concept of life cycle analysis	2,3		

	L11& L12		and its impact on product design.		Lecture/PPT/ Case Study/Assignment	
7	L13& L14	3	Integrating Sustainability into business,	4	Lecture/PPT/ Case Study/Assignment	
8	L15& L16	3	system thinking for sustainability, value chain perspective	4	Lecture/PPT/ Case Study/Assignment	
9	L17& L18	3	strategy and planning for sustainability	4	Lecture/PPT/ Case Study/Assignment	
10	L19& L20	3	corporate social responsibility	3	Lecture/PPT/ Case Study/Assignment	
11	L21& L22	4	Introduction to sustainable design, sustainable design for competitive advantage,	2	Lecture/PPT/ Case Study/Assignment	
12	L23& L24	4	Concept of eco-labelling and its impact on consumer choice, concept and advantage of green certificate.	3	Lecture/PPT/ Case Study/Assignment	
13	L25& L26	5	Concept of green supply chain, Impact of Supply chain on sustainability	4,5	Lecture/PPT/ Case Study/Assignment	
14	L27& L28	5	elements of green logistics, concept of sustainability reporting	4,5	Lecture/PPT/ Case Study/Assignment	

## MN 305 Strategic Management

### COURSE INFORMATION SHEET

**Course code: MN 305**

**Course title: Strategic Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3 L: 3 T:0 P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: VI/3

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basics of Strategic management, nature of strategic management, and it's objective
2.	To emphasize the monitoring and evaluation of external opportunities and threat in Light of corporation's strengths and weaknesses.
3.	To gain an insight of strategies operating at corporate and business level
4.	To enable the students to understand the relationship between strategy formulation and implementation.
5.	To familiarize strategy evaluation concept.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Analyze the strategic requirements, the system of strategic planning and correlate business plans with strategic plans.
2.	Appraise environment to determine the long-run strategies
3.	Examine different strategies applied in organizations at different levels.
4.	Analyze strategy implementation alternatives for effective decision making.
5.	Evaluate the strategy for strategic planning and for decision making.



**Syllabus:****Module 1 (8 lectures)****An overview of Strategic Management**

Concept, evolution of strategic management as a discipline, characteristics of strategic management, strategic management model, concept of strategic intent.

**Module 2 (8 lectures)****Environmental Appraisal**

Concept of environment, components of environment, Environmental scanning techniques- ETOP, QUEST and SWOT. Internal Appraisal: The internal environment, organisational capabilities in various functional areas and strategic advantage profile. Methods and techniques used for organisational appraisal

**Module 3 (8 lectures)****Corporate level strategies**

Stability, expansion, retrenchment and combination strategies. Business level strategies: Porter's generic strategies.

**Module 4 (7 lectures)****Strategic analysis and implementation**

Process of strategic choice and analysis, BCG Matrix, Porter's five forces model. Relationship between Strategy formulation and implementation, overview of strategic implementation, model of strategy implementation.

**Module 5 (5 lectures)****Strategy Evaluation**

Nature, Importance and barriers of strategy evaluation, types and techniques of control: strategic control and implementation control.

**Text books:**

1. Business policy and strategic Management, Azhar Kazmi, Tata McGraw-Hill

**Reference books:**

1. Strategic management and business policy, William F. Glueck, Tata McGraw Hill Strategic Management, Michael Porter, Prentice Hall of India
2. Cases in Strategic Management, S.B. Budhiraja & Atheya, Excel Books

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design  
Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	M	M	L
2	H	M	M	L
3	L	M	M	L
4	L	H	M	M
5	L	L	L	L

### Mapping Between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	Combination of Delivery Methods as mentioned in the Lesson Plan
CD 2	Tutorials/Assignments	CO2	
CD 3	Seminars	CO3 CO4	
CD 4	Mini projects/Projects		
CD 5	Laboratory experiments/teaching aids	CO1	
CD 6	Industrial/guest lectures	CO5	
CD 7	Industrial visits/in-plant training	CO5	

CD 8	Self-learning such as use of NPTEL materials and internets	CO3CO5	
CD 9	Simulation	CO5	

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by Faculty if any
1	L1		1	Concept		CO1 CO2 CO3		PPT /Chalk  -Board/ Educational Videos/ Case Study etc.	
	L2		1	evolution of strategic management					
	L3		1						
				As a discipline					

2	L4		1	Characteristics of strategic management				
	L5		1					
	L6		1	Strategic management model		CO1		PPT /Chalk
3	L7		1					
	L8		1	Case Study				- Board/Educational Videos/ Case Study etc.
	L9		1			CO5		PPT /Chalk
4	L10		2	Concept,				-Board/

				porter's five forces model of competition		CO1 CO2		Educational Videos/Case Study etc.
	L11		2					
	L12			Environment appraisal, importance				PPT /Chalk
5	L13		2					
	L14		2					- Board/Educational Videos/ Case Study etc.
	L15		2	ETOP,SWOT Analysis				PPT /Chalk
6	L16		2					
	L17		3					- Board/Educational

				Grand strategies, Expansion Strategies				1 Videos/ Case Study etc.	
						CO1			
						CO2			
						CO3			
	L18		3					PPT /Chalk	
7	L19		3	Stability strategies,				-Board/ Educationa	
	L20		3					1 Videos/ Case Study	

								etc.	
	L21			strategic choice,				PPT /Chalk	
8	L22		3	corporate-level strategic analysis				- Board/Edu cational	
	L23		3	business-level strategic analysis				Videos/ Case Study etc.	
	L24		3	subjective factors in				PPT /Chalk	
9	L25		3	strategic choice				-	

	L26		4	Relationship between strategy formulation and implementation				Board/Educational Videos/ Case Study etc.	
	L27		4	types of strategic implementation					
10	L28		4						
	L29		4						
	L30		4	Strategic				PPT /Chalk	
11	L31		4	Evaluation Nature, importance				- Board/Educational Videos/ Case Study etc.	
	L32		4	<b>Barriers In strategic Evaluation</b>					
	L33		5	Types of strategic evaluation				PPT /Chalk	
12	L34		5					- Board/Educational Videos/ Case Study etc.	
	L35		5						
	L36		5	Types of evaluation		CO4		PPT /Chalk - Board/Educational	
13	L37		5					1 Videos/ Case Study	

	L38		5				etc.	
	L39		5	Techniques of evaluation			PPT /Chalk - Board/Educational Videos/ Case Study etc.	
14	L40		5					
	L41		5					
15	L42			Revision		CO5		



## MN 306 International Trade & Business

### COURSE INFORMATION SHEET

**Course code: MN 306**

**Course title: International Trade & Business**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 3 L: 3 T:0 P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: VI/3

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the domain and Theory of International Trade & Business and realize the key areas of differences between Domestic and International Business
2	Be able to understand the process of export and its documentation.
3.	Be able to understand and describe the operations of Multinational Companies and their ways of entry in different markets
4.	To develop an understanding of the role of different International Financial Institutions in World trade and Growth and also to understand the different protectionist measures adopted by countries and the consequent challenges to Global Trade & Business.
5.	To know about the International Trade Organizations and agreements and the Financial domain of trading.

### **COURSE OUTCOME:**

After the completion of this course, students will be/able to:

1.	To evaluate the benefits of Globalization, the theory of trade and be able to develop ways to address the challenges of International business
2.	Prepare Documents for export of goods for different commodities
3.	Able to identify, justify and extend the operation of MNC's in different countries and evaluate the merits and strength of different modes of entry in different countries.
4.	Be able to analyze role of the different International Institutions in influencing International business and also be able to comprehend the protectionist measures and develop ways and means through which such challenges can be minimized.
5.	Be able to analyze the Balance of Payment situation of countries and the foreign exchange transaction market

**Syllabus:****Module 1 (8 Classes)**

**International Trade:** Concept, Evolution and development of International Business, Globalization of business, Benefits of International Trade, International Business Operations Vs Domestic, Introduction to Export import procedures and Export Documentation.

**Module 2 (6 Classes)**

**Theories of International Trade:** Theory of Absolute cost advantage, Comparative Cost advantage, Factor proportion Theory, Neo factor Proportions Theory, country Similarity Theory, National competitive Advantage

**Module 3 (8 Classes)**

**Multinational Corporations (MNCs):** Definition, Role of MNCs in International Business, Merits & demerits of MNCs, International market and operations strategy,  
**Development & issues in International business-** Outsourcing and its potential for India, strategic alliances, mergers and acquisitions.

**Module 4 (10 Classes)**

**International Trade Barriers:** Meaning, Tariff and Non-Tariff Barriers, Impact of Non-Tariff Barriers

**Organizations and Agreements:** WTO (functions, principles, agreements), IMF (purposes, facilities provided by IMF), World Bank (purpose, principles/policies), process of IMF and World Bank Lending.

**Foreign Trade of the country:** Exports and Import achievements of the country, Determinants of Exports, Export promotion

**Module 5 (8 Classes)**

**Foreign Exchange Market:** Concept, Functions, Determination of Exchange rates, Exchange control, Convertibility of Rupee, Concept of Fixed and Flexible Exchange Rate. Concept of Balance of Payment, Balance of Payments situation of the country.

**Text Books:**

1. T1/Francis Cherunilam; International Business-Text & cases; PHI, Edition 5
2. T2/V. Sharan; International Business-Concept, Environment & Strategy; Pearson India, Edition 3

**Reference Book:**

1. R1/Sak Onkvist& John Shaw; International Marketing: Analysis and Strategy, Dream Tech Press; Edition 4.
2. R2/P Subba Rao; International Business: Text & Cases, Himalaya Publishing House, Edition 5

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and Internet content form reputed source
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Semester Examination Marks	50
Mid Semester Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome#	Program outcomes			
	A	B	C	D
1	H	L	M	M
2	H	M	M	M
3	H	L	H	H
4	M	L	M	H
5	H	M	H	M

Mapping Between Cos and Course Delivery(CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD8
CD3	Seminars	CO3	CD1, CD2,CD8
CD4	Mini projects/Projects	CO4	CD1, CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD5,CD8
CD6	Industrial/guest lectures	CO2	CD1, CD 3, CD 4, CD 6, CD 8
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and Internet		
CD9	Simulation		

**Lecture Wise lesson Planning:**

Week No.	Lect. No.	Tentative Date	Module No.	Topics to be covered	Text Book(s) / Reference Book(s)	COs mapped	Actual Content covered	Method Used	Remarks
1	1 2 3		1	Introduction to International business, Evolution, Globalization	T1 R1	CO1		Lecture/ PPT/self Learning	
2	4 5 6		1	Benefits of International Trade, Differences between trading within the country and with other countries, Ways to minimize the challenges	T1 R1 R2	CO1		Lecture /PPT	
3	7 8 9		1	Procedure for export and documents needed	T1  T2  R2	CO2		Lecture  PPT/ Assignment	
4	10 11 12		2	Theoretical framework to Trade between nations. Theory of Absolute cost advantage, Comparative Cost advantage, Factor proportion Theory, Neo factor Proportions Theory, country Similarity Theory, National competitive Advantage	T2 R2	CO1		Lecture /PPT/ Assignment teaching aids/ Self- learning	
5	13 14 15		2	Introduction to operations of MNC's, their positive and	T1 R1 R2	CO3		Lecture /PPT/ Assignment	

			negative effect on trade and countries			t/ Teaching aids/ Self-learning
6	16 17 18	3	Introduction to International operations strategy(sourcing of input & International logistics)  Introduction to International Market strategy(product and pricing)	T2 R1	CO3	Lecture /PPT/Assignments/Teaching aids/ Self-learning
7	19 20 21	3	Outsourcing (concept and benefits)  Strategic alliances, mergers and acquisition  Ecological issues influencing International business	T2 R1	CO3	Lecture /PPT/Assignments/Self-learning
8	22 23	4	Protectionism and protectionist measures	T1	CO4	Lecture
	24		Tariff and Non tariff Barriers, Quotas  Overcoming protectionist measures	R1	CO4	/PPT/Assignment/ Teaching Aids/ Self-learning
9	25 26 27	4	GATT & WTO Relevance and Role of the WTO IMF & World Bank	T1 T2 R1	CO4	Lecture /PPT/Assignments / Self-learning
10	28 29 30	4	Export promotion and incentives ECGC	T1 T2 R2	CO2	Lecture /PPT/Assignment / Self-learning
11	31	4	Major Imports &	T1R1	CO2	Lecture

	32 33			Exports of the country Determinants of Exports				/PPT/ Teaching aids/ Self- learning	
12	35 36 37		5	Introduction to the concept of Foreign Exchange  Functions of Foreign Exchange  Determination of Exchange rates	T1	CO5		Lecture /PPT/Assign ment/ Teaching aids/ Self- learning	
13	38 39 40		5	Mechanism and need for Exchange control Concept of currency convertibility Convertibility of Rupee	T2, R1	CO5		Lecture /PPT/	
14	41 42 43		5	Concept of fixed and flexible exchange rate  Methods of International payment	T1 R1	CO5		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learning	
15	44 45		5	Concept of Balance of payment BOP situation of the country Influence of BOP of countries in International Business		CO5		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learning	

***SEM- VII [MONSOON]  
[TOTAL CREDIT- 20]***



## MN 401 Fundamentals of Operations Research

### COURSE INFORMATION SHEET

**Course code: MN 401**

**Course title: Fundamentals of Operations Research**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 4 L: 3 T:1 P:0**

**Class schedule per week: 4**

Class: BBA

Semester / Level: VII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

<b>A.</b>	To understand the needs and basic aspects of operations Research.
<b>B.</b>	To learn various methods and methodologies to solve an Operations Research problem.
<b>C.</b>	To develop variety of models for making appropriate decisions.
<b>D.</b>	To help them optimize a given situations.

### **COURSE OUTCOME:**

After the completion of this course, students should be able to:

<b>CO1.</b>	Appraise the need for Operations Research in decision making.
<b>CO2.</b>	Formulate Operations Research models of a given problem.
<b>CO3.</b>	Apply suitable Operations research methods for obtaining solution to the problems given.
<b>CO4</b>	Optimize a given situation using different methods of O.R.

### **Syllabus:**

#### **Module 1: [6 Lectures]**

Introduction to theory of optimization, Features of O.R, Modeling in O.R., Classification of Models, General Solution Methods for O.R Models, Scientific Method in O.R, Methodology of O.R., Applications, Opportunities and Short comings of O.R.

#### **Module 2: [12 Lectures]**

Linear Programming models, Formulation of LPP models, Mathematical Formulation of Linear Programming Models, Application of LPP Models, Solution of Linear Programming Problem by Graphical Method, Special Cases: (I) Alternate Optima (II) Unbounded

Solution (III) In feasible Solution.

**Module 3: [8 Lectures]**

Solution of linear Programming Problem by Simplex method– Maximization and Minimization, Special Cases – (1) Alternate optimal solution (2) Infeasible Solution (3) Unbounded Solution

**Module 4: [12 Lectures]**

Balanced and Unbalanced Transportation Problem, Finding Initial Basic Feasible Solutions using (1) North- West Corner Rule (2). Matrix Minima Method (3) Vogel’s Approximation Method and (4) Optimal solution by Modified Distribution Method (MODI). Degeneracy in Transportation Problem and method to remove it.

Balanced and Unbalanced Assignment Problems, Solving an Assignment Problem using Hungarian Algorithm, Maximization Assignment Problem.

**Module 5: [10 Lectures]**

Concept of Game Theory –Game, Strategy, Types of Strategy, Optimal Strategy, Payoff Matrix, Value of the Game, Two-Person Zero-Sum Games, Maximin and Minimax Principles, Saddle Point, Games without Saddle Points (Mixed Strategies), Rules of Dominance, Graphical solution of  $2 \times n$  and  $m \times 2$  Games.

**Text books:**

1. Chakraborty J.G. and Ghosh P.R., Linear Programming and Game Theory, Moulik Library.
2. Kanti Swarup,Gupta, P.K. and Manmohan, Operations Research – Introduction to Management Science, Paperback 2019, Sultan Chand: New Delhi.

**Ref. Books:**

1. HamdyA.Taha,OperationsResearch – An Introduction;Pearson Education,10<sup>th</sup> Edition.
2. OperationsResearchTheory&Application,J.K.Sharma,Macmillan, Paperback-2017.

**Gaps in the syllabus (to meet Industry/ Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini Projects/Projects

Laboratory experiments/teaching aids
Industrial/Guest Lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation**

#### **procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s) (1 & 2)	10 + 10
Teacher's Assessment	05

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### **Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>CO1</b>	H	H	M	L
<b>CO2</b>	H	H	M	M
<b>CO3</b>	M	M	M	L
<b>CO4</b>	H	H	H	H

<b>Mapping Between Cos and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcomes</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP Projectors	CO1	CD1, CD2, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1, CD2, CD8
CD4	Mini project/Projects	CO4	CD1, CD2, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials internets		
CD9	Simulation		

#### Lecture Wise Lesson Planning Details :

<b>Week no.</b>	<b>Lecture no.</b>	<b>Unit no.</b>	<b>Topics to be covered</b>	<b>COs mapped</b>	<b>Methodology used</b>	<b>Remarks By faculty</b>
1	1	1	Introduction to theory of optimization, Features of O.R	CO1, CO2	PPT/Chalk Board	
1	2	1	Modelling in O.R., Classification of Models	CO1, CO2	PPT/Chalk Board	
1	3	1	General Solution Methods for O.R Models	CO1, CO2	PPT/Chalk Board	
1	4	1	Scientific Method in O.R, Methodology of O.R.	CO1, CO2	PPT/Chalk Board	
2	5	1	Applications	CO1, CO2	PPT/Chalk Board	
2	6	1	Opportunities and Shortcomings of O.R.	CO1, CO2	PPT/Chalk Board	
2	7	2	Linear Programming models	CO1, CO2	PPT/Chalk Board	
2	8	2	Mathematical Formulation of Linear Programming Models, Application of LPP Models	CO1, CO2	PPT/Chalk Board	
3	9	2	Formulation of LPP models	CO1, CO2, CO3, CO4	PPT/Chalk Board	
3	10	2	Formulation of LPP models	CO1, CO2, CO3,	PPT/Chalk Board	

				CO4		
<b>3</b>	<b>11</b>	<b>2</b>	Formulation of LPP models	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>3</b>	<b>12</b>	<b>2</b>	Solution of Linear Programming Problem by Graphical Method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>4</b>	<b>13</b>	<b>2</b>	Solution of Linear Programming Problem by Graphical Method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>4</b>	<b>14</b>	<b>2</b>	Solution of Linear Programming Problem by Graphical Method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>4</b>	<b>15</b>	<b>2</b>	SpecialCases:(I)AlternateOpti ma	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>4</b>	<b>16</b>	<b>2</b>	(II)Unbounded Solution	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>5</b>	<b>17</b>	<b>2</b>	(III)Infeasible Solution	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>5</b>	<b>18</b>	<b>2</b>	Revision of Module-2	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>5</b>	<b>19</b>	<b>3</b>	Solution of linear Programming Problem by Simplex method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>5</b>	<b>20</b>	<b>3</b>	Solution of linear Programming Problem by Simplex method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>6</b>	<b>21</b>	<b>3</b>	Solution of linear Programming Problem by Simplex method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>6</b>	<b>22</b>	<b>3</b>	Maximization and	CO1,	PPT/Chalk	

			Minimization	CO2, CO3, CO4	Board	
<b>6</b>	<b>23</b>	<b>3</b>	Special Cases – (1) Alternate optimal solution	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>6</b>	<b>24</b>	<b>3</b>	(2) Infeasible Solution	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>7</b>	<b>25</b>	<b>3</b>	(3) Unbounded Solution	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>7</b>	<b>26</b>	<b>3</b>	Revision of Module-3	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>7</b>	<b>27</b>	<b>4</b>	Balanced and Unbalanced Transportation Problem	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>7</b>	<b>28</b>	<b>4</b>	Finding Initial Basic Feasible Solutions using (1) North-West Corner Rule	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>8</b>	<b>29</b>	<b>4</b>	(2). Matrix Minima Method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>8</b>	<b>30</b>	<b>4</b>	(3) Vogel's Approximation Method	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>8</b>	<b>31</b>	<b>4</b>	(4) Optimal solution by Modified Distribution Method (MODI).	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>8</b>	<b>32</b>	<b>4</b>	(4) Optimal solution by Modified Distribution Method (MODI).	CO1, CO2, CO3, CO4	PPT/Chalk Board	
<b>9</b>	<b>33</b>	<b>4</b>	Degeneracy in Transportation Problem and method to remove it.	CO1, CO2, CO3,	PPT/Chalk Board	

				CO4		
9	34	4	Balanced and Unbalanced Assignment Problems	CO1, CO2	PPT/Chalk Board	
9	35	4	Solving an Assignment Problem using Hungarian Algorithm	CO1, CO2, CO3, CO4	PPT/Chalk Board	
9	36	4	Solving an Assignment Problem using Hungarian Algorithm	CO1, CO2, CO3, CO4	PPT/Chalk Board	
10	37	4	Maximization Assignment Problem	CO1, CO2, CO3, CO4	PPT/Chalk Board	
10	38	4	Revision of Module-4	CO1, CO2, CO3, CO4	PPT/Chalk Board	
10	39	5	Concept of Game Theory – Game, Strategy, Types of Strategy, Optimal Strategy, Payoff Matrix, Value of the Game, Two-Person Zero-Sum Games	CO1, CO2	PPT/Chalk Board	
10	40	5	Payoff Matrix, Value of the Game, Two-Person Zero-Sum Games	CO1, CO2	PPT/Chalk Board	
11	41	5	Maximin and Minimax Principles	CO1, CO2	PPT/Chalk Board	
11	42	5	Saddle Point	CO1, CO2, CO3, CO4	PPT/Chalk Board	
11	43	5	Games without Saddle Points (Mixed Strategies)	CO1, CO2, CO3, CO4	PPT/Chalk Board	
11	44	5	Games without Saddle Points (Mixed Strategies)	CO1, CO2, CO3, CO4	PPT/Chalk Board	
12	45	5	Rules of Dominance	CO1, CO2, CO3, CO4	PPT/Chalk Board	

12	46	5	Graphical solution of $2 \times n$ games	CO1, CO2, CO3, CO4	PPT/Chalk Board	
12	47	5	Graphical solution of $m \times 2$ games	CO1, CO2, CO3, CO4	PPT/Chalk Board	
12	48	5	Revision of Module-5	CO1, CO2, CO3, CO4	PPT/Chalk Board	

### **MN 402 Strategic Human Resource Management**

#### COURSE INFORMATION SHEET

**Course code: MN402**

**Course title: Strategic Human Resource Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 4 L: 3 T:1 P:0**

**Class schedule per week: 4**

Class: BBA

Semester / Level: VII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

#### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand and analyse the major principles which underpin the concept of strategic HRM.
2.	To understand and critically evaluate the contribution of strategic HRM to the achievement of individual and organisational performance which contribute to organisation's competitive edge
3.	To think strategically and integrate the activities of HR with the organizations goals.
4.	To recognize the different types of strategies and analyse integration of SHRM plans



	with business plans. Also explain SHRM impacts the business performance.
5	To understand the importance of Measures of HRM Performance and also importance of evaluating the Effectiveness of SHRM.

**COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Relate with HRM and SHRM. Will also be able to analyse the role played by SHRM in the diverse multidisciplinary settings
2.	Understand and appreciate the value proposition of HR through various SHRM models.
3.	Recognize and learn different aspects of Human Capital and measurement approaches
4.	Explain and evaluate contemporary debates and management practice in strategic HRM and appreciate the ethical considerations in the delivery of strategic HRM
5.	Demonstrate linkages between Business Strategy and Human Resource Strategy Formulation and importance of evaluating SHRM effectiveness.

**Syllabus:**

**Module 1 (9 Lectures)**

**The Concept of Strategic Human Resource Management (SHRM)** Strategic HRM Defined, The evolutionary stages of Strategic HRM, Objectives of SHRM, An Investment Perspective of HRM, Competencies of HR Professional in a SHRM Scenario, Emerging Issues in SHRM: HRM Environment, the evolving Strategic Role of HR.

**Module 2(10Lectures)**

**Models of SHRM Value proposition through HR :** General models -The Best practice approach, Best fit approach , The Universalistic, Contingency and Configurational approaches, The Resource based Strategic HRM, Resource based models- The high performance management, High commitment management and High-involvement management.

**Module 3(8Lectures)**

**Human Capital Management:** Human Capital Management Defined, The Concept of Human Capital, Intellectual Capital, Social Capital and Organizational Capital. Human Capital Measurement and Approaches to Measurement.

**Module 4(10Lectures )**

**Strategic HRM in in Action:** HR Strategy defined, Purpose, Types of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Strategy formulation propositions, key concept and process issues, Implementing HR Strategy, SHRM: Aligning HR with Corporate Strategy, Integrating the Business strategies and HR Strategies for competitive advantage, Corporate Restructuring and SHRM, Corporate Ethics, Values and SHRM

**Module 5(10 Lectures)**

**Impact of SHRM on Business Performance:** The strategic impact of Human Resource Practices, Human Resource Evaluation - Definition and Overview, Rationale for HR Evaluation - Measures of HRM Performance, Approaches to HR Evaluations, Evaluating the Effectiveness of SHRM.

**Text books:**

1. Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
2. Agarawala Tanuja (2007) Strategic Human Resource Management, Oxford University Press.

**Reference Books:**

1. Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
2. MaheyC and SalmanG.,(1996), Strategic Human Resource Management, Oxford Blackwell.
3. Srinivas R. Kandula,(2002), Strategic Human Resource Development, Prentice Hall India.

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHPprojectors
Tutorials/Assignments
Seminars/ Presentations / Discussions/Debates
Mini projects/Projects
Industrial/guest lectures
Industrial visits/in-plant training

Self-learning such as use of NPTEL materials and internets
Case study

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes on to Program Outcomes**

Course Outcome#	Program Outcomes			
	A	B	C	D
1	H	L	H	H
2	H	M	H	M
3	H	M	L	H
4	H	M	H	H
5	H	L	H	M

**Mapping Between Cos and Course Delivery (CD) methods**

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method

CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1, CD2,CD5,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2,CD3, CD4,CD6,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Module	Topics to be covered	Text book/References	COs mapped	Actual Content covered	Methodology Used	Remarks By faculty if any
1	L1		I	The Concept of Strategic Human Resource Management (SHRM)		CO1		PPT/Chalk - Board/Educational Videos	

	L2		I	Strategic HRM Defined, The evolutionary		CO1		PPT/Chalk - Board/EducationalVideos	
	L3		I	Strategic HRM. stages of Strategic HRM		CO1		PPT/Chalk - Board/EducationalVideos	
2	L4		I	Investment Perspective of HRM		CO1		PPT/Chalk - Board/EducationalVideos	
	L5		I	Do		CO1		PPT/Chalk - Board/EducationalVideos	
	L6		I	Competencies of HR Professional in a SHRM Scenario		CO1		PPT/Chalk - Board/EducationalVideos	
3	L7		I	Emerging Issues in SHRM: HRM Environment, the evolving Strategic Role of HR.		CO1		PPT/Chalk - Board/EducationalVideos	
	L8		I	Scenario, Emerging Issues in SHRM: HRM Environment, the evolving Strategic Role of HR.		CO1		PPT/Chalk - Board/EducationalVideos	
	L9		I	Scenario, Emerging Issues in SHRM: HRM Environment, the evolving		CO1		PPT/Chalk - Board/EducationalVideos	

				Strategic Role of HR.					
4	L10		II	Models of SHRM Value proposition through HR		CO2		PPT/Chalk - Board/EducationalVideos/Case Study	
	L11		II	General models -The Best practice approach		CO2		PPT/Chalk - Board/EducationalVideos	
	L12		II	Best fit approach		CO2		PPT/Chalk - Board/EducationalVideos	
5	L13		II	The Universalistic approach		CO2		PPT/Chalk - Board/EducationalVideos	
	L14		II	Contingency approach		CO2		PPT/Chalk - Board/EducationalVideos	
	L15		II	Configurational approaches		CCO2		PPT/Chalk - Board/EducationalVideos	
6	L16		II	Resource basedmodels - introduction		CO2		PPT/Chalk - Board/EducationalVideos	
	L17		II	The high-performance management		CO2		PPT/Chalk - Board/EducationalVideos	

	L18		II	High commitment management		CO2		PPT/Chalk - Board/EducationalVideos	
7	L19		II	High-involvement management		CO2		PPT/Chalk - Board/EducationalVideos	
	L20		III	Human Capital Management Defined		CO3		PPT/Chalk -Board	
	L21		III	The Concept of Human Capital,		CO3	CO	do	
8	L22		III	Intellectual Capital,		CO3		do	
	L23		III	Social Capital		CO3	C	do	
	L24		III	Organizational Capital		CO3		do	
9	L25		III	Human Capital Measurement		CO3		do	
	L26		III	Approaches to Measurement		CO3		PPT/Chalk - Board/EducationalVideos/use of NPTEL materials	
	L27		III	Do-		CO3		do	
10	L28		IV	HR Strategy defined, Purpose,		CO4		PPT/Chalk - Board/EducationalVideos/CaseStudy etc.	
	L29		IV	Types of HR Strategies,		CO4	C	do	

	L30		IV	Formulating HR Strategy, Criteria for an Effective HR Strategy SHRM		CO4		do	
11	L31		IV	Strategy formulation propositions		CO4		do	
	L32		IV	key concept and process issues		CO4		PPT/Chalk and Board	
	L33		IV	Implementing HR Strategy		CO4		do	
12	L34		IV	Aligning HR with Corporate Strategy		CO4		Use of NPTEL Materials and internets	
	L35		IV	Integrating the Business strategies and HR Strategies for competitive advantage,		CO4		Use of NPTEL Materials and internets	
	L36		IV	Corporate Restructuring and SHRM,		CO4		PPT/Chalk - Board/Educational Videos/use of NPTEL Materials and internets	
13	L37		IV	Corporate Ethics, Values and SHRM		CO4		PPT/ chalk and board	
	L38		V	The strategic impact of Human Resource Practices		CO5		PPT/Chalk - Board/Educational Videos/Case Study etc.	



	L39		V	Human Resource Evaluation - Definition and Overview		CO5		do	
14	L40		V	Rationale for HR Evaluation		CO5		do	
	L41		V	Approaches to HR Evaluations,		CO5		PPT/Chalk - Board/use of NPTEL Materials and internets	
15	L42		V	Measures of HRM Performance,		CO5		PPT/Chalk - Board/use of NPTEL Materials and internets	
	L43		V	Measures of HRM Performance		CO5		Do	
	L44		V	Evaluating the Effectiveness of SHRM		CO5		Do	
	L45			Revision				Use of educational videos	
	L46			Revision				Do	
	L47			Revision				Do	
	L48			Revision				Do	

## MN 403 Management and Control of Cost

### COURSE INFORMATION SHEET

**Course code: MN 403**

**Course title: Management and Control of Cost**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 3 L: 3 T:0P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: VII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

<b>1.</b>	To understand the basics of cost accounting.
<b>2.</b>	To understand the Treatments of Costs Under Different Situations
<b>3.</b>	To understand how methods of costing and types of costing are used together
<b>4.</b>	To develop expertise on the calculation of cost of production.
<b>5.</b>	To apply the cost accounting in the field of management.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

<b>CO1.</b>	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm
<b>CO2.</b>	Treat direct and indirect costs as per the costing techniques and from control purposes
<b>CO3.</b>	Prepare cost sheet for the firm
<b>CO4.</b>	Develop insights on the use of budgets for cost control.
<b>CO5.</b>	Apply costing in the managerial problems

### **Syllabus**

#### **Module 1 : Basic Concepts ( 9 Lectures)**

Definition of costing, Cost accounting and Cost accountancy, Objectives of cost accounting, Evolution of cost accounting, Essential factors for installing a cost accounting system, Essentials of good cost accounting system, Various reports provided by cost accounting department, Relationship between cost accounting, financial accounting, management accounting and financial management, Cost concepts & terms, classification of cost methods & types of costing.

#### **Module 2 : Elements of Cost ( 9 Lectures)**

Material - Material procurement procedures, Material storage-store record, Materials issue procedure, Material control Labour - Time keeping, Payroll procedure, Idle time, Overtime, Labour turnover.

**Module 3 : Overheads ( 9 Lectures)**

Definition and classification of overheads, Distribution of overheads-primary distribution & secondary distribution, Absorption of overheads, Treatment of under-over absorption of overheads, Accounting of administration and selling and distribution overheads, Treatment of certain items in costing- finance cost, depreciation etc.

**Module 4 : Methods & Techniques of Costing ( 9 Lectures)**

Job costing, Contract costing, Batch costing, Operating costing, Process costing, Operation costing, Joint products & by- products, Marginal costing and absorption costing, difference, CVP analysis, B.E.P analysis.

**Module 5 : Standard Costing & Budgetary Control ( 6 Lectures)**

Definition of standard cost, Setting up of standard cost- quantity standard and price standard, Types of standards, The process of standard costing, types of variances- labour& material, Budgetary control- meaning & objectives, types of budget, preparation of projected Profit & Loss account, cost control

**Text books:**

1. Fundamentals of Cost Accountings, Book By – Micheal W Maher And William Lanen 2020.

**Reference books:**

1. Study Material of ICWAI.

**Gaps in the syllabus (to meet Industry/Profession requirements)****POs met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design**

<b>POs met through Topics beyond syllabus/Advanced topics/Design : Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Direct Assessment:**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Course Outcomes#	Program outcomes			
	A	B	C	D
1	H	M	H	M
2	H	M	M	M
3	H	M	M	M
4	H	L	L	M
5	H	M	M	M

**Mapping between Objectives and Outcomes Mapping of Course Outcomes onto Program Outcomes**

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1 and CD 2
CD2	Tutorials/Assignments	CO2	CD1and CD2
CD3	Seminars	CO3	CD1, CD2 and CD8
CD4	Mini projects/Projects	CO4	CD1
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lec No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L-1		1	Definition of costing, Cost accounting and Cost accountancy, Objectives of cost accounting,	T1,R1	1,2		Board/PPT	
	L-2		1	Evolution of cost accounting, Essential factors for installing a cost accounting system,	T1,R1	1,2		Board/PPT	
	L-3		1	Essentials of good cost accounting system,	T1,R1	1,2		Board/PPT	
2	L-4		1	Various reports provided by cost accounting department,	T1,R1	1,2		Board/PPT	
	L-5		1	Relationship between cost accounting, financial accounting,	T1,R1	1,2		Board/PPT	
	L-6		1	management accounting and	T1,R1	1,2		Board/PPT	
3	L-7		1	financial management,	T1,R1	1,2		Board/PPT	
	L-8		1	Cost concepts & terms,	T1,R1	1,2		Board/PPT	
	L-9		2	Elements of Cost Material	T1,R1	1,2		Board/PPT	

				- Material procurement					
4	L-10		2	procedures, Material storage-store record, turnover	T1,R1	1,2		Board/PPT	
	L-11		2	Materials issue procedure, Material	T1,R1	1,2		Board/PPT	
	L-12		2	control Labour - Time keeping,	T1,R1	1,2		Board/PPT	
5	L-13		2	Payroll procedure,	T1,R1	1,2		Board/PPT	
	L-14		2	Idle time,	T1,R1	1,2		Board/PPT	
	L-15		2	Overtime, Labour	T1,R1	1,2		Board/PPT	
6	L-16		2	Overtime, Labour	T1,R1	1,2		Board/PPT	
	L-17		2	classification of cost methods & types of costing	T1,R1	1,2		Board/PPT	
	L-18		3	Definition and classification of overheads,	T1,R1	1,2		Board/PPT	
7	L-19		3	Distribution of overheads- primary distribution & secondary distribution,	T1,R1	1,2		Board/PPT	
	L-20		3	Absorption of overheads,	T1,R1	1,2		Board/PPT	
	L-21		3	Accounting of administration and selling and distribution overheads	T1,R1	1,2		Board/PPT	
8	L-22		3	Treatment of under-over	T1,R1	1,2		Board/PPT	

				absorption of overheads,					
	L-23		3	Treatment of certain items in costing	T1,R1	1,2		Board/PPT	
	L-24		3	finance cost, depreciation etc	T1,R1	1,2		Board/PPT	
9	L-25		4	Job costing,	T1,R1	1,2		Board/PPT	
	L-26		4	Contract costing, Batch costing,	T1,R1	1,2		Board/PPT	
	L-27		4	Operating costing, Process costing,	T1,R1	1,2		Board/PPT	
10	L-28		4	Operation costing,	T1,R1	1,2		Board/PPT	
	L-29		4	Joint products & by-products,	T1,R1	1,2		Board/PPT	
	L-30		4	Marginal costing and	T1,R1	1,2		Board/PPT	
11	L-31		4	absorption costing, difference,	T1,R1	1,2		Board/PPT	
	L-32		4	CVP analysis,	T1,R1	1,2		Board/PPT	
	L-33		4	CVP analysis,	T1,R1	1,2		Board/PPT	
12	L-34		4	B.E.P analysis	T1,R1	1,2		Board/PPT	
	L-35		5	Definition of standard cost, , cost control	T1,R1	1,2		Board/PPT	
	L-36		5	Setting up of standard cost-quantity	T1,R1	1,2		Board/PPT	
13	L-37		5	standard and price standard, Types of standards,	T1,R1	1,2		Board/PPT	
	L-38		5	The process of standard	T1,R1	1,2		Board/PPT	

				costing,					
	L-39		5	types of variances- labour & material,	T1,R1	1,2		Board/ PPT	
14	L-40		5	Budgetary control- meaning & objectives,	T1,R1	1,2		Board/ PPT	
	L-41		5	types of budget,	T1,R1	4		Board/ PPT	
	L-42		5	preparation of projected Profit & Loss account	T1,R1	4		Board/ PPT	



## MN 404 Constitution of India

### COURSE INFORMATION SHEET

**Course code: MN404**

**Course title: Constitution of India**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co-requisite(s): NIL**

**Credits: 3 L: 3 T:0 P:0**

**Class schedule per week: 3**

Class: BBA

Semester / Level: VII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

A.	To describe the importance and role of Constitution of India
B.	To explain the provisions related to social problems and issues.
C.	To explain the significance of the constitution for maintaining social unity and integrity.
D.	To describe the process for formulating and designing public policies in accordance with the constitutional provisions.

### **COURSE OUTCOME:**

After the completion of this course, students will be:

A	Outline the need and importance of the Indian constitution.
B	Explain the fundamental rights and duties of the citizens of India.
C	Relate appropriate constitutional provisions with relevant social issues
D	Describe the role of different departments of government.
E	Critique the Government policies and programs designed for the society at large.

### **Syllabus:**

#### **Module1: (8 Lectures)**

Introduction to the Constitution of India, Salient Features of the Constitution: Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.

#### **Module 2: (8 Lectures)**

Union and State Executives: President and Prime Minister, Council of Ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. Governor: Role and Position, Chief Ministers, and Council of ministers.

**Module 3: ( 7 Lectures)**

The Indian Judicial System–The Supreme Court and The High Court’s –composition, Jurisdiction and functions, The Role of the Judiciary.

**Module4: ( 7 Lectures)**

Local Government-District’s Administration: Role and Importance, The Panchayats Gram Sabha, Constitution and Composition of Panchayats, Constitution and Composition of Municipalities.

**Module 5: ( 8 Lectures)**

Miscellaneous- Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners. State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women.

**Suggested Readings:**

1. The Constitution of India by “Ministry of Law India” Kindle Edition
2. Constitutional History of India by Prof. M. V. PYLEE- S. Chand Publishing
3. Indian Administration by Avastian and Avasti-Lakshmi Narain Agarwal Educational Publishers. 2017 edition.
4. Introduction to the Constitution of India by DDB by Lexis Nexis: 20<sup>th</sup> edition.
5. Constitution of India V.N.Shukla’s EBC Explorer Edition 13<sup>th</sup>, 2017

**Gaps in the syllabus ( to meet Industry/ Profession requirements)****Pos met through Gaps in the Syllabus****Topics beyond syllabus/ Advanced topics/Design**

<b>Course Delivery methods</b>
1. Lecture by use of boards/ LCD projectors/ OHP projectors
2. Tutorials/ Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/ teaching aids
6. Industrial/ guest lectures
7. Industrial visits/ in-plant training
8. Self-learning such as use of NPTEL materials and internets
9. Simulation

**Course Outcome (CO) Attainment Assessment tools& Evaluation procedure****Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### Indirect Assessment–

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### Mapping between Objectives and Outcomes

##### Mapping of Course Outcomes on to Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	L	H
2	H	H	L	M
3	M	M	L	H
4	M	H	H	M
5	L	H	H	L

#### Mapping Between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/ OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4,	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD3, CD6
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

#### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	Cos mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1,L2 &L3		Md.1	Introduction to the Constitution of India, Salient Features of The Constitution	1,2	1		Lecture/PPT	
2	L4, L5 & L6			Sources and Constitutional history, Features: Citizenship, Preamble	1,2,3,5	1,3		Lecture/PPT	
3	L7,L8 &L9			Fundamental Rights and Duties, Directive Principles of State Policy.	1,2	2,3		Lecture/PPT	
4	L10,L11 &L12		Md.2	President and Prime Minister, Council of Ministers,	2,3,5	4		Lecture/PPT	
5	L13,L14 &L15			Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha.	4,5	4		Lecture/PPT	
6	L16,L17 &			Governor: Role and Position, Chief	3,4,5	4		Lecture/PPT	
	L18			Ministers and Council of ministers.					

	&L33			Commission: Role and Functioning,					
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7	L19,L20 & L21		Md.3	The Supreme Court and The High Court's composition, Jurisdiction and functions, The Role of the Judiciary.	1,2,3	4		Lecture/PP T	
8	L22,L23 &L24		Md.4	District's Administration: Role and Importance,	2,3	4		Lecture/PP T	
9	L25,L26 &L27			The Panchayatas  Gram Sabha, Constitution and Composition of Panchayatas Constitution and Composition of Municipalities	4,5	4		Lecture/PP T	
10	L28,L29 &L30		Md.5	Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners	3,4	4		Lecture/PP T	
11	L31,L32,			State Election	1,5	4		Lecture/PP T	

12	L34,L 35 &L36			Institute and Bodies for the welfare of SC/ST/OBC And women.	2.3.4	5		Lecture/PPT	
13	L37,L 38			Institute and Bodies for the welfare of SC/ST/OBC And women.	1,2	5		Lecture/PPT	

***SEM- VIII [SPRING]  
[TOTAL CREDIT- 20]***

**MN 405 Research Project /Dissertation/ Internship with Viva-voce and seminar presentation.**

COURSE INFORMATION SHEET

**Course code: MN- 405**

**Course title: Research project /Dissertation/ Internship with Viva-voce and seminar presentation.**

**Nature of course: Sessional**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 12      L:0 T0:P:0**

**Class schedule per week:**

Class: BBA

Semester / Level: VIII/4

Branch: MANAGEMENT (BBA)



## MN 406 Project Management

### COURSE INFORMATION SHEET

**Course code: MN406**

**Course title: Project Management**

**Nature of course: Lecture**

**Pre-requisite(s): NIL**

**Co- requisite(s): NIL**

**Credits: 4      L:4 T:0P:0**

**Class schedule per week: 04**

Class: BBA

Semester / Level: VIII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basic idea and concepts of project management
2.	To be aware of the project goals and objectives
3.	To understand the financial appraisal of project
4.	To become aware of the scheduling and execution of projects
5.	To evaluate and administer projects

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	Define the goals and objective of a project
2.	Analyse a project from technical, market and financial perspective
3.	Appraise a project and decide whether to carry the project or not
4.	Schedule and execute a project
5.	Review and administer the project

### **Syllabus:**

#### **MODULE 1: (08 lectures)**

**Introduction:** Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and responsibilities of Project Manager, Determinants of Project Success.

**Project Life Cycle:** Phases of Project Life Cycle, Classification of Projects.

**Generation and Screening of Project Ideas:** Generation of Ideas, Monitoring the Environment, Preliminary Screening

#### **MODULE 2: (10 lectures)**

##### **Project feasibility analysis.**

Introduction of Technical analysis, concept of technical analysis, application of technical analysis. Introduction of Financial analysis, concept of financial

analysis, application of financial analysis. Introduction of Market analysis, concept of market analysis, application of market analysis.

**MODULE 3: (09 lectures)**

**Project appraisal criteria.**

Introduction and concept of NPV (Net Present Value), Introduction and concept of IRR (Internal Rate of Return), Introduction and concept of PBP (Pay Back Period).

**MODULE 4: (10 lectures)**

**Implementation of Project Management and Network technique of project management.**

Forms of project management, project planning, project control, human aspect of project management, pre-requisite or successful project implementation. Development of project network, time estimation, network cost system, scheduling when resources are limited, PERT model, CPM model. Concept and Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest Beginning Time, and Slack Time.

**MODEL 5: (08 lectures)**

**Project Review and administrative aspects.**

Initial review, performance evaluation, abandonment analysis, behavioural aspect of capital budgeting, evaluating the capital budgeting system of an organisation

**Text books:**

1. Projects planning, analysis, selection, financing, implementation and review, Chandra. P, Tata McGraw Hill.
2. Project Management, Nagarjan, K., New Age International (P) Limited
3. Project Management, Panneerselvam, Senthilkumar, PHI Learning (P) Limited

**Ref. Books:**

1. Project Management, Gary C.F, McGraw Hill Education
2. Project Management: Achieving Competitive Advantage, Jeffrey K. Pinto, Pearson Education

**Gaps in the syllabus (to meet Industry/Profession**

**requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topic /Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### **Mapping between Objectives and Outcomes**

<b>Course Outcome #</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
CO1	M	L	L	M
CO2	H	M	H	M
CO3	H	H	H	H
CO4	H	H	H	H
CO5	H	H	H	H

**LOW,M=MEDIUM, H= HIGH**

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD2
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1, CD2,CD8
CD4	Mini projects/Projects	CO4	CD1, CD2,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Wee k No.	Lec t. No.	Tentat ive Date	Ch . No .	Topics to be covered	Text Book /Refer ences	Cos mapp ed	Actu al Con tent cover ed	Methodol ogy used	Rema rks by facult y if any
1	L1		1	Introduction and characteristic of capital	T1,T2, T3, R1,R2	1		PPTDigi Class/Choc k	

				expenditure, shareholder's expectations				-Board	
	L2		1	corporate financial objectives, corporate mission and philosophy,	T1,T2 , T3, R1,R2	1		PPTDigi Class/Choc k -Board	
2	L3		1	futuristic planning, SWOT	T1,T2	1		PPTDigi Class/Choc	

				analysis,	, T3, R1,R2			k -Board	
	L4		1	Strategic planning process,  budgeting,	T1,T2 , T3, R1,R2	1		PPTDigi Class/Choc  k -Board	
3	L5		1	operating planning,  implementation,	T1,T2 , T3, R1,R2	1		PPTDigi Class/Choc  k -Board	
	L6		1	Result and loop- Back with  strategic planning, capital Budgeting decision,	T1,T2 , T3, R1,R2	1		PPTDigi Class/Choc  k -Board	
4	L7		1	Project life cycle, Phases of project  management,	T1,T2 , T3, R1,R2	1,2		PPTDigi Class/Choc  k -Board	
	L8		1	integrative Approach to  Project management, Generation of project ideas,	T1,T2 , T3, R1,R2	1,2		PPTDigi Class/Choc  k -Board	
5	L9		1	monitoring the environment,  Corporate appraisal,	T1,T2 , T3, R1,R2	1,2		PPTDigi Class/Choc  k -Board	
	L10		1	Porter model: Profit potential of  industries,	T1,T2 , T3, R1,R2	1,2		PPTDigi Class/Choc  k -Board	
6	L11		1	Scouting and  preliminary	T1,T2 , T3, R1,R2	1,2		PPTDigi  Class/Choc	

				Screening of project ideas				k -Board	
	L12		1	Project rating index, sources of Positive net Present value.	T1,T2 , T3, R1,R2	1,2		PPTDigi  Class/Choc k -Board	
7	L13		2	Introduction, concept and Application of Technical analysis,	T1,T2 , T3, R1,R2	2		PPTDigi  Class/Choc k -Board	
	L14		2	Introduction, Concept and Analysis of Financial Analysis	T1,T2 , T3, R1,R2	2		PPTDigi Class/Choc k -Board	
8	L15		2	Introduction, concept and application of Market analysis,	T1,T2 , T3, R1,R2	2		PPTDigi  Class/Choc k -Board	
	L16		3	Introduction and Concept of NPV (Net Present Value)	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k -Board	
9	L17		3	Introduction and Concept of IRR (Internal Rate of Return),	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k -Board	
	L18		3	Introduction and Concept of PBP (Pay Back Period).	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k -Board	
10	L19		4	Forms of project management	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k	

								-Board	
	L20		4	Project planning,	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k -Board	
11	L21		4	Project control	T1,T2 , T3, R1,R2	3		PPTDigi  Class/Choc k -Board	

	L22		4	human aspect of project management, pre- requisite for successful project implementation.	T1, T2, T3, R1, R2	3		PPTDigiCl ass/Chock -Board	
12	L23		4	Development of project network, time estimation, Network cost system,	T1, T2, T3, R1, R2	4		PPTDigiCl ass/Chock -Board	
	L24		4	Scheduling when resources are limited, PERT model,	T1, T2, T3, R1, R2	4		PPTDigiCl ass/Chock -Board	
13	L25		4	CPM model	T1,T2 , T3, R1,R2	4		PPTDigi  Class/Choc k -Board	
	L26		4	Concept and  Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest	T1,T2 , T3, R1,R2	4,5		PPTDigi  Class/Choc k -Board	

				BeginningTime, And Slack Time.					
14	L27		5	Initial review,  performance evaluation	T1,T2 , T3, R1,R2	4,5		PPTDigi  Class/Choc k -Board	
	L28		5	Abandonment  analysis, behavioural Aspect of capital budgeting, Evaluating the Capital budgeting System of an organisation	T1,T2 , T3, R1,R2	4,5		PPTDigi  Class/Choc k -Board	



## MN 407 Introduction to Artificial Intelligence

### COURSE INFORMATION SHEET

**Course code: MN- 407**

**Course title: Introduction to Artificial Intelligence**

**Nature of course: Lecture**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 4      L:4 T:0 P:0**

**Class schedule per week: 4**

Class: BBA

Semester / Level: VIII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course envisions imparting to students to:

1.	Understand the concepts of artificial intelligence and its importance in business.
2.	Understand the artificial neural networks.
3.	Learn about basic concepts of prediction using artificial intelligence.
4.	Learn about learning using artificial intelligence.
5.	To understand using artificial intelligence in business environment.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

CO1	Understand the various approaches of artificial intelligence.
CO2	Apply different neural networks techniques for solving real world problems and finding solutions.
CO3	Learning and predicting using artificial intelligence.
CO4	Explain the concepts of learning using artificial intelligence.
CO5	Understand the artificial intelligence deployment, investment in business.

### **Syllabus:**

**Module 1: Introduction ( 8 Lectures)**

Overview of Artificial Intelligence, Understanding of AI, Growth of AI, Types of AI, Artificial Intelligence vs. Business Intelligence, Deep Learning vs. Machine Learning, Applications of AI in Business.

**Module 2: Artificial Neural Networks and Deep Learning ( 8 Lectures)**

What is a Neural Network? Models of Neuron, Artificial Neural Network Architecture, Convolution Neural Networks, Deep Learning.

**Module 3: How AI Predicts Values and Categories ( 8 Lectures)**

Classification: K-Nearest Neighbor, Support Vector Machine, Business Value of Classification, Regression, Business Value of Regression, Decision Trees and Ensemble Learning.

**How AI Learns and Predicts Behaviors and Scenarios:**

Clustering: K-Means, Hierarchical Clustering, Association Rules, Search Algorithms.

**Module 4: How AI Communicates and Learns from Mistakes ( 8 Lectures)**

Reinforcement Learning: Upper Confidence Bound, Thompson Sampling, Business Value of Reinforcement Learning, Natural Language Processing: Bag of Words, Accuracy vs. F1 Score, Business Value of NLP.

**Module 5: Using AI Successfully and Responsibly ( 9 Lectures)**

AI Adoption and Valuation: Phases of AI Deployment, AI Investment and Valuation: Nature of Offering, Business Scalability, The Phase of Technology Evolution.

AI Strategy, Policy and Risk Management: Strategy Formulation, Principles of Human-AI Work Policy and Risks with AI.

**Text books:**

1. Artificial Intelligence for Managers. Malay A. Upadhyay. BPB Publications, 2020.
2. Artificial Intelligence for Managers: For Individuals Aspiring to Get into the AI Domain. Rakesh Dandu, Notion Press, 2020.
3. Artificial Intelligence Basics: A Non-Technical Introduction. Tom Taulli, Apress, 2019.

**Ref. Books:**

1. HBR Guide to AI Basics for Managers. Harvard Business Review. Harvard Business Review Press, 2023.
2. Artificial Intelligence: A Modern Approach. Russel and Norvig. Pearson India Education, 2010.
3. Neural Networks and Deep Learning: A Textbook. Charu C. Aggarwal. Springer, 2018.

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

## **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

## **Indirect Assessment**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## **Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>			
	A	B	C	D
CO1	H	M	M	L
CO2	H	L	M	L
CO3	H	H	H	M
CO4	H	H	H	M
CO5	H	M	M	H

**L = Low, M = Medium, H = High**

## **Mapping Between Cos and Course Delivery (CD) methods**

<b>CD Code</b>	<b>Course Delivery Methods</b>	<b>Course Outcome</b>	<b>Course Delivery Methods</b>
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2, CD4, CD5, CD6, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5, CD6, CD8
CD3	Seminars	CO3	CD1, CD2, CD4, CD5
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD4, CD5
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD3, CD8

CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self-learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture wise Lesson Planning Details

Week No.	Lecture No.	Tentative Date	Ch. No.	Topics to be Covered	Text Books / References	COs Mapped	Actual Content Covered	Methodology Used	Remarks by Faculty (if any)
1	1-4		Module 1	Overview of Artificial Intelligence, Understanding of AI, Growth of AI	T1, T2, T3, R1, R2, R3	CO1		PPT, Chalk – Board, Self-Learning	
2	5-8		Module 1	Types of AI, Artificial Intelligence vs. Business Intelligence, Deep Learning vs. Machine Learning, Applications of AI in Business	T1, T2, T3, R1, R2, R3	CO1		PPT, Chalk – Board, Self-Learning	
3	9-12		Module 2	What is a Neural Network? Models of Neuron, Artificial Neural Network Architecture	T1, T2, T3, R2, R3	CO2		PPT, Chalk – Board, Self-Learning	
4	13-16		Module 2	Convolution Neural	T1, T2, T3,	CO2		PPT, Chalk – Board,	

				Networks, Deep Learning	R2, R3			Self- Learning	
5	17- 20		Mod ule 3	K-Nearest Neighbor, Support Vector Machine, Business Value of Classification , Regression, Business Value of Regression, Decision Trees and Ensemble Learning	T1, T2, T3 , R1	CO3		PPT, Chalk – Board, Self- Learning	
6	21- 24		Mod ule 3	K-Means, Hierarchical Clustering, Association Rules, Search Algorithms	T1, T2, T3 , R1	CO3		PPT, Chalk – Board, Self- Learning	
7	25- 28		Mod ule 4	Reinforceme nt Learning: Upper Confidence Bound, Thompson Sampling, Business Value of Reinforceme nt Learning	T1, T2, T3 , R1	CO4		PPT, Chalk – Board, Self- Learning	
8	29- 32		Mod ule 4	Natural Language Processing: Bag of Words, Accuracy vs. F1 Score, Business Value of NLP	T1, T2, T3 , R1	CO4		PPT, Chalk – Board, Self- Learning	

9	33-36		Module 5	AI Adoption and Valuation: Phases of AI Deployment, AI Investment and Valuation: Nature of Offering, Business Scalability, The Phase of Technology Evolution	T1, T2, T3 , R1	CO5		PPT, Chalk – Board, Self-Learning	
10	37-40		Module 5	AI Strategy, Policy and Risk Management: Strategy Formulation, Principles of Human-AI Work Policy and Risks with AI	T1, T2, T3 , R1	CO5		PPT, Chalk – Board, Self-Learning	

## MN 408 Research Publications

### COURSE INFORMATION SHEET

**Course code: MN- 408**

**Course title: Research Publications**

**Nature of course: Sessional**

**Pre-requisite(s): NIL.**

**Co- requisite(s): NIL**

**Credits: 8      L:0 T:0 P:0**

**Class schedule per week: 0**

Class: BBA

Semester / Level: VIII/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

Two publications or submission in peer-reviewed journals/ presentation in conferences/ seminars/ patent.

**ELECTIVE PAPERS**  
**(FINANCE GROUP)**



## MN 409 Corporate Taxation

### COURSE INFORMATION SHEET

**Course code:** MN 409  
**Course title:** Corporate Taxation  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 108, MN211  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:3 T:0 P:0**  
**Class schedule per week:** 03  
Class: BBA  
Semester / Level: V-VII / 3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	To provide an insight into main provisions of the Income Tax Act, 1961.
B	To impart some basic knowledge about the Service Tax as amended by the current Finance Act
C	To enable students to understand the change in policy
D	To highlight the importance of tax structure and challenges
E	To know about the latest developments and rules in Taxation

### **Course Outcomes:**

After the completion of this course, students will able to:

CO1	Develop Knowledge and Technical Proficiency in Taxation.
CO2	Developing the abilities to analyze the taxation and make strategy accordingly.
CO3	Develop an understanding the recent changes and challenges in Tax practices.
CO4	Detect the role and importance of Various taxes.
CO5	Develop the ability to incorporate with various types of tax structure.

### **Syllabus:**

#### **Module 1 (8 Lectures)**

Historical Development of Income Tax and Corporate Tax, Tax structure in India under Indian Income Act, What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax, Rule of Corporate Tax.

#### **Module 2 (8 Lectures)**

Computation of Income, Computation under different heads of Income, Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit, Taxation with reference to Newly Established Business. a. Location of a Business. b. Nature of Business. c. Form of Business.

**Module 3 (8 Lectures)**

Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit, Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern, Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger.

**Module 4 (8 Lectures)**

Decision Making for Tax Payment Tax Consideration -Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports, Replacement and Capital Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning -Managerial Remuneration, Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.

**Module 5 (7Lectures)**

Value Added Tax Implication of VAT to Corporate Income, Double Taxation Avoidance Agreement, Advance Payment of Tax, Collection of Tax at Source and E—TDS Return, Tax Planning and Management

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure  
Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

### Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Course Outcomes#	Program outcomes			
	A	B	C	D
1	H	M	M	M
2	M	M	M	L
3	H	M	M	M
4	H	H	L	H
5	H	M	L	M

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1, CD2
CD 4	Mini projects/Projects	CO4	CD1, CD2, CD4
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD4
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self- learning such as use of NPTEL materials and internets		
CD 9	Simulation		

### Lecture wise Lesson planning Details

Wee k No.	Lec t. No.	Tentati ve Date	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapp ed	Actual Conte nt cover ed	Metho dology used	Remark s by faculty if any
1	1-3		Mod1	Historical Development of Income Tax and Corporate Tax, structure in India under Indian Income Act,	T1, T2 R1	CO1		Lecture /PPT /Guest Lecture	
2	4-8		Mod1	What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax, Rule of Corporate Tax	T1, T2 R1,	CO1,C O 2		Lecture /PPT /Guest Lecture	
3	9-11		Mod2	Computation of Income, Computation under different heads of Income, Set off and Carry Forward of Losses, Taxable, Income and Tax Liability,	T1, T2, T3, R1,	CO2, CO3		Lecture /PPT /Guest Lecture	

				Tax on					
4	12-14		Mod2	Distribution of Profit, Taxation with reference to Newly Established Business.	T1, T2,T3, R1	CO1, CO2,		Lecture /PPT /Guest Lecture	
5	15-16		Mod2	a. Location of a Business. b. Nature of Business. c. Form of Business	T1, T2,T3, R1	CO1, CO2, CO3		Lecture /PPT /Guest Lecture	
6	17-18		Mod3	Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit,	T1, T2,T3, R1	CO1, CO2, CO3		Lecture /PPT /Guest Lecture	
7	19-24		Mod3	Companies Profit, Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern, Tax Planning Regarding Dividend Policy, Issue of Bonus	T1, T3, T4, R1	CO2, CO3, CO4		Lecture /PPT /Guest Lecture	

				Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger.					
8	24-26		Mod4	Decision Making For Tax Payment Tax Consideration -Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports,	T1, T3, T4, R1	CO3, CO5		Lecture /PPT /Guest Lecture	
9	27-28		Mod4	Replacement and Capital Budgeting Decisions.	T1, T3, T4, R1	CO1, CO3, CO5		Lecture /PPT /Guest Lecture	
10	29-30		Mod4	Managerial Remuneration And Tax Consideration Tax Planning -Managerial	T1, T2 , T4, T5,R1	CO3, CO4, CO5		Lecture /PPT /Guest Lecture	
11	31-33		Mod4	Remuneration , Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.	T3, T4, T5, R1	CO3, CO4, CO5		Lecture /PPT /Guest Lecture	

12	34-35		Mod5	Value Added Tax Implication of VAT to Corporate Income,	T2, T3, T5, R1	CO1, CO2, CO4, CO5		Lecture /PPT /Guest Lecture	
13	36-37		Mod5	Double Taxation Avoidance Agreement, Advance Payment of Tax,	T2, T4,T5, R1	CO1, CO2, CO4, CO5		Lecture /PPT /Guest Lecture	
14	38-39		Mod5	Collection of Tax at Source and E—TDS Return, Tax Planning and Management	T1,T2, T4, T5,T6, R1	CO1, CO2, CO4, CO5		Lecture /PPT /Guest Lecture	

## MN 410 Banking Concepts & Practice

### COURSE INFORMATION SHEET

**Course code: MN 410**

**Course title: Banking Concepts & Practice**

**Nature of course: Lecture**

**Prerequisite(s): MN 108, MN211**

**Co- requisite(s): NIL**

**Credits: 3        L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To provide an insight into main provisions Banking Provisions
B.	To impart basic knowledge about the Banking Services & Economy
C.	To enable students to understand the change in Banking and their impacts.
D.	To high light the importance of Monetary policy in economy
E.	To know about the international development sand rules in Banking.

### **COURSE OUTCOME:**

After the completion of this course, students will able to:

1.	<b>Develop Knowledge and Technical Proficiency in Banking</b>
2.	Developing the abilities to analyze the banking environment and make strategy Accordingly.
3.	Develop and understanding the recent changes and challenges in Banking practices.
4.	Detect the role and importance of Banks at domestics and international level
5.	Develop the ability to design the strategy and analyze documents thereafter.

### **Syllabus:**

#### **Module 1: (8 Lectures)**

Introduction: Definition and Meaning of Banking– Systems of Banking – Branch Banking –Unit banking– Correspondence Banking– Indian Banking– Central Banking– RBI– Origin and growth – Functions – Bank Nationalization in India - Banking Regulation Act – Banking Sector Reforms.

#### **Module 2: (8 Lectures)**

Banking System & Commercial Banking: Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks, Role of Commercial Banks in



Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation

**Module 3: (8 Lectures)**

Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums.

**Module 4: (7 Lectures)**

Reserve Bank of India – Organization – Management - Functions – NABARD – State Bank of India–Exchange Banks–Commercial Banks–Indigenous Banks–Co-operative Banks, Qualitative Methods of Credit Control.

**Module 5 : (7Lectures)**

Information Technology Act 2000: ATM - RTGS NEFT SWIFT -Digital certificates – Key infrastructure: key infrastructure and Private key infrastructure– e-cheque, Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act2002.

**Text books:**

1. Tennan ML., Banking : Law and Practice in India, India Law House, New Delhi
2. Financial Markets, Institutions and Financial Services by Clifford Gomez , PHI
3. Nataraj anand Gorden–Banking Theory Law and Practice Himalaya publishing House.
4. Indian Banking by Paramemeswaran, R.& Natarajan, R.S Chand
5. Money,Banking and International Trade by M.C Vaish, New age publishers.

**Ref. Books:**

1. K.P.M. Sundharam, P.N.Varshney, Banking Theory Law & Practice- Sultan Chand & Sons-New Delhi.

**Gaps in the syllabus (to meet Industry / Profession**

**requirements) Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and Internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

#### **Mapping between Objectives and Outcomes**

##### **Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	M	M	M
2	H	M	M	M
3	M	M	L	M
4	H	L	L	M
5	H	M	M	M

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD2
CD 2	Tutorials/Assignments	CO2	CD1,CD3
CD 3	Seminars	CO3	CD1,CD2,CD4
CD 4	Mini projects/Projects	CO4	CD1,CD2
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD2

CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by Faculty if any
1	1-3		Mod1	Definition and meaning Of Banking–Systems Of Banking–Branch Banking–Unit banking –Correspondence Banking – Indian Banking	T1,T3 R1	CO1, CO2		Lecture/PPT /Guest Lecture	
2	4-6		Mod1	Central Banking–RBI –Origin and growth– Functions – Bank Nationalization in India - Banking Regulation	T1,T3 R1,R2	CO1, CO2,		Lecture/PPT /Guest Lecture	

				Act–Banking Sector Reforms.					
3	7-9		Mod1,2	Banking System& Commercial Banking: Basic Concepts of Different Types of Banking Systems	T1,T2 R1, R2	CO2, CO3		Lecture/PPT / GuestLecture	

4	10-12		Mod2	An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks,	T1, T3,T4, R1R2	CO2, CO3		Lecture/PPT / GuestLecture	
5	13-15		Mod2	Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation	T1,T3, T5,R1	CO1, CO2, CO3		Lecture/PPT / GuestLecture	
6	16-18		Mod3	Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks,FeaturesofContractualCustomerRelationship,CustomerOrientation, rights of a customer and a banker	T1,T2, T3,R1	CO2, CO3, CO4		Lecture/PPT / GuestLecture	
7	19-20		Mod3	Protection to collecting And paying bankers under NI Act, banking Ombudsman, consumer forums	T1,T5 R1	CO2, CO3, CO5		Lecture/PPT / GuestLecture	
8	21-22		Mod,4	Reserve Bank of India– Organization – Management Functions	T1,T4, T5,R1	CO1, CO3, CO4		Lecture/PPT / GuestLecture	
9	23-24		Mod4	NABARD– State Bank Of India–Exchange Banks	T1,T3, T4, T2R1	CO2, CO3, CO4		Lecture/PPT / GuestLecture	
10	25-26		Mod4	Indigenous Banks–Co-Operative Banks,	T1,T2, T4,R1	CO1, CO2,		Lecture/PPT /Guest	
				Qualitative Methods of Credit Control.		CO3		Lecture	
11	27-28		Mod5	Information TechnologyAct2000	T1,T4, T5,R1	CO2, CO3, CO4. CO5		Lecture/PPT / GuestLecture	

12	29-31		Mod,5	ATM-RTGS NEFT SWIFT-Digital certificates-Key infrastructure: key infrastructure and Private key infrastructure – e- cheque,	T1,T2, T5,R1	CO2, CO3, CO4, CO5		Lecture/PPT / GuestL ecture	
13	32-35		Mod5	Recent Regulations on Commercial Banks in India–prudential norms,	T2,T5, R1 R1	CO1, CO2, CO5		Lecture/PPT /GuestLect ure,CaseSt udy	
14	36-38		Mod5	Capital adequacy norms and SARFAISI Act 2002.	T1,T2, T5,R1	CO1, CO3, CO5		Lecture/PPT /GuestLect ure,Casest udy	

## MN 411 International Finance

### COURSE INFORMATION SHEET

**Course code: MN411**

**Course title: International Finance**

**Nature of course: Lecture**

**Prerequisite(s): MN108, MN 211**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand the basic terms involved in international finance.
B.	To understand the functioning of international trade and finance.
C.	To develop understanding about the concepts like rise, BOP, derivatives, trade blocks etc. to develop and overall understanding about international finance and trade.
D.	To develop understanding about the foreign exchange market.
E.	To develop understanding about the overall structure of international trade and Business.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Interpret the basic terms and concepts of international finance and trade.
2.	Analyze and interpret BOP statement.
3.	Interpret the dealings in foreign exchange.
4.	Understanding important topic like risk management.
5.	Develop the overall understanding about the international finance to be able to Formulate strategies.

### **Syllabus:**

#### **Module1: (8 Lectures)**

Introduction to International Finance: Increasing interdependence in the global economy, trends in international trade and cross border financial flow, India in the global economy, recent developments in global financial markets, liberalization, integration and innovation- challenges to international financial management, gains from international trade and investment.

#### **Module 2: (9Lectures)**

Balance of Payment: Concept of economic transactions, general government institutions, principles of BoP accounting, components of the BoP account, factors affecting the components

of BoP account, importance of BoP statistics, Relationship between BoP variables and other economic variables, limitations of BoP.

**Module 3: (7Lectures)**

The foreign exchange market: Structure and the participants, exchange rate determination, exchange rate quotations, types of quotes, arbitrage, types of transactions, quotes for various kinds of merchant transactions, foreign exchange market- the Indian scenario, foreign exchange contracts – early delivery/extension/cancellation of foreign exchange contracts.

**Module 4: (7Lectures)**

Exchange Risk Management: Foreign exchange exposure- definition, classification of foreign exchange exposure- transaction translation and operating exposures, derivatives-definition, classification, features and participants. RBI's constitution & objectives, functions, tools to monetary control, Developmental role of RBI, Regulatory restrictions on lending.

**Module 5: (7 Lectures)**

International Trade: Trade blocks- formation of trade blocks, conditions for success, OPEC-objectives, UNCTAD-functions. WTO- history, functions, structure of WTO agreements, Trade Related Aspects of Intellectual Property Rights (TRIPS), Trade Related Aspects of Investment Measures (TRIMS), General Agreement on Trade in Services (GATS).

**Text books:**

1. International Financial Management by V.Sharan, PHI
2. International Finance by Ephraim Clark, Thomson Learning

**Reference Book:**

1. Foreign Exchange – Practice Concepts & Control- by C Jeevanandam, Sultan Chand & Sons.
2. International Finance and Trade, ICAFI, University.

**Gaps in the syllabus (to meet Industry/Profession**

**requirements) POs met through Gaps in the Syllabus**

**Topics beyond syllabus/ Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced**

**topics/ Design.**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning chausses of NPTEL materials and Internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### **Mapping between Objectives and Outcomes**

#### **Mapping of Course Outcomes on to Program Outcomes**

<b>Course Outcome #</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	M	M	M
2	H	M	M	M
3	H	M	M	M
4	H	L	L	M
5	H	M	M	M

#### **Mapping Between Cos and Course Delivery (CD) methods**

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<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards / LCD projectors / OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1andCD2
CD3	Seminars	CO3	CD1andCD2
CD4	Mini projects/Projects	CO4	CD1.CD2.CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1andCD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	C No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Increasing Inter dependence in the Global economy	T1, R1	1,3		Chalk-Board	
	L2		1	Trends in international Trade and cross border Financial flows	T1, R1	3		Chalk-Board	
	L3		1	India in The global Economy	T1,R 1	3,4		Chalk-Board, Guest Lectures, Assignments	
2	L4		1	Recent developments in Global financial market	T1,R 1	4		Chalk-Board, Assignments	
	L5		1	Recent developments in Global financial market	T1,R 1	4		Chalk-Board	
	L6		1	Liberalization, integration and innovation-challenges Of international Financial management	T1,R 1	3,4		Chalk-Board	
3	L7		1	Liberalization, integration and innovation-challenges Of international Financial management	T1,R 1	3,4		Chalk-Board, Assignments	
	L8		1	Gains from International trade and Investment	T1,R 1	1,3		Chalk-Board, Assignments	
	L9		2	Concepts of economic Transactions	T1,R 1	3		Chalk-Board	
4	L10		2	General government Institutions	T1,R 1	2,3		Chalk-Board, Assignments	
	L11		2	Principles Of BoP accounting	T1,T 2, R1	3		Chalk-Board	
	L12		2	Components of the BoP	T1,T 2, R1	3		Chalk-	

				Account				Board, Assignme nts	
5	L13		2	Factors affecting the components of the BoP Account	T1,T 2, R1	3		Chalk- Board	
	L14		2	Importance of the BoP Statistics	T1,T 2, R1	3		Chalk- Board	
	L15		2	Relationship Between BOP variables and other economic variables.	T1,T 2, R1	3		Chalk- Board, Assignme nts	
6	L16		2	Limitations of BOP	T1,T 2, R1	3		Chalk- Board	
	L17		3	Structure and Participants	T1,T 2, R1	2		Chalk- Board	
	L18		3	Exchange rate Determination	T1,T 2, R1	2		Chalk- Board	
7	L19		3	Exchange rate Quotations	T1,T2, R1	2		Chalk- Board, Assignme nts	
	L20		3	Types of quotes, Arbitrage	T1,T 2, R1	2		Chalk- Board, Assignme nts	
	L21		3	Types of transactions	T1,T 2, R1	2		Chalk- Board	
8	L22		3	Quotes for various types of merchant Transactions	T1,T 2, R1	2		Chalk- Board	
	L23		3	Forex market- the Indian scenario	T1,T 2, R1	2		Chalk- Board, Assignme nts	
	L24		3	Foreign exchange	T1,T	2		Chalk-	

				Contracts	2, R1			Board	
9	L25		3	Early delivery/extension/cancellation of forward exchange contracts	T1,T2, R1	2		Chalk-Board	
	L26		3	Early delivery/extension/cancellation of forward exchange contracts	T1,R1	2		Chalk-Board	
	L27		4	Defining foreign exchange exposure	T1,T2, R1	2		Chalk-Board	
10	L28		4	Transaction exposure	T1,T2, R1	2		Chalk-Board, Assignments	
	L29		4	Translation exposure	T1,T2, R1	2		Chalk-Board	
	L30		4	Operating exposure	T1,T2, R1	2		Chalk-Board	
11	L31		4	Derivatives-definition and classification	T1,R1	4		Chalk-Board, Assignments	
	L32		4	Features of derivatives	T1,R1	4		Chalk-Board	
	L33		4	Participants	T1,R1	4		Chalk-Board	
					1			Board	
12	L34		5	Formation of trade blocks, conditions for Success	T1,R1, R2	1,5		Chalk-Board, Assignments	
	L35		5	OPEC-objectives, Functions of EU	T1,R1,R2	1,5		Chalk-Board, Assignments	
13	L36		5	NAFTA-objectives,	T1,R	1,5		Chalk-	

				UNCTAD-Functions	1,R2			Board, Assignments, Self-learning such as use of NPTEL materials and internets	
	L37		5	WTO- history, functions and structure	T1,R 1,R2	1,5		Chalk-Board, Assignments, Self-learning such as	
								use of NPTEL materials and inter nets	
	L38		5	TRIPS, TRIMS, GATS	T1,R 1,R2	1,5		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	

## MN 412 Equity & Debt Market

### COURSE INFORMATION SHEET

**Course code:** MN 412  
**Course title:** Equity & Debt Market  
**Nature of course:** Lecture  
**Prerequisite(s):** MN108, MN 211  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:3 T:0 P:0**  
**Class schedule per week:** 03  
Class: BBA  
Semester / Level: V-VII /3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

#### **COURSE OBJECTIVE:**

This course enables the students:

A	To understand the evolution of financial markets, both equity market and debt market
B	To impart knowledge of primary and secondary market and understand the trading systems.
C	To describe the role of debt and equity in a firm's capital structure.
D	To understand the role of technical and fundamental analysis in stock valuation.
E	To study the players in debt markets and bond valuation.

#### **Course outcome:**

After the completion of this course, students will be able to:

CO1	Distinguish between the various equity and debt instruments
CO2	Design an investment portfolio according to the investors risk appetite and investment horizon.
CO3	Understand the role of intermediaries and their services.
CO4	Estimate and calculate the risk and return associated with various investments.
CO5	Study the role of debt and equity in capital structure of a firm.

#### **Syllabus:**

##### **Module 1 (9 Lectures)**

Introduction to Financial Markets – Equity and Debt Markets Evolution of Financial Markets in India, Indirect and Direct Finance, Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets Regulatory framework of Financial Markets Regulation of Equity and Debt Markets and role of Regulatory bodies, Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries.

##### **Module 2 (9 Lectures)**

Introduction to Equity Shares Concept of equity shares, Features of equity shares, Advantages and Disadvantages of equity share investments. Equity Markets and Trading Systems Introduction to Equity market- Primary market, Secondary market, Growth of equity

shareholders, IPO, Evolution and growth of Stock Exchanges in India and Trading arrangements, Role of NSE, BSE and SEBI.

### **Module 3 (9 Lectures)**

Debt Market Money market and Debt market in India, Fundamental features of Debt instruments, Different types of Debt Instruments, Participants in Debt Market Bond Analysis and Valuation Bond Analysis and Bond valuation, Bond valuation theories, YTM, Realized Yield.

### **Module 4 (9 Lectures)**

Risk and Return Risk on a Security, Types of Risks, Difference between Systematic and Unsystematic Risk, Risk profile of Investors, Reducing Risk through diversification Risk Measurement Tools Variance and Standard Deviation of Rate of Return, Regression Equations, Correlation coefficients, Probability Distribution, Technical Analysis and Fundamental Analysis.

### **Module 5 (6 Lectures)**

Introduction to Mutual Funds Definition of A Mutual Fund , Types of Mutual Funds, Advantages to Mutual Fund holders, Difference between Share and Mutual Fund Portfolio Management Introduction to Portfolio Management, Portfolio Management Strategies, Risk Diversification, Portfolio Analysis and Portfolio Performance Evaluation.

### **Text Books:**

1. Kevin S (2010) Security Analysis and portfolio Management, PHI Learning Pvt. Ltd, Delhi, 8 th Edition
2. Ranganathan, M & Madhumathi, R (2001) Investment Analysis and Portfolio Management, Dorling Kindsley pvt. Ltd. Delhi (5 & 6)
2. Singh P (2009) Investment management, Himalaya publishing House 7 th Edition (2 & 4)
- Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed). TMH
3. LM Bhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.)
- Donald, E.F. Ronald. J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, Sixth Edition

### **Reference Book:**

1. The Essential of Risk Management by Michel Crouhy, Dan Galai ,Robert Mark, McGraw-Hill.
- 2.

### **Gaps in the syllabus (to meet Industry/Profession requirements)**

#### **POs met through Gaps in the Syllabus**

#### **Topics beyond syllabus/Advanced topics/Design**

#### **POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects

Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

### Direct Assessment

Assessment Tool	%Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

### Indirect Assessment –

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

### Mapping of Course Outcomes onto Program Outcomes

Course Outcomes#	Program outcomes			
	A	B	C	D
1	H	M	H	H
2	M	L	H	M
3	M	M	H	L
4	H	L	L	M
5	H	M	L	H

### Mapping between Objectives and Outcomes Mapping of Course Outcomes onto Program Outcomes

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD4,C D5
CD 3	Seminars	CO3	CD1 ,CD2,CD4,CD5
CD 4	Mini projects/Projects	CO4	CD1, CD4,CD8
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD4,CD5,C D8,CD2
CD	Industrial/guest lectures		



6			
CD 7	Industrial visits/in-plant training		
CD 8	Self- learning such as use of NPTEL materials and internets		
CD 9	Simulation		

### Lecture wise Lesson planning Details

Week No.	Lec t. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L-1		1	Introduction to Financial Markets – Equity and Debt Markets Evolution of Financial Markets in India, Indirect and Direct Finance, towards growth of Indian Economy, Services of Intermediaries.	1,2	1		Lecture ,Ppt, Case	
	L-2		1	Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets Regulatory	1,3	1		Lecture ,Ppt, Case	

				framework of Financial Markets Regulation of Equity and					
2	L-3		1	Debt Markets and role of Regulatory bodies,	1,3	1		Lecture ,Ppt, Case	
	L-4		1	Contribution of Financial Markets	1,2,, 4,5	1		Lecture ,Ppt, Case	
	L-5		2	Introduction to Equity Shares Concept of equity shares, Features of equity shares, Advantages and Disadvantage s of equity share investments.	1,2,, 4,5	2		Lecture ,Ppt, Case	
	L-6		2	Equity Markets and Trading Systems Introduction to Equity market- Primary market,	1,2,3 ,4,5	2		Lecture ,Ppt, Case	
3	L-7		2	Secondary market,Growth of equity shareholders, IPO,	1,2,3	2		Lecture ,Ppt, Case	
	L-8		2	Evolution and growth of Stock	1,2 ,4,5	2		Lecture ,Ppt, Case	
	L-9		2	Exchanges in India and Trading arrangements,	2,3,4 ,	2		Lecture ,Ppt, Case	

				Role of NSE, BSE and SEBI.					
4	L-10		3	Debt Market Money market and Debt market in India, Fundamental	1,2,3,4,5	2		Lecture ,Ppt, Case	
	L-11		3	features of Debt instruments, Different types of Debt	1,2,3,4,5	2		Lecture ,Ppt, Case	
	L-12		3	Instruments, Participants in Debt Market Bond Analysis and Valuation	1,4,5	1,3		Lecture ,Ppt, Case	
5	L-13		3	Bond Analysis and Bond valuation, Bond	2,3,5	1,3		Lecture ,Ppt, Case	
	L-14		3	valuation theories, YTM, Realized Yield	2,3,5	1,3		Lecture ,Ppt, Case	
	L-15		4	Risk and Return Risk on a Security, Types of Risks,	2,3,5	1,3		Lecture ,Ppt, Case	
6	L-16		4	Difference between Systematic and Unsystematic Risk, Risk profile of Investors, ,	2,3,5	1,3		Lecture ,Ppt, Case	

	L-17		4	Reducing Risk through diversification Risk	2,3,5	1,3		Lecture ,Ppt, Case	
	L-18		4	Measurement Tools Variance and Standard Deviation of Rate of Return,	2,3,5	1,3		Lecture ,Ppt, Case	
7	L-19		4	Regression Equations,	2,3,5	1,3		Lecture ,Ppt, Case	
	L-20		4	Correlation coefficients,	2,3,5	1,3		Lecture ,Ppt, Case	
	L-21		4	Probability Distribution	2,3,5	1,3		Lecture ,Ppt, Case	
	L-22		4	Technical Analysis and Fundamental Analysis	2,3,5	1,3		Lecture ,Ppt, Case	
8	L-23		5	Introduction to Mutual Funds Definition of A Mutual Fund	2,3,5	1,3		Lecture ,Ppt, Case	
	L-24		5	, Types of Mutual Funds,.	2,3,5	1,3		Lecture ,Ppt, Case	
9	L-25		5	Advantages to Mutual Fund holders, Difference between Share and Mutual Fund Portfolio Management	2,3,5	1,3		Lecture ,Ppt, Case	
	L-26		5	Introduction to Portfolio Management, Portfolio	2,3,5	1,3		Lecture ,Ppt, Case	

			5	Management Strategies, Risk Diversification,	2,3,5	4		Lecture ,Ppt, Case	
10	L-27								
	L-28		5	Portfolio Analysis	2,3,5	4		Lecture ,Ppt, Case	
	L-29		5	Portfolio Performance	2,3,5	5		Lecture ,Ppt, Case	
	L-30		5	Evaluation	2,3,5	5		Lecture ,Ppt, Case	
11	L-31		6	Introduction to Portfolio Management	2,3,5			Lecture ,Ppt, Case	
	L-32		6	Introduction to Portfolio Management	2,3,5			Lecture ,Ppt, Case	
	L-33		6	Introduction to Portfolio Management	2,3,5			Lecture ,Ppt, Case	
12	L-34		7	Portfolio Management Strategies,	2,3,5			Lecture ,Ppt, Case	
	L-35		7	Portfolio Management Strategies,	2,3,5			Lecture ,Ppt, Case	
	L-36		7	Portfolio Management Strategies,	2,3,5			Lecture ,Ppt, Case	
13	L-37		8	Risk Diversification	2,3,5			Lecture ,Ppt, Case	
	L-38		8	Risk Diversification	2,3,5			Lecture ,Ppt, Case	
	L-39		8	Risk Diversification	2,3,5			Lecture ,Ppt, Case	
14	L-40		9	Portfolio Analysis and Portfolio Performance Evaluation.	2,3,5			Lecture ,Ppt, Case	

	L-41		9	Portfolio Analysis and Portfolio Performance Evaluation.	2,3,5			Lecture ,Ppt, Case	
	L-42		9	Portfolio Analysis and Portfolio Performance Evaluation.	2,3,5			Lecture ,Ppt, Case	

## MN 413 Auditing

### COURSE INFORMATION SHEET

**Course code: MN 413**

**Course title: Auditing**

**Nature of course: Lecture**

**Prerequisite(s): MN108, MN 211**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII /3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	To understand the role of auditor in global business environment.
B	To impart knowledge of auditing process, legal liabilities and responsibilities of an auditor.
C	To acquaint students with auditing procedure and report writing.
D	To understand the importance of effective internal control system.
E	To familiarize with recent developments in audit rules.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

CO1	Understand the importance of audit and audit process in detail.
CO2	Interpret the results of audit reports and balance sheets of various companies.
CO3	Suggest various internal control measures and checks
CO4	Perform a thorough valuation of assets and liabilities.
CO5	Develop ability to solve basic cases relating to audit engagements

### **Syllabus:**

#### **Module 1 ( 9 Lectures)**

Introduction to Auditing: Auditing –Meaning and Definition, Nature and Limitations of Auditing, Objectives of Auditing, Importance with reference to Indian Industry. Audit Standards Auditing and Assurance Standards, Statements and Guidance Notes on Auditing.

#### **Module 2 ( 9 Lectures)**

Planning of Audit and Control: Role of an Auditor –Qualifications –Appointment –Rights –Remuneration -Duties and Liabilities. Process of Audit planning, Audit programme, Audit

papers, Audit contents, Accounting controls and Sampling in Audit. Types of Audit General Audit and Specific Audit, Continuous, Periodic and Balance Sheet Audit.

### **Module 3 ( 9 Lectures)**

Audit of Financial Statements: Vouching –Meaning. Vouching of cash book and investigation of transactions, Verification and Valuation of assets and liabilities. Audit of Financial Statements – Receipts and Payments, Sales and Purchases, Capital and Reserves, Fixed Assets and Other Assets.

### **Module 4 ( 9 Lectures)**

Internal Control System: Concept and Objective of Internal Control, Characteristics of an efficient system of internal control, IT revolution, Challenges in Internal Control Risk Assessment and Internal Control Evaluation of Internal control procedures and techniques including questionnaire, flow chart, internal audit and external audit, coordination between the two.

### **Module 5 ( 6 Lectures)**

Audit of Different Institutions: Audit of different types of Institutions (Partnership, Trading, Non trading concerns, Manufacturing companies). Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking Organizations Audit Report and Certificate Distinction between Report and Certificate, Contents of an Audit Report, Preparation of a fair Audit Report.

### **Text Books:**

1. Prakash Jagdish Principles and Practices of Auditing, Kalyani Publishers, New Delhi
2. Kamal Gupta and Ashok Gupta “Fundamentals of Auditing” Mc Grew Hill Education, New Delhi, 2004.
3. R.G. Saxena Auditing Himalaya Publishing House New Delhi 2010
4. T.N. Tandon “Practical Auditing” Kalyani Publishers, New Delhi.

### **Reference Book:**

1. Hooks, K. L. (2011). Auditing and Assurance Services: Understanding the Integrated Audit (1st ed.), New York, NY: Wiley.

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**



**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20

**Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

<b>Course Outcomes#</b>	<b>Program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>
<b>2</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>3</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>4</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>H</b>
<b>5</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>M</b>

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD4,CD5
CD 3	Seminars	CO3	CD1 ,CD2,CD4,CD5
CD 4	Mini projects/Projects	CO4	CD1, CD4,CD8
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD4,CD5,CD8, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self- learning such as use of NPTEL materials and internets		
CD 9	Simulation		

#### Lecture wise Lesson Planning Details.

Week No.	Lec t. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L-1		1	Introduction to Auditing Auditing – Meaning and Definition,	1,2	1		PPT, Project Case	
	L-2		1	Nature and Limitations of Auditing, Objectives of	1,3	1		PPT, Project Case	

				Auditing,					
2	L-3		1	Importance with reference to Indian Industry. Audit Standards	1,3	1		PPT, Project Case	
	L-4		1	Auditing and Assurance Standards, Statements and Guidance Notes on Auditing	1,2,, 4,5	1		PPT, Project Case	
	L-5		2	Planning of Audit and Control Role of an Auditor –	1,2,, 4,5	2		PPT, Project Case	
	L-6		2	Qualifications – Appointment –Rights – Remuneration -Duties and Liabilities. Process of Audit	1,2,3 ,4,5	2		PPT, Project Case	
3	L-7		2	planning, Audit programme, Audit papers, Audit contents, Accounting controls and Sampling in Audit.	1,2,3	2		PPT, Project Case	

	L-8		2	Types of Audit General Audit and Specific Audit,	1,2,4,5	2		PPT, Project Case	
	L-9		2	Continuous, Periodic and Balance Sheet Audit	2,3,4,	2		PPT, Project Case	
4	L-10		3	Audit of Financial Statements Vouching – Meaning.	1,2,3,4,5	2		PPT, Project Case	
	L-11		3	Vouching of cash book and investigation of transactions, Verification and Valuation of assets and liabilities.	1,2,3,4,5	2		PPT, Project Case	
	L-12		3	Audit of Financial Statements – Receipts and Payments,	1,4,5	1,3		PPT, Project Case	
5	L-13		3	Sales and Purchases, Capital and Reserves, .	2,3,5	1,3		PPT, Project Case	
	L-14		3	Fixed Assets and Other Assets	2,3,5	1,3		PPT, Project Case	
	L-15		4	Internal Control System	2,3,5	1,3		PPT, Project Case	

6	L-16		4	Concept and Objective of Internal Control, Characteristics of an efficient system of internal control,	2,3,5	1,3		PPT, Project Case	
	L-17		4	IT revolution, Challenges in Internal Control Risk Assessment and Internal Control	2,3,5	1,3		PPT, Project Case	
	L-18		4	Evaluation of Internal control procedures and techniques including	2,3,5	1,3		PPT, Project Case	
7	L-19		4	questionnaire, flow chart,	2,3,5	1,3		PPT, Project Case	
	L-20		4	questionnaire, flow chart,	2,3,5	1,3		PPT, Project Case	
	L-21		4	internal audit and external audit,	2,3,5	1,3		PPT, Project Case	
	L-22		4	coordination between the two.	2,3,5	1,3		PPT, Project Case	
8	L-23		5	Audit of Different Institutions Audit of different types of	2,3,5	1,3		PPT, Project Case	

				Institutions					
	L-24		5	(Partnership, Trading, Non trading concerns, Manufacturing companies).	2,3,5	1,3		PPT, Project Case	
9	L-25		5	Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking	2,3,5	1,3		PPT, Project Case	
	L-26		5	Organizations Audit Report and	2,3,5	1,3		PPT, Project Case	
	L-27		5	Certificate Distinction between Report and Certificate,	2,3,5	4		PPT, Project Case	
10	L-28		5	Contents of an Audit Report,	2,3,5	4		PPT, Project Case	
	L-29		5	Preparation of a fair Audit Report.	2,3,5	5		PPT, Project Case	
	L-30		5	Preparation of a fair Audit Report.	2,3,5	5		PPT, Project Case	
11	L-31		6	Government Audit-Local Bodies and Non-Profit Seeking	2,3,5	4		PPT, Project Case	
	L-32		6	Government Audit-Local Bodies and	2,3,5	3		PPT, Project Case	

				Non-Profit Seeking					
	L-33		6	Non-Profit Seeking	2,3,5	3		PPT, Project Case	
12	L-34		7	Government Audit-Local Bodies and	2,3,5	3		PPT, Project Case	
	L-35		7	Manufacturing companies	2,3,5	4		PPT, Project Case	
	L-36		7	Manufacturing companies	2,3,5	5		PPT, Project Case	
13	L-37		8	Manufacturing companies	2,3,5	5		PPT, Project Case	
	L-38		8	Manufacturing companies	2,3,5	5		PPT, Project Case	
	L-39		8	Manufacturing companies	2,3,5	5		PPT, Project Case	
14	L-40		9	Discussion of Audit Cases	2,3,5	5		PPT, Project Case	
	L-41		9	Discussion of Audit Cases	2,3,5	5		PPT, Project Case	
	L-42		9	Discussion of Audit Cases	2,3,5	5		PPT, Project Case	

**ELECTIVE PAPERS**  
**INFORMATION TECHNOLOGY**  
**GROUP**



## MN414 Computer Networks

**Course code: MN414**

**Course title: Computer Networks**

**Nature of course: Lecture**

**Pre-requisite(s): MN213**

**Credits: 3            L: 03 T: 0 P: 0**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: V-VII / 3/4**

**Name of Teacher:**

**Course Objectives:**

This course enables the students:

A	Know about basics of computer network
B	Know about Internet working requirements and devices.
C	Know about networking architecture and various protocols
D	Know about basic techniques for analog and digital data transmissions in switched networks.
E	Know about Web based communications & online payment tools along with network security fundamentals

### **Course Outcomes:**

After the completion of the course students will be able to:

1	Understand the basics of computer networks and various uses.
2	Understand the hardware requirements for network setup.
3	Identify the network architecture and functionalities of different layers in the defined architecture.
4	Acknowledge the techniques as required for data transmission through established network.
5	Use various protocols for web-based communication and may apply security measures for securing network resources.

### **Syllabus**

#### **Module1 (6Lectures)**

Introduction: Computer Network (Definition, Performance, Advantages & disadvantages), Type of Network (LAN, MAN, WAN), Applications of Networks (business, home, social, education, medical, entertainment etc.). Wireless network and application.

**Module 2 (7 Lectures)**

Network Hardware and Software, Network devices (NIC, Hub, Bridges, Routers, Gateway), Transmission Media (Guided& Unguided), Point to Point and Multipoint Connections, Network Topologies.

**Module3 (9 Lectures)**

Network Architecture (OSI Reference Model& Internet Model),Ports and Socket, Introduction to network protocols, TCP/ and IP basics, Concepts of IP addresses, TCP connections, User Datagram Protocol (UDP).

**Module 4 (10 Lectures)**

Data Transmission Concepts and Terminologies, Digital and Analog Transmission, Multiplexing, Basic Concepts of Switching (Circuiting Switching and Packet Switching).

**Module5 (12 Lectures)**

Introduction to WWW, Web Browser, Domain Name System (DNS), Electronic Mail Access and Retrieval, SMTP, File Transfer, Introduction to FTP, FTP Connections, Client Server Communications using FTP. Online Payment System (Secure Electronic Transactions, 3D Secure Protocols)

Network Security: Principles of security, Cryptography basics, Digital Certificates and digital Signature, Firewalls, VPN (Virtual Private Networks).

**Text books:**

1. Andrew S.Tanenbaum, Computer Networks, 4<sup>th</sup> Edition, Pearson Prentice Hall
2. Behrouz A. Forouzan, Data Communications and Networking, 4<sup>th</sup> Edition, Tata McGraw Hill

**Reference book:**

1. PrakashC. Gupta, Data Communications and Computer Networks, PHI Learning Private Limited

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

**Programme Outcome (PO) Attainment Assessment tools & Evaluation**  
**Procedure for Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

**Indirect Assessment**

**Student Feedback on Faculty**

**Student Feedback on Programme Outcome**

**Mapping between COs and POs**

Course Outcomes	Programme Outcomes			
	A	B	C	D
1	M	L	M	M
2	M	L	H	L
3	L	L	H	M
4	L	L	H	M
5	M	L	H	M

Course Delivery methods
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3			Computer Network (Definition, Performance, Advantages & disadvantages), Type of Network (LAN, MAN, WAN),	1, 2	CO1		Lecture/PP T	
2	4,5,6			Applications of Networks (business, home, social, education, medical, entertainment etc.). Wireless network	1, 2	CO1		Lecture/PP T	

				and application.					
3	7,8,9			Network Hardware and Software, Network devices (NIC, Hub, Bridges, Routers, Gateway),	1, 2, 3	CO2 CO3		Lecture/PP T	
4	10,11			Transmission Media (Guided & Unguided)	2	CO2		Lecture/PP T	
4,5	12,13			Point to Point and Multipoint Connections, Network Topologies	2	CO1, CO3		Lecture/PP T	
5	14,15			Network Architecture (OSI Reference Model & Internet Model),	1, 2	CO1 CO3		Lecture/PP T	
6	16,17			Ports and Socket, Introduction to network protocols,	2, 3	CO1		Lecture/PP T/Assignment	
6	18			TCP/ and IP basics	2	CO3		Lecture/PP T/	
7	19,20			Concepts of IP	1, 2,	CO4, CO5		Lecture/PP T/Practice	

				addresses TCP connections, User Datagram Protocol (UDP).	3			for IP Configuration	
7,8	21,22			User Datagram Protocol (UDP).	2, 3	CO5		Lecture/PP T	
8	23,24			Data Transmission Concepts and Terminologies,	2	CO4		Lecture/PP T	
9	25,26			Digital and Analog Transmission,	2	CO4		Lecture/PP T	
9,10	27,28,29			Multiplexing	2	CO4		Lecture/PP T	
10,11	30,31,32			Basic Concepts of Switching (Circuiting Switching and Packet Switching)	2	CO4		Lecture/PP T	
11	33			Introduction to WWW, Web Browser	2	CO1		Lecture/PP T	
12	34,35			Domain Name System	2	CO1, CO5		Lecture/PP T/Practical tools	

				(DNS), Electronic Mail Access and Retrieval, SMTP					
12,13	36,37,38			File Transfer, Introducti on to FTP, FTP Connectio ns, Client Server Communi cations using FTP. Online	2	CO5		Lecture/PP T/Practical tools	
13	39			Payment System (Secure Electronic Transactio ns, 3D Secure Protocols)	2	CO5		Lecture/PP T/Practical tools	
14	40			Network Security: Principles of security	1, 2	CO5		Lecture/PP T	
14	41			Cryptogra phy basics,	2	CO5		Lecture/PP T/assignm ent	
14,15	42,43			Digital Certificate s and digital Signature	2, 3	CO5		Lecture/PP T/tools	
15	44			VPN (Virtual Private Networks)	2, 3	CO5		Lecture/PP T	

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## MN 415 Knowledge Management

### COURSE INFORMATION SHEET

**Course code:** MN 415  
**Course title:** Knowledge Management  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 213  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:**3 **T:**0 **P:**0  
**Class schedule per week:** 03  
Class: BBA  
Semester / Level: V-VII / 3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To learn about Data, knowledge and the basics of knowledge management
2.	To understand the approaches to knowledge management
3.	To provide an understanding of knowledge management cycles and models
4.	To identify the knowledge management tools
5.	To be aware of knowledge management roles and responsibilities

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

CO1	Understand the basic concepts and history of knowledge management
CO2	Identify the knowledge management approaches
CO3	Interpret the knowledge management cycles and models
CO4	Relate knowledge processing and knowledge creation
CO5	Understand the significance of knowledge management roles and responsibilities

## Syllabus

### Module 1 (8 Lectures)

#### **Introduction to Knowledge Management**

Introduction to the concepts of Knowledge and Knowledge Management, Multidisciplinary nature of KM, Two major types of Knowledge, Concept Analysis Technique, History of KM, Importance of KM for Individuals, Communities and Organizations.

### Module 2 (6 Lectures)

**Approaches to Knowledge Management:** The Process and Practice approaches to KM, Hybrid approaches to KM, Knowledge Repository

### Module 3 (10 Lectures)

#### **Knowledge Management Cycles and Models**

KM Cycles: Major approaches to the KM Cycle:-The Zack KM Cycle, The Buko witz and Williams KM Cycle, The McElroy KM Cycle, The Wiig KM Cycle, An integrated KM Cycle.

KM Models: Major Theoretical KM Models, The von Krogh and Roos Model of Organizational Epistemology, The Nonaka and Takeuchi Knowledge Spiral Model, The Knowledge Creation Process & Knowledge Conversion, The Wiig Model for Building and Using Knowledge.

### Module 4 (8 Lectures)

**Knowledge Management Tools:** Knowledge Capture and Creation Tools, Content Creation Tools, Data Mining and Knowledge Discovery, Content Management Tools Knowledge Sharing and Dissemination Tools, Knowledge Acquisition and Application Tools.

### Module 5 (8 Lectures)

**Roles of People in Knowledge Management:** Major Categories of KM Roles, Senior Management Roles, KM Roles and Responsibilities within Organizations, The KM Profession, The Ethics of KM, Communities of Practice.

#### **Text Books:**

1. K. Dalkir, Knowledge Management in Theory and Practice, Routledge; Second Edition ISBN: 978-0750678643
2. A. Tiwana, The Essential Guide to Knowledge Management, Pearson Education, ISBN: 81-7808-326-4

#### **Reference Books:**

1. Turban E, Sharda R, Delen D, Decision Support and Intelligent Systems, 9e, Pearson
2. Awad E M, Ghaziri H M, Knowledge Management, 2e, PHI Learning Pvt. Ltd.

**Gaps in the syllabus (to meet Industry/Profession requirements)**  
**POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	5

**Indirect Assessment –**

- Student Feedback on Faculty
- 1. Student Feedback on Course Outcome

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome #</b>				
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	L	M	L	H
2	M	H	M	L
3	L	M	H	M
4	M	L	L	H
5	L	L	L	M

<b>Course Delivery methods</b>
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between COs and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Projectors	CO1	CD1,CD2,CD3
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD3	Seminars	CO3	CD1,CD2,CD3
CD4	Mini projects/Projects	CO4	CD1,CD2,CD3,CO4
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CO4,CO5
CD7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD8	Internets		
CD9	Simulation		

### Lecture Wise Planning Details:

Week no.	Lecture no.	Unit no.	Topics to be covered	COs mapped	Methodology used	Remarks By faculty
1	1	1	Introduction to the concepts of Knowledge and Knowledge Management	CO1	PPT/Chalk Board/Guest. Lect.	
1	2	1	Multidisciplinary nature of KM	CO1	PPT/Chalk Board/Guest. Lect.	
1	3	1	Major types of Knowledge	CO1	PPT/Chalk Board/Guest. Lect.	
2	4	1	Concept Analysis Technique	CO1	PPT/Chalk Board/Guest. Lect.	
2	5	1	History of KM	CO1	PPT/Chalk Board/Guest. Lect.	

2	6	1	Importance of KM for Individuals	CO1	PPT/Chalk Board/Guest. Lect.	
3	7	1	Importance of KM for Communities	CO1	PPT/Chalk Board/Guest. Lect.	
3	8	1	Importance of KM for Organizations	CO1	PPT/Chalk Board/Guest. Lect.	
3	9	2	Introduction to the different approaches to KM	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	10	2	The Process approach to KM	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	11	2	The Practice approach to KM	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
4	12	2	Introduction to Hybrid approaches to KM	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
5	13	2	Introduction to Knowledge Repository, elements & types	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
5	14	2	Knowledge Repository: Examples, Necessity & Pros and Cons	CO1, CO2	PPT/Chalk Board/Guest. Lect.	
5	15	3	Introduction to KM Cycles	CO1, CO3	PPT/Chalk Board/Guest. Lect.	
6	16	3	Major approaches to the KM Cycle	CO1, CO3	PPT/Chalk Board/Guest. Lect.	
6	17	3	The Bukowitz and Williams KM Cycle	CO3	PPT/Chalk Board/Guest. Lect.	
6	18	3	The McElroy KM Cycle , The Wiig KM Cycle & An integrated KM Cycle	CO3	PPT/Chalk Board/Guest. Lect.	
7	19	3	Introduction to KM Models, Major Theoretical KM Models	CO1, CO3	PPT/Chalk Board/Guest. Lect.	

7	20	3	The von Krogh and Roos Model of Organizational Epistemology	CO3	PPT/Chalk Board/Guest. Lect.	
7	21	3	The Nonaka and Takeuchi Knowledge Spiral Model	CO3	PPT/Chalk Board/Guest. Lect.	
8	22	3	The Knowledge Creation Process & Knowledge Conversion	CO1, CO3	PPT/Chalk Board/Guest. Lect.	
8	23	3	The Wiig Model for Building and Using Knowledge	CO3	PPT/Chalk Board/Guest. Lect.	
8	24	3	Strategic implementations of KM cycles and models	CO1, CO3	PPT/Chalk Board/Guest. Lect.	
9	25	4	Introduction to KM Tools	CO1, CO4	PPT/Chalk Board/Guest. Lect.	
9	26	4	Knowledge Capture and Creation Tools	CO4	PPT/Chalk Board/Guest. Lect.	
9	27	4	Content Creation Tools	CO4	PPT/Chalk Board/Guest. Lect.	
10	28	4	Data Mining and Knowledge Discovery	CO4	PPT/Chalk Board/Guest. Lect.	
10	29	4	Content Management Tools	CO4	PPT/Chalk Board/Guest. Lect.	
10	30	4	Knowledge Sharing and Dissemination Tools	CO4	PPT/Chalk Board/Guest. Lect.	
11	31	4	Knowledge Acquisition	CO4	PPT/Chalk Board/Guest. Lect.	
11	32	4	Application Tools	CO4	PPT/Chalk Board/Guest. Lect.	
11	33	5	Introduction to Roles of People in Knowledge Management	CO1, CO5	PPT/Chalk Board/Guest. Lect.	

<b>12</b>	<b>34</b>	<b>5</b>	Major Categories of KM Roles	CO5	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>35</b>	<b>5</b>	Senior Management Roles	CO5	PPT/Chalk Board/Guest. Lect.	
<b>12</b>	<b>36</b>	<b>5</b>	KM Roles and Responsibilities within Organizations	CO5	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>37</b>	<b>5</b>	The KM Profession	CO5	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>38</b>	<b>5</b>	The Ethics of KM	CO5	PPT/Chalk Board/Guest. Lect.	
<b>13</b>	<b>39</b>	<b>5</b>	Communities of Practice	CO5	PPT/Chalk Board/Guest. Lect.	
<b>14</b>	<b>40</b>	<b>5</b>	Future Challenges of KM	CO5	PPT/Chalk Board/Guest. Lect.	

## MN 416 Internet & Web Page Design

### COURSE INFORMATION SHEET

**Course code:** MN 416

**Course title:** Internet & Web Page Design

**Nature of course:** Lecture

**Prerequisite(s):** MN 213

**Co- requisite(s):** NIL

**Credits:** 3      **L:**3 **T:**0 **P:**0

**Class schedule per week:** 03

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basic concepts of Internet and Web Page designing.
2.	To compare and understand different communication Protocols.
3.	To understand and create web pages using HTML.
4.	To understand the role of CSS in web page design.
5.	To understand and implement client-side programming in HTML using Javascript.

### **COUSRE OUTCOME:**

After the completion of this course, students will be able to:

CO1	Configure devices over a network or internet.
CO2	Able to access different web-based services.
CO3	Create web pages and design front-end of web applications.
CO4	Design UX for web applications.
CO5	Implement client-side programming capabilities in a web page.

### **Syllabus**

#### **Module 1- Introduction to Internet (08 lectures)**

Introduction to Internet, Internet Services, Web Server, Web Client, Domain Registration, Internet Security, URLS and Domain Names, Internet Service Providers (ISP), Client-Server Model.



## **Module 2 -Accessing Internet (07 lectures)**

TCP/IP protocol suite, Internet Protocol, IPv4 address scheme, Hyper Text Transfer Protocol (HTTP), File Transfer Protocol (FTP), Simple Mail Transfer Protocol (SMTP), Network Switching.

## **Module 3 -HTML (08 lectures)**

Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings, Link Documents using Anchor Tag, Formatting Characters, Font tag, Images, Lists and types of Lists, Tables in HTML, Hyperlinks, Forms.

## **Module 4–Cascading Style Sheets (07 lectures)**

Introduction to CSS, External Style Sheets, Embedded Style Sheets, Imported Style Sheets, Inline Style Sheets, Selectors, Pseudo Classes and Elements, Attribute Selectors, Class Selectors, ID selectors, CSS Box model.

## **Module 5- Java Script (08 lectures)**

Data Types, Variables, Operators, Conditional Statements, Use of Java Script in Web Pages, Advantages of Java Script, Type Casting , basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.

### **Text books:**

1. Ivan Bay Ross, Web Enable Commercial Application Using HTML, DHTML, 4<sup>th</sup> Revised Edition, BPB Publication.
2. Uttam K. Roy, Web Technologies, Eighth Impression 2014, Oxford University Press.

### **Reference books:**

1. C. Xavier, Web Technology & Design, 1<sup>st</sup> Edition 2003, New Age International Publishers.

### **Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

### **Programme Outcome (PO) Attainment Assessment tools & Evaluation**

### **Procedure for Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

### Indirect Assessment

1. Student Feedback on Faculty
2. Student Feedback on Programme Outcome

### Mapping of Course Outcomes onto Programme Outcome

Course Outcome	A	B	C	D
1	M	L	H	L
2	M	H	M	M
3	M	L	M	L
4	L	M	H	M
5	L	M	H	L

Course Delivery methods
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outco	Course Delivery

		me	Method
CD 1	Projectors	CO1	CD1,CD2
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD7, CD8
CD 3	Seminars	CO3	CD1,CD2,CD4, CD5
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD4, CD5, CD7
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD2,CD4,CD5
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

#### Lecture wise Lesson Plan Details:

Week No.	Lect . No.	T en ta ti ve Date	Ch. No.	Topic to be covered	Text Book/References	COs mapped	Actual Conte nd covered	Methodology used	Remarks by faculty if any
1	L1		M1	Introduction to Internet, Internet Services .	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	
	L2		M1	Web Server.	1,2,3	CO1		Lecture/PPT Tutorials/Assignments	

	L3		M1	Web Client, Domain Registration.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4		M1	URLS and Domain Names.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5		M1	Internet Service Providers (ISP).	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6		M1	Client-Server Model, Internet Security.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
3	L7		M2	TCP/IP protocol suite.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8		M2	Internet Protocol.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	IPv4 address scheme, Hyper Text Transfer Protocol (HTTP).	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	File Transfer Protocol (FTP).	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Simple Mail Transfer Protocol (SMTP).	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12		M 2	Network Switching.	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Basics of HTML, Tables in HTML.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14		M3	HTML Tags, HTML Documents.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15		M3	Header Section, Body Section.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Headings, Link Documents using	1,2,3	CO3		Lecture/PPT	

			Anchor Tag				Tutorials/Assignments
	L17	M3	Formatting Characters, Font tag, Images, Lists and types of Lists.	1,2,3	CO3		Lecture/PPT Tutorials/Assignments
	L18	M3	Hyperlinks, Forms.	1,2,3	CO3		Lecture/PPT Tutorials/Assignments
7	L19	M4	Introduction to CSS, Imported Style Sheets.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
	L20	M4	External Style Sheets.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
	L21	M4	Embedded Style Sheets.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
8	L22	M4	Inline Style Sheets, Selectors.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
	L23	M4	Pseudo Classes and Elements.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
	L24	M4	Attribute Selectors, Class Selectors, ID selectors, CSS Box model.	1,2,3	CO4		Lecture/PPT Tutorials/Assignments
9	L25	M5	Data Types, Use of Java.	1,2,3	CO5		Lecture/PPT Tutorials/Assignments
	L26	M5	Variables, Operators, Conditional Statements.	1,2,3	CO5		Lecture/PPT Tutorials/Assignments
	L27	M5	Script in Web Pages.	1,2,3	CO5		Lecture/PPT Tutorials/Assignments
10	L28	M5	Advantages of Java Script, Type Casting.	1,2,3	CO5		Lecture/PPT Tutorials/Assignments

	L29		M5	basics of Array, Operators and Expression.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M5	Conditional Checking, Function, User Defined Function.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

## MN 417 Programming Technology

### COURSE INFORMATION SHEET

**Course code:** MN 417  
**Course title:** Programming Technology  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 213  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:**2 **T:**0 **P:**2  
**Class schedule per week:** 03  
**Class:** BBA  
**Semester / Level:** V-VII / 3/4  
**Branch:** MANAGEMENT (BBA)  
**Name of Teacher:**

#### **COURSE OBJECTIVE:**

This course enables the students:

A.	Understand the fundamental ideas regarding different programming methodologies.
B.	Understand the pseudo code.
C.	Understand time complexity of the programming paradigm.
D.	Understand storage complexity of the programming paradigm.
E.	Understand different programming tools.

#### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Identify the different programming paradigms.
2.	Understand Debugging concepts.
3.	Understand the concept of writing algorithm.
4.	Understand the concept of writing flowchart.
5.	Describe different programming tools.

#### **Syllabus**

**Module 1: (6 lectures)**

Overview of Programming: Overview of Programming: Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/output), Algorithm, Flowchart, Coding, Debugging- Compile time error, Run time error, Logical error, Syntax error, Testing.

**Module 2: (6 lectures)**

Paradigms of Programming Languages: Paradigms of Programming Languages: Programming Languages, Types of Languages, Low level vs high level languages, Languages development, Assembly languages.

**Module 3: (9 lectures)**

Programming Techniques: Top down design, structured programming, Modular programming, Object oriented programming, event driven programming.

**Module 4: (10 lectures)**

Object Oriented Programming Methodologies: Object Oriented Programming Methodologies: Class, Object, Data abstraction, Data encapsulation, Inheritance, Polymorphism, Dynamic Binding, and Message Communication. Comparisons between Object oriented programming and procedure programming

**Module 5: (15 lectures)**

Overview of Web based programming language: Overview of Web based programming language: HTML, XML, JSP, PHP. Concept of Tomcat Apache web server.

**Text Books:**

1. V. K. Jain, “Programming and Problem Solving through C” ,BPB Publications, 1999 Reference Books:
2. E. Balagurushwami, “Object Oriented Programming using C++”, TMH Publishers
3. C. Xavier, “Web Programming”, NEWAGE Publishers, 2004



**Gaps in the syllabus****(to meet Industry/Profession requirements)****Pos met through Gaps in the Syllabus****Topics beyond syllabus/Advanced topics/Design:****Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and Internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure****Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

- a. Student Feedback on Faculty
- b. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

### Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program outcomes			
	A	B	C	D
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

### Mapping of Course Outcomes onto Program Outcomes

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Mini projects/Projects	CO4	CD1andCD2
CD5	Laboratory experiments/teaching aids	CO5	CD1andCD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	Cos mapped	Actual Content covered	Methodology used	Remarks by Faculty if any
1	1,2,3		Mod1	Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/output),	T1,R1	CO1		PPT, Lecture, Assignment	
2	4,5,6		Mod1	Algorithm, Flowchart, Coding, Debugging- Compile time error, Runtime error, Logical error, Syntax	T1,R1	CO1		PPT, Lecture, Assignment	

				error, Testing					
3	7,8,9		Mod2	Programming Languages, Types of Languages,	T1,R1	CO1		PPT, Lecture, Assignment	
4	10,11,12		Mod2	Low level vs high level languages, Languages development,	T1,R1	CO3		PPT, Lecture, Assignment	

				Assembly languages					
5	13, 14, 15		Mod3	Top down design, structured programming,	T1,R1	CO3		PPT Lecture, Assignment	
6	16, 17, 18		Mod3	Modular programming,	T1,R1	CO2		PPT, Lecture, Assignment	
7	19, 20, 21		Mod 3,4	Object oriented programming, event driven programming, Class, Object,	T1,R1	CO2		PPT, Lecture, Assignment	
8	22, 23, 24		Mod4	Data abstraction, Data encapsulation, Inheritance,.	T1,R1	CO4		PPT Lecture, Assignment	
9	25, 26, 27		Mod4	Polymorphism, Dynamic Binding, Message Communication	T1,R1	CO4		PPT Lecture, Assignment	
10	28, 29,		Mod4	Comparisons between Object	T1,R1	CO3		PPT, Lecture,	
	30			Oriented programming and procedure programming				Assignment	

11	31, 32, 33		Mod5	Overview of Web based programming language:	T1,R2	CO5		PPT, Lecture, Assignment	
12	34, 35, 36		Mod5	HTML,XML,	T1,R2	CO5		PPT, Lecture, Assignment	
13	37, 38, 39		Mod5	JSP, PHP.	T1,R2	CO4		PPT, Lecture, Assignment	
14	40, 41, 42		Mod5	PHP.	T1,R2	CO4		PPT, Lecture, Assignment	
15	43, 44, 45		Mod5	Concept of Tomcat Apache web server.	T1,R2	CO5		PPT, Lecture, Assignment	

## MN 418 E-commerce

### COURSE INFORMATION SHEET

**Course code: MN 418**

**Course title: E-commerce**

**Nature of course: Lecture**

**Prerequisite(s): MN 213**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A	To get the fundamental concepts of e-commerce and its emergence
B	To know about e-commerce business models
C.	To gain understandings of emerging technologies related to e-commerce
D.	To understand the major driving forces behind e-commerce
E.	To get the basic knowledge of setting e-commerce website

### **COURSE OUTCOME:**

After the completion of this course, students will be:

1.	Gaining an insight on the need and development of e-commerce
2.	Aware of different e-commerce models and different modes of payments
3.	Aware of security and legal aspects of e-commerce
4.	Familiarized with current challenges and issues in e-commerce
5	Able to develop a successful e-commerce strategy

### **Syllabus**

#### **Module 1 (7 lectures):**

**Introduction to E- Commerce** :Meaning and concept, E-Commerce v/s Traditional Commerce,History of E- Commerce, EDI – Importance , features & benefits, Impacts & Limitations of E-Commerce.

**Module 2 (8 lectures):**

**E-Commerce Business Models:** Business to Business, Business to customers, customers to customers, Business to Government, Business to employee, E-Commerce strategy–Influencing factors of successful E- Commerce.

**Module 3 (8 lectures):****Building an E-Commerce Website:**

Major decision making areas, Stages in System Development Life Cycle, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Static website and dynamic websites, Major considerations in choosing web server and e-commerce merchant server software.

**Module 4 (8 lectures):**

**Electronic Payment Systems:** Overview of Electronic Payment Systems, Online payment systems – prepaid and post-paid payment systems – e- cash, e- cheque, Smart Card, Credit Card ,Debit Card, Electronic Wallets, Security issues on electronic payment system–Security Protocols such as HTTPS, SSL, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.

**Module 5 (8 lectures):**

**Legal issues:**–Overview of Information Technology Act 2000 and its amendments, IPR in E-Commerce, Overview of Consumer Protection Law and Personal Data Protection Bill.

**Textbooks/Referencebooks:**

1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the What and How of E-Commerce, Macmillan India Ltd.
2. Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
3. Diwan, Prag and Sunil Sharma, Electronic Commerce – A Manager's Guide to E-Business, Vanity Books International, Delhi.
4. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
5. Greenstein, M. and T. M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw Hill.

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratory experiments/teaching aids
Industrial/guestlectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
EndSemExaminationMarks	50
MidSemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**Indirect Assessment–**

- a. Student Feedback on Faculty
- b. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**



Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	L	L
2	H	M	H	M
3	H	M	M	M
4	H	H	H	M
5	H	H	H	M

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1,CD2,CD4
CD4	Mini projects/Projects	CO4	CD1, CD2,CD3, CD4
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2,CD3,CD4
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture Wise Planning Details:**

Week No.	Lect . No.	Tentative Date	Ch . No .	Topics to be covered	Text Book /References	Cos mapped	Actual Content covered	Methodology used	Remarks by faculty if any
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1	1		1	Meaning and concept	1,2,3,4,5	CO1		Lecture/PPT	
	2		1	Meaning and concept	1,2,3,4,5	CO1		Lecture/PPT	
	3		1	E- Commerce v/s Traditional Commerce	1,2,3,4,5	CO1		Lecture/PPT	
2	4		1	History of E-Commerce	1,2,3,4,5	CO1		Lecture/PPT	
	5		1	EDI – Importance , features & benefits	1,2,3,4,5	CO1		Lecture/PPT//Assignments	
	6		1	EDI – Importance , features & benefits	1,2,3,4,5	CO1		Lecture/PPT//Assignments	
3	7		1	Impacts & Limitations of E-Commerce	1,2,3,4,5	CO1		Lecture/PPT	
	8		1	Impacts & Limitations of E-Commerce	1,2,3,4,5	CO1		Lecture/PPT	
	9		2	Introduction to Business Models	1,2,3,4,5	CO2, CO5		Lecture/PPT	
4	10		2	Business to Business	1,2,3,4,5	CO2,CO5		Lecture/PPT//Assignments	
	11		2	Business to customers	1,2,3,4,5	CO2,CO5		Lecture/PPT/Assignments	
	12		2	Customers to customers	1,2,3,4,5	CO2,CO5		Lecture/PPT/Assignments	

5	13		2	Business to Government	1,2,3,4,5	CO2,CO5		Lecture/PPT/Assignments	
	14		2	Business to employee	1,2,3,4,5	CO2,CO5		Lecture/PPT//Assignments	
	15		2	E-Commerce strategy- Influencing factors of successful E-Commerce	1,2,3,4,5	CO2,CO5		Lecture/PPT	
6	16		2	E-Commerce strategy- Influencing factors of successful E-Commerce	1,2,3,4,5	CO2,CO5		Lecture/PPT	
	17		3	Major decision making areas	1,2,3,4,5	CO1,CO5,CO5		Lecture/PPT	
	18		3	Stages in System Development Life Cycle	1,2,3,4,5	CO1,CO5		Lecture/PPT	
7	19		3	Stages in System Development Life Cycle	1,2,3,4,5	CO1,CO5		Lecture/PPT	
	20		3	Domain Name Registration	1,2,3,4,5	CO1,CO5		Lecture/PPT//Projects	
	21		3	Developing Static Web Pages	1,2,3,4,5	CO1,CO5		Lecture/PPT//Projects	
8	22		3	Integration with	1,2,3,4,5	CO1,CO5		Lecture/PPT//Projects	

				Operational Databases					
	23		3	Static website and dynamic websites	1,2,3,4,5	CO1,CO5		Lecture/PPT	
	24		3	Major considerations in choosing web server and e-commerce merchant server software	1,2,3,4,5	CO1,CO4,CO5		Lecture/PPT	
9	25		4	Overview of Electronic Payment Systems	1,2,3,4,5	CO2,CO5		Lecture/PPT	
	26		4	e- cash, e- cheque, Smart Card, Credit Card ,Debit Card, Electronic Wallets	1,2,3,4,5	CO2, CO4,CO5		Lecture/PPT	
	27		4	e- cash, e- cheque, Smart Card, Credit Card ,Debit Card, Electronic Wallets	1,2,3,4,5	CO2, CO4,CO5		Lecture/PPT	
10	28		4	Security issues on electronic payment system	1,2,3,4,5	CO2, CO4,CO5		Lecture/PPT	
	29		4	HTTPS, SSL	1,2,3,4,5	CO2, CO4,CO5		Lecture/PPT	

	30		4	Encryption, Cryptography	1,2,3,4, 5	CO2, CO4,CO 5		Lecture/PPT	
11	31		4	Public Key and Private Key Cryptography	1,2,3,4, 5	CO2, CO4,CO 5		Lecture/PPT	
	32		4	Digital Signatures, Digital Certificates	1,2,3,4, 5	CO2, CO4,CO 5		Lecture/PPT	
	33		5	InformationTe chnologyAct2 000 and its amendments	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT	
12	34		5	InformationT echnologyAct 2000 and its amendments	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	
	35		5	IPR in E- Commerce	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	
	36		5	IPR in E- Commerce	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	
13	37		5	Consumer Protection Law	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	
	38		5	Consumer Protection Law	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	
	39		5	Personal Data Protection Bill	1,2,3,4, 5	CO3,CO 4,CO5		Lecture/PPT/ Seminars	

14	40		5	Personal Data Protection Bill	1,2,3,4,5	CO3,CO4,CO5		Lecture/PPT/Seminars	
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**ELECTIVE PAPERS**  
**MARKETING GROUP**

## MN 419 International Marketing

### COURSE INFORMATION SHEET

**Course code: MN 419**

**Course title: International Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 114**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII /3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To possess the theoretical concepts of international Marketing.
2	To understand the impact of cultural, political and legal differences on the product and the company.
3.	To be acquainted with trade barriers of international markets
4.	To understand the different forms of international marketing
5.	To know about the international distribution and export documentation

### **COURSE OUTCOME:**

After the completion of this course, students will be:

1.	Able to understand and describe the concepts and processes of international marketing
2.	Having the abilities to analyze the international marketing environment and choose The suitable international markets for their organization
3.	To develop an understanding the recent changes and challenges in international marketing
4.	Able to differentiate the direct and in direct exporting and other forms of international marketing



5.	Having the ability to design the distribution network for international marketing and Analyze export documents
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## Syllabus

### **Module1: Introduction (7lectures)**

Definition, Scope and Importance of International Marketing, Major issues in International Marketing, Similarities and Dissimilarities between Domestic Marketing and International Marketing

### **Module 2: International Marketing Environment & International Market Selection (8lectures)**

Introduction to International Marketing Environment, Cultural, Political and Legal Environment, Balance of Payments, Process of International Market Selection

### **Module3: International Trade Barriers (5lectures)**

Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers, Impact of Tariff and Non-Tariff Barriers

### **Module4: Product Policy and Distribution (10 lectures)**

Product Adaptation & Standardization, Product Life Cycle in International Marketing, Packaging Direct and Indirect Exporting, Intermediaries in International Marketing, Different types of Transportations, Developments in transportation

### **Module5: Export Incentives and Documentation (10 lectures)**

Types of Export Incentives and Assistance in International Marketing, Management of Risks, ECGC, Export Documentation

## **Text Books:**

1. Cherunilam,F.(2017),International Marketing- Text and Cases,Mumbai,Himalaya Publishing House,15<sup>th</sup> Edition
2. Varsheny,R.L.andBhattacharya,B.(2009),International Marketing Management, New Delhi, Sultan Chand Publication,
3. Cateora, P.R.,Graham,J.L.andSalwan,P.(2008), International Marketing, New Delhi, Tata McGraw Hill,13thEdition

**Reference Books:**

1. Cherunilam,F.(2010), International Business-Text and Cases ,New Delhi Prentice Hall India Publication,5<sup>th</sup> Edition
- 2.Onkvist, S. and Shaw, J.J.(2009), International Marketing : Analysis and Strategy, 3<sup>rd</sup>Edition,PHI Learning Private Limited, New Delhi
3. Masaaki (Mike) Kotabe , KristiaanHelsen , Prateek Maheshwari. ( 2021), International Marketing 8e (An Indian Adaptation), Wiley

**Gaps in the syllabus ( to meet Industry/Profession requirements) POS met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POS met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes****Mapping of Course Outcomes on to Program Outcomes**

Course Outcome#	Program outcomes			
	A	B	C	D
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

**Mapping Between Cos and Course Delivery(CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD8
CD3	Seminars	CO3	CD1, CD2,CD8
CD4	Mini projects/Projects	CO4	CD1, CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD5,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	Cos mapped	Actual Content covered	Methodology used	Remarks by Faculty if any
1	1,2,3		1	Definition, Scope & Importance of International Marketing	T1, T3R1	CO1		Lecture /PPT/ teaching aids/ Self-learning	
2	4,5,6		1	Major issues in International Marketing, Similarities between Domestic Marketing and International Marketing	T1, T3 R1, R2	CO1, CO3		Lecture /PPT/ Assignments/ teaching aids/ Self-learning	
3	7,8,9		1,2	Dissimilarities between Domestic Marketing And International Marketing, Introduction To International Marketing Environment	T1, T2 R1, R2	CO1, CO2		Lecture /PPT/ Assignments /teaching aids/ Self-learning	

4	10,11,12		2	Cultural, Political and Legal Environment	T1,T3 R1R2	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
5	13,14,15		2	Balance of Payments, Process of International Market Selection	T1, R1	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
6	16,17,18		3	Meaning and Types of Trade Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
7	19,20,21		3	Tariff and Non-Tariff Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
8	22,23		3,4	Impact of Tariff and	T1,	CO3		Lecture	

## MN 420 Services Marketing

### COURSE INFORMATION SHEET

**Course code: MN420**

**Course title: Services Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 114**

**Co- requisite(s): NIL**

**Credits: 3        L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To understand the nature, significance and objectives of Services Marketing. To get insight about growing importance of the services in the economy.
B.	To understand the need of the extended services marketing mix.
C.	To know the Service Gap Model.
D.	To understand the concepts related to internal customer and internal marketing.
E.	To know the principles of services marketing as applicable to the specific industries like Bank, Insurance, Hospitality and Healthcare.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Differentiate goods with services, outline the characteristics of services and classify them
2.	Understand the importance and application of internal marketing.
3.	Apply extended marketing-mix on services
4.	Identify the Gaps as per the Service Quality Gap Model and eliminate them
5.	Design products and services for the Banking, Insurance, Hospitality and Health care sectors.

## **Syllabus**

### **Module 1: Introduction (9 lectures)**

Definition, Introduction to services marketing, differences between services and goods, characteristics of services, classification of services

### **Module 2: Services Marketing Management (9 lectures)**

Concept of internal customer and internal marketing, Understanding customer requirements, Service Standards- Meaning and importance

### **Module 3: Introduction to Services Marketing Mix (6 lectures)**

Elements of Services Marketing Mix–The 7P's, their concept and importance, Positioning in services marketing, role and importance of positioning

### **Module 4: Service Quality (9 lectures)**

Service Quality and its significance, Measuring Service Quality, the Service Quality Gap Model.

### **Module 5: Services Marketing in Banking, Insurance, Hospitality and Health care**

**(12lectures)** Major Characteristics, Market Segmentation and Marketing Mix in Banking, Insurance, Hospitality and Healthcare sectors.

## **Text Books:**

1. Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler, Ajay Pandit (2018), Services Marketing–
2. Integrating Customer Focus Across the Firm; McGraw Hill Education, 7th Edition
3. Christopher Lovelock, Jochen Wirtz (2021), Services Marketing: People, Technology, Strategy; World Scientific Publishing Co Inc (USA), 9<sup>th</sup> Edition

## **Reference Books:**

1. Gronoos, Christian(2009), Service Management & Marketing– Customer Management in Service Competition; Wiley India, 3<sup>rd</sup> Edition
2. Rao, K Rama Mohana (2011), Services Marketing; Pearson Education India, 2<sup>nd</sup> Edition

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	L	M	L
2	H	M	L	L
3	H	L	L	M
4	H	M	M	H
5	H	H	H	M



Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD8
CD3	Seminars	CO3	CD1, CD2,CD8
CD4	Mini projects/Projects	CO4	CD1,CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD5,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3		1	Definition, Introduction to services marketing	T1,T2 R1	CO1		Lecture  /PPT/teaching aids/ Self-learning	
2	4,5,6		1	Differences between services and goods	T1,T2 R1	CO1		Lecture  /PPT/teaching aids/	

								Self-learnin g	
3	7,8,9		1	Characteristics of services, classification of services	T1,T2  R1	CO1		Lecture  /PPT/teaching aids/ Self-learnin g	
4	10,11,  12		2	Concept of internal customer and internal marketing	T1,T2  R1,R2	CO2		Lecture  /PPT/as signme nt/ Self-learnin g	
5	13,14 15		2	Understanding customer requirements	T1,T2 R1,R2	CO2		Lecture /PPT/as signme nt/ Self-learnin g	

								g	
6	16,17,  18		2	Service Standards - Meaning and importance	T1,R1  R2	CO2,  CO4		Lecture  /PPT/as signme nt/ Self-learnin g/Proje ct	
7	19,20,  21		3	Elements of Services Marketing Mix – The 7P's, their concept and importance	T1, T2  R1	CO3		Lecture  /PPT/as	

								signme nt/ Self- learnin g	
8	22,23 24		3	Positioning in services marketing, role and importance Of positioning	T1,R1	CO3		Lecture /PPT/as signme nt/ Self- learnin g/semin ars	
9	25,26  27		4	Service Quality and its significance, Measuring Service Quality	T1,R1  R2	CO4		Lecture   /PPT/as signme nt/Teac hing aid/Self - learnin g	
10	28,29 30		4	Measuring Service Quality,	T1, T2 R1	CO4		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
11	31,32  33		4	Service Quality Gap Model	T1,R1  R2	CO4		Lecture   /PPT/as signme nt/Teac  hingaid /Self - learnin g	
12	34,35, 36		5	Services Marketing in Banking,	T1,R1	CO2, CO5		Lecture /PPT/as	

				Insurance, Hospitality Healthcare	and			signme nt/Teac hing aid/Self - learnin g	
13	37,38 39		5	Major Characteristics, Market Segmentation	T1,R1	CO2, CO5		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
14	40,41 42		5	Marketing Mix	T1, R1 R2	CO2, CO5		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
15	43,44, 45		5		T1, R1 R2	CO2, CO5		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	

## MN 421 Retail Management

### COURSE INFORMATION SHEET

**Course code: MN- 421**

**Course title: Retail Management**

**Nature of course: Lecture**

**Prerequisite(s): MN 114**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	Have an overview of the Indian and global retail industry
B.	Knowing the retail environment and different types of retail institutions
C.	Understanding the role and importance of store location and layout
D.	Understanding the areas of decision making and account abilities of a store manager in a retail organization
E.	Know the application of Information Technology in retailing and the retail promotion mix

### **COURSE OUTCOME:**

After the completion of this course, students will be able:

1.	To understand and explain the concepts, philosophies and environment of the retail industry in Indian and global context and also appraise the need of FDI in the retail sector
2.	Aware of the different formats of retailing
3.	Aware of the factors affecting store location and store layout
4.	Design the role of a store manager in a retail organization.
5.	Can apply information technology in retail organizations for better and faster working.

### **Syllabus:**

#### **Module 1: Introduction to Retailing & Retail Environment (9lectures)**

Definition, Importance and Scope of Retailing, The Special Characteristics of Retailing, Future Prospects of Retailing in India, Organized Vs. Unorganized Retailing. An Introduction to, The Retail environment in India, Introduction to the Global Retail Market, Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market.

**Module 2: Classification of Retail Stores (9lectures)**

Retail Institutions by Ownership, Store based Retailing & Non-Store based Retailing. E-Retailing.

**Module 3: Retail Store Location & Store Layout (6lectures)**

Meaning and Importance of store location and store layout, Factors affecting Retail Store Location, Different types of Retail Store Layout.

**Module 4: Management of Retail Store (9lectures)**

Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees, Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing, Application of IT in retailing.

**Module 5: Retail Communication and Promotion (10lectures)**

Setting Communication Objectives, Elements of Retail Promotion Mix-Advertising, Sales Promotion, Personal Selling, Public Relations, Relationship Marketing and Loyalty Schemes, Other Important Promotional Tools.

**Text Books:**

1. Levy,Michael& Weitz, Barton A, Retail Management; McGraw Hill

**Reference Books:**

1. Cox,R.; Britain, P(2007), Retailing- An Introduction, Pearson, 1stEdition
2. Diamond, Jay&Pintel, Gerald(2008), Retail Buying; Pearson Education, 1stImpression
3. Gilbert, David(2006), Retail Marketing Management;Pearson,2<sup>nd</sup>Edition
4. Pradhan, Swapna Retailing Management; McGraw Hill

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures

Industrial visits/in-plant training
Self-learning such as use of NPTEL material sand Internets
Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### **Mapping between Objectives and Outcomes**

##### **Mapping of Course Outcomes on to Program Outcomes:**

Course Outcome#	Program Outcomes			
	A	B	C	D
1	H	L	M	L
2	H	M	M	M
3	M	L	M	L
4	M	M	H	M
5	H	H	L	M

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD5, CD8
CD2	Tutorials/Assignments	CO2	CD1,CD2, CD8
CD3	Seminars	CO3	CD1,CD2, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2,CD5,CD 8
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD5, CD8

CD6	Industrial/guest lectures		
CD7	Industrial visits/in- plant training		
CD8	Self-learning such as use of NPTEL materials and Internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Wee kNo .	Lect .No.	Ten tativ eDa te	Ch. No.	Topics to be covered	Text Book /Refer ences	Cos mappe d	Actual Conte nt covere d	Metho dology used	Rem arks by facul ty if any
1	1,2,3		1	Definition, Importance and Scope of Retailing, The Special	T1,R1 R2,R4	CO1		Lecture /PPT/S elf- learning	

				Characteristics of Retailing, Future Prospects of Retailing in India				/ teaching aids	
2	4,5,6		1	Organized Vs. Unorganized Retailing, An Introduction on the Retail environment in India, Introduction on the Global Retail Market	T1,R1R 3,R4	CO1, CO2		Lecture /PPT/tea ching aids/Self learning/ Assignm ents	



3	7,8,9		1	Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market	T1,R1, R3	CO1, CO3		Lecture /PPT/teaching aids/Self learning/ Assignments	
4	10,11, 12		2	Retail Institutions by Ownership	T1,R1	CO2		Lecture /PPT/Self-learning/ Assignments	
5	13,14, 15		2	Retail Institutions by Ownership,Storebased Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/ Assignments	
6	16,17, 18		2	Non-Store based Retailing, E-Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/ Assignments	
7	19,20, 21		3	Meaning and Importance of store Location and store layout, Factors affecting Retail Store Location	T1,R1	CO3		Lecture /PPT/Self-learning/ Assignments	
8	22,23, 24		3	Different types of Retail Store Layout	T1,R1	CO3		Lecture /PPT/Self-learning/ Assignments	

9	25,26, 27		4	Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees	T1,R1, R4	CO5		Lecture /PPT/teaching aids/Self-learning	
10	28,29, 30		4	Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing	T1,R1, R2	CO5		Lecture /PPT/teaching aids/Self-learning	
11	31,32, 33		4	Application of IT in retailing	T1,R2	CO4		Lecture /PPT/teaching aids/Self learning/ Assignments	
	34,35, 36		5	Setting Communication Objectives,	T1,R1	CO5		Lecture /PPT/teaching aids/Self-learning	
								Self-learning	
14	40,41, 42		5	Other Important Promotional Tools	T1,R1R 5	CO4, CO5		Lecture /PPT/teaching aids/Self learning/Assignments	

15									
12									
13	37,38, 39		5	Relationship Marketing and Loyalty Schemes	T1,R2R 4	CO5		Lecture /PPT/tea chin g aids/	

## MN 422 Integrated Marketing Communication

### COURSE INFORMATION SHEET

**Course code:** MN 422  
**Course title:** Integrated Marketing communication  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 114  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:3 T:0 P:0**  
**Class schedule per week:** 03  
Class: BBA  
Semester / Level: V-VII / 3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	Understand the usefulness of different promotion mix elements and their role in further marketing and advertising objectives.
B.	Develop the IMC perspective to promotion and be able to visualize the use of different promotion mix elements.
C.	Learn the role of different facilitating and control institutions in promotion and evaluate why and how all this could be used in ethical and socially acceptable manner.
D.	Indulge in innovative and creative thinking and aligning these to advertising making and execution there by making advertising more effective.
E.	Understand the different components of an advertising message and be able to rationalize the use of different media for effective dissemination of messages.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Understand relative benefits of the different promotion mix elements and be able to effectively forward the IMC perspective to promotion.
2.	Develop promotion objectives for firms/ brands on the basis of rough evaluation of the marketing and competitive environment.
3.	Be able to make assessment about selection of the appropriate promotion mix elements in furthering these objectives in a socially acceptable manner.
4.	Develop a creative approach based on marketing and advertising objectives and rationalize the use of these in accordance to the characteristics of the target audience.
5.	Assess effectiveness of advertising and there by ensure a judicious expenditure.

## **Syllabus**

### **Module 1 Introduction to the concept of promotion mix (8 lectures)**

Introduction to the concept of promotion mix tools – advertising, sales promotion, personal selling, direct marketing, publicity & public relations, interactive & internet marketing. Introduction to the concept of IMC, Evolution of the concept of IMC, reasons for its growing importance. Role of IMC in achieving promotion objectives.

### **Module 2 IMC planning process (7 lectures)**

IMC planning process: analysis of communication process, opportunity and competitive analysis and development of IMC objectives. The process of response-traditional response hierarchy. Introduction to the concept of sales and communication objectives. Concept of DAGMAR-objective characteristics, limitations and criticisms. Framing of DAGMAR objectives.

### **Module 3 IMC agency structure, flow of working an agency (8 lectures)**

IMC agency structure, flow of working an agency: creative and product on work, compensation methods, agency services, factors governing selection of agency, agency client relationship Promotion budgeting/ appropriation : factors influencing budgeting, methods of advertising budgeting.

### **Module 4 Creative strategy (7 lectures)**

Creative strategy: creativity and its importance in advertising. The process of creative output. Positioning strategy-types, developing positioning statements. Advertising appeals, advertising copy and layout, developing television advertisements.

### **Module 5 Media decisions (8 lectures)**

Media decisions: importance of media, types of media and their benefits, media characteristics, developing media plan, assessment of advertising effectiveness, Introduction to digital advertising, Ethical issues in promotion. Introduction to new age media/ social media. Internet and integrated marketing communication.

#### **Text books:**

1. George E. Belch, Michael A. Belch, Keyoor Purani (2017); Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education, 9<sup>th</sup> Edition

#### **Reference books:**

1. Tom Duncan (2005), Principles Of Advertising & IMC, Tata McGraw Hill Education  
2. S H H Kazmi, Satish K Batra (2009) ; Advertising And Sales Promotion, Excel Books

**Gaps in the syllabus (to meet Industry/  
 Profession requirements)  
 Pos met through Gaps in the Syllabus  
 Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5
<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes on to Program Outcomes**

<b>Course Outcome</b>	<b>Program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>

2	M	L	M	M
3	M	L	M	M
4	M	M	M	M
5	M	L	L	M

Mapping Between Cos and Course Delivery (CD)methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4,CD5
CD3	Seminars	CO3	CD1,CD2,CD4,CD8
CD4	Mini projects/Projects	CO4	CD1,CD2,CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD3,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learnings uchasure of NPTEL materials and internets		
CD9	Simulation		

#### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1		1	Introduction to the concept of promotion mix tools	T2,R1	CO1		Lecture/ppt	
1	2,3,4		1	Introduction to advertising,	T1	CO1		Lecture/ppt	

				Sales promotion, personal selling, direct marketing, publicity & Public relations					
2	5		1	Introduction To Interactive & internet marketing.	T2	CO2		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
2	6		1	Introduction to the concept of IMC	T2/R2	CO1, CO2		Lecture/ppt/ Assignments/Seminars/ teaching aids	
3	7		1	Evolution of The concept of IMC, reasons for Its growing importance	T2,R1, R2	CO1, CO2		Lecture/ppt/ Assignments/Seminars/ teaching aids	
3	8		1	Role of IMC In achieving promotion objectives	T2	CO1, CO2		Lecture/ppt/ Assignments/Seminars/ teaching aids	
3	9		1	analysis of communication process	T1,T2	CO1		Lecture/ppt	
4	10,		1	opportunity and competitive	T2,R1, R2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/	



				Analysis and development of IMC objectives.				teaching aids	
4	11		2	The process Of response-traditional response hierarchy els	T2	CO1, CO2		Lecture/ppt/ Assignment s/Seminars/ teaching aids	
4	12		2	Introduction to the concept of sales and communication objectives	T1	CO1, CO2		Lecture/ppt/ Assignment s/ Seminars/te achingaids	
5	13		2	Concept of DAGMAR-Objective characteristics,	T1,T2	CO1, CO2		Lecture/ppt/ Assignment s/Seminars/ teaching aids	
5	14		2	Limitations and criticisms Framing of DAGMAR objectives	T1	CO1, CO2, CO3		Lecture/ppt/ Assignment s/ Seminars/te achingaids	
5	15		3	Agency structure, flow of working an agency	T2	CO3		Lecture/ppt/ Assignment s/Seminars/ teaching aids	
6	16		3	Creative and production working agency	R2,R1	CO3, CO4		Lecture/ppt/ Assignment s/Seminars/ teaching aids	
6	17		3	Agency compensation methods	T1	CO3		Lecture/ppt/ Assignment s/Seminars/ teaching aids	

6	18		3	Services provided by an agency	T1,T2	CO3		Lecture/ppt/Assignments/Seminars/teaching aids,ppt	
7	19		3	Factors governing election of agency	T1	CO3		Lecture/ppt/Assignments/Seminars/teaching aids	
7	20		3	agency client relationship	T1	CO2, CO3		Lecture/ppt/Assignments/Seminars/teaching aids	
								teaching aids	
7	21		3	Factors in influencing budgeting	T1	CO3, CO6		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
8	22		3	methods of advertising budgeting	T1,T2	CO3, CO6		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
8	23		4	Creativity and its Importance in advertising.	T2	CO3, CO4		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
8	24		4	The process of creative output	T2,R1, R2	CO4		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	

								teaching aids/ teaching aids	
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9	25		4	Positioning strategy-types	T1,T2	CO4		Lecture/ppt/ Assignments/ Seminars/ teaching aids/ teaching aids	
9	26		4	Developing of positioning statements	T1	CO4		Lecture/ppt/ Assignments/ Seminars/ teaching aids/ teaching aids	
9	27		4	Advertising appeals	T1	CO4		Lecture/ppt/ Assignments/ Seminars/	

10	28		4	Advertising copy and layout	T1	CO4, CO5		Lecture/ppt/ Assignments/Seminars/ teaching aids
10	29		4	Advertising copy and layout, developing television advertisements.	T1,T2	CO4, CO5		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids/seminar
10	30		5	importance of media	T2	CO5		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids
11	31, 32, 33		5	types of media and their benefits	T2,R1	CO5		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids
12	34		5	Media characteristics	T2	CO5		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids
12	35, 36		5	Developing media plan	T2	CO5		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids
13	37		5	assessment	T1	CO6		Lecture/ppt/

				Of advertising effectiveness				Assignments/ Seminars/teaching aids/ teaching aids	
13	38		5	Pre testing methods of assessment	T1	CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	
13	39		5	Post testing methods of testing advertisement effectiveness	T1	CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids/ppt	
14	40		5	Introduction to new age/social media	T2,R1, R2	CO3, CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	
14	41		5	Introduction to digital advertising	T2,R1, R2	CO3, CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	
14	42		5	Internet and integrated marketing communication	T2,R1, R2	CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	
14	43			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignments/Seminars/ teaching aids/	

								teaching aids	
15	44, 45			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	

## MN 423 Consumer Behavior

### COURSE INFORMATION SHEET

**Course code: MN 423**

**Course title: Consumer Behavior**

**Nature of course: Lecture**

**Prerequisite(s): MN 114**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII/ 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To explain various aspects of consumer behaviour
B.	To develop an understanding of consumer attitude.
C.	To outline the role of personality in consumer behaviour
D.	To explain socio cultural factors which influence consumer behaviour
E	To develop an understanding of various elements of consumer decision making process.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

A	Appraise the need for understanding of consumer behaviour in any business
B	Interpret attitude formation and reason for change in attitude
C	Evaluate various personality traits and their significance
D	Evaluate various socio cultural factors which influences consumer behaviour
E	Design consumer decision making processes.

### **Syllabus**

#### **Module1: Introduction to consumer behavior ( 7 Lectures)**

Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concept of perception, Perceptual Selection, Product and Service Positioning.

**Module 2: Consumer Attitude formation and Change ( 6 Lectures)**

Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory.  
Concept of Opinion Leaders, Influence of Social Media on Consumer purchase Behaviour

**Module 3: Personality and consumer behavior (7 Lectures)**

Nature of personality, Freudian, Non-Freudian and trait theories. Elements of Consumer Learning and its significance.

**Module 4: Socio-cultural Influences ( 10 Lectures)**

Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-.buying behavior. Factors influencing consumer behavior.

**Module 5: ( 8 Lectures)**

Consumer decision making Models: Howard Sheth Model, Nicosia Model of Consumer Decision Making, consumer protection, consumer right.

**Text Books:**

1. Schiffman L.G&Kanuk L.L,(2019) Consumer behaviour, Pearson prentice Hall.12<sup>th</sup> Edition.
2. Consumer Behaviour, Raju & Xardel, Vikas publication

**Reference Books:**

1. Consumer Behaviour, Kazmi & Batra, excel Books

**Gaps in the syllabus ( to meet Industry/ Profession requirements)**

**POS met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POS met through Topics beyond syllabus/Advanced topics / Design**

**Course Delivery methods:**

1.Lecture by use of boards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratory experiments/teaching aids



6.Industrial/guest lectures
7.Industrial visits/in-plant training
8.Self-learning such as use of NPTEL materials and internets
9.Simulation

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

- 1. Student Feedback on Faculty**
- 2. Student Feedback on Course Outcome**

H-High,M- Medium,L-Low

#### **Mapping of Course Outcomes on to Program Outcomes**

<b>Course</b>	<b>Programme Outcomes</b>
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<b>Outcomes</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	M	L	H
<b>2</b>	H	M	L	M
<b>3</b>	M	M	L	H
<b>4</b>	M	M	H	M
<b>5</b>	M	H	H	M

**H-High,M- Medium,L-Low**

### Mapping Between Cos and Course Delivery(CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1,CD2
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Miniprojects/Projects	CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Textbooks	Cos mapped	Actual Content covered	Methodology	Remarks by faculty If any
1	1		1	Concept of consumer behavior,	T1,T2, R1	CO1		Lecture /PPT/Assignments	
			1	Concept of	T1,T2, R1	CO1		Lecture	

				consumer behavior,				/PPT / Assignments	
	2		1	Nature and Scope,	T1,T2, R1	CO1		Lecture /PPT / Assignments	
2	3		1	Nature and Scope,	T1,T2, R1	CO1		Lecture /PPT / Assignments	
	4		1	The consumer research process,	T1,T2, R1	CO1		Lecture /PPT / Assignments	
	4		1	The consumer research process,	T1,T2, R1	CO1		Lecture /PPT / Assignments	
3	5		1	Concept of consumer motivation,	T1,T2, R1	CO1		Lecture /PPT / Assignments	
	5		1	Motivational research.	T1,T2, R1	CO2		Lecture /PPT / Assignments	
	6		1	Concept of perception, Perceptual Selection,	T1,T2, R1	CO2		Lecture /PPT / Assignments	
4.	7		1	Product and Service Positioning,.	T1,T2, R1	CO2		Lecture /PPT/A ssignments	
	8		2	Concept of attitude, Attitude	T1,T2, R1	CO2		Lecture /	

			formation,	T1,T2, R1			PPT/ Assignments	
9		2	Concept of attitude, Attitude formation,	T1,T2, R1	CO2		Lecture /PPT/ Assignments	
10		2	Cognitive Dissonance Theory	T1,T2, R1	CO3		Lecture /PPT/ Assignments	
11		2	Attribution Theory.	T1,T2, R1	CO3		Lecture /PPT/ Assignments	
12		2	Concept of Opinion Leaders,	T1,T2, R1	CO3		Lecture /PPT/ Assignments	
13		2	Influence of Social Media on Consumer purchase Behaviour	T1,T2, R1	CO3		Lecture /PPT/ Assignments	
14		3	Nature of personality,	T1,T2, R1	CO3		Lecture /PPT/ Assignments	
15		3	Freudian, Non-Freudian	T1,T2, R1	CO4		Lecture /PPT/ Assignments	
16		3	Freudian, Non-Freudian	T1,T2, R1	CO4		Lecture /PPT/ Assignments	
17		3	Trait theories.	T1,T2, R1	CO4		Lecture /	
							PPT/ Assignments	

	18		3	Elements of Consumer Learning and its significance.	T1,T2, R1	CO4		Lecture /PPT / Assignments	
8.	19		3	Elements of Consumer Learning and its significance.	T1,T2, R1	CO4		Lecture /PPT / Assignments	
	20		3	Elements of Consumer Learning and its significance.	T1,T2, R1	CO4		Lecture /PPT / Assignments	
			3	Case study	T1,T2, R1	CO5		Lecture /PPT / Assignments Case study	
9.	21		4	Family Buying decision,	T1,T2, R1	CO5		Lecture /PPT / Assignments	
	22		4	Family Life Cycle,	T1,T2, R1	CO5		Lecture /PPT / Assign	

				T1,T2, R1			ments	
23		4	Culture, Sub- culture,	T1,T2, R1	CO5		Lecture /PPT/ Assign ments	
24		4	Culture, Sub- culture,	T1,T2, R1	CO5		Lecture /PPT/ Assignme nts	
25		4	Cultural aspects of emerging markets,	T1,T2, R1	CO5		Lecture /PPT/ Assign ments	
26		4	Cultural aspects of emerging markets,	T1,T2, R1	CO5		Lecture /PPT/As signments	
27		4	E-.buying behaviour.	T1,T2, R1	CO5		Lecture /PPT/ Assign ments	
28		4	E-.buying behaviour.	T1,T2, R1	CO5		Lecture /PPT/ Assignme nts	
29		4	Factors influencing consumer behaviour.	T1,T2, R1	CO5		Lecture /PPT/ Assignme nts	
30		4	Factor s influencing consumer behaviour.	T1,T2, R1	CO5		Lecture /PPT/ Assignme nts	
30		4	Factors	T1,T2, R1	CO5		Lecture	

				Influencing consumer behaviour.	T1,T2, R1			/PPT / Assignments	
		4		Case study		CO5		Case study	
13.	31		5	Howard Shethel,	T1,T2, R1	CO5		Lecture /PPT / Assignments	
	32		5	Howard Shethel,	T1,T2, R1	CO5		Lecture /PPT / Assignments	
	33		5	Nicosia of Consumer Decision Making	T1,T2, R1	CO5		Lecture /PPT / Assignments	
14.	34		5	Nicosia of Consumer Decision Making	T1,T2, R1	CO5		Lecture /PPT / Assignments	
	35-36		5	consumer protection,	T1,T2, R1	CO5		Lecture /PPT/Assignments Class Presentation, PPT	
	37-38		5	Consumer protection, consumer right	T1,T2, R1	CO5		Lecture /PPT / Assignments	

**ELECTIVE PAPERS**  
**(HUMAN RESOURCE GROUP)**



## MN 424 Manpower Planning

### COURSE INFORMATION SHEET

**Course code: MN- 424**

**Course title: Manpower Planning**

**Nature of course: Lecture**

**Prerequisite(s): MN 116, MN 210**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To acquaint the student with conceptual knowledge of human resource planning
2.	To prepare students to exploit opportunities being newly created in the human resource Profession
3.	To enable the students to acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions
4.	To train them in application of human resource planning techniques
5.	To examine the human resource planning, development, and utilization in modern organizations.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Analyse the theory and concepts of Manpower planning
2.	Identify the evolution of MPP throughout the organization
3.	Describe the applications of a Human Resources Information System
4.	Evaluate the organization's planning program
5.	Visualize the role of human resource department

### **Syllabus**

#### **Module 1 (8 Lectures)**

Manpower Planning and Resourcing: Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Macro Level Manpower Planning and Labor Market Analysis - Organizational Human Resource Planning. Consolidated Demand Forecast Development, Effective Decision Making, Gaining, Senior Management Support, Meeting the Organization's Goals and Objectives.

**Module 2 (6 Lectures)**

Manpower Forecasting: Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting.

**Module 3 (8 Lectures)**

Manpower planning and corporate strategies: HR planning as a strategic process employees as resources, goal attainment, linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.

**Module 4 (8 Lectures)**

Job Analysis and Job Evaluation: Concepts, Benefits and Steps of Job Analysis, Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation. Career Planning & Succession Planning: Introduction, Roles, Managing Career Planning, Elements of a Career Planning Programme, Career Development and Succession Planning – Concept & Process.

**Module 5 (8 Lectures)**

Recent Trends in Manpower Development and Planning: Introduction, Competency mapping: Competency mapping- procedures and steps, methods of data collection for mapping, developing competency models from raw data, Knowledge management, Manpower Development, E-Manpower planning, HRIS.

**Text books**

1. Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
2. Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi..
3. Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
4. Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.
5. Human resource management (14th ed.). Boston, MA: Pearson.

**Reference books:**

1. Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc-Graw-Hill, New York.
2. Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi. Edwin B. Flippo., Personnel Management, McGraw Hill Pub., Co., New York.
3. David, A. De Cenzo and Stephen. P. Robin, Personnel/Human Resource Management, Prentice Hall India (P) Ltd., New Delhi
4. Sharma, A.M. Personnel and Human Resource Management, Himalaya Publishing House, Mumbai.

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

POs met through Topics beyond syllabus/Advanced topics/Design

**Programme Outcome (PO) Attainment Assessment tools & Evaluation Procedure for Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

**Indirect Assessment**

2. Student Feedback on Faculty
3. Student Feedback on Programme Outcome

**Mapping of Course Outcomes onto Programme Outcome**

Course				
Outcome	A	B	C	D
1	H	L	M	L
2	H	H	H	M
3	H	H	H	H
4	H	L	H	L
5	H	M	H	M

Course Delivery methods
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

**Mapping between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Projectors	CO1	CD1,CD2,CD3
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD 3	Seminars	CO3	CD1,CD2,CD3
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD3,CD4
CD 5	Laboratory experiments/teaching aids		
CD 6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CD4,CD5
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

### Lecture Wise Lesson Planning:

Wee kNo.	Lect . No.	T en tative Date	Ch. No.	Topicstobecovered	Text Boo k/Re fere nces	COs map ped	Actua l Conte ndcov ered	Methodolog y used	Rema rks byfac ultyif any
1	L1		M1	Manpower Planning and Resourcing: Factors Affecting Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L2		M1	Need for Manpower Planning,	1,2,3	CO1		Lecture/PPT Tutorials/As signments	

	L3		M1	Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, -	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4		M1	Macro Level Manpower Planning and Labor Market Analysis	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5		M1	Organizational Human Resource Planning. Consolidated Demand Forecast Development, Effective Decision Making, Gaining	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6		M1	Senior Management Support, Meeting the Organization's Goals and Objectives.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
3	L7		M2	Manpower Forecasting: Introduction,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8		M2	Forecasting, Necessity for forecasting,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	Steps in forecasting,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	Demand and supply forecasting,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Demand Forecasting techniques,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12		M 2	Forecasting accuracy,	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Benefits of forecasting	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14		M3	Forecasting revision	1,2,3	CO3		Lecture/PPT Tutorials/As signments	

	L15		M3	HR planning as a strategic process employees as resources,	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Manpower planning and corporate strategies, goal attainment, linking HR process to strategy	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17		M3	involvement in strategic planning process, strategic HR Planning model,	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18		M 3	strategic HR Planning model, strategic HR Planning model, Staffing system.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19		M4	Job Analysis and Job Evaluation: Concepts, Elements of a Career	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L20		M4	Benefits and Steps of Job Analysis, Concepts, Objectives, Process,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L21		M4	Advantages and Limitations of Job Evaluation.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
8	L22		M4	Career Planning & Succession Planning: Introduction, Roles, Managing Career Planning,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	Planning Programme, Career Development and	1,2,3	CO4			
	L24		M4	Succession Planning – Concept & Process	1,2,3	CO4		Lecture/PPT Tutorials/As signments	

9	L25		M5	Recent Trends in Manpower Development and Planning	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L26		M5	Competency mapping: Competency mapping-	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L27		M5	Introduction, procedures and steps, methods of data collection for mapping,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L28		M5	developing competency models from raw data,	1,2,3	CO 5		Lecture/PPT Tutorials/As signments	
	L29		M5	Knowledge management, , E-Manpower planning, HRIS	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M5	Manpower Development	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

## MN 425 Industrial Relations

### COURSE INFORMATION SHEET

**Course code: MN 425**

**Course title: Industrial Relations**

**Nature of course: Lecture**

**Prerequisite(s): MN 116, MN 210**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the role and importance of Labour Management Relations
2	To develop understanding about Trade Union and unionism and related issues with union.
3	To enrich idea about Collective Bargaining and its uses in industries
4	To understand role of workers participation and its effectiveness in the Industries

### **COURSE OUTCOME:**

After the completion of the course students will be able to:

1	Develop better understanding about the Labour Management Relations practised in industries.
2	Create awareness about all the aspects related with Trade Union and unionism.
3	Formulate clear idea and view about Collective Bargaining and developing understanding about all the issues related with it.
4	Develop better understanding and idea related to workers participation.
5	Develop proper understanding of discipline and grievance handling in industrial area.



## Syllabus

### Module 1 (8 Lectures) Labour Management Relations

concept of Labour Management Relations, characteristics and objectives of Industrial Relations, Approaches to employee relations: Sociological Approach, Psychological Approach, Gandhian Approach, Marxian Approach, Managerial Trade Union In India, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relation system.

### Module 2 (7 Lectures)

Trade union and unionism – concept and definition of trade union, functions of trade union, Types of Trade Unions, Trade union movement in India-pre independent and post independent India, theories of trade union, Managerial trade unionism, Problems of Indian Trade Unions.

### Module 3 (8 Lectures)

Collective Bargaining Concept, Characteristics and importance, Theories of Collective Bargaining, Objectives and process of Collective Bargaining, Analysis of collective agreements, Essential conditions for success of Collective Bargaining.

### Module 4 (7 Lectures)

Workers Participation in management – concept and definition, Level and forms of participations, workers participation in India, Institutions for participation, Pre-requisite for effective participation.

### Module 5 (8 Lectures)

Discipline and grievance handling:  
Work-place discipline, Discipline procedure, Work-place counselling, Types of counselling, Counselling process, Meaning and forms of Grievances, Sources of grievance, Grievance handling.

### Text Books

6. Employee Relation Management :P.N.Singh&Neeraj Kumar Pearson
7. Industrial Relations and Labour Welfare , R.Sivarethinamohan PHI learnings
8. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.

### Reference Books

3. Industrial relations Trade Unions, and Labour Legislation ,P.R.N.Sinha Pearson Education
4. Industrial Relations ,A.Monnappa ,Tata McGraw Hill, New Delhi
5. Industrial Relations ,A.M.Sharma ,Himalaya Publishing House
6. SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
7. Giri V V: Labour Problems in India ,Publisher : Asia Publishing House; 3rd Revised edition (21 June 1973)

**Gaps in the syllabus (to meet Industry/Profession requirements)**  
**POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP
Projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

- a. Student Feedback on Faculty
- b. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcomes			
	A	B	C	D
1	H	L	H	H
2	H	M	H	M
3	H	M	L	H
4	H	M	H	H
5	H	L	H	M

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1, CD2, CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD4, CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		

CD9	Simulation		
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### Lecture wise Lesson planning Details.

Wee k No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	Cos Mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod1	concept of Labour Management Relations, characteristics and objectives of Industrial Relations,	T1,T2 , R1	CO1 , CO4		Lecture/PPT / Assignments/ Self Learning	
2	4-6		Mod1	Approaches to employee relations: Sociological Approach, Psychological Approach, Gandhian Approach, Marxian Approach	T1,T2 , R1	CO1 , CO4		Lecture/PPT / Assignments/ Self Learning	
3	7-9		Mod2	Managerial Trade Union In India	T1,T2 , R1	CO1 , CO4		Lecture/PPT	
4	10-12		Mod2	Industrial Relation in major industrialized economies	T1,T2 , R1	CO2 , CO3 , CO4		Lecture/PP T/ Projects	
5	13-15		Mod2	characteristics of Indian Industrial relation system.	T1,T2 , R1	CO2 , CO3 , CO4		Lecture/PPT	

6	16-18		Mod3	Collective Bargaining – definition and concept, characteristics and importance.	T1,T2 , R1	CO2 , CO3 , CO4 , CO5		Lecture/PPT / Guest Lectures/Seminars	
7	19-21		Mod3	Theories of Collective Bargaining, objectives and process of Collective Bargaining.	T1,T2 , R1	CO2 , CO3 , CO4		Lecture/PPT / Self Learning	
8	22-24		Mod,3	Analysis of collective agreements, essential conditions for success of Collective Bargaining.	T1,T2 , R1	CO3 , CO4 , CO5		Lecture/PP T/ Guest Lectures	
9	25-27		Mod4	Workers Participation in management – concept and definition.	T1, T2, R1,R2	CO3 , CO4 , CO5		Lecture/PPT	
10	28-30		Mod4	level and forms of participations, workers participation in India, case study	T1, T2, R1,R2	CO2 , CO3 , CO4 , CO5		Lecture/PPT	
11	31-33		Mod4	Institutions for	T1,T2,	CO2,		Lecture/PPT	

				participation, pre-requisite for effective participation, case study	R1, R2	CO3 , CO4			
12	34-36		Mod5	Discipline and grievance handling, work-place discipline, discipline procedure.	T1, T2, R1,R3	CO3 , CO4 , CO5		Lecture/P PT	
13	37-39		Mod5	Work-place counselling, types of counselling, counselling process, case study	T1, T2, R1,R3	CO2 , CO3 , CO4 , CO5		Lecture/ PPT/ Projects	
14	40-42		Mod5	counselling process, case study ,Grievance handling, causes of grievance, case study	T1, T2, R1,R3	CO2 , CO3 , CO4		Lecture/P PT/ Self Learning	
14	43-45		Mod5	causes of grievance, case study.	T1, T2, R1,R3	CO3 , CO4 , CO5		Lecture/P PT	

## MN 426 Training & Development

### COURSE INFORMATION SHEET

**Course code:** MN 426  
**Course title:** Training & Development  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 116, MN 210  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:3 T:0 P:0**  
**Class schedule per week:** 03  
Class: BBA  
Semester / Level: V-VII / 3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

3.	To identify the role of training and development in organizations.
4.	To explain the methods and techniques used in training.
5.	To understand the relevance of executive development programme.
6.	Identify the major phases of the training and development process.
7.	To learn the various techniques used to evaluate the training programme.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

4.	Understand basic concepts associated with learning process, learning theories, training and development;
5.	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;
6.	Appraise the need for executive development programme.
7.	Design an effective training program, Emerging trends in training and development; and
8.	Examine the methods used to evaluate training programmes, Relevance and usefulness of training expertise in the organizational work environment.

### **Syllabus**

#### **Module 1 (06 lectures)**

Training and Development Concept: Training and Development: Introduction, Need, Objective, Concepts and Rationale of Training and Development , Concepts of Education and Learning, Introduction to motivation through Training, Difference between Training and Development, Challenges to effective training. Components of Training Needs Analysis, Sources of Data for Training Needs Analysis, Needs Assessment Process, Competency Models, Scope of Needs Assessment.

### **Module 2 (06 lectures)**

Types and Methods of Training Program: Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve Types of training, Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training.

### **Module 3 (06 lectures)**

Executive Development: Nature, Methods of Executive Development: On the job and Off the job Importance of Executive Development Process, Executive Development process, Basic requisites and challenges for the success of the Management Development Programmes.. Learning Theories – Principles of Learning, Learning Theories, Learning Process, Instructional Emphasis for Learning Outcomes, , Conditions for Effective Learning, Learning Cycle, and Learning Curve.

### **Module 4 (06 lectures)**

Training Process: Organisation of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; Pre-requisites for designing the training Program, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Needs Assessment: methods and Process. Design of Training Programme – Principles of Training Design, Training Design Process, Outlining Programmed Sequences and Themes, Approaches to Programmed Design.

### **Module 5 (06 lectures)**

Designing, Implementation of Training Programme – Training Delivery Competencies, Trainers and Training Styles, Trainers Role, Trainers Skills, Post training Support for Improved Performance at Work; Training Methods, Training Methods Compared with Objectives; Training Aids. Training Evaluation – Stages of Evaluation, Different Evaluation Models, Donald Kirkpatrick's Evaluation Model, Determining Return on Investment, Measuring Human Capital and Training Activity; The Future of Training and Development: Use of new Technologies for Training Delivery, Emphasis on Speed in Design, Focus on Content and Use of Multiple Delivery Methods, Use of Training Partnerships and Outsourcing Training.

#### **Text books:**

2. S.K. Bhatia, (2007) Training and Development – Concepts and Practices , 1st ed Deep & Deep Publications Pvt. Ltd.
3. Raymond Noe,(2008), Employee Training and Development 4th Ed, Tata McGraw Hill Private Ltd.

#### **Reference Books:**

2. Mamoria& S. V. Gankar, (2004) Personnel Management 24th ed, Himalaya Publishing house.
3. Mirza S. Saiyadain, (2003) Human Resource Management, 3rd ed, Tata McGraw Hill Private Ltd.
4. Dessler, Garry, Human Resource Management, Prentice Hall of India.



5. Aswathappa, K., Human Resource Management-Text and Cases, Tata McGraw Hill
6. Rao, T.V., Future of HRD, Macmillan Publishers India.

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

**Programme Outcome (PO) Attainment Assessment tools & Evaluation**

**Procedure for Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

**Indirect Assessment**

Student Feedback on Faculty

Student Feedback on Programme Outcome

**Mapping of Course Outcomes onto Programme Outcome**

<b>Course</b>				
<b>Outcome</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	L	M	L
<b>2</b>	H	H	H	M
<b>3</b>	H	H	H	H
<b>4</b>	H	L	H	L
<b>5</b>	H	M	H	M

<b>Course Delivery methods</b>
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Projectors	CO1	CD1,CD2,CD3
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD 3	Seminars	CO3	CD1,CD2,CD3
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD3,CD4
CD 5	Laboratory experiments/teaching aids		
CD 6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CD4,CD5
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

Wee kNo.	Lect . No.	T en ta ti ve Da te	Ch. No.	Topics to be covered	Text Boo k/Re fere nces	COs map ped	Actua l Conte ndcov ered	Methodolog y used	Rema rks byfac ulty if any
1	L1		M1	Training and Development Concept, Components of Needs Assessment Process, Competency Models, Scope of Needs Assessment.	1,2,3	CO1		Lecture/PPT Tutorials/As signments	

	L2		M1	Training and Development: Introduction	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L3		M1	Need, Objective, Concepts and Rationale of Training and Development	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4		M1	Concepts of Education and Learning, Introduction to motivation through Training,	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5		M1	Difference between Training and Development, Challenges to effective training	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6		M1	Training Needs Analysis, Sources of Data for Training Needs Analysis,	1,2,3			Lecture/PPT Tutorials/As signments	
3	L7		M2	Types and Methods of Training Program: Overview of Training Methodologies- Logic and Process of Learning;	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8		M2	Principles of Learning;	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9		M 2	Individual differences in learning,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10		M2	learning process, learning curve Types of training,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L11		M2	Methods and techniques of training: On the job and Off the Job methods,	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12		M 2	Trends in Modern Training.	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13		M3	Executive Development: Nature,	1,2,3	CO3		Lecture/PPT Tutorials/As	

				Methods of Executive Development: On the job and Off the job , Basic requisites and challenges for the success of the Management Development Programmes.				signments	
	L14		M3	Importance of Executive Development Process, Executive Development process,	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15		M3	Learning Theories – Principles of Learning, Learning Theories, Learning Process, Instructional Emphasis for Learning Outcomes,	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16		M3	Considerations for Designing Effective Training Programs, Conditions for Effective Learning, Learning Cycle, and Learning Curve	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17		M3	Design of Training Programme – Principles of Training Design, Training Design Process,	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18		M 3	Outlining Programmed Sequences and Themes, Approaches to Programmed Design.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19		M4	Training Process:	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L20		M4	Training design, kinds of training and development programs-competence based and role based training;	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L21		M4	Pre-requisites for designing the training Program,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	

8	L22		M4	Criteria for Identifying Training Needs (Person Analysis, Task Analysis,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	Needs Assessment: methods and Process.	1,2,3	CO4			
	L24		M4	Organisation of Training and Development programs, Organization Analysis),	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
9	L25		M5	Designing, Implementation of Training Programme – Training Delivery Competencies,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L26		M5	Trainers Role, Trainers Skills, Post training Support for Improved Performance at Work;	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L27		M5	Training Methods Compared with Objectives; Training Aids. Training Evaluation – Stages of Evaluation,	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L28		M5	Training Methods, Different Evaluation Models, Donald Kirkpatrick's Evaluation Model, Determining Return on Investment	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L29		M5	Trainers and Training Styles, , Measuring Human Capital and Training Activity;	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M5	The Future of Training and Development: Use of new Technologies for Training Delivery, Emphasis on Speed in Design, Focus on Content and Use of Multiple Delivery Methods, Use of	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

				Training and Training.	Partnerships Outsourcing					
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## MN 427 Industrial and Labour Legislations

### **COURSE INFORMATION SHEET**

**Course code:** MN 427

**Course title:** Industrial and Labour legislations

**Nature of Course:** Lecture

**Pre-requisite(s):** MN116 & MN210

**Co-requisite(s):** NIL

**Credits:**3      **L:**3**T:**0 **P:**0

**Class schedule per week:** 03

**Class:** BBA

**Semester / Level:** V-VII / 3/4

**Name of Teacher:**

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To enumerate the understanding of the Industrial relations and labour legislation frame work in our country.
2.	To illustrate the importance of labour laws and its role to prevent industrial disputes.
3.	To describe the regulative Frame-work prevailing in the Country.
4.	To explain the legal framework for compensation in Indian context.
5.	To explain the protective and social security legal framework in Indian context.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Understand the significance and role of labour law in industrial relations.
2	Establish industrial peace and harmony in an industrial establishment.
3	.Understand the legal framework for compensation management.
4	Provide social security and protective measures to working populations at work place.
5	Develop the policies and rules in organizational settings.

### **Syllabus**

#### **Module 1 (6 lectures)**

Industrial Relations – An Overview of Industrial Relations. Meaning and Scope of Industrial Relations. Evolution of Industrial Relations in India. Impact of globalization on Industrial Relations. International Labour Organisation.

### **Module 2 (8 lectures)**

**Regulative Legislation-** Trade Union Act, 1926- Objective and scope, Registration and Recognition of Trade unions; Industrial Employment (Standing Order) Act, 1946- Objective and scope, Certification of Standing Order, Date of operation, Posting and modification of Standing Order ; The Industrial Disputes Act, 1947- Objective and scope. Definition of Lay off, Retrenchment, Closure, Strike & Lock Out.

### **Module 3 (8 lectures)**

**Wage Legislation-** Payment of Wages Act, 1936- Objective and scope, Responsibility for Payment, Wage periods, Time and mode of payment; Minimum Wages Act, 1948- Objective and scope, Fixing and revising minimum wages, Advisory Board and Central Advisory Board ; Equal Remuneration Act, 1976- Objective and scope, Same work and work of similar nature, Duty of Employer, Advisory Committee.

### **Module 4 (8 lectures)**

**Protective Labour Legislations-** Factories Act 1948-Objective and scope, Provisions related to health, welfare and safety, Shops and Establishment Act, 1948- Objective and scope, Definition of Shops and Establishment, Provisions related to health and welfare.

### **Module 5 (10 lectures)**

**Social Security Legislations-** Employees Compensation Act, 1923 - Objective & Scope, Definitions of Dependent, Disablement, Occupational Diseases, Compensation when payable & when not payable. Employees Provident Fund & Miscellaneous Provisions Act, 1952- Objective & Scope, Schemes under Act - Provident, Pension & Insurance, Establishment of funds & Contribution. Payment of Gratuity Act, 1972- Objective & Scope, Calculation of gratuity, Max. and Min. Gratuity & for feature of gratuity.

### **Suggested Readings:**

#### **Text Books**

1. Industrial Relations, Trade Unions and Labour Legislation by PRN Sinha, Indu Bala Sinha & Seema Priyadarshini, Pearson India Education
2. Industrial Relations by Monnappa, A., New Delhi: Tata McGraw Hill.
3. Labour Laws for Managers By: B.D. Singh 2<sup>nd</sup> edition Excel Books
4. Industrial Relations and Labour Law by Parul Gupta, Sage Publications, N Delhi

#### **Reference Books**

1. Industrial Relations and Labour Laws by S.C. Srivastava, 6<sup>th</sup> Revised Edition, Vikas Publishing House New Delhi.
2. Labour Laws By H.L Kumar Universal Laws Publishing Co. Pvt Ltd New Delhi.
3. Labour Law One Should Know by Ajay Garg, Nabhi Publication, N Delhi.
4. Employee Relations Management by P N Singh & Niraj Kumar, Pearson

#### **Gaps in the syllabus (to meet Industry/Profession requirements)**

#### **Pos met through Gaps in the Syllabus**

#### **Topics beyond syllabus/Advanced topics/Design**



## Pos met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
1.Lecture by use of boards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Mini projects/Projects
5.Laboratory experiments/teaching aids
6.Industrial/guest lectures
7. Industrial visits/in-plant training
8. Self- learning such as use of NPTEL materials and internet
9. Simulation

## **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

### **Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

### **Indirect Assessment**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

## **Mapping between Objectives and Outcomes**

### **Mapping of Course Outcomes onto Program Outcomes**

Course Outcomes	Program Outcomes			
	A	B	C	D
1	L	H	H	M
2	H	L	M	M
3	H	H	H	L
4	L	L	M	M
5	H	H	H	H

Mapping Between Cos and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1, CD2
CD4	Miniprojects/Projects	CO4	CD1, CD3
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD4
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plan training		
CD8	Self-learning such as use of NPTEL materials and internet		
CD9	Simulation		

### Lecture wise Lesson Planning Details.

Week No.	Lect No.	Tentative Date	Md No.	Topics to be covered	Text Book/ Reference	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1, L2, L3		1	An Overview of Industrial Relations. Meaning and Scope of Industrial Relations.	T1, R2	CO1, CO2		Lecture PPT	
2	L4, L5, L6		1	Impact of globalization on Industrial Relations. ILO	T1, T2	CO1, CO2		Lecture PPT	

3	L7, L8, L9		2	Trade Union Act, 1926- Objective and scope , Registration and Recognition of Trade unions;	T1,R2	CO1, CO2		Lecture PPT	
4	L10, L11		2	Industrial Employment (Standing Order) Act, 1946- Objective and scope, Certification of Standing Order, Date of operation, Posting and modification of	R1,T2	CO1, CO2		Lecture PPT	
4 & 5	L12, L13 L14		2	The Industrial Disputes Act, 1947- Objective and scope. Definition of Lay off, Retrenchment, Closure Strike&	T3,R1 R2	CO1, CO2		Lecture PPT	
5& 6	L14, L15		3	Payment of Wages Act, 1936- Objective and scope, Responsibility for Payment, Wage periods, Time and mode of payment.	T1,T2	CO2		Lecture PPT	
6	L16, L17		3	Minimum Wages Act, 1948- Objective and scope, Fixing and revising minimum wages, Advisory Board and Central Advisory Board	T1,R2	CO2		Lecture PPT	

7	L18, L19		3	Equal Remuneration Act, 1976- Objective and scope, Same work and work of similar nature, Duty of Employer, Advisory	T1,R2	CO1, CO2		Lecture PPT	
7 &8	L20, L21, L22		4	Factories Act 1948- Objective and scope, Provisions related to health and welfare	T1,T2	CO1, CO2		Lecture PPT	
8 &9	L23 L24 L25		4	Provisions related to safety; Shops and Establishment Act, 1948- Objective and scope, Definition of Shops and Establishment	T1,R2& R1	CO2		Lecture PPT	
9 &10	L26, L27		4	Shops and Employee s Establishment Act, 1948- Provisions related to health and welfare.	T1,T24 ,R1	CO2		Lecture PPT	
10 &11	L28, L29, L30		5	Employees Compensation Act, 1923 - Objective & Scope, Definitions of Dependent, Disablement, Occupational Diseases	T1,T2, R4	CO2		Lecture PPT	
11	L31		5	Compensation when payable & when not payable.	T2,R1,R2	CO4, CO5		Lecture PPT	

12	L32, L33, L34		5	Employees Provident Fund & Miscellaneous Provisions Act, 1952- Objective & Scope, Schemes under Act - Provident, Pension & Insurance, Establishment of funds & Contribution	T1,T2, T3, R1	CO4, CO5		Lecture PPT,As signme nt	
13	L35  L36 L37		5	Payment of Gratuity Act, 1972- Objective & Scope, Calculation of gratuity, Max. andMin Gratuity & Revision	T4,R1& R4	CO4, CO5		Lecture PPT	
14	L38							Lecture PPT	
14	L39 & L40			Presentation				Lecture PPT ,Assig n ment	

## MN 428 Performance & Compensation Management

### COURSE INFORMATION SHEET

**Course code: MN 428**

**Course title: Performance & Compensation Management**

**Nature of course: Lecture**

**Prerequisite(s): MN 116, MN 210**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace.
2.	To identify the fundamental concepts of Performance management.
3.	To acquire knowledge in measuring performance and managing in organizations.
4.	To understand basics of managing compensation systems of an organization and understand its application.
5.	To understand the various compensation level of employees in the current industries.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	To recognize how performance management decisions help the organization in achieving a competitive advantage.
2.	To analyze, integrate, and apply the knowledge of performance management process in organizations.
3.	Enable to manage performance in organizations.
4.	Design rational and contemporary compensation systems in modern organizations.
5.	Formulate the compensation structure in the organisations.

### **Syllabus**

#### **Module 1- Performance Management (08 lectures)**

Introduction to the concept of Performance Management, Determinants of Performance, Objectives of Performance Management, Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management, Importance of Performance Management, Performance Management System, Diagnosing the causes of Poor Performance, Implementing Performance Management System,

Characteristics of Performance Management System, Goal Setting Theory & Expectancy Theory.

### **Module 2 -Performance Management Process (07 lectures)**

Introduction to Performance Management process, Prerequisites of Performance Management Process, Developing formats and tools, Performance management cycle, Communication of process and follow ups, performance development interventions ,Role of HR, Performance Planning Process, Goal Setting Levels-Individual &Corporate level, Needs for Performance Standards, Performance Measurement /Assessment process.

### **Module 3 -Performance Appraisal (08 lectures)**

Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal ,Performance Appraisal Process, Traditional methods of Performance Appraisal, Modern methods of Performance Appraisal, Importance of Performance Appraisal, Performance feedback and counselling, use of technology and e-PMS, Ethical perspectives in performance appraisal, Need for Employee Development, Methods of Employee Development.

### **Module 4-Compensation Management (07 lectures)**

Introduction to Compensation & Compensation management, Objectives of Compensation management, Principles of Compensation management, Importance of good compensation system, Factors affecting Compensation Policy, Job Evaluation: Meaning of Job Evaluation, Features of Job Evaluation, Importance of Job Evaluation and Methods of Job Evaluation.

### **Module 5- Compensation Structure (08 lectures)**

Introduction to Wage & Salary, Difference between Wage & Salary, Time & Piece Wage concept, Understanding Elements of Compensation Structure (Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, and Stock Options), Understanding Salary Slip, Incentive plans: Features, Individual& Group incentive plans & fringe Benefits, Executive Compensation: Meaning, Components of Pay system, New trends in compensation management.

### **Text books:**

1. Kohil A. S., & Deb T (2008), Performance Management, New Delhi: OXFORD University Press (latest edition).
2. Bhattacharya, D. K., Compensation Management, Second Edition, Oxford University Press.
3. Compensation planning, George T Malkovich& Jerry Newman, McGraw Hill Publication
4. Compensation and reward management, B. D. Singh, Excel Publication

### **Reference books:**

1. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai: Jaico Publishing House
2. Rao, T. V (2007), Performance Management and Appraisal Systems, New Delhi: Response books

3. Armstrong M., and Murlis, H., Reward Management: A handbook of salary administration, Kogan Page, London.
4. Singh, B. D., Compensation and Reward Management, Excel Books.
5. Rao V.S.P, Human Resource Management: Text and cases, Excel Books.

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

**Programme Outcome (PO) Attainment Assessment tools & Evaluation**

**Procedure for Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid sem Examination Marks	25
Quiz(s)	20
Independent teaching Assessment	05

**Indirect Assessment**

Student Feedback on Faculty

Student Feedback on Programme Outcome

**Mapping of Course Outcomes onto Programme Outcome**

<b>Course</b>				
<b>Outcome</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	L	M	L
<b>2</b>	H	H	H	M
<b>3</b>	H	H	H	H
<b>4</b>	H	L	H	L
<b>5</b>	H	M	H	M

<b>Course Delivery methods</b>
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects



Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Mapping between Cos and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Projectors	CO1	CD1,CD2,CD3
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD3
CD 3	Seminars	CO3	CD1,CD2,CD3
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD3,CD4
CD 5	Laboratory experiments/teaching aids		
CD 6	Industrial/guest lectures	CO5	CD1,CD2,CD3,CD4,CD5
CD 7	Industrial visits/in-plant training Self-learning such as use of NPTEL materials and		
CD 8	Internets		
CD 9	Simulation		

### Lecture Wise Lesson Planning:

Week No.	Lecture No.	Te n t a t i v e D a t e	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actua l Conte covered	Methodolog y used	Rema rks by facult y if any
1	L1		M1	Introduction to the	1,2,3	CO1		Lecture/PPT Tutorials/As	

			concept of Performance Management, Determinants of Performance.				signments	
	L2	M1	Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L3	M1	Importance of Performance Management, Performance Management System	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
2	L4	M1	Diagnosing the causes of Poor Performance, Implementing Performance Management System,	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L5	M1	Performance Management Characteristics of Performance Management System	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
	L6	M1	Goal Setting Theory & Expectancy Theory	1,2,3	CO1		Lecture/PPT Tutorials/As signments	
3	L7	M2	Introduction to Performance Management process, Prerequisites of Performance Management Process.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L8	M2	Developing formats and tools.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L9	M 2	Performance management cycle, Communication of process and follow ups.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
4	L10	M2	Performance development	1,2,3	CO2		Lecture/PPT Tutorials/As	

			interventions, Role of HR, Performance Planning Process.				signments	
	L11	M2	Goal Setting Levels- Individual & Corporate level.	1,2,3	CO2		Lecture/PPT Tutorials/As signments	
	L12	M 2	Needs for Performance Standards, Performance Measurement /Assessment process.	1,2,3	CO 2		Lecture/PPT Tutorials/As signments	
5	L13	M3	Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal Ethical perspectives in performance appraisal.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L14	M3	Performance Appraisal Process.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L15	M3	Traditional methods of Performance Appraisal, Modern methods of Performance Appraisal.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
6	L16	M3	Importance of Performance Appraisal, performance feedback and counselling.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L17	M3	Use of technology and e-PMS.	1,2,3	CO3		Lecture/PPT Tutorials/As signments	
	L18	M 3	Need for Employee Development, Methods of Employee Development.	1,2,3	CO 3		Lecture/PPT Tutorials/As signments	
7	L19	M4	Introduction to Compensation & Compensation management,	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L20	M4	Objectives of Compensation management, Principles of Compensation	1,2,3	CO4		Lecture/PPT Tutorials/As signments	

				management.					
	L21		M4	Importance of good compensation system.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
8	L22		M4	Factors affecting Compensation Policy.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
	L23		M4	Job Evaluation: Meaning of Job Evaluation, Features of Job Evaluation.	1,2,3	CO4		Lecture/PPT Tutorials/Ass ignments	
	L24		M4	Importance of Job Evaluation and Methods of Job Evaluation.	1,2,3	CO4		Lecture/PPT Tutorials/As signments	
9	L25		M5	Introduction to Wage & Salary Understanding Salary Slip,.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L26		M5	Difference between Wage & Salary, Time & Piece Wage concept.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L27		M5	Understanding Elements of Compensation Structure (Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, and Stock Options).	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
10	L28		M5	Incentive plans: Features, Individual & Group incentive plans & fringe Benefits.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L29		M5	Executive Compensation: Meaning, Components of Pay system.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	
	L30		M5	New trends in compensation management.	1,2,3	CO5		Lecture/PPT Tutorials/As signments	

**ELECTIVE PAPERS**  
**(DIGITAL MARKETING GROUP)**

## MN 429 Social Media Marketing

### COURSE INFORMATION SHEET

**Course code: MN 429**

**Course title: Social Media Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 212**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the concept of Social Media Marketing and its significance in today's dynamic business scenario. The concept of Content in social media marketing.
2	To have a clear insight about the integration of social media aspects in the Marketing strategy of the company.
3	To explain the concept and significance of Blogs, podcasts and videos for Brand and image building.
4	To introduce to the learner the use of twitter in social media marketing and the related techniques on twitter. Also, to breakdown the mechanism of the use of social media influencers and the benefits they provide to the brand image.
5	To elaborate on the techniques and benefits of using social media platforms such as facebook, YouTube and Instagram for the benefit of the business.

### **COURSE OUTCOMES**

After the completion of the course, students will be able to:

1	To apply the knowledge on the concept of Social Media Marketing and its Significance in today's dynamic business scenario.
2	To demonstrate the skill of how to integrate the social media aspects in the Marketing strategy of the company.
3	To analyze the concept and significance of Blogs, podcasts and videos for Brand and image building.
4	To conceptualize the use of twitter in social media marketing and the related techniques on twitter. Also, the learner would be in a position to understand the use of social media influencers and the benefits they provide to the brand image.
5	To appraise the techniques and benefits of using social media platforms such As facebook, YouTube and Instagram for the benefit of the business.

**Syllabus:****Module 1 (8lectures)**

Introduction to social media- Introduction to Social Media Marketing, The significance of socialmedia marketing in today's business world. Social media Content Management- Touch pointAnalysis,scheduling.

**Module 2 (8lectures)**

Social Media Marketing (SMM) Strategy-Integrating Social Media networks into your marketing strategy. Introduction to Social Media Marketing Plan, Components of Social media Marketing Plan, Integrating multiple social media channels for SMM. Benefits and Challenges of Integrating multiple channels for SMM.

**Module 3 (6lectures)**

Content creation and sharing – Introduction to Blogs, Podcast and Videos, Building the blog-Marketingstrategies on theuse of blogging.

**Module 4 (6lectures)**

Using twitter as a marketing tool by the company. Using twitter as a tool for networking. Role of Social media influencers. How brands get benefited from influencers. Benefits and Challenges of Social Media Influencer Marketing. Using social media influencers effectively

**Module 5 (8lectures)**

Face book and Instagram as tools for Social Media Marketing- Creating groups and Pages, Posts,Paidpromotionads,Contests.UsingYoutubeasavideoplatform-Settingupachannel,managing content, video flow, Google pages for you tube channel, Evaluation of social media marketing effectiveness-Tools and techniques.

**Text Books:**

1. Social Media Marketing for Business 2021- 6 books in 1 – Gary Godin and Allan Kennedy-Atlantic Publishers and Distributors
2. Social Media Marketing –The next generation of business engagement–Dave Evans.

**Reference Books:**

1. The essential social media marketing handbook–Gail .Z Martin-Rupa Publications India

## Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	05
End Semester Examination	50

## Indirect Assessment

1. Student Feedback on Faculty

## Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)			
	A	B	C	D
CO1	H	H	H	M
CO2	H	L	M	L
CO3	M	H	H	M
CO4	L	L	H	H
CO5	H	H	H	L

## Mapping Between Cos and Course Delivery (CD) methods:

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD8 andCD9
CD3	Seminars	CO3	CD1,CD2 andCD5
CD4	Mini Projects/Projects	CO4	CD1,CD5, CD8 and CD9
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2 andCD9
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self-learning such as use of NPTEL Materials and Internets		
CD9	Simulation		



Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs appeared	Actual Content covered	Methodology Used	Remarks by Faculty if any
1	L1		Mod-1	Introduction to social media	1,2,3	1		Lecture PPT	
	L2		Mod-1	Introduction to Social Media Marketing	1,2,3	1		Lecture, PPT,	
	L3		Mod-1	The significance of social media marketing	1,2,3	1		Lecture, PPT,	
2	L4		Mod-1	Social media Marketing in today's business world	1,2,3	1		LecturePPT	
	L5		Mod-1	Social media Content Management	1,2,3	1		LecturePPT	
	L6		Mod-1	Social media Content Analysis	1,2,3	1		LecturePPT	
3	L7		Mod-1	Touch point Analysis	1,2,3	1		LecturePPT	
	L8		Mod-1	Scheduling.	1,2,3	1		LecturePPT	
	L9		Mod-2	Social Media marketing strategy	1,2,3	1		LecturePPT	
4	L10		Mod-2	Integrating Social Media networks into your marketing strategy	1,2,3	1		LecturePPT, Assignment	

	L11		Mod-2	Introduction to Social Media Marketing Plan	1,2,3	2		LecturePPT	
	L12		Mod-2	Components of Social media Marketing Channels	1,2,3	2		LecturePPT	
5	L13		Mod-2	Integrating multiple social media channels for SMM	1,2,3	2		LecturePPT, Case	
	L14		Mod-2	Benefits of Integrating multiple channels for SMM.	1,2,3	2		LecturePPT	
	L15		Mod-2	Challenges of Integrating multiple channels for SMM.	1,2,3	2		LecturePPT	
6	L16		Mod-2	Overcoming the challenges of multiple channels for SMM	1,2,3	2		Lecture PPT, Assignmentt	
	L17		Mod-3	Content creation and sharing	1,2,3	3		LecturePPT	

	L18		Mod-3	Introduction to Blogs	1,2,3	3		LecturePPT	
7	L19		Mod-3	Podcast and Videos	1,2,3	3		LecturePPT	
	L20		Mod-3	Building the blog-Marketing	1,2,3	3		LecturePPT	
	L21		Mod-3	Strategies on the use of social media blogging	1,2,3			LecturePPT	
8	L22		Mod-3	Strategies on the effective social media blogging	1,2,3	3		LecturePPT, Assignment	

	L23		Mod-4	Using twitter as a marketing tool by the company	1,2,3	3		LecturePPT	
	L24		Mod-4	Using twitter as a tool for networking	1,2,3	3		LecturePPT	
9	L25		Mod-4	How brands get benefited from influencers	1,2,3	3		LecturePPT	
	L26		Mod-4	Benefits of Social Media Influencer Marketing.	1,2,3	3		LecturePPT	
	L27		Mod-4	Challenges of Social Media Influencer Marketing.	1,2,3	3		LecturePPT,case	
10	L28		Mod-4	Using social media influencers effectively	1,2,3	4		LecturePPT	
	L29		Mod-5	Facebook and Instagram as tools for Social Media Marketing	1,2,3	4		LecturePPT	
	L30		Mod-5	Creating groups and Pages	1,2,3	4		LecturePPT	
11	L31		Mod-5	Posts, Paid promotion ads	1,2,3	4		LecturePPT,Case	
	L32		Mod-5	Using Youtube as a video Platform	1,2,3	4		LecturePPT	

	L33		Mod-5	Setting up a channel, managing content,	1,2,3	4		LecturePPT,casestudy	
12	L34		Mod-5	Video flow, Google pages for youtube channel	1,2,3	4		LecturePPT	
12	L35		Mod-5	Evaluation of social media marketing	1,2,3	5		Lecture PPT, /assignment	

12	L36		Mod-5	Measuring Effectiveness-Tools and techniques	1,2,3	5		Lecture /assignment	PPT,	
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## MN 430 Content Marketing

### COURSE INFORMATION SHEET

**Course code: MN 430**

**Course title: Content Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 212**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To develop understanding of the basic concepts of content marketing.
2.	To gain an insight in to the concept of content niche and its strategy
3.	To develop content mission statement and on brand content criteria.
4.	To manage the content marketing process.
5	To conduct marketing of the digital content and measure the impact.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	Apply the basic concepts of content marketing and its ecosystem.
2	Analyze concept of content niche and its strategy.
3	Develop content mission statement and on brand content criteria.

4	Enumerate the content creation process. Content types and process.
5	Analyze how social media and other promotion techniques can be used for content marketing.

## Syllabus

### Module 1 (8 lectures):

#### Introduction to Content Marketing:

Meaning, concept, and importance of content marketing along with its ecosystem, designing contents for digital media: video, blogs, and social media posts, the B.E.S.T formula, limitations of content marketing.

### Module 2 (8 lectures):

#### Content niche and strategy:

Content Maturity model, six principles of content marketing, treating content as an asset, building audience personas, defining the engagement cycle, defining content niche.

### Module3 (8 lectures):

#### Content mission & on-brand content Creation:

Developing a content mission statement, the content tilt, developing on-brand content, creating brand ambassadors, enhanced branding through content marketing, Content marketing mission statement.

### Module4 (9 lectures):

#### Managing the Content Process:

Managing the Content creation process, Content Types, finding the content, extracting the content from employees, the Content Platform, the Content channel plan in action.

### Module5 (9 lectures):

#### Marketing and making the Content Work:

Social media for Content marketing, alternative Content Promotion Techniques, measuring the impact of Content marketing, Content audit.

**Text Books:**

1. Get content get customers-Turn Prospects into buyers with content marketing, J. Pulizzi, & N. Barrett,(2009) New York: Tata McGraw Hill Education Private Limited.
2. Content Marketing: Think Like a Publisher-How to use content to Market Online and in social media, RebeccaLieb.(2012), Que Publishing.
3. Epic content marketing-How to tell a different story, break through the clutter and win more customers by marketing less, Pulizzi, J. (2014). Newyork: Tata McGraw Hill Education Private Limited.

**Reference Books:**

1. Content Strategy for the Web.K. Halvorson & M. Rach (2012). Pearson Publishers.
2. Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses, J. Pulizzi,(2015).

**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus  
Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**



Course Outcome#	Program outcomes			
	A	B	C	D
1	H	M	H	H
2	L	L	H	M
3	L	M	H	M
4	H	L	M	H
5	H	M	L	H

**Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures	CO5	CD1,CD2
CD7	Industrial visits/in-plant training		

CD8	Self-learning such as use of NPTEL materials and internets		
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**Lecture wise Lesson planning Details.**

We ek No.	Lect . No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs app ed	Actu al Cont ent cover ed	Methodolo gy used	Rema r ks by Facul ty if any
1	L1		Module 1	Introduction to Content Marketing	T1	CO1		LecturePPT	
	L2		Module 1	Meaning, concept, and of content marketing along with its ecosystem	T1	CO 1		LecturePPT	
	L3		Module 1	importance of content marketing	T1	CO 1		LecturePPT	
2	L4		Module 1	designing contents for digital media: video	T1	CO 1		LecturePPT	

	L5		Module 1	designing contents for blogs	T1	C O1		LecturePPT	
	L6		Module 1	designing contents for social media posts	T1	C O1		LecturePPT	
3	L7		Module 1	designing contents for social media posts	T1	C O1		LecturePPT	
	L8		Module 1	The B.E.S.T formula	T1	C O1		LecturePPT	
	L9		Module 1	The B.E.S.T formula	T1	C O1		LecturePPT	
4	L10		Module 1	limitations of content marketing	T1	C O1		LecturePPT	

	L11		Module 2		T1	C O2		LecturePPT	
	L12		Module 2	Content Niche and Strategy	T1	C O2		LecturePPT	
5	L13		Module 2		T1	C O2		LecturePPT, Assignment	

L14		Module 2		T1	CO2		LecturePPT	
L15		Module 2	Content Maturity model defining content niche	T1	CO2		LecturePPT	

6	L16		Module 2	Six principles of content marketing Defining the engagement cycle	T1	C O2		LecturePPT	
	L17		Module 2	Treating content as an asset Building audience personas,	T2	C O2		LecturePPT	
	L18		Module 3	Content mission & co brand creation	T2	C O3		LecturePPT	
7	L19		Module 3	Developing a content mission statement	T2	C O3		LecturePPT	
	L20,L21		Module 3	The content tilt	T2	C O3		Lecture PPT	
8	L22,L23		Module 3	Developing on-brand content	T1	C O3		LecturePPT	

8	L24		Module 3	creating brand ambassadors	T2	C O3		Lecture PPT ,Assignment	

9	L25		Module 3	enhanced branding through content marketing and its statement	T1	CO3		LecturePPT	
9	L26		Module 4	Managing the Content creation process	T2	CO4		LecturePPT	
9	L27		Module 4	Content Types	T2	CO4		Lecture PPT,case	
10	L28		Module 4	Content Types	T2	CO4		LecturePPT	
	L29		Module 4	Finding the content	T2	CO4		Lecture PPT ,Assignment	
10	L30		Module 4	Extracting the content from employees	T2	CO4		LecturePPT	
11	L31		Module 4	the Content Platform	T1	CO4		LecturePPT	
11	L32		Module 4	the Content Platform	T2	CO4		LecturePPT	
11	L33		Module 4	The Content channel plan in action	T2	CO4		LecturePPT	
12	L34		Module 4	The Content channel plan in action	T2	CO4		LecturePPT	
12	L35		Module 5	Marketing and making the content work	T2	CO5		LecturePPT	

12	L36		Module 5	Social media for Content marketing	T2	C O5		Lecture PPTCase	
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13	L37		Module 5	alternative Content Promotion Techniques	T2	C O5		Lecture PPT ,Assignment	
13	L38		Module 5	alternative Content Promotion Techniques	T2	C O5		LecturePPT	
13	L39		Module 5	alternative Content Promotion Techniques	T2	C O5		LecturePPT	
14	L40		Module 5	measuring the impact of Content marketing	T2	C O5		LecturePPT	
14	L41		Module 5	Content audit.	T2	C O5		LecturePPT	
14	L42		Module 5	Content audit.	T2	C O5		Lecture PPTCase	

15	L43		Module 5		T2	C O5		LecturePPT	
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## MN 431 Mobile & Email Marketing

### COURSE INFORMATION SHEET

**Course code: MN- 431**

**Course title: Mobile & Email Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 212**

**Co- requisite(s): NIL**

**Credits: 3        L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the basic concepts of mobile marketing and mobile applications.
2.	To formulate strategies for mobile marketing, top lanand execute mobile advertising.
3.	To apply email marketing tools.
4.	To develop Email Marketing Conversion Funnels.
5.	To develop email messages, auto responder messages and measure performance of Email marketing.

### **COURSE OUTCOME:**

After the completion of this course, the students will be able to:

1	Demonstrate understanding of mobile marketing and mobile applications.
2	Develop strategies for mobile marketing and execute mobile advertising campaigns.
3	Use email marketing tools.
4	Create Email Marketing Conversion Funnels.
5	Create email messages, auto responder messages and measure the performance of Email marketing.

### **Syllabus**



## **Module1 (5 lectures)**

### **Introduction to Mobile Marketing**

Mobile Operating Systems and App Stores, Mobile Behavior, the Mobile Marketing Opportunity Bidding Farewell to Landlines and Phone Calls, Hello Messaging, Visual Messaging , IM Apps, Designing a Cross-Platform Web Experience, Optimizing for Mobile SEO, How Apps Work, Owning an App, Measuring Success

## **Module2 (7lectures)**

### **Social Media Networks**

Publishing Mobile-Friendly Content, Using Mobile Display, Using Standard Banners, Interstitial Banners, Rich Media Ads, Native Ads, Serving Ads on Social Media, Using Video Ads, Sponsorships, Targeting on Mobile, Streamlining Mobile Ad Planning and Buying, Measuring Success. Using QR Codes as Quick Links to Content, using SMS/MMS/RMM to Push and Pull technique to Access Content, Testing Near-Field Communication, Driving App Engagement with Push Notifications, Engaging App Users, Understanding and applying the N.O.T.E. Framework.

## **Module3 (8lectures)**

### **Email Marketing Tools**

Introduction to Email Marketing Tools, Processes, and Terminology, The Role of Email in an Integrated Marketing Plan. **Choosing Your Tools:** Contact Management, Message Design and Setup, Content and Delivery, Email Management, Account Administration and Help, Making Your Final Decision

Selecting an Email Marketing Funnel, How to Build an Email Marketing. Develop Relevant Opt-In Offers, Create Effective Online Opt-In Forms, Drive Targeted Visitors to Your Online Opt-In Forms, Show Your Offer to Your Visitors, Improve the Results of Your Online Opt-In Forms

## **Module4 (9 lectures)**

### **Developing an Email Marketing Conversion Funnel**

Key Considerations and Steps in an developing Email Marketing Conversion Funnel, Email Conversion Funnels for Acquiring, Nurturing, Selling, Re-nurturing and Improving Email Conversions.

How to Get Information to Use for Segmentation Strategies to Improves Relevance and Results, Unique Segmentation Strategies for B2B Companies, Using Personalization and Dynamic Content Strategies, Segmentation Improves Relevance and Results

**Module5 (7 lectures)**

**Writing an Email Message:**

Writing Different Types of Email Marketing Messages, Improving Copy and Email Marketing Results. Creating Auto responder Strategy: Auto responder Offers, Triggers. Integrating Auto responders into Overall Email Marketing Strategy. Measuring performance of Email marketing strategy through Key Performance Indicators (KPIs), Testing Email Messages to Improve Performance, Connecting Results with Goals.

**Text books:**

1. A beginner’s guide to mobile marketing, M. Garris & K.E. Mishra (2017), Business Expert Press.
2. Ultimate Guide to Email Marketing for Business, S. Gunelius (2018), Entrepreneur Press.

**Reference book:**

1. Email marketing in a digital world: The basics and beyond, R.C. Hanna, J. Smith & S.D. Swain (2016), Business Expert Press.

**Gaps in the syllabus (to meet Industry/Profession**

**requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/ LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments / teaching aids
Industrial/guest lectures
Field visits/on-site training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping of Course Outcomes on to Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
1	M	H	H	H
2	H	H	H	H
3	H	M	H	H
4	H	M	H	H
5	H	H	H	H

**Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2, CD3, CD4, CD5
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD3, CD4

				,CD5
CD3	Seminars		CO3	CD1, CD2,CD3,CD4 ,CD5
CD4	Mini projects/Projects		CO4	CD1,CD2,CD3, CD4,CD5
CD5	Laboratory experiments/teaching aids		CO5	CD1, CD2,CD3,CD4 ,CD5

CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self-learning such as use of NPTEL materials and internets			
CD9	Simulation			

**Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Ten tative Date	Ch. No.	Topics to be covered	Text Book / Refere nces	CO s Map pe d	Actual Content covered	Method olog yUsed	Remar ks by faculty if any
1,2	L1, L2,L 3,L4, L5			<b>Introduction to Mobile Marketing</b> Mobile Operating Systems and App Stores, Mobile Behavior, the Mobile Marketing Opportunity Bidding Farewell to Landlines and Phone Calls, Hello Messaging, Visual Messaging , IM Apps, Designing a Cross-Platform Web Experience, Optimizing for Mobile SEO, How Apps Work, Owning an	T1,T2, R1	CO1		Lecture PPT	

				App, Measuring Success					
2, 3	L6-12			<p><b>Social Media Networks</b>  Publishing Mobile-Friendly Content, Using Mobile Display, Using Standard Banners, Interstitial Banners, Rich Media Ads, Native Ads, Serving Ads on Social Media, Using Video Ads, Sponsorships, Targeting on Mobile, Streamlining Mobile Ad Planning and Buying, Measuring Success. Using QR Codes as Quick Links to Content, using SMS/MMS/RMM to Push and Pull technique to Access Content, Testing Near-Field Communication, Driving App Engagement with Push Notifications, Engaging App Users, Understanding and applying the N.O.T.E. Framework.</p>	T1,T2, R1	CO2		Lecture PPT	
4-6	L13-20			<p><b>Email Marketing Tools</b>  Introduction to Email Marketing Tools, Processes, and Terminology, The Role of Email in an Integrated Marketing Plan. Choosing Your Tools: Contact Management, Message</p>	T1,T2, R1	CO3		Lecture PPT	

				<p>Design and Setup, Content and Delivery, Email Management, Account Administration and Help, Making Your Final decision.</p> <p>Selecting an Email Marketing Funnel, How to Build an Email Marketing. Develop Relevant Opt-In Offers, Create Effective Online Opt-In Forms, Drive Targeted Visitors to Your Online Opt-In Forms, Show Your Offer to Your Visitors, Improve the Results of Your Online Opt-In Forms</p>				
7-10	L21-30			<p>Key Considerations and Steps in an developing Email Marketing Conversion Funnel, Email Conversion Funnels for Acquiring, Nurturing, Selling, Re-nurturing and Improving Email conversion.</p> <p>How to Get Information to Use for Segmentation Strategies to Improves Relevance and Results, Unique Segmentation Strategies for B2B Companies, Using Personalization and Dynamic Content Strategies, Segmentation Improves Relevance and Results</p>	T1, T2, T3, R1	CO4		Lecture PPT
11-15	L 31-			<p><b>Writing an Email Message:</b> Writing Different Types</p>	T1, T2,	CO5		Lecture

36			<p>of Email Marketing Messages, Copy and Marketing Results. Improving Email Marketing Results. Creating Auto responder Strategy: Auto responder Offers, Triggers. Integrating Auto responders into Overall Email Marketing Strategy. Measuring performance of Email marketing strategy through Key Performance Indicators (KPIs), Testing Email Messages to Improve Performance, Connecting Results with Goals.</p>	T3, R1			PPT	
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## MN 432 Digital Marketing Analytics

### COURSE INFORMATION SHEET

**Course code: MN432**

**Course title: Digital Marketing Analytics**

**Nature of course: Lecture**

**Prerequisite(s): MN 212**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the Fundamentals of Digital Marketing analytics
2	To Classify various components of the Digital Marketing analytics
3	To analyze Digital Marketing analytics
4	To Formulate Strategies based on the Digital Marketing analytics
5	To Evaluate the Performance of Digital Marketing analytics Organization through Digital Marketing analytics

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	Understanding fundamentals and Role of Digital Marketing analytics
2	Learning the Applications of Social Media Analytics
3	Planning and formulating Brand Analysis in Digital Marketing
4	Analyzing applicability Digital Advertising analytics
5	Understanding Web Analytics and Applying the various Digital Marketing analytics strategies

### **Syllabus:**

**Module1: Introduction to Digital Marketing Analytics (6 lectures)** Digital Marketing Measurement Framework: Objectives, Key Performance Indicators (KPIs), Metrics. Owned Social Metrics, Earned Social Media Metrics, Real Time Analytics, Social Media Listening, Digital Analysis Ecosystem.



**Module2: Social Media Analytics (7 lectures)**

Social metrics: Reach, Impression, Engagement Rate, video Metrics, Efficiency Metrics (similar metrics for all social media platforms – Facebook, Twitter, LinkedIn, Instagram, and YouTube).

**Module3: Brand Analysis in Digital Marketing:(7 lectures)**

Brand Analysis in Digital Age, Share of Voice, Share of Audience, Share of Search, Total Audience Attention, Total Audience Engagement, Brand and Consumer Alignment.

**Module4: Digital Advertising analytics: (7 lectures)**

Digital Advertising Concepts, Searching for Right Metrics (Paid vs Organic search Results), Budget for Social Media Campaigns, Primary research for Digital Campaigns: Brand perception. Return on Investment: Return on Engagement, Return on Influence, Return on Experience.

**Module5: Web Analytics: (9 lectures)**

Importance of Web Analytics, Visits, Unique page views, Bounce Rate, Pages per visit, Traffic sources, Conversion. Paid Campaign insights, Methods of Capturing Website Data, Google Analytics, Traffic Sources analysis: Search Engine Optimization, Google Ads: Campaigns, Keyword Report, Matched Queries Report, Keyword Positions Report, Navigation Summary, In-Page Analytics.

**Text Books:**

1. Hemann, C., Burbary, K. (2019), Digital Marketing Analytics, Second Edition, Pearson.
2. Clifton, B. (2012), Advanced Web Metrics with Google Analytics, 3<sup>rd</sup> Edition, Wiley.
3. Gupta, S. (2020), Digital Marketing, Ed. 2nd, McGraw-Hill Education

**Reference Books:**

1. Tuten, T. L., Solomon, M. R., (2013), Social Media Marketing, Pearson Education
2. Ganis, M, Kohirkar, A., Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, IBM Press.

**Gaps in the syllabus (to meet Industry /Profession requirements) Pos met through Gaps in the Syllabus Topics beyond syllabus /Advanced topics /Design  
Pos met through Topics beyond syllabus/Advanced topics/ Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures

Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet

### **Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

#### **Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

#### **Mapping between Objectives and Outcomes**

#### **Mapping of Course Outcomes on to Program Outcomes**

Course Outcome	Program outcomes			
	A	B	C	D
1	H	M	M	H
2	M	L	H	M
3	H	M	H	M
4	H	L	M	L
5	M	M	H	H

#### **Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures	CO5	CD1,CD2
CD7	Industrial visits/in-plant training		

CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs appeared	Actual Content covered	Methodology Used	Remarks by Faculty if any
1	L1		Mod-1	Digital Marketing Measurement Framework: Objectives	1,2,3,4,5	1		LecturePPT	
	L2		Mod-1	Key Performance Indicators (KPIs), Metrics.	1,2,3,4,5	1		Lecture,PPT,	
	L3		Mod-1	Owned Social Metrics, Earned Social Media Metrics	1,2,3,4,5	1		Lecture,PPT,	
2	L4		Mod-1	Real Time Analytics	1,2,3,4,5	1		LecturePPT	
	L5		Mod-1	Social Media Listening	1,2,3,4,5	1		LecturePPT	
	L6		Mod-1	Digital Analysis Ecosystem.		1		LecturePPT	
3	L7		Mod-2	Social metrics: Reach, Impression	1,2,3,4,5	1		LecturePPT	
	L8		Mod-2	Engagement Rate	1,2,3,4,5	1		LecturePPT	
	L9		Mod-2	Video Metrics	1,2,3,4,5	1		LecturePPT	
4	L10		Mod-2	Efficiency Metrics	1,2,3,4,5	1		LecturePPT, Assignment	

	L11		Mod-2	Metrics for all social media platforms – Facebook, Twitter, LinkedIn, Instagram, and YouTube	1,2,3,4,5	2		LecturePPT	
	L12		Mod-2	Metrics for all social media platforms – LinkedIn, Instagram, and YouTube	1,2,3,4,5	2		LecturePPT	
5	L13		Mod-2	Metrics for all social media platforms–and YouTube	1,2,3,4,5	2		LecturePPT, Case	
	L14		Mod-3	Brand Analysis in Digital Age	1,2,3,4,5	2		LecturePPT	
	L15		Mod-3	Share of Voice	1,2,3,4,5	2		LecturePPT	
6	L16		Mod-3	Share of Audience	1,2,3,4,5	2		Lecture PPT, Assignmentt	
	L17		Mod-3	Share of Search		3		LecturePPT	
	L18		Mod-3	Total Audience Attention	1,2,3,4,5	3		LecturePPT	
7	L19		Mod-3	Total Audience Engagement,	1,2,3,4,5	3		LecturePPT	
	L20		Mod-3	Brand and Consumer Alignment.	1,2,3,4,5	3		LecturePPT	
	L21		Mod-4	Digital Advertising Concepts	1,2,3,4,5			LecturePPT	
8	L22		Mod-4	Searching for Right Metrics (Paid vs Organic search Results),	1,2,3,4,5	3		LecturePPT, Assignment	

	L23		Mod-4	Budget for Social Media Campaigns	1,2,3,4,5	3		LecturePPT	
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	L24		Mod-4	Primary research for Digital Campaigns: Brand perception.	1,2,3,4,5	3		LecturePPT	
9	L25		Mod-4	Return on Investment: Return on Engagement	1,2,3,4,5	3		LecturePPT	
	L26		Mod-4	Return on Influence	1,2,3,4,5	3		LecturePPT	
	L27		Mod-4	Return on Experience	1,2,3,4,5	3		LecturePPT,case	
10	L28		Mod-5	Importance of Web Analytics	1,2,3,4,5	4		LecturePPT	
	L29		Mod-5	Visits, Unique page views Bounce Rate, Pages per visit	1,2,3,4,5	4		LecturePPT	
	L30		Mod-5	Traffic sources, Conversion.		4		Lecture PPT	
11	L31		Mod-5	Paid Campaign insights,	1,2,3,4,5	4		Lecture PPT,Case	
	L32		Mod-5	Methods of Capturing Website Data	1,2,3,4,5	4		LecturePPT	
	L33		Mod-5	Google Analytics: Traffic Sources analysis	1,2,3,4,5	4		Lecture PPT,casestudy	
12	L34		Mod-5	Search Engine Optimization Data	1,2,3,4,5	4		LecturePPT	
12	L35		Mod-5	Google Ads: Campaigns, Keyword Report	1,2,3,4,5	5		Lecture PPT, /assignment	

12	L36		Mod-5	Matched Queries Report, Keyword Positions Report Navigation Summary, In-Analytics.	1,2,3,4,5	5		Lecture PPT, /assignment	
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## MN 433 Search Engine Optimization and Marketing

### COURSE INFORMATION SHEET

**Course code: MN 433**

**Course title: Search Engine Optimization and Marketing**

**Nature of course: Lecture**

**Prerequisite(s): MN 212**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	To understand the Fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
2	To Classify various components of the SEO and SEM
3	To analyze the On Page and Off Page SEO Strategies
4	To Formulate SEO and SEM Strategy
5	To Evaluate the Performance of SEO and SEM

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	Understanding Search Engine Optimization
2	Understanding the applications of Various Techniques of SEO and SEM.
3	Planning and Implementing the Off Page Search Engine Optimization
4	Analyzing applicability Search Engine Marketing
5	Applying the various Search Engine Advertising Techniques

### **Syllabus:**

#### **Module1: Introduction to Search Engine Optimization (SEO) (6 Lectures)**

Search Engine: Concept, Mechanism, Working of Search Engines, Concept of Search Engine Optimization, Google Boat (Google Crawler), Role and Importance of SEO in Digital Marketing.

## **Module2: SEO Techniques: (9 Lectures)**

On page SEO: Title Optimization, Meta data, Meta Description, Mega tags and their effect on SEO, Website architecture Optimization, Website Planning, Content Optimization: Use of Keywords, Keyword Density, Optimizing various stags and Key words.

## **Module3: Off Page SEO: (7 Lectures)**

Off Page SEO: Authority and Hubs, Back linking, Blog Posts, Commenting, Press Release, Directories, Forums, Article Promotion and Syndication, Unnatural Links.

## **Module4: Introduction to Search Engine Marketing (SEM) (7 Lectures)**

Concept and Need of Search Engine Marketing, Difference between SEO and SEM, Concept and difference between Search and Display Advertising, Role of Search Engine Marketing in Digital Driven Business World

## **Module5: Search Engine Advertising (7 Lectures)**

Search Engine Advertising, Understanding Ad Placement: Top, Side, Bottom, Search and Shopping Ads, Keyword Targeting, Search Terms and Auction. Search Engine Ad Insights and Analytics.

### **Text Books:**

1. Mauresmo, K(2017)SEOGuide: Search Engine Optimization Guide for Beginners, Create space Independent Pub, 4th edition
2. Mike Moran, BillHunt, Search Engine Marketing: Driving Search Traffic to Your Company's Website, Pearson Education. 2<sup>nd</sup>Edition.
- 3.Enge,E.,Spencer,S.andStricchiola,J.(2015),TheArtofSEO:MasteringSearchEng ineOptimization,

### **Reference Books:**

1. Gupta,S.(2020),DigitalMarketing,Ed.2nd,McGraw-HillEducation
2. David,S.Pay-Per-Click Search Engine Marketing, WileyIndiaPvt. Ltd



**Gaps in the syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome</b>	<b>Program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	H	M	M	H
2	M	L	H	M
3	H	M	H	M
4	H	L	M	L

5	M	M	H	H
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Mapping Between Cos and Course Delivery (CD) methods				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1,CD2
CD3	Seminars		CO3	CD1,CD2
CD4	Mini projects/Projects		CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids		CO5	CD1,CD2
CD6	Industrial/guest lectures		CO5	CD1,CD2
CD7	Industrial visits/in-plant training			
CD8	Self-learning such as use of NPTEL materials And internets			
CD9	Simulation			

#### Lecture wise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs appeared	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		Mod-1	Search Engine: Concept, Mechanism	1,2,3,4,5	1		LecturePPT	
	L2		Mod-1	Working of Search Engines	1,2,3,4,5	1		Lecture,PPT,	
	L3		Mod-1	Working of Search Engines	1,2,3,4,5	1		Lecture,PPT,	
2	L4		Mod-1	Concept of Search Engine Optimization	1,2,3,4,5	1		LecturePPT	
	L5		Mod-1	Google Boat (Google	1,2,3,4,5	1		LecturePPT	

				Crawler)					
	L6		Mod-1	Role and Importance of SEO in Digital Marketing.		1		LecturePPT	
3	L7		Mod-2	On page SEO: Title Optimization	1,2,3,4,5	1		LecturePPT	
	L8		Mod-2	Metadata, Meta Description, Mega tags And their effect on SEO	1,2,3,4,5	1		LecturePPT	
	L9		Mod-2	Website architecture Optimization	1,2,3,4,5	1		LecturePPT	
4	L10		Mod-2	Website Planning	1,2,3,4,5	1		LecturePPT, Assignment	
	L11		Mod-2	Content Optimization: Use of Keywords	1,2,3,4,5	2		LecturePPT	

	L12		Mod-2	Content Optimization: Use of Keywords	1,2,3,4,5	2		LecturePPT	
5	L13		Mod-2	Keyword Density	1,2,3,4,5	2		LecturePPT, Case	
	L14		Mod-2	Optimize Title Tags	1,2,3,4,5	2		LecturePPT	
	L15		Mod-2	Optimizing various tags and Keywords.	1,2,3,4,5	2		LecturePPT	
6	L16		Mod-3	Off Page SEO: Authority and Hubs	1,2,3,4,5	2		Lecture PPT, Assignment	
	L17		Mod-	Back linking		3		LecturePPT	

			3					
	L18		Mod-3	Blog Posts	1,2,3,4,5	3		LecturePPT
7	L19		Mod-3	Commenting ,Press Release	1,2,3,4,5	3		LecturePPT
	L20		Mod-3	Directories, Forums	1,2,3,4,5	3		LecturePPT
	L21		Mod-3	Article Promotion And Syndication	1,2,3,4,5			LecturePPT
8	L22		Mod-	Unnatural Links	1,2,3,4,	3		LecturePPT,

**ELECTIVE PAPERS**  
**(BUSINESS ANALYTICS GROUP)**

## MN 434 Data Visualization for Managers

### COURSE INFORMATION SHEET

**Course code: MN- 434**

**Course title: Data Visualization for Managers**

**Nature of course: Lecture**

**Prerequisite(s): MN 205**

**Co- requisite(s): NIL**

**Credits: 3      L:2 T:0 P:2**

**Class schedule per week: 04**

Class: BBA

Semester / Level: V-VII/ 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To Know the basics of data visualization.
2.	To introduce visual perception and core skills for visual analysis.
3.	To translate and present data and data correlations in a simple way.
4.	To have an understanding of various tools and techniques for creating data visualizations.
5.	Learn to wisely use various visualization structures such as tables, Graphs, spatial data, time-varying data, tree and network, etc.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

CO1	Demonstrate understanding of Data Visualization and key Terms.
CO2	Demonstrate skills on creating visual representation for different kind of real-world Data.
CO3	Contribution of data visualization techniques in the decision-making process.
CO4	Demonstrate understanding of Visualization classification and its techniques
CO5	Propose data visualization solutions for various level of an organizations.

### **Syllabus**

#### **Module 1 (8 lectures)**

Introduction to data visualization, History of data visualization, importance of data visualization in data science, Principles of data visualization, Visual mapping and Elements of data visualization. Common tools and techniques for creating data visualizations.

**Module 2 (8 lectures)**

Introduction of various charts and graphs, Design principles for charts and graphs, The do's and don'ts of charts and graphs making. The process of creating visualizations and selecting the appropriate visual display.

**Module 3 (8 lectures)**

Visualization as exploration, visualizing categorical data, Visualizing time series data, Visualizing Geospatial data, Visualizing multiple variables.

**Module 4 (8 lectures)**

Introduction of Dashboard design, various types of Dashboards, Interactive visualizations, Story Telling through Data.

**Module 5 (8 lectures)**

Visualization of groups, trees, graphs, clusters, networks. Data science use cases for data visualization.

**Text Books:**

1. Wong, D. (2011). The Wall Street Journal guide to information graphics: The dos and don'ts of presenting data, facts and figures. New York: W.W. Norton & Company. Available at theNYU Bookstore
2. Yau, N. (2013), Data Points: Visualization that the means something. Indianapolis: O'Reilly available at the NYU Bookstore.
3. Kieran Healy, Data Visualization: A Practical Introduction, 1st Edition,2018

**Reference Books:**

1. Few, S. (2006). Information dashboard design: The effective visual communication of data. Sebastopol: O'Reilly.
2. Ware, C & Kaufman, M. (2008). Visual thinking for design. Burlington: Morgan Kaufmann Publishers.
3. Ward, Grinstein Keim, Interactive Data Visualization: Foundations, Techniques, and Applications. Natick: A K Peters, Ltd. 1st Edition,2014

**Gaps in the syllabus (to meet Industry**

**/Profession requirements) Pos met through Gaps**

**in the Syllabus**

**Topics beyond syllabus /Advanced topics/ Design**

Pos met through Topics beyond syllabus/ Advanced topics/Design

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz (s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
CO1	H	L	M	L
CO2	H	H	H	M
CO3	H	H	H	H
CO4	H	L	H	L
CO5	H	M	H	M



<b>Mapping Between Cos and Course Delivery(CD)methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4
CD3	Seminars	CO3	CD1
CD4	Mini projects/Projects	CO4	CD1, CD2, CD5,CD8
CD5	Laboratory experiments/ teaching aids	CO5	CD1, CD2, CD3,CD4,CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

**Lecture wise Lesson planning Details.**

<b>We ek No.</b>	<b>Lectu re Num ber</b>	<b>Ch. No.</b>	<b>Topics to be covered</b>	<b>Text / Refe renc e Boo k</b>	<b>Cos Mapped</b>	<b>Act ual Conte nt Cove red</b>	<b>Methodology used</b>	<b>Re ma rks</b>
1	1-4	Mod-1	Introduction to data visualization, History of data visualization, importance of data visualization in data science, Principles of data visualization	T2, T3, R3	CO1		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
2	5-8	Mod-1	Visual mapping and Elements of data visualization. Common tools and techniques for creating data visualizations.	T1, T3, R1, R3	CO1		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
3	9-12	Mod-2	Introduction of	T1,	CO2		Lecture/ PPT	

			various charts and graphs, Design principles for charts and graphs,	T3, R1, R3			/Assignments/ Self Learning/ Practical Demo	
4	13-16	Mod-2	The do's and don'ts of charts and graphs making. The process of creating visualizations and selecting the appropriate visual display.	T1, T3, R3	CO2		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
5	17-20	Mod-3	Visualization as exploration, visualizing categorical data, Visualizing time series data	T1, T2, T3, R1, R2	CO3, CO4		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
6	21-24	Mod-3	Visualizing Geospatial data, Visualizing multiple variables.	T1, T2, T3, R1, R2	CO2, CO3, CO4		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
7	25-28	Mod-4	Introduction of Dashboard design, various types of Dashboards	T1, T3, R1, R3	CO1, CO2, CO3,		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
8	29-32	Mod-4	Interactive visualizations, Story Telling through Data.	T1, T3, R1, R3	CO2, CO5		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
9	33-36	Mod-5	Visualization of groups, trees, graphs, clusters, networks.	T1, T3, R1, R3	CO2 CO4 CO5		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	
10	37-40	Mod-5	Data science use cases for data visualization.	T2, T3, R1, R2 R3	CO2 CO4 CO5		Lecture/ PPT /Assignments/ Self Learning/ Practical Demo	

**MN 435 Data Mining**

**COURSE INFORMATION SHEET**

**Course code: MN 435**

**Course title: Data Mining**

**Nature of course: Lecture**

**Prerequisite(s): MN 205**

**Co- requisite(s): NIL**

**Credits: 3      L:3 T:0 P:0**

**Class schedule per week: 03**

Class: BBA

Semester / Level: V-VII/3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

**COURSE OBJECTIVE:**

This course enables the students:

1. Understand the need of data mining activities and apply pre-processing methods on raw data.
2. To introduce the basic concepts of measures used in Data Mining.
3. To understand the basic principles of association analysis, frequent item sets generation and association rules.
4. To understand techniques for classification using decision trees and evaluate models' performance.
5. To familiarize the various clustering methods and advanced concepts of web mining, spatial mining.

**COURSE OUTCOME:**

After the completion of this course, students will be able to:

1. Describe data mining fundamentals, issues related to access and retrieval of data, applications and activities.
2. Understand and calculate distance measures for various attributes.
3. Understand, explain and solve frequent item sets and association rules.
4. Design and evaluate the classification model to be used in real life problems, keeping in view social impacts of data mining.
5. Understand, explain and apply clustering methods.

**Syllabus:**

### **Module 1 (8 Lectures)**

**Introduction:** Data Mining. Data Mining functionalities. Data mining tasks. Types of data: Attribute and Measurement. Types of Data Sets. Major issues in Data Mining. Data Preprocessing – Data cleaning, Data Integration, Data Transformation, Data Reduction, Data Discretization.

### **Module 2 (6 Lectures)**

**Measures of Similarity and Dissimilarity:** Basics. Similarity and Dissimilarity between Simple Attributes. Dissimilarities between Data Objects. Similarities between Data Objects. Examples of Proximity Measures. Issues in Proximity Calculation. Selecting the Right Proximity Measure.

### **Module 3 (8 Lectures)**

**Association Analysis:** Basic Concepts. Market Basket Analysis. Frequent Item set Generation. The Apriori Principle. Frequent Item set Generation in the Apriori Algorithm. Candidate Generation and Pruning Support Counting. Rule Generation. From association analysis to correlation analysis.

### **Module 4 (9 Lectures)**

**Classification:** Basic Concepts and Techniques. General Framework for Classification. Decision Tree Classifier. A Basic Algorithm to Build a Decision Tree. Attribute Selection Measures. Methods for Expressing Attribute Test Conditions. Characteristics of Decision Tree Classifiers. Naïve Bayes Classifiers. Model Evaluation techniques.

### **Module 5 (9 Lectures)**

**Clustering Techniques:** Cluster Analysis. Clustering Methods. Partitioning Methods – K-Means. Hierarchical Methods- Agglomerative and Divisive. Density Based Methods. Outlier Analysis. Introduction to Advanced Topics: Web Mining, Spatial Mining and Temporal Mining

#### **Text Book:**

1. Jiawei Han & Micheline Kamber “Data Mining Concepts & Techniques”, Morgan Kauffman Publisher.
2. Tan Pang-Ning, Steinbach Michael, and Kumar Vipin , “Introduction to Data Mining”, Pearson Education, New Delhi.

#### **Reference Book:**

1. Dunham, H.M & Sridhar S., “Data Mining”, Pearson Education.
2. Mohammed J. Zaki, Wagner Meira, Jr., Data Mining and Machine Learning: Fundamental Concepts and Algorithms, Cambridge University Press.

**Gaps in the Syllabus (to meet Industry/Profession requirements)**

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

**Indirect Assessment**

5. Student Feedback on Faculty
6. Student Feedback on Course Outcome

Mapping between Cos and Program Outcomes

<b>Course Outcome #</b>	<b>Program Outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	M	M	L
<b>2</b>	M	H	M	L
<b>3</b>	M	H	M	L
<b>4</b>	H	H	H	H
<b>5</b>	M	H	H	L

**Correlation Levels 1, 2 or 3 as defined below:**

1:Slight (Low) 2:Moderate(Medium) 3:Substantial(High)

### Mapping Between Cos and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD7, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD9
CD3	Seminars	CO3	CD1, CD2, CD3, CD9
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD3, CD6, CD7
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD3, CD6
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self-learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture Wise Lesson Planning

Week No.	Lect. No.	Tentative Date	Topics to be covered	Text Book/References	COs mapped	Methodology used
1	L1		<b>Introduction:</b> Data Mining. Data Mining functionalities.	T1/T2	1	PPT/ Board
	L2		Data mining tasks. Types of data: Attribute and Measurement.	T1/T2	1	PPT/ Board
	L3		Types of Data Sets. Major issues in Data Mining.	T1	1	PPT/ Board
	L4		Data Pre processing – Data cleaning,	T1	1	PPT/ Board
	L5		Data Integration,	T1	1	PPT/ Board
	L6		Data Transformation,	T1	1	PPT/ Board
	L7		Data Reduction,	T1	1	PPT/ Board
	L8		Data Discretization.	T1	1	PPT/ Board
2	L9		<b>Measures of Similarity and Dissimilarity:</b> Basics. Similarity between Simple Attributes.	T1/T2	2	Board

	L10		Dissimilarity between Simple Attributes.	T1/T2	2	Board
	L11		Dissimilarities between Data Objects.	T1/T2	2	Board
	L12		Similarities between Data Objects.	T1/T2	2	Board
	L13		Examples of Proximity Measures. Issues in Proximity Calculation.	T1/T2	2	Board/Tutorials
	L14		Selecting the Right Proximity Measure.	T1/T2	2	PPT/ Board
3	L15		<b>Association Analysis:</b> Basic Concepts. Market Basket Analysis.	T1/T2	3	PPT/ Board
	L16		Frequent Item set Generation.	T1/T2	3	PPT/ Board
	L17		The Apriori Principle.	T1/T2	3	PPT/ Board
	L18		Frequent Item set Generation in the Apriori Algorithm.	T1/T2	3	Board/Tutorials
	L19		Candidate Generation and Pruning Support Counting.	T1/T2	3	PPT/ Board
	L20		Rule Generation.	T1/T2	3	PPT/ Board
	L21		From association analysis to correlation analysis.	T1	3	Board
	L22				3	PPT/ Board
4	L23		<b>Classification:</b> Basic Concepts and Techniques.	T1/T2	4	PPT/ Board
	L24		General Framework for Classification. Decision Tree Classifier.	T1/T2	4	PPT/ Board
	L25		A Basic Algorithm to Build a Decision Tree.	T1/T2	4	PPT/ Board
	L26		Attribute Selection Measures.	T1/T2	4	Board/ Tutorials
	L27		Methods for Expressing Attribute Test Conditions.	T2	4	PPT/ Board
	L28		Characteristics of Decision Tree Classifiers.	T2	4	PPT/ Board

	L29		Naïve Bayes Classifiers.	T1/T2	4	Board
	L30		Naïve Bayes Classifiers.	T1/T2	4	Board/ Tutorials
	L31		Model Evaluation techniques.	T1/T2	4	PPT/ Board
5	L32		<b>Clustering Techniques:</b> Cluster Analysis. Clustering Methods.	T1/T2	5	PPT/ Board
	L33		Partitioning Methods – K-Means.	T1/T2	5	PPT/ Board
	L34		Hierarchical Methods-Agglomerative	T1/T2	5	PPT/ Board/ Tutorials
	L35		Hierarchical Methods-Divisive	T1/T2	5	PPT/ Board/ Tutorials
	L36		Density Based Methods.	T1/T2	5	PPT/ Board
	L37		Outlier Analysis.	T1/T2	5	PPT/ Board
	L38		Introduction to Advanced Topics: Web Mining,	T1/T2	5	PPT/ Board
	L39		Spatial Mining and	T1/T2	5	PPT/ Board
	L40		Temporal Mining	T1/T2	5	PPT/ Board



## MN 436 DATABASE MANAGEMENT SYSTEMS (DBMS)

### COURSE INFORMATION SHEET

**Course code:** MN- 436

**Course title:** DATABASE MANAGEMENT SYSTEMS

**Nature of course:** Lecture

**Prerequisite(s):** MN 205

**Co- requisite(s):** NIL

**Credits:** 3      **L:2 T:0 P:2**

**Class schedule per week:** 04

Class: BBA

Semester / Level: V-VII/ 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1.	To understand the structure of databases
2.	To understand relational data models and how to create a database
3.	To learn transaction processing in databases
4.	To understand how concurrency control is performed in a database.
5.	To understand fault tolerance and reliability of database.

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1.	Design a database for a given set of requirements.
2.	Use SQL.
3.	Apply normalization techniques on given database.
4.	Have idea of the backend activities involved in extracting data from a database.
5.	Have knowledge of transaction and concurrency control mechanisms in a database management system.

### **Syllabus:**

#### **Module 1 : Introduction : (9 Lectures)**

Purpose of Database Systems, View of Data, Data Models, Database Languages, Relational Database, Database Architecture.

**Module 2 : Relational Data Models and Languages: (9 Lectures)**

Basic Concepts, Constraints, Keys, Entity-Relationship Diagram, Weak Entity Sets, Extended E-R Features, Reduction of an E-R Diagram to Tables

**Module 3 : Relational-Database Design: (9 Lectures)**

Pitfalls in Relational-Database Design, Functional Dependencies, Decomposition, Desirable Properties of Decomposition

**Module 4 : Relational-Database Design: (9 Lectures)**

First Normal Form, Second Normal Form, Third normal Form, Boyce-Codd Normal Form, Fourth Normal Form and More Normal Forms.

**Module 5 : Transactions and Concurrency Control: (9 Lectures)**

Transaction Concept, Transaction State, Desirable Properties of Transactions, Concurrent Executions, Serializability, Recoverability, Lock-Based Protocols.

**Text Books:**

1. “Database System Concepts”, Silberschatz, Korth, & Sudarshan, 7<sup>th</sup> Edition, McGrawHill, 2019.

**Reference Books:**

1. “Fundamentals of Database Systems”, Elmasri, & Navathe, 6<sup>th</sup> Edition, Pearson Education.

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial Visits/In-plant training
Self- learning such as use of NPTEL materials and internets

**Gaps in the Syllabus (to meet Industry/Profession requirements)**

**Pos met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**Pos met through Topics beyond syllabus/Advanced topics/Design**

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure****Direct Assessment:**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

### Indirect Assessment

1. Student Feedback on course outcome

### Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
CO1	H	L	H	H
CO2	H	H	H	M
CO3	H	M	L	H
CO4	H	M	H	H
CO5	H	M	H	M

Correlation Levels 1, 2 or 3 as defined below:

**1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)**

### Mapping Between Cos and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD8and CD9
CD3	Seminars	CO3	CD1,CD2and CD5
CD4	Mini Projects/Projects	CO4	CD1,CD5,CD8andCD9
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1,CD2and CD9
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		1	Purpose of Database Systems,		CO1		PPT/Chalk	
	L2		1	View of Data,				- Board/Educational Videos/Case	
	L3		1	View of Data,				Study etc.	
2	L4		1	Data Models,					
	L5		1				CO2		

						CO3			
	L6		1	Database Languages, Relational Database,		CO1		PPT/Chalk	
3	L7		1					- Board/Educational Videos/Case	
	L8		1					Study etc.	
	L9		1	Database Architecture		CO5		PPT/Chalk	
4	L10		2	Basic Concepts,				-	

	L11		2			CO1		Board/Educational Videos/Case Study etc.	
	L12		2	Constraints,		CO2		PPT/Chalk	
5	L13		2	Keys, Entity-Relationship Diagram, Weak Entity Sets,				Board/Educational Videos/Case	
	L14		2					Study etc/Seminar	
	L15		2	Extended E-R Features,				PPT/Chalk	
6	L16		2					- Board/Educational	
	L17		3	Reduction of an E-R Diagram to Tables		CO1		Board/Educational Videos/Case Study etc.	
	L18		3	Reduction of an E-R Diagram to Tables				PPT/Chalk	
7	L19		3	Pitfalls in Relational-Database Design,				- Board/Educational Videos/Case	
	L20		3						Study etc.

	L21		3	Functional Dependencies,		CO2		PPT/Chalk	
8	L22		3	Decomposition,				- Board/Educational	
	L23		3	Desirable Properties of Decomposition		CO3		Board/Educational Videos/Case Study etc./Mini	



							Videos/	
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	L38		5	Transaction State,		CO4		Case Study etc.	
	L39		5	Desirable Properties of Transactions,				PPT/Chalk	
14	L40		5					-	
	L41		5					Board/Educational Videos/Case Study/ Self-learning such as use of NPTEL Materials and internets	
15	L42			Concurrent Executions, Serializability, Recoverability, Lock-Based Protocols		CO5		Tutorials/Assignments/Industrial/guest lectures	
	L43								
	L44								
	L45								

## MN 437 Data Science Using R

### COURSE INFORMATION SHEET

**Course code:** MN 437  
**Course title:** Data Science Using R  
**Nature of course:** Lecture  
**Prerequisite(s):** MN 205  
**Co- requisite(s):** NIL  
**Credits:** 3      **L:2 T:0 P:2**  
**Class schedule per week:** 04  
Class: BBA  
Semester / Level: V-VII/ 3/4  
Branch: MANAGEMENT (BBA)  
Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

A.	To know about the R language
B.	Understand applications, advantages, and limitations of various data types
C.	Real life use of data analytics using R language
D.	Doing projects on analytics using R language
E.	Use R as a tool to develop data-driven business process

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

CO1	Basic concepts of R programming
CO2	Classify features of R programming and skills for various data analytics tools
CO3	Apply the knowledge gained for their project work as well as to develop some statistical applications
CO4	Implement R programming for various data science applications
CO5	Devise R programming-based projects on data science

### **Syllabus**



**Module 1: Essential of R Programming (8 Lectures)**

Installing R and R Studio, Data types of R, Control Structures, Looping, Mathematical functions available in R, Writing and running R scripts, Basic packages of R

**Module 2: Exploratory Data Analysis in R (8 Lectures)**

Measures of central tendency, measures of dispersion, skewness, kurtosis, summary tables, cumulative statistics, contingency table

**Module 3: Graphical Analysis in R (8 Lectures)**

One-dimensional analysis using bar plot, pie chart, histogram, box plot, Two-dimensional analysis using scatter diagram

**Module 4: Data Manipulation and Component Extraction(8 Lectures)**

Data frame and matrix objects, adding rows and columns, factors, summary and group summary using apply(), lapply(), tapply(), Data transformation, Handling missing values

**Module 5: Predictive Analysis in R (8 Lectures)**

Linear regression, decision tree, random forest

**Text Book:**

1. Beginning R: The Statistical Programming Language by Mark Gardener, John Wiley & Sons, Inc., 2012
2. The Book of R: A First Course in Programming and Statistics by Tilman M. Davies, No Starch Press, 2016
3. R Programming for Data Science by Roger Peng, Lulu.com, 2012

**Reference Book:**

1. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data by Hadley Wickham, O'REILLY, 2017
2. R for Everyone by Jared P. Lander, Pearson Education India, 2014

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure****Direct Assessment**

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

### Indirect Assessment

2. Student Feedback on Faculty
3. Student Feedback on Course Outcome

### Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes			
	A	B	C	D
CO1	3	1	2	1
CO2	3	2	2	1
CO3	3	3	3	2
CO4	3	3	3	2
CO5	2	2	2	3

L = Low, M = Medium, H = High

### Mapping Between Cos and Course Delivery (CD) methods

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Methods
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2, CD4, CD5, CD6, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5, CD6, CD8
CD3	Seminars	CO3	CD1, CD2, CD4, CD5
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD4, CD5
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2, CD3, CD8
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self-learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### Lecture wise Lesson Planning Details

Week No.	Lecture No.	Tentative Date	Ch. No.	Topics to be Covered	Text Books / References	COs Mapped	Actual Content Covered	Methodology Used	Remarks by Faculty (if any)
1	1-3		Module 1	Installing R and R Studio, Data types of R, Control Structures	T1 , T2, T3	CO1		PPT, Chalk – Board, Assignment , Self-Learning	
2	4-8		Module 1	Looping, Mathematical functions available in R, Writing and running R scripts, Basic packages of R	T1 , T2, T3	CO1		PPT, Chalk – Board, Assignment , Self-Learning	
3	9-12		Module 2	Measures of central tendency, measures of dispersion, skewness	T1 , T2, T3	CO2		PPT, Chalk – Board, Assignment , Self-Learning	
4	13-16		Module 2	Kurtosis, summary tables, cumulative statistics, contingency table	T1 , T2, T3	CO2		PPT, Chalk – Board, Assignment , Self-Learning	
5	17-20		Module 3	One-dimensional analysis using histogram, bar plot, pie chart, box plot	T1 , T2, T3	CO3		PPT, Chalk – Board, Assignment , Self-Learning	
6	21-24		Module 3	Two-dimensional analysis using scatter	T1 , T2, T3	CO3		PPT, Chalk – Board, Assignment , Self-	

				plot				Learning	
7	25-28		Module 4	Data frame and matrix objects, adding rows and columns, factors	T1 , T2, T3	CO4		PPT, Chalk – Board, Assignment , Self-Learning	
8	29-32		Module 4	Summary and group summary using apply(), lapply(), tapply(), Data transformation, Handling missing values	T1 , T2, T3	CO4		PPT, Chalk – Board, Assignment , Self-Learning	
9	33-40		Module 5	Linear regression	T1 , T2, T3	CO5		PPT, Chalk – Board, Assignment , Self-Learning	
10	28-30		Module 5	Decision tree, random forest	T1 , T2, T3	CO5		PPT, Chalk – Board, Assignment , Self-Learning	

## MN 438 Marketing Analytics

### COURSE INFORMATION SHEET

**Course code: MN- 438**

**Course title: Marketing Analytics**

**Nature of course: Lecture**

**Prerequisite(s): MN 205**

**Co- requisite(s): NIL**

**Credits: 3      L:2 T:0 P:2**

**Class schedule per week: 04**

Class: BBA

Semester / Level: V-VII / 3/4

Branch: MANAGEMENT (BBA)

Name of Teacher:

### **COURSE OBJECTIVE:**

This course enables the students:

1	Understanding the Fundamental Concepts of Data and Measurement
2	Use analytic approaches in Pricing
3	Accurately predict the cause of movements in sales/ demand etc.
4	Justify use of a particular marketing analytic approach and Reporting to Non-technical audience
5	Use fundamental web analytics and Social Media Analytics principles

### **COURSE OUTCOME:**

After the completion of this course, students will be able to:

1	Understanding nature of data and measurement scales for marketing analytics
2	Analyzing applications pricing, price building, price optimization.
3	Planning and formulating various predictive marketing analytics strategies for decision making
4	Applying Retail Data Analytics for Decision Making in modern retail organizations.
5	Understanding how to handle the applications of social media Analytics

### **Syllabus**

**Module 1: Introduction, Nature of Data, Measurement in Marketing (8 Lectures)**

Introduction to Marketing Analytics, Role of Marketing analytics in marketing Decision Making, Nature of Data: Cross Sectional Data, Time Series Data, Panel Data. Quantitative and Qualitative Data. Measurement: Nominal, Ordinal, Interval and Ratio. Choosing appropriate Statistical Technique as per the nature and measurement of data.

**Module 2: Pricing in Marketing Analytics (5 Lectures)**

Pricing, Estimating Demand Curves and Optimize Price, Price bundling: Concept and Practical Applications.

**Module 3: Predictive Analytics and Marketing: (7 Lectures)**

Analytics Approach in Forecasting Marketing and Sales Data Forecasting, Correlation, Simple Regression, Multiple Regression to Forecast sales. Concept of Multi co linearity, Removing Multi co linearity.

**Module 4: Analytics of Important Marketing Decisions (7 Lectures)**

Product Decisions: Conjoint Analysis, Marketing Segmentation: Cluster Analysis, Customer Lifetime Value Analysis (CLV), Concept of Churn Rate, Retention Rate, Lifetime Value, Discounting Rate, Advertising and Promotion Analytics, Analyzing advertising campaigns data, Measuring the effectiveness of Advertising.

**Module 5: Retail and Social Media Analytics (9 Lectures)**

Retail Analytics: RFM Analysis, Market Basket Analysis, Social Media Analytics (Facebook, Youtube and Twitter). Social media Analytics and Web Analytics Terminologies Reach, Impressions, CTR, Engagement Rate.

**Text Books:**

1. Winston, W.L., Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley; 1<sup>st</sup> edition (2014).
2. Digital Marketing Analytics, Chuck Hemann and Ken Burbary
3. Maity, M., Gurazada, P., Marketing Analytics - For Strategic Decision-Making 1 Edition(Paperback, Moutusy Maity, Pavankumar Gurazada), Oxford University Press(2021)

**Reference Books:**

1. Malhotra, N., Das, S., Marketing Research: An Applied Orientation, Seventh Edition, Pearson Education;Seventh edition (2019).
2. Emmett,C.John, Retail Analytics, Wiley & Sons Inc.

**Gaps in the syllabus (to meet Industry/Profession requirements) Pos met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**Pos met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internets
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment:**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program outcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
1	L	M	M	H
2	H	L	H	M
3	H	M	H	M
4	H	L	M	L

5	H	M	H	H
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**Mapping Between Cos and Course Delivery (CD) methods**

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2
CD4	Mini projects/Projects	CO4	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2
CD6	Industrial/guest lectures	CO5	CD1,CD2
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials And internets		

CD9	Simulation			
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**Lecture wise Lesson Planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs appeared	Actual Content covered	Methodology Used	Remarks by Faculty if any
1	L1		Mod-1	Introduction to Marketing Analytics	1,2,3,4,5	1		LecturePPT	
	L2		Mod-1	Role of Marketing analytics in marketing Decision Making	1,2,3,4,5	1		Lecture,PPT,	



	L3		Mod-1	Nature of Data: Cross Sectional Data	1,2,3,4,5	1		Lecture,PPT,	
2	L4		Mod-1	Time Series Data, Panel Data	1,2,3,4,5	1		LecturePPT	
	L5		Mod-1	Quantitative and Qualitative Data	1,2,3,4,5	1		LecturePPT	
	L6		Mod-1	Measurement: Nominal, Ordinal		1		LecturePPT	
3	L7		Mod-1	Interval and Ratio.	1,2,3,4,5	1		LecturePPT	
	L8		Mod-1	Choosing appropriate Statistical Technique as Per the nature and Measurement of data.	1,2,3,4,5	1		LecturePPT	
	L9		Mod-2	Pricing: Estimating Demand Curves	1,2,3,4,5	1		LecturePPT	
4	L10		Mod-2	Optimize Price: Concept	1,2,3,4,5	1		LecturePPT, Assignment	

	L11		Mod-2	Optimizing Price Through Solver	1,2,3,4,5	2		LecturePPT	
	L12		Mod-2	Price bundling: Concept	1,2,3,4,5	2		LecturePPT	
5	L13		Mod-2	Price Bundling: Applications.	1,2,3,4,5	2		LecturePPT, Case	
	L14		Mod-3	Analytic Approach in Forecasting	1,2,3,4,5	2		LecturePPT	

	L15		Mod-3	Marketing and Sales Data Forecasting	1,2,3,4,5	2		LecturePPT	
6	L16		Mod-3	Correlation	1,2,3,4,5	2		Lecture PPT, Assignment	
	L17		Mod-3	Simple Regression to Forecast sales		3		LecturePPT	
	L18		Mod-3	Multiple Regression to Forecast sales	1,2,3,4,5	3		LecturePPT	
7	L19		Mod-3	Concept of Multi co linearity	1,2,3,4,5	3		LecturePPT	
	L20		Mod-3	Removing Multi co linearity.	1,2,3,4,5	3		LecturePPT	
	L21		Mod-4	Product Decisions: Conjoint Analysis	1,2,3,4,5			LecturePPT	
8	L22		Mod-4	Marketing Segmentation: Cluster Analysis	1,2,3,4,5	3		LecturePPT, Assignment	
	L23		Mod-4	Customer Lifetime Value Analysis	1,2,3,4,5	3		LecturePPT	

	L24		Mod-4	Concept of Churn Rate, Retention Rate, Lifetime Value, Discounting Rate	1,2,3,4,5	3		LecturePPT	
9	L25		Mod-4	Advertising and Promotion Analytics	1,2,3,4,5	3		LecturePPT	
	L26		Mod-4	Analyzing advertising campaigns data	1,2,3,4,5	3		LecturePPT	

	L27		Mod-4	Measuring the effectiveness of Advertising.	1,2,3,4,5	3		Lecture PPT	
10	L28		Mod-5	Retail Analytics	1,2,3,4,5	3		Lecture PPT, case	
	L29		Mod-5	RFM Analysis	1,2,3,4,5	4		Lecture PPT	
	L30		Mod-5	Market Basket Analysis		4		Lecture PPT	
11	L31		Mod-5	Social Media Analytics: Facebook,	1,2,3,4,5	4		Lecture PPT, Case	
	L32		Mod-5	Social Media Analytics: Twitter	1,2,3,4,5	4		Lecture PPT	
	L33		Mod-5	Social Media Analytics: Youtube	1,2,3,4,5	4		Lecture PPT, casestudy	
12	L34		Mod-5	Introduction to Web Analytics	1,2,3,4,5	4		Lecture PPT	
12	L35		Mod-5	Social media Analytics And Web Analytics Terminologies	1,2,3,4,5	5		Lecture PPT, /assignment	
12	L36		Mod-5	Reach, Impressions, CTR, Engagement Rate.	1,2,3,4,5	5		Lecture PPT, /assignment	