



## **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 analyse complex issues pertaining to contemporary organisations.
- B. Initiate and participate in change process and value creation across all levels.
- C. Identify suitable resources and utilise them optimally.
- D. Take decisions with commitment to professional ethics and responsibilities.

SEM I

(Programme Core)

**MT -101 General Principles of Management**

**COURSE INFORMATION SHEET**

Course code:MT -101  
Course title: General Principles of Management  
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: BBA  
Name of Teacher:

**COURSE OBJECTIVE**

**This course enables the students:**

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

**Course Outcomes**

After the completion of this course, students will able 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: (9 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: (9 lectures)**

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

### **Module 4: Staffing & Controlling: (7 lectures)**

Definition, Process of staffing, Meaning & Need of Control, Controlling Process, Types of Control Devices.

### **Module 5: Directing: (9 lectures)**

Meaning of Motivation, Motivational theories - Maslow Hierarchy of Need Theory & Herzberg Two Factor Theory Leadership Definition, Characteristics (referring few theories of leadership)

## **Text books:**

1. Koontz, H. and Wehrich, H (1998) & (2001) Essentials Of Management (Tata McGraw 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

**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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcomes			
	A	B	C	D
<b>1</b>	H	L	H	H
<b>2</b>	H	-	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 -Board/ Educational Videos/ Case Study etc.	
	L2		1	Managerial Roles					
	L3		1	Managerial skills and Levels					
2	L4		1	Basic Functions of Management		CO 2			
	L5		1						

						CO3				
	L6		1	Evolution of Management Thoughts		CO1		PPT /Chalk		
3	L7		1						-Board/ Educational	
	L8		1						Videos/ Case Study etc.	
	L9		1	Trends and Challenges		CO5		PPT /Chalk		
4	L10		2	Definition, Nature, Importance,		CO1		-Board/ Educational		
	L11		2						Videos/ Case Study etc.	
	L12		2	Types of Planning,		CO2		PPT /Chalk		
5	L13		2	Steps in Planning,		CO1		-Board/ Educational		
	L14		2						Videos/ Case Study etc/Seminar	
	L15		2	Planning Premises		CO1		PPT /Chalk		
6	L16		2						-Board/ Educational	
	L17		3	Concept, Definition,		CO1		Videos/ Case Study etc.		
	L18		3					PPT /Chalk		
7	L19		3	Formal and Informal Organisation		CO1		-Board/ Educational		
	L20		3						Videos/ Case Study etc.	

	L21		3	Organizational Structure		CO2		PPT /Chalk	
8	L22		3						-Board/ Educational
	L23		3	Span of Management,		CO3		Videos/ Case Study etc./Mini Projects	
	L24		3	Delegation of authority				PPT /Chalk	
9	L25		3					-Board/ Educational	
	L26		4	Definition,			Videos/ Case Study etc.		
	L27		4	Process of staffing			PPT /Chalk		
10	L28		4						
	L29		4						-Board/ Educational
	L30		4	Need of Control			Videos/ Case Study etc.		
11	L31		4	Controlling Process					
	L32		4	Types of Control Devices					
	L33		5	Meaning of Motivation,				PPT /Chalk	
12	L34		5	Motivational theories				-Board/ Educational	
	L35		5					Videos/ Case Study etc.	
	L36		5	Motivational theories continued				PPT /Chalk	
13	L37		5	Leadership				-Board/ Educational Videos/	

	L38		5	Definition		CO4		Case Study etc.	
	L39		5	Leadership Theories				PPT /Chalk	
14	L40		5					-Board/ Educational	
	L41		5					Videos/ Case Study / Self-learning such as use of NPTEL materials and internets	
15	L42			Revision		CO5		Tutorials/As signments/ Industrial/gu est lectures	
	L43								
	L44								
	L45								

### MT102 Business Statistics

#### COURSE INFORMATION SHEET

Course code: MT102  
 Course title: Business Statistics  
 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: I / 1  
 Branch: Management

Name of Teacher:

### **Course Objectives**

This course enables the students:

A.	To understand the importance of data and how to collect, organise and summarise 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 the result of data analysis.
E.	To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

### **Course Outcomes**

After the completion of this course, students will be 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: Introduction to Statistics:(Lecture 8)**

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: Measures of Central Tendency: (Lecture 12)**

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

#### **Module – 3: Measures of Dispersion: (Lecture 12)**

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: Correlation and Regression Analysis ( for ungrouped data ):(Lecture 12)**

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 coefficients and its properties. Numerical exercises.

#### **Module – 5: Business Forecasting through Time Series Analysis:(Lecture 12)**

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).

#### **Reference 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) 7<sup>th</sup> ed.
3. Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham-Mumbai) 1<sup>st</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 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	-	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		

### 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	1-4		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	5-8		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	9-12		Mod-2	Graphs of Frequency Distribution. Numerical exercises.	T1,T2 , R1	CO1, CO4		Lecture/PP T	
4	13-16		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	17-20		Mod-2	Harmonic Mean, Median, Mode: properties, merits & demerits. Numerical exercises.	T1,T2 , R1	CO2, CO3, CO4		Lecture/PP T	
6	21-24		Mod-3	Need for measuring dispersion of data; Range, Mean Absolute Deviation: properties, merits and demerits. Numerical exercises.	T1,T2 , R1	CO2, CO3, CO4, CO5		Lecture/PP T/Guest Lectures/Seminars	
7	25-28		Mod-3	Quartile Deviation, Standard deviation: properties, merits and demerits. Numerical exercises.	T1,T2 , R1	CO2, CO3, CO4		Lecture/PP T/Self Learning	
8	29-32		Mod-3	Coefficient of Variation: their properties, merits and demerits. Numerical exercises.	T1,T2 , R1	CO3, CO4, CO5		Lecture/PP T/Guest Lectures	
9	33-36		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	37-40		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	41-44		Mod-4	Regression coefficients and its properties. Numerical exercises.	T1, T2, R1, R2	CO2, CO3, CO4		Lecture/PP T	
12	45-48		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	49-52		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	52-56		Mod-5	Method of Semi-averages. Numerical exercises.	T1, T2, R1, R3	CO2, CO3, CO4		Lecture/PP T/Self Learning	

### MT103 Introduction To Business Accounting

#### COURSE INFORMATION SHEET

**Course code: MT103**

**Course title: Introduction To Business Accounting**

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

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

**Credits: 03    L: 3    T: 0    P: 0**

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: I/1**

**Branch: Management**

**Name of Teacher:**

### Course Objectives

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 organisation
D.	To understand the preparation of accounting for non-profit organization.
E.	To provide the knowledge of bills of exchange transaction and bank reconciliation statement.

### Course Outcomes

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

1.	Demonstrate the role of accounting in business in economic world.
2.	Explain the principles of accounting and book keeping.
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 organisation
5.	Determine the processes of billing in business and banking transaction.

### Syllabus

#### Module I (9 Lectures)

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

#### Module II (9 Lectures)

**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 III (9 Lectures)**

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 IV (9 Lectures)**

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

**Module V (9 Lectures)**

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

**Text books:**

- 1) Hanif and Mukherjee (2003), Modern Accountancy Volume 1, Tata McGraw Hill Publishing Company limited, New Delhi, 2<sup>nd</sup> ed.
- 2) Grewal, T.S (2003) Introduction to Accountancy; S. Chand & Company Ltd.
- 3) Tulsian P. C., Financial Accounting, Pearson, sixteenth impression, 2015

**Reference books:**

- 1) Robert. N .Anthony., David .F .Hawkins., Kenneth .A .Merchant.(2004). Accounting Text and Cases, Tata McGraw Hill Publishing Company Limited, New Delhi, 11<sup>th</sup> ed.
- 2) Frank wood .& Alan Sangster. (2008). Business Accounting, Pearson education limited, 11<sup>th</sup> ed. (3,4,)

**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 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	CD1 and CD2

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 Digi 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	Subdivision of journal-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 and their Classification, Uses and Limitations of	T1,3, R2	CO2		Lecture / Chalk-Board	

				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/ Chalk -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 and Payments Accounts, Income and Expenditure Account problems	T1,	CO4		Lecture/ Chalk -Board, Tutorials/Assign ments	
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	

## MT 104 Computerised Accounting Lab

### COURSE INFORMATION SHEET

Course code: MT 104

Course title: Computerised Accounting Lab

Pre-requisite(s): NIL

Co- requisite(s): NIL

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

Class schedule per week: 4

Class: BBA

Semester / Level: I/1

Branch: Management

Name of Teacher:

### Course Objectives

This course enables the students:

A.	To understand the nature, significance and objectives of accounting and its growing importance.
B.	To analyse and understand the need of the 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 Outcomes

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

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

### Syllabus

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

Introduction to Computerized accounting, Essentials of computerized accounting, Features of Computerized Accounting, Advantages and Disadvantages of computerized accounting, Computerised Vs Manual accounting

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

Features of Accounting Package, Getting functional with Accounting Package, Creation /Setting up of company.

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

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 classes)**

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 classes)**

Preparation of various books - Purchase books, Purchase return book, Sales book, Sales return book, Cash book Closing stock and other stock adjustment, Trial balance, Depreciation and other Adjustment entries, Profit and loss account and Balance sheet Text Books

### **Text books:**

1. Frankwood., & Alan Sangster. (2008). Business Accounting, Pearson education limited. 11th ed.(1,3,4,5,6,7)
2. J.R.Monga (2004). Financial Accounting concepts and application, Volume -1: Text. Mayoor paperbacks. 18th ed. (1,7)

### **Reference 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 ed.
2. Hanif and Mukherjee (2003), Modern Accountancy Volume 2, Tata McGraw Hill Publishing Company limited, New Delhi, 2nd 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>
Day to day performance & Lab files	30
Quiz (s)	15
Viva	15
End Semester Examination	25
Viva Voce	15

#### **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	H	M	M
2	H	M	M	M
	H	M	M	M
4	H	L	L	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
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD4, CD5
CD 4	Mini projects/Projects	CO4	CD1, CD5,
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD5,
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	1-2		<b>Mod 1</b>	Introduction to Computerized accounti	T1, T2 R1, R2	CO1, CO2		PPT Digi Class/Chalk-Board	

				ng, Essentials of computerized accounting,					
2	3-4		<b>Mod 1</b>	Features of Computerized Accounting, Advantages and Disadvantages of computerized accounting, Computerised Vs Manual accounting	T1, T2 R1, R2	CO1, CO2		PPT Digi Class/Chalk-Board/ Lab.	
3	5-6		<b>Mod 1</b>	Advantages and Disadvantages of computerized accounting, Computerised Vs Manual accounting	T1, T2 R1, R2	CO1, CO2, CO3		PPT Digi Class/Chalk-Board/ Lab, Mini project	
4	7-8		<b>Mod 2</b>	Features of Account	T1, T2 R1,	CO1, CO2, CO3		PPT Digi Class/Chalk -	

				ing Package, Getting functional with Accounting Package,	R2			Board/Lab./Guest Lect.	
5	9-10		<b>Mod 2</b>	Creation /Setting up of company .	T1, T2 R1, R2	CO1, CO2, CO3		PPT Digi Class/Chalk -Board/ Lab./Guest Lect./	
6	11-12		<b>Mod 3</b>	Types of Vouchers - Contra voucher,	T1, T2 R1, R2	CO2, CO3, CO4		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
7	13-14		<b>Mod 3</b>	payment voucher, receipt voucher, sales voucher.	T1, T2 R1, R2	CO2, CO3, CO4		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
8	15-16		<b>Mod 3</b>	Editing and Deleting of vouchers voucher numbering and customizing of vouchers .	T1, T2 R1, R2	CO2, CO3, CO4		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
9	17-18		<b>Mod 4</b>	Creation of accounts and grouping of accounts ,	T1, T2 R1, R2	CO2, CO4, CO5		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
10	19-20		<b>Mod 4</b>	Single group	T1, T2	CO1, CO3,		PPT Digi Class/Chalk	

				and multiple groups.	R1, R2	CO4		-Board/ Lab./Guest Lect.	
11	21-22		<b>Mod 4</b>	entering of transaction and preparation of Ledger.	T1, T2, R1, R2	CO2, CO3, CO5		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
12	23-24		<b>Mod 5</b>	Preparation of various books - Purchase books, Purchase return book,	T1, T2, R1, R2	CO1, CO3, CO5		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
13	25-26		<b>Mod 5</b>	Sales book, Sales return book, Cash book Closing stock and other stock adjustment, Trial balance,	T1, T2, R1, R2	CO2, CO4, CO5		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	
14	27-28		<b>Mod 5</b>	Depreciation and other Adjustment entries, Profit and loss account and Balance sheet	T1, T2, R1, R2	CO1, CO3, CO4		PPT Digi Class/Chalk -Board/ Lab./Guest Lect.	

				Text Books				
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**MT 132 Communication Skills I**  
**COURSE INFORMATION SHEET**

**Course code: MT 132**  
**Course title: Communication Skills I**  
**Pre-requisite(s): NIL**  
**Co- requisite(s): NIL**  
**Credits: 1.5 L: T: 0 P: 3**  
**Class schedule per week: 3**  
**Class:**  
**Level: 1 (First Year)**  
**Name of Teacher:**

**Course Objectives**

This course enables the students:

A.	To demonstrate ability to listen to and comprehend complex speech in English, listen to explanations, descriptions, messages, news 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 Outcomes**

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

1.	Communicate confidently in English with their peers and teachers in the immediate environment and with colleagues, clients, etc. in their future workplaces
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 workplaces; 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:

- T1. Communication Skills IInd edition, Sanjay Kumar & PushpLata, Oxford University Press
- T2. Business Correspondence and Report Writing,R.C.Sharma, Krishna Mohan.Mcgraw Hill
- T3. Communication for Business,Shirley Taylor, V.Chandra, Pearson
- T4. Basic Business Communication- .Lesikar I Flatley, McGraw Hill.
- T5. Business Communication Today ,Bovee, Thill and Chatterjee, Pearson

Coursebook: *Interchange 5 edition Level 3*, Jack C. Richards, Jonathan Hull, Susan Proctor, Cambridge University Press

Components: Student's Book with online self-study (print/online bundle)

CEFR level: B1

## MT106 Fundamental of Computing

### COURSE INFORMATION SHEET

Course code: MT106  
Course title: Fundamentals of Computing  
Pre-requisite(s): NIL  
Co- requisite(s):NIL  
Credits: 04 L:03 T: 0 P: 02  
Class schedule per week:  
Class: BBA  
Semester / Level: I/1  
Branch:BBA  
Name of Teacher:

### Course Objectives

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 Outcomes

After the completion of this course, students will be 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.

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## Syllabus

### **Module 1:Computer Basics and Languages (9 lectures)**

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

### **Module 2: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.

### **Module 3: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.

### **Module 4: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.

### **Module 5: 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.

### **Text Books:**

1. ITL ESL. *Introduction to Computer Science*. Pearson, New Delhi.
2. O'Brien & James. *Introduction to Information System*. McGraw-Hill.

### **Reference 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 procedur**

**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	L
2	M	L	M	M
	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
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.**

Wee k No.	Lec t. No.	Ten tative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actua l Content covered	Methodolog y used	Rema rks by faculty if any
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1	3		Mod-1	Models of a Computer Systems, Characteristics of Computers.	T1, R1			PPT Digi Class/Chalk-Board,	
2	4		Mod-1	Problem Solving. Why Programming Language?, Assembly Language.	T1, R1			PPT Digi Class/Chalk-Board	
3	2		Mod-1, Mod-2	High-level Language, Compiling High-level Language.	T1, R1			PPT Digi Class/Chalk-Board, Lab	
4	3		Mod-2	Some High-level Languages. Representation of Characters in Computers.	T1, R1			PPT Digi 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			PPT Digi Class/Chalk-Board, Lab	
7	3		Mod-2, Mod-3	Conversion between Different Number Systems. Binary Addition, Binary Subtraction	T1, R1			PPT Digi Class/Chalk-Board	
8	3		Mod-3	Signed Numbers, Two's Complement Representation of Numbers. Addition/Subtraction of Numbers in 2's Complement Notation.	T1, R1			PPT Digi Class/Chalk-Board	
9	4		Mod-3	Binary Multiplication,	T1, R1			PPT Digi Class/Chalk	

				Binary Division. Description of Computer Input Units Other Input Methods, Computer Output Units. Cell Memory Organization Read-only Memory				-Board, Lab	
10	3		Mod-4	Serial-access Memory Physical Devices Used to Construct Memory	T1, R1			PPT Digi Class/Chalk -Board, Lab	
11	6		Mod-4, Mod-5	Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives. Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks	T1, R1			PPT Digi Class/Chalk -Board, Lab	
12	3		Mod-5	Why We Need an OS, Batch OS, Multiprogrammi ng OS.	T1, R1			PPT Digi Class/Chalk -Board, Lab	
13	3		Mod-5	Time-Sharing OS, Unix OS.	T1, R1			PPT Digi Class/Chalk -Board, Lab	

**SEM II**  
**(Programme Core)**  
**MT 107 Organisational Behaviour**

**COURSE INFORMATION SHEET**

**Course code: MT107**  
**Course title: ORGANISATIONAL BEHAVIOUR**  
**Pre-requisite(s):NIL**  
**Co- requisite(s):NIL**  
**Credits: 03 L:3 T:0 P: 0**  
**Class schedule per week: 03**  
**Class: BBA**  
**Semester / Level: II/1**  
**Branch:BBA**  
**Name of Teacher:**

**Course Objectives**

This course enables the students:

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

**Course Outcomes**

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

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, 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 universities press.
2. Bhattacharya, D.K., Compensation Management, Second Edition, Oxford university press.

### **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.

**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**

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 CO5	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

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, 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	T1, R1	CO 1,C O2		- Board Chalk	

				organizational Behaviour, Cocontributing Discipline of the OB field,Orgation and Environment, Evolution of org.Behaviour,Organizational Strategies and policies, Different Perspectives of organizations in India and elsewhere.					
3,4,5,6,And7	L9,L10,L11,L12,L13,L14,L15,L16,L17,L18,L19,L20		Mod-2	<p>Personality: Concepts and determinants, Stages in personality development, Freud’s Personality theory, The effects of Biological factors in personality.</p> <p>Perception: Concepts and selectivity factors, perception and influence on individual behavior.</p> <p>Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner &amp; Social learning)</p> <p>Attitude: Concepts Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes.</p>	T1, R1	CO 2		- Board Chalk	
7,8,9, and10	L21,L22,L23,L24,L25,L26,L27,L28		Mod-3	<p>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)</p> <p>Motivation: Concept and importance of motivation, important objectives of</p>	T1, R1	CO 1		- Board Chalk	

				<p>motivation, motivation theories (Maslow's Hierarchy Needs, Federick W. Taylor, Alderfer ERG Theory, Hevzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)</p> <p>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)</p>				
10,11, and12	L29,L30, L31,L32, L33,L34, and L35		Mod -4	<p>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.</p>	T1, R1	CO 3		- Board Chalk
13, 14,15	L36,L37, L38,L39, L40,L41 andL42		Mod -5	<p>Communication and Conflict Management: Interpersonal communication and TA, Sources of conflict, Types &amp; Techniques of conflict, Style of managing conflicts, Negotiation (Process and issues), integrating conflict and negotiation from the Gandhian perspective,</p>	T1, R1	CO 4,C O5		- Board Chalk

				conflict resolution.					
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## MT 108 Quantitative Techniques in Management

### COURSE INFORMATION SHEET

**Course code:** MT108  
**Course title:** Quantitative Techniques in Management  
**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:** II / 1  
**Branch:** Management  
**Name of Teacher:**

### Course Objectives

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 Outcomes

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

1	Appraise the need for quantitative techniques in empirical study.
2	Formulate and solve different probability distribution problems.

3	Design hypothesis and solve it for different statistical tests.
4	Analyse, design and solve non-parametric problems.
5	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 (8 lectures)**

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

### **Module 2: Sampling and Sampling Distributions (12 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: (12 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 (for large samples): (12 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): (12 lectures)**

Chi-square distribution: definition, properties, significance and scope of it. Test of Independence, Test of Variance, Test of Goodness of Fit. 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 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) 8th ed.
2. Hogg Robert V., Mckean Joeseeph, Craig Allen T. (2017), Introduction to Mathematical Statistics (Pearson: New Delhi) 7<sup>th</sup> ed.
4. Miller James D. (2017), Statistics for Data Science (Packt Publishing: Birmingham-Mumbai) 1<sup>st</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 Course Outcomes and Programme Outcomes**

Course Outcome #	Program outcomes			
	a	b	c	d
1	H	L	H	H
2	M	L	H	H
3	L	M	H	H
4	M	L	H	H
5	H	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, 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.**

Wee k No.	Lect. No.	Tent ative Date	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapped	Actual Conten t covere d	Methodolog y used	Remark s by faculty if any
1	1-4		Mod-1	Set Operations on Events, Venn Diagram, Introduction to Probability: definition, need, scope; Conditional Probability, Probability Laws: Addition and Multiplication. Numerical Exercises	T1, R1	CO1, CO4		Lecture/PP T	
2	5-8		Mod-1	Probability Distribution: definition, pmf, pdf, cmf, cdf; Binomial & Poisson distribution: significance, properties. Numerical exercises.	T1, R1, R2	CO1, CO4		Lecture/PP T, Seminar, Mini projects	
3	9-12		Mod-2	Normal Distribution, Standard Normal Distribution: significance, properties; Area under the normal Curve. Numerical exercises.	T1, R1, R2	CO1, CO4		Lecture/PP T, Simulation	
4	13-16		Mod-2	Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random	T1, R1, R3	CO2, CO4		Lecture/PP T, Mini projects	

				Sampling, Merits and Demerits of different Sampling methods.					
5	17-20		Mod-2	Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance.	T1, R1, R3	CO2, CO4		Lecture/PP T	
6	21-24		Mod-3	Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample. Numerical exercises.	T1, R1, R3	CO2, CO4		Lecture/PP T	
7	25-28		Mod-3	Definition, Significance of statistical estimation, Types of Estimation: Point and Interval estimations.	T1, R1, R3	CO3, CO4		Lecture/PP T, Mini projects	
8	29-32		Mod-3	Construction of Confidence Interval for population mean and confidence interval for Population Proportion for one population sample. Numerical exercises.	T1, R1, R2	CO3, CO4		Lecture/PP T, Mini projects	
9	33-36		Mod-4	Definition, Significance, Procedure of Hypothesis Testing, Type I and Type II Errors, One tailed and Two Tailed Tests.	T1, R1, R2	CO4, CO5		Lecture/PP T, Simulation	
10	37-40		Mod-4	Testing of Hypothesis about population mean for	T1, R1, R3	CO4, CO5		Lecture/PP T	

				one population sample, Numerical exercises.					
11	41-44		Mod-4	Testing of Hypothesis about a population proportion for one population sample.	T1, R1, R2	CO4, CO5		Lecture/PP T, Simulation	
12	45-48		Mod-5	Chi-square distribution: definition, properties, significance and scope of it.	T1, R1, R2	CO4, CO5		Lecture/PP T	
13	49-52		Mod-5	Test of Independence, Test of Variance, Numerical exercises.	T1, R1, R2, R3	CO4, CO5		Lecture/PP T, Simulation	
14,15	52-56		Mod-5	Test of Goodness of Fit. Numerical exercises.	T1, R1, R2, R3	CO4, CO5		Lecture/PP T, Simulation	

### MT 134 Principles of Marketing

#### COURSE INFORMATION SHEET

**Course code: MT134**

**Course title: Principles of Marketing-I**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: II/2**

**Branch: Management**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To develop understanding of the conceptual framework of marketing and its environment
B.	To gain an insight into the concept of market segmentation, targeting and positioning
C.	To develop understanding towards product mix and branding

D.	To examine the relevance of Pricing, distribution and marketing communication in product mix
E	To develop an understanding of strategic marketing and digital marketing for a firm

### Course Outcomes

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

1	Apply the basic concepts of Marketing and Marketing environment
2	Analyze and identify market segments 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	Analyse the importance of Digital marketing and strategic marketing for a firm.

### Syllabus

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

Meaning and Concept of Market and Marketing, Core Marketing Concepts, Marketing and Selling (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 Life cycle.

#### **Module 4: Pricing Decisions and Channel Management ( 10 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 ( 6 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 and social marketing

#### **Text Books:**

1. Ramaswamy, V.S. and Namakumari, S. (2010), Marketing Management; Macmillan: Publishers India Ltd, 4<sup>th</sup> edition.
2. Kotler, P. and Armstrong G. (2004) Principles of Marketing; Pearson Prentice Hall: New Delhi, 10<sup>th</sup> edition.

#### **Reference Books:**

1. Keegan W.J (2009) Global Marketing Management; Pearson Prentice Hall: New Delhi, 7<sup>th</sup> edition.
2. Neelamegaham .S. (2006) Marketing in India; Vikas publishing house Pvt. Ltd. 3<sup>rd</sup> edition
3. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.

<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**

<b>Course Outcome #</b>	<b>Program outcomes</b>			
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
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**

<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		

### **MT111 Introduction to Materials Management and Production Management**

#### **COURSE INFORMATION SHEET**

**Course code: MT111**

**Course title: Introduction to Materials Management and Production Management**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 3lectures**

**Class: BBA**

**Semester / Level: II/1**

**Branch:Management**

**Name of Teacher:**

#### **Course Objectives**

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 Outcomes

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 execute store 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 (8 lectures)

Nature and Scope of Materials Management, Objectives and Importance of Materials Management, Integrated Approach to Materials Management and its Advantages and Limitations

#### Module 2 (7 lectures)

Purchasing Functions, Purchase Procedure and Purchasing Cycle, Stores Management, Location and Layout of Stores, Stores System and Procedures.

#### Module 3 (6 lectures)

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 (12 lectures)

Nature and Scope of Production Management, forecasting – first step of production function, need for sales forecasting, Types of forecasting techniques, Plant location decision, locational problem analysis and importance of location factors, facility layout decision, types of layout, line

balancing , merits and demerits of layouts.

### **Module 5 (10 lectures)**

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. Gopalakrishna, 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>
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	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
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.

Wee k No.	Lect. No.	Tentati ve Date	C. No.	Topics to be covered	Text Book / Refe re nces	Cos mapp ed	Actua l Conte nt cover ed	Methodology used	Rema ks
1	L1		MOD 1	Nature of Materials Manageme nt	T1, R1,R 2	1, 2		Lecture/PPT/C ase Study	
1	L2		MOD 1	Scope of Materials Manageme nt	T1, R1,R 2	1, 2		Lecture/PPT/C ase Study	
1	L3		MOD 1	Objectives of Materials Manageme nt	T1, R1,R 2	1, 2		Lecture/PPT/C ase Study	
2	L4		MOD 1	Importanc e of Materials Manageme nt	T1, R1,R 2	1, 2		Lecture/PPT/C ase Study/Assign ment	
2	L5		MOD 1	Integrated Approach to Materials Manageme nt	T1, R1,R 2	1, 2, 3		Lecture/PPT/C ase Study	
2	L6		MOD 1	Integrated Approach to Materials Manageme nt	T1, R1,R 2	3, 4. 5		Lecture/PPT/C ase Study	

3	L7		MOD 1	Advantages of Integrated approach	T1, R1, R2	3, 4, 5		Lecture/PPT/C ase Study	
3	L8		MOD 1	Limitations of Integrated approach	T1, R1, R2	4, 5		Lecture/PPT/C ase Study/Assign ment	
3	L9		MOD 2	Concept about purchasing and store.	T1, R1, R2	1, 2,		Lecture/PPT/C ase Study	
4	L10		MOD 2	Purchasing Functions	T1, R1, R2	1, 2		Lecture/PPT/C ase Study	
4	L11		MOD 2	Purchase Procedure	T1, R1, R2	1, 2		Lecture/PPT/C ase Study	
4	L12		MOD 2	Purchasing Cycle	T1, R1, R2	1, 2		Lecture/PPT/C ase Study/Assign ment	
5	L13		MOD 2	Stores Management	T1, R1, R2	1, 2		Lecture/PPT/C ase Study	
5	L14		MOD 2	Location and Layout of Stores	T1, R1, R2	1, 2		Lecture/PPT/C ase Study	
5	L15		MOD 2	Stores System & Procedures.	T1, R1, R2	1, 2, 3		Lecture/PPT/C ase Study	
6	L16		MOD 3	Concept of Inventory Control	T1, R1, R2	1, 2, 3		Lecture/PPT/C ase Study	

6	L17		MOD 3,	Concept of EOQ and ROP	T1, R1, R2	4, 5		Lecture/PPT/C ase Study/Assign ment	
6	L18		MOD 3	Numerical problems on EOQ and ROP	T1, R1, R2	4, 5		Lecture/PPT/C ase Study	
7	L19		MOD 3	Value Analysis	T1, R1,	4, 5		Lecture/PPT/C ase Study	
7	L20		MOD 3	ABC Analysis	T1, R1, R2	4, 5		Lecture/PPT/C ase Study	
7	L21		MOD 3	Numerical problems on ABC analysis	T1, R1, R2	4, 5		Lecture/PPT/C ase Study	
8	L22		MOD 4	Nature and Scope of Production Managem ent	T2, R2	1, 2		Lecture/PPT/C ase Study/Assign ment	
8	L23		MOD 4	Forecastin g – first step of production function	T2, R2	1, 2		Lecture/PPT/C ase Study	
8	L24		MOD 4	Need for sales forecasting	T2, R2	1, 2		Lecture/PPT/C ase Study	
9	L25		MOD 4	Types of forecasting techniques	T2,R 2	1, 2		Lecture/PPT/C ase Study	
9	L26		MOD 4	Explanatio n of forecasting techniques	T2,R 2	1, 2, 3		Lecture/PPT/C ase Study	

9	L27		MOD 4	Plant location decision	T2, R2	4, 5		Lecture/PPT/C ase Study/Assign ment	
10	L28		MOD 4	Locational problem analysis	T2, R2	4, 5		Lecture/PPT/C ase Study	
10	L29		MOD 4	Importanc e of location factors	T2, R2	4, 5		Lecture/PPT/C ase Study	
10	L30		MOD 4	Facility layout decision	T2, R2	4, 5		Lecture/PPT/C ase Study	
11	L31		MOD 4	Types of layout	T2, R2	4, 5		Lecture/PPT/C ase Study	
11	L32		MOD 4	Line balancing	T2, R2	4		Lecture/PPT/C ase Study/Assign ment	
11	L33		MOD 4	Merits and demerits of layouts	T2, R2	1, 2		Lecture/PPT/C ase Study	
12	L34		MOD 5	Concepts of Production planning and control	T2, R2	1, 2, 3		Lecture/PPT/C ase Study	
12	L 35		MOD 5	Nature of production Planning	T2, R2	1, 2, 3		Lecture/PPT/C ase Study/Assign ment	
12	L36		MOD 5	Factors determinin g production planning	T2, R2	1, 2, 3,4		Lecture/PPT/C ase Study	

13	L 37		MOD 5	Production planning systems	T2, R2	1, 2, 3,4		Lecture/PPT/C ase Study	
13	L38		MOD 5	Explanatio n of production control	T2, R2	1, 2, 3,4		Lecture/PPT/C ase Study/Assign ment	
14	L39		MOD 5	Benefits of production control	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C ase Study	
14	L40		MOD 5	Elements of production control	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C ase Study	
15	L41		MOD 5	Plant maintenan ce – objectives and types	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C ase Study/Assign ment	
15	L42L 43		MOD 5	Scope and importance of plant maintenan ce	T2, R2	1, 2, 3,4, 5		Lecture/PPT/C ase Study/Assign ment	

### MT112 Business Economics

#### COURSE INFORMATION SHEET

**Course code:** MT112

**Course title:** Business Economics

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

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

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

**Class schedule per week:** 3

**Class:** BBA

**Semester / Level: II/1**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	Understand the economic theories, concepts and principles.
B.	How to make a choice from among various alternatives, how are price determined
C.	Why are countries divided into developed and less developed categories
D.	Why do economies face recession and are there any remedies to that
E.	What are the various price output relationship exist in market

### **Course Outcomes**

After the completion of this course, students will be:

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.	Analyse the pricing and output decisions.
CO5.	Various pricing practices followed by firm 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, Economic Principles relevant to managerial Decisions, 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 Behaviour 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, Introduction and concept of Income elasticity of demand, Introduction and concept of 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, isocost lines, producer's equilibrium, expansion path, Return to scale, Different types of production function, Types of cost, cost in short run, Cost in long run, cost of a multi product firm, cost of joint product, Break even analysis, Economies of scale.

**MODULE 5: (15 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, Introduction and concept of Oligopoly, Price-output decision in oligopoly.

**Text books:**

1. Varshney and Maheswari, S.Chand and Sons: New Delhi
2. H.L.Ahuja, Managerial Economics, S. Chand and Sons, New Delhi

**Reference books:**

1. Peterson, Craig H., Lewis, W. Chris and Jain Sudhir K., Managerial Economics, Pearson Education, 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**

<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	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

<b>Mapping Between COs and Course Delivery (CD) methods</b>			

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 / Reference	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		Mod -1	Introduction, definition and scope of Business	T1, R1	1, 2		PPT Digi Class/Chalk -Board	

				Economics				
	L2		Mod -1	Basic assumptions in Business Economics		1, 2		PPT Digi Class/Chalk - Board/Assignment
	L3		Mod -1	Types of Economic Analysis		1, 2		PPT Digi Class/Chalk -Board
2	L4		Mod -1	Types of Economic Decision in Business Economics		1, 2		PPT Digi Class/Chalk -Board
	L5		Mod -1	Economic Principles relevant to managerial Decisions		1, 2		PPT Digi Class/Chalk -Board
	L6		Mod -1	Relationship of Business Economics with other disciplines		1, 2		PPT Digi Class/Chalk - Board/Assignment
3	L7		Mod -2	Introduction to demand		1, 2,3		PPT Digi Class/Chalk -Board
	L8		Mod -2	Law of Demand		1, 2,3		PPT Digi

								Class/Chalk -Board	
	L9		Mod -2	Introductio n to supply		1, 2,3		PPT Digi Class/Chalk -Board	
4	L10		Mod -2	Law of Supply		1, 2,3		PPT Digi Class/Chalk -Board	
	L11		Mod -2	Market Equilibriu m		1, 2,3		PPT Digi Class/Chalk -Board	
	L12		Mod -3	Introductio n and concept of consumer choice, consumer preferences, and consumer income		1, 2,3		PPT Digi Class/Chalk -Board	
5	L13		Mod -3	Concept of Revealed preference theory and Consumer Surplus		1, 2,3		PPT Digi Class/Chalk -Board	
	L14		Mod -3	Introductio n and concept of Price Elasticity		1, 2,3		PPT Digi Class/Chalk -Board	

				of demand					
	L15		Mod -3	Introduction and concept of Income elasticity of demand		1, 2,3		PPT Digi Class/Chalk -Board	
6	L16		Mod -3	Introduction and concept of cross elasticity of demand and promotional elasticity of demand, Importance of elasticity of demand		2.3		PPT Digi Class/Chalk -Board	
	L17		Mod -3	Introduction and meaning of demand forecasting		2.3		PPT Digi Class/Chalk -Board	
	L18		Mod -3	Subjective methods of demand forecasting		2.3		PPT Digi Class/Chalk -Board	
7	L19		Mod -3	Quantitative methods of demand forecasting and limitations		2.3		PPT Digi Class/Chalk -Board	

				of demand forecasting				
	L20		Mod -4	Introduction and concept of production theory		3,4		PPT Digi Class/Chalk -Board
	L21		Mod -4	production function, production function with one variable input		3,4		PPT Digi Class/Chalk -Board
8	L22		Mod -4	Production function with two variable input, elasticity of substitution		3,4		PPT Digi Class/Chalk - Board/Assignment
	L23		Mod -4	isocost lines, producer's equilibrium, expansion path		3,4		PPT Digi Class/Chalk -Board
	L24		Mod -4	Return to scale		3,4		PPT Digi Class/Chalk -Board
9	L25		Mod	Different types of		4.5		PPT Digi

			-4	production function.				Class/Chalk -Board	
	L26		Mod -4	Types of cost,		4.5		PPT Digi Class/Chalk -Board/ Assignment	
	L27		Mod -4	cost in short run		4.5		PPT Digi Class/Chalk -Board/ Assignment	
10	L28		Mod -4	Cost in long run, cost of a multi product firm, cost of joint product		4.5		PPT Digi Class/Chalk -Board/ Assignment	
	L29		Mod -4	Break even analysis,		4.5		PPT Digi Class/Chalk -Board/ Assignment	
	L30		Mod -4	Economies of scale		4.5		PPT Digi Class/Chalk - Board,Assignmne t	
11	L31		Mod -5	Introduction and concept of		1,2,3, 4		PPT Digi Class/Chalk	

				Monopoly				-Board	
	L32		Mod -5	Price– Output decision in monopoly		1,2,3, 4		PPT Digi Class/Chalk -Board	
	L33		Mod -5	Price – output decision in monopoly		1,2,3, 4		PPT Digi Class/Chalk -Board	
12	L34		Mod -5	Introductio n and concept of perfect competitio n		1,2,3, 4		PPT Digi Class/Chalk -Board	
	L35		Mod -5	Demand and revenue of a firm in perfect competitio n		1,2,3, 4		PPT Digi Class/Chalk -Board	
	L36		Mod -5	Short run equilibriu m and long run equilibriu m in perfect competitio n		1,2,3, 4		PPT Digi Class/Chalk -Board	
13	L37		Mod -5	Introductio n		1,2,3, 4		PPT Digi Class/Chalk -Board	

	L38		Mod -5	concept of monopolistic competition		1,2,3,4		PPT Digi Class/Chalk -Board	
	L39		Mod -5	Difference between monopoly and oligopoly		1,2,3,4		PPT Digi Class/Chalk -Board	
14	L40		Mod -5	Price-output decision in monopolistic competition		4,5		PPT Digi Class/Chalk -Board	
	L41		Mod -5	Price-output decision in monopolistic competition		4,5		PPT Digi Class/Chalk -Board	
	L42		Mod -5	Introduction		4,5		PPT Digi Class/Chalk -Board	
15	L43		Mod -5	concept of Oligopoly		4,5		PPT Digi Class/Chalk -Board	
	L44		Mod -5	Price-output decision in		4,5		PPT Digi Class/Chalk	

				oligopoly				-Board	
	L45		Mod -5	Price- output decision in oligopoly		4,5		PPT Digi  Class/Chalk  -Board	

### **MT113 Basics of Financial Management**

#### **COURSE INFORMATION SHEET**

**Course code: MT113**

**Course title: Basics of Financial Management**

**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: II/1**

**Branch: BBA**

**Name of Teacher:**

#### **Course Objectives**

This course enables the students:

A.	To give the knowledge of meaning, definition and scope of financial management
B.	To provide the basic concepts and understanding of financial management. Understanding of financial statement analysis through the different analysis tool
C.	To state and explain the concepts and types of working capital.
D.	To give the concept of time value of money and application in decision making process
E.	To explain the meaning of capital structure and capitalisation theory and management of earnings.

#### **Course Outcomes**

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

CO1.	Appraise the area of financial management and its scope
CO2.	Analyse how funds are determined and explain the different techniques of financial statement analysis
CO3.	Calculate and solve the required fund of working capital
CO4.	Illustrate the time value of money concept and can apply in decision making process
CO5.	Handle the problems related to finance and solve the problem of management

## **Syllabus**

### **Module I (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 II (9 lectures)**

Analysis of Financial Statements: Significance of their Preparation, 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 III (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 IV (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 V (9 lectures)**

Financing Decisions: Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation) 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 Mcgraw Hill :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)

**Reference books:**

1. Van Horne Financial Management &Policy, ( pearson Education Asia)

**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	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
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	3		Mod-1	Scope of Finance & Financial Management, Finance Functions,	T1,2, R1	CO1		Lecture/PPTDigi Class/Chalk -Board	
2	3		Mod-1	Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.	T1,2, R1	CO1		Lecture/PPTDigi Chalk -Board	
3	3		Mod-2	Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises	T 2,4	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	Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation)	T1, R1	CO5		Lecture/Chalk -Board, Assignment	

15	3		Mod-5	Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of Dividends.		CO4,CO5		Lecture/chalk board	
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### SEM III

(Programme Core)

#### MT 201 Human Resource Management

#### COURSE INFORMATION SHEET

**Course code: MT-201**

**Course title: HUMAN RESOURCE MANAGEMENT**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: III/2**

**Branch: Management**

**Name of Teacher:**

**Course Objectives**

This course enables the students:

A.	To understand the nature and scope of HRM and to differentiate with Personal management.
B.	To understand the fundamentals of Human resource planning, Job design, Job analysis and evaluation.

C.	To explain the process of the recruitment, selection, placement and induction.
D.	To understand important steps in employee training and development programme.
E	To explain and describe the basic concepts, process and importance of employee empowerment

### **Course Outcomes**

After the completion of this course, students will be 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 Nature and Scope of HRM:**

Meaning, Difference between HRM and Personnel Management, Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches). Role of HR in strategic management. Nature, objectives, scope, and functions of HR management

#### **Module 2 Human Resource Planning (HRP):**

Definition, Objectives, Need, Importance advantages, and process Job design (simplification, rotation, enlargement, enrichment and approaches}. Job analysis. Job evaluation

#### **Module 3 Recruitment and Selection:**

Recruitment (factors affecting, sources, policy, evaluation). Selection (procedure, tests, interviews). Placement and Induction.

#### **Module 4 Training and Development:**

Importance and Steps in Training Programmes, Training Needs, Training Methods, Types of Training Programme. Types and Importance of Executive Development Programme.

## **Module 5 Employee Empowerment:**

Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario

### **Text books**

a) Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.

b) Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi.

c) Dessler Gary (1997) Human Resources Management, Prentice Hall, USA

d) Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.

e) Human resource management (14th ed.). Boston, MA: Pearson.

### **Reference books:**

a) Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc-Graw-Hill, New York.

b) Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.)

c) Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)

d) Saiyadain, *Human Resource Management* (TMH: New Delhi)

e) David, A. DeCenzo and Stephen. P. Robin, Personnel/Human Resource Management, Prentice Hall India (P) Ltd., 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**

<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>
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#	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H= HI GH	M= ME DIU M	L=L OW		

### 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	CD4,CD6

CD 5	Laboratory experiments/teaching aids		CO5	CD6 , CD7
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	3		1	Md 1 Meaning, Difference between HRM and Personnel Management,	T1, R1	1, 2		PPT Digi Class/Ch ock -Board	
2	3		1	Md1 Evolution and growth of human resource management (with special reference to Scientific	T1, R1	1,2		PPT Digi Class/Ch ock -Board	

				management and Human relations approaches)					
3	3		1	Md1 Role of HR in strategic management.	T1, R1	1,2		PPT Digi Class/Ch ock -Board	
4	3		1	Md1 Nature, objectives, scope, and functions of HR management	T1, R1	1,2		PPT Digi Class/Ch ock -Board	
5	3		2	Md2 Definition, Objectives, Need, Importance advantages, and process Job design	T2, R2	2,3		PPT Digi Class/Ch ock -Board	
6	3		2	Md2 Job design (simplification , rotation, enlargement, enrichment and approaches }. Job analysis. Job evaluation	T2, R2	2,3T1 , R1		PPT Digi Class/Ch ock -Board	

7	3		3	Md3 Recruitment (factors affecting, sources, policy, evaluation)	T3, R3	3		PPT Digi Class/Ch ock -Board	
8	3		3	Md3 Selection(proc edure, tests, interviews).	T3, R3	3		PPT Digi Class/Ch ock -Board	
9	3		3	Md3 Placement and Induction.	T3, R3	3,4		PPT Digi Class/Ch ock -Board	
10	3		4	Md4 Importance and Steps in Training Programmes, Training Needs,	T4, R4	3,4		PPT Digi Class/Ch ock -Board	
11	3		4	Md4 Training Methods  Types of Training Programme.	T4, R4	3,4		PPT Digi Class/Ch ock -Board	
12	3		4	Md.4 Types and Importance of	T4, R4	4,5		PPT Digi Class/Ch ock	

				Executive Development Programme.				-Board	
13	3		5	Md5 introduction, Concept of Employee Empowerment , Process of Empowerment	T5, R5	4,5		PPT Digi Class/Ch ock -Board	
14	3		5	Md.5 Empowerment in Indian Scenario, Empowerment in Global Scenario	T5, R5	4,5		PPT Digi Class/Ch ock -Board	

### **MT-202 Legal Aspects of Management**

#### **COURSE INFORMATION SHEET**

**Course code: MT-202**

**Course title: Legal Aspects of Management**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: III/2**

**Branch: Management**

**Name of Teacher:**

#### **Course Objectives**

This course enables the students:

A.	To understand the role and importance of Indian contract Act, 1872 and its implications.
B.	To understand laws of sales of goods and legal rights associated with purchasing of goods.
C.	To clarify the laws of partnership and its various kinds.
D.	To be familiarised with the Laws of negotiable instrument and its legal issues
E.	To explain the concept of a company and distinguish among various types of companies.

## Course Outcomes

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

A.	To appraise the need of better understanding about the need of Indian contract Act, 1872 and its legal implications.
B.	To apply and practice the law of sales of goods in commercial business.
C.	To formulate a clear idea and expert view about law of partnership and legal aspects associated with it.
D.	To apply the ideas related to laws of negotiable instrument and its related fields in commercial businesses.
E.	To evaluate and analyse types, formation and dissolution of companies and to relate various aspects of insurance, conciliation and arbitration etc.

## Syllabus

### Module I

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 II

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 III

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 IV**

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 V**

Definition of company, kinds of companies, formation of a company, winding and dissolution of companies, definition of insurance company, IRDA Act 1999, Idea & Constitution of IRDA Fund, Conciliation & Arbitration Proceeding, Arbitral Tribunal

#### **Text Books**

1. KuchchalM.C: Mercantile Law: Vikas Publishing House (P) Ltd.
2. PathakAkhileshwar: Legal Aspects of Business: Tata Mcgraw Hill Publishing Company Ltd.

#### **Reference Books**

1. ShethTejpal: Business Law; Pearson Education
2. Kapoor N.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**

<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>e</b>
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**

<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
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.

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,CO2		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 partnership and co-ownership, distinction between partnership and company.	T1, T2,R1, R2	CO3, CO5		Lecture/PPT	
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 Act 1999	T1,T2, R1,R2	CO1, CO2, CO4, CO5		Lecture/PPT	
14	40-42		Mod5	Idea & Constitution of IRDA Fund, Conciliation & Arbitration Proceeding, Arbitral Tribunal	T1,T2, R1,R2	CO1, CO2, CO4, CO5		Lecture/PPT	

## MT 203 Introduction to Indian Financial System

### COURSE INFORMATION SHEET

**Course code:** MT-203

**Course title:** Introduction to Indian Financial System

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

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

**Credits:** 03 L:3 T:0 P:0

**Class schedule per week:** 03

**Class:** BBA

**Semester / Level:** III/2

**Branch:** Management

**Name of Teacher:**

### Course Objectives:

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 Outcomes

After the completion of this course, students will be 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 :Structure of the Indian Financial System:

Commercial banks, Financial markets, Development banks, RBI, NBFCs, Investment companies, MFIs, DFHI.

Module 2 :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 :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.

Money Market- Definition, players of money market, Instruments of money market, Call Money Market, RBI as a watchdog of money market.

Module 4 : Reserve Bank Of India (RBI):

RBI's constitution & objectives, functions, tools to monetary control, Developmental role of RBI, Regulatory restrictions on lending.

Module 5 : Insurance And Pension Regulations:

Regulatory framework including rules & regulations for running insurance business, Supervising all insurance business, Regulating pricing, investments & cost structure of insurance companies, Regulating insurance brokers including agencies both individuals and banks, Insurance business in India- current scenario, Framing rules for pension funds, Regulating all pension funds.

Text books:Indian Financial System by M.Y. Khan

Reference books:Principles and Practices of Banking, Macmillan Publication.

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	e	f	g	h	i	j	k	l
1	<u>H</u>											
2		<u>M</u>	<u>H</u>									
3					<u>H</u>							
4				<u>H</u>	<u>H</u>							
5					<u>H</u>							

### 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 and CD2
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.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / Refere Nces	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Commercial Banks	T1, R1	1, 2		Chalk-Board	
	L2		1	Financial Markets	T1, R1	1,2		Chalk-Board	
	L3		1	Development Banks	T1,R1	1,2		Chalk-Board	
2	L4		1	RBI and DFHI	T1,R1	1,2		Chalk-Board	
	L5		1	NBFCs	T1,R1	1,2		Chalk-Board	
	L6		1	Investment Companies	T1,R1	1,2		Chalk-Board	
3	L7		1	Micro Finance Institutions	T1,R1	1,2		Chalk-Board	
	L8		1	Insurance- life and general.	T1,R1	1,2		Chalk-Board	
	L9		2	Banker-customer relationship	T1,R1	1,2		Chalk-Board	
4	L10		2	Banker-customer relationship	T1,R1	1,2		Chalk-Board	
	L11		2	Payment and collection of cheques and other negotiable instruments	T1,R1	1,2		Chalk-Board	
	L12		2	Payment and collection of cheques and other negotiable instruments	T1,R1	1,2		Chalk-Board	
5	L13		2	Ancillary	T1,R1	2,3		Chalk-Board	

				services					
	L14		2	Ancillary services	T1,R1	2,3		Chalk-Board	
	L15		2	Principles of lending-cardinal principle	T1,R1	2,3		Chalk-Board	
6	L16		2	NPAs, Basel norms	T1,R1	3,4		Chalk-Board	
	L17		3	Capital market-primary and secondary	T1,R1	1,2		Chalk-Board	
	L18		3	Stock exchanges in India	T1,R1	1,2		Chalk-Board	
7	L19		3	On-line trading of securities	T1,R1	2,3		Chalk-Board	
	L20		3	Sensex and Nifty	T1,R1	2,3		Chalk-Board	
	L21		3	Players in the capital market	T1,R1	2,3		Chalk-Board	
8	L22		3	Role of SEBI	T1,R1	3,4		Chalk-Board	
	L23		3	Money market-definition, players of money market	T1,R1	3,4		Chalk-Board	
	L24		3	Instruments of money market	T1,R1	1,2		Chalk-Board	
9	L25		3	Call money market	T1,R1	1,2		Chalk-Board	
	L26		3	RBI as a watchdog of money market	T1,R1	4		Chalk-Board	
	L27		4	RBI's constitution and objectives	T1,R1	1,2		Chalk-Board	
10	L28		4	Functions	T1,R1	2,4		Chalk-Board	
	L29		4	Functions	T1,R1	2,4		Chalk-Board	
	L30		4	Functions	T1,R1	2,4		Chalk-Board	
11	L31		4	Tools of monetary control	T1,R1	2,3		Chalk-Board	

	L32		4	Tools of monetary control	T1,R1	2,3		Chalk-Board	
	L33		4	Developmental role of RBI	T1,R1	3,4		Chalk-Board	
12	L34		4	RBI as a watchdog of money market	T1,R1	3,4		Chalk-Board	
	L35		5	Regulatory framework including rules and regulations for running insurance business	T1,R1	3,4		Chalk-Board	
	L36		5	Supervising all insurance companies both in general and life insurance business	T1,R1	3,4		Chalk-Board	
13	L37		5	Regulating pricing, investments and cost structure of insurance companies	T1,R1	3,4		Chalk-Board	
	L38		5	Regulating insurance brokers including agencies both individuals and banks	T1,R1	3,4		Chalk-Board	
	L39		5	Insurance business in India- current scenario	T1,R1	3,4		Chalk-Board	
14	L40		5	Framing rules for pension funds	T1,R1	3,4,5		Chalk-Board	
	L41		5	Framing rules for pension	T1,R1	3,4,5		Chalk-Board	

				funds Framing rules for pension funds					
	L42		5	Regulating all pension funds	T1,R1	3,4,5		Chalk-Board	

## MT 204 Constitution of India

### COURSE INFORMATION SHEET

**Course code: MT204**

**Course title: Constitution of India**

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

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

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

**Class schedule per week: 02**

**Class:**

**Semester / Level:/2**

**Branch: MANAGEMENT**

**Name of Teacher:**

### Course Objectives:

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 Outcomes

After the completion of this course, students will be:

1.	Outline the need and importance of the Indian constitution.
2.	Explain the fundamental rights and duties of the citizens of India.
3.	Relate appropriate constitutional provisions with relevant social issues
4.	Describe the role of different departments of government.
5.	Critique the Government policies and programmes designed for the society at large.

### Syllabus

Module 1: 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: 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: The Indian Judicial System – The Supreme Court and The High Court’s – composition, Jurisdiction and functions, The Role of the Judiciary.

Module 4: Local Government- District’s Administration: Role and Importance, The Panchayatas – Gram Sabha, Constitution and Composition of Panchayatas ,Constitution and Composition of Municipalities

Module 5: 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 Avasti and Avasti-Lakshmi Narain Agarwal Educational Publishers.2017 edition.
4. Introduction to the Constitution of India by D DBasu by Lexis Nexis : 20th edition.
5. Constitution of India V.N.Shukla’s EBC Explorer Edition 13th ,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>
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 Outcome	Program Outcomes				
	1	2	3	4	5
1	H	L	L	H	H
2	H	H	L	M	M
3	M	M	L	H	H
4	M	H	H	M	M
5	L	H	H	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
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.

Wee k No.	Lec t. No.	Tenta tive Date	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapp ed	Actual Conte nt cover ed	Methodolo gy used	Remar ks by faculty if any
1	L1, L2 & L3		Md.1	Introduction to the Constitution of India, Salient Features of the Constitution	1,2	1		PPT Digi Class/Choc k -Board	
2	L4 &L 5			Sources and constitutional history	1,2,5	1			
2	L6			Features: Citizenship, Preamble	2,3,4	3			
3	L7, L8 & L9			Fundamental Rights and Duties, Directive Principles of State Policy.	1,2	2,3			
4	L10 , L11 & L12		Md.2	President and Prime Minister, Council of Ministers,	2,3,5	4			
5	L13 , L14 & L15			Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha.	4,5	4			
6	L16 , L17 &			Governor: Role and Position, Chief	3,4,5	4			

	L18			Ministers and Council of ministers.					
7	L19 & L20		Md. 3	The Supreme Court and The High Court's – composition, Jurisdiction and functions,	1,2,3	4			
7	L21			The Role of the Judiciary.	2,3	4			
8	L22 , L23 & L24		Md.4	District's Administration: Role and Importance,	2,3	4			
9	L25 , L26 & L27			The Panchayatas – Gram Sabha, Constitution and Composition of Panchayatas ,Constitution and Composition of Municipalities	4,5	4			
10	L28 , L29 & L30		Md.5	Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners .	3,4	4			
11	L31 ,L3			State Election	1,5	4			

	2 & L33			Commission: Role and Functioning,					
12	L34 , L35 & L36			Institute and Bodies for the welfare of SC/ST/OBC and women.	2.3.4	5			
13	L37 , L38 & L39			Institute and Bodies for the welfare of SC/ST/OBC and women.	1,2	5			

## MT 217 Introduction to Digital marketing

### COURSE INFORMATION SHEET

**Course code:** MT 217

**Course title:** Introduction to Digital Marketing

**Pre-requisite(s):** Principles of Marketing

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

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

**Class schedule per week:** 03

**Semester/Level:** III / 2

### Course Objectives

This course enables the students to:

A	To understand the Fundamentals of Digital Marketing
B	To Classify various components of the Digital Marketing
C	To analyze the Digital Marketing Metrics
D	To Formulate the Digital Marketing Strategies
E	To Evaluate the Digital Marketing Performance

## Course Outcomes:

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

A	Understanding digital marketing ecosystem for various types of industries and businesses.
B	Planning and formulating various digital marketing strategies used in various types of industries and businesses to achieve successful online campaigns.
C	Analyzing various digital marketing strategies used in various types of industries and businesses
D	Applying the various digital marketing concepts in various types of industries and businesses
E	Understanding the applications of principles of Digital Marketing Fundamentals.

## Syllabus:

### Module I: Introduction to Digital Marketing [No. of Lectures: 6]

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: [No. of Lectures: 6]

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): [No. of Lectures: 6]

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 [No. of Lectures: 9]

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 [No. of Lectures: 9]

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

Course Outcome #	Program outcomes			
	a	b	c	d
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

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/OHPprojectors		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 andinternets			
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 d	Actual Conte nt covere d	Methodolog yUsed	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					

## MT 206 E-Commerce

### COURSE INFORMATION SHEET

**Course code:** MT206

**Course title:** E-commerce

**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:**3/2

**Name of Teacher:**

### Course Objectives

This course enables the students:

- |    |  |
|----|--|
| A. | To gain understandings of emerging technologies and other concepts related to e- |
|----|--|

	commerce.
B.	To understand the major driving forces behind e-commerce.
C.	To get the knowledge of setting and operating successful e- business.

## Course Outcomes

After the completion of this course, students will be:

1.	Gaining an insight of the theories and concepts underlying 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.

## Syllabus

### Module 1

**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

#### **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

**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

**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

**Legal issues:**Laws for E-Commerce, Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000

## Text books / Reference books:

1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows 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
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				
	1	2	3	4	5
1			M	L	L
2	H		H	M	L
3	H		M	M	M
4	H	H	H	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, 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		

### 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, 3,4, 5	CO1		Lecture/PPT	
	L2		M1	E-Commerc	1,2, 3,4,	CO1		Lecture/PPT	

				e v/s Traditiona l Commerc e, History of E- Commerc e	5				
2	L3		M 1	EDI – Importanc e , features & benefits,	1,2, 3,4, 5	CO1		Lecture/PPT/Ca se Study	
	L4		M 1	Impacts & Limitatio ns of E- Commerc e.	1,2, 3,4, 5	CO1		Lecture/PPT	
3	L5		M 2	Business to Business , Business to customers	1,2, 3,4, 5	CO2		Lecture/PPT /Assignment	
	L6		M 2	customers to customers , Business to Governm ent , Business to employee	1,2, 3,4, 5	CO2		Lecture/PPT/ Assignment	
4	L7		M 2	E – Commerc e strategy – Influencin g factors of successful E-	1,2, 3,4, 5	CO2		Lecture/PPT	

				Commerc e.					
	L8		M 3	Major decision making areas	1,2, 3,4, 5	CO2		Lecture/PPT	
5	L9		M 3	Stages in System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L10		M 3	Stages in System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
6	L11		M 3	Stages in System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L12		M 3	Domain Name Registrati on, Developin g Static Web Pages	1,2, 3,4, 5	CO1		Lecture/PPT /Assignment	
7	L13		M 3	Integratio n with Operational Databases	1,2, 3,4, 5	CO1		Lecture/PPT	
	L14		M 3	Static website and dynamic websites	1,2, 3,4, 5	CO1		Lecture/PPT	
8	L15		M 3	Major considerati ons in choosing web server	1,2, 3,4, 5	CO1		Lecture/PPT	

				and e-commerce merchant server software.					
	L16		M 4	Overview of Electronic Payment Systems	1,2, 3,4, 5	CO2		Lecture/PPT	
9	L17		M 4	Online payment systems – prepaid and post-paid payment systems – e- cash, e- cheque	1,2, 3,4, 5	CO2		Lecture/PPT	
	L18		M 4	Smart Card,	1,2, 3,4, 5	CO2		Lecture/PPT	
10	L19		M 4	Credit Card ,	1,2, 3,4, 5	CO2		Lecture/PPT	
	L20		M 4	Debit Card, Electronic Wallets,	1,2, 3,4, 5	CO2		Lecture/PPT	
11	L21		M 4	Security issues on electronic payment system – Security Protocols such as HTTPS, SSL,	1,2, 3,4, 5	CO3		Lecture/PPT	
	L22		M 4	Public Key and Private Key Cryptogra	1,2, 3,4, 5	CO3		Lecture/PPT	

				phy					
12	L23		M 4	Digital Signature s	1,2, 3,4, 5	CO3		Lecture/PPT	
	L24		M 4	Digital Signature s, Digital Certificat es	1,2, 3,4, 5	CO3		Lecture/PPT	
13	L25		M 5	Laws for E- Commerc e,	1,2, 3	CO3,C O4		Lecture/PPT/Ca se Study	
	L26		M 5	Regulator y frame work of E- commerce ,	1,2, 3	CO3,C O4		Lecture/PPT	
14	L27		M 5	Informati on Technolo gy Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Ca se Study/Assignme nt	
	L28		M 5	Informati on Technolo gy Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Ca se Study/Assignme nt	

### MT 218 Introduction to Business Analytics

#### COURSE INFORMATION SHEET

**Course code: MT 314**

**Course title: Introduction to Business Analytics**

**Pre-requisite(s): MT106**

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

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

**Class schedule per week: 3 Class:Semester / Level: III/2**

Name of Teacher:

## Course Objectives:

This course enables the students:

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 outcomes:

After successfully completing the course the students should be 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 Analysis (8 lectures)

Introduction to Business Analytics: Meaning, Business Analytics Process, Relationship of BA Process and Organization, Decision-Making Process. Important of Business Analytics, Strategy and advantage of Business analytics, Importance of new source of data.

### Module 2: Data Bases, Measurements scales and Data mining (4 lectures)

Important Resource to Support Business Analytics: Introduction, Business Analytics Personnel, Business Analytics Data, Categorizing Data, Data Issues, Business Analytics Technology. How Do We Align Resources to Support Business Analytics within an Organization?

### Module 3: Descriptive Analytics and Data Visualization: (4 lectures)

Statistics: mean, median, mode, harmonic mean, variance and standard deviation, data Visualization: Summery table, Contingency table, Bar plot, Pie chart, frequency and Cumulative Distribution

**Module 4: Introduction of Python Programming: (10 lectures)**

Basic concept of Python Programming, Data Types, Variables, Keywords, Identifiers , Comments , Basic input-output operations, Operators, Boolean Values, Control Flow –Decision making , Loops, Array, Functions

**Module 5: The Object oriented Approach (11 lectures)**

Basic concept of Object oriented programming, Classes, Object, Methods, Constructor Inheritance, Exceptions handling

**Text Book:**

Mrc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Business Analytics Principles, Concepts, and Applications What, Why, and How, Pearson, Pearson2014.  
J Han and M Kamber, Data Mining: Concepts and techniques, Morgan KaufmannPublishers.  
Gupta and Gupta, Business Statistics, Sultan Chand And Sons, 2014.

**Reference Book**

S. Christian Albright, Wayne L. Winston, Business Analytics: Data Analysis & DecisionMaking, Cengage Learning, 2015.  
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 Outcome #	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

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, 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.

Week No.	Lect. No.	Tentative Date	Ch.	Topics to be covered	Text Book / References	Cos apped	Actual Content covered	Methodology Used	Remarks by faculty if any
1	1		1	Introduction to Business Analytics	T1,R2	CO1		BLACK BOARD, PPT	
	2		1	Business Analytics Meaning,	T1,R2	CO1		BLACK BOARD, PPT  BLACK BOARD, PPT	
	3		1	Business Analytics Process	T1,R2	CO1		BLACK BOARD, PPT	
	4		1	Relationship of BA Process and Organization	T1,R2	CO1		BLACK BOARD, PPT	

	5		1	Decision-Making Process	T1,R2	CO1		BLACK BOARD, PPT	
	6		1	Important of Business Analytics	T1,R2	CO1		BLACK BOARD, PPT	
	7		1	Strategy of Business analytics	T1,R2	CO1		BLACK BOARD, PPT	
	8		1	Advantage of Business analytics	T1,R2	CO1		BLACK BOARD, PPT	
	9		1	Importance of new source of data	T1,R2	CO1		BLACK BOARD, PPT	
2	10		2	Types of Data	T1,R2	CO1		BLACK BOARD, PPT	
	11		2	Structured Vs Semi structured	T1,R2	CO1		BLACK BOARD, PPT	

	12		2	Unstructured data, Data Warehouse	T1,R2	CO1		BLACK BOARD, PPT	
	13		2	Databases, , ordinal data, Interval data and Ratio data,	T1,R2	CO1		BLACK BOARD, PPT	
	14		2	Interval data and Ratio data,	T1,R2	CO1		BLACK BOARD, PPT	
	15		2	Relational Database vs Non-Relational, Normal data	T1,R2	CO1		BLACK BOARD, PPT	
	16		2	Normal Distribution	T1,R2	CO1		BLACK BOARD, PPT	
	17		2	Normal Curve	T1,R2	CO1		BLACK BOARD, PPT	
3	18		3	Meaning of Statistics.	T1,T2, R2	CO1		BLACK BOARD, PPT	
	19		3	mean, median, mode,	T1,T2, R2	CO1		BLACK BOARD, PPT	

	20		3	harmonic mean, variance and standard deviation,	T1,T2, R2	CO1		BLACK BOARD, PPT	
	21		3	data Visualization: Summery table,	T1,T2, R2	CO1		BLACK BOARD, PPT	
	22		3	Contingency table in mean, median, mode	T1,T2, R2	CO1		BLACK BOARD, PPT	
	23		3	Bar plot, Pie chart, and frequency	T1,T2, R2	CO1		BLACK BOARD, PPT	
	24		3	Cumulative Distribution	T1,T2, R2	CO1		BLACK BOARD, PPT	
4	25		2	Basic concept of Python Programming	T1,T2, R2	CO1		BLACK BOARD, PPT	
	26		2	Data Types of Programming	T1,T2, R2	CO1		BLACK BOARD, PPT	
	27		2	Used of Variables	T1,T2, R2	CO1		BLACK BOARD, PPT	

	28		2	Keywords, Identifiers, Operators, Boolean Values,	T1,T2, R2	CO1		BLACK BOARD, PPT	
	29		2	Comments of Programming, Control Flow –Decision making ,	T1,T2, R2	CO1		BLACK BOARD, PPT	
	30		2	Basic input-output operations , Loops, Array	T1,T2, R2	CO1		BLACK BOARD, PPT	
	31		2	Functions of Programming	T1,T2, R2	CO1		BLACK BOARD, PPT	
	32		2	Basic concept of Object oriented programming	T1,T2, R2	CO1		BLACK BOARD, PPT	
	33		2	Classes of programming	T1,T2, R2	CO1		BLACK BOARD, PPT BLACK BOARD, PPT	
	34		2	Object of programming	T1,T2, R2	CO1		BLACK BOARD, PPT BLACK BOARD, PPT	
	35		2	Methods and Constructor	T1,T2, R2	CO1		BLACK BOARD, PPT BLACK	

				programming				BOARD, PPT  BLACK BOARD, PPT
	36		2	Inheritance of programming	T1,T2, R2	CO1		BLACK BOARD, PPT  BLACK BOARD, PPT  BLACK BOARD, PPT
	37		2	Exceptions handling of programming	T1,T2, R2	CO1		BLACK BOARD, PPT  BLACK BOARD, PPT

### MT 208 Research Methodology

#### COURSE INFORMATION SHEET

**Course code: MT-208**

**Course title: RESEARCH METHODOLOGY**

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

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

**Credits: 3 L: 03 T: 00 P: 00**

**Class schedule per week: 03 Lectures**

**Class: BBA**

**Semester / Level: III/2**

**Branch: MANAGEMENT**

**Name of Teacher**

#### Course Objectives

This course enables the students:

A.	To get a thorough grounding in introductory research concepts.
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B.	To understand the concepts of Research Design in real world studies.
C.	To gain skills in conducting data gathering activities for research studies through various tools
D.	To get a clear concept of sampling methods in tune with the primary data requirements of any given study.
E.	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 be able to:

1.	To Identify the need and importance of Research in context of different situations and environments.
2.	To design Pilot Studies and subsequently replicate it for studies on a larger scale.
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 related 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),  
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, Meaning and Rules for Tabulation and Parts of a Table, Characteristics and Types and formats of Report

## Suggested Books:

1. Ghosh, B.N. *Scientific Method and Social Research* (Sterling: New Delhi)

2. Kothari, C.R. *Research Methodology – Methods and Techniques* (New Age: New Delhi)
3. Krishnaswami, O.R. *Methodology of Research in Social Science* (Himalaya Publishing House: Mumbai.)
4. Gupta, Santosh *Research Methodology and Statistical Techniques* (Deep and Deep Publications: 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. 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**

<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**

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

3	M	M	L	H	M
4	M	M	H	M	L
5	M	H	H	M	L

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	Methodology used	Remarks 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	
3	L7		1	The Research process (Overview and Steps) Cont....	2,3,4	1		PPT, Case	

L8		1	The Research problem (Definition, need, importance, steps and related dimensions)	1,2,3,4	2		PPT, Case	
L9		1	The Research problem (Definition, need, importance, steps and related dimensions) Cont.....	1,2,3,4	2		PPT, Case	

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	

				Con't.....					
13.	L37			Characteristics and Types and formats of Report	2,3,4	5		PPT, Case	
	L38			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
	L39			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
14.	L40			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
	L41			Case Study/ Assignment	----	5		Class Presentation, PPT	
	L42			Mini Project	-----	5		Class Presentation, PPT	
15.	L43			Case Study/ Assignment	-----	5		Class Presentation, PPT	
	L44			Case Study/ Assignment	-----	5		Class Presentation, PPT	
	L45			Mini Project	-----	5		Class Presentation, PPT	

**SEM IV**  
**(Programme Core)**

**MT209 Management and Control of Cost**

**COURSE INFORMATION SHEET**

**Course code: MT209**

**Course title: Management and Control of Cost**

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

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

**Credits: 3    L:3    T:0    P:0**

**Class schedule per week: 03**

**Class:**

**Semester / Level:IV/II**

**Branch:**

**Course Objectives:**

This course enables the students:

A.	To understand the basics of cost accounting.
B.	To understand the Treatments of Costs Under Different Situations
C.	To understand how methods of costing and types of costing are used together
D.	To develop expertise on the calculation of cost of production.

**Course Outcomes**

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

1.	apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm
2.	treat direct and indirect costs as per the costing techniques and from control purposes
3.	prepare cost sheet for the firm
4.	develop insights on the use of budgets for cost control.

**Syllabus**

**Module 1 : Basic Concepts**

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**

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**

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**

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**

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**

#### **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**

#### **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	e
1	H		L	L	
2	M	L	M	L	L
3	H	L	M	L	L
4	H	H	L	H	H
INDEX	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 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.	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	L1		1	Definition of costing, cost accounting and cost accountancy, objectives of cost accounting	T1, R1	1		Chalk-Board/PPT	
	L2		1	Evolution of cost accounting	T1, R1	1		Chalk-Board/PPT	
	L3		1	Essential factors for installing a cost accounting system	T1,R1	1		Chalk-Board/PPT	
2	L4		1	Essentials of a good cost accounting system	T1,R1	1		Chalk-Board/PPT	
	L5		1	Various reports provided by cost accounting department	T1,R1	1		Chalk-Board/PPT	
	L6		1	Relationship between cost accounting, financial accounting, management accounting and financial management	T1,R1	1		Chalk-Board/PPT	
3	L7		1	Cost concept and terms	T1,R1	2		Chalk-Board/PPT	
	L8		1	Methods and types of	T1,R1	1,2		Chalk-Board/PPT	

				costing					
	L9		2	Materials procurement procedures	T1,R 1	1		Chalk-Board/PPT	
4	L10		2	Material storage-store record	T1,R 1	1		Chalk-Board/PPT	
	L11		2	Materials issue procedure, material control	T1,R 1	1		Chalk-Board/PPT	
	L12		2	Time keeping	T1,R 1	1		Chalk-Board/PPT	
5	L13		2	Payroll procedure	T1,R 1	1		Chalk-Board/PPT	
	L14		2	Idle time, overtime	T1,R 1	1		Chalk-Board/PPT	
	L15		2	Labour turnover	T1,R 1	1		Chalk-Board/PPT	
6	L16		2	Labour turnover	T1,R 1	1		Chalk-Board/PPT	
	L17		3	Definition and classification of overheads	T1,R 1	2,3		Chalk-Board/PPT	
	L18		3	Distribution of overheads-primary distribution	T1,R 1	2,3		Chalk-Board/PPT	
7	L19		3	Distribution of overheads-secondary distribution	T1,R 1	2,3		Chalk-Board/PPT	
	L20		3	Absorption of overheads	T1,R 1	2,3		Chalk-Board/PPT	
	L21		3	Treatment of under and over absorption of overheads	T1,R 1	2,3		Chalk-Board/PPT	
8	L22		3	Treatment of under and	T1,R 1	2,3		Chalk-Board/PPT	

				over absorption of overheads					
	L23		3	Accounting of administrative and selling and distribution overheads	T1,R 1	2,3		Chalk-Board/PPT	
	L24		3	Treatment of some items in costing-finance cost, depreciation etc.	T1,R 1	1,2		Chalk-Board/PPT	
9	L25		4	Job Costing	T1,R 1	1,2		Chalk-Board/PPT	
	L26		4	Contract costing	T1,R 1	1,2		Chalk-Board/PPT	
	L27		4	Batch costing	T1,R 1	1,2		Chalk-Board/PPT	
10	L28		4	Operating costing	T1,R 1	1,2		Chalk-Board/PPT	
	L29		4	Process costing	T1,R 1	1,2		Chalk-Board/PPT	
	L30		4	Operation costing	T1,R 1	1,2		Chalk-Board/PPT	
11	L31		4	Joint products and By- products	T1,R 1	1,2		Chalk-Board/PPT	
	L32		4	Marginal costing and absorption costing-difference	T1,R 1	1,2		Chalk-Board/PPT	
	L33		4	CVP analysis	T1,R 1	1,2		Chalk-Board/PPT	
12	L34		4	Break- even analysis	T1,R 1	1,2		Chalk-Board/PPT	
	L35		5	Definition of standard cost	T1,R 1	1,2		Chalk-Board/PPT	
	L36		5	Setting up of standard cost-quantity	T1,R 1	1,2		Chalk-Board/PPT	

				standard					
13	L37		5	Setting up of standard cost-price/rate standard	T1,R 1	1,2		Chalk-Board/PPT	
	L38		5	Types of standards	T1,R 1	1,2		Chalk-Board/PPT	
	L39		5	Types of variances-material	T1,R 1	1,2		Chalk-Board/PPT	
14	L40		5	Types of variances-labour	T1,R 1	1,2		Chalk-Board/PPT	
	L41		5	Budgetary control-meaning and objectives, types of budgets	T1,R 1	4		Chalk-Board/PPT	
	L42		5	Types of budgets, projected P&L a/c, cost control	T1,R 1	4		Chalk-Board/PPT	

## MT210 Fundamental of Operations Research

### COURSE INFORMATION SHEET

**Course code: MT 210**

**Course title: Fundamentals of Operations Research**

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

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

**Credits: 4    L: 3    T: 1    P: 0**

**Class schedule per week: 04**

**Class:**

**Semester / Level: IV/II**

**Branch:**

### Course Objectives

This course enables the students:

A.	To learn basic aspects of operations Research.
B.	To learn various methods and methodology in Operations Research.
C.	To develop variety of models for making appropriate decisions.
D.	To help them in optimising prevailing and given situations.

## Course Outcomes

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

1.	Formulate Operations Research models
2.	Apply suitable Operations research tools for obtaining solution values of models
3.	Demonstrate a working knowledge of various Operations Research tolls in decision making.
4.	Appraise the need for Operations Research in decision making.

## Syllabus

### Module 1[3]

Introduction to theory of optimization, Features of O.R, Modelling in Operations Research , Classification of Models, General Solution Methods for O.R Models, Scientific Method in O.R, Methodology of O.R., Applications, Opportunities and Shortcomings of O.R.

### Module 2 [10]

Linear Programming models, formulation of LPP models, mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method, Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution

### Module 3[10]

Solution of linear Programming Problem by Simplex method – Maximization and Minimization, Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution,

### Module 4[10]

Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North-West Corner Method (2). Matrix Minima Method (3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.

### Module 5[9]

Concept of Game Theory - Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle, Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle, Graphical solution of  $2 \times n$  and  $m \times 2$  Games.

**Text books/Reference books:**

1. KantiSwarup, Gupta, P.K. and Manmohan, Operations Research, Sultan Chand: New Delhi, 12<sup>th</sup> thoroughly revised Ed.
2. Hamdy A. Taha, Operations Research; Pearson, 8<sup>th</sup> Ed.
3. Fredrick S. Hiller, Gerald J. Liberman, Introduction to Operations Research, McGraw-Hill, 9<sup>th</sup> Ed.
4. Operations Research Theory & Application, J.K. Sharma, Macmillan, 3<sup>rd</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
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**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	H	M	L	L
2	H	H	M	M	L
3	M	M	M	L	L
4	H	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
CD3	Seminars	CO3	CD1, CD2,
CD4	Mini projects/Projects	CO4	CD1, CD2,
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.	Lec t. No.	Tentati ve Date	Ch . No.	Topics to be covered	Text Book / Refer ences	COs mapp ed	Actua l Conte nt cover ed	Methodology	Remar ks
1	L1		M	Introduction to	1,2,3	1		Lecture/PPT	

			1	theory of optimization, Features of O.R, Modelling in Operations Research	,4				
1	L2		M 1	Classification of Models, General Solution Methods for O.R Models, Scientific Method in O.R	,2,3, 4	1		Lecture/PPT	
1	L3		M 1	Methodology of O.R., Applications, Opportunities and Shortcomings of O.R.	1,2,3 ,4	1		Lecture/PPT	
1	L4			Methodology of O.R., Applications, Opportunities and Shortcomings of O.R.	1,2,3 ,4	1			
2	L5		M 2	Linear Programming models, formulation of LPP models	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
2	L6		M 2	Linear Programming models, formulation of LPP models	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
2	L7		M 2	Linear Programming models, formulation of LPP models	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
2	L8			Linear Programming models, formulation of LPP models	1,2,3 ,4	1,2			
3	L9		M 2	mathematical formulation of	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	

				general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method					
3	L10		M 2	mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
3	L11		M 2	mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
3	L12			mathematical formulation of general linear programming models, application of LPP models, Solution of Linear	1,2,3 ,4	1.2			

				Programming Problem by Graphical Method					
4	L13		M 2	Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L14		M 2	Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L15		M 2	Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution	1,2,3 ,4			Lecture/PPT/ Case Study	
4	L16			Special Cases: (I) Alternate Optima (II) Unbounded Solution (III) Infeasible Solution	1,2,3 ,4				
5	L17		M 3	Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/Assign ment	
5	L18		M 3	Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/Assign ment	
5	L19		M 3	Solution of linear Programming Problem by Simplex method	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/Assign ment	

				– Maximization and Minimization,					
5	L20			Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3,4	1,2,3,4			
6	L21		M 3	Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3		Lecture/PPT/ Case Study/Assignment	
6	L22		M 3	Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3			
6	L23		M 3	Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3			
6	L24			Special Cases – (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3,4			
7	L25		M 3	Practice session	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L26		M 3	Practice session	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L27		M 3	Practice session	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L28			Practice session	1,2,3,4	1,2,3,4			

8	L29		M 4	Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North-West Corner Method (2). Matrix Minima Method	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
8	L30		M 4	Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North-West Corner Method (2). Matrix Minima Method	1,2,3,4	1,2,3,4			
8	L31		M 4	Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North-West Corner Method (2). Matrix Minima Method	1,2,3,4	1,2,3,4			
8	L32			Balanced and Unbalanced Models of Transportation, Initial Basic Feasible Solutions (1) North-West Corner Method (2). Matrix Minima Method	1,2,3,4	1,2,3,4			
9	L33		M 4	(3) Vogel's Approximation	1,2,3,4	1,2,3,4		Lecture/PPT/Case	

				Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.				Study/Assignment	
9	L34		M4	(3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.	1,2,3,4	1,2,3,4			
9	L35		M4	(3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and	1,2,3,4	1,2,3,4			

				Minimization.					
9	L36			Assignment Models, Hungarian Method, Maximization and Minimization.	1,2,3,4	1,2,3,4			
10	L37		M4	Practice session	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
10	L38		M4	Practice session	1,2,3,4	1,2,3,4			
10	L39		M4	Practice session	1,2,3,4	1,2,3,4			
10	L40			Practice session	1,2,3,4	1,2,3,4			
11	L41		M5	Concept of Game Theory - Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle				Lecture/PPT/Case Study/Assignment	
11	L42		M5	Concept of Game Theory - Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle	1,2,3,4	1,2,3,4			
11	L43		M5	Concept of Game Theory - Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle	1,2,3,4	1,2,3,4			
11	L44			Concept of Game Theory - Two-Person Zero	1,2,3,4	1,2,3,4			

				Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle					
12	L45		M 5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
	L46		M 5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
	L47		M 5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
12	L48			Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
13	L49		M 5	Graphical solution of $2 \times n$ and $m \times 2$ Games.	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
13	L50		M 5	Graphical solution of $2 \times n$ and $m \times 2$ Games.	1,2,3,4	1,2,3,4			
13	L51		M 5	Graphical solution of $2 \times n$ and $m \times 2$ Games.	1,2,3,4	1,2,3,4			
13	L52			Graphical solution of $2 \times n$	1,2,3,4	1,2,3,4			

				and m × 2 Games.					
14	L53		M 2	Revision	1,2,3 ,4	1,2,3, 4		Lecture	
14	L54		M 3	Revision	1,2,3 ,4	1,2,3, 4		Lecture	
14	L55		M 4	Revision	1,2,3 ,4	1,2,3, 4		Lecture	
14	L56			Revision	1,2,3 ,4	1,2,3, 4			

## MT211 Sales and Distribution Management

### COURSE INFORMATION SHEET

**Course code: MT211**

**Course title: Sales and distribution management**

**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/II**

**Branch:**

**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To develop distribution channels for any product.
B.	To outline the role of warehouse and its functions
C.	To explain the concept of sales management
D.	To develop territory division and sales quota
E	To develop various measures to enhance the performance of sales people

### Course Outcomes

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

1.	Formulate physical distribution system for any business.
2.	Appraise the need of warehousing and its various types
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

#### **Introduction to Physical Distribution:**

Concept of physical distribution, function of Distribution channels, types of distribution channels, Steps in Designing a Distribution system.

### Module-2

#### **Warehouse Management and transportation:**

Concept of warehouse, Need and benefits of Warehousing, Designing a Warehousing system. Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode.

### Module-3

#### **Sales Management:**

Concept of sales management, concept of personal selling, Objectives of Sales Management, Function of salesperson, Steps involved in selling process.

### Module-4

#### **Territory Management:**

Concept of sales territory, Reasons for Establishing Sales Territories, Meaning of sales quota, types of sales quota. benefits of sales quota.

### Module-5

#### **Evaluation:**

Standards of Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard . Methods of evaluating sales people.

#### **Suggested Books:**

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. (1976), Sales Management: Decision, Policies and Cases, Prentice-Hall, 3<sup>rd</sup> Edition (illustrated).
2. Kotler, P. and Armstrong, G. (2007), Principles of Marketing, Pearson Prentice Hall, 12<sup>th</sup> Edition.
3. Ramaswamy, V. S. and Namakumari, S. (2002), Marketing Management, Macmillan Business Books.

#### **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.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**

<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**

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

5	M	H	H	M	L
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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	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	Text Book / 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 warehouse,	1,2,3,	2		PPT, Case	
	L11		2	Concept of warehouse,	2,3,	2		PPT, Case	
	L12		2	Need and benefits of Warehousing,	2,3,	2		PPT, Case	
5.	L13		2	Need and benefits of Warehousing,	1,2,3	3		PPT, Case	
	L14		2	Designing a Warehousing system.	1,2,3	3		PPT, Case	
	L15		2	Designing a Warehousing system.	2,3	3		PPT, Case	
6	L16		2	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 of sales 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 salesperson,	2,3,	4		PPT	
	L24		3	Function of salesperson,	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		Class Presentation, PPT	
15.	L42		5	order call ratio, comparing actual performance with standards, methods of evaluating sales people	1,2,3,	5		Class Presentation, PPT	

## MT212 Project Management

### COURSE INFORMATION SHEET

**Course code: MT212**

**Course title: PROJECT MANAGEMENT**

**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: IV/II**

**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To understand the basic idea and concepts of project management
B.	To be aware of the project goals and objectives
C.	To understand the financial appraisal of project
D.	To become aware of the scheduling and execution of projects
E.	To evaluate and administer projects

## Course Outcomes

After the completion of this course, students will be 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: Project Management, corporate planning, generation and screening of idea.**

Introduction and characteristic of capital expenditure, shareholder's expectations, corporate financial objectives, corporate mission and philosophy, futuristic planning, SWOT analysis, strategic planning process, budgeting, operating planning, implementation, result and loop-back with strategic planning, capital budgeting decision, Project life cycle, phases of project management, integrative approach to project management, generation of project ideas, monitoring the environment, corporate appraisal, Porter model: profit potential of industries, scouting and preliminary screening of project ideas, project rating index, sources of positive net present value.

### **MODULE 2: 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: 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: 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 for 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: 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:

**Chandra. P,(2002), Projects planning, analysis, selection, financing, implementation and review, New Delhi, Tata Mc Graw Hill.**

**Reference books:**

**Adam Everett.E, Ebert Ronald J. Jr(2000) Production and Operation Management, Concepts, Models and Behaviour, Prentice Hall Of India(5<sup>th</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
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

L= LOW, M=MEDIUM, H= HIGH

Course Outcome #	Program Outcomes										
	PO1	PO2	PO3	PO4	PO5						
CO1	M	L	L	M	L						
CO2	H	M	H	M	M						
CO3	H	H	H	H	M						
CO4	H	H	H	H	H						
CO5	H	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
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.	Tentati ve Date	Ch . No .	Topics to be covered	Text Book / Refer ences	COs mapp ed	Actual Conte nt cover ed	Methodolo gy used	Remar ks by faculty if any
1	L1		1	Introduction and characteristic of capital	T1, R1	1		PPT Digi Class/Choc k	

				expenditure, shareholder's expectations				-Board	
	L2		1	corporate financial objectives, corporate mission and philosophy,	T1, R1	1		PPT Digi Class/Choc k -Board	
2	L3		1	futuristic planning, SWOT analysis,	T1, R1	1		PPT Digi Class/Choc k -Board	
	L4		1	strategic planning process, budgeting,	T1, R1	1		PPT Digi Class/Choc k -Board	
3	L5		1	operating planning, implementation,	T1, R1	1		PPT Digi Class/Choc k -Board	
	L6		1	result and loop-back with strategic planning, capital budgeting decision,	T1, R1	1		PPT Digi Class/Choc k -Board	
4	L7		1	Project life cycle, phases of project management,	T1, R1	1,2		PPT Digi Class/Choc k -Board	
	L8		1	integrative approach to project management, generation of project ideas,	T1, R1	1,2		PPT Digi Class/Choc k -Board	
5	L9		1	monitoring the environment, corporate appraisal,	T1, R1	1,2		PPT Digi Class/Choc k -Board	
	L10		1	Porter model: profit potential of industries,	T1, R1	1,2		PPT Digi Class/Choc k -Board	
6	L11		1	scouting and preliminary	T1, R1	1,2		PPT Digi Class/Choc	

				screening of project ideas				k-Board	
	L12		1	project rating index, sources of positive net present value.	T1, R1	1,2		PPT Digi Class/Choc k -Board	
7	L13		2	Introduction, concept and application of Technical analysis,	T1, R1	2		PPT Digi Class/Choc k -Board	
	L14		2	Introduction, concept and analysis of Financial analysis	T1, R1	2		PPT Digi Class/Choc k -Board	
8	L15		2	Introduction, concept and application of Market analysis,	T1, R1	2		PPT Digi Class/Choc k -Board	
	L16		3	Introduction and concept of NPV(Net Present Value)	T1, R1	3		PPT Digi Class/Choc k -Board	
9	L17		3	Introduction and concept of IRR(Internal Rate of Return),	T1, R1	3		PPT Digi Class/Choc k -Board	
	L18		3	Introduction and concept of PBP(Pay Back Period).	T1, R1	3		PPT Digi Class/Choc k -Board	
10	L19		4	Forms of project management	T1, R1	3		PPT Digi Class/Choc k -Board	
	L20		4	project planning,	T1, R1	3		PPT Digi Class/Choc k -Board	
11	L21		4	project control	T1, R1	3		PPT Digi Class/Choc k -Board	

	L22		4	human aspect of project management, pre-requisite for successful project implementation.	T1, R1	3		PPT Digi Class/Choc k -Board	
12	L23		4	Development of project network, time estimation, network cost system,	T1, R1	4		PPT Digi Class/Choc k -Board	
	L24		4	scheduling when resources are limited, PERT model,	T1, R1	4		PPT Digi Class/Choc k -Board	
13	L25		4	CPM model	T1, R1	4		PPT Digi Class/Choc k -Board	
	L26		4	Concept and Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest Beginning Time, and Slack Time.	T1, R1	4,5		PPT Digi Class/Choc k -Board	
14	L27		5	Initial review, performance evaluation	T1, R1	4,5		PPT Digi Class/Choc k -Board	
	L28		5	abandonment analysis, behavioural aspect of capital budgeting, evaluating the capital budgeting system of an organisation	T1, R1	4,5		PPT Digi Class/Choc k -Board	

# MT 213 Web Applications of Business

## COURSE INFORMATION SHEET

**Course code:** MT213

**Course title:** Web applications of Business

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

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

**Credits:** 2 L: 01 T: 0 P:02

**Class schedule per week:** 02

**Class:** BBA

**Semester / Level:** IV/II

**Branch:** Management

### Course Objectives

This course enables the students:

<b>A.</b>	To gain familiarity with the web environment for business applications
<b>B.</b>	To understand the role of scripting languages for web page development from business perspectives.
<b>C.</b>	Understand and apply the advanced concepts in making web applications more intuitive and interactive.
<b>D.</b>	Understand, appreciate and employ web standards for applications.
<b>E.</b>	To understand and implement client-side scripting using various tools and techniques for business applications / web-sites.

### Course Outcomes

After the completion of this course, students will be:

<b>1.</b>	To develop proto-types of web-based applications for businesses.
<b>2.</b>	To have clearly prioritized objectives for selecting and employing suitable scripting languages in a need-based manner for web-based business applications.
<b>3.</b>	To clearly understand, appreciate and carry out the improvements needed to ensure a business site's long term success.
<b>4.</b>	To justify the practical considerations involving web standards for business applications.
<b>5.</b>	To be proficient enough to develop client side scripts in line with the requirements of business applications and web-sites.

### Syllabus

#### Module 1 [5]

Introduction to the course. Tools, technologies and outcomes. Recommended text editor programs.

#### Module 2 [4]

Roles of HTML, CSS, JavaScript. Web browsers, client/server, and request/response. Introduction to HTML: structure, mark-up, images, links, Text mark-up, lists, links, images. Block vs. inline elements. DIV and SPAN.

### Module 3 [6]

Introduction to CSS: Overview, selectors, colours, backgrounds, DIVs, pseudo-classes. Margins, padding, borders, box model, box-sizing, floats and position.

### Module 4 [8]

Web fonts, including Google fonts. Ems, percentages and points. Handling typography. Accessibility and Web standards.

### Module 5 [5]

JavaScript introduction: Variables, numbers and strings, Booleans, basic math, if-statements, arrays, loops. Use of console.log () vs. <script> tags, Functions (parameters and returns), scope of variables, more if-statements, more for-loops and more arrays. Defining problems. Problem breakdowns. Pseudo code, HTML forms; design and layout for forms and quizzes; JavaScript and forms.

### Text books / Reference books:

1. Stevens, Luke. *The Truth About HTML5 (For Web Designers)*, 2012.

### Reference Books:

1. Castro, Elizabeth and Hyslop . *HTML5, and CSS, Eight Edition: (Visual Quick Start Guide)*, Peachpit 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

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

### 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 course	T1,R1	CO1		Lecture/PT Digi Class/Chalk-Board	
	2		1	Tools, technologies and outcomes. Recommended text editor programs.	T1,R1	CO1			
2	3		1	Tools, technologies and outcomes. Recommended text editor programs Con't.....	T1,R1	CO1,C O2		Lecture/PT Digi Class/Chalk-Board	
	4		1	Tools, technologies and outcomes. Recommended text editor programs Con't.....	T1,R1	CO1,C O2			
3	5		1	Roles of HTML, CSS, JavaScript. Web browsers,	T1,R1	CO1,C O2		Lecture/PT Digi Class/Assigment	
	6		1	Roles of HTML, CSS, JavaScript. Web browsers Con't.....	T1,R1	CO1,C O2, CO3			
4	7		2	client/server, request/response	T1,R1	CO2,C O3		Lecture/PT Digi Class/Sem	

	8		2	Client/server, request/response Con't.....	T1,R1	CO2,C O3		inar	
5	9		2	Introduction to HTML: structure, mark-up	T1,R1	CO2,C O3			
	10		2	Introduction to HTML: images, links	T1,R1	CO2,C O3			
6.	11		3	Text mark-up, lists, links, images	T1,R1	CO2,C O3,CO4		Lecture/P PT Digi Class/Chal k -Board	
	12		3	Block vs. inline elements	T1,R1	CO3,C O4			
7.	13		3	DIV and SPAN.	T1,R1	CO3,C O4			
	14		3	Introduction to CSS: Overview, selectors	T1,R1	CO2, CO3, CO4			
8.	15		3	colours, backgrounds, DIVs	T1,R1	CO3,C O4			
	16		3	Pseudo-classes.	T1,R1	CO2,C O3			
9.	17		3	Margins, padding, borders	T1,R1	CO3		Lecture/P PT Digi Class/Sem inar	
	18		4	box model, box- sizing	T1,R1	CO4,C O5			
10.	19		4	floats and position.	T1,R1	CO3,C O4,CO5			
	20		4	Web fonts, including Google fonts.	T1,R1	CO4,C O5			
11.	21		4	Ems, percentages	T1,R1	CO3,C		Lecture/P	

				and points.		O4,CO5		PT Digi Class/Chal k Board	
	22		4	Handling typography.	T1,R1	CO4,C O5			
12.	23		4	Accessibility and Web standards.	T1,R1	CO3, CO4		Lecture/P PT Digi Class/Ass ignments	
	24		4	JavaScript introduction: Variables, numbers and strings	T1,R1	CO4,C O5			
13	25		5	Booleans, basic math, if-statements	T1,R1	CO5		Lecture/P PT Digi Class/Ass ignments	
	26		5	arrays,loops. Use of console.log() vs. <script> tags	T1,R1	CO5			
14	27		5	Functions (parameters and returns)	T1,R1	CO5		Lecture/P PT Digi Class/Se minars	
	28			scope of variables, more if-statements	T1,R1	CO3,C O4,CO5			
15	29			more for-loops and more arrays. Defining problems. Problem breakdowns. Pseudo code.	T1,R1	CO3,C O4,CO5			
	30			HTML forms; design and layout for forms and quizzes; JavaScript and forms.	T1,R1	CO3,C O4,CO5			

## MT214 Management Information System

### COURSE INFORMATION SHEET

**Course code: MT 214**

**Course title: Management Information System**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: 4/2**

**Branch: BBA**

**Name of Teacher:**

## **Course Objectives**

This course enables the students:

1.	Develop an understanding of information systems and the social and ethical issues governing these.
2.	To be able to visualise how information systems help organisation goals and achieve competitive advantage
3.	To be able to visualise how information systems help organisation goals and achieve competitive advantage
4.	Grasp the issues related to system analysis and its relationship to MIS
5.	Understand the issues influencing designing and implementation of MIS.

## **Course Outcomes**

After the completion of this course, students will be:

1.	Able to make decision through the usage of available information to gain competitive advantage.
2.	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.
3.	Able to apply concepts like artificial intelligence and ERP to make the organizations more efficient.

## **Syllabus**

### **MODULE 1**

Introduction to information system and MIS (7): 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

### **MODULE 2**

Information systems, organizations and strategy (7): Organisation 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

### **MODULE 3**

MIS and Decision Making Concepts, Concept of Decision Support Systems (7): 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

System Analysis and Design (6): Concept and Need for System Analysis and Design. Process of System Analysis and Design. MIS and System Analysis

#### MODULE 5

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**
3. **Information systems for modern management : Murdrick, Ross and Clagget**

#### Reference 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**

<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 #	a	b	c	d	e
	1	H	L	L	H
2	M	M	M	H	M
3	H	L	H	M	H

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE OUTCOMES						
Course Objectives	Course Outcomes					
	CO1	CO2	CO3			
A	H	M	M			
B	M	H	H			
C	H	M	L			
D	M	H	H			

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	CO 1	CD1/CD8
CD 2	Tutorials/Assignments	CO2	CD1/CD2/CD3/CD8
CD 3	Seminars	CO3	CD1/CD2/CD3//CD 4
CD 4	Mini projects/Projects		
CD 5	Laboratory experiments/teaching aids		

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	L1		1	Introduction to information	T1,T2, R1	1		PPT Digi Class/Chalk-Board	
1	L2		1	Why information management needs to be ethically carried out	T1,T2	1,2		PPT /Chalk-Board/Case	
1	L3		1	Introduction to information systems	T1, T2,R1	1		PPT /Chalk-Board	
2	L4		1	How organisations would benefit from information management	T1,T2	1		PPT / assignment	
2	L5		1	Role of MIS	T3	1		PPT	

2	L6		1	Importance of MIS	T3	1,2		PPT/assignment	
3	L7		1	Control issues in MIS	T1	1		PPT/case	
3	L8		1	Information Classification	T2	1		PPT	
3	L9		1	Value of information	T1	1,2		PPT	
4	L10		2	Introduction to organisation processes	T1,T2, R1	2		PPT /class assignment	
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		PPT	
5	L14		2	Routines and business processes	T1	2		PPT/Chalk-Board	
5	L15		2	Impact of information on organisations and business firms	T1	2,3		PPT /case	

6	L16		2	Porter's five forces model	T1	1,2		PPT/chalk board	
6	L17		2	Information system strategy to deal with competition	T1	2		PPT /case	
6	L18		2	Business value chain model	T1	2,3		PPT/	
7	L19		2	How IT influences organisational goals	T1	2,3		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		PPT	
8	L22		3	Types of decisions	T2	1		PPT	
8	L23		3	Types of decision making systems	T1,T2	1		PPT	
8	L24		3	Herbert Simon Model of Decision Making	T1	1		PPT	

9	L25		3	Introduction to Decision support system	T1,T2, T3	1,2		PPT	
9	L26		3	Introduction to ERP	R2	3		PPT Digi Class	
9	L27		3	Introduction to DBMS and RDBMS	T1,T2, T3	3		PPT Digi Class/Chalk-Board	
10	L28		3	Introduction to artificial intelligence	T1	3		PPT Digi Class/assignment	
10	L29		4	Concept of system and system analysis	T2, R1	2		PPT Digi Class	
10	L30		4	System analysis and design (SAD)	T2, R1	2		PPT Digi Class	
11	L31		4	Need for system analysis	T2, R1	2		PPT	
11	L32		4	Process of system analysis and design	T2, R1	2		PPT	
11	L33		4	MIS and system analysis	T2, R1	2		PPT /assignment	

12	L34		4	MIS and system analysis	T2, R1	2		PPT/Chalk-Board	
12	L35		5	Introduction to MIS planning	T1, T2, T3	2		PPT Digi Class/Chalk-Board	
12	L36		5	Contents of MIS plan	T1, T2, T3	2		PPT Digi Class/Chalk-Board	
13	L37		5	Process: steps in MIS planning	T1, T2, T3	2		PPT Digi Class/Chalk-Board	
13	L38		5	Development and designing of MIS	T1, T2, T3	2		PPT Digi Class/Chalk-Board	
13	L39		5	The prototype approach	T2	2		PPT/assignment	
14	L40		5	Lifecycle approach	T2	2		PPT Digi Class/Chalk-Board	
14	L41		5	Pitfalls in development of MIS	T3	2		PPT Digi Class	
14	L42		5	Implementation of MIS	T2,R1	2,3		PPT /case	

## MT215 Project Feasibility Analysis

### COURSE INFORMATION SHEET

**Course code:** MT 215 (RP)

**Course title:** Project Feasibility Analysis

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

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

**Credits:** 2

**Class schedule per**

**:week:** 02

**Class:**BBA

**Semester / Level:** IV/ II

**Branch:**

**Name of Teacher:**

### Course Outcomes

After the completion of this course, students will be able to Identify Business Opportunities in a given business environment and compare their commercial feasibility

### Syllabus

The student will conduct relevant research to identify a Business Opportunity and carry out a feasibility study under the supervision of a faculty and submit the report . The study may be conducted in groups 2-3 students.

<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>
Progressive Evaluation	40
End Sem Viva Voce	60

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**Indirect Assessment –**

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

**MT216 Entrepreneurship and Small Business**

**COURSE INFORMATION SHEET**

**Course code: MT216**

**Course title: ENTREPRENEURSHIP AND SMALL BUSINESS**

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

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

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

**Class schedule per week: 2**

**Class:**

**Semester / Level: IV/II**

**Branch:**

**Course Objectives**

This course enables the students:

A.	In improving understanding of the role of entrepreneurship in the economy
B..	In understanding the dynamic role of entrepreneurship and small businesses
C.	To sharpen the problem solving skills and Increase their alertness to opportunity
D.	To developed one or more entrepreneurial ideas of their own
E.	To develop appropriate skills in the students so as to make them competent and self-employed

**Course Outcomes**

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

1.	prepare a comprehensive business plan
2.	describe operational and organizational structures for business
3.	describe funding sources and the capital structure of a business
4.	Develop abilities in evaluating small business ideas and market opportunities
5.	Demonstrate the potential of organizing and managing a Small Business

**Syllabus**

## UNIT-1 ENTREPRENEURIAL MANAGEMENT

The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements.

## UNIT-2 SETTING UP SMALL SCALE INDUSTRY

Concept, Types of small scale industry, Setting up a small industry – An overview of the steps involved, Role of small scale industry in national economy, Challenges to the growth of small scale industry in the country, problem of sick industry, Revival plan.

## UNIT-3 SOCIAL ENTREPRENEURSHIP

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.

## UNIT-4 FAMILY BUSINESS AND ENTREPRENEURSHIP

The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.

## UNIT-5 FINANCING THE ENTREPRENEURIAL BUSINESS:

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

### Text Books:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
4. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
5. Irwin Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed PUBLISHER McGraw-Hill, ISBN 978-0-07-802909-

Reference Books:

1. Hisrich D, Peters P. Michael, Shepherd A. Dean, (2008) Entrepreneurship 7<sup>th</sup> Ed, McGraw-Hill International Edition.
2. Desai. V,(2004), Small- Scale Industries and Entrepreneurship,6<sup>th</sup> Ed, Himalaya Publishing House.
3. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
4. Dr. Aruna Bhargava, Everyday Entrepreneurs – The harbingers of Prosperity and creators of Jobs.
5. Roy, R. Entrepreneurship, Oxford 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

<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	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIGH	M=MEDIUM	L=LOW		

**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 and CD2
CD 4	Mini projects/Projects	CO4	CD4 AND CD 6
CD 5	Laboratory experiments/teaching aids	CO5	CD4, CD6 AND CD7
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	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	2		1	<b>Md1 The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership;</b>	T1, R1	1, 2		PPT Digi Class/Choc k -Board	
2	2		1	<b>Md1 Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership;</b>	T1, R1			PPT Digi Class/Choc k -Board	
3	2		1	<b>Md1 limited liability partnership and corporation</b>	T1, R1			PPT Digi Class/Choc k -Board	

				<b>form of ownership; advantages/disadvantages,</b>					
4	2		1	<b>Md1 Franchising; advantages/disadvantages of franchising; types of franchise arrangements .</b>	T1, R1			PPT Digi Class/Choc k -Board	
5	2		2	<b>Md2 Concept, Types of small scale industry, Setting up a small industry – An overview of the steps involved,</b>	T2, R2			PPT Digi Class/Choc k -Board	
6	2		2	<b>Md2 Role of small scale industry in national economy, Challenges to the growth of small scale industry in the country,</b>	T2, R2			PPT Digi Class/Choc k -Board	
7	2		2	<b>Md2 problem of sick industry, Revival plan.</b>	T2, R2			PPT Digi Class/Choc k -Board	
8	2		3	<b>Md3 Introduction to Social Entrepreneurship; Characteristics and Role</b>	T3, R3			PPT Digi Class/Choc k -Board	

				<b>of Social Entrepreneur s; Innovation and Entrepreneur ship in a Social Context;</b>					
9	2		3	<b>Md3 Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization ; Financing and Risks; Business Strategies and Scaling up.</b>	T3, R3			PPT Digi Class/Choc k -Board	
10	2		4	<b>Md4 The Entrepreneur ; Role and personality; Family Business: Concept, structure and kinds of family firms ;</b>	T4, R4			PPT Digi Class/Choc k -Board	
11	2		4	<b>Md4 Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in</b>	T4, R4			PPT Digi Class/Choc k -Board	

				<b>family firms ;</b>				
12	2		4	<b>Md4 Managing Leadership ,succession and continuity ; women's issues in the family business ;Encouraging change in the family business system.</b>	T4, R4		PPT Digi Class/Choc k -Board	
13	2		5	<b>Md5 Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks,</b>	T5, R5		PPT Digi Class/Choc k -Board	
14	2		5	<b>Md5 appraisal of loan applications by financial institutions, Venture capital.</b>	T5, R5		PPT Digi Class/Choc k -Board	

**SEM V**

**(Programme Core)**

**MT 133 Communication Skills - II**

**MT301 Business Ethics**

**COURSE INFORMATION SHEET**

**Course Code: MT 301**

**Course Title: Business Ethics**

**Pre-requisite: NIL**

**Co-requisites: NIL**

**Credits: 03 L: 03 T: 0 P: 0**

**Class schedule per week - 3**

**Class: BBA**

**Semester/Level: Sem. V/3**

**Branch: Management**

**Name of Teacher:**

**Course Objectives**

<b>1</b>	To understand business ethics as part of Business
<b>2</b>	To familiarize students with the theory and practice of managing ethics in organization.
<b>3</b>	To explain necessary skill in the field of ethics
<b>4</b>	To understand the benefits of ethics
<b>5</b>	To understand the principles of ethics and its application in an organization

**Course outcomes**

The students will be able to:

<b>1</b>	Appraise moral issues in business
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2	Practice core business ethics
3	Relate business practices to cultural beliefs.
4	Develop and practice ethics in their functioning.
5	Implement ethical values in functioning of an organization

## Syllabus

### MT-204, BUSINESS ETHICS

#### Module I

Definition of Business Ethics, Fundamental principles of ethics, Moral development and moral reasoning, managing ethics in organization, Concept of Human Values Ethics, Conceptual framework in understanding the complementarity between values and skills, Universal value Vs Local Value.

#### Module II

Concept of Utilitarianism, Forms of Utilitarianism, Deontological Concept, Justice and Fairness, The ethics of care, Time Management, Moral capital's basic currency, an alternative to moral principles.

#### Module III

Voluntary Unethical and Induced Unethical and their consequences, Secular and Sacred concept and its implications, Duties and rights and their relationships,

#### Module IV

Wage and Salary administration, fixation and revision of minimum rates of wages, Concept of Wage and Salary, Wage discrimination, problems faced by employees in organizations,

#### Module V

Concept of job description, job specification, forms of job discrimination, White Collar Crime, Trade Secret, Whistle Blowing Pollution, the dimension of pollution and resource depletion,

#### Text Books

1. Business Ethics: By Manuel G. Velasquez (seventh edition), Publication-PHI
2. Ethics & the Conduct of Business – By John R. Boatright (Fourth Edition) Publication Pearson

#### Reference Books

1. Ethical Management – SatishModh, Publication – PHI
2. Its only Business – MeeraMitra, Mcmillan Publication

## 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	L	M	L	L	M
2	L	M	L	L	M
3	H	M	L	H	H
4	H	H	M	M	H
5	H	H	L	H	M
INDEX	H=HIGH	M=MEDIUM	L=LOW		

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 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	1,2,3	
CD2	Tutorials/Assignments	1,2	
CD3	Seminars	1,2,3 1,2	
CD4	Mini projects/Projects	3,5	
CD5	Laboratory experiments/teaching aids	1,2,3,4,5	
CD6	Industrial/guest lectures	1,2,3,4,5	
CD7	Industrial visits/in-plant training	1,2,3,4,5	
CD8	Self- learning such as use of NPTEL materials and internets	1,2,3,4,5	
CD9	Simulation	1,2,3,4,5	

Week No.	Lect . No.	Tentative Date	Ch. No .	Topics to be covered	Text book / references	COs Mapped	Methodology used	Remarks by faculty (if any)
1	1		<b>1</b>	Introduction to business ethics and fundamental principles of ethics	TB/R	<b>1</b>	Lectures Assignment	

1	2		1	Moral development and moral reasoning, Managing ethics in an organization	TB/R	1	Lectures	
2	3		1	Human values and ethics, Conceptual framework in understanding the complementarity between values and skills	TB/R	1	Lectures	
2	4		1	Universal values vs local values	TB/R	1	Lectures	
3	5		1	Case study				
3	6		2	Concept of Utilitarianism	TB/R	2	Lectures	
4	7		2	Forms of Utilitarianism	TB/R	2	Lectures	
4	8		2	Concept of Utilitarianism, Forms of Utilitarianism, Deontological Concept, Justice and Fairness	TB/R	2	Lectures	
5	9		2	The ethics of care, Time Management	TB/R	2	Lectures	
5	10		2	Moral capital's basic currency, an alternative to moral principles.	TB/R	3	Lectures	
6	11		2	Case study				
6	12		3	Voluntary Unethical and Induced Unethical and their	TB/R	3	Lectures	

				consequences				
7	13		3	Voluntary Unethical and Induced Unethical and their consequence	TB/R	3	Lectures	
7	14		3	Secular and Sacred concept and its implication		4	Lectures	
8	15		3	Secular and Sacred concept and its implication	TB/R	4	Lectures	
8	16		3	Duties and rights and their relationships	TB/R	4	Lectures	
9	17		3	Duties and rights and their relationships	TB/R	4		
9	18		3	Case study				
10	19		4	Wage and salary administration	TB/R	5	Lectures	
10	20		4	Fixation and revision of minimum rates of wages	TB/R	5	Lectures	
11	21		4	Fixation and revision of minimum rates of wages	TB/R	5	Lectures	
11	22		4	Concept of Wage and Salary	TB/R	5	Lectures	
12	23		4	Wage discrimination	TB/R	1,2,4	Lectures	
12	24		4	problems faced by employees in organizations,	TB/R	2,3	Lectures	
13	25		5	Concept of job description, job specification	TB/R	2,3	Lectures	
13	26		5	forms of job discrimination,	TB/R	1,2	Lectures	

				White Collar Crime, Trade Secret				
14	27		5	Whistle Blowing Pollution, the dimension of pollution and resource depletion,	TB/R	15	Lectures	
14	28		5	Case study			Case study	

### **MT302 Introduction on Sustainable Development**

#### **COURSE INFORMATION SHEET**

**Course code: MT 302**

**Course title: INTRODUCTION ON SUSTAINABLE DEVELOPMENT**

**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:5/3**

**Name of Teacher:**

#### **Course Objectives**

This course enables the students:

A.	To understand 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 businesses to achieve competitive advantage and profitability
D.	To understand how sustainability can be integrated into businesses to create a win-win situation for consumers as well as businesses
E	To understand how sustainable designs and better management of logistics and other such initiatives can bring competitive advantage to firms.

#### **Course Outcomes**

After the completion of this course, students will be:

1.	Be able to appraise how sustainability affects today's business operations and the society.
2.	Be able to rationalise how global change, ecosystem degradation and resource limitation will shape business operations of the future.
3.	Be able to understand and map sustainability to CSR of businesses.
4.	Conceptualise ways and means through which businesses can contribute towards sustainability.
5.	Able to practice sustainable initiatives in any area of their work.

## Syllabus

### Module 1:

Introduction to the concept of Sustainability in business. Reasons for its growing importance, benefits to organizations and the society. Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance).

### Module2:

Product Sustainability Management, 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.

### Module3:

Integrating Sustainability into Business, systems thinking for sustainability, Value Chain perspective, sustainability strategy and planning, relative assessment of sustainability and Corporate Social Responsibility.

### Module4:

Introduction to sustainable designs, sustainable designs in creation of competitive advantage, Concept of eco-labelling and its impact on consumer choice, concept of green certifications leveraged to benefit product marketing

Module5:

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 Economic, Social, and Environmental Success (2006), Jossey – Bass
- 3) Esty, Daniel and Winston, Andrew, **Green to Gold** (2008), Yale University Press
- 4) Drexler, Hans **Sustainable by 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 Mc Donough

**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 Outcome				
	A	b	C	d	e
1	H	M	L	L	M
2	H	M	M	L	L
3	M	H	M	L	L
4	M	M	L	M	M
5	M	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	CD1 and CD2
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		

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,CD3, CD4,CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD2,CD3,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.

Wee k No.	Lec t. No.	Tentati ve Date	Ch . No .	Topics to be Covered	Text Boo k / Ref erences	COs mapp ed	Actua l Conte nt cover ed	Methodolo gy used	Remar ks by faculty if any
1	L1 & L2		1	Introduction to the concept of Sustainability in business. Reasons for its Growing importance, benefits to organizations and the society	T1, T2 R1 R2	1		PPT Digi Class -Board/	
2	L3 & L4		1	Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance	T1, R1 R2	2		Lecture/pp t/ Seminar	
3	L5 & L6		2	Product Sustainability Management, Life Cycle Thinking	T1 T3 R1 R2	1, 2		PPT Digi Class/Assi gnment/ca se	
4	L7		2	Product Life Cycle	T1	1,2		Lecture/	

	&L L8			Management, Environmental Life Cycle Assessment,	T2, R1 R2			Assignmen t/case	
5	L9 & L10		2	The Green marketing mix	T1 T3 R1 R2	2,3		Lecture/ Assignmen t/case	
6	L11 & L12		2	<b>Introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.</b>	T1 T2, R1 R2	2,3		Lecture/ Classroom Assignmen t/case	
7	L13 & L14		3	Integrating Sustainability into Business	T1 T3, R1 R2	4		Lecture/ca se	
8	L15 & L16		3	Systems thinking for sustainability, Value Chain Perspective	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
9	L17 & L18		3	Sustainability strategy and planning,	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
10	L19 & L20		3	Relative assessment of sustainability and Corporate Social Responsibility.	T1 T3, R1 R2	3		Lecture/ Assignmen t/case	
11	L21 & L22		4	Introduction to sustainable designs, sustainable designs in creation of competitive Advantage	T1 T4, R1 R3	2		Lecture/PP T/Assignm ent	
12	L23 & L24		4	Concept of eco- labelling and its impact on consumer choice, Concept of green certifications leveraged to benefit	T1 T2, R1 R2	3		Lecture PPT Assignmen t	

				product marketing					
13	L25 & L26		5	Concept of green supply chain, Impact of supply chain on sustainability	T1 T2, R1 R2	4,5		Lecture,PP T	
14	L27 & L28		5	Elements of green logistics, Concept of sustainability Reporting	T1 T2 T3, R1 R2 R3	4,5		Lecture/PP T/case	

### **MT304 Project I (Summer Internship)**

#### **COURSE INFORMATION SHEET**

**Course code: MT -304**

**Course title: Project I**

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

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

**Credits: 3**

**Class: BBA Semester / Level: 5/3**

### **SEM VI**

**(Programme Core)**

### **MT303 Strategic Management**

#### **COURSE INFORMATION SHEET**

**Course code: MT -303**

**Course title: STRATEGIC MANAGEMENT**

**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: 6/3**

**Name of Teacher:**

**Course Objectives:**

**This course enables the students:**

A.	To understand the most important hard skills in the business management
B.	To emphasize the monitoring and evaluation of external opportunities and threat in light of corporation's strengths and weaknesses.
C.	To manage businesses and projects.
D.	To have an insight into the managerial decisions and actions
E.	To appreciate the day – to -day activities of management and focus on long term strategy.

**Course Outcomes**

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

1.	describe the basic knowledge of subject area
2.	appraise environment to determines the long – run strategies
3.	examine different strategies applied in organisations at different levels.
4.	correlate Corporate strategies in action in organisations
5.	employ the Intellectual curiosity for successful performance of a corporation

**Syllabus**

**Module 1**

**An overview of Strategic Management**

Concept, evolution of strategic management as a discipline, characteristics of strategic management, strategic management model

## **Module 2**

### **Environmental Appraisal**

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, environmental threat and opportunity profile (ETOP), SWOT analysis, porter's five forces model of competition

## **Module 3**

### **Corporate level strategies**

Grand strategies, stability strategies, expansion strategies and issues related with all these strategies, Process of strategic choice, corporate-level strategic analysis, business-level strategic analyses, subjective factors in strategic choice

## **Module 4**

### **Strategic implementation & Strategy Evaluation**

Issues in implementation, types of strategic implementation techniques, Importance, strategy evaluation tools, role of organizational systems in evaluation

## **Module 5**

### **New Business Models**

Strategies for Internet Economy, E-commerce environment, E-commerce business model

**Text books:** Business policy and strategic Management, AzharKazmi, Tata McGraw-Hill

### **Reference books:**

Strategic management and business policy, William F. Glueck, Tata McGraw-Hill

Strategic Management, Michael Porter, Prentice hall of India

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**

<b>Course Outcome</b>	<b>Program Outcomes</b>				
	a	b	c	d	e
1	H	M	M	L	M
2	H	M		L	L
3	L	M		L	L

4	L	H		M	L
5	L	L	L	L	M

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		
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	CO3 CO5	
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 CO 2 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		Educationa 1 Videos/ Case Study etc.	
	L11		2						
	L12			environment appraisal, importance				PPT /Chalk	
5	L13		2					-Board/ Educationa 1 Videos/ Case Study etc.	
	L14		2						
	L15		2	ETOP, SWOT analysis  Grand strategies, expansion strategies				PPT /Chalk	
6	L16		2					-Board/ Educationa 1 Videos/ Case Study etc.	
	L17		3						
						CO1  CO2  CO3			
	L18		3					PPT /Chalk	
7	L19		3	stability strategies,				-Board/ Educationa 1 Videos/ Case Study	
	L20		3						

								etc.	
	L21			strategic choice, corporate-level strategic analysis				PPT /Chalk -Board/ Educational	
8	L22		3						
	L23		3	business-level strategic analysis				l Videos/ Case Study etc.	
	L24		3	subjective factors in strategic choice				PPT /Chalk -Board/ Educational	
9	L25		3						
	L26		4	Issues in implementation,				l Videos/ Case Study etc.	
	L27		4	types of strategic implementation techniques,					
10	L28		4						
	L29		4						
	L30		4	Importance, strategy evaluation tools				PPT /Chalk -Board/ Educational	
11	L31		4						
	L32		4	role of organizational systems in evaluation				l Videos/ Case Study etc.	
	L33		5	Strategies for Internet Economy				PPT /Chalk -Board/ Educational	
12	L34		5						
	L35		5						l Videos/ Case Study etc.
	L36		5	E-commerce environment				PPT /Chalk -Board/ Educational	
						CO4			

13	L37		5				1 Videos/ Case Study etc.	
	L38		5					
	L39		5	E- commerce business model			PPT /Chalk	
14	L40		5				-Board/ Educationa	
	L41		5				l Videos/ Case Study etc.	
15	L42			Revision		CO5		

## ELECTIVES

### MT 306 Corporate Taxation

#### COURSE INFORMATION SHEET

**Course code: MT 306**  
**Course title: Corporate Taxation**  
**Pre-requisite(s): MT103, MT113**  
**Co- requisite(s): NIL**  
**Credits: 3 L: 3 T: 0 P: 0**  
**Class schedule per week: 3**  
**Class: BBA**  
**Semester / Level: 6/3**  
**Name of Teacher:**

#### Course Objectives

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 be able to:

1.	<b>Develop Knowledge and Technical Proficiency in Taxation.</b>
2.	Developing the abilities to analyse the taxation and make strategy accordingly.
3.	Develop an understanding the recent changes and challenges in Tax practices.
4.	Detect the role and importance of Various taxes.
5.	Develop the ability to incorporate with various types of tax structure.

## Syllabus

### **Module 1** (9Lecture)

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** (9Lecture)

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** (9Lecture)

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** (9Lecture)

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** (6Lectures)

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

### **Text books:**

1. Taxman, Nabhi Publication
2. Taxation, Ahuja, Malhotra Publication
3. Corporate Taxation, Kaus hal Kumare Agrawal, Atlantic Publishers & Distributors
4. Corporate Taxation, Vinod Singhania, Taxman
5. Corporate Tax Planning by V.K.Singhania (TAXMAN PUBLICATION).
6. Corporate Tax Planning and Management Direct Tax Law & Practice by Girish Ahuja & Ravi Gupta (Bharat Publication).

### **Reference books:**

1. Taxmann's Students Guide to Income Tax Dr. Vinod Singhania & Monica Singhania

### **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

### 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
2	H	M	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	M	M	M	M

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.**

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	Historical Development of Income Tax and Corporate Tax, Tax structure in India under Indian Income Act	T1, T2 R1	CO1		Lecture/PPT /Guest Lecture	
2	4-6		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,	T1, T2 R1,	CO1,CO2		Lecture/PPT /Guest Lecture	
3	7-9		Mod1,2	Rule of Corporate Tax. 2. Computation of Income Computation Under Different Heads of Income,	T1, T2, T3, R1,	CO2, CO3		Lecture/PPT /Guest Lecture	
4	10-12		Mod2	Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit,	T1, T2,T3, R1	CO1, CO2,		Lecture/PPT /Guest Lecture	
5	13-15		Mod2	Taxation with reference to Newly Established Business. 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	16-18		Mod3	Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit,	T1, T2,T3, R1	CO1, CO2, CO3		Lecture/PPT /Guest Lecture	

7	19-21		Mod3	Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern,	T1, T3, T4, R1	CO2, CO3, CO4		Lecture/PPT /Guest Lecture	
8	22-24		Mod,4	Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger	T1, T3, T4, R1	CO3, CO5		Lecture/PPT /Guest Lecture	
9	25-27		Mod4	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	T1, T3, T4, R1	CO1, CO3, CO5		Lecture/PPT /Guest Lecture	
10	28-30		Mod4	Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning - Managerial Remuneration,	T1, T2 , T4, T5,R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture	
11	31-33		Mod4	Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.	T3, T4, T5, R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture	

12	34-36		Mod,5	Value Added Tax Implication of Vat to Corporate Income, Double Taxation Avoidance Agreement,	T2, T3, T5, R1	CO1, CO2 CO4, CO5		Lecture/PPT /Guest Lecture	
13	37-39		Mod5	Advance Payment of Tax, Collection of Tax at Source and E—TDS Return,	T2, T4,T5, R1	CO1, CO2 CO4, CO5		Lecture/PPT /Guest Lecture	
14	40-42		Mod5	Tax Planning and Management	T1,T2, T4, T5,T6, R1	CO1, CO2 CO4, CO5		Lecture/PPT /Guest Lecture	

### MT 307 Banking Concepts and Practices

#### COURSE INFORMATION SHEET

**Course code: MT 307**

**Course title: Banking Concept & Practices**

**Pre-requisite(s): MT103, MT113**

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

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

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: 6/3**

**Name of Teacher:**

#### Course Objectives

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 highlight the importance of Monetary policy in economy
E.	To know about the international developments and rules in Banking.

#### Course Outcomes

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

1.	<b>Develop Knowledge and Technical Proficiency in Banking</b>
2.	Developing the abilities to analyse the banking environment and make strategy accordingly.

3.	Develop an 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 analyse documents thereafter.

## Syllabus

### Module I: (9Lectures)

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 II : (9Lectures)

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 III: (9Lectures)

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 IV: (9Lectures)

Reserve Bank of India – Organisation – Management - Functions – NABARD – State Bank of India – Exchange Banks – Commercial Banks - Indigenous Banks – Co-operative Banks, Qualitative Methods of Credit Control.

### Module V: (9Lectures)

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 SARFAESI Act 2002.

### Suggested Books:

1. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
2. Legal & Regulating aspect of banking- 2nd Edition IIBF - MACMILLAN
3. Natarajan and Gorden - Banking Theory Law and Practice - Himalaya publishing House.  
Mumbai
4. Paramemeswaran , R. & Natarajan, R. Indian Banking

5. Vaish, M.C. Money, Banking and International Trade

### Reference 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

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

### 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	M	M	M	-
3	M	M	L	M	H
4	H	L	L	M	H
5	H	M	M	M	M

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, 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 / Guest Lecture	
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, R1 R2	CO2, CO3		Lecture/PPT / Guest Lecture	
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 / Guest Lecture	
6	16-18		Mod3	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	T1, T2, T3, R1	CO2, CO3, CO4		Lecture/PPT / Guest Lecture	
7	19-21		Mod3	protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums	T1, T5 R1	CO2, CO3, CO5		Lecture/PPT / Guest Lecture	
8	22-24		Mod,4	Reserve Bank of India – Organisation Management Functions	T1, T4, T5, R1	CO1, CO3, CO4		Lecture/PPT / Guest Lecture	
9	25-27		Mod4	NABARD – State Bank of India – Exchange Banks	T1, T3, T4, T2 R1	CO2, CO3, CO4		Lecture/PPT / Guest Lecture	
10	28-30		Mod4	Indigenous Banks – Co-operative Banks,	T1, T2 , T4,R1	CO1, CO2,		Lecture/PPT / Guest	

				Qualitative Methods of Credit Control.		CO3		Lecture
11	31-33		Mod5	Information Technology Act 2000	T1, T4, T5, R1	CO2, CO3, CO4, CO5		Lecture/PPT / Guest Lecture
12	34-36		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 / Guest Lecture
13	37-39		Mod5	Recent Regulations on Commercial Banks in India – prudential norms,	T2, T5, R1 R1	CO1, CO2, CO5		Lecture/PPT / Guest Lecture, Case Study
14	40-42		Mod5	Capital adequacy norms and SARFAISI Act 2002.	T1,T2, T5, R1	CO1, CO3, CO5		Lecture/PPT / Guest Lecture, Case study

### MT308 International Finance

#### COURSE INFORMATION SHEET

**Course code: MT308**

**Course title: International Finance**

**Pre-requisite(s): MT103, MT113**

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

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

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level:6/3**

**Branch: BBA**

**Name of Teacher:**

#### Course Objectives:

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 risk,BoP,derivatives,trade blocks etc.to develop an 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 Outcomes

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

1.	Interpret the basic terms and concepts of international finance and trade.
2.	Interpret the dealings in foreign exchange.
3.	Analyse and interpret BoP statement.
4.	Understand important topic like risk management.
5.	Develop the overall understanding about the international finance so as to be able to formulate strategies.

## Syllabus

### Module 1 : (9Lectures)

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, liberalisation, 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, Orinciples 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, climitations of BoP.

### Module 3 : (9Lectures)

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 : (9Lectures)

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 : (6Lectures)**

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: International Finance, Ephraim Clark

Reference Book : International Finance and Trade, ICFAI 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 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	M	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	M	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 and CD2
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1.CD2.CD8
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		1	Increasing interdependence 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, R1	3,4		Chalk-Board, Guest Lectures, Assignments	
2	L4		1	Recent developments in global financial market	T1, R1	4		Chalk-Board, Assignments	
	L5		1	Recent developments in global financial market	T1, R1	4		Chalk-Board	
	L6		1	Liberalisation, integration and innovation- challenges of international financial management	T1, R1	3,4		Chalk-Board	
3	L7		1	Liberalisation, integration and innovation- challenges of international financial management	T1, R1	3,4		Chalk-Board, Assignments	
	L8		1	Gains from international trade and investment	T1, R1	1,3		Chalk-Board, Assignments	
	L9		2	Concepts of economic transactions	T1, R1	3		Chalk-Board	
4	L10		2	General government institutions	T1, R1	2,3		Chalk-Board, Assignments	
	L11		2	Principles of BoP accounting	T1, R1	3		Chalk-Board	

	L1 2		2	Components of the BoP account	T1,R 1	3		Chalk-Board, Assignments	
5	L1 3		2	Factors affecting the components of the BoP account	T1,R 1	3		Chalk-Board	
	L1 4		2	Importance of the BoP statistics	T1,R 1	3		Chalk-Board	
	L1 5		2	Relationship between BoP variables and other economic variables.	T1,R 1	3		Chalk-Board, Assignments	
6	L1 6		2	Limitations of BoP	T1,R 1	3		Chalk-Board	
	L1 7		3	Structure and participants	T1,R 1	2		Chalk-Board	
	L1 8		3	Exchange rate determination	T1,R 1	2		Chalk-Board	
7	L1 9		3	Exchange rate quotations	T1,R 1	2		Chalk-Board, Assignments	
	L2 0		3	Types of quotes, arbitrage	T1,R 1	2		Chalk-Board, Assignments	
	L2 1		3	Types of transactions	T1,R 1	2		Chalk-Board	
8	L2 2		3	Quotes for various types of merchant transactions	T1,R 1	2		Chalk-Board	
	L2 3		3	Forex market- the Indian scenario	T1,R 1	2		Chalk-Board, Assignments	
	L2 4		3	Foreign exchange contracts	T1,R 1	2		Chalk-Board	
9	L2 5		3	Early delivery/extension/cancellation of forward exchange contracts	T1,R 1	2		Chalk-Board	
	L2 6		3	Early delivery/extension/cancellation of forward exchange contracts	T1,R 1	2		Chalk-Board	

	L2 7		4	Defining foreign exchange exposure	T1,R 1	2		Chalk- Board	
10	L2 8		4	Transaction exposure	T1,R 1	2		Chalk -Board, Assignme nts	
	L2 9		4	Translation exposure	T1,R 1	2		Chalk- Board	
	L3 0		4	Operating exposure	T1,R 1	2		Chalk- Board	
11	L3 1		4	Derivatives- definition and classification	T1,R 1	4		Chalk- Board, Assignme nts	
	L3 2		4	Features of derivatives	T1,R 1	4		Chalk- Board	
	L3 3		4	Participants	T1,R 1	4		Chalk- Board	
12	L3 4		4	Participants	T1,R 1	4		Chalk- Board	
	L3 5		5	Formation of trade blocks,conditions for success	T1,R 1	1,5		Chalk- Board, Assignme nts	
	L3 6		5	OPEC- objectives	T1,R 1	1,5		Chalk- Board, Assignme nts	
13	L3 7		5	Functions of EU	T1,R 1	1,5		Chalk- Board, Assignme nts, Self- learning such as use of NPTEL materials and internets	
	L3 8		5	NAFTA- objectives	T1,R 1	1,5		Chalk- Board, Assignme nts, Self- learning such as	

								use of NPTEL materials and internets	
	L39		5	UNCTAD- Functions	T1,R1	1,5		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
14	L40		5	WTO- history, functions and structure	T1,R1	1,5		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
	L41		5	TRIPS, TRIMS	T1,R1	1,3		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
	L42		5	GATS	T1,R1	1,5		Chalk-Board, Assignments	

## MT 309 Equity and Debt Market

### COURSE INFORMATION SHEET

**Course code: MT 309**

**Course title: Equity and Debt Market**

**Pre-requisite(s): MT103, MT113**

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

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

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: VI/III**

**Name of Teacher:**

### Course Objectives

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 Outcomes

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

1.	Distinguish between the various equity and debt instruments.
2.	Design an investment portfolio according to the investors risk appetite and investment horizon.
3.	Understand the role of intermediaries and their services.
4.	Estimate and calculate the risk and return associated with various investments.
5.	Study the role of debt and equity in capital structure of a firm.

### Syllabus

#### Module 1 (9Lectures)

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 (9Lectures)**

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 (9Lectures)**

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 (9Lectures)**

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 (6Lectures)**

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.

### **Suggested Readings**

#### **Text books:**

1. Kevin S (2010) Security Analysis and portfolio Management, PHI Learning Pvt. Ltd, Delhi, 8<sup>th</sup> Edition
2. Ranganathan, M & Madhumathi, R (2001) Investment Analysis and Portfolio Management, Dorling Kindsley pvt. Ltd. Delhi (5 & 6)
3. Singh P (2009) Investment management, Himalaya publishing House 7<sup>th</sup> Edition (2 & 4)
4. Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed). TMH
5. 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

### **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**

<b>Course Outcomes</b>	<b>Program Outcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
<b>1</b>	H	M	H	H	H
<b>2</b>	M	L	H	M	L
<b>3</b>	M	M	H	L	M
<b>4</b>	H	L	L	M	M
<b>5</b>	H	M	L	H	H

6	H	M	H	L	L
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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 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.	Lect. No.	Ten tative Date	Ch . No .	Topics to be covered	Text Boo k / Refe re nces	C Os ap e d	Actual Content covered	Method ology Us ed	Rema rks by facult y if any
1	L1		1	Evolution of Financial Markets in India, Indirect and Direct Finance	1,2	1		Lecture ,Lectur e,PPT	
	L2		1	Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets	1,3	1		Lecture ,PPT, Case	
	L3		1	Regulation of Equity and Debt Markets and role of Regulatory bodies	1,2,, 4,5	1		Lecture ,PPT ,Case	

2	L4		1	Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries	1,2,, 4,5	1		Lecture ,PPT	
	L5		2	Concept of equity shares, Features of equity shares	1,2,3 ,4,5	2		Lecture ,PPT	
	L6		2	Advantages and Disadvantages of equity share investments	1,4,5	2		PPt, project	
3	L7		2	. Introduction to Equity market- Primary market, Secondary market	,2,3, 4,5	2		Lecture ,PPT ,Case	
	L8		2	Growth of equity shareholders, IPO	1,2,3 ,4,5	2		Lecture ,PPt, project, case	
	L9		2	Role of NSE, BSE and SEBI	2,3,4 ,	2		PPt, project, case	
4	L10		3	Money market and Debt market in India, Fundamental features of Debt instruments	1,2,3 ,4,5	2		Lecture ,PPt, project, case	
	L11		3	Different types of Debt Instruments, Participants in Debt Market	1,2,3 ,4,5	2		Lecture ,PPt, project, case	
	L12		3	Bond Analysis and Bond valuation	1,4,5	1,3		PPt, project, case	
5	L13		3	Bond valuation theories	2,3,5	1,3		PPt, project, case	
	L14		3	YTM, Realized Yield	2,3,4 ,5			PPt, project, case	
	L15		4	Risk on a Security, Types of Risks	1,2,3 ,4,5	3		PPt, project, case	
6	L16		4	Difference between Systematic and Unsystematic Risk	1,2,3 ,4,5	3		PPt, project, case	
	L17		4	Risk profile of Investors, Reducing Risk through diversification	2,3.5	3		PPt, project, case	

	L18		4	Variance and Standard Deviation of Rate of Return	1,4,5	3		PPT, project, case	
7	L19		4	Regression Equations	1,2,3,4,5	3		PPT, project, case	
	L20		4	Correlation coefficients	1,4,5	3		PPT	
	L21		4	Probability Distribution	1,2,3,4,5	3		PPT	
	L22		4	Technical Analysis and Fundamental Analysis	2,3.5	4		PPT	
8	L23		5	Definition of A Mutual Fund, Types of Mutual Funds	1,2,3,4,5	5		PPT, Case	
	L24		5	Definition of A Mutual Fund, Types of Mutual Funds	1,2,3,4,5	5		PPT, Case	
9	L25		5	Advantages to Mutual Fund holders	3,5	4		PPT, Case	
	L26		5	Advantages to Mutual Fund holders	1,2,3,4,5	5		PPT, Case	
	L27		5	Advantages to Mutual Fund holders	2,3.5	4		PPT, Case	
10	L28		5	Difference between Share and Mutual Fund	1,2,3,4,5	5		Lecture, PPT, Case	
	L29		5	Difference between Share and Mutual Fund	3,5	5		Lecture, PPT, Case	
	L30		5	Difference between Share and Mutual Fund	3,5			Lecture, PPT, Case	
11	L31		6	Introduction to Portfolio Management	3,5			Lecture, PPT, Case	
	L32		6	Introduction to Portfolio Management	3,5			Lecture PPT, Case	
	L33		6	Introduction to Portfolio Management	3,5			Lecture PPT, Case	
12	L34		7	Portfolio Management Strategies,	1,2,3,4,5			Lecture, Lecture, PPT, Case	
	L35		7	Portfolio Management Strategies,	1,2,3			Lecture	

					,4,5			Lecture ,Ppt, Case	
	L36		7	Portfolio Management Strategies,	1,2,3 ,4,5			Lecture ,Ppt, Case	
13	L37		8	Risk Diversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L38		8	Risk Diversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L39		8	Risk Diversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
14	L40		9	Portfolio Analysis and Portfolio Performance Evaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L41		9	Portfolio Analysis and Portfolio Performance Evaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L42		9	Portfolio Analysis and Portfolio Performance Evaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	

### MT 310 Auditing

#### COURSE INFORMATION SHEET

**Course code: MT 310**

**Course title: Auditing**

**Pre-requisite(s): MT103, MT113**

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

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

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: VI/III**

**Name of Teacher:**

#### Course Objectives

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 Outcomes

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

1.	Understand the importance of audit and audit process in detail.
2.	Interpret the results of audit reports and balance sheets of various companies.
3.	Suggest various internal control measures and checks.
4.	Perform a thorough valuation of assets and liabilities.
5.	Develop ability to solve basic cases relating to audit engagements

## Syllabus

### Module 1 (9Lectures)

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 (9Lectures)

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 (9Lectures)

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 (9Lectures)

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 (9Lectures)

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 Reportand Certificate

Distinction between Report and Certificate, Contents of an Audit Report, Preparation of a fair Audit Report.

### **Suggested Readings**

#### **Text books:**

1. Prakash Jagdish Principles and Practices of Auditing, Kalyani Publishers, New Delhi
2. Kamal Gupta and Ashok Gupta "Fundamentals of Auditing" Mc Graw 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.
5. 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

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcomes	Program Outcomes				
	1	2	3	4	5
1	H	H	L	H	M
2	H	L	M	M	L
3	M	H	H	H	H
4	H	L	M	H	L
5	L	L	L	M	H
6	H	M	H	M	L

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	Simulation		

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### Lecture wise Lesson Planning Details.

Wee k No.	Lect. No.	Ten tati ve Dat e	Ch . No .	Topics to be covered	Text Boo k / Refe re nces	C Os ap pe d	Actual Content covered	Method ology Us ed	Rema rks by facult y if any
1 2	L1		1	Auditing – Meaning and Definition, Nature and Limitations of Auditing	1,2,3,4	1		Lecture ,PPT, Lectures	
	L2		1	Objectives of Auditing, Importance with reference to Indian Industry	1,2,3	1		PPT, Case, Lectures	
	L3		1	Auditing and Assurance Standards	1,2,4,5	1		PPT ,Case, Lectures	
2	L4		1	Statements and Guidance Notes on Auditing	1,2,,4,5	1		PPT, Lectures	
	L5		2	Role of an Auditor Qualifications – Appointment	1,2,3,4,5	2		PPT , project, Lectures	
	L6		2	Rights – Remuneration - Duties and Liabilities. Process of Audit planning, Audit programme	1,4,5	2		PPT, project, Lectures	
3	L7		2	Process of Audit planning, Audit programme Audit papers	,2,3,4,5	2		PPT ,Case, Lectures	
	L8		2	Audit papers, Audit contents Accounting controls and Sampling in Audit	1,2,3,4,5	2		PPT, case	
	L9		2	Accounting controls and Sampling in Audit General Audit	1,2,3,4,	2		PPT, project,	

				and Specific Audit				case, Lecture s	
4	L10		2	General Audit and Specific AuditContinuous	1,2,3 ,4,5	2		PPt, project, case, Lecture s	
	L11		2	Continuous, Periodic and Balance Sheet.	1,2,3 ,4,5	2		PPt, project, case, Lecture s	
	L12		3	Audit Vouching – Meaning. Vouching of cash book and investigation of transactions	1,4,5	1,3		PPt, project, case	
5	L13		3	Verification and Valuation of assets and liabilities	2,3,5	1,3		PPt, project, case, Lecture s	
	L14		3	Audit of Financial Statements – Receipts and Payments	2,3,4 ,5			PPt, projects	
	L15		3	Sales and PurchasesCapital and Reserves, Fixed Assets and Other Assets	1,2,3 ,4,5	3		PPt, project, case, Lecture s	
6	L16		3	Capital and Reserves, Fixed Assets and Other Assets	1,2,3 ,4,5	3		PPt, case	
	L17		4	Concept and Objective of Internal Control	2,3,5	3		PPt, project, case, Lecture s	
	L18		4	Characteristics of an efficient system of internal control	1,4,5	3		PPt, project	
7	L19		4	IT revolution, Challenges in Internal ControlEvaluation of Internal control procedures and techniques including questionnaire, flow chart	1,2,3 ,4,5	3		PPt, project, case, Lecture s	
	L20		4	Evaluation of Internal control	1,4,5	3		PPT,	

				procedures and techniques including questionnaire, flow chart				Lectures	
	L21		4	Internal audit and external audit, coordination between the two	1,2,3,4,5	3		PPT, Lectures	
8	L22		5	Audit of different types of Institutions (Partnership, Trading)	2,3,5	4		PPT	
	L23		5	Audit of different types of Institutions (Partnership, Trading)	1,2,3,4,5	5		PPt, Case	
	L24		5	Audit of different types of Institutions (Partnership, Trading)	1,2,3,4,5	5		PPt, Case	
9	L25		5	Non trading concerns, Manufacturing companies	3,5	4		PPt	
	L26		5	Non trading concerns, Manufacturing companies	1,2,3,4,5	5		PPt, Case	
	L27		5	Non trading concerns, Manufacturing companies	2,3,5	4		PPt, Case	
10	L28		5	Features and Basic Principles of Government Audit-Local Bodies and Non- Profit Seeking Organizations	1,2,3,4,5	5		PPt, Case	
	L29			Features and Basic Principles of Government Audit-Local Bodies and Non- Profit Seeking Organizations	1,2,3,4,5	5		PPt, project, case, Lectures	
	L30			Features and Basic Principles of Government Audit-Local Bodies and Non- Profit Seeking Organizations	1,2,3,4,5	5		PPt, project, case, Lectures	
11	L31			Distinction between Report and Certificate	1,2,3,4,5	3,4,5		PPt, project, case, Lectures	
	L32			Distinction between Report and	1,2,3,4,5	3,4,5		PPt, project,	

			Certificate				case	
	L33		Distinction between Report and Certificate	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
12	L34		Contents of an Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L35		Contents of an Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L36		Contents of an Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
13	L37		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L38		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L39		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
14	L40		Discussion of Audit Cases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L41		Discussion of Audit Cases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L42		Discussion of Audit Cases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	

### MT311 Computer Networks

#### COURSE INFORMATION SHEET

**Course code: MT311**

**Course title: Computer Networks**

**Pre-requisite(s): MT106**

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

**Credits: L: 03 T: 00 P: 00**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI /3**

**Name of Teacher:**

## Course Objectives

This course enables the students:

A.	To learn about basics of computer network
B.	To learn about network architecture, guided and unguided media
C.	To learn about physical layer of data transmission
D.	To learn switching and multiplexing
E.	Learn the error control and flow control mechanism in data link layer

## Course Outcomes

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

1.	Understand the basics of computer networks
2.	Demonstrate the OSI and TCP/IP reference model
3.	Recognize the digital and analog transmission
4.	Categorize circuit switching, packet switching and multiplexing
5.	Evaluate flow control and error control mechanisms

## Syllabus

Module 1 Introduction: (6 lectures)

Introduction: Uses of computer, business applications, home applications, mobile users, social issues, Network Hardware, LAN, MAN, WAN, wireless networks, home networks, Internetworks

Module 2 Network Architecture (6 lectures)

Network Architecture: OSI Reference Model, TCP/IP Reference Model, Comparison of OSI and TCP/IP Reference Model. Transmission Media: Guided Transmission media, Wireless transmission

Module 3 Digital Transmission (9 lectures)

Digital Transmission: digital to digital transmission, analog to digital transmission, transmission modes. Analog Transmission: digital to analog transmission and analog to analog transmission

Module 4 Switching:(9 lectures)

Switching: circuit switched network, datagram networks, virtual circuit networks. Multiplexing: frequency division multiplexing, synchronous time division multiplexing, statistical time division multiplexing.

Module 5 Data link layer (11 lectures)

Data link layer: data link layer design issues, error detection and error correction, stop-and-wait protocol, sliding window protocol.

Text books:

Andrew S. Tanenbaum, Computer Networks, 4<sup>th</sup> Edition, Pearson Prentice Hall

Behrouz A. Forouzan, Data Communications and Networking, 4<sup>th</sup> Edition, Tata McGraw Hill

Reference books:

Prakash C. Gupta, Data Communications and Computer Networks, PHI Learning Private Limited, ISBN-978-81-203-2846-4

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

Course Outcome #	Program 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

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	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1 , CD2and CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1 and 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	Uses of computer, business applications, home applications,	T1+R1	CO1		Lecture, PPT, Board work	

				mobile users, social issues,					
2	4,5,6		1	Network Hardware, LAN, MAN, WAN, wireless networks, home networks, Internetworks	T1+R1	CO1		Lecture, PPT, Board work	
3	7,8,9		2	Network Architecture: OSI Reference Model	T1+T2 +R1	CO2		Lecture, PPT, Board work, Assignm ents	
4	10,11 ,12		2	TCP/IP Reference Model, Comparison of OSI and TCP/IP Reference Model.	T1+T2 +R1	CO2		Lecture, PPT, Board work	
5	13,14 ,15		2	Transmission Media: Guided Transmission media, Wireless transmission	T1+T2 +R1	CO2		Lecture, PPT, Board work	
6	16,17 ,18		3	<b>Digital Transmission: digital to digital transmission</b>	T2+R1	CO3		Lecture, PPT, Board work	
7	19,20 ,21		3	Analog to digital transmission,	T2+R1	CO3		Lecture, PPT, Board	

				transmission modes.				work	
8	22,23,24		3	Analog Transmission: digital to analog transmission and analog to analog transmission	T2+R1	CO3		Lecture, PPT, Board work	
9	25,26,27		4	Switching: circuit switched network, datagram networks, virtual circuit networks.	T2+R1	CO4		Lecture, PPT, Board work	
10	28,29,30		4	Multiplexing: frequency division multiplexing	T2+R1	CO4		Lecture, PPT, Board work	
11	31,32,33		4	Synchronous time division multiplexing, statistical time division multiplexing.	T2+R1	CO4		Lecture, PPT, Board work/Simulation	
12	34,35,36		5	Data link layer: data link layer design issues	T1+R1	CO5		Lecture, PPT, Board work	
13	37,38,39		5	Error detection and error correction	T1+R1	CO5		Lecture, PPT, Board work, Simulation	

14	40,41 ,42		5	Stop-and-wait protocol,	T1+R1	CO5		Lecture, PPT, Board work	
15	43,44 ,45		5	sliding window protocol.	T1+R1	CO5		Lecture, PPT, Board work	

## MT312 Knowledge Management

### COURSE INFORMATION SHEET

**Course code: MT312**

**Course title: Knowledge management**

**Pre-requisite(s): MT106**

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

**Credits: L: 03 T: 00 P: 00**

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: VI/3**

**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To learn about data and knowledge
B.	To learn the basics of knowledge management
C.	To learn knowledge management tools
D.	To learn knowledge management cycle
E.	To learn knowledge processing and knowledge engineering approach

### Course Outcomes

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

1.	Understand about progression of data to knowledge
2.	Understand the basics and history of knowledge management
3.	Interpret knowledge management tools
4.	Relate knowledge processing and knowledge creation

5.	Demonstrate the knowledge engineering approach
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## **Syllabus**

### **Module 1(9 lectures)**

Understanding Knowledge and definition of Knowledge Management, Conceptual Progression from data to knowledge, Need and Objective of Knowledge Management.

### **Module 2 (9 lectures)**

History of Knowledge Management, Elements of Knowledge Management, Different Types of knowledge in Organization, knowledge Life Cycle Organizational Learning Process, Corporate Memories, Types of Corporate Memories

### **Module (9 lectures)**

Knowledge management tools, Implementation of Knowledge management, Knowledge management cycle

### **Module 4 (9 lectures)**

The Environment for Co-operative knowledge Processing, Supporting, Co-ordination through a Flexible Use of Knowledge Creation

### **Module 5 (11 lectures)**

The knowledge Engineering Approach, Acquisition, Representation, Expression and Management of Knowledge Base

Text books:

Tiwana Knowledge Management

Reference books:

K. Dalkir Knowledge Management in Theory and Practice, Second Edition ISBN: 9780262015080

### **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 Chalk and 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
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	a	b	c	d
1	M	L	H	L
2	M	L	M	M
3	M	L	H	L
4	M	L	M	M
5	M	L	H	M

H- High, M- Medium, L-Low

<b>Mapping Between COs and Course Delivery (CD) methods</b>			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of Chalk and boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1, CD2 and CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2 and 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	Lect.	Ten tati	Ch.	Topics to be	Text	COs	Actual Conten	Methodolog	Remark
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k No.	No.	ve Date	No.	covered	Book / Refer ences	mappe d	t covere d	y used	s by faculty if any
1	1,2,3		1	Understanding Knowledge and definition of Knowledge Management	T1/R1	CO1		Lecture, Chalk and board	
2	4,5,6		1	Conceptual Progression from data to knowledge, Need and Objective of Knowledge Management.	T1/R1	CO1		Lecture, Chalk and board	
3	7,8,9		2	History of Knowledge Management, Elements of Knowledge Management,	T1/R1	CO2		Lecture, PPT Chalk and board	
4	10,11,12		2	Different Types of knowledge in Organization, knowledge Life Cycle Organizational Learning Process,	T1/R1	CO2		Lecture, PPT Chalk and board	
5	13,14,15		2	Corporate Memories, Types of	T1/R1	CO2		Lecture, PPT Chalk	

				Corporate Memories				and board	
6	16,17,18		3	Knowledge management tools	T1/R1	CO3		Lecture, PPT Chalk and board	
7	19,20,21		3	Implementation of Knowledge management	T1/R1	CO3		Lecture, PPT Chalk and board	
8	22,23,24		3	Knowledge management cycle	T1/R1	CO3		Lecture, PPT Chalk and board	
9	25,26,27		4	Knowledge processing and knowledge creation	T1/R1	CO4		Lecture, Chalk and board	
10	28,29,30		4	The Environment for Co-operative knowledge Processing	T1/R1	CO4		Lecture, Chalk and board, Simulation	
11	31,32,33		4	Supporting knowledge processing, Co-ordination through a Flexible Use of Knowledge Creation	T1/R1	CO4		Lecture, Chalk and board	
12	34,35,36		5	The knowledge Engineering Approach,	T1/R1	CO5		Lecture, Chalk and board	

13	37,38,39		5	Acquisition, Representation of Knowledge Base	T1/R1	CO5		Lecture, Chalk and board, Simulation	
14	40,41,42		5	Expression of Knowledge Base	T1/R1	CO5		Lecture, Chalk and board	
15	43,44		5	Management of knowledge base	T1/R1	CO5		Lecture, Chalk and board	

### MT313 Internet And Web Page Design

#### COURSE INFORMATION SHEET

**Course code: MT313**

**Course title: INTERNET AND WEB PAGE DESIGN**

**Pre-requisite(s): MT106**

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

**Credits:3 L: 03 T: 00 P: 00**

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI/3**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To learn about basics of Internet
B.	To learn how the web works
C.	To learn HTML and for scripting
D.	To learn programming using Java script
E.	Learn the basics of XML

#### Course Outcomes

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

1.	Learn the basics of Internet
2.	Able to understand how the networking of the Internet works
3.	Learn scripting with HTML
4.	Learn program development with Java Script
5.	Understand the basics of XML and Java applets

## Syllabus

Module 1: (6 lectures)

Introduction to Internet and HTML :Introduction to Internet and HTML: Introduction to Internet, Internet Services, Web Server, Web Client, Domain Registration, Internet Security, URLS and Domain Names and Internet Service Providers (ISP)

Module 2: (9 lectures)

Accessing Internet: Getting Connected, Access, Modems and Speed. Internet Protocols, TCP/IP, File Transfer, Protocol, Configuring the Machine, for TCP/IP Account, IP Address

Module 3: (9 lectures)

HTML: Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings, Link Documents using Anchor Tag, Formatting Characters, Font tag, Image s and Pictures, Listing, Tables in HTML, Hyperlinks, Frames and Forms.

Module 4: (9 lectures)

Java Script : 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.

Module 5: (12 lectures)

Understanding XML and Java Applets: Overview of XML, XML Families of Technology, Introduction to DTD, basics of Java Applets

Text books:

C. Xavier, Web Technology & Design, New Age International Publishers, 1<sup>st</sup> Edn, New Delhi, 2004.

Reference books:

Ivan Bay Ross, Web Enable Commercial Application Using HTML, DHTML, BPB Publication.

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	H	M
2	M	L	H	L
3	L	L	H	M
4	L	L	H	M
5	M	L	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	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1 , CD2and CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1 and 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	Introduction to Internet, Internet Services, Web Server, Web Client,	T1	CO1		Lecture, PPT, Board work	
2	4,5,6		1	Domain Registration, Internet Security, URLS and Domain Names and Internet Service Providers (ISP)	T1	CO1		Lecture, PPT, Board work	
3	7,8,9		2	Getting Connected,	T1	CO2		Lecture, PPT, Board	

				Access, Modems and Speed.				work, Assignments	
4	10,11,12		2	Internet Protocols, TCP/IP, File Transfer, Protocol	T1	CO2		Lecture, PPT, Board work	
5	13,14,15		2	Configuring the Machine, for TCP/IP Account, IP Address	T1	CO2		Lecture, PPT, Board work	
6	16,17,18		3	Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings,	T1 & R1	CO3		Lecture, PPT, Board work	
7	19,20,21		3	Link Documents using Anchor Tag, Formatting Characters, Font tag, Images and Pictures,	T1 & R1	CO3		Lecture, PPT, Board work	

8	22,23,24		3	Listing, Tables in HTML, Hyperlinks, Frames and Forms	T1 &R1	CO3		Lecture, PPT, Board work	
9	25,26,27		4	Data Types, Variables, Operators, Conditional Statements	T1 &R1	CO4		Lecture, PPT, Board work	
10	28,29,30		4	Use of Java Script in Web Pages, Advantages of Java Script, Type Casting	T1 &R1	CO4		Lecture, PPT, Board work	
11	31,32,33		4	Basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.	T1 &R1	CO4		Lecture, PPT, Board work, Simulation	
12	34,35,36		5	Overview of XML	T1	CO5		Lecture, PPT, Board work	
13	37,38,39		5	XML	T1	CO5		Lecture, PPT,	

	9			Families of Technology,				Board work	
14	40,41,42		5	Introduction to DTD	T1	CO5		Lecture, PPT, Board work	
15	43,44,45		5	Basics of Java Applets	T1	CO5		Lecture, PPT, Board work, Simulation	

### MT 315 Programming Technology

#### COURSE INFORMATION SHEET

**Course code: MT 315**

**Course title: PROGRAMMING TECHNOLOGY**

**Pre-requisite(s): MT106**

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

**Credits:3 L:3 T:1 P:0**

**Class schedule per week: 03**

**Class:**

**Semester / Level: VI/3**

**Branch:**

**Name of Teacher:**

#### Course Objectives

This course enables the students to:

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 Outcomes

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, 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:

1. E. Balagurushwami, "Object Oriented Programming using C++", TMH Publishers, 2002

2. C. Xavier, “Web Programming”, NEW AGE 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 –**

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

### 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	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1 and CD2
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.	Lec t. No.	Ten tative Date	Ch. No.	Topics to be covered	Text Book / Referenc es	COs mapped	Actu al Cont ent cover ed	Methodology used	Remark s by faculty if any
1	1,2, 3		Mod 1	Program Development, Programming Process, Problem Identification, Task analysis,	T1,R1	CO1		PPT,Lecture, Assignment	

				Data analysis (input/ output),					
2	4,5, 6		Mod 1	Algorithm, Flowchart, Coding, Debugging- Compile time error, Run time error, Logical error, Syntax error, Testing	T1,R1	CO1		PPT,Lecture, Assignment	
3	7,8, 9		Mod 2	Programming Languages, Types of Languages,	T1,R1	CO1		PPT,Lecture, Assignment	
4	10, 11, 12		Mod 2	Low level vs high level languages, Languages development, Assembly languages	T1,R1	CO3		PPT,Lecture, Assignment	
5	13, 14, 15		Mod 3	Top down design, structured programming,	T1,R1	CO3		PPTLecture, Assignment	
6	16, 17, 18		Mod 3	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		Mod 4	Data abstraction, Data encapsulation, Inheritance,.	T1,R1	CO4		PPTLecture, Assignment	
9	25,		Mod 4	Polymorphism,	T1,R1	CO4		PPTLecture,	

	26, 27			Dynamic Binding, Message Communication				Assignment	
10	28, 29,		Mod 4	Comparisons between Object oriented programming and procedure programming	T1,R1	CO3		PPT,Lecture, Assignment	
	30								
11	31, 32, 33		Mod 5	Overview of Web based programming language:	T1,R2	CO5		PPT,Lecture, Assignment	
12	34, 35, 36		Mod 5	HTML, XML,	T1,R2	CO5		PPT,Lecture, Assignment	
13	37, 38, 39		Mod 5	JSP, PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
14	40, 41, 42		Mod 5	PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
15	43, 44, 45		Mod 5	Concept of Tomcat Apache web server.	T1,R2	CO5		PPT,Lecture, Assignment	

## MT 316 International Marketing

### COURSE INFORMATION SHEET

**Course code:** MT 316  
**Course title:** International Marketing  
**Pre-requisite(s):** MT109, MT205  
**Co- requisite(s):** NIL  
**Credits:** 3    **L:**3    **T:** 0    **P:**0  
**Class schedule per week:** 3  
**Class:** BBA  
**Semester / Level:**6/3

**Name of Teacher:**

### Course Objectives

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.	In understanding the different forms of international marketing
5.	To know about the international distribution and export documentation

### Course Outcomes

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 analyse the international marketing environment and choose the suitable international markets for their organisation ng
3.	To develop an understanding the recent changes and challenges in international marketing
4.	Able to differentiate the direct and indirect exporting and other forms of international marketing
5.	Having the ability to design the distribution network for international marketing and analyse export documents

## Syllabus

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

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 (8 lectures)**

Introduction to International Marketing Environment, Cultural, Political and Legal Environment, Balance of Payments, Process of International Market Selection

### **Module 3:International Trade Barriers (5 lectures)**

Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers, Impact of Tariff and Non-Tariff Barriers

### **Module 4:Product Policy and Distribution (12 lectures)**

Product Adaptation & Standardization, Product Life Cycle in International Marketing, Packaging Direct and Indirect Exporting, Intermediaries in International Marketing, Different types of Transportation es, Developments in transportation

### **Module 5:Export Incentives and Documentation (13 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. and Bhattacharya, B.(2009), *International Marketing Management*, New Delhi, Sultan Chand Publication,
3. Cateora, P.R., Graham, J.L. and Salwan, P. (2008), *International Marketing* , New Delhi, Tata McGraw Hill, 13th Edition

### **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

### **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	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**

<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, 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, T3 R1	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	T1, T2 R1, R2	CO1, CO2		Lecture /PPT/ Assignments	

				to International Marketing Environment				/teachin g aids/ Self- learnin g	
4	10,11 ,12		2	Cultural, Political and Legal Environment	T1, T3 R1 R2	CO2		Lecture /PPT/ Assign ments/ teachin g aids/ Self- learnin g	
5	13,14 ,15		2	Balance of Payments, Process of International Market Selection	T1, R1	CO2		Lecture /PPT/ Assign ments/ teachin g aids/ Self- learnin g	
6	16,17 ,18		3	Meaning and Types of Trade Barriers	T1, R1	CO3		Lecture /PPT/ Assign ments/ teachin g aids/ Self- learnin g	
7	19,20 21		3	Tariff and Non-Tariff Barriers	T1, R1	CO3		Lecture /PPT/ Assign ments/ teachin g aids/ Self- learnin g	
8	22,23		3,4	Impact of Tariff and	T1,	CO3		Lecture	

	24			Non-Tariff Barriers, Product Adaptation & Standardization	R1			/PPT/ Assignments/ teaching aids/ Self-learning	
9	25,26 27		4	Product Life Cycle in International Marketing, Packaging	T1, T2 R1	CO2, CO3		Lecture /PPT/ Assignments/ teaching aids/Self-learning	
10	28-30		4	Direct and Indirect Exporting, Intermediaries in International Marketing	T1, T2 R1	CO4		Lecture /PPT/ Assignments/ teaching aids/ Self-learning	
11	31,32 33,34		4	Different types of Transportation Developments in transportation,	T1, R1	CO5		Lecture /PPT/teaching aids/ Self-learning	
12	35,36 ,37		4,5	Types of Export Incentives	T1, T2 R1	CO2, CO5		Lecture /PPT/ Assignments/ teaching aids/ Self-learning	
13	38,39 40		5	Management of Risks, ECGC	T2, R1	CO2, CO5		Lecture /PPT/	

					R2			Assignments/ teaching aids/ Self-learning	
14	41,42 ,43		5	Export Documentation	T2, R1	CO5		Lecture /PPT/ Assignments/ teaching aids/ Self-learning	
15	44,45		5	Assistance in International Marketing					

### MT 317 Services Marketing

#### COURSE INFORMATION SHEET

**Course code: MT 317**  
**Course title: Services Marketing**  
**Pre-requisite(s): MT109, MT205**  
**Co- requisite(s): Nil**  
**Credits: 3 L:3 T: 0 P:0**  
**Class schedule per week: 3**  
**Class: BBA**  
**Semester / Level:6/3**  
**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To understand the nature, significance and objectives of services Marketing and the growing importance of services in the economy
B.	In understanding the need of the extended P's in case of services marketing mix
C.	To know the Service Gap el
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.
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### Course Outcomes

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

1.	Differentiate goods with services, outline the characteristics of services and classify them
2.	Understanding the importance and application of internal marketing
3.	Having the ability to apply the 7 P's of marketing-mix on services
4.	Able to identify the Gaps as per the Service Quality Gap el and eliminate them
5.	Able to design products and services for the Banking, Insurance, Hospitality and Healthcare sector

### 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)

Definition of Quality and its Significance- Measuring Service Quality, the Service Quality Gap el.

#### Module 5:Services Marketing in Banking, Insurance, Hospitality and Healthcare (12 lectures)

Major Characteristics, Market Segmentation and Marketing Mix

**Text Books:**

1. Zeithaml, Valarie A, Bitner, Mary JO, Gremier, Dwayne D & Panit, Ajay (2008), Services Marketing – Integrating Customer Focus Across the Firm; Tata McGraw Hill, 4<sup>th</sup> Edition
2. Rao, K Rama Mohana, Services Marketing; Pearson, 2<sup>nd</sup> Edition

**Reference Books :**

1. Shankar, R.; Brittain, P (2002), Services Marketing – The Indian Perspective (Texts and Readings), Excel Books, 1<sup>st</sup> Edition
2. Gronoos, Christian (2007), Service Management & Marketing – Customer Management in Service Competition; Wiley, 4<sup>th</sup> Edition
3. Clow, Kenneth E. & Kurtz (2009), Service Marketing – Operation, Management, & Strategy; Biztantra, 2<sup>nd</sup> Edition
4. Lovelock, Christopher & Wirtz, Jochen & Chatterjee, Jayanta (2007) Service Marketing – People, Technology, Strategy; Pearson, 6<sup>th</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
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	E
1	H	L	M	L	L
2	H	M	L	L	M
3	H	L	L	M	M
4	H	M	M	H	M
5	H	H	H	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, 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.**

Wee k No.	Lect. No.	Tent ative Date	Ch. No.	Topics to be covered	Text Book / Refere nces	COs mapped	Actual Content covered	Method ology used	Remarks by faculty if any
1	1,2,3		1	Definition, Introduction to services marketing	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
2	4,5,6		1	Differences between services and goods, characteristics of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
3	7,8,9		1	Classification of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
4	10,11, 12		2	Concept of internal customer and internal marketing	T1,T2 R1,R3	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	
6	16,17,18		2	Service Standards - Meaning and importance	T1, R1 R3	CO2, CO4		Lecture /PPT/assignment/ Self-learning/Project	
7	19,20,21		3	Elements of Services Marketing Mix – The 7P's, their concept and importance	T1, T2 R1	CO3		Lecture /PPT/assignment/ Self-learning	
8	22,23 24		3	Positioning in services marketing, role and importance of positioning	T1, R1	CO3		Lecture /PPT/assignment/ Self-learning/seminars	
9	25,26 27		4	Definition of Quality and its Significance	T1, R1 R4	CO4		Lecture /PPT/assignment/Teaching aid/Self-learning	
10	28,29 30		4	Measuring Service Quality,	T1, T2 R1	CO4		Lecture /PPT/assignment/Teaching aid/Self-learning	
11	31,32 33		4	The Service Quality Gap el.	T1, R1 R4	CO4		Lecture /PPT/assignment/Teac	

								hing aid/Self - learnin g	
12	34,35, 36		5	Services Marketing in Banking, Insurance, and Hospitality Healthcare	T1, R1	CO2, CO5		Lecture /PPT/as 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 R4	CO2, CO5		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
15	43,44, 45		5		T1, R1 R4	CO2, CO5		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	

## MT 318 Retail Management

### COURSE INFORMATION SHEET

**Course code:** MT 318  
**Course title:** Retail Management  
**Pre-requisite(s):** MT109, MT205  
**Co- requisite(s):** Nil  
**Credits:** 3    **L:**3    **T:** 0    **P:**0  
**Class schedule per week:** 3  
**Class:** BBA  
**Semester / Level:**6/3  
**Name of Teacher:**

### Course Objectives

This course enables the students to:

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 accountabilities of a store manager in a retail organisation
E.	Know the application of Information Technology in retailing and the retail promotion mix

### Course Outcomes

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

1.	To understand and explain the concepts, philosophies and environment of the retail Tindustry 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.	Can apply information technology in retail organisations for better and faster working.
5.	Design the role of a store manager in a retail organisation

## **Syllabus**

### **Module 1: Introduction to Retailing & Retail Environment (9 lectures)**

Definition, Importance and Scope of Retailing, The Special Characteristics of Retailing, Future Prospects of Retailing in India, Organised Vs. Unorganised 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 (9 lectures)**

Retail Institutions by Ownership, Store based Retailing & Non-Store based Retailing. E-Retailing.

### **Module 3: Retail Store Location & Store Layout (6 lectures)**

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 (9 lectures)**

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 (12 lectures)**

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. Berman, Barry & Evans, Joel R. (2017), Retail Management: A Strategic Approach; Pearson, 10<sup>th</sup> Impression

#### **Reference Books :**

1. Cox, R.; Brittain, P (2007), Retailing-An Introduction, Pearson, 1st Edition
2. Diamond, Jay & Pintel, Gerald (2008), Retail Buying; Pearson Education, 1st Impression
3. Gilbert, David (2006), Retail Marketing Management; Pearson, 2<sup>nd</sup> Edition
4. Pradhan, Swapna Retailing Management; McGraw Hill
5. Levy, Michael & Weitz, Barton A, Retail 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 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>e</b>
1	H	L	-	L	M
2	H	M	-	M	M
3	M	L	M	L	M
4	M	M	H	M	M

5	H	H	L	M	M
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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, 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, Importance and Scope of Retailing, The Special	T1, R1 R2, R4	CO1		Lecture /PPT/Self-learnin	

				Characteristics of Retailing, Future Prospects of Retailing in India				g/teaching aids	
2	4,5,6		1	Organised Vs. Unorganised Retailing, An Introduction to the Retail environment in India, Introduction to the Global Retail Market	T1, R1 R3, R4	CO1, CO2		Lecture /PPT/teaching aids/Selflearning/Assignments	
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/Selflearning/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, Store based 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	T1, R1	CO3		Lecture /PPT/Self-	

				layout, Factors affecting Retail Store Location				learnin g/Assig nments	
8	22,23, 24		3	Different types of Retail Store Layout	T1, R1	CO3		Lecture /PPT/S elf- learnin g/Assig nments	
9	25,26, 27		4	Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees	T1, R1, R4	CO5		Lecture /PPT/te aching aids/Sel f- learnin g	
10	28,29, 30		4	Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing	T1, R1, R2	CO5		Lecture /PPT/ teachin g aids/ Self- learnin g	
11	31,32, 33		4	Application of IT in retailing	T1, R2	CO4		Lecture /PPT/ teachin g aids/Sel flearnin g/Assig nments	
12	34,35, 36		5	Setting Communication Objectives,	T1, R1	CO5		Lecture /PPT/ teachin g aids/ Self- learnin g	
13	37,38, 39		5	Relationship Marketing and Loyalty Schemes	T1, R2 R4	CO5		Lecture /PPT/ teachin g aids/	

								Self-learnin g	
14	40,41, 42		5	Other Important Promotional Tools	T1, R1 R5	CO4, CO5		Lecture /PPT/ teachin g aids/Sel flearnin g/Assig nments	
15	43,44, 45		5	Elements of Retail Promotion Mix- Advertising, Sales Promotion, Personal Selling, Public Relations	T1, R1 R5	CO4, CO5		Lecture /PPT/ teachin g aids/Sel flearnin g/Assig nments	

### MT 319 Integrated Marketing Communication

#### COURSE INFORMATION SHEET

**Course code: MT 319**

**Course title: Integrated Marketing Communication**

**Pre-requisite(s): MT109, MT205**

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

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

**schedule per week: 3 Class:**

**BBA**

**Semester: VI / Level:6/3**

**Name of Teacher:**

**Course Objectives**

This course enables the students to:

A.	Understand the usefulness of different promotion mix elements and their role in furthering marketing and advertising objectives
B.	Develop the IMC perspective to promotion and be able to visualise 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 thereby making advertising more effective.
E.	Understand the different components of an advertising message and be able to rationalise the use of different media for effective dissemination of messages.

### Course Outcomes

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 a thorough 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 rationalise the use of these in accordance to the characteristics of the target audience.
5.	Initiate media planning both conventional and new age
6.	Assess effectiveness of advertising and thereby ensure a judicious expenditure.

### Syllabus

#### Module 1 Introduction to the concept of promotion mix (10 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 (4 lectures)

IMC planning process: analysis of communication process, opportunity and competitive analysis and development of IMC objectives. The process of response-traditional response hierarchy els. 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 work in an agency (8 lectures)

IMC agency structure, flow of work in an agency: creative and production 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 (11 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 (12 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/ social media. Internet and integrated marketing communication.

**Text books:**

1. Kazmi, H H S and Batra, R ; Advertising Management, Prentice Hall
2. Belch, G E and Belch, Michael A; Advertising and promotion-IMC Perspective, TMH

**Reference books:**

1. Duncan, T, Principles of Advertising and IMC, McGraw Hill
2. Clow, K E and Baack, D E; Integrated advertising promotion and marketing communication; Prentice Hall

**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

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

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

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
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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>E</b>
1	M	L	M	M	L

2	M	L	M	M	M
3	M	L	M	M	M
4	M	M	M	M	M
5	M	L	L	M	M
6	L	L	L	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,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- learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lec t. No.	Tentati ve Date	Ch. No .	Topics to be covered	Text Book / Refere nces	COs mapped	Actual Conten t covere d	Methodolog y used	Remark s 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 analysis and development of IMC objectives.	T2,R1, R2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
4	11		2	The process of response-traditional response hierarchy	T2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/ teaching aids	

4	12		2	Introduction to the concept of sales and communication objectives	T1	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
5	13		2	Concept of DAGMAR-objective characteristics,	T1,T2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
5	14		2	limitations and criticisms Framing of DAGMAR objectives	T1	CO1, CO2, CO3		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
5	15		3	agency structure, flow of work in an agency	T2	CO3		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
6	16		3	creative and production work in an agency	R2,R1	CO3, CO4		Lecture/ppt/ Assignments/ Seminars/ teaching aids	
6	17		3	Agency compensation methods	T1	CO3		Lecture/ppt/ Assignments/ 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 selection 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	
7	21		3	factors influencing budgeting	T1	CO3, CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/teaching aids	
8	22		3	methods of advertising budgeting	T1, T2	CO3, CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
8	23		4	creativity and its importance in advertising.	T2	CO3, CO4		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
8	24		4	The process of creative output	T2,R1, R2	CO4		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
9	25		4	Positioning strategy-types	T1, T2	CO4		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
9	26		4	developing of positioning statements	T1	CO4		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
9	27		4	Advertising appeals	T1	CO4		Lecture/ppt/ Assignment s/ Seminars/	

								teaching aids/ teaching aids	
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				Assignment s/ Seminars/ teaching aids/ teaching aids	
13	38		5	Pre testing methods of assessment	T1	CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
13	39		5	Post testing methods of testing advertisement effectiveness	T1	CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids/ppt	
14	40		5	Introduction to new age/ social media	T2,R1, R2	CO3, CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
14	41		5	Introduction to digital advertising	T2,R1, R2	CO3, CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
14	42		5	Internet and integrated marketing communication	T2,R1, R2	CO6		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/ teaching aids	
14	43			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignment s/ Seminars/ teaching aids/	

								teaching aids	
15	44, 45			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignments/ Seminars/ teaching aids/ teaching aids	

### MT320 Consumer behaviour

#### COURSE INFORMATION SHEET

**Course code: MT-320**

**Course title: Consumer behaviour**

**Pre-requisite(s): MT109, MT205**

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

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

**Class schedule per week: 3**

**Class: BBA**

**Semester/Level : 6/3**

**Name of Teacher:**

#### Course Objectives

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 influences consumer behaviour
E.	To develop an understanding of various els of consumer decision making process.

#### Course Outcomes

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

1.	Appraise the need for understanding of consumer behaviour in any business
2.	Interpret attitude formation and reason for change in attitude
3.	Evaluate various personality traits and their significance

4.	Evaluate various socio cultural factors which influences consumer behaviour
5	Design consumer decision making process els.

## Syllabus

### MT-320, CONSUMER BEHAVIOUR

#### Module 1: Introduction to consumer behaviour:

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

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 behaviour

Nature of personality, Freudian, Non- Freudian and trait theories. Elements of Consumer Learning and its significance.

#### Module 4: Socio-cultural Influences

Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-.buying behaviour. Factors influencing consumer behaviour.

Module 5: Consumer decision making els: Howard Sheth el, Nicosia els of Consumer Decision Making ,consumer protection, consumer right.

#### Text Books:

- 1.Schiffman L.G&Kanuk L.L,(2008)Consumer behaviour, Pearson prentice Hall.9<sup>th</sup> Edition.
- 2.DavidL.Loudon,AlfredJ.D.Btta,(2002)Consumer behavior; Tata McGraw Hill education Pvt. Ltd. Fourth edition,
- 3.Consumer Behaviour, Raju&Xardel, Vikas publication
- 4..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.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**

<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**

<b>MAPPING BETWEEN COURSE OBJECTIVES AND COURSE OUTCOMES</b>					
<b>Course Objectives</b>	<b>Course Outcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>A</b>	H	H	M	H	H
<b>B</b>	M	H	H	M	M
<b>C</b>	M	M	H	M	M
<b>D</b>	H	L	M	H	H
<b>E</b>	M	H	L	M	H

H- High, M- Medium, L-Low

**Mapping of Course Outcomes onto Program Outcomes**

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

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	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	Text books	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1		1	Concept of consumer behavior,	T1,T2	CO1		Lecture / PPT/Assignments	
	2		1	Concept of	T1,T2	CO1		Lecture	

				consumer behavior,				/ PPT/ Assignments	
	3		1	nature and Scope,	T1,T2,T3	CO1		Lecture / PPT/ Assignments	
2	4		1	nature and Scope,	T1,T2,T3,T4	CO1		Lecture / PPT/ Assignments	
	5		1	the consumer research process,	T1,T2,T3,T4	CO1		Lecture / PPT/ Assignments	
	6		1	the consumer research process,	T2,T3T,4	CO1		Lecture / PPT/ Assignments	
3	7		1	Concept of consumer motivation,	T2,T3,T4	CO1		Lecture / PPT/ Assignments	
	8		1	Motivational research.	T1,T2,T3,T4	CO2		Lecture / PPT/ Assignments	
	9		1	Concept of perception, Perceptual Selection,	T1,T2,T3,T4	CO2		Lecture / PPT/ Assignments	
4.	1-0		1	Product and Service Positioning, .	T1,T2,T3,T4	CO2		Lecture / PPT/Assignments	
	1-1		2	Concept of attitude, Attitude	T2,T3,T4	CO2		Lecture /	

				formation,				PPT/ Assign ments	
	1-2		2	Concept of attitude, Attitude formation,	T2,T3,T 4	CO2		Lecture / PPT/ Assign ments	
5.	1-3		2	Cognitive Dissonance Theory	T1,T2,T 3	CO3		Lecture / PPT/ Assign ments	
	1-4		2	Attribution Theory.	T1,T2,T 3	CO3		Lecture / PPT/ Assign ments	
	1-5		2	Concept of Opinion Leaders,	T2,T3	CO3		Lecture / PPT/ Assign ments	
6	1-6		2	Influence of Social Media on Consumer purchase Behaviour	T1,T2,T 3	CO3		Lecture / PPT/ Assign ments	
	1-7		3	Nature of personality,	T1,T2,T 3	CO3		Lecture / PPT/ Assign ments	
	1-8		3	Freudian, Non- Freudian	T1,T2,T 3	CO4		Lecture / PPT/ Assign ments	
7.	1-9		3	Freudian, Non- Freudian	T1,T2,T 3	CO4		Lecture / PPT/ Assign ments	
	2-0		3	trait theories.	T1,T2,T 3	CO4		Lecture / Assign ments	

								PPT/ Assignments	
	2-1		3	Elements of Consumer Learning and its significance.	T1,T2,T3,T4	CO4		Lecture / PPT/ Assignments	
8.	2-2		3	Elements of Consumer Learning and its significance.	T1,T2,T3,T4	CO4		Lecture / PPT/ Assignments	
	2-3		3	Elements of Consumer Learning and its significance.	T2,T3,T4	CO4		Lecture / PPT/ Assignments	
	2-4		3	Case study		CO5		Lecture / PPT/ Assignments Case study	
9.	2-5		4	Family Buying decision,	T1,T2,T3	CO5		Lecture / PPT/ Assignments	
	2-6		4	Family Life Cycle,	T2,T3	CO5		Lecture / PPT/ Assign	

								ments	
	2-7		4	Culture, Sub-culture,	T1,T2,T3	CO5		Lecture / PPT/ Assignments	
10.	2-8		4	Culture, Sub-culture,	T3,T4	CO5		Lecture / PPT/ Assignments	
	2-9		4	Cultural aspects of emerging markets,	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
	3-0		4	Cultural aspects of emerging markets,	T1,T2,T3,T4	CO5		Lecture / PPT/Assignments	
11.	3-1		4	E-.buying behaviour.	T1,T2,T3	CO5		Lecture / PPT/ Assignments	
	3-2		4	E-.buying behaviour.	T1,T2,T3	CO5		Lecture / PPT/ Assignments	
	3-3		4	Factors influencing consumer behaviour.	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
12.	3-4		4	Factors influencing consumer behaviour.	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
	3-5		4	Factors	T1,T2,T	CO5		Lecture	

				influencing consumer behaviour.	3,T4			/ PPT/ Assignments	
	3-6		4	Case study		CO5		Case study	
13.	3-7			Howard Sheth el,	T2,T3,T4	CO5		Lecture / PPT/ Assignments	
	3-8			Howard Sheth el,	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
	3-9			Nicosia els of Consumer Decision Making	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
14.	4-0			Nicosia els of Consumer Decision Making	T1,T2,T3,T4	CO5		Lecture / PPT/ Assignments	
	4-1			consumer protection,	T1,T2,T3	CO5		Lecture / PPT/AssignmentsClasses Presentation, PPT	
	4-2			consumer protection, consumer right	T1,T2,T3	CO5		Lecture / PPT/ Assignments	

# MT 321 Manpower Planning

## COURSE INFORMATION SHEET

Course code: MT321  
Course title: MANPOWER PLANNING  
Pre-requi site(s): MT107, MT201  
Co- requis ite(s): NIL  
Credits: 3 L:3 T:0 P:0  
Class sch edule per week: 03  
Class: BBA  
Semester / Level:6/3  
Name of Teacher:

### Course Objectives

This course enables the students:

A.	To acquaint the student with conceptual knowledge of human resource planning
B.	To prepare students to exploit opportunities being newly created in the human resource Profession
C.	To enable the students to acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions
D.	To train them in application of human resource planning techniques.
E	To examine the human resource planning, development, and utilization in modern organizations.

### Course Outcomes

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

1	Analyze 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 (9 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, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objectives

### **Module 2 (9 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 (9 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 (9 Lectures)**

**Job Analysis and Job Evaluation:** Concepts, Benefits and Steps of Job Analysis, Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation

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

**Recent Trends in Manpower Development and Planning:** Introduction, Competency mapping, 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**

<b>Course Delivery methods</b>
Lecture by use of boards/LC D 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

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	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIG H	M=MED IUM	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	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD4 AND CD 5
CD5	Laboratory experiments/teaching aids	CO5	CD6 AND CD7
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		Mod 1	Md1 Factors Affecting Manpower Planning, Need for Manpower	T1, R1	1, 2		PPT Digi Class/Chalk-Board	

				Planning, Five Steps in Manpower Planning,					
2	4-6		Mod 1	Md1  Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning,	T1, R1	1, 2		PPT Digi  Class/Chalk  -Board	
3	7-9		Mod 1,2	Md1  Consolidated Demand Forecast Development, Effective Decision Making,	T1, R1	1, 2		PPT Digi  Class/Chalk  -Board	
4	10-12		Mod 2	Md1Senior Management Support, Meeting the Organization' s Goals and Objectives	T1, R1	1, 2		PPT Digi  Class/Chalk  -Board	
5	13-15		Mod 2	Md2 Introduction, Forecasting, Necessity for forecasting, Steps in	T2, R2	3,4		PPT Digi  Class/Chalk  -Board	

				forecasting, Demand and supply forecasting,					
6	16-18		Mod 3	Md2  Demand Forecasting techniques, Forecasting accuracy, Benefit of forecasting.	T2 R2	3,4		PPT Digi  Class/Chalk  -Board	
7	19-21		Mod 3	Md 3  HR planning as a strategic process employees as resources, goal attainment, linking H R process to strategy,	T3 R3	3,4		PPT Digi  Class/Chalk  -Board	
8	22-24		Mod ,4	Md3  HR planning as a strategic process employees as resources, goal attainment, linking H R process to strategy,	T3 R3	3,4		PPT Digi  Class/Chalk  -Board	
9	25-27		Mod 4	Md3  involvement in strategic planning	T3 R3	3,4		PPT Digi  Class/Chalk  -Board	

				process, strategic HR Planning model, staffing system.					
10	28-30		Mod 4	Md4 Concepts, Benefits and Steps of Job Analysis	T4 R4	4,5		PPT Digi Class/Chalk -Board	
11	31-33		Mod 4	Md4 Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation	T4 R4	4,5		PPT Digi Class/Chalk -Board	
12	34-36		Mod ,5	Md4 Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation	T4 R4	4,5		PPT Digi Class/Chalk -Board	
13	37-39		Mod 5	Md.5 Introduction, Competency mapping, Knowledge management	T5 R5	5		PPT Digi Class/Chalk -Board	
14	40-45		Mod	Md5	T5	5		PPT Digi	

			5	Manpower Development, E  Manpower planning, HRIS.	R5			Class/Chalk  -Board	
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## MT 322 Industrial Relations

### COURSE INFORMATION SHEET

**Course code: MT-322**

**Course title: Industrial Relations**

**Pre-requisite(s):** MT107, MT201

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

**Credits: 03** L: 3 T: 0 P: 0

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI/III**

**Name of Teacher:**

**Course Objectives**

This course enables the students:

A.	To understand the role and importance of Labour Management Relations
B.	To develop understanding about Trade Union and unionism and related issues with union.
C.	To enrich idea about Collective Bargaining and its uses in industries
D.	To understand role of workers participation and its effectiveness in the Industries
E.	To throw light on the causes and effect of grievance handling and discipline.

### Course Outcomes

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 legal aspects related with Trade Union and unionism.

3	Formulate clear idea and expert 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 and practice of discipline and grievance handling in industrial area.

## **Syllabus**

### **Module 1 (6 lectures)**

Labour Management Relations – concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations, Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relation system.

### **Module 2 (9 lectures)**

Trade union and unionism – trade union movement in India, concept and definition of trade union, functions of trade union, theories of trade union , Managerial trade unionism, Problems and characteristics of trade unions in India .

### **Module 3 (9 lectures)**

Collective Bargaining – definition and 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 (9 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 (12 lectures)**

Discipline and grievance handling, work-place discipline, discipline procedure, work-place counselling, types of counselling, counselling process, grievance handling, causes of grievance.

**Text Books**

- 3. Employee Relation Management :P.N.Singh & Neeraj Kumar Pearson
- 4. Industrial Relations and Labour Welfare , R.Sivarethinamohan PHI learnings

**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

**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	H	L	H	H
2	H	-	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		

### 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	Labour Management Relations – concept, 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	Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relation system.	T1,T2, R1	CO1, CO4		Lecture/PPT/ Lecture/PPT/ Assignments/ Self Learning	

3	7-9		Mod2	Trade union and unionism – trade union movement in India, concept and definition of trade union.	T1,T2, R1	CO1, CO4		Lecture/PPT	
4	10-12		Mod2	Functions of trade union, theories of trade union, Case study	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT/ Projects	
5	13-15		Mod2	Managerial trade unionism, Problems and characteristics of trade unions in India	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/Sem inars	
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/PPT/ 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		Mod,5	Discipline and grievance handling, work-place discipline, discipline procedure.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PPT	
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/PPT/ Self Learning	
14	43-45		Mod,5	causes of grievance, case study.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PPT	

# MT 323 Training and Development

## COURSE INFORMATION SHEET

**Course code:** MT 323  
**Course title:** Training and Development  
**Pre-requisite(s):** MT107, MT201  
**Co- requisite(s):** NIL  
**Credits:** 3 L:3 T:0 P:0  
**Class schedule per week:** 3  
**Class:** BBA  
**Semester / Level:** VI / III  
**Branch:** BBA  
**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To identify the role of training and development in organizations
B.	To explain the methods and techniques used in training
C.	To understand the relevance of executive development programme
D.	Identify the major phases of the training and development process
E.	To learn the various techniques used to evaluate the training programmes

### Course Outcomes

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

1	Familiarize with the concept of training and development
2	Develop an understanding of the various methods used in training
3	Appraise the need for executive development programme
4	Design an effective training program
5	Examine the methods used to evaluate training programmes

## **Syllabus**

### **Module 1 (7 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

### **Module 2 (8 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 (9 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

### **Module 4 (12 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.

### **Module 5 (11 lectures)**

#### **Designing, Implementing and evaluation of a Training Program:**

Designing a Training Module, Need for Evaluating Training, Budgeting of Training, Cost-Benefit Analysis, ROI of Training. Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation, Methods of evaluating effectiveness of Training

#### **Text books:**

1. S.K. Bhatia, (2007) Training and Development – Concepts and Practices , 1<sup>st</sup> ed Deep & Deep Publications Pvt. Ltd.
2. Raymond Noe,(2008), Employee Training and Development 4<sup>th</sup> Ed, Tata McGraw Hill Private Ltd.

**Reference Books:**

1. Mamoria & S. V. Gankar, (2004) Personnel Management 24<sup>th</sup> ed, Himalaya Publishing house.
2. Mirza S. Saiyadain, (2003) Human Resource Management, 3<sup>rd</sup> ed, Tata McGraw Hill Private Ltd.
3. Dessler, Garry, Human Resource Management, Prentice Hall of India.
4. Aswathappa, K., Human Resource Management-Text and Cases, Tata McGraw Hill
- 5.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**

<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	H	L	H	H
2	H	-	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

				<b>Method</b>
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 and CD2 and CD8
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.

Wee k No.	Lect. No.	Ten tati ve Dat e	Ch. No.	Topics to be covered	Text Book / Refer e nces	CO s app ed	Actual Content covered	Methodol ogy Used	Re mar ks by facu lty if any
1	L1		Mod ule1	Introduction, Need, Objective,	T1,T 2	CO 1		Lecture PPT	
	L2		Mod ule 1	Rationale of Training and Development	T1	CO 1		Lecture PPT	
	L3		Mod ule 1	Concepts of Education and Learning,	T1	CO 1		Lecture PPT	

2	L4		Module 1	Introduction to motivation through Training	T1,R1	CO1		Lecture PPT	
	L5		Module 1	Difference between Training and Development,	T2,R2	CO1		Lecture PPT	
	L6		Module 1	Challenges to effective training	T1,R3	CO1		Lecture PPT	
3	L7		Module 1	Challenges to effective training	T1	CO1		Lecture PPT	
	L8		Module 2	Overview of Training Methodologies- Logic and Process of Learning;	T1,R5	CO2		Lecture PPT	
	L9		Module 2	Principles of Learning; Individual differences in learning,	T2,R4	CO2		Lecture PPT	
4	L10		Module 2	learning process, learning curve Types of training,	T1,R2	CO2		Lecture PPT	
	L11		Module 2	learning process, learning curve Types of training,	T2,R3	CO2		Lecture PPT	
	L12		Module 2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	T2,R5R2	CO2		Lecture PPT	
5	L13		Module 2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern	T1,R2	CO2		Lecture PPT, Assig	

				Training				ment	
	L14		Module 2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	R3	CO 2		Lecture PPT	
	L15		Module 3	Executive Development: Nature	R4	CO 3		Lecture PPT	
6	L16		Module 3	Methods of Executive Development	T2,R 4	CO 3		Lecture PPT	
	L17		Module 3	On the job and Off the job	T1,R 3	CO 3		Lecture PPT	
	L18		Module 3	On the job and Off the job	T2,R 2	CO 3		Lecture PPT	
7	L19		Module 3	Executive Development process,	T1T2	CO 3		Lecture PPT	
	L20		Module 3	Executive Development process,	T2	CO 3		Lecture PPT, Case	
	L21		Module 3	Basic requisites and challenges for the success of the Management Development Programmes	T1	CO 3		Lecture PPT	
8	L22		Module 3	Basic requisites and challenges for the success of the Management Development Programmes	T1 R2	CO 3		Lecture PPT, Assignment	

	L23		Module 4	Organisation of Training and Development programs,	T1 R2	CO 4		Lecture PPT	
	L24		Module 4	Training design, kinds of training and development programs-competence based and role based training;	T1 R2	CO 4		Lecture PPT	
9	L25		Module 4	Training design, kinds of training and development programs-competence based and role based training;	T1 R2	CO 4		Lecture PPT,case	
	L26		Module 4	Training design, kinds of training and development programs-competence based and role based training;	T1 R2	CO 4		Lecture PPT	
	L27		Module 4	Pre-requisites for designing the training Program	T2,R 2	CO 4		Lecture PPT ,Assignment	
10	L28		Module 4	Pre-requisites for designing the training Program,	T1 R2	CO 4		Lecture PPT	
	L29		Module 4	Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis)	T2,R 2	CO 4		Lecture PPT	
	L30		Module 4	Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis)	T1, R2	CO 4		Lecture PPT	
11	L31		Module 4	Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis)	T2	CO 4		Lecture PPT	

	L32		Module 4	Needs Assessment: methods and Process.	T2	CO 4		Lecture PPT	
	L33		Module 4	Needs Assessment: methods and Process.	T2	CO 4		Lecture PPT	
12	L34		Module 4	Needs Assessment: methods and Process.	T1, R2	CO 4		Lecture PPT Case	
	L35		Module 5	Designing a Training Module, Need for Evaluating Training, ,	T1 R2	CO 5		Lecture PPT, Assignment	
	L36		Module 5	Designing a Training Module, Need for Evaluating Training, ,	T1,R 4	CO 5		Lecture PPT	
13	L37		Module 5	Budgeting of Training, Cost-Benefit Analysis, ROI of Training.	T1	CO 5		Lecture PPT	
	L38		Module 5	Budgeting of Training, Cost-Benefit Analysis, ROI of Training.	T1	CO 5		Lecture PPT	
	L39		Module 5	Reasons for evaluating Training and development programs	T1, R2	CO 5		Lecture PPT	
14	L40		Module 5	Reasons for evaluating Training and development programs	T1 R2	CO 5		Lecture PPT Case	
	L41		Module 5	Problems in evaluation; Evaluation planning and data	T2,R 3	CO 5		Lecture PPT	

				collection,					
	L42		Module 5	Problems in evaluation; Evaluation planning and data collection, s,	T2,R3	CO5		Lecture PPT	
15	L43		Module 5	different evaluation framework	T1R2	CO5		Lecture PPT	
15	L44		Module 5	Methods in evaluating effectiveness of Training	T2,R3	CO5		Lecture PPT Project	
15	L45		Module 5	Revision	T2,R3	CO5			

## **MT 324 Industrial and Labour Legislations**

### **COURSE INFORMATION SHEET**

**Course code: MT324**

**Course title: industrial and labour legislations**

**Pre-requisite(s):** MT107, MT201

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

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

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI/III**

**Branch: BBA**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To enumerate the understanding of the Industrial relations and labour law framework in our country.
B.	To illustrate the importance of Industrial peace and efforts to reduce disputes.

C.	To describe the Social Security Frame-work prevailing in the Country.
D.	To explain the protective legal framework in Indian context.
E	To devise the terms and conditions of labour and employment.

### Course Outcomes

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	Provide social security measures to working populations.
4	Provide comfortable, safe and hygienic 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. Changing Dimensions of Industrial Relations in India. Impact of globalization on Industrial Relations. ILO

#### Module 2 (6 lectures)

Trade Unions: Concepts and objective, Function and Role in Globalize Content. Trade Union Act, 1926- Applicability, Registration and Recognition of Trade unions.

#### Module 3 (18 lectures)

Industrial Disputes- Nature and Causes of Industrial Disputes, Types of Conflict, Resolution- Statutory & Non –Statutory. Collective Bargaining- Concept and Importance, Process and Pre-requisites. The Industrial Disputes Act, 1947 – Objective and scope. Definition of Lay off, Retrenchment, Closure, Strike& Lock Out.

#### Module 4 (6lectures)

Protective Labour Legislations- Factories Act 1948- Objective and scope, Provisions related to health, welfare and safety, Shops and Establishment Act.

### **Module 5 (9 lectures)**

Social Security Legislations - Employee's 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 & forfeiture of gratuity.

### **Suggested Readings:**

#### **Text Books**

1. Industrial Relations in India: Agnihotri V Atma Ram & Sons Delhi
2. Monnappa, A. Industrial Relations, New Delhi: Tata McGraw Hill.
3. Labour Laws for Managers By: B.D.Singh 2nd edition Excel Books

#### **Reference Books**

1. Industrial Relations and Labour Laws by S.C. Srivastava, 6th Revised Edition, Vikas Publishing House New Delhi.
2. Labour Laws By: H.L Kumar Universal Laws Publishing Co.Pvt Ltd 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.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**

<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 Outcomes</b>	<b>Program Outcomes</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	L	H	H	M	L
2	H	L	M	M	M
3	H	H	H	L	M
4	L	L	M	M	M
5	H	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
CD3	Seminars	CO3	CD1, CD2
CD4	Mini projects/Projects	CO4	CD1, CD3
CD5	Laboratory experiments/teaching aids	CO5	CD1, 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	Md No.	Topics to be covered	Text Book / References	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		2	Trade Unions: Concepts and objective	T1,R2	CO1, CO2		Lecture PPT	
3	L9, L10		2	Function and Role in Globalize Content.	R1,T2	CO1, CO2		Lecture PPT	
4	L11, L12 L13		2	Trade Union Act, 1926	T3,R1 R2	CO1, CO2		Lecture PPT	
5	L14, L15 L16		3	Nature and Causes of Industrial Disputes,	T1,T2	CO2		Lecture PPT	
6	L17, L18 L19		3	Types of Conflict, Resolution- Statutory & Non -Statutory.	T1,R2	CO2		Lecture PPT	
7	L20, L21 L22		3	Collective Bargaining- Concept and Importance,	T1,R2	CO1, CO2		Lecture PPT	
8	L23, L24 L25		3	Process and Pre- requisites.	T1,T2	CO1, CO2		Lecture PPT	
9	L26 L27 L28		3	The Industrial Disputes Act, 1947 – Objective and scope.	T1,R2 & R1	CO2		Lecture PPT	
10	L29, L30 L31		3	Definition of Lay off, Retrenchment,.	T1,T24 ,R1	CO2		Lecture PPT	

11	L32		4	Closure, Strike & Lock Out	T1,T2	CO2		Lecture PPT	
11	L33		4	Factories Act 1948- Objective and scope,	T2,R1,R2	CO4, CO5		Lecture PPT	
11	L34,		4	Provision related to health, welfare and safety	T1,T2,R1	CO4, CO5		Lecture PPT, Assignment	
12	L35 L36 L37		4	Shops and Establishment Act	T3,R1 & R2	CO4, CO5		Lecture PPT	
13	L38		5	Employee's Compensation Act, 1923- Objective & Scope,	T1,T2,R3	CO4, CO5		Lecture PPT	
13	L39		5	Definitions of Dependent, Disablement, Occupational Diseases,	T1,R1	CO4, CO5		Lecture PPT	
13	L40		5	Compensation when payable & when not payable.	T2,R2	CO4, CO5		Lecture PPT	
14	L41		5	Employees Provident Fund	T3,R1	CO3		Lecture PPT	
14	L42			Miscellaneous Provisions Act, 1952- Objective & Scope	T2,R1	CO4		Lecture PPT	

14	L43		5	Provident, Pension & Insurance, Establishment of funds & Contribution, Payment of Gratuity Act 1972.	T1,T2	CO3		Lecture PPT, Case	
15	L44			Revision				Lecture PPT	
15	L45			Revision				Lecture PPT ,Assignment	

## MT 325 Performance and Compensation Management

### COURSE INFORMATION SHEET

**Course code: MT325**

**Course title: Performance and Compensation Management**

**Pre-requisite(s):** MT107, MT201

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

**Credits: 03** L: 03 T: 0 P:0

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI/III**

**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace
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B.	To identify the fundamental concepts of Performance management
C.	To acquire knowledge in measuring performance and managing in organizations.
D.	To understand basics of managing compensation systems of an organization and understand its application.
E.	To understand the various performance level of employees in the current industries.

### Course Outcomes

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

1	Recite his expertise in HRM
2	Apply the leadership quality
3	Demonstrate various quick decision and various situations
4	Articulate his expertise as a good trainer in corporate sectors
5	formulate the compensation structure in the existing organisations

### Syllabus

#### Module 1- Performance Management (10 lectures)

Introduction to the concept of Performance Management, Objectives of Performance Management, Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management, Importance of Performance Management, Performance Management System, Characteristics of Performance Management System, Goal Setting Theory & Expectancy Theory.

#### Module 2 -Performance Management Process (7 lectures)

Introduction to Performance Management process, Prerequisites of Performance Management Process, Performance Planning Process, Goal Setting Levels-Individual &Corporate level, Needs for Performance Standards, Performance Measurement /Assessment process.

### **Module 3 -Performance Appraisal (8 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, Need for Employee Development , Methods of Employee Development

### **Module 4-Compensation Management (9 lectures)**

Introduction to Compensation & Compensation management, Objectives of Compensation management, Principles of Compensation management, Importance of good compensation system, Factors influencing compensation levels.

Job Evaluation: Meaning of Job Evaluation, Features of Job Evaluation, Importance of Job Evaluation and Methods of Job Evaluation

### **Module 5- Compensation Structure (11 lectures)**

Introduction to Wage & Salary, Difference between Wage & Salary, Time & Piece Wage concept

Components of pay: Basic pay, Dearness allowance, 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

### **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**

<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

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	H	H
2	H	-	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
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1,CD2,CD3
CD5	Laboratory experiments/teaching aids	CO5	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		
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**Lecture wise Lesson planning Details.**

Wee k No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / Reference	COs appe d	Actual Conte nt covere d	Methodology used	Remar ks by faculty if any
1	L1		Module 1	Introduction to the concept of Performance Management	T1	CO1		Lecture PPT	
	L2		Module 1	Objectives of Performance Management	T2	CO 1		Lecture PPT	
	L3		Module 1	Prerequisites of Performance Management	T1	CO 1		Lecture PPT	
2	L4		Module 1	Dimensions of Performance Management	T2	CO 1		Lecture PPT	
	L5		Module 1	Factors affecting Performance Management	T1,R	CO 1		Lecture PPT	
	L6		Module 1	Importance of Performance	T2,R 2	CO 1		Lecture PPT	

				Management					
3	L7		Module 1	Performance Management System	T1,R 3	CO 1		Lecture PPT	
	L8		Module 1	Characteristics of Performance Management System	T1,R 4	CO 2		Lecture PPT	
	L9		Module 1	Goal Setting Theory	T1	CO 2		Lecture PPT	
4	L10		Module 1	Expectancy Theory	T2	CO 2		Lecture PPT	
	L11		Module 2	Introduction to Performance Management process	T1,T2	CO 2		Lecture PPT	
	L12		Module 2	Prerequisites of Performance Management Process	T1,R 1	CO 2		Lecture PPT	
5	L13		Module 2	Performance Planning Process	T1,R 4,	CO 2		Lecture PPT,Assignment	
	L14		Module 2	Goal Setting Levels- Individual & Corporate level	T1,R 2	CO 2		Lecture PPT	
	L15		Module 2	Needs for Performance Standards	T1,R 3	CO 3		Lecture PPT	

6	L16		Module 2	Performance Measurement /Assessment process	T1,R 4	CO 3		Lecture PPT	
	L17		Module 3	Introduction to the concept of Performance Appraisal	T2,R 1	CO 3		Lecture PPT	
	L18		Module 3	Objective of Performance Appraisal	T2,R 2	CO 3		Lecture PPT	
7	L19		Module 3	Performance Appraisal Process	T2,R 3	CO 3		Lecture PPT	
	L20,L21		Module 3	Traditional methods of Performance Appraisal	T2,R 4	CO 3		Lecture PPT, Case	
8	L22,L23		Module 3	Modern methods of Performance Appraisal,	T1	CO 3		Lecture PPT	
8	L24		Module 3	Importance of Performance Appraisal	T2	CO 3		Lecture PPT ,Assignment	
9	L25		Module 3	Need for Employee Development	T1	CO 4		Lecture PPT	
9	L26		Module 3	Methods of Employee Development	T2	CO 4		Lecture PPT	

9	L27		Module 4	Introduction to Compensation & Compensation management	T2,R 2	CO 4		Lecture PPT,case	
10	L28		Module 4	, Objectives of Compensation management	T2,R 2	CO 4		Lecture PPT	
	L29		Module 4	Principles of Compensation management	T2,R 2	CO 4		Lecture PPT ,Assignment	
10	L30		Module 4	Importance of good compensation system	T2,R 2	CO 4		Lecture PPT	
11	L31		Module 4	Factors influencing compensation levels.	T1	CO 4		Lecture PPT	
11	L32		Module 4	Job Evaluation: Meaning of Job Evaluation	T2	CO 4		Lecture PPT	
11	L33		Module 4	Features of Job Evaluation	T1	CO 4		Lecture PPT	
12	L34		Module 4	Importance of Job Evaluation	T1	CO 4		Lecture PPT	

12	L35		Module 4	Methods of Job Evaluation	T2	CO 4		Lecture PPT	
12	L36		Module 5	Introduction to Wage & Salary	T1	CO 4		Lecture PPT Case	
13	L37		Module 5	Difference between Wage & Salary	T1	CO 5		Lecture PPT, Assignment	
13	L38		Module 5	Time & Piece Wage concept  Components of pay: Basic pay	T1	CO 5		Lecture PPT	
13	L39		Module 5	Dearness allowance	T2	CO 5		Lecture PPT	
14	L40		Module 5	Incentive plans: Features	T2	CO 5		Lecture PPT	
14	L41		Module 5	Individual & Group incentive plans & fringe benefits	T2	CO 5		Lecture PPT	
14	L42		Module 5	Executive Compensation: Meaning	T2	CO 5		Lecture PPT Case	
15	L43		Module 5	Components of Pay system	T2	CO 5		Lecture PPT	

## MT 326 --- Social Media Marketing

### **COURSE INFORMATION SHEET**

**Course code- MT 326**

**Course title: Social Media Marketing**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: VI/3**

**Branch: Management**

**Name of Teacher:**

### **COURSE OBJECTIVES**

**This course enables the students:**

A	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.
B	To have a clear insight about the integration of social media aspects in the marketing strategy of the company.
C	To explain the concept and significance of Blogs, podcasts and videos for brand and image building.
D	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.
E	To elaborate on the techniques and benefits of using social media platforms such as face book, YouTube and Instagram for the benefit of the business.

### **COURSE OUTCOMES**

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

A	To apply the knowledge on the concept of Social Media Marketing and its significance in today's dynamic business scenario.
B	To demonstrate the skill of how to integrate the social media aspects in the marketing strategy of the company.
C	To analyze the concept and significance of Blogs, podcasts and videos for brand and image building.
D	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.
E	To appraise the techniques and benefits of using social media platforms such as face book, YouTube and Instagram for the benefit of the business.

## Syllabus:

### Module 1 (8 lectures)

Introduction to social media- Introduction to Social Media Marketing, The significance of social media marketing in today's business world. Social media Content Management- Touch point Analysis, scheduling.

### Module 2 (8 lectures)

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 (6 lectures)

Content creation and sharing – Introduction to Blogs, Podcast and Videos, Building the blog-Marketing strategies on the use of blogging.

### Module 4 (6 lectures)

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 (8 lectures)

Face book and Instagram as tools for Social Media Marketing- Creating groups and Pages, Posts, Paid promotion ads, Contests. Using You tube as a video platform- Setting up a channel, 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)			
	1	2	3	4
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 and CD9
CD3	Seminars	CO3	CD1, CD2 and CD5
CD4	Mini Projects/Projects	CO4	CD1, CD5, CD8 and CD9
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2 and CD9
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		Lecture PPT	
	L5		Mod-1	Social media Content Management	1,2,3	1		Lecture PPT	
	L6		Mod-1	Social media Content Analysis	1,2,3	1		Lecture PPT	
3	L 7		Mod-1	Touch point Analysis	1,2,3	1		Lecture PPT	
	L 8		Mod-1	Scheduling.	1,2,3	1		Lecture PPT	
	L9		Mod-2	Social Media marketing strategy	1,2,3	1		Lecture PPT	
4	L10		Mod-2	Integrating Social Media networks into your marketing strategy	1,2,3	1		Lecture PPT, Assignment	
	L11		Mod-2	Introduction to Social Media Marketing Plan	1,2,3	2		Lecture PPT	
	L12		Mod-2	Components of Social media Marketing Channels	1,2,3	2		Lecture PPT	
5	L13		Mod-2	Integrating multiple social media channels for SMM	1,2,3	2		Lecture PPT, Case	
	L14		Mod-2	Benefits of Integrating multiple channels for SMM.	1,2,3	2		Lecture PPT	
	L15		Mod-2	Challenges of Integrating multiple channels for SMM.	1,2,3	2		Lecture PPT	
6	L16		Mod-2	Overcoming the challenges of multiple channels for SMM	1,2,3	2		Lecture PPT, Assignment	
	L17		Mod-3	Content creation and sharing	1,2,3	3		Lecture PPT	

	L18		Mod-3	Introduction to Blogs	1,2,3	3		Lecture PPT	
7	L19		Mod-3	Podcast and Videos	1,2,3	3		Lecture PPT	
	L20		Mod-3	Building the blog-Marketing	1,2,3	3		Lecture PPT	
	L21		Mod-3	Strategies on the use of social media blogging	1,2,3			Lecture PPT	
8	L22		Mod-3	Strategies on the effective social media blogging	1,2,3	3		Lecture PPT, Assignment	
	L23		Mod-4	Using twitter as a marketing tool by the company	1,2,3	3		Lecture PPT	
	L24		Mod-4	Using twitter as a tool for networking	1,2,3	3		Lecture PPT	
9	L25		Mod-4	How brands get benefited from influencers	1,2,3	3		Lecture PPT	
	L26		Mod-4	Benefits of Social Media Influencer Marketing.	1,2,3	3		Lecture PPT	
	L27		Mod-4	Challenges of Social Media Influencer Marketing.	1,2,3	3		Lecture PPT ,case	
10	L28		Mod-4	Using social media influencers effectively	1,2,3	4		Lecture PPT	
	L29		Mod-5	Face book and Instagram as tools for Social Media Marketing	1,2,3	4		Lecture PPT	
	L30		Mod-5	Creating groups and Pages	1,2,3	4		Lecture PPT	
11	L31		Mod-5	Posts, Paid promotion ads	1,2,3	4		Lecture PPT, Case	
	L32		Mod-5	Using You tube as a video platform	1,2,3	4		Lecture PPT	

	L33		Mod-5	Setting up a channel, managing content,	1,2,3	4		Lecture PPT, case study	
12	L34		Mod-5	Video flow, Google pages for you tube channel	1,2,3	4		Lecture PPT	
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 PPT, /assignment	

### MT 327 Content Marketing

#### COURSE INFORMATION SHEET

**Course code: MT 327**

**Course title: Content Marketing**

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

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

**Credits: 03 L: 3 T: 0 P: 0**

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level: VI/3**

**Branch: Management**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To develop understanding of the basis concepts of content marketing
B.	To gain an insight into the concept of content niche and its strategy
C.	To develop content mission statement and on brand content criteria
D.	To manage the content marketing process
E	To conduct marketing of the digital content and measure the impact.

## Course Outcomes

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	Analyse how social media and other promotion techniques can be used for content marketing.

## CONTENT MARKETING

### Syllabus

#### Module 1 (7 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 (7 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

#### Module 3 (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.

#### Module 4 (7 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

## **Module 5 (7 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. Pulizzi, J., & Barrett, N. (2009). Get content get customers-Turn Prospects into buyers with content marketing. Newyork : Tata McGraw Hill Education Private Limited
  2. Rebecca Lieb. (2012). Content Marketing: Think Like a Publisher- How to use content to Market Online and in social media. Que Publishing.
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3. Pulizzi, J. (2014). Epic content marketing-How to tell a different story, break through the clutter and win more customers by marketing less. Newyork: Tata McGraw Hill Education Private Limited

#### **Reference Books:**

1. Halvorson, K., & Rach, M. (2012). Content Strategy for the Web. Pearson Publishers.
2. Pulizzi, J. (2015). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses

**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 –**

3. Student Feedback on Faculty
4. 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		

CD9	Simulation		
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## **MT 328 Mobile and Email Marketing**

### **COURSE INFORMATION SHEET**

Course code: MT 328

Course title: Mobile and Email Marketing

Pre-requisite(s): Principles of Marketing, Digital Marketing

Co- requisite(s): NIL

Credits: 03 L: 03 T: 0 P:0

Class schedule per week: 03

Class: BBA

Semester / Level: VI/III

Name of Teacher:

### **Course Objectives**

This course aims to enable the learners:

A.	To understand the basic concepts of mobile marketing and mobile applications.
B.	To formulate strategies for mobile marketing, to plan and execute mobile advertising.
C.	To apply email marketing tools.
D.	To develop Email Marketing Conversion Funnels.
E.	To develop email messages, autoresponder messages and measure performance of email marketing.

### **Course Outcomes**

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, autoresponder messages and measure the performance of email marketing.

## Syllabus

### Module 1 (10 lectures)

#### **Introduction to Mobile Marketing**

Mobile Operating Systems and App Stores, Mobile Behavior, the Mobile Marketing Opportunity

#### **Calling and Messaging**

Bidding Farewell to Landlines and Phone Calls, Hello Messaging, Visual Messaging, IM Apps, Measuring Success

#### **Search and Web**

Designing a Cross-Platform Web Experience, Optimizing for Mobile SEO, Measuring Success

#### **Mobile Applications**

How Apps Work, Owning an App, Measuring Success

### Module 2 (7 lectures)

#### **Social Media Networks**

Broadening Your Audience, Publishing Mobile-Friendly Content, Measuring Success

#### **Mobile Advertising**

Mobile Advertising's Superpower, 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

#### **Accessing Content**

Pull Tactics, Using QR Codes as Quick Links to Content, Offer SMS/MMS/RMM to Access Content, Testing Near-Field Communication, Other Pull Tactics to Connect to Content, Push Tactics, Using SMS/MMS/RMM to Push Content, Driving App Engagement with Push Notifications, Engaging App Users

#### **Mobile Marketing Strategy and Resources**

Understanding the N.O.T.E. Framework, Applying the N.O.T.E. Framework

### Module 3 (8 lectures)

Introduction to Email Marketing Tools, Processes, and Terminology, The Role of Email in an Integrated Marketing Plan

## **The Marketing Funnel**

Email Conversion Funnel Campaigns

### **Choosing Your Tools**

Contact Management, Message Design and Setup, Content and Delivery, Email Management, Account Administration and Help, Making Your Final Decision

### **Types of Email Marketing Funnels**

Selecting an Email Marketing Funnel, How to Build an Email Marketing

### **Growing Your List**

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

## **Module 4**

**(9 lectures)**

### **Developing an Email Marketing Conversion Funnel**

Key Considerations When Developing Email Conversion Funnels, Steps in an Email Marketing Conversion Funnel, Email Conversion Funnels for Acquiring, Email Conversion Funnels for Nurturing, Email Conversion Funnels for Selling, Email Conversion Funnels for Renurturing, Improving Your Email Conversions

### **List Segmentation**

How to Get Information to Use for Segmentation, Segmentation Strategies, Unique Segmentation Strategies for B2B Companies, Using Personalization and Dynamic Content, Personalization and Dynamic Content Strategies, Segmentation Improves Relevance and Results

## **Module 5**

**(11 lectures)**

### **Writing an Email Message**

Copywriting Tips and Tricks to Improve Your Email Messages, Writing the Parts of an Email Marketing Message, Writing Different Types of Email Marketing Messages, Improving Your Copy and Your Email Marketing Results

### **Autoresponder Messages**

Creating Your Autoresponder Strategy, Autoresponder Offers, Autoresponder Triggers, Integrating Autoresponders into Your Overall Email Marketing Strategy

### **Measuring Performance**

Email Marketing Tracking Strategies, Key Performance Indicators (KPIs), Testing Your Email Messages to Improve Performance, Connecting Your Results with Your Goals

**Text books:**

Garris, M., & Mishra, K. E. (2017). *A beginner's guide to mobile marketing*.  
Gunelius, S. (2018). *Ultimate Guide to Email Marketing for Business*. Entrepreneur Press

**Reference book:**

Hanna, R. C., Smith, J., Swain, S. D.(2016). *Email marketing in a digital world: The basics and beyond*. 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**

<b>Assessment Tool</b>	<b>% Contribution during CO</b>
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	<b>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
<b>1</b>	M	H	H	H
<b>2</b>	H	H	H	H
<b>3</b>	H	M	H	H
<b>4</b>	H	M	H	H
<b>5</b>	H	H	H	H

<b>Mapping Between COs and Course Delivery (CD) methods</b>			
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.**

Wee k No.	Lect. No.	Tentativ e Date	Ch. No.	Topics to be covered	Text Book / Refer e nces	COs appe d	Actual Conte nt covere d	Methodology used	Remar ks by faculty if any
1	L1		Module 1	<b>Introduction to Mobile Marketing</b>	T1	CO1		Lecture PPT	
	L2		Module 1	Mobile Operating Systems	T1	CO 1		Lecture PPT	
	L3		Module 1	App Stores	T1	CO 1		Lecture PPT	
2	L4		Module 1	Mobile Behavior	T1	CO 1		Lecture PPT	

	L5		Module 1	the Mobile Marketing Opportunity	T1	CO 1		Lecture PPT	
	L6		Module 1	<b>Calling and Messaging</b>	T1	CO 1		Lecture PPT	
3	L7		Module 1	Bidding Farewell to Landlines and Phone Calls, Hello Messaging, Visual Messaging, IM Apps, Measuring Success	T1	CO 1		Lecture PPT	
	L8		Module 1	<b>Search and Web</b> Designing a Cross-Platform Web Experience	T1	CO 1		Lecture PPT	
	L9		Module 1	Optimizing for Mobile SEO, Measuring Success	T1	CO 1		Lecture PPT	
4	L10		Module 1	<b>Mobile Applications</b> How Apps Work, Owning an	T1	CO 1		Lecture PPT	

				App, Measuring Success					
	L11		Module 2	<b>Social Media Networks</b> Broadening Your Audience,	T1	CO 2		Lecture PPT	
	L12		Module 2	Publishing Mobile- Friendly Content, Measuring Success	T1	CO 2		Lecture PPT	
5	L13		Module 2	<b>Mobile Advertising</b> Mobile Advertising's Superpower, 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	T1	CO 2		Lecture PPT,Assignme nt	

L14		Module 2	<b>Accessing Content</b> Pull Tactics, Using QR Codes as Quick Links to Content, Offer SMS/MMS/RMM to Access Content, Testing Near-Field Communication, Other Pull Tactics to Connect to Content	T1	CO 2		Lecture PPT	
L15		Module 2	Push Tactics, Using SMS/MMS/RMM to Push Content, Driving App Engagement with Push Notifications, Engaging App Users	T1	CO 2		Lecture PPT	

6	L16		Module 2	<b>Mobile Marketing Strategy and Resources</b>	T1	CO 2		Lecture PPT	
	L17		Module 2	Understanding the N.O.T.E. Framework, Applying the N.O.T.E. Framework	T2	CO 2		Lecture PPT	
	L18		Module 3	Introduction to Email Marketing Tools	T2	CO 3		Lecture PPT	
7	L19		Module 3	Processes, and Terminology, The Role of Email in an Integrated Marketing Plan	T2	CO 3		Lecture PPT	
	L20,L21		Module 3	<b>The Marketing Funnel</b> Email Conversion Funnel Campaigns	T2	CO 3		Lecture PPT	
8	L22,L23		Module 3	<b>Choosing Your Tools</b> Contact Management, Message Design and Setup, Content and Delivery, Email Management, Account Administration	T1	CO 3		Lecture PPT	

				ion and Help, Making Your Final Decision					
8	L24		Module 3	<b>Types of Email Marketing Funnels</b> Selecting an Email Marketing Funnel, How to Build an Email Marketing	T2	CO 3		Lecture PPT, Assignment	
9	L25		Module 3	<b>Growing Your List</b> 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	T1	CO 3		Lecture PPT	
9	L26		Module 4	<b>Developing an Email Marketing Conversion Funnel</b>	T2	CO 4		Lecture PPT	

9	L27		Module 4	Key Considerations When Developing Email Conversion Funnels	T2	CO 4		Lecture PPT,case	
10	L28		Module 4	Steps in an Email Marketing Conversion Funnel, Email Conversion Funnels for Acquiring	T2	CO 4		Lecture PPT	
	L29		Module 4	Email Conversion Funnels for Nurturing, Email Conversion Funnels for Selling, Email Conversion Funnels for Renurturing, Improving Your Email Conversions	T2	CO 4		Lecture PPT ,Assignment	
10	L30		Module 4	<b>List Segmentati on</b> How to Get Information to Use for Segmentati on	T2	CO 4		Lecture PPT	
11	L31		Module 4	Segmentati on Strategies, Unique Segmentati on	T1	CO 4		Lecture PPT	

				Strategies for B2B Companies					
11	L32		Module 4	Using Personalization and Dynamic Content,	T2	CO 4		Lecture PPT	
11	L33		Module 4	Personalization and Dynamic Content Strategies	T2	CO 4		Lecture PPT	
12	L34		Module 4	Segmentation Improves Relevance and Results	T2	CO 4		Lecture PPT	
12	L35		Module 5	<b>Writing an Email Message</b> Copywriting Tips and Tricks to Improve Your Email Messages,	T2	CO 5		Lecture PPT	
12	L36		Module 5	Writing the Parts of an Email Marketing Message, Writing Different Types of Email Marketing Messages	T2	CO 5		Lecture PPT Case	

13	L37		Module 5	Improving Your Copy and Your Email Marketing Results	T2	CO 5		Lecture PPT, Assignment	
13	L38		Module 5	<b>Autoresponder Messages</b> Creating Your Autoresponder Strategy	T2	CO 5		Lecture PPT	
13	L39		Module 5	Autoresponder Offers, Autoresponder Triggers	T2	CO 5		Lecture PPT	
14	L40		Module 5	Integrating Autoresponders into Your Overall Email Marketing Strategy	T2	CO 5		Lecture PPT	
14	L41		Module 5	<b>Measuring Performance</b> Email Marketing Tracking Strategies	T2	CO 5		Lecture PPT	
14	L42		Module 5	Key Performance Indicators (KPIs), Testing Your Email Messages to Improve Performance	T2	CO 5		Lecture PPT Case	

15	L43		Module 5	Connecting Your Results with Your Goals	T2	CO 5		Lecture PPT	
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## MT 329 Digital Marketing Analysis

### COURSE INFORMATION SHEET

**Course code:** MT 329

**Course title:** Digital Marketing Analysis

**Pre-requisite(s):** Principles of Marketing, Digital Marketing

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

**Credits:** 03 L: 03 T: 0 P:0

**Class schedule per week:** 03

**Class:** BBA

**Semester / Level:** VI/III

**Name of Teacher:**

**Course Objectives**

This course enables the students to:

A	To understand the Fundamentals of Digital Marketing analytics
B	To Classify various components of the Digital Marketing analytics
C	To analyze Digital Marketing analytics
D	To Formulate Strategies based on the Digital Marketing analytics
E	To Evaluate the Performance of Digital Marketing analytics Organizations through Digital Marketing analytics

**Course Outcomes:**

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

A	Understanding role of Digital Marketing analytics
B	Understanding the applications of Digital Marketing analytics
C	Planning and formulating various Digital Marketing analytics
D	Analyzing applicability Digital Marketing analytics
E	Applying the various Digital Marketing analytics strategies in various types of industries and businesses

**Syllabus:**

**Module I: Introduction to Digital Marketing Analytics [No. of Lectures: 6]**

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.

**Module II: Social Media Analytics [No. of Lectures: 7]**

Social metrics: Reach, Impression, Engagement Rate, video Metrics, Efficiency Metrics (similar metrics for all social media platforms – Facebook, Twitter, LinkedIn, Instagram, and YouTube).

**Module III Brand Analysis in Digital Marketing: [No. of Lectures: 7]**

Brand Analysis in Digital Age, Share of Voice, Share of Audience, Share of Search, Total Audience Attention, Total Audience Engagement, Brand and Consumer Alignment.

**Module IV: Digital Advertising analytics: [No. of Lectures: 7]**

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.

**Module V: Web Analytics: [No. of Lectures: 9]**

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, 3rd Edition, Wiley.
3. Gupta, S. (2020), Digital Marketing, Ed. 2nd, McGraw-Hill Education

**Reference Books:**

4. Tuten, T. L., Solomon, M. R., (2013), Social Media Marketing, Pearson Education
5. 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
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
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**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 –**

5. Student Feedback on Faculty
6. 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	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/OHPprojectors	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	CO s ap pe d	Actual Conte nt covere d	Methodolog y Used	Remar ks by faculty if any
1	L1		Mod-1	Digital Marketing Measurement Framework: Objectives	1,2,3,4,5	1		Lecture PPT	
	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		Lecture PPT	
	L5		Mod-1	Social Media Listening	1,2,3,4,5	1		Lecture PPT	
	L6		Mod-1	Digital Analysis Ecosystem.		1		Lecture PPT	
3	L 7		Mod-2	Social metrics: Reach, Impression	1,2,3,4,5	1		Lecture PPT	
	L 8		Mod-2	Engagement Rate	1,2,3,4,5	1		Lecture PPT	
	L9		Mod-2	Video Metrics	1,2,3,4,5	1		Lecture PPT	
4	L10		Mod-2	Efficiency Metrics	1,2,3,4,5	1		Lecture PPT, Assignment	

	L11	Mod-2	Metrics for all social media platforms – Facebook, Twitter, LinkedIn, Instagram, and YouTube	1,2,3,4,5	2		Lecture PPT	
	L12	Mod-2	Metrics for all social media platforms – LinkedIn, Instagram, and YouTube	1,2,3,4,5	2		Lecture PPT	
5	L13	Mod-2	Metrics for all social media platforms –and YouTube	1,2,3,4,5	2		Lecture PPT, Case	
	L14	Mod-3	Brand Analysis in Digital Age	1,2,3,4,5	2		Lecture PPT	
	L15	Mod-3	Share of Voice	1,2,3,4,5	2		Lecture PPT	
6	L16	Mod-3	Share of Audience	1,2,3,4,5	2		Lecture PPT, Assignmentt	
	L17	Mod-3	Share of Search		3		Lecture PPT	
	L18	Mod-3	Total Audience Attention	1,2,3,4,5	3		Lecture PPT	
7	L19	Mod-3	Total Audience Engagement,	1,2,3,4,5	3		Lecture PPT	
	L20	Mod-3	Brand and Consumer Alignment.	1,2,3,4,5	3		Lecture PPT	
	L21	Mod-4	Digital Advertising Concepts	1,2,3,4,5			Lecture PPT	
8	L22	Mod-4	Searching for Right Metrics (Paid vs Organic search Results),	1,2,3,4,5	3		Lecture PPT, Assignment	
	L23	Mod-4	Budget for Social Media Campaigns	1,2,3,4,5	3		Lecture PPT	

	L24		Mod-4	Primary research for Digital Campaigns: Brand perception.	1,2,3,4,5	3		Lecture PPT	
9	L25		Mod-4	Return on Investment: Return on Engagement	1,2,3,4,5	3		Lecture PPT	
	L26		Mod-4	Return on Influence	1,2,3,4,5	3		Lecture PPT	
	L27		Mod-4	Return on Experience	1,2,3,4,5	3		Lecture PPT ,case	
10	L28		Mod-5	Importance of Web Analytics	1,2,3,4,5	4		Lecture PPT	
	L29		Mod-5	Visits, Unique page views Bounce Rate, Pages per visit	1,2,3,4,5	4		Lecture PPT	
	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		Lecture PPT	
	L33		Mod-5	Google Analytics: Traffic Sources analysis	1,2,3,4,5	4		Lecture PPT, case study	
12	L34		Mod-5	Search Engine Optimization Data	1,2,3,4,5	4		Lecture PPT	
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	

## MT 330-Search Engine Optimization and Marketing

### COURSE INFORMATION SHEET

**Course code:** MT 330

**Course title:** Search Engine Optimization and Marketing

**Pre-requisite(s):** Principles of Marketing, Digital Marketing

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

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

**Course Code:**

**Course Title:** Search Engine Optimization and Marketing

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

**Class schedule per week:** 03

**Semester:** VI – Level – 3

#### Course Objectives

This course enables the students to:

A	To understand the Fundamentals of Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
B	To Classify various components of the SEO and SEM
C	To analyze the On Page and Off Page SEO Strategies
D	To Formulate SEO and SEM Strategy
E	To Evaluate the Performance of SEO and SEM

#### Course Outcomes:

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

A	Understanding role of SEO and SEM in Digital Marketing.
B	Understanding the applications of SEO and SEM.
C	Planning and formulating various SEO and SEM strategies for attracting traffic on webpage
D	Analyzing applicability and suitability of SEO and SEM
E	Applying the various SEO and SEM strategies in various types of industries and businesses

#### Syllabus:

##### Module I: Introduction to Search Engine Optimization (SEO) [No. of Lectures: 6]

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.

##### Module II: SEO Techniques: [No. of Lectures: 9]

On page SEO: Title Optimization, Meta data, Meta Description, Megatags and their effect on SEO, Website architecture Optimization, Website Planning, Content Optimization: Use of Keywords, Keyword Density, Optimizing various tags and Keywords.

##### Module III: Off Page SEO: [No. of Lectures: 7]

Off Page SEO: Authority and Hubs, Backlinking, Blog Posts, Commenting, Press Release,

Directories, Forums, Article Promotion and Syndication, Unnatural Links.

**Module IV: Introduction to Search Engine Marketing (SEM) [No. of Lectures: 7]**

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

**Module V: [No. of Lectures: 7]**

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) SEO Guide: Search Engine Optimization Guide for Beginners, Createspace Independent Pub, 4th edition
2. Mike Moran, Bill Hunt, Search Engine Marketing: Driving Search Traffic to Your Company's Website, Pearson Education. 2<sup>nd</sup> Edition.
3. Enge, E., Spencer, S. and Stricchiola, J. (2015), The Art of SEO: Mastering Search Engine Optimization,

**Reference Books:**

6. Gupta, S. (2020), Digital Marketing, Ed. 2nd, McGraw-Hill Education
7. David, S. Pay-Per-Click Search Engine Marketing, Wiley India 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**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
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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
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Independent Teaching Assessment	5

### Indirect Assessment –

7. Student Feedback on Faculty
8. 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
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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
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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 andinternets		
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		Lecture PPT	
	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		Lecture PPT	
	L5		Mod-1	Google Boat (Google Crawler)	1,2,3,4,5	1		Lecture PPT	
	L6		Mod-1	Role and Importance of SEO in Digital Marketing.		1		Lecture PPT	
3	L 7		Mod-2	On page SEO: Title Optimization	1,2,3,4,5	1		Lecture PPT	
	L 8		Mod-2	Meta data, Meta Description, Megatags and their effect on SEO	1,2,3,4,5	1		Lecture PPT	
	L9		Mod-2	Website architecture Optimization	1,2,3,4,5	1		Lecture PPT	
4	L10		Mod-2	Website Planning	1,2,3,4,5	1		Lecture PPT, Assignment	
	L11		Mod-2	Content Optimization: Use of Keywords	1,2,3,4,5	2		Lecture PPT	

	L12		Mod-2	Content Optimization: Use of Keywords	1,2,3,4, 5	2		Lecture PPT	
5	L13		Mod-2	Keyword Density	1,2,3,4, 5	2		Lecture PPT , Case	
	L14		Mod-2	Optimize Title Tags	1,2,3,4, 5	2		Lecture PPT	
	L15		Mod-2	Optimizing various tags and Keywords.	1,2,3,4, 5	2		Lecture PPT	
6	L16		Mod-3	Off Page SEO: Authority and Hubs	1,2,3,4, 5	2		Lecture PPT ,Assignmen t	
	L17		Mod-3	Backlinking		3		Lecture PPT	
	L18		Mod-3	Blog Posts	1,2,3,4, 5	3		Lecture PPT	
7	L19		Mod-3	Commenting, Press Release	1,2,3,4, 5	3		Lecture PPT	
	L20		Mod-3	Directories, Forums	1,2,3,4, 5	3		Lecture PPT	
	L21		Mod-3	Article Promotion and Syndication	1,2,3,4, 5			Lecture PPT	
8	L22		Mod-3	Unnatural Links	1,2,3,4, 5	3		Lecture PPT, Assignment	
	L23		Mod-4	Concept and Need of Search Engine Marketing	1,2,3,4, 5	3		Lecture PPT	
	L24		Mod-4	Difference between SEO and SEM	1,2,3,4, 5	3		Lecture PPT	
9	L25		Mod-4	Concept of Search Advertising	1,2,3,4, 5	3		Lecture PPT	

	L26		Mod-4	Concept of Display Advertising Introduction	1,2,3,4,5	3		Lecture PPT	
	L27		Mod-4	Concept of Display Advertising – Analysis	1,2,3,4,5	3		Lecture PPT ,case	
10	L28		Mod-4	Role of Search Engine Marketing in Digital Driven Business World	1,2,3,4,5	4		Lecture PPT	
	L29		Mod-4	Role of Search Engine Marketing in Digital Driven Business World – Decision Making	1,2,3,4,5	4		Lecture PPT	
	L30		Mod-5	Search Engine Advertising		4		Lecture PPT	
11	L31		Mod-5	Understanding Ad Placement: Top, Side, Bottom	1,2,3,4,5	4		Lecture PPT, Case	
	L32		Mod-5	Search and Shopping Ads	1,2,3,4,5	4		Lecture PPT	
	L33		Mod-5	Keyword Targeting	1,2,3,4,5	4		Lecture PPT, case study	
12	L34		Mod-5	Search Terms and Auction.	1,2,3,4,5	4		Lecture PPT	
12	L35		Mod-5	Search Engine Ad Insights and Analytics.	1,2,3,4,5	5		Lecture PPT, /assignment	
12	L36		Mod-5	Reviewing Search engine Advertising	1,2,3,4,5	5		Lecture PPT, /assignment	

**Business Analytics Group**

**MT 331- Data Visualization for Managers**

**COURSE INFORMATION SHEET**

**Course Code: MT 331**

**Course Title: Data Visualization for Managers**

**Pre-requisite(s):**

**Co- requisite(s): None**

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

**Class schedule per week: 03**

**Class: BBA**

**Semester / Level: VI/3**

**Branch: BBA**

**Course Objectives**

This course envisions to impart to students to:

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 Outcomes**

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	(NO. OF LECTURE HOURS)
<p><b>Module – I</b></p> <p>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.</p>	<b>8</b>
<p><b>Module – II</b></p> <p>Introduction of various charts and graphs, Design principles for charts and graphs, The do’s and don’ts of charts and graphs making.</p> <p>The process of creating visualizations and selecting the appropriate visual display.</p>	<b>8</b>
<p><b>Module – III</b></p> <p>Visualization as exploration, visualizing categorical data, Visualizing time series data, Visualizing Geospatial data, Visualizing multiple variables .</p>	<b>8</b>
<p><b>Module – IV</b></p> <p>Introduction of Dashboard design, various types of Dashboards, Interactive visualizations, Story Telling through Data.</p>	<b>8</b>
<p><b>Module – V</b></p> <p>Visualization of groups, trees, graphs, clusters, networks. Data science use cases for data visualization.</p>	<b>8</b>

### 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 the NYU Bookstore
2. Yau, N. (2013). Data Points: Visualization that means something. Indianapolis: O’Reilly. Available at the NYU Bookstore

- Kieran Healy, Data Visualization: A Practical Introduction, 1st Edition, 2018

**Reference Books:**

- Few, S. (2006). Information dashboard design: The effective visual communication of data. Sebastopol: O'Reilly.
- Ware, C & Kaufman, M. (2008). Visual thinking for design. Burlington: Morgan Kaufmann Publishers.
- Ward, Grinstein Keim, Interactive Data Visualization: Foundations, Techniques, and Applications. Natick: A K Peters, Ltd. 1st Edition, 2014

Mapping between Objectives and Outcomes

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
1	H	L	M	L	M	H	L	M
2	H	H	H	M	L	H	M	L
3	H	H	H	H	M	M	L	H
4	H	L	H	L	L	H	M	H
5	H	M	H	M	M	M	M	M

## MT 332 Data Mining

**Course Code: MT 332**

**Course Title: Data Mining**

**Prerequisite(s):**

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

**Class Schedule per week: 3**

**Class: BBA**

**Semester/ Level: VI/3**

### **Course Objectives**

**This course envisions to impart to students**

1.	Examine the types of the data to be mined and apply pre-processing methods on raw data.
2.	To introduce the basic concepts Data Mining techniques and acquire the role played by data mining in various fields.
3.	Apply the techniques of clustering, classification, association finding, feature selection and visualization to real world data
4.	Prepare students for research in the area of data mining and related applications and Enhance students communication and problem solving skills
5.	Provide the students with practice on applying data mining solutions using common data mining software tool /programming languages

### **Course Outcomes**

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

<b>CO1</b>	Describe the fundamentals of data mining systems as well as issues related to access and retrieval of data at scale.
<b>CO2</b>	Explain the various data mining functionalities and techniques
<b>CO3</b>	Apply the various data mining techniques to solve classification, clustering and association rule mining problems
<b>CO4</b>	Analyze and choose among different approaches of a data mining task
<b>CO5</b>	Design and evaluate data mining models to be used in solving real life problems, keeping in view social impacts of data mining.

### **Syllabus MODULE (NO. OF LECTURE HOURS)**

#### **Module – I (8 Lectures )**

Introduction about data mining. Data Mining Functionalities. Data mining tasks. Types of Data. Attributes and Measurement. Types of Data Sets. Major issues in Data Mining–Data Preprocessing. Introduction to Information Retrieval and Data Mining include Correlation, association rules, Knowledge Discovery from Databases. Data Mining Prediction methods: Linear and nonlinear regression, Logistic Regression.

### **Module – II (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 – III (9 Lectures )**

Association Analysis: Basic Concepts and Algorithms Preliminaries. Frequent Itemset Generation. The Apriori Principle. Frequent Itemset Generation in the Apriori Algorithm. Candidate Generation and Pruning Support Counting. Rule Generation.

### **Module – IV ( 9 Lectures)**

Classification: Basic Concepts and Techniques. General Framework for Classification. Decision Tree Classifier. A Basic Algorithm to Build a Decision Tree. Methods for Expressing Attribute Test Conditions. Measures for Selecting an Attribute Test Condition. Algorithm for Decision Tree Induction. Characteristics of Decision Tree Classifiers.

### **Module – V (8 Lectures )**

Cluster Analysis: Introduction , Types of Data in Cluster Analysis, A Categorization of Major Clustering Methods, Partitioning Method - k- Medoids Algorithm, CLARANS, Hierarchical Methods - BIRCH, ROCK Density-Based Methods - DBSCAN, Grid-Based Methods – STING.

### **TEXT BOOK**

Dunham H.M. & Sridhar S., “Data Mining”, Pearson Education, New Delhi, 2006.

### **REFERENCE BOOKS**

Data Mining – Concepts and Techniques – Jiawei Han & Micheline Kamber, 3rd Edition Elsevier

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

- 1. Use of massive data to implement all the data mining concepts**
- 2. Handling various data using same data mining algorithms**
- 3. Exposure to domain knowledge with the actual algorithmic implementation**

### **Tools beyond syllabus**

- 1. Implementation of Big data using given tool**
- 2. Implementation of advanced graphical tools**

### **POs met through Topics beyond syllabus**

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

## Direct Assessment

Assessment Tool	%Contribution during CO Assessment
Continuous Internal Assessment	<b>50</b>
Semester End Examination	<b>50</b>
<b>Continuous Internal Assessment</b>	<b>% Distribution</b>
Mid semester examination	<b>25</b>
Two quizzes	20 (2×10)
Teacher's Assessment	5

Assessment Components	CO1	CO2	CO3	CO4	CO5
Continuous Internal Assessment	√	√	√	√	√
Semester End Examination	√	√	√	√	√

## Indirect Assessment

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

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

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

## 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
<b>CD1</b>	Lecture by use of Boards/LCD Projectors	<b>CO1</b>	CD1, CD7, CD 8
<b>CD2</b>	Tutorials/Assignments	<b>CO2</b>	CD1 and CD9
<b>CD3</b>	<b>Seminars</b>	<b>CO3</b>	CD1, CD2 and CD3
<b>CD4</b>	Mini Projects/Projects	<b>CO4</b>	CD1 and CD2
<b>CD5</b>	Laboratory Experiments/Teaching Aids	<b>CO5</b>	CD1 and CD2
<b>CD6</b>	Industrial/Guest Lectures		
<b>CD7</b>	Industrial Visits/In-plant		

	Training		
<b>CD8</b>	Self- learning such as use of NPTEL Materials and Internets		
<b>CD9</b>	Simulations		

### **MT 333 DATABASE MANAGEMENT SYSTEMS**

Course Code: MT 333

Course Title: DATABASE MANAGEMENT SYSTEMS

Pre-requisite(s): MT 218

Co- requisite(s): none

Credits: 3 L:2 T:0 P:02

Class schedule per week: 02+02

Class: BBA

Semester / Level: VI/3

Branch: Bachelor of business administration Teacher:

#### Course Objectives

This course envisions to impart to students to:

A.	To understand the structure of databases
B.	To learn Query processing and decomposition.
C.	To understand how to create a database
D.	To learn transaction processing in databases
E.	To understand how concurrency control is performed in a database.
F.	To understand fault tolerance and reliability of database.

#### Course Outcomes

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 knowledge of ‘indexing and hashing’ mechanisms in a database management system.

5.	Have idea of the backend activities involved in extracting data from a database. Have knowledge of transaction and concurrency control mechanisms in a database management system.
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YLLABUS

MODULE	(NO. OF LECTURE HOURS)
<b>Module – I</b> <b>Introduction:</b> Purpose of Database Systems, View of Data, Data Models, Database Languages, Relational Database, Database Architecture.	10
<b>Module – II</b> <b>Relational Data Models and Languages:</b> Basic Concepts, Constraints, Keys, Entity-Relationship Diagram, Weak Entity Sets, Extended E-R Features, Reduction of an E-R Diagram to Tables	10
<b>Module – III</b> <b>Relational-Database Design:</b> Pitfalls in Relational-Database Design, Functional Dependencies, Decomposition, Desirable Properties of Decomposition	7
<b>Module – III</b> <b>Relational-Database Design:</b> First Normal Form, Second Normal Form, Third normal Form, Boyce-Codd Normal Form, Fourth Normal Form and More Normal Forms.	8
<b>Module – V</b> <b>Transactions and Concurrency Control:</b> Transaction Concept, Transaction State, Desirable Properties of Transactions, Concurrent Executions, Serializability, Recoverability, Lock-Based Protocols.	5

Text Books:

1. Silberschatz, Korth, & Sudarshan, “Database System Concepts”, 6<sup>th</sup> Edition, McGraw Hill, 2011.

Reference Books:

1. Elmasri, & Navathe, “Fundamentals of Database Systems”, 5<sup>th</sup> Edition, Pearson Education, 2008.

2. Date C.J., “An Introduction to Database System”, Pearson Education, New Delhi, 2005.

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

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 ProcedureDirect

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
1	H	M	H	H
2	H	H	H	M

3	H	M	L	H
4	H	L	M	H
5	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

CDCCode	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 and CD9
CD3	Seminars	CO3	CD1, CD2 and CD5
CD4	Mini Projects/Projects	CO4	CD1, CD5, CD8and CD9
CD5	Laboratory Experiments/Teaching Aids	CO5	CD1, CD2 and CD9
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

### MT 334- Data Science using R

**Course Code : MT 334**

**Course Title: Data Science using R**

**Prerequisite(s): MT218**

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

**Class Schedule per week: 02+02**

**Class: BBA**

**Semester/ Level: VI/3**

#### Course Objectives

This course envisions to impart to students

1.	To know about the R language
2.	Understand applications, advantages, and limitations of various datatypes
3.	Real life use of data analytics using R language
4.	Doing projects on analytics using R language
5.	Use R as a tool to develop data-driven business process

### Course Outcomes

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 analytic tool
CO3	Apply the knowledge gained for their project work as well as to develop some statistical applications
CO4	Implement R for various data science applications
CO5	Devise R based projects on data science

### Syllabus

#### Module 1 : Essentials of R Programming

Installing R and RStudio, 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

Measures of central tendency, measures of dispersion, skewness, kurtosis, summary tables, cumulative statistics, contingency table

#### Module 3: Graphical Analysis in R

One-dimensional analysis using Histogram, bar plot, pie chart, box plot 2dimensional analysis using scatter plot

#### Module 4: Data manipulation and component extraction

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

Linear regression, Decision Tree, Bayesian Classification

Text Book

Beginning R: The Statistical Programming Language, Mark Gardener, John Wiley & Sons, Inc., 2012

Reference Book

R for everyone, Advanced Analytics and Graphics , J P Lander

R for Data Science, by Hadley Wickham and Garrett Golemund, O'Reilly Media Inc.

Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

Direct Assessment

Assessment Tool	%Contribution during CO Assessment
Day to day performance & lab files	30
First Quiz	10
Viva	20
Examination Experiment Performance	30
Second Quiz	10

Indirect Assessment

1. Students' feedback on course outcome

Mapping between COs and Course Delivery (CD) methods

Course Outcome	Program Outcome			
	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

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

CD9	Simulation			
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### MT 335 Marketing Analytics

**Course Code:** MT 335

**Course Title:** Marketing Analytics

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

**Class schedule per week:** 03

Semester: V/VI – Level - 3

**Course Objectives**

This course enables the students to:

A	Understanding the Fundamental Concepts of Data and Measurement
B	Use analytic approaches in Pricing
C	Accurately predict the cause of movements in sales / demand etc.
D	Justify use of a particular marketing analytic approach and Reporting to Non-technical audience
E	Use fundamental web analytics and Social Media Analytics principles

**Course Outcomes:**

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

A	Understanding nature of data and measurement scales for marketing analytics
B	Analyzing applications pricing, price budling, price optimization.
C	Planning and formulating various predictive marketing analytics strategies for decision making
D	Applying Retail Data Analytics for Decision Making in modern retail organizations
E	Understanding how to handle the applications of social media Analytics

**Syllabus**

**Module 1: Introduction, Nature of Data, Measurement in Marketing [No. of Lectures: 8]**

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 [No. of Lectures: 5]**

Pricing, Estimating Demand Curves and Optimize Price, Price bundling: Concept and Practical Applications.

**Module 3: Predictive Analytics and Marketing: [No. of Lectures: 7]**

Analytics Approach in Forecasting Marketing and Sales Data Forecasting, Correlation, Simple Regression, Multiple Regression to Forecast sales. Concept of Multicollinearity, Removing Multicollinearity.

**Module 4: Analytics of Important Marketing Decisions [No. of Lectures: 7]**

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 [No. of Lectures: 9]**

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; 1st 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

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 –**

9. Student Feedback on Faculty
10. 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	L	M	M	H
2	H	L	H	M
3	H	M	H	M
4	H	L	M	L
5	H	M	H	H

<b>Mapping Between COs and Course Delivery (CD) methods</b>				
CD	Course Delivery methods		Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHPprojectors		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 andinternets			

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 applied	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		Mod-1	Introduction to Marketing Analytics	1,2,3,4,5	1		Lecture PPT	
	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		Lecture PPT	
	L5		Mod-1	Quantitative and Qualitative Data	1,2,3,4,5	1		Lecture PPT	
	L6		Mod-1	Measurement: Nominal, Ordinal		1		Lecture PPT	
3	L 7		Mod-1	Interval and Ratio.	1,2,3,4,5	1		Lecture PPT	
	L 8		Mod-1	Choosing appropriate Statistical Technique as per the nature and measurement of data.	1,2,3,4,5	1		Lecture PPT	
	L9		Mod-2	Pricing: Estimating Demand Curves	1,2,3,4,5	1		Lecture PPT	
4	L10		Mod-2	Optimize Price: Concept	1,2,3,4,5	1		Lecture PPT, Assignment	

	L11	Mod-2	Optimizing Price through Solver	1,2,3,4,5	2		Lecture PPT	
	L12	Mod-2	Price bundling: Concept	1,2,3,4,5	2		Lecture PPT	
5	L13	Mod-2	Price Bundling: Applications.	1,2,3,4,5	2		Lecture PPT , Case	
	L14	Mod-3	Analytic Approach in Forecasting	1,2,3,4,5	2		Lecture PPT	
	L15	Mod-3	Marketing and Sales Data Forecasting	1,2,3,4,5	2		Lecture PPT	
6	L16	Mod-3	Correlation	1,2,3,4,5	2		Lecture PPT ,Assignment	
	L17	Mod-3	Simple Regression to Forecast sales		3		Lecture PPT	
	L18	Mod-3	Multiple Regression to Forecast sales	1,2,3,4,5	3		Lecture PPT	
7	L19	Mod-3	Concept of Multicollinearity	1,2,3,4,5	3		Lecture PPT	
	L20	Mod-3	Removing Multicollinearity.	1,2,3,4,5	3		Lecture PPT	
	L21	Mod-4	Product Decisions: Conjoint Analysis	1,2,3,4,5			Lecture PPT	
8	L22	Mod-4	Marketing Segmentation: Cluster Analysis	1,2,3,4,5	3		Lecture PPT, Assignment	
	L23	Mod-4	Customer Lifetime Value Analysis	1,2,3,4,5	3		Lecture PPT	

	L24		Mod-4	Concept of Churn Rate, Retention Rate, Lifetime Value, Discounting Rate	1,2,3,4,5	3		Lecture PPT	
9	L25		Mod-4	Advertising and Promotion Analytics	1,2,3,4,5	3		Lecture PPT	
	L26		Mod-4	Analyzing advertising campaigns data	1,2,3,4,5	3		Lecture PPT	
	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: Fecebook,	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, case study	
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	

