

**GENERIC ELECTIVE DETAILS OFFERED TO THE STUDENTS OF**  
**SCHOOL OF COMPUTER APPLICATIONS**

<b><u>Course Type</u></b>	<b><u>Elective Slot</u></b>	<b><u>Area Name</u></b>	<b><u>Area Description</u></b>	<b><u>Course Code</u></b>
P123 {B.Sc. (Information Technology)} [2024],  P123-L {B.Sc. (Information Technology) [Lateral Entry]} [2025],  P123-Y {B Sc (IT) [2+2 with international credit transfer option]} [2024],  P124 {BCA} [2024],  P124-L {BCA [Lateral Entry]} [2025]	GENERAL ELECTIVE 1	GENERAL MANAGEMENT	General management is the broad area of business that focuses on overseeing and coordinating all functions of an organization to ensure its overall effectiveness and success. It involves planning, organizing, leading, and controlling the organization's resources	MGN101
		SALES AND MARKETING	The Sales and Marketing area of study focuses on the strategies and techniques used to promote, sell, and distribute products or services to consumers and businesses. It combines creativity, communication, and analytical skills to understand customer needs and drive business growth	MKT201
		ACCOUNTING	Accounting is the systematic process of recording, classifying, summarizing, and interpreting financial transactions of an organization. It provides valuable information about a company's financial performance and position, helping stakeholders such as management, investors, creditors, and regulators make informed decisions	ACC103
		LAW AND TAXATION	The Law and Taxation area of study focuses on the legal and regulatory framework that governs businesses and individuals, as well as the principles and practices of taxation that affect financial and managerial decisions. It equips students with an understanding of how laws and tax systems influence business operations, compliance, and ethical conduct	BSL101
		INTERNET OF THINGS	The Internet of Things (IoT) area of study focuses on the integration of physical devices with the digital world through the internet, enabling them to collect, share, and act on data intelligently. It combines concepts from electronics, networking, data analytics, and automation to create smart and connected systems	ECE281

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<b>Course Code</b>	ACC103
<b>Course Title</b>	FINANCIAL ACCOUNTING
<b>L-T-P, Credits</b>	L-3, T-1, P-0, Credits=4
<b>Course Outcome</b>	CO1 :: apply the accounting concepts for decision making, CO2 :: apply the rules of accounting to record the transactions in journal, ledger and subsidiary books, CO3 :: employ the depreciation methods to know the value of asset, CO4 :: prepare financial statements through the integration of adjustment entries using reliable and informative data, CO5 :: demonstrate the application of accounting software to prepare various vouchers and generate accounting reports accordingly, CO6 :: analyze the bank reconciliation statement to interpret the actual cash position of the entity
<b>Course Description</b>	Emphasizes on accounting terminology and preparation of financial statements as per Generally Accepted Accounting Principles
<b>Pre-Requirements</b>	NA
<b>Special Requirements</b>	NA

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<b>Course Code</b>	BSL101
<b>Course Title</b>	BUSINESS LAW AND ETHICS
<b>L-T-P, Credits</b>	L-3, T-1, P-0, Credits=4
<b>Course Outcome</b>	CO1 :: interpret the legal consequences of applicability of Indian Contract Act and Special Contracts on conduct of business in India, CO2 :: use the provisions of Sale of Goods Act to resolve issues between buyers and sellers, CO3 :: contrast the operational aspects of entities incorporated and registered in India, CO4 :: use the provisions of the Consumer Protection Act, Intellectual Property Rights, and the Negotiable Instruments Act to resolve legal and business challenges, CO5 :: integrate ethical principles and emotional intelligence to make informed business decisions
<b>Course Description</b>	Provide an introduction to various legal provisions pertaining to business law
<b>Pre-Requirements</b>	NA
<b>Special Requirements</b>	NA

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<b>Course Code</b>	ECE281
<b>Course Title</b>	ARDUINO FOR THE BEGINNERS
<b>L-T-P, Credits</b>	L-3, T-0, P-2, Credits=4
<b>Course Outcome</b>	CO1 :: Understand the uses of electronic components and equipment, CO2 :: Define the basics of Arduino for practical applications, CO3 :: Apply basic knowledge of arduino for serial communication, CO4 :: Develop Arduino applications with peripherals, CO5 :: Analyze the communication protocol for Arduino, CO6 :: Integrate the external devices for creating various applications
<b>Course Description</b>	The course focuses on Understanding basic components/equipment's for circuit design in Embedded Systems, Programming the RISC architecture based prototyping board: Arduino, Interfacing of external peripheral with Arduino and Programming of internal peripherals of Arduino
<b>Pre-Requirements</b>	Basic knowledge of electronics and programming
<b>Special Requirements</b>	NA

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<b>Course Code</b>	MGN101
<b>Course Title</b>	BUSINESS ORGANISATION AND MANAGEMENT
<b>L-T-P, Credits</b>	L-3, T-1, P-0, Credits=4
<b>Course Outcome</b>	CO1 :: analyze the impact of India's liberalization, globalization, technological innovations, CO2 :: analyze the process of setting up a business enterprise, CO3 :: assess organizational structures & managerial strategies to enhance planning & decision making , CO4 :: appraise marketing and financial strategies for sustainable business growth & regulatory compliance , CO5 :: evaluate HR and leadership strategies to enhance motivation, control and workplace relation , CO6 :: design and evaluate strategic interventions to foster an inclusive organizational culture, manage organizational change and resolve stress effectively
<b>Course Description</b>	Emphasize on knowledge of business practices and processes in the corporate world and to acquire the business acumen
<b>Pre-Requirements</b>	NA
<b>Special Requirements</b>	NA

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<b>Course Code</b>	MKT201
<b>Course Title</b>	PRINCIPLES OF MARKETING
<b>L-T-P, Credits</b>	L-3, T-1, P-0, Credits=4
<b>Course Outcome</b>	CO1 :: analyze the marketing environment to identify key factors impacting marketing strategies and decisions, CO2 :: integrate buying behavior insights with segmentation, targeting, and positioning strategies to optimize marketing effectiveness , CO3 :: assess marketing mix decisions to achieve marketing objectives across various marketing contexts, CO4 :: formulate strategies to achieve sustainable competitive value through various marketing initiatives, CO5 :: evaluate the changes in the digital marketing landscape and their impact on marketing practices
<b>Course Description</b>	Emphasizes on understanding the concepts of marketing and adopting marketing concepts in different business scenarios
<b>Pre-Requirements</b>	NA
<b>Special Requirements</b>	NA