

Bachelor of Business Administration

BBA - I SEMESTER

THEORY			SESSIONAL		
CODE	TITLE	UNIT	CODE	TITLE	UNIT
HU 1101	Technical English	1.0	BBA 107	Programming Lab. 1	1.0
BBA 101	General Principles of Management	1.0			
BBA 102	Business Statistics	1.0			
BBA 109	Fundamentals of Computer's Computing	1.0			
BBA 104	Business Economics	1.0			
BBA 105	Introduction to Business Accounting	1.0			
BBA 108	Business Communication –I	1.0			

BBA - II SEMESTER

BBA 201	Organizational Behavior	1.0	BBA 207	Programming Lab-II.	1.0
BBA 203	Quantitative Techniques in Management	1.0			
BBA 210	Introduction to 'C' Programming	1.0			
BBA 205	Basics of Financial Management	1.0			
BBA 208	Principles of Marketing 1	1.0			
BBA 209	Business Communication –II	1.0			

BBA - III SEMESTER

BBA 301	Research Methodology	1.0	BBA 307	Lab. In Java	1.0
BBA 302	Human Resource Management	1.0			
BBA 303	Legal Aspects of Management	1.0			
BBA 304	Introduction to Financial Markets	1.0			
BBA 305	Introduction to Java Programming	1.0			
BBA 308	Principles of Marketing II	1.0			

BBA - IV SEMESTER

BBA 402	Introduction to Multimedia & Information Technology	1.0	BBA 406	Computer Application / Multimedia Lab.	1.0
BBA 403	Management & Control of Cost	1.0			
BBA 404	Fundamentals of Operations Research	1.0			
BBA 405	Introduction to Materials Management & Production Management	1.0			
BBA 408	Sales & Distribution Management	1.0			
BBA 409	Business Ethics	1.0			

BBA - V SEMESTER

BBA 501	Entrepreneurship & Small Business	1.0	BBA 507	Oracle Lab.	1.0
BBA 502	International Trade & Business	1.0	BBA 620	Project I	1.0
BBA 505	Database Design & Management	1.0			
BBA 506	Project Feasibility Report	1.0			
BBA 509	Hospitality Management	1.0			

BBA - VI SEMESTER

BBA 601	Management Information System	1.0	BBA 621	Project 2	1.0
BBA 615	Project Management	1.0			
BBA 508	E-Commerce	1.0			

Any two subjects from one group and any one subject from any other group out of the following groups

MARKETING AREA

BBA 603	International Marketing	1.0
BBA 622	Services Marketing	1.0
BBA 617	Advertising Management	1.0

FINANCE AREA

BBA 605	Banking Concepts & Practice	1.0
BBA 606	Securities & Securities Market	1.0
BBA 607	International Finance	1.0

PERSONNEL AREA

BBA 608	Manpower Planning	1.0
BBA 609	Industrial Relation	1.0
BBA 610	Industrial & Labour Legislation	1.0

INFORMATION TECHNOLOGY AREA

BBA 611	Computer Networks	1.0
BBA 612	Knowledge Management	1.0
BBA 613	Internet & Web Page Design	1.0

Introduction to Management:

Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management

Evolution of Management Theory:

Scientific Management F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol's vs Taylor's comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)

Planning:

Definition, Nature, Importance, Types of Planning (from *Koontz-Wehrich*), Steps in Planning (from *Koontz-Wiehrich*), Planning Premises

Organising:

Concept, Definition, Formal and Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation and Matrix Structure), Span of Management (concept and factors influencing the Span of Management), Delegation of authority

Staffing:

Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements Job Design, Recruitment, Selection (process and limitations of Selection Process)

Leadership:

Definition, Leadership Characteristics

Directing:

Meaning of Motivation, Primary Motives, Secondary Motives, General Motives

Controlling:

Meaning, Need of Control, Control Process, Traditional Control Devices

Text Books:

1. Koontz, H. and Wehrich, H, Essentials Of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice Hall India: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)

Reference Books:

1. Luthans, F. Organization Behaviour (McGraw Hill: New Delhi)

Basic Ideas in Statistics:

Definition, Function & Scope of Statistics. Collection and Presentation of Data. Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data.

Measures of Central Tendency:

Arithmetic Mean, Weighted A.M., Median, Mode, Geometric and Harmonic Means and their Merits and Demerits.

Measures of Variation:

Range, Co-efficient of Variation Lorenz Curve. Quartile Deviation, Root Mean Square Deviation, Standard Deviation

Correlation Analysis:

Methods of Studying Correlation for Grouped and Ungrouped Frequency Distribution.

Regression Analysis:

Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.

Index Numbers:

Types of Index Numbers and Methods of their Construction, Tests for Perfection Base Shifting,

Business Forecasting through Time Series Analysis:

Time Series and its Components Linear and Non-linear Trend, Seasonal Variations and Irregular Variations and their Measurements.

Basic Concepts in Probability:

Counting Rules, Permutations and Combinations. Venn Diagram, Events, Set Operations on Events, Dependent and Independent Events, Definition of Probability, Conditional Probability, Addition and Multiplication Rule of Probability, Bayes' Theorem.

Note : The treatment of the subject matter is to be application oriented. The proof of theorem and derivation of formulae is not required.

Text books:

1. Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. Statistics for Business Economics. (Vikas: New Delhi)

Reference books:

1. Das, N.G. Statistical Methods(.M. Das & Co.: Kolkata).
2. Hogg, Introduction to Mathematical Statistics (Pearson: New Delhi)
3. Miller, John E.Freud's Mathematical Statistics with Application 7/e (Pearson: New Delhi)

Computer Basics:

A Simple Model of a Computer, Characteristics of Computers, Problem Solving.

Computer Languages:

Why Programming Language?, Assembly Language, High-level Language, Compiling High-level Language, Fundamental of C & C++.

Data Representation:

Representation of Characters in Computers, Representation of Integers and Real in binary, Octal, Hexadecimal Representation of Numbers and their conversion.

Binary Arithmetic:

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.

Input/Output Unit:

Description of Computer Input Units Other Input Methods, Computer Output Units.

Computer Memory:

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.

Computer Networks: 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 Book:

1. ITL ESL, Introduction to Computer Science, (Pearson : New Delhi)
2. O'Brien, James, *Introduction to Information System*

Reference Books :

1. Sinha P.K., Sinha P., *Computer Fundamentals*, (BPB : New Delhi)

Nature and scope of Managerial Economics:

Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial Economics in Business Decision Making

Demand:

Law of Demand-Demand Curve, Movement vs Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand)

Theory of Consumer Behavior:

Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equi-marginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income consumption curve, price consumption curve, income & substitution effects of normal goods under Hicksian approach, derivation of demand curve),

Demand Forecasting:

Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method)

Theory of Production:

Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale

Theory of Cost:

Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale

Market Structure:

Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, short and long run equilibrium of a firm),

Text Books:

1. Dwivedi, D. N, *Managerial Economics* (Vikas Publishing House: New Delhi)
2. Varshney & Maheshwari, *Managerial Economics* (Sultan Chand & Sons: New Delhi)
3. Dholakia & Oza, *Microeconomics for Management Students* (Oxford University Press: New Delhi)
4. Managerial Economics-Udipato Roy(Asian Book:Kolkata)

Reference Books:

1. Samuelson,N., *Economics* (Tata-McGraw Hill: New Delhi)

Accounting:

Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions, Indian Accounting Standards)

Journal Ledger and Trial Balance:

Journal: Meaning & Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of TIB, Subdivision of journal-daybook & Bills book.

Final Accounts:

Trading Account, Profit and Loss Account, Adjustments, Forms of Balance Sheet, Assets and their Classification, Liabilities and their Classification, Uses and Limitations

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

Accounting for Non-Profit Organization:

Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems

Depreciation:

Meaning, Determinant Factors, Methods (straight line and diminishing balance) and Significance

Bills of Exchange:

Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonour of Bills,

Bank Reconciliation Statement**Text Books:**

1. Anthony, R.N. *Management Accounting Principles* (AITBS: New Delhi)
2. Hanif and Mukherjee, *Modern Accountancy* (Tata McGraw Hill: New Delhi)

Reference Book:

1. Sahaf, MA, *Management Accounting* (Vikas: New Delhi)

This course is aimed at inculcating effective oral communication skills to the students through regular use of following techniques and methods:

1. Group Discussions
2. Mock Interview
3. Paper Presentation
4. Extempore Speeches
5. Debates
6. Quizzes
7. Guest Lectures and experimental exercises by communication experts
8. Role playing – 40 marks

Internal assessment, viva-voce (External) – 60 marks

SECOND SEMESTER

BBA 201

ORGANIZATIONAL BEHAVIOR

1.0

Introduction: Meaning and importance of the study of OB

Behaviour and its causation: Introduction to personality, perception, learning and attitude

Motivation: Importance of psychological process of motivation, salient motivation tools
Need Theories/ Content Theories (Maslow's Hierarchy of Needs, Alderfer's ERG Theory
Process Theories (Herzberg's Two Factor Theory and Vroom's Expectancy Theory)

Leadership and Group Dynamics: Historically Important (Ohio State and Michigan leadership Theories), Traditional Theories (Trait Theory and Contingency Theory)
Modern Theories (Charismatic Theories), Formal and informal groups, role concept

Improving Interpersonal Effectiveness: Interpersonal communication, Introduction to TA

Conflict Management and Team Building: Sources of Conflict, Types of Conflict, Negotiation (process and issues)

Concepts of Organizational Culture and Organizational Development: Definition, Organizational Culture

Organizational Development: Concept of OD, Phases of OD and OD Interventions, Limitations of OD Interventions

Concept of Morale and Job Satisfaction

Text Books:

1. Pareek, U. Understanding Organizational Behaviour (Oxford University Press: New Delhi)
2. Robbins, S.P. & Sanghi Organizational Behaviour (Prentice Hall India: New Delhi)

Reference Books:

1. Luthans, F. Organizational Behaviour (McGraw Hill: New Delhi)
2. Newstrom, J.W. and Davis, K. Organizational Behaviour: Human Behaviour at Work (Tata McGraw Hill: New Delhi)

Probability Distribution: Binomial , Poisson, Normal Distribution

Sampling: Principles of Sampling, Methods of Sampling, Sampling Errors, Central Limit Theorem

Sampling Distribution: The Sampling Distribution of the Mean, Differences of two Means, Proportions and Differences of two Proportions

Estimation of Parameters: Point and Interval Estimation, Construction of Confidence Limits and Determination of Proper Sample Size

Tests of Hypothesis: Procedure of Hypothesis Testing, Type I and Type II Errors, One Tailed and Two Tailed Tests, Tests of Hypothesis Concerning Large Samples, Testing Hypothesis about Population, Mean Difference between Two Proportions

Small Sampling Theory: t-distribution and its Properties, F-distribution and its Properties,

Non-Parametric Tests: Chi-square Distribution and its Properties, Chi-square Test, Statistical Quality Control and Quality Control Charts (X,R,C & P)

Text books:

1. Gupta and Gupta, *Business Statistics*. (Sultan Chand & Sons: New Delhi).

Overview of C: History and Importance of C, Basic Structure and Execution of C Programmes, Constants, Variables and Data Types, Various Type of Declarations.

Operators and Expressions: Different Type of Operators and Expressions, Evaluation of Expressions, Operator Precedence and Associativity, Mathematical functions

Input, Output, Branching and Looping: Managing Input and Output Operations, Decision Making and Branching (if, While,if-then-else, for, do, do-while,switch)

Arrays: One and Two dimensional arrays,String variables, Reading and Writing Strings, Arithmetic Operations on Characters, Putting Strings Together, Comparison of Two Strings, String- Handling Functions.

User – Defined Functions: Need and Elements for User – Defined Functions, Definition of Functions, Return Values and Their Types, Function Calls and Declaration, Arguments and Corresponding Return Values, Nesting of Functions, Recursion, The Scope,Visibility and Life Time of Variables.

Structures: Defining a Structure, Declaring Structure Variables, Accessing Structure Members, Structure Initialization, Copying and Comparing Structure Variables, Operations on Individual Members, Arrays of Structures, Arrays within Structures, Structures within Structures, Structures and Functions, Size of Structures.

Text Books :

1. E. Balaguruswamy - *Programming in ANSI C*, 3rd edn (TMH: New Delhi)

Reference Book :

1. B. S. Gottfried - *Programming with C* (TMH: New Delhi)
2. Y. Kanetkar – *Let us C*, 4th Edn (BPB Publication: New Delhi)

Nature of Financial Management: Scope of Finance & Financial Management, Finance Functions, Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.

Concept of Value & Return: Future Value & Present Value of Single Amount, Annuity

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)

Capital Budgeting Decisions: 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

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

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

Dividend Policy Decision: Reasons for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of Dividends.

Text Books:

1. Chandra, P. *Financial Management-Theory & Practices* (Tata-Mcgraw Hill: New Delhi)
2. Pandey, I.M. *Financial Management* (Vikas: New Delhi)

Reference Books:

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

Introduction to Marketing: Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences)

The Marketing Environment: Elements of Company's Micro and Macro environment

Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market

Product Management: Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name,

Pricing Decisions: Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented)

Channel Management: Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision

Marketing Communication: Definition, Concept of Integrated Marketing Communication, Introduction to elements of Promotion Mix

Text Books:

1. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: New Delhi)

Reference Books:

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Stanton, W.J., *Fundamentals of Marketing*
3. Lamb, Hair, McDaniel, *Marketing 7/e* (Thomson: New Delhi)

Business Communication in Functional Departments:

- a) Drafting of Interview Letters, Appointment Letters
- b) Preparation of Resume
- c) Floating of Enquiries and Sending Quotations
- d) Tenders (preparation and its importance)
- e) Inter-departmental Communications (Preparation of Circulars, Memos and Office Orders)

Correspondence with Banks Regarding:

- a) Conversion of a Single Account into a Joint Account
- b) Transfer of Amount to F.D.
- c) Transfer of F.D. Interest into Savings Account

Correspondence with Insurance Companies Regarding:

- a) Settlement of Claim
- b) Intimation about the Loss or Damage Suffered due to Fire, Flood and Earthquake
- c) Surrendering the Life Insurance Policy due to Inability in Paying the Premium

Correspondence with P & T Authorities Regarding:

- a) Non Receipt of a Letter Sent through Registered Post.
- b) Non Receipt of Money Sent through Money Order
- c) Change in Residential Address
- d) A New Telephone Connection
- e) Shifting of Telephone
- f) Frequent Disorder of Telephone

Corresponding with Shareholders and Debenture holders Regarding:

- a) Issue and Payment of Dividend
- b) Issue of Interest

Report Writing: Meaning, features, objectives, steps and types

Text Books:

- a) Singh, B. *Principles and Practices of Bank Letters* (Skylark Publications: New Delhi)
- b) Rai, U. and Rai S.M. *Principles of Business Communication* (Himalaya Publishing: Mumbai)
- c) Pillai, R.S. N. and Bhagavathi *Modern Commercial Correspondence* (S. Chand: New Delhi)

Reference Book:

- a) Kapur, A.N. *A Guide to Business Correspondence and Communication Skills* (S. Chand: New Delhi)
- b) Sethi, MK. *Top Business Letters* (Upkar: Agra)

Research – An Introductory Approach: Meaning, Characteristics and Importance

Types of Research: Fundamental and Applied Research

The Basic Research Process: An Overview and Steps

Research Problems: Meaning, Components and Steps to be Followed While Formulating a Research Problem/ Criteria of a Good Research Problem

Research Design: Meaning, Characteristics of a Good Research Design, Components of a Research Design

Sources of Collection of Data:

Primary Data (Method – questionnaire development),

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

Sampling: Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings)

Methods of Collecting Data: Survey and Observation Methods

Editing: Meaning and Importance

Tabulation: Meaning and Rules for Tabulation and Parts of a Table

Report Writing: Characteristics and Types and formats of Report

Text 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)

Reference Books:

1. Krishnaswami, O.R. *Methodology of Research in Social Science* (Himalaya Publishing House: Mumbai.)
2. Gupta, Santosh *Research Methodology and Statistical Techniques* (Deep and Deep Publications :New Delhi)

Nature and Scope of HRM: Meaning, Difference between HRM and Personnel Management, Objectives, Functions, Evolution of HRM

Human Resource Planning (HRP): Definition, Objectives, Need, Importance and the Process

Recruitment and Selection: Sources and Process of Recruitment, Need for Scientific Selection and the Selection Process

Training and Development: Concept of Career Planning, Importance and Steps in Training Programmes, Importance and Process of Executive Development

Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems

Performance Appraisal: Meaning, Benefits, Performance Appraisal vs. Job Evaluation

Industrial Disputes (ID): Concept and Causes of ID

Trade Unionism (TU) : Meaning, Objectives and Criticism

Collective Bargaining: Need, Importance and Procedure

Worker's Participation in Management: Concept and Evolution

Text Books:

1. Chhabra, T.N. *Human Resource Management* (Dhanpat Rai: New Delhi)
2. Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)

Reference Books:

1. Saiyadain, *Human Resource Management* (TMH: New Delhi)
2. Dessler, *Human Resource Management* (Pearson: New Delhi)

The Factories Act, 1948: Objectives, Scope and Coverage, Provisions regarding Health, Safety, Welfare, Working Hours of Adults, Employment of Women

The Trade unions Act, 1926: Objectives, Scope and Coverage, Meaning of Trade Union, Registration of Trade Union, Membership, Obligations of Registered Trade Unions, Rights of Registered Trade Unions

Industrial Disputes Act, 1947: Objectives, Scope and Coverage, Meaning of Industrial Dispute, Who Can Raise a Dispute, Works Committee, Grievance Settlement, Conciliation, Court of Inquiry, Voluntary Arbitration, Labour Court and Tribunals, Strikes and Lock-outs

Payment of Wages Act, 1936: Objectives, Scope and Coverage, Fixation of Wage Periods, Time and Mode of Payment, Authorized Deductions

Minimum Wages Act, 1948: Objectives, Scope and Coverage, Fixation of Minimum Rates of Wages, Fixation of Working Hours

Text Books:

1. Shukla, M.C. *Mercantile Law* (S.Chand: New Delhi)
2. Mamoria, Mamoria and Gankar *Dynamics of Industrial Relations in India* (Himalaya: New Delhi)

Reference Books:

1. Garg, A. *Labour Laws* (Nabhi: New Delhi)
2. Sarma A.N. *Industrial Jurisprudence and Labour Legislation* (Himalaya: New Delhi)

Financial System: Concept of Financial Assets & Financial Markets, Functions of Financial systems, Structure of Indian Financial markets, Brief outline of development in Indian Financial System

Money Market: Introduction to basic instruments of Indian money markets, Introduction to important players in Indian Money Markets, Concept of Repo & Reverse Repo

Central banking System: Introduction, Functions of RBI, credit control via reserve requirements, selective credit control, advances to priority sector, Qualitative Credit Control

Commercial Banking System: Evolution, important products of commercial banks, Functions of Commercial Banks

Capital Markets: Concept, Functions & types of capital markets, Introduction to different important players of Capital Market, Stock Exchange, Mutual Funds, Merchant & Investment bankers,

Primary Markets: Concept, methods of raising funds (Public & Rights Issue, Private placements)

Secondary Market: Introduction, evolution and functions of stock exchanges, Important Indian Stock Exchanges, Weaknesses and suggestions

Regulatory Framework: Role of SEBI, Recent guidelines of SEBI w.r.t Public Issues, Listing and stock market trading.

Text Books:

1. Khan, M.Y, *Financial System*, (Tata McGraw Hill: New Delhi)
2. Machiraju, *Indian Financial System* (Vikas: New Delhi)

Reference Books:

1. Fabozzi & Modigliani, *Capital markets* (Prentice Hall: New Delhi) .
2. Pandian,P, *Security Analysis & Portfolio Management* (Vikas: New Delhi)
3. Shekhar & Shekhar, *Banking Theory & Practice* (Vikas: New Delhi)
4. Agashe, A., *Capital Markets & Financial services* (EPH: Delhi)

Introduction to oopl, overview of java language, constants, variables and data types, operators and expressions, decision making and branching, decision making and looping. Classes, objects and methods, arrays, strings and vectors, concepts on packages and its application, concept on applets, HTML, web design.

Text Book:

1. Programming with java-Balaguraswamy E

Marketing Planning: Concept Of Strategic Plan, Strategic Planning Process, Concept of Strategic Business Unit, BCG Matrix.

Product Positioning and Competitive Advantage: Concept, Steps In Product Positioning, Important Concerns/Aspects In Positioning. Concept of Competitive Advantage,

Product Lifecycle: Concept, Stages in PLC. Strategies for Managing Different Stages in the Lifecycle.

Marketing Information System: Significance, Benefits of Marketing Information, Steps in Designing an MIS, Requirements of a Good MIS.

Direct Marketing: Difference Between Direct Marketing (DM) and Conventional Marketing. Requisites For Success of Direct Marketing. Forms of Direct Marketing, Benefits of Direct Marketing

Introduction To Retail Management

Text Books :

1. Kotler. P & Armstrong. G. *Principles of Marketing*(Pearson Prentice Hall: New Delhi) .
2. Ramaswamy – Namakumari, *Marketing Management* (Macmillan: New Delhi)

Reference Books:

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Lamb, Hair, McDaniel, *Marketing 7/e* (Thomson: New Delhi)

FOURTH SEMESTER

BBA 402 INTRODUCTION TO MULTIMEDIA & INFORMATION TECHNOLOGY 1.0

Multimedia Overview: Users of Multimedia Information, the Convergence of Computers, Communications and Entertainment Products, Architecture and Issues for Distributed Multimedia Systems

Media and Time: Digital Audio Representation and Processing, Video Technology, Digital Video and Image Compression, Time – based Media representation and Delivery

Multimedia Information System: Operating System support for continuous media applications, Middleware System Services Architecture, Multimedia Devices, Presentation Services and the User interface, Multimedia File Systems and Information Models, Multimedia Presentation and Authoring

Multimedia Communications Systems: Multimedia Service Over the Public Network (requirements, architecture and protocols), Multimedia Interchange, Multimedia Conferencing, Multimedia Groupware, Computer and Video Fusion approach to Open Shared Workspace

Future Directions: High Definition Television and Desktop Computing, Knowledge-based Multimedia Systems

Text Books:

1. Burford, J.F.K., *Multimedia Systems* (Person Education: New Delhi)
2. Dhan, T., *Multimedia: Making It Work* (TMH: New Delhi)

Reference Books:

1. Schuman, J., *Multimedia and Excel* (Thomson: New Delhi)

Introduction: Cost concepts and cost object, Methods of Costing, Techniques of Costing, Costing vis-à-vis other Functions of an organization

Classification of Costs and Cost Sheet: Classification of Costs and Cost Elements, Profit Centre, Cost Unit, Preparation of Cost Sheet

Labour Costs: Treatment of Idle time and Overtime, Causes of Labour Turnover and the Cost thereof

Overheads: Meaning and importance, Classification (function, element and behaviour)

Job Costing: Introduction, its Importance and limitations

Process Costing: Normal and abnormal loss and abnormal gain, Meaning and Accounting for:

- a) Joint Products
- b) By-products

Marginal Costing: Introduction and importance, basic Concepts of BEP and PV Ratio

Budgetary Control: Basic Concepts of:

- a) Draft Budget (concept and importance)
- b) Functional Budgets (sales, purchase and cost)
- c) Master Budgets
- d) Zero-Base Budget
- e) Flexible and Fixed Budget

Standard Costing: Concept of Standard Costing and its importance, preliminaries to the establishment of standard cost, establishment of standard cost, analysis of variance (material and labour)

Text Books:

1. Banerjee, B. *Cost Accounting* (PHI: New Delhi)
2. Nigam and Jain, *Cost Accounting* (PHI: New Delhi)

Reference Books:

1. Rao, AP, *Management Accounting* (Everest: New Delhi)
2. Tulsian, *Practical Costing* (Vikas: New Delhi)

Introduction to Theory of Optimisation

Linear Programming: Mathematical Formulation of the Problem, Graphical Method, Simplex Method- Maximization and Minimization.

Transportation Models: Balanced and Unbalanced Models of Transportation

- North-West Corner Method
- Row Minima Method
- Column Minima Method
- Matrix Minima Method
- Vogel Approximation Method
- MODI Method)

Assignment Models: Balanced and Unbalanced Assignments Models, Hungarian Method

Game Theory: Two-Person Zero-Sum Games, Some Basic Terms, The Maximin-Minimax Principle, Games Without Saddle Points (Mixed Strategies), Graphic Solution of $2 \times n$ and $m \times 2$ Games

Text Books:

1. Kanti Swarup, Gupta, P.K. and Manmohan, *Operations Research* (Sultan Chand: New Delhi)
2. Gupta-Manmohan, *Problems in Operations Research* (Sultan Chand: New Delhi)

Reference Books:

1. Satyanarayana, M. and Raman, L. *Management Operations Research*
2. Hill – Liberman, *Introduction to Operations Research* (Tata McGraw Hill: New Delhi)

Introduction: Nature, Scope and Importance of Materials Management in the Business World

Concepts: Integrated Approach to Materials Management and its Advantages and Limitations

Basic Ideas: Purchasing and Purchasing Functions

Basic Principles: Inventory Control, Concept of EOQ and ROP

ABC Analysis: Its Importance

An Overview: Stores Management, Location and Layout of Stores, Stores System and Procedures

Applications: Computer in Materials Management

PRODUCTION MANAGEMENT

Introduction: Design of Production Systems, Production Process Design

Layout: Deciding Location and Layout of Production Facilities for Plants, Types of Layout

Forecasting, Production Planning, Scheduling and Control

Maintenance of Plants and Production Facilities, Types of Maintenance

Material Handling Equipments, its Uses and Importance

Text Books:

1. Gopalakrishna, P. and Sunderasan, M., *Materials Management: An Integrated Approach* (PHI: New Delhi)
2. Chary, S.N., *Production and Operations Management* (TMH: New Delhi)

Reference Books:

1. Datta, A.K., *Materials Management: Inventory Control and Logistics* (PHI: New Delhi)
2. Khanna, O.P., *Industrial Engineering and Management* (Dhanpat Rai: New Delhi)

Introduction to Physical Distribution: Concept, Distribution as link between Production and Marketing, Importance of Physical Distribution

Designing a Distribution System: Steps in Designing a Distribution System

Warehouse Management: Concept, Role and Importance of Warehousing, Designing a Warehousing System

Transportation: Important tasks in Transportation Management, Modes of Transportation (truck, rail, air, water), Choosing a Transportation Mode

Sales Management: Meaning, Objectives and Tasks of Sales Management

Salesperson's Role: Role of salesperson in Reducing Buyer Dissonance, Sales Objections, Obstacles, Closing the Sale Follow-up

Territory Management: Sales Territory Concept, Reasons For Establishing Sales Territories, Meaning of Quota, Procedures for Setting Sales Volume Quotas,

Evaluation: Standard Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard Actions

Text Books:

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. *Sales Management* (PHI: New Delhi)
2. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: New Delhi)

Reference Book:

1. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: New Delhi)

Introduction to HVE: Explanation and Definition, Conceptual Framework in Understanding the Complementarity between Values and Skills, what is there in HVE for us?

Values vs. Skills: Universal vs. Local, Durable vs. Changing, Roles of Feeling, Reasoning and Willing for Constructive Appreciation of Values and Skills

Ethics: The Different Theoretical Perspectives

Deeper Insights into Ethics: Voluntary Unethicality vs. Induced Unethicality and their Consequences

Human Values Explored Further: Secular and Sacred, Duties and Rights, Freedom and Discipline, Affluence and Poverty, the Psychology of Competition

Codes of Ethics: Medicine, Journalism, Engineering, Politics, Government Service, Accounting, Indian Army, Judiciary and Athletic Coaching

Codes of Conduct: Tata, Aditya Birla Group, Reliance Industries Limited and Infosys Technologies

Text Book:

1. Chakraborty S.K. and Chakraborty D. *Human Values and Ethics; Towards Holistic Excellence* (ICFAI: Hyderabad)
2. Sekhar, RC, *Ethical Choice* (Response: New Delhi)

Reference Book:

1. Modh, S., *Business Ethics*

Introduction: Definition, Concept of Entrepreneurship,

Entrepreneurial Development: Entrepreneurial environment, Entrepreneurial process
Types & Classifications of Entrepreneurs, Characteristics of entrepreneurs

Introduction to Small Scale Industry in India: Definition, Steps for setting up small
industry, Contribution to Indian Economy

Overview of Project Management: Identification of Business idea, Project formulation &
Business Plan, Project Report, Appraisal

Sources of Finance: Own funds, Institutional finance, Venture Capital, Lease Finance,
factoring

Role of Technology: Importance of innovation, patents& trademarks in small businesses

Problems of Small Businesses: Reasons and remedies of sickness in SSIs in India

Institutional support for small businesses in India: Support in areas of technology,
finance, inputs & infrastructure, marketing, entrepreneurship development

Text Books:

1. Desai, V., Dynamics of Entrepreneurial Development and Management
2. Batra-Dangwal, Entrepreneurship and Small Scale Industries

International Trade: Concept, Importance, Benefits of International Trade, International Marketing versus Domestic Marketing (differences)

Theory of International Trade: Theory of Comparative Cost, Factor Proportion Theory

Multinational Corporations (MNCs): Definition, Role of MNCs in International Marketing,

International Trade Barriers: Meaning, Tariff and Non-Tariff Barriers, Impact of Non-Tariff Barriers

Organizations and Agreements: WTO (functions, principles, agreements), IMF (purposes, facilities provided by IMF), World Bank (purpose, principles/policies)

Foreign Trade of India: Organizational Setup (autonomous bodies, attached and subordinate offices), Major Exports and Imports, Concept of Export House, EXIM Policy (2002-2007) of India (features and objectives of the policy)

Foreign Exchange Market: Concept, Functions, Methods of International Payment, Concept of Balance of Payment. Concept of Fixed and Flexible Exchange Rate (concept) and Convertibility of Rupee

Text Books:

1. Cherunillam, F., International Business (PHI: New Delhi)
2. Varshney, R.L. and Bhattacharya, B. International Marketing Management: An Indian perspective (Sultan Chand: New Delhi)

Introduction: Purpose of database system, data abstraction, data models, instance and schemes, data independence, database administrator.

Entity – Relationship Model: Entities and entity sets, relationships and relationship sets, mapping constraints, primary keys, entity relationship diagram, reducing E-R diagrams to tables, generalization and specialization, aggregation.

Relational Model: The Relational Algebra, View.

Relational Commercial Language: SQL

Relational Database Design: Functional dependency, Normal forms (1 NF, 2 NF, 3 NF , BCNF)

Security and Integrity: Security and Integrity violations, Authorization and Views, Security specification in SQL, Encryption, Statistical Databases.

Crash Recovery: Correctness and Atomicity, Transaction states, Log- based recovery, Checkpoints, Shadow paging

Text Book:

1. Korth , H . F . et . al, Database System Concepts, (McGraw – Hill: New Delhi)

Reference Book:

1. Elmasri / Navathe , Fundamentals of Database Systems, (Pearson: New Delhi)
2. Date, CJ, Fundamentals of Database Systems

In this course the students have to search for a real life business project idea. They will in turn carry out a feasibility study for the project and finally submit a Project Feasibility Report. This study will be carried out as per the discussions held in the course Entrepreneurship and Small Business.

Introduction: Evolution of Hotel Industry, Classification of hotels

Evolution of the Industry in India: Definition, Development and early history

Systems View of the Hotel Industry: Characteristics of Hotel Industry, Activities of Hotels, Accommodation, Front-Office Keeping, Bar and Restaurant, Supporting Services

Maintenance: Accounts and equipments

Relevance of Marketing Function:

Introduction to Tourism: Definition, Nee, Birth, growth and development of Tourism, Factors influencing growth of tourism

Tourism Planning: Need, Government's role in planning

Tourism and Employment: Growth of related Industries, employment generation

Tourism Marketing: Concepts, importance, marketing mix

Indian Tourism development Corporation (ITDC), WTO and Travel Agents in India

Text Books:

1. Elliot, J., *Tourism*
2. Hall, DR, *Tourism and Economic Development*

SIXTH SEMESTER

BBA 601

MANAGEMENT INFORMATION SYSTEM

1.0

1. Concept, Role and Importance of MIS
2. MIS and Decision Making Concepts, Herbert Simon Model of Decision Making
3. Concept of Information, Classification of Information, Value of Information, MIS and Information Concepts
4. Concept of Systems Analysis and Design (SAD), Need for Systems Analysis, the Process of SAD, MIS and System Analysis
5. Planning, Designing, and Implementation of MIS
6. Concept of Philosophy of DSS
7. Introduction to Enterprise Management System
8. The Concept of DBMS and RDBMS

Text Book:

1. Murdic, R.G. and Ross J.E., Information System for Modern Management (PHI:New Delhi)

Reference Books:

1. Laudon and Laudon, Management Information System (Pearson : New Delhi)
2. Goyal, Management Information System (Macmillan: New Delhi)

Introduction: Impact of HR, MIS, Finance and Production, generation and screening of project ideas

Feasibility Study of Project: Market Analysis, Technical Analysis and Financial Analysis

Project Cash Flows: Incremental Principle, Long Term Funds Principle and Exclusion of Financing Costs Principle

Project Appraisal Criteria: NPV (Net Present Value), IRR (Internal Rate of Return) and Pay Back Period (PBP)

Network Techniques for Project Management: Development of project Work, PERT and CPM Model and Network Cost System

Project Review and Administration Aspects

Text Books:

1. Chandra, P., Project Planning: Analysis, Implementation and Review

Reference Books:

2. Desai, V., Project Management

Introduction: Conceptual Framework of E-Commerce, General Model of Business, Electronic Means of doing Business-Defining E-commerce-Emergence of E-Commerce on Private Networks, Forces Effecting E-Commerce, E-Commerce on Private Network, Forces effecting E-Commerce

E.D.I: Nature, Benefits of E.D.I, Demerits of E.D.I

Types of E-Commerce: Inter Organization (B2B) E-Commerce, Intra- Organisational E-Commerce, Business to Consumer (B2C) E-Commerce.

Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines.

Introduction to legal and Security Issues in E-Commerce.

Electronic Payment Systems: Overview of Electronic Payment Technology

Legal issues : Laws for E-Commerce, Issues of Trademarks & Domain Names

E-commerce in India: The Internet in India, Barriers to Growth of E-Commerce in India

Reference Book:

1. Agarwala& Agarwala , E-Commerce
2. Bajaj & Nag, E-Business (TMH: New Delhi)

Introduction: Definition, Scope of International Marketing, Similarities Between Domestic Marketing and International Marketing

Selection of Market: Process & Determinants of Market Selection, Appraisal of Markets

Product Policy: Concept of Product, Product Mix, Product Life Cycle in International Marketing, Packaging (concept, factors influencing package design)

Distribution: Direct and Indirect Exporting, Surface vs. Air Transport, Foreign Intermediaries

Export Incentives and Assistance: Exemption on Duty and Other Incentives, Production and Marketing Assistance

Management of Risks: Commercial, Political, Legal and Cargo Risks, Role of ECGC

Documentation: Concept of Commercial Invoice, Letter of Credit, Bill of Lading, Shipping Bill, Bill of Exchange

Text Books:

1. Cherunilam, F., *International Business (or, International Marketing)*(PHI: New Delhi)
2. Varsheny, R.L. and Bhattacharya, B. *International Marketing Management* (Sultan Chand: New Delhi)

Reference Book:

1. Terpstra, V. *International Marketing*

Introduction: Introduction to services marketing, differences between services and goods, classification of services

Services Marketing Management: Concept of internal customer and internal marketing

Positioning: Positioning in services marketing, role and importance of positioning

Introduction to Services Marketing Mix: Elements and concepts

Application of Services Marketing: Bank, insurance, hospitality and healthcare

Text Books:

1. Wordruffe, H., Services Marketing (OUP: New Delhi)
2. Lovelock, Services Marketing (PHI: New Delhi)

Reference Books:

1. Ziethmal – Bitnar, Services Marketing
2. Onkiat Shaw

Introduction: Definition of advertising, characteristics of advertising, benefits of advertising, the advertising world-advertisers, advertising agencies, media and the target of audience.

Advertising Planning: setting the advertising objective-Definition of the target audiences ,product personality and receptions, marketing objective, applying DAGMAR. Advertising Appropriation-Methods of determining appropriation

Creative Strategy: The positioning strategy, the choice of appeal and the mode of message, the theme, use of comparative messages

Media Decisions: Concept, Role of Media, Types of Media, Media Characteristics, Media Planning Models (Press Models & Cinema Models), Concept of Media Scheduling

Evaluation of Advertising Effectiveness: Areas of assessment of effectiveness, Basic Approaches for Testing Advertisements (methods of pre and post testing)

Text Books:

1. Aaker, DA, Myers, JG & Batra, R. Advertising Management (PHI: New Delhi)
2. Mohan, M. Advertising Management – Concepts & Cases (TMH: New Delhi)

Reference Books:

1. Kazmi & Batra, Advertising Sales Promotion (Excel: New Delhi)
2. Jefkins, F. Advertising (Pearson: New Delhi)

Introduction: Evolution of Commercial Banks, Meaning and Definition of Banking, Features of Banking, Classification of Banks.

Banking System: Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector

Commercial Banking: Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation

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.

Recent Trends in Indian Banking: Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act 2002.

Text Books:

1. Varshney, P.N. Banking Law and Practice
2. Paramemeswaran , R. & Natarajan, R. Indian Banking
3. Vaish, M.C. Money, Banking and International Trade

Securities and Securities Markets: Different kinds of equity and Debt securities, organized security markets over the counter, Market Trading arrangements, regulations of securities market by RBI, and SEBI

Risk and Return: Risk classification, systematic and unsystematic risk measurement, standard deviation, variance, regression equations, correlation coefficients, probability distributions, statistical methods

Bond Market: Bond Analysis, bond selection, YTM, Common Stock Analysis, Earnings Analysis

Stock market: Technical Analysis, Fundamental Analysis, Efficient Market Theory

Portfolio Management: Diversified portfolios, investment performance evaluation, mutual funds

Reference Books:

1. Singh, P. Investment Management
2. Bhalla, V.K Investment Management
3. Dodd, G., Cottle Security Analysis

Introduction: Nature and Scope of International Finance, Importance of the study of International Finance, International Finance and Domestic Finance, An overview of International trade and Finance

International trade and Finance: Modes of International trade and Balance of payments, Current Account Transactions, Capital Account transactions, Official Reserve account, sectoral independence, International independence, domestic and foreign trade, components of International Financial system, foreign exchange market, International Currency market

Exchange Rate Mechanism: Exchange rate quotation, exchange rate determination in spot Market, Factors influencing Exchange Rate, Exchange Rate Theories- Purchasing Power parity, Interest Rate Parity.

International Financing Decision: Overview of International Financial Market, Instruments, Cost of Capital and Financial structure

Export Import Procedures and Documentation: Terms of Export Import Order, Letter of Credit, Main documents-Bill of lading, air way bill, Bill of Exchange, RBI's role as exchange control authority- FEMA, convertibility of capital account.

Text Books:

1. Avadhani, V.A International Finance
2. Sharan, V. International Financial Management

Introduction To Manpower Planning: Concept, Significance and Objectives; The Functions and Benefits of Manpower Planning.

The Manpower Environment: Sources of Change, Technological Change, Social Change, Economic Change and Political Change .

Determining Manpower Needs: Job Analysis, Job Evaluation, Manpower Inventory, Skill Inventory and Manpower Audit; Forecasting Manpower Needs. The Role of Computers In Manpower Planning. Mathematical Models Used For Manpower Planning

Text Books:

1. Mamoria ,C.B. Personnel Management.
2. Yoder, Dale, Personnel Management and Industrial Relations
3. Gordon & McBeath , Manpower Planning and Control
4. Dwivedi, R.S . Manpower Management
5. Kumar Surinder and Padhy Prasantha, Personnel Management and Industrial Relations.

Industrial Relations: Significance, Objective, and Scope.

Collective Bargaining: Significance and Objectives, Forms and Stages of Collective Bargaining, Pre-requisites of Successful Collective Bargaining.

Trade Union: Trade Union Movement in India, Its Role, Objectives and Functions, Essentials of a Successful Trade Union.

Industrial Disputes: Types and Causes of Dispute, Procedure for Settlement of Disputes.

Participative Management: Growth and Objectives of the Concept of Participative Management, Levels of Participation, Joint Management Councils.

Text Books:

1. Mamoria, C.B. Personnel Management and Industrial Relations (Himalaya: Mumbai)
2. Mamoria and Gankar, Dynamics of Industrial Relations (Himalaya: Mumbai)
3. Chhabra, T.N. Human Resource Management (Dhanpat Rai: New Delhi)

Reference Book:

1. Nair, N.G. and Nair Latha Personnel Management and Industrial Relations (S.Chand: New Delhi)
2. Kumar, Surinder and Padhy Prasantha, Personnel Management and Industrial Relations

This Paper will be Project-Oriented where the students will be expected to take some live examples from an industry and analyze the case in the light of various Industrial and Labor Legislation which they have been taught earlier (for e.g. Factories Act ,1948, Industrial Dispute Act,1947, Trade Union Act, 1926, Payment of Wages Act, 1936, Minimum Wages Act, 1948, Workman Compensation Act, 1923, etc.)

Introduction: Data Communication, Networks, Protocols and Standards, Standards Organizations

Basic Concepts: Line Configuration, Topology, Transmission Mode, Categories of Networks, Internetworks

The OSI Model: The Model, Functions of the Layers, TCP/IP Protocol Suite

Transmission of Digital Data : Interfaces and Modems: Digital Data Transmission, DTE-DCE Interface, Other Interface Standards, Modems, 56K Modems, Cable Modem

Transmission Media:

Guided Media, Unguided Media, Transmission , Transmission Impairment, Performance, Wavelength, Shannon Capacity

Switching: Circuit Switching, Packet Switching, Message Switching

TCP/IP Protocol Suite : Part 1 Overview of TCP/IP, Network Layer, Addressing, Subnetting, Transport Layer

TCP/IP Protocol Suite : Part 2 (Application Layer): Client-Server Model, Bootstrap Protocol(BOOTP) and Dynamic Host Configuration Protocol (DHCP), Domain Name System, File-Transfer Protocol(FTP), Simple Mail Transfer Protocol(SMTP), Hypertext Transfer Protocol(HTTP), World Wide Web (HTTP)

Text Book :

1. Behrouz A. Forouzan Data Communication and Networking 2nd Edition (Tata McGraw- Hill: New Delhi)

Reference Books :

1. Tanenbaum, A.S., Computer Networks, 3rd (PHI: New Delhi)
2. William, S., Data & Computer Communications, 6th Edition, (Pearson: New Delhi)

Definition, Need and Objective of Knowledge Management, Different Types of knowledge in Organization, knowledge Life Cycle

Organizational Learning Process, Corporate Memories, Types of Corporate Memories

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

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

Text Book:

1. Tiwana, A., Knowledge Management

- **Internet Basics:** Internet, Internet Services, Capability Working, URLs and Domain Names and Internet Service Providers (ISP)
- **Accessing Internet:** Getting Connected, Access, Dial-Up Connection, Direct Connection, INSAT, Modems and Speed
- **Internet Internals:** Internet Protocols, TCP/IP, File Transfer, Protocol, Configuring the Machine, for TCP/IP Account, IP Address, Using Internet
- **Hypertext Markup Language:** Creating a Description Title, Adding Hyperlinks, Adding Graphics
- **Scripting:** Java Applets, Client Side Java Scripting
- **Variables and strings:** Long String Variables, HTML, Data Objects
- **HTML**