

**GREAT GANGES INSTITUTE OF
TECHNOLOGY, UNNAO**

**Affiliated to C.S.J.M UNIVERSITY,
KANPUR**

**BBA PROGRAM-PROGRAM AND COURSE
OUTCOMES**

No.	Program Outcome
PO1	Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
PO2	Upon completion of the BBA program the students will have general idea of operations in business.
PO3	Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
PO4	Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.
PO5	Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

Program Educational Objectives

- To develop students professionally to handle business issues
- To develop students to be a better team worker
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy
- To develop socially, ethically responsible business leaders
- To sharpen soft and hard skills among the students
- To promote entrepreneurial skills among students

COURSE: BBA (Syllabus as amended Under National Education Policy 2020)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	I	Course/ paper-1	A	F010101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	F010102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	F010103T	Business Ethics and Governance	3
			B		Computer Applications	3
1	II	Course/ paper-4	A	F010201T	Organisational Behavior	3
			B		Business Finance	3
	II	Course/ paper-5	A	F010202T	Human Resource Development	3
			B		Marketing Theory and Practices	3
	II	Course/ paper-6	A	F010203T	Business Mathematics	3
			B		Advertising Management	3
2	III	Course/ paper-7	A	F010301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course/ paper-8	A	F010302T	Production Management	3
			B		Business Policy	3
	III	Course/ paper-9	A	F010303T	Business Communication	3
			B		Business Environment	3
2	IV	Course/ paper-10	A	F010401T	Supply Chain Management	3
			B		Research Methodology	3
	IV	Course/ paper-11	A	F010402T	Specialised Accounting	3
			B		Consumer Behaviour	3
	IV	Course/ paper-12	A	F010403T	Investment Analysis & Portfolio Management	3
			B		Company Law	3
3	V	Course/ paper-13	A	F010501T	Income Tax	3
			B		Marketing Communication	3
	V	Course/ paper-14	A	F010502T	Entrepreneurship and small business management	3
			B		Sales management	3
	V	Course/ paper-15	A	F010503T	Industrial Relations & Labour Laws	3
			B		Company Accounts	3
3	VI	Course/ paper-16	A	F010601T	Project Management	3
			B		Goods & Service Tax	3
	VI	Course/ paper-17	A	F010602T	Auditing	3
			B		International Trade	3
	VI	Course/ paper-18	A	F010603T	Strategic Management	3
			B		Training and Development	3

- *Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners*
- *Course/ paper No-3,6,9 and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty*

BBA First Year (First Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	I	Course/ paper-1	A	F010101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	F010102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	F010103T	Business Ethics and Governance	3
			B		Computer Applications	3

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (A)		
Course Code: F010101T	Course Title: Business Economics	
Course outcomes:		
<i>To enable the students to learn principles and concepts of Business Economics</i>		
CO Number	CO Statement	Knowledge Level
CO1	To understand the core economic terms, concepts and theories.	K1,K2
CO2	Identify the key elements of the demand and supply model and use it to critically analyse the real world examples.	K2, K3
CO3	To have an in depth knowledge about various laws relating to production function	K2
CO4	To familiarize the functions of market and prices as allocate mechanism.	K4
CO5	To have a conceptual knowledge about the role of government in countries economical changes.	K2
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	6
II	Demand Analysis: Concept of Demand & types of demand; Law of demand, Demand determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	8
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Short run and long run Cost curves, Economics and diseconomies of scale.	7
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation and National income.	9
Suggested Readings:		
<ol style="list-style-type: none"> 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. Peterson & Lewis, Managerial Economics 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (B)		
Course Code: F010101T	Course Title: Basic Accounting	
Course outcomes:		
<i>On the successful completion of the course, students will be able to</i>		
CO Number	CO Statement	Knowledge Level
CO1	Providing in-depth knowledge in company creation	K2, K3
CO2	Enhance the students with better grounding on Ledgers	K1,K2
CO3	Equip the students to make familiar with Voucher Entries	K3
CO4	Obtain an application knowledge about Inventory and access the business related information	K3
CO5	Acquire the basic knowledge on Human Resource Accounting	K4
CO6	Familiarize the concepts of Final Accounts	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	6
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	8
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6
Suggested Readings:		
<ol style="list-style-type: none"> 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (A)		
Course Code: F010102T	Course Title: Business Statistics	
Course outcomes:		
CO Number	CO Statement	Knowledge Level
CO1	Providing in-depth knowledge of basics of statistics	K2, K3
CO2	Equip the students to make familiar with Descriptive statistics	K3
CO3	Obtain an application knowledge about inferential statistics	K3
CO4	Acquire the basic knowledge of Hypothesis testing	K4
CO5	Familiarize the concepts of Probability and Statistical tools	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	6
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	10
III	Correlation and Regression: Meaning and Types of Correlation, simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression equations and Regression coefficient.	8
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Introduction to Bayes' theorem [Simple numerical]. Introduction to Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Introduction to Test of hypothesis, Type-I and Type-II Errors, Large sample tests. Introduction to MS Excel and its use in Business statistics.	6
Suggested Readings:		
<ol style="list-style-type: none"> 1. Agarwal B.D., Advanced Accounting 2. Chawla & Jain, Financial Accounting 3. Chakrawarti K.S., Advanced Accounts. 4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5. Jain & Narang, Advanced Accounts 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (B)		
Course Code: F010102T	Course Title: Principles of Management	
Course outcomes:		
To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.		
CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate management techniques for managing business	K2, K3
CO2	Have a conceptual knowledge about the planning and decision making	K1,K2
CO3	Apply the concept of organising for the effective functioning of a management	K3
CO4	Evaluate leadership style to anticipate the consequences of each leadership style	K5
CO5	Demonstrate the techniques for controlling and coordination	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	8
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	6
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	10
Suggested Readings:		
<ol style="list-style-type: none"> 1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: First	Semester: First
Course/ paper-3 (A)		
Course Code: F010103T	Course Title: Business Ethics and Governance	
Course outcomes:		
The aim of the course is to build knowledge and understanding Business Ethics among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To develop understanding of business ethics and values.	K1,K2
CO2	To provide relationship between ethics and corporate excellence.	K1,K2
CO3	To give an overview about Gandhian philosophy and social responsibility.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept and nature of ethics; ethics, values and behavior; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	6
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhi's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	8
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8
Suggested Readings:		
<ol style="list-style-type: none"> 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers 3. McCarthy, F.J., Basic Marketing 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press. 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: First	Semester: First
Course/ paper-3 (B)		
Course Code: F010103T	Course Title: Computer Applications	
Course outcomes:		
The aim of the course is to build knowledge, understanding Computer Applications among the student.		
CO Number	CO Statement	Knowledge Level
CO1	The students learn about computer and its various components associated to it.	K1,K2
CO2	The application of Microsoft Office is taught in order to associate the various software tools in Business.	K1,K2
CO3	The students learns business of 'e' which is explored to understand the modern arena of Business	K3
CO4	The service sector of prominence of not just Indian economy but also the world is the IT technology.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system software's.	7
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	7
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	8
Suggested Readings:		
<ol style="list-style-type: none"> 1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication 2. V. Rajaraman, Computer Fundamentals, PHI 3. Tannenbaum, Computer Applications and Networks 4. 'O' Brien, Management Information Systems 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

BBA First Year (Second Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	II	Course/ paper-4	A	F010201T	Organizational Behavior	3
			B		Business Finance	3
	II	Course/ paper-5	A	F010202T	Human Resource Development	3
			B		Marketing Theory and Practices	3
	II	Course/ paper-6	A	F010203T	Business Mathematics	3
			B		Advertising Management	3

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-4 (A)		
Course Code: F010201T	Course Title: Organizational Behavior	
Course outcomes:		
The aim of the course is to build knowledge and understanding of Organizational Behavior among the student.		
CO Number	CO Statement	Knowledge Level
CO1	Obtain the conceptual knowledge of organisational behaviour, and analyse the models and concepts	K1,K4
CO2	Have a inclusive knowledge about the behaviour of individuals in terms of personality, perception, attitude in organisations	K3
CO3	Assimilate and evaluate the importance of group roles and group tasks	K3,K5
CO4	Acquaint in various theories of leadership and motivation used in organizations	K2
CO5	Gain experience about organisational culture and implementation of commodious organisational climate	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	7
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	8
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	8
IV	Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, Recent advances in OB.	7
Suggested Readings:		
<ol style="list-style-type: none"> 1 Bennis, W.G., Organization Development 2. Breech Iswar, Organizational-The Framework of Management 3. Dayal, Keith, organizational Development 4. Sharma, R.A., organizational Theory and Behavior 5. Prasad, L.M., organizational Behavior 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-4 (B)		
Course Code: F010201T	Course Title: Business Finance	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about business finance and investment decisions.	K1,K2
CO2	To provide knowledge about financing and dividend decision.	K1,K2
CO3	To give an overview about working capital.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Finance: Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money – Compound interest and terminal values, Present values, relationship between present value and Discount rate, present value and future value of an annuity, amortizing a loan Valuation of bonds. Calculating return from stocks investment, perpetual dividend growth model	10
II	Nature of Capital Budgeting decisions, Payback, NPV, IRR and ARR methods and their practical applications. Financing Decision: Making capital structure decisions- concept of leverage, operating, financial and combined leverage, EBIT-EPS Analysis, cash flow ability to service debt, Pecking order of financing	7
III	Procedural and regulatory aspect of paying dividend Concepts of Relevance and Irrelevance of dividend Walter’s Model, Gordon’s model. Passive and residual Dividend policy Factors affecting dividend policy, alternative forms of dividend- bonus, stock split , share-buy back	7
IV	Concepts of working capital, operating cycle concept, estimating working capital requirements, Approaches to the financing of current Assets, sources of short-term financing, cost of alternative sources of financing working capital Contents of an Annual Report and Financial Ratio analysis.	6
Suggested Readings: 1. Maheshwari S.N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H.K., Business Finance		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year:First	Semester: Second
Course/ paper-5 (A)		
Course Code: F010202T	Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about HRD concepts and other aspects.	K1,K2
CO2	To provide knowledge about potential appraisal.	K1,K2
CO3	To give an overview about Job Enrichment and Quality circles.	K3
CO4	To make aware with human resource accounting.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	7
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	7
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	10
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-5 (B)		
Course Code: F010202T	Course Title: Marketing Theory and Practices	
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing management among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about Marketing Theory and Practices.	K1,K2
CO2	To provide knowledge about market segmentation and marketing mix.	K1,K2
CO3	To give an overview about marketing research.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing. Orientation of marketers towards the market place: production concept, product concept, selling concept, modern marketing concept & societal concept.	7
II	Consumer Behaviour: Concept, Importance and factors influencing consumer behaviour. Marketing Information System: Meaning, Importance and Scope. Marketing Research: Importance, Scope & Process.	7
III	Market segmentation: Concept, basis & importance of segmentation in marketing; Market Targeting: Concept, Types & Importance; Positioning: Concept, Importance, Brand positioning & Repositioning.	7
IV	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance & different types of distribution channels. Pricing – Setting the price, adapting the price & price discrimination. Promotion – Importance and nature of promotion mix tools.	9
Suggested Readings: 1. Philip Kotler, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year:First	Semester: Second
Course/ paper-6 (A)		
Course Code: F010203T	Course Title: Business Mathematics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Mathematics among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about Mathematics and its use in business.	K1,K2
CO2	To make able about mathematical calculations.	K1,K2
CO3	To learn about the use of set theory and calculus in business.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.	9
II	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	8
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	7
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	6
Suggested Readings: 1. Mehta & Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghavachari, Mathematics for Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-6 (B)		
Course Code: F010203T	Course Title: Advertising Management	
Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about advertisement and its use in business.	K1,K2
CO2	To make able about advertisement concept and its management.	K1,K2
CO3	To learn about the use of advertisement in business.	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	9
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	7
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	6
Suggested Readings:		
<ul style="list-style-type: none"> • Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H. • Advertising Management, Concept and Cases Manendra Mohan, TMH • Advertising Management Rajeev Batra, PHI 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

BBA Second Year (Third Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
2	III	Course/ paper-7	A	F010301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course/ paper-8	A	F010302T	Production Management	3
			B		Business Policy	3
	III	Course/ paper-9	A	F010303T	Business Communication	3
			B		Business Environment	3

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (A)		
Course Code: F010301T	Course Title: Management & Cost Accounting	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the Management and cost accounting		
CO Number	CO Statement	Knowledge Level
CO1	Impart a conceptual knowledge in cost and management accounting	K1,K2
CO2	Enable the students to prepare cost sheet and pricing the materials	K3
CO3	Equip the students to analyse the financial statements to know the finance position of the firm.	K4
CO4	Have a deeper knowledge in cash flow and fund flow to evaluate the liquidity position of a firm.	K5
CO5	Inculcate deeper knowledge in standard costing methods to analyse the costs which impact the profitability of a firm.	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Management Accounting- purpose, nature and focus on decision making. Income statement and Balance Sheet of a manufacturer, Classification of costs by behavior, traceability , controllability, relevance and function. Cost concepts for service companies. Manufacturing Management principles- TQM, JIT, Theory of constraints and continuous improvement.	8
II	Manufacturing and Job order Cost Accounting: Flow of manufacturing activities. Cost Accounting system using perpetual inventory system Job Order Cost accounting , Job order cost sheet , Adjusting over applied and under applied overhead, multiple overhead application rates Process cost accounting: Organisation of process operations , Equivalent Units of production, Process cost summary,	7
III	Cost- Volume – Profit Analysis: Identifying cost behavior- fixed, variable, mixed costs, step-wise Costs and their determination. Break-Even Analysis, Sensitivity analysis, computing multiproduct B.E.P	8
IV	Budgeting process imperatives for analysis, focus , evaluation, employee motivation and communication. Master budget components –operating budgets , capital expenditure budget and financial budgets , flexible budgets and standard costs, computing labour, material and overhead variances Managerial decisions in addition or deletion of product./department , make or buy, sell or process, selecting sales mix using relevant costs.	7

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (B)		
Course Code: F010301T	Course Title: Business Law	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.		
CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate legal basics of Contracts as fundamental instruments for enabling business	K2, K3
CO2	Understand the legal protection afforded to consumers in transactions for the sale of goods, including fraudulent transactions	K1,K2
CO3	Understand how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K3
CO4	Evaluate various provisions of negotiable instrument Act, 1881 regarding negotiation, assignment, endorsement, acceptance, etc. of negotiable instruments.	K5
CO5	Analyse the rights given to consumers in terms of the Act and how consumers can enforce these rights where they have been infringed.	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	8
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	7
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument; Arbitration	8
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	7
Suggested Readings:		
1. Avatar Singh, Company Law		
2. Khergamwalla, JS, The Negotiable Instrument Act		
3. Ramaya A, A Guide to Companies Act		
4. Tuteja SK, Business Law for Managers		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (A)		
Course Code: F010302T	Course Title: Production Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry.		
CO Number	CO Statement	Knowledge Level
CO1	Learn theories and skills required for successful Production Management.	K1,K2
CO2	Identify the importance of good plant location and layout	K3
CO3	Demonstrate knowledge and insight into the various tools of production management	K2
CO4	Gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing	K3,K4
CO5	Develop the ability to identify operational methodologies to assess and improve an organizations performance	K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	8
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	7
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	8
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	7
Suggested Readings: 1.Production Management by Telsang Martand S Chand Publication		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (B)		
Course Code: F010302T	Course Title: Business Policy	
Course outcomes: Perform analysis of corporate business portfolio and recommend changes.		
CO Number	CO Statement	Knowledge Level
CO1	Understand, and apply the strategic management process to analyze and improve organizational performance.	K1,K2
CO2	Analyze the internal capabilities and external opportunities	K2,K4
CO3	Formulate realistic strategies which is suitable for the business activity	K3
CO4	Develop implementation plans to execute those strategies	K4
CO5	Identify the evaluation criteria's and the various control process	K3,K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Business Policy as a field of study- objectives in knowledge, skills and attitudes. Top management functions, roles and responsibilities. The concept of strategy- meaning and importance. Deducing strategy and articulating a summary statement of strategy. Strategic Intent: Vision, mission, business definition. Strategic and financial objectives. Components of strategic formulation process.	8
II	Analysis of External environment – PESTLE Industry analysis using Porter's model, Analysis of competitive environment, ETOP Analysis of Internal capability: Functional, PLC and Value Chain approach to Internal analysis, Mckinsey's 7S framework, Resource audit SWOT analysis Relevance of social responsibility and power politics in strategy formulation	7
III	Business Strategies and Corporate strategies. External Vs. Internal growth options, their conditions and prerequisites. Five Generic Competitive strategies business strategies Growth strategies- concentration, concentric, horizontal, vertical, Retrenchment- turnaround, divestment and liquidation strategies Modes of entering foreign markets, Multi-domestic and global strategy	8
IV	Strategic Choice: Concept of Portfolio balance, Display matrices – BCG, Directional policy, GE etc. Factors contributing to business Strength as well as industry attractiveness.	7

Suggested Readings:

1. Gluek & Jauch, Corporate Strategy
2. Hatton & Hatton, Strategic Management
3. Christian, Anderson, Bower Business Policy
4. McCarthy, IninChiello, Curran Business Policy & Strategy
5. Azhar Kazmi, Business Policy

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-9 (A)		
Course Code: F010303T	Course Title: Business Communication	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the Business Communication		
CO Number	CO Statement	Knowledge Level
CO1	Obtain the conceptual knowledge of business communication	K1
CO2	Formulate the factors to select the appropriate mode of communication	K2, K5
CO3	Assimilate the system and procedures of effective writing	K4
CO4	Understand the importance of effective communication within the administrative office unit and record management.	K2,K3
CO5	Acquire information about modern forms of communication	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	8
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	7
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	8
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	7
Suggested Readings:		
1. Bapat & Davar, A Text book of Business Correspondence		
2. Bhende D.S., Business Communication		
3. David Berio, The Process of Communication		
4. Gowd & Dixit, Advance Commercial Correspondence		
5. Gurky J.M., A Reader in Human Communication		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-9 (B)		
Course Code: F010303T	Course Title: Business Environment	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the business environment in industry		
CO Number	CO Statement	Knowledge Level
CO1	Students would gain a thorough grounding in the fundamentals of business management	K1
CO2	Enabled students to predict corrective business approach and educate detailed process to start up a venture	K3
CO3	Developed the ability of students to apply current trends in business for better performance.	K3
CO4	The deeper understanding and evaluate the business environment and predict corrective business model for cost effective business performance	K2,K5
CO5	The holistic outlook of the business environment and the role of international organization in business ensure that students are groomed into up-to-date, assertive and effective business executives with social responsibilities	K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	7
III	Industrial Policy- Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	8
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	7
Suggested Readings:		
1. Francis Cherunilum, Business Environment		
2. K. Aswathapa, Business Environment		

BBA Second Year (Fourth Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
2	IV	Course/ paper-10	A	F010401T	Supply Chain Management	3
			B		Research Methodology	3
	IV	Course/ paper-11	A	F010402T	Specialized Accounting	3
			B		Consumer Behaviour	3
	IV	Course/ paper-12	A	F010403T	Investment Analysis & Portfolio Management	3
			B		Company Law	3

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 10 (A)		
Course Code: F010401T	Course Title: Supply Chain Management	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
CO Number	CO Statement	Knowledge Level
CO1	Identify the concept and key drivers of supply chain management	K2, K3
CO2	Understand the concept of demand forecasting	K1,K2
CO3	Understand the concept of Benchmarking	K3
CO4	Understand the concept of e-Commerce and Green Supply chain	K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	8
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	7
Suggested Readings:		
1. Supply Chain Management by Michel H Hungo		
2. Supply Chain Management by Sunil Chopra		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 10 (B)		
Course Code: F010401T	Course Title: Research Methodology	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the Research Methodology		
CO Number	CO Statement	Knowledge Level
CO1	Understand the basic frame work of research process	K1,K2
CO2	Develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.	K2, K3
CO3	Analyse the basic concepts of various tools used for research	K3,K4
CO4	Apply research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment	K4,K3
CO5	Evaluate the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period	K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error.	8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	8
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report. Use of MS Office in Report writing and making Presentations	7
Suggested Readings:		
1. C.R. Kothari, Research Methodology		
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 11 (A)		
Course Code: F010402T	Course Title: Specialized Accounting	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the specialized Accounting		
CO Number	CO Statement	Knowledge Level
CO1	To makes students aware about the financial statements of Banking Companies	K1,K2
CO2	To makes students aware about the financial statements of General Insurance Companies	K2, K3
CO3	The student will able to understand inventory valuation, how shares are issued and related accounting statements.	K3,K4
CO4	To gain the knowledge on the accounting procedures followed during the liquidation of companies.	K4,K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	Accounting of Non-trading Institutions, Joint Venture and Consignment	8
II	Accounts of Banking companies and General Insurance companies	7
III	Department account and Branch account.Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	8
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	7
Suggested Readings:		
1. Agarwal, B.D., Advanced Accounting		
2. Chawla & Jain, Financial Accounting		
3. Chakrawarti, K.S., Advanced Accounts		
4. Shukla, M.B., Financial Analysis and Business Forecasting		
5. Jain & Naranag, Advanced Accounts		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper-11 (B)		
Course Code: F010402T	Course Title: Consumer Behaviour	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the consumer behavior		
CO Number	CO Statement	Knowledge Level
CO1	To makes students aware about the Consumer Behaviour models	K1,K2
CO2	To makes students aware about the determinants of consumer behaviour	K2, K3
CO3	The student will able to understand the consumer decision making process	K3,K4
CO4	To gain the knowledge about the Industrial Buying Behaviour	K4,K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
Unit	Topics	No. of Lectures Total=30
I	CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	8
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	7
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	8
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	7
Suggested Readings:		
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective		
2. Schiffman & Kanuk, Consumer Behaviour		
3. Louden & Bitta, Consumer Behaviour		
4. Bennet & Kasarji, Consumer Behaviour		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper-12 (A)		
Course Code: F010403T	Course Title: Investment Analysis & Portfolio Management	
Course outcomes:		
The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management		
CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with basic functions of investment	K1
CO2	Acquaint students in respect to investment decisions related to financial assets, risks & returns involved.	K2
CO3	Familiarize and apply the concepts of technical and fundamental analysis for profitable return to the investors.	K1,K3
CO4	Enable the students to construct portfolio to balance the risk involved in investment.	K4
CO5	Evaluate the portfolio by the use of tools and techniques to facilitate the investors t mange their portfolio.	K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	8
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	7
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	8
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7
Suggested Readings:		
1. Security analysis and Portfolio Management by Punithavathy Pandian		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 12 (B)		
Course Code: F010403T	Course Title: Company Law	
Course outcomes: The objective of this paper is to give the basic knowledge about the Company Law		
CO Number	CO Statement	Knowledge Level
CO1	To impart students with the knowledge of fundamentals of Company Law and provisions of the Companies Act.	K1
CO2	To apprise the students of new concepts involving in company law regime	K2
CO3	To acquaint the students with the duties and responsibilities of Key Managerial Personnel.	K1,K3
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.	8
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director	7
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	8
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	7
Suggested Readings:		
1. Grower L.C.B., Principles of Modern Company Law		
2. Ramaiya A., Guide to the Companies Act		
3. Singh, Avtar, Company Law		
4. Kuchhal, S.C., Modern Indian Company Law		
5. Kapoor, N.D., Company Law		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

BBA Third Year (Fifth Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
3	V	Course/ paper-13	A	F010501T	Income Tax	3
			B		Marketing Communication	3
	V	Course/ paper-14	A	F010502T	Entrepreneurship and small business management	3
			B		Sales management	3
	V	Course/ paper-15	A	F010503T	Industrial Relations & Labour Laws	3
			B		Company Accounts	3

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-13 (A)		
Course Code: F010501T	Course Title: Income Tax	
Course outcomes:		
The aim of the course is to build knowledge, understanding about income tax among the student.		
CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental concepts of income tax law and ICA 1961	K2, K3
CO2	To instill an awareness in students that taxes can and often do constitute significant costs households	K1,K2
CO3	To compute income under business and understand the powers of tax authorities	K3
CO4	Apply the concept of organising for the effective functioning of a management	K5
CO5	To understand indirect tax imposed by government on excisable goods which are produced within India	K4
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total = 30
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.	8
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	6
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	10
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	6
Suggested Readings:		
<ol style="list-style-type: none"> Mehrotra, H.C., Income Tax Law and Account Prasad, Bhagwati, Income Tax Law and Practice Chandra Mahesh and Shukla D.C., Income Tax Law and Practice Agarwal, B.K., Income Tax Jain, R.K., Income Tax 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:.....		

Programme /Class: Degree	Year: Third	Semester: Fifth
Course/ paper-13 (B)		
Course Code: F010501T	Course Title: Marketing Communication	
Course outcomes:		
The aim of the course is to build knowledge, understanding and skills in marketing communication among the student.		
CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of integrated marketing communication.	K1,K2
CO2	Examine methods for selecting, compensating and evaluating advertising agencies.	K3,K5
CO3	Choose a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.	K3,K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,	7
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	7
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	8
IV	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning,	8
	evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	
Suggested Readings:		
<ol style="list-style-type: none"> George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya PublishingHouse Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication. Aaker, David A. et al., Advertising Management, PHI, 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-14 (A)		
Course Code: F010502T	Course Title: Entrepreneurship and small business management	
Course outcomes:		
The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student.		
CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the meaning, functions, types and roles of an entrepreneur and entrepreneurship	K4
CO2	Develop and strengthen entrepreneurial quality and motivation	K3,K4
CO3	Understand and analyse how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K2, K4
CO4	To impart information about the process, procedure and rules and regulations for setting up a new projects	K2
CO5	To provide knowledge and information about the small business and government subsidies	K1, K2
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrepreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	8
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	8
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	8
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	6
Suggested Readings:		
<ol style="list-style-type: none"> 1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill 2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co. 3. Kumar, Arya; Entrepreneurship; Pearson Education. 4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing 5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications. 		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-14 (B)		
Course Code: F010502T	Course Title: Sales management	
Course outcomes:		
The aim of the course is to build knowledge, understanding and skills in sales management among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about sales personnel and salesmanship.	K4
CO2	To provide knowledge about personal selling and focus light on the different perspectives of managementsales force.	K3,K4
CO3	To give an overview about importance of sales force in organization.	K2, K4
CO4	To give an overview about concept of distribution channels.	K2
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	8
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	8
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	8
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	6
Suggested Readings:		
1. Cundiff, Still, Govoni, Sales Management		
2. Pradhan, Jakate, Mali, Salesmanship & Publicity		
3. S.A. Chunawalla, Sales Management		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-15 (A)		
Course Code: F010503T	Course Title: Industrial Relations & Labour Laws	
Course outcomes: This course will help students identify and develop an overview of industrial relations.		
CO Number	CO Statement	Knowledge Level
CO1	Knowledge of Industrial Relation framework	K4
CO2	Competency to understand the importance of Employee Relation within the perspective of Industrial Relation	K3,K4
CO3	Competency to interpreted and implement the Labour Laws within organization	K2, K4
CO4	Competency to use Collective Bargaining and Grievance redressal Mechanism	K2, K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.	6
II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	8
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	8
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	8
Suggested Readings:		
5. Sreenivasan M.R - Industrial Relations & Labor legislations.		
6. Aswathappa K - Human Resource and Personnel Management.		
7. Subba Rao P - Human Resource Management and Industrial Relations.		
8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-15 (B)		
Course Code: F010503T	Course Title: Company Accounts	
Course outcomes:		
The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To understand joint stock companies and knowledge about shares and debentures.	K1,K2
CO2	To have understanding about final accounts and accounting practices related to amalgamation.	K3,K2
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	7
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	7
III	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	8
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	8
Suggested Readings:		
1. Gupta R.L. Radhaswamy M, Company Accounts		
2. Maheshwari, S.N., Corporate Accounting		
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting		
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

BBA Third Year (Sixth Semester)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
3	VI	Course/ paper-16	A	F010601T	Project Management	3
			B		Goods & Service Tax	3
	VI	Course/ paper-17	A	F010602T	Auditing	3
			B		International Trade	3
	VI	Course/ paper-18	A	F010603T	Strategic Management	3
			B		Training and Development	3

Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-16 (A)		
Course Code: F010601T	Course Title: Project Management	
Course outcomes:		
CO Number	CO Statement	Knowledge Level
CO1	Students will be able to understand the characteristics of Project and Project Management Knowledge	K1,K2
CO2	The students will understand the managerial process along with tools & techniques used in Project management Knowledge	K3,K2
CO3	Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling	K3,K4
CO4	Students will understand the perspectives in which optimum decisions are to be taken in case of risks withplanned activities in project	K3,K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.	6
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management	8
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,	8
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process	8
Suggested Readings:		
1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley & Sons)		
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)		
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna -(TMH)		
4. Project Management Core Text Book : M R Gopalan (Wiley)		
5. Quantitative Techniques in Management : N D Vohra (TMH)		
6. Entrepreneurship and Small Business Management : M B Shukla		

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: Degree		Year: Third	Semester: Sixth
Course/ paper-16 (B)			
Course Code: F010601T		Course Title: Goods & Service Tax	
Course outcomes:			
The aim of the course is to build knowledge and understanding about GST among the student.			
CO Number	CO Statement	Knowledge Level	
CO1	To provide knowledge about indirect taxes before GST.	K1,K2	
CO2	To provide knowledge about registration and documentation process under GST.	K3,K2	
CO3	To give an overview about tax exemptions.	K3,K4	
CO4	To give an overview about filing of GSTR.	K3,K4	
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total=30	
I	Introduction : Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	7	
II	Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	7	
III	Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme.	8	
	(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.		
IV	Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter. GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	8	
Suggested Readings:			
<ol style="list-style-type: none"> 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2. Goods and Service Tax Acts. 3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 4. Publication on GST by the Institute of Chartered Accountants of India (www.icaai.org) 5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org). 6. Nitya Tax Associates Basics of GST Taxman 			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-17 (A)		
Course Code: F010602T	Course Title: Auditing	
Course outcomes:		
The aim of the course is to build knowledge and understanding about Auditing among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about Auditing and its different types.	K1,K2
CO2	To provide knowledge about audit procedure and audit of limited companies.	K3,K2
CO3	Students will get an overview about special audit recent trends in auditing.	K3,K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	6
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	7
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	7
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	10
Suggested Readings:		
1. Basu B.K., An insight with Auditing		
2. Gupta Kamal, Contemporary Auditing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-17 (B)		
Course Code: F010602T	Course Title: International Trade	
Course outcomes:		
The aim of the course is to build knowledge and understanding about International Trade among the student.		
CO Number	CO Statement	Knowledge Level
CO1	To provide knowledge about different methods of international trade.	K1,K2
CO2	To provide knowledge about international economic institutions.	K3,K2
CO3	Students will get an overview about India foreign trade and India's trade policy.	K3,K4
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	7
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	7
IV	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	10
Suggested Readings:		
3. Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (A)		
Course Code: F010603T	Course Title: Strategic Management	
Course outcomes: The aim of the course is to build knowledge and understanding about Strategic Management among the student.		
CO Number	CO Statement	Knowledge Level
CO1	Understand, and apply the strategic management process to analyze and improve organizational performance.	K1,K2
CO2	Analyze the internal capabilities and external opportunities	K2,K4
CO3	Formulate realistic strategies which is suitable for the business activity	K3
CO4	Develop implementation plans to execute those strategies	K4
CO5	Identify the evaluation criteria's and the various control process	K3,K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Interrelationship of formulation and implementation of strategy. Strategic management Process. Key tasks in implementing strategy, Role of implementers at different levels. Principal managerial components of strategy execution process- Building capable organization, staffing the organization, building core competencies and competitive capabilities, Matching organization structure to strategy-Value chain activities to perform /outsource, Centralization Vs decentralization in decision making, Providing for internal coordination and collaboration with strategic allies	6
II	Managing internal operations: marshalling resources, instituting policies and procedures, adopting best practices for continuous improvement, TQM and six sigma quality programmes, installing information and operating systems, Tying rewards and incentives to execution	8
III	Corporate Culture and leadership: perpetuating the culture, aspects of healthy, unhealthy culture and adaptive culture, changing a problem culture – symbolic and substantial culture changing actions. Grounding the culture in core values and ethics	8
IV	Strategic Evaluation and Control- Types of organizational controls – feed forward, real time and feedback, meaning of Strategic and operational controls and their types, steps in strategic control process, Evaluation techniques for strategic control, Evaluation techniques for operational control, Balance Score card	8

Suggested Readings:

7. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill
8. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
9. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
10. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
11. L. M. Prasad – Strategic Management – Sultan Chand

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (B)		
Course Code: F010603T	Course Title: Training and Development	
Course Outcome		
CO Number	CO Statement	Knowledge Level
CO1	The field of Training and Development and its role in optimizing performance.	K1,K2
CO2	Applying theoretical concepts and models to training design	K2,K4
CO3	Designing training interventions using a variety of methodologies.	K3
CO4	Evaluating the effectiveness of training & development interventions.	K4
CO5	Assessing whether training & development is a viable career option.	K3,K5
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	7
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	7
III	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	8
IV	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	8
Suggested Readings:		
12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.		
13. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.		
14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.		
15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.		
16. Dayal, Ishwar, Management Training in Organisations, Prentice Hal		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.		

Co-curricular course: Semester-1
Course Title: Food, Nutrition and Hygiene

Programme /Class: Certificate	Year: First	Semester: First
Co-Curricular Course		
Course Code: Z010101T	Course Title: Food, Nutrition and Hygiene	
Course outcomes:		
CO Number	CO Statement	Knowledge Level
CO1	To learn the basic concept of the Food and Nutrition	K1
CO2	To study the nutritive requirement during special conditions like pregnancy and lactation	K1,K3
CO3	To learn 100 days Nutrition Concept	K1,K3
CO4	To learn the special requirement of food during common illness	K3
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning (d) Food groups and functions of food	8
II	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate (b) Fats	7
	(c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fibre	
III	1000 days Nutrition (a) Concept, Requirement, Factors affecting growth of child (b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)	8

<p>IV</p>	<p>Community Health Concept (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food</p>	<p>7</p>
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Singh, Anita, “Food and Nutrition”, Star Publication, Agra, India, 2018. 2. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf 3. https://pediatrics.aappublications.org/content/141/2/e20173716 4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/ 5. Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition. 		
<p>Suggested Continuous Evaluation Methods: MCQs, Practical Diet/ Meal Planning, assignments Presentations, group Discussion, Case study, Survey</p>		
<p>Suggested equivalent online courses: https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition Diploma in Human Nutrition-Revised Offered by Alison</p>		

Co-curricular course: Semester-2
Course Title: First Aid and Health

Programme/Class: Certificate		Year: First	Semester: Second
Co-Curricular Course			
Course Code: Z020201		Course Title: First Aid and First Aid and Health	
Course outcomes:			
CO Number	CO Statement	Knowledge Level	
CO1	Learn the skill needed to assess the ill or injured person. Learn the skills to provide CPR to infants, children and adults. Learn the skills to handle emergency child birth	K1, K2	
CO2	Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.	K1,K3	
CO3	Help to understand natural changes of adolescence	K1,K3	
CO4	Learn the skill to identify Mental Health status and Psychological First Aid	K3	
Credits: 2 (1Theory+1 Practical)		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of Lectures Total= 15 Theory+ 30 Practical	
I	<p>A. Basic First Aid</p> <ul style="list-style-type: none"> • Aims of first aid & First aid and the law. • Dealing with an emergency, Resuscitation (basic CPR). • Recovery position, Initial top to toe assessment. • Hand washing and Hygiene • Types and Content of a First aid Kit <p>B. First AID Technique</p> <ul style="list-style-type: none"> • Dressings and Bandages. • Fast evacuation techniques (single rescuer). • Transport techniques. <p>C. First aid related with respiratory system</p> <ul style="list-style-type: none"> • Basics of Respiration. 	<p>2 (Theory) 10 (Practical)</p>	

	<ul style="list-style-type: none"> No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, Swelling within the throat, Suffocation by smoke or gases and Asthma. <p>D. First aid related with Heart, Blood and Circulation</p> <ul style="list-style-type: none"> Basics of The heart and the blood circulation. Chest discomfort, bleeding. <p>D. First aid related with Wounds and Injuries</p> <ul style="list-style-type: none"> Type of wounds, Small cuts and abrasions Head, Chest, Abdominal injuries Amputation, Crush injuries, Shock <p>E. First aid related with Bones, Joints Muscle related injuries</p> <ul style="list-style-type: none"> Basics of The skeleton, Joints and Muscles. Fractures (injuries to bones). 	
II	<p>F. First aid related with Nervous system and Unconsciousness</p> <ul style="list-style-type: none"> Basics of the nervous system. Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. <p>G. First aid related with Gastrointestinal Tract</p> <ul style="list-style-type: none"> Basics of The gastrointestinal system. Diarrhea, Food poisoning. <p>H. First aid related with Skin, Burns</p> <ul style="list-style-type: none"> Basics of The skin. Burn wounds, Dry burns and scalds (burns from fire, heat and steam). Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. <p>I. First aid related with Poisoning</p> <ul style="list-style-type: none"> Poisoning by swallowing, Gases, Injection, Skin <p>J. First aid related with Bites and Stings</p> <ul style="list-style-type: none"> Animal bites, Snake bites, Insect stings and bites <p>K. First aid related with Sense organs</p> <ul style="list-style-type: none"> Basic of Sense organ. Foreign objects in the eye, ear, nose or skin. Swallowed foreign objects. <p>L. Specific emergency satiation and disaster management</p> <ul style="list-style-type: none"> Emergencies at educational institutes and work Road and traffic accidents. Emergencies in rural areas. Disasters and multiple casualty accidents. Triage. <p>M. Emergency Child birth</p>	2 (Theory) 10 (Practical)
III	<p>Basic Sex Education</p> <ul style="list-style-type: none"> Overview, ground rules, and a pre-test Basics of Urinary system and Reproductive system. Male puberty — physical and emotional changes Female puberty — physical and emotional changes Male-female similarities and differences Sexual intercourse, pregnancy, and childbirth Facts, attitudes, and myths about LGBTQ+ issues and identities Birth control and abortion Sex without love — harassment, sexual abuse, and rape Prevention of sexually transmitted diseases. 	9 (Theory)
IV	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> What is Mental Health First Aid? Mental Health Problems in the India The Mental Health First Aid Action Plan Understanding Depression and Anxiety Disorders Crisis First Aid for Suicidal Behavior & Depressive symptoms What is Non-Suicidal Self-Injury? Non-crisis First Aid for Depression and Anxiety Crisis First Aid for Panic Attacks, Traumatic events Understanding Disorders in Which Psychosis may Occur Crisis First Aid for Acute Psychosis 	2 (Theory) 10 (Practical)

	<ul style="list-style-type: none"> • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid 	
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Indian First Aid Manual-https://www.indianredcross.org/publications/FA-manual.pdf • Red Cross First Aid/CPR/AED Instructor Manual • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192.pdf • Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250. • Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper. • Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html • Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. • https://marshallmemo.com/marshall-publications.php#8 		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Group Discussion, and MCQ</p>		
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> • https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-online • https://www.firstaidforfree.com/ • https://www.coursera.org/learn/psychological-first-aid • https://www.coursera.org/learn/mental-health 		

Co-curricular course: Semester-3
Course Title: Human Values and Environment studies





Programme/Class: Certificate	Year: Second	Semester: Third
Co-Curricular Course		
Course Code: Z030301	Course Title: Human Values and Environment studies	
<p>Course outcomes: The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity.</p>		
CO Number	CO Statement	Knowledge Level
CO1	Building fundamental knowledge of the interplay of markets, ethics, and law,	K1
CO2	Look at various challenges faced by individual to counter unethical issues	K1,K3
CO3	Look at core concepts for business ethics, anti-corruption, morality	K2
CO4	Issues of sustainable development for a better environment.	K3
<ul style="list-style-type: none"> • Efforts taken by India in Sustainable Development. • The course intends to create a sense of how to be more responsible towards the environment. <p>Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</p>		
Credits: 2		
Max. Marks: 100		Min. Passing Marks:40
<p>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 As the course requires two areas of Human Values and Environment Studies institutions can even opt for a parallel delivery</p>		
Unit	Topics	No. of Lectures Total=30
I	Human Values- Introduction- Values, Characteristics, Types ,Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.	02
	Human Values and Present Practices – Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.	02
	Principles of Ethics Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features , Levels of value Implementation. Features of spiritual Values , Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.	03

II	<p>Holistic Approach in Decision making- Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management.</p> <p>Discussion through Dilemmas –</p> <p>Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards.</p> <p>Case Studies</p>	03 03 02
III	<p>Ecosystem: Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids</p> <p>Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity</p> <p>Role of individual in Pollution control</p> <p>Human Population & Environment</p> <p>Sustainable Development</p> <p>India and UN Sustainable Development Goals</p> <p>Concept of circular economy and entrepreneurship</p>	7
IV	<p>Environmental Laws?</p> <p>International Advancements in Environmental Conservation</p> <p>Role of National Green Tribunal</p> <p>Air Quality Index</p>	8
	<p>Importance of Indian Traditional knowledge on environment</p> <p>Bio assessment of Environmental Quality</p> <p>Environmental Management System</p> <p>Environmental Impact Assessment and Environmental Audit</p>	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al 2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel. 3. Human Values by A. N. Tripathi New Age International 4. Environmental Management by N.K. Uberoi 5. https://www.un.org/sustainabledevelopment/sustainable-development-goals/ 6. https://www.india.gov.in/my-government/schemes 7. https://www.legislation.gov.uk/ukpga/2010/23/contents 8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. The course participants can be evaluated on the following structure.</p> <ul style="list-style-type: none"> ➤ Assignments (10) ➤ Presentation (10) ➤ Attendance (5) ➤ Final exam (75) 		

Co-curricular course: Semester-4
Course Title: Physical Education and Yoga

Programme: Certificate	Year: First	Semester: Forth
Co-Curricular Course		
Course Code: Z040401	Course Title: Physical Education and Yoga	

Course outcomes:		
CO Number	CO Statement	Knowledge Level
CO1	Students will learn the introduction of Physical Education,	K1
CO2	Concept of fitness and wellness ,Weight management and lifestyle of an individual.	K1,K3
CO3	The student will also learn about the relation of Yoga with mental health and value Education.	K2
CO4	Student will also learn about the aspects of the Traditional games of India.	K2
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Physical Education: <ul style="list-style-type: none"> • Meaning, Definition, Aim and Objective. • Misconception About Physical Education. • Need, Importance and Scope of Physical Education in the Modern Society. • Physical Education Relationship with General Education. • Physical Education in India before Independence. • Physical Education in India after Independence. 	6 Theory
II	Concept of Fitness and Wellness: <ul style="list-style-type: none"> • Meaning, Definition and Importance of Fitness and Wellness. • Components of Fitness. • Factor Affecting Fitness and Wellness. Weight Management: <ul style="list-style-type: none"> • Meaning and Definition of Obesity. • Causes of Obesity. • Management of Obesity. • Health problems due to Obesity. Lifestyle: <ul style="list-style-type: none"> • Meaning, Definition, Importance of Lifestyle. • Factor affecting Lifestyle. • Role of Physical activity in the maintains of Healthy Lifestyle. 	5 Theory 3 Practical
III	Yoga and Meditation: <ul style="list-style-type: none"> • Historical aspect of yoga. • Definition, types scopes & importance of yoga. • Yoga relation with mental health and value education. • Yoga relation with Physical Education and sports. • Definition of Asana, differences between asana and physical exercise. • Definition and classification of pranayama. • Difference between pranayama and deep breathing. • Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. • Pranayam: Anulom, Vilom. 	2 Theory 6 Practical

    IV	<p>Traditional Games of India:</p> <ul style="list-style-type: none"> • Meaning. • Types of Traditional Games- Gilli- Danda Knche Stapu Gutte, etc. • Importance/ Benefits of Traditional Games. • How to Design Traditional Games. <p>Recreation in Physical Education:</p> <ul style="list-style-type: none"> • Meaning, Definition of Recreation. • Scope and Importance of Recreation. • General Principles of Recreation. • Types of Recreational Activities. • Aerobics and Zumba.(Fir India Movement) 	<p>2 Theory 6 Practical</p>
<p>Suggested Readings: Singh, Ajmer, Physical Education and Olympic Abhiyan, “Kalayani Publishers”, New Delhi, Revised Addition, 2006 Patel, Shri krishna, Physical Education, “Agrawal Publishers”, Agra, 2014-15 Panday, Preeti, Sharirik Shiksha Sankalan, “ Khel Sanskriti Prakashan, Kanpur</p>		
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> ➤ Assignments (10) ➤ Presentation (10) ➤ Attendance (5) ➤ Final exam (75) 		
<p>Suggested equivalent online courses:</p> <ul style="list-style-type: none"> • IGNOU. • Rajarshi Tandan Open University. 		
<p>Further Suggestions:.....</p>		

Co-curricular course: Semester-5
Course Title: Analytic Ability and Digital Awareness

Programme/Class: Bachelor of Science		Year: Third	Semester: Fifth
Subject: <u>Co-Curricular Course</u>			
Course Code: Z050501		Course Title: Analytic Ability and Digital Awareness	
Course outcomes (Analytic Ability):			
CO Number	CO Statement	Knowledge Level	
CO1	Familiarize with analogy, number system, set theory and its applications, number system and puzzles.	K1	
CO2	To understand the basics of Syllogism, figure problems, critical and analytical reasoning.	K1,K3	
CO3	Familiarize with word processing application and worksheet .	K5	
CO4	To understand the basics of web surfing and cyber security.	K5	
Credits: 2		Co-Curricular	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 2-0-0			
Unit	Topic	No. of Lectures	
I	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers	6L+2T+0P	
II	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making	5L+2T+0P	
III	Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software), MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.	2T+3P+3P	

	<p>MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts</p> <p>Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.</p>	
IV	<p>Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines lik Google, DuckDuckGo etc, Visiting web sites: Downloading.</p> <p>Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security.</p>	3P+ 4T
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. ChandPublishers New Delhi, India, 2010, ISBN 10: 8121905516 3. Madan , Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed.. 4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017 <p>Note: Course Books published in Hindi may be prescribed by the Universities.</p>		
<p>This course can be opted as an elective by the students of following subjects: "Co-Curricular"</p>		
<p>Suggested Continuous Evaluation Methods: Max. Marks: 25</p> <ol style="list-style-type: none"> 1. Assessment Type: Class Tests (Max. Marks 14) Suggested Usage: Include all types of questions-essay, short answer, objective; Design to test all levels of domain; Exam Blue Print be prepared to ensure inclusion of all types & levels of questions and proper sampling of content; Marking Criteria made known to students; Teacher should provide written feedback selectively and discuss answers in the class; Only Role/Code numbers , not names be written to avoid bias in marking; Display of model answer copies. After Completion of Unit I and Unit II, a first class test of max. marks of 7 shall be conducted. After Completion of Unit III and IV, a second class test of max. marks of 7 shall be conducted. If any student does not appear in any one or both class test, a makeup test shall be conducted of max. marks of 5 instead of total 14 marks. 2. Assessment Type: Quizzes/ Objective Tests / Recognition Type (such as MCQs; True or False; Matching; Classifying) /Recall Type -Filling Blanks; One word / PhraseAnswers (Max Marks: 5) Suggested Usage:Teachers be trained in construction, advantages, disadvantages and precautions while preparing different types of objective items; Go beyond factual information to High Order Thinking (HOT) Skills. It shall be "End of the class quiz". 3. Assessment Type: Assignments (Max Marks: 4) Suggested Usage: Some class assignments shall be given to students at the end of each Unit. Note making techniques be taught to students; Not just direct questions from notes, but application analysis and synthesis of that knowledge. 4. Assessment Type: Group Discussion (Max. marks: 2) 		
<p>Course prerequisites:None</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions: None</p>		

Co-curricular course: Semester-6
Course Title: Communication Skills and Personality Development

Programme: Certificate	Year: Third	Semester: Sixth
Co-Curricular Course		
Course Code: Z060601	Course Title: Communication Skills and Personality Development	
Course outcomes:		
CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of Personality	K2, K3
CO2	To learn what personal grooming pertains.	K1,K2
CO3	To learn to make good resume and prepare effectively for interview.	K3
CO4	To learn to perform effectively in group discussions.	K5
CO5	To acquire good communication skills and develop confidence.	K4
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	<p style="text-align: center;"><i>PERSONALITY AND PERSONAL GROOMING</i></p> <p>Understanding Personality</p> <ul style="list-style-type: none"> • Definition and Meaning of Personality • Types of Personality • Components of Personality • Determinants of Personality • Assessment of Personality <p>Grooming Self</p> <ul style="list-style-type: none"> • Dress for success • Make up & skin care • Hair care & styles for formal look • Art of accessorizing • Oral Hygiene 	<p>7</p> <p>All topics will include practical learning</p>

<p style="text-align: center;">II</p>	<p style="text-align: center;"><i>INTERVIEW PREPARATION AND GROUP DISCUSSION</i></p> <ul style="list-style-type: none"> • Meaning and Types of Interview [Face to Face, Telephonic, Video] • Interview procedure [Opening, Listening, Closure] • Preparation for Interview • Resume Writing • LinkedIn Etiquette • Meaning and methods of Group Discussion • Procedure of Group Discussion. • Group Discussion simulation • Group discussion common error 	<p style="text-align: center;">8</p> <p style="text-align: center;">Mock Interviews Included</p>
<p style="text-align: center;">III</p>	<p style="text-align: center;"><i>BODY LANGUAGE AND BEHAVIOUR</i></p> <ul style="list-style-type: none"> • Concept of human behavior • Individual and group behavior • Developing Self-Awareness • Behaviour and body language • Dimensions of body language: <ul style="list-style-type: none"> Proxemics Haptics Oculesics Paralanguage Kinesics Sign Language Chromatics Chronemics Olfactics • Cultural differences in Body Language • Business Etiquette & Body language • Body Language in the Post Corona Era • Virtual Meeting Etiquette • Social Media Etiquette 	<p style="text-align: center;">7</p>
<p style="text-align: center;">IV</p>	<p style="text-align: center;"><i>ART OF GOOD COMMUNICATION</i></p> <ul style="list-style-type: none"> • Communication Process • Verbal and Non-verbal communication • 7 C's of effective communication • Barriers to communication • Paralinguistics <ul style="list-style-type: none"> Pitch Tone Volume Vocabulary Word stress Pause • Types of communication <ul style="list-style-type: none"> Assertive Aggressive Passive Aggressive • Listening Skills • Questioning Skills • Art of Small Talk • Email Writing 	<p style="text-align: center;">8</p>

Suggested Readings:

1. Cloninger, S.C., “Theories of Personality : Understanding Person”, Pearson, New York, 2008, 5th edition.
2. Luthans F, “Organizational Behaviour”, McGraw Hill, New York, 2005, 12th edition.
3. Barron, R.A. & Brian D, “Social Psychology”, Prentice Hall of India, 1998, 8th edition.
4. Adler R.B., Rodman G. & Hutchinson C.C. , “Understanding Human Communication”, Oxford University Press : New York, 2011.
5. Suggestive digital platforms web links-

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions: