



## **DepartmentofManagement**

**BirlaInstituteofTechnology,Mesra,Ranchi-835215(India)**

### **InstituteVision**

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

### **InstituteMission**

- To educate students at Graduate, postgraduate and Doctoral levels to perform challenging engineering and Managerial jobs in industry.
- To provide excellent research and development facilities to take up Ph.D. programmes and research projects.
- To develop effective teaching learning skills and state-of-art research potential of the faculty.
- To build national capabilities in education, and research in emerging areas.

### **DepartmentVision**

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

### **DepartmentMission**

- To educate students at Post Graduate and Doctoral levels to perform better in challenging environment
- To nurture first generation entrepreneurs with innovative mindset.
- To provide excellent Consulting, and Research & Development facilities for faculty and students.
- To uphold the values of Personal Integrity and Social Responsibility

### **Program Educational Objectives(PEO)**

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

### **Program Outcomes(PO)**

**On successfully completing the program graduates shall be able to:**

- A. Apply basic concepts of management and its interdisciplinary knowledge to identify and analyse complex issues pertaining to contemporary organisations.
- B. Initiate and participate in change process and value creation across all levels.
- C. Identify suitable resources and utilise them optimally.
- D. Take decisions with commitment to professional ethics and responsibilities.

## SEM I

(ProgrammeCore)

### **MT-**

#### **101GeneralPrinciplesofManagementCOURSEINFORMATIONSH**

##### **EET**

Course code:MT-101

Course title:

General Principles of Management  
Pre-requisite(s): NIL.

Co-requisite(s): NIL

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

per week: 03 Class: BBA

Semester / Level: I /

Branch: BBA

Name of Teacher:

#### **COURSE OBJECTIVE**

**This course enables the students:**

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

#### **Course Outcomes**

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

1.	To apply the basic knowledge of subject area
2.	To analyse the concept of management and its functions.
3.	To apply management skills required at each level
4.	To apply various leadership roles in the community

5. To demonstrate the intellectual curiosity to see the world around

## Syllabus

### **Module 1: Introduction to Management: (9 lectures)**

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

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

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

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

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

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

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

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

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

## **Textbooks:**

1. Koontz, H. and Weihrich, H (1998) & (2001) Essentials Of Management (Tata McGrawHill: New Delhi) Edition-5<sup>th</sup> and 10<sup>th</sup>

## **Reference books:**

1. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi) Edition-5

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHPprojectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self- learningsuchasuseofNPTELmaterialsandinternets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

<b>AssessmentTool</b>	<b>%ContributionduringCOAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20

**IndirectAssessment–**

- 1.** StudentFeedbackonFaculty
- 2.** StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes****MappingofCourseOutcomesontoProgramOutcomes**

CourseOutcome#	ProgramOutcomes			
	A	B	C	D
<b>1</b>	H	L	H	H
<b>2</b>	H	-	H	M
<b>3</b>	H	M	L	H
<b>4</b>	H	M	H	H
<b>5</b>	H	L	H	M

**MappingBetweenCOsandCourseDelivery(CD) methods**

CD	CourseDelivery methods	CourseO utcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4

CD3	Seminars	CO3	CD1
CD4	Miniprojects/Projects	CO4	CD1, CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2,CD3, CD4,CD6, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learnings such as use of NPTEL materials and internet		
CD9	Simulation		

#### **Lecturewise Lesson planning Details.**

Wee k No.	Lec t. No.	Tentati ve Date	Ch . No	Topics to be covered	Text Book / Refer ences	COs mapped	Actual Content covered	Methodolog y Used	Remarks by faculty if any
1	L1		1	Definition, Nature		CO1	PPT/Chalk - Board/Educational Videos/ Case Study etc.		
	L2		1	Managerial Roles					
	L3		1	Managerial skills and Levels					
2	L4		1	Basic Functions of Management					
	L5		1			CO 2			

						CO3			
	L6		1	Evolution of Managem ent Thoughts		CO1		PPT/Chalk - Board/Educ ational Vide os/ Case Study etc.	
3	L7		1						
	L8		1						
	L9		1	Trends and Challenges  Definition, Nature, Imp ortance,		CO5		PPT/Chalk - Board/Educ ational Vide os/ Case Study etc.	
4	L10		2						
	L11		2						
	L12		2	Types of Planning,		CO1 CO2		PPT/Chalk - Board/Educ ational Vide os/ Case Study etc/Seminar	
5	L13		2	Steps in Planning,					
	L14		2						
	L15		2	Planning Premises				PPT/Chalk - Board/Educ ational Vide os/ Case Study etc.	
6	L16		2						
	L17		3	Concept, D efinition,					
	L18		3					PPT/Chalk -	
7	L19		3	Formal					

	L20		3	and Informal Orga nisation		CO1		Board/Educ ational Vide os/ Case Study etc.	
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	L21		3	Organization alStructure		CO2		PPT/Chalk - Board/EducationalVide os/ Case	
8	L22		3						
	L23		3	Span of Management,		CO3		Study etc./MiniProj ects	
	L24		3	Delegationof authority					
9	L25		3				PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
	L26		4	Definition,					
	L27		4	Process of staffing			PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
10	L28		4						
	L29		4				PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
	L30		4	Need of Control					
11	L31		4	Controlling Process			PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
	L32		4	Types of Control Devices					
	L33		5	Meaningof Motivation,			PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
12	L34		5	Motivation altheories					
	L35		5				PPT/Chalk - Board/EducationalVide os/ Case	Study etc.	
	L36		5	Motivation al theories continued					

13	L37		5	Leadership			Board/EducationalVideos/	
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	L38		5	Definition		CO4		Case Study etc.	
	L39		5	Leadership Theories			PPT/Chalk - Board/Educational Videos /CaseStudy/ Self-learnings such as use of NPTEL materials and internets		
14	L40		5						
	L41		5						
15	L42			Revision		CO5		Tutorials/Assignments/Industrial/guest lectures	
	L43								
	L44								
	L45								

## MT102 Business

### Statistics COURSE INFORMATION SHEET

Course code: MT102  
 Course title: Business Statistics  
 Pre-requisite(s): Nil  
 Co-requisite(s): Nil  
 Credits: 4 L:3 T:1 P:  
 0 Class schedule per week: 4  
 Class: BBA  
 Semester/Level: I/1  
 Branch: Management

NameofTeacher:

### **Course Objectives**

Thiscourseenablesthestudents:

A.	Tounderstandtheimportanceofdataandhowtocollect,organiseandsummarisethosedata.
B.	Todescribepreliminarystatisticaltechniques tosolveproblems.
C.	Toexplainthemeritsandlimitationsofdifferentstatisticaltechniques.
D.	Toimparttheknowledgeofinterpretingtheresultofdataanalysis.
E.	Toenablethestudentsintermsofunderstandingthestatisticalaspectsrelatedtobusinesstherebyenhancingtheirskills inthisregard.

### **CourseOutcomes**

Afterthecompletionofthiscourse,studentswillbeableto:

1.	Appraisethe need fordataanalysis.
2.	Formulatethestatisticalproblem and solveit.
3.	Interprettheresultsofstatisticalanalysisforimprovedmanagerialdecisionmaking.
4.	Designanddescribeproblems ofinferentialstatistics.
5.	Applyanalyticalskillsinbothprivateandpublicbusinessorganizations inthe country.

### **Syllabus:**

#### **Module–1: IntroductiontoStatistics:(Lecture8)**

DefinitionofStatistics,ScopeofStatistics,TypesofData.MethodsofcollectingData,Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numericalexercises.

#### **Module –2:MeasuresofCentralTendency:(Lecture 12)**

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

#### **Module–3: MeasuresofDispersion:(Lecture12)**

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

## **Module– 4:CorrelationandRegressionAnalysis(forungroupeddata):(Lecture12)**

Need for studying correlation, Types of Correlation, Methods of Studying Correlation: ScatterDiagram,Karl Pearson's coefficientof correlation, Spearman's Rank Correlation, Method ofleast squares.Need for studying regression analysis, Two regression equations, Regression coefficientsanditsproperties.Numericalexercises.

## **Module – 5:BusinessForecasting through TimeSeriesAnalysis:(Lecture 12)**

Significance of forecasting in business, Steps in Forecasting, Role of Time Series Analysis,Components of Time Series: Secular Trend, Seasonal Variations, Cyclical Variations, IrregularVariations.MethodofSemi-averages.Numericalexercises.

**Note: The treatment of the subject matter is to be application oriented in the field ofmanagement.The proofoftheoremsandderivationsofformulae isnotrequired.**

### **Textbooks:**

1. GuptaS.P.andGuptaM.P.(2015),BusinessStatistics.(SultanChand&Sons:NewDelhi).18thed.
2. DasN.G.(2017).StatisticalMethods(combinedvolumes).(TataMcGraw-Hill:NewDelhi).

### **Referencebooks:**

1. RichardI.Levin,DavidS.Rubin,MasoodH.Siddiqui(2017),StatisticsforManagement.(Pearson:NewDelhi)8thed.
2. HoggRobertV.,McKeanJoeseph,CraigAllenT.(2017),IntroductiontoMathematicalStatistics (Pearson:NewDelhi)7<sup>th</sup>ed.
3. MillerJamesD.(2017),StatisticsforDataScience(PacktPublishing:Birmingham-Mumbai)1<sup>st</sup>ed.

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHPprojectors

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

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

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

#### **Lecture wise Lesson planning Details.**

Wee k No.	Lect. No.	Tent ative Date	Ch. No.	Topics to be covered	Text Book / Refer e nces	Cos Mappe d	Actual Content covered	Methodolog y used	Remark sby faculty if any
1	1-4		Mod-1	Definition of Statistics, Scope of Statistics, Types of Data. Methods of collecting data.	T1, T2 , R1	CO1, CO4		Lecture/PP T/Assignme nts/Self Learning	
2	5-8		Mod-1	Diagrammatic and Graphic Presentation of Data. Numerical exercises.	T1, T2 , R1	CO1, CO4		Lecture/PP T Lecture/PP T/Assignme nts/Self	

								Learning	
3	9-12		Mod-2	Graphs of Frequency Distribution. Numerical exercises.	T1,T2 ,R1	CO1, CO4		Lecture/PP T	
4	13-16		Mod-2	Need for measuring central tendency of data; Arithmetic Mean, Geometric Mean: properties, merits & demerits. Numerical Exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T/Projects	
5	17-20		Mod-2	Harmonic Mean, Median, Mode: properties, merits & demerits. Numerical exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T	
6	21-24		Mod-3	Need for measuring dispersion of data; Range, Mean Absolute Deviation: properties, merits and demerits. Numerical exercises.	T1,T2 ,R1	CO2, CO3, CO4, CO5		Lecture/PP T/Guest Lectures/Seminars	
7	25-28		Mod-3	Quartile Deviation, Standard deviation: properties, merits and demerits. Numerical exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T/Self Learning	
8	29-32		Mod-3	Coefficient of Variation: their properties, merits and demerits. Numerical exercises.	T1,T2 ,R1	CO3, CO4, CO5		Lecture/PP T/Guest Lectures	
9	33-36		Mod-4	Need for studying correlation, Types of Correlation, Methods of Studying Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank	T1, T2, R1, R2	CO3, CO4, CO5		Lecture/PP T	

				Correlation.Numericalexercises.					
10	37-40		Mod-4	Methodofleastsquares.Needforstudying regressionanalysis, Two regression equations.Numerical examples.	T1, T2, R1, R2	CO2, CO3, CO4, CO5		Lecture/PP T	
11	41-44		Mod-4	Regression coefficientsanditsproperties. Numericalexercises.	T1, T2, R1, R2	CO2, CO3, CO4		Lecture/PP T	
12	45-48		Mod-5	Significance of forecasting inbusiness,StepsinForecasting, Role ofTime Series Analysis.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PP T	
13	49-52		Mod-5	Components of TimeSeries: Secular Trend,SeasonalVariations,CyclicalVariations,IrregularVariations. Numericalexercises.	T1, T2, R1, R3	CO2, CO3, CO4, CO5		Lecture/PP T/Projects	
14	52-56		Mod-5	MethodofSemi-averages.Numericalexercises.	T1, T2, R1, R3	CO2, CO3, CO4		Lecture/PP T/SelfLearning	

### **MT103 Introduction To Business**

#### **Accounting COURSEINFORMATIONSSHEET**

**Coursecode:MT103**

**Coursetitle:IntroductionToBusinessAccountingPr**

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

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

**Credits:03      L:3      T:0**

**P:0Classschedule**

**perweek:3**

**Class:BBA Semester**

**/Level:I/1**

**Branch:Management**

**NameofTeacher:**

## **Course Objectives**

This course enables the students:

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

## **Course Outcomes**

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

1.	Demonstrate the role of accounting in business in economic world.
2.	Explain the principles of accounting and bookkeeping.
3.	Apply accounting rules in determining financial results and preparation of financial statement
4.	Develop and practice the maintenance of accounting books for non-profit making organisation
5.	Determine the processes of billing in business and banking transaction.

## **Syllabus**

### **Module I (9 Lectures)**

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

### **Module II (9 Lectures)**

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

### **Module III(9 Lectures)**

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

### **Module IV(9 Lectures)**

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

### **Module V(9 Lectures)**

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

#### **Textbooks:**

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

#### **Reference books:**

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

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

### **et through Gaps in the Syllabus**

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

### **Posm et through Topics beyond syllabus/Advanced topics/Design**

#### **Course Delivery methods**

Lecture by use of boards/LCD projectors/OHP projectors

Tutorials/Assignments

Seminars

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

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

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

**Indirect Assessment –**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcome			
	a	b	c	D
1	L	M	L	M
2	M	L	H	M
3	M	M	M	H
4	L	M	H	M
5	M	M	M	H

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

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2

CD4	Miniprojects/Projects		
CD5	Laboratory experiments/teaching aids		
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internet		
CD9	Simulation		

### Lecturewise Lesson planning Details.

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

				Balancesheet.				
8	L19 - L27	Mod. III	RulesforDetermining CapitalExpenditureand RevenueExpenditure, Deferred RevenueExpenditure,	T1,3, R2	CO3		Lecture/ Chalk -Board, Tutorials/Assign ments	
9	L19 - L27	Mod. III	CapitalandRevenueReceip ts,CapitalandRevenueProf itandLoss.	T1,3	CO3		Lecture/Chal k-Board	
10	L28 - L36	Mod. IV	Organization:Accounting Procedures,Receiptsand PaymentsAccounts,	T1,	CO4		Lecture/ Chalk -Board	
11	L28 - L36	Mod. IV	Distinction between Receipts and Payments  Accounts, IncomeandExpenditure Accountproblems	T1,	CO4		Lecture/ Chalk- Board,Tutorials/ Assignments	
13	L37 - L45	Mod. V	PartiestoBillsof Exchange,Types, PromissoryNotes, Distinctionbetween Pro missoryNotes andBillsof Exchange,Dishonourof Bills	T1, R2	CO5		Lecture /Chalk -Board	
14	L37 - L45	Mod. V	PreparationofBank Reconciliation	T1, R2	CO5		Lecture/Chalk -Board, Tutorials/Assign ments	

## **MT104 Computerised Accounting Lab**

### **COURSE INFORMATION SHEET**

Course code: MT104

Course title: Computerised Accounting

Lab Pre-requisite(s): NIL

Co-requisite(s): NIL

Credits: 2 L:0 T:0 P:

4 Classes schedule per week: 4

Class: BBA Semester

/ Level: I/1 Branch:

Management Name

of Teacher:

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

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

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

### **Syllabus**

### **Module1:ComputerizedAccounting(6classes)**

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

### **Module2:IntroductiontoAccountingPackage(4classes)**

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

### **Module3:AccountingVouchers(6classes)**

Types of Vouchers - Contra voucher, payment voucher, receipt voucher, sales voucher. Editing and Deleting of vouchers, voucher numbering and customizing of vouchers.

### **Module4:Creation and Grouping of accounts & Ledger(6classes)**

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

### **Module5:SubsidiaryBooks&PreparationofFinalAccounts(6classes)**

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

#### **Textbooks:**

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

#### **Reference Books:**

1. Robert.N.Anthony., David.F.Hawkins., Kenneth.A.Merchant. (2004). Accounting Text and Cases. Tata McGraw Hill Publishing Company Limited, New Delhi, 11thed.
2. Hanif and Mukherjee (2003), Modern Accountancy Volume 2, Tata McGraw Hill Publishing Company limited, New Delhi, 2nded.

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

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

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

<b>CourseDeliverymethods</b>
Lecturebyuse of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsand internets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%ContributionduringCOAssessment</b>
Daytodayperformance&Labfiles	30
Quiz(s)	15
Viva	15
EndSemesterExamination	25
Viva Voce	15

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	<b>Programoutcomes</b>			
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
1	H	H	M	M
2	H	M	M	M
	H	M	M	M
4	H	L	L	M

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD4, C D5
CD 4	Miniprojects/Projects	CO4	CD1, C D5,
CD 5	Laboratory experiments/teaching aids	CO5	CD1, C D5,
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

#### Lecture wise Lesson planning Details.

Wee kNo .	Lec t. No.	Tentati ve Date	Ch. No.	Topics to be covered	Text Book /Refer ences	COs mapped	Actua lContent covered	Methodology used	Remar ks by facu lty if any
1	1-2		Mod 1	Introduction to Computerized accounting	T1, T2 R1, R2	CO1, CO2		PPTDigi Class/Chalk -Board	

				ng,Essentials ofcompu terized accounti ng,					
2	3-4		<b>Mod 1</b>	Features of Compu terized Account ing, Advanta ges and Disadva ntages of compute rized accounti ng, Comput erised Vs Manual accounti ng	T1, T2 R1, R2	CO1, CO2		PPTDigi Class/Chalk -Board/Lab.	
3	5-6		<b>Mod 1</b>	Advanta ges and Disadva ntages of compute rized accounti ng, Comput erised Vs Manual accounti ng	T1, T2 R1, R2	CO1, CO2, CO3		PPTDigi Class/Chalk -Board/Lab, Miniproject	
4	7-8		<b>Mod 2</b>	Features of Account	T1, T2 R1,	CO1, CO2, CO3		PPTDigi Class/Chalk -	

				ingPack age,Getti ngfuncti onal with Account ing Package, .	R2			Board/Lab./G uestLect.	
5	9- 10		<b>Mod 2</b>	Creation /Setting up      of company .	T1, T2 R1, R2	CO1, CO2, CO3		PPTDigi Class/Chalk -Board/ Lab./Guest Lect./	
6	11- 12		<b>Mod 3</b>	Typesof Voucher s      - Contra voucher,	T1, T2 R1, R2	CO2, CO3, CO4		PPTDigi Class/Chalk -Board/ Lab./Guest Lect.	
7	13- 14		<b>Mod 3</b>	payment voucher, receipt voucher, sales voucher.	T1, T2 R1, R2	CO2, CO3, CO4		PPTDigi Class/Chalk -Board/ Lab./Guest Lect.	
8	15- 16		<b>Mod 3</b>	Editing and Deleting of vouchers voucher numberi ng   and customiz ing   of vouchers .	T1, T2 R1, R2	CO2, CO3, CO4		PPTDigi Class/Chalk -Board/ Lab./Guest Lect.	
9	17- 18		<b>Mod 4</b>	Creation of accounts and grouping of accounts ,	T1, T2 R1, R2	CO2, CO4, CO5		PPTDigi Class/Chalk -Board/ Lab./Guest Lect.	
10	19- 20		<b>Mod 4</b>	Single group	T1, T2	CO1, CO3,		PPTDigi Class/Chalk	

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

					Text Books					
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## **MT105BusinessCommunicationC**

### **OURSEINFORMATIONSHEET**

Course code:MT-105

Course title:BusinessCommunicationP

re-requisite(s):NIL.

Co-requisite(s):NIL

Credits: 2      L:0      T:0

P:4Classschedule

per week:04Class:BBA

Semester / Level: I /

1Branch:BBA

Name of Teacher:

### **COURSEOBJECTIVE**

This course enables the students:

A.	To develop interpersonal skills and create an effective goal-oriented team player within an individual.
B.	To develop professionals with practical attributes along with moral values
C.	To enhance communication and problem-solving skills.
D	To re-engineer attitude and understand its influence on behaviour.

### **CourseOutcomes**

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

- |    |  |
|----|--|
| 1. | Explain the significance of Communication skills for a manager |
|----|--|

2.	Identify his Strengths and Weaknesses as an Individual
3.	Communicate effectively as a member of a workgroup
4.	Design and make effective presentations
5.	To frame appropriate answers to typical interview questions

## Syllabus

### **Module 1: SELF ANALYSIS:**

SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem

### **Module 2: ATTITUDE & CREATIVITY:**

Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette, Out of box thinking, Lateral Thinking

### **Module 3: DYNAMICS OF GROUP DISCUSSIONS & DEBATE:**

Significance of GD, Methodology, & Guidelines. Different skill set required for GD, Recruitment process & group discussion. Debating effectively Difference between Group Discussion and Debate.

### **Module 4: MOTIVATION & TIME MANAGEMENT:**

Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators, Value of time, Diagnosing Time Management, Weekly Planner, To do list, Prioritizing work.

### **Module 5: PRESENTATION & SPECIFIC PURPOSE PUBLIC SPEAKING**

Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking (inner and outer traits), do's and don'ts.

### **Module 6: INTERVIEWS:**

Types & Styles of Interview, Fundamentals of Facing Interviews, tips before going down for an interview, while waiting for your turn to come, different rounds of interview & Frequently Asked Questions

### **Texts Recommended:**

1. TEXTBOOK:SOFTSKILLS,2015,CareerDevelopmentCentre,GreenPearlPublications.
2. Rizvi,M.Ashraf.EffectiveTechnicalCommunication,NewDelhi:TataMcGrawHill,2007.

**References:**

1. Brusaw, Charles T., Gerald J. Alred& Walter E. Oliu. The Business Writer's Companion,Bedford:St.Martin'sPress,2010.
2. CarnegieDale,HowtowinFriendsandInfluencePeople,NewYork:Simon & Schuster,1998.
3. DanielColeman,EmotionalIntelligence,BantamBook,2006Lewis,Norman.HowtoReadBett erandFaster.New Delhi:BinnyPublishingHouse.

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHPprojectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self- learningsuchasuseofNPTELmaterialsandinternets
Simulation

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

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
Day-to-day performance & Lab files	30
Quiz(s)	15
Viva	15
End Semester Examination	25
Viva Voce	15

#### **Indirect Assessment –**

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

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

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

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

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

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<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>Course Delivery Method</b>
CD1	Lecturebyuseofboards/LCD projectors/OHPprojectors	CO1	CD5
CD2	Tutorials/Assignments	CO2	CD2, CD4,CD5
CD3	Seminars	CO3	CD5
CD4	Miniprojects/Projects	CO4	CD2, CD5,CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD2, CD3,CD4, CD6,CD8, CD5
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self- learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

#### **LecturewiseLessonplanningDetails.**

Week No.	Lect. No.	Te ntat ive Dat e	Ch. No.	Topicstobecovered	Te xt Bo ok /Re fer e nce s	CO sm app ed	Act ual Co nte ntc ove red	Metho dolog y used	Re mar ksb yfac ulty ifan y
1,2,3	6		Mod -1	SWOTAnalysis,whoamI, Attributes, Importance of Self Confidence, Self Esteem	T1, R1	CO 1,C O2		- Board Chalk	

3,4,5,6 ,And7	6		Mod -2	Factors influencing Attitude,ChallengesandlessonsfromAttitude,Etiquette,Outofboxthinking,LateralThinking	T1, R1	CO 2		- Board Chalk	
7,8,9,a nd10	6		Mod -3	Significance of GD,Methodology,&Guidelines.Different skill stet requiredforGD,Recruitment process & group discussion.DebatingeffectivelyDifference between GroupDiscussionandDebate.	T1, R1	CO 1		- Board Chalk	
10,11, and12	6		Mod -4	Factors of motivation, Self-talk,Intrinsic&ExtrinsicMotivators,Valueoftime,Diagnosing  TimeManagement,  Weekly PlannerTodolist,Prioritizing work.	T1, R1	CO 3		- Board Chalk	
13, 14,15	X		Mod -5	Understanding meeting andconference,purposeandtraitsofaseminarorpresentation,personalitytraitsenhancementforpublicspeaking(innerandoutertraits),do'sanddon'ts  Types&StylesofInterview, Fundamentals ofFacingInterviews,tipsbeforegoingdownforaninterview, while waiting foryour turn to come, differentroundsofinterview &FrequentlyAskedQuestions	T1, R1	CO 4,C O5		- Board Chalk	

## **MT106FundamentalofComputingC**

### **OURSEINFORMATIONSHEET**

Coursecode:**MT106**

Course title:**FundamentalsofComputingPr**

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

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

Credits: 04 L:03 T:0 P:02

Class schedule per week:

Class:**BBA Semester**

/Level:**I/1** Branch:**B**

**BA**

Name of Teacher:

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

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

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

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## Syllabus

### **Module1:ComputerBasicsandLanguages(9lectures)**

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

### **Module2:DataRepresentation(9lectures)**

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

### **Module3:BinaryArithmetic(9lectures)**

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

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

### **Module4:Memory(6lectures)**

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

### **Module5:ComputerNetworks(9lectures)**

Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks

**Operating Systems:** Why We Need an OS, Batch OS, Multiprogramming OS, Time-Sharing OS, Unix OS.

#### **Text Books:**

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

#### **Reference Books:**

1. Sinha, P.K. & Sinha, P. *Computer Fundamentals*. BPB, New Delhi

2. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
3. Fundamental of Computers – By P.K. Sinha

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

1. StudentFeedbackonFaculty
  2. StudentFeedbackonCourse Outcome

## **Mapping between Objectives and Outcomes**

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

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

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

## **LecturewiseLesson planningDetails.**

Wee kNo .	Lec t. No.	Ten tati ve Dat e	Ch. No.	Topics red	to becove	Text Book /Refer ences	COs mapped	Actua lCont entco ver ed	Methodolog y used	Rema rks byfac ultyif any
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1	3		Mod-1	Models of aComputerSystems, Characteristics of Computers.	T1, R1			PPTDigiClass/Chalk-Board,	
2	4		Mod-1	ProblemSolving. WhyProgrammingLanguage?, Assembly Language.	T1, R1			PPTDigiClass/Chalk-Board	
3	2		Mod-1,Mod-2	High-levelLanguage,C ompilingHigh-levelLanguage.	T1, R1			PPTDigiClass/Chalk-Board,Lab	
4	3		Mod-2	SomeHigh-levelLanguages. Representation of Characters in Computers.	T1, R1			PPTDigiClass/Chalk-Board,Lab	
5	2		Mod-2	Representation of Integers and Real binary	T1, R1			PPTDigiClass/Chalk-Board	
6	2		Mod-2	HexadecimalRepresentation of Numbers.	T1, R1			PPTDigiClass/Chalk-Board,Lab	
7	3		Mod-2,Mod-3	Conversion betweenDifferentNumberSystems . BinaryAddition, Binary Subtraction	T1, R1			PPTDigiClass/Chalk-Board	
8	3		Mod-3	SignedNumbers, Two'sComplementRepresentation ofNumbers. Addition/Subtraction ofNumbers in 2's Complement Notation.	T1, R1			PPTDigiClass/Chalk-Board	
9	4		Mod-3	BinaryMultiplication,	T1, R1			PPTDigiClass/Chalk	

				BinaryDivision.Description ofComputer Input UnitsOtherInput Methods,ComputerOutputUnits. Cell Memory OrganizationRead-only Memory				-Board,Lab	
10	3	Mod-4	Serial-accessMemoryPhysicalDevicesUsedtoConstructMemory	T1, R1			PPTDigiClass/Chalk -Board,Lab		
11	6	Mod-4,Mod-5	Magnetic HardDisk, Floppy Disk Drives, CDROM, Magnetic Tape Drives. Need for ComputerCommunicationNetworks,Internet and World Wide Web,CommunicationProtocols, Local AreaNetworks	T1, R1			PPTDigiClass/Chalk -Board,Lab		
12	3	Mod-5	Why We Need anOS, Batch OS, MultiprogrammingOS.	T1, R1			PPTDigiClass/Chalk -Board,Lab		
13	3	Mod-5	Time-SharingOS, UnixOS.	T1, R1			PPTDigiClass/Chalk -Board,Lab		

## SEMII

**(ProgrammeCore)**

## **MT107OrganisationalBehaviourC**

### **OURSEINFORMATIONSHEET**

**Course code:MT107**

**Coursetitle:ORGANISATIONALBEHAVIOUR**

**Pre-**

**requisite(s):NILCo-**

**requisite(s):NIL**

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

**0Classscheduleperweek:**

**03Class:BBA**

**Semester/Level:II/2B**

**ranch:BBA**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

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

### **CourseOutcomes**

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

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

### **Syllabus**

## **ModuleI(8lectures)**

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

## **ModuleII(12lectures)**

Personality: Concepts and determinants, Stages in personality development, Freud's Personality theory, The effects of Biological factors in personality.

Perception: Concepts and selectivity factors, perception and influence on individual behavior. Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner & Social learning)

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

## **ModuleIII(8lectures)**

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

## **ModuleIV(7lectures)**

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

## **ModuleV(7lectures)**

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

### **Textbooks:**

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

### **Reference books:**

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

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

CourseOutcome#	Programoutcomes			
	a	b	c	d
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

MappingBetweenCOsandCourseDelivery(CD) methods				
CD	CourseDelivery methods	CourseOutcome	Course Delivery Method	
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1CO5	CD1	
CD2	Tutorials/Assignments	CO2	CD1	
CD3	Seminars	CO3	CD1	
CD4	Miniprojects/Projects	CO4	CD1	
CD5	Laboratoryexperiments/teachingaids			
CD6	Industrial/guest lectures			
CD7	Industrialvisits/in-planttraining			
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets			
CD9	Simulation			

### LecturewiseLessonplanningDetails

Week No.	Lect. No.	Te ntat ive Dat e	Ch. No.	Topicstobecovered	Te xt Bo ok /Re fer e nce s	CO sm app ed	Act ual Co nte ntc ove red	Metho dolog y used	Re mar ksb yfac ulty ifan y
1,2,3	L1,L2,L3, L4,L5, L6,L7,L8		Mod -1	Meaningandimportanceof thestudyofOB,Whystudy organizational,Models of	T1, R1	CO 1,C O2		- Board Chalk	

				organizational Behaviour,Coon tributingDisciplineoftheOBf ield,OrgationandEnvironme nt,Evolutionoforg.Behaviou r,OrganizationalStrategiesan dpoicies,Different Perspectives of organizationsinIndiaandelse where.					
3,4,5,6 ,And7	L9,L10,L 11,L12,L 13,L14,L 15,L16,L 17,L18,L 19,L20	Mod -2		Personality:Conceptsand determinants, Stages in personality development, Freud'sPersonalitytheory, TheeffectsofBiological factorsinpersonality. Perception: Conceptsand selectivity factors, perceptionandinfluenceon individual behavior. Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning-Skinner& Sociallearning) Attitude: Concepts Components,Attitudeand organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales),Sourcesandtypes oftitudes.	T1, R1	CO 2		- Board Chalk	
7,8,9,a nd10	L21,L22, L23,L24, L25,L26, L27,L28	Mod -3		Motivation: Concept and importanceof motivation, important objectives of motivation, motivation theories (Maslow's HierarchyNeeds,Federick W.Taylor,AlderferERG Theory, Hevzberg's two Factor Theory, Equity Theory, Vroom's Expectancytheory) Motivation: Concept and importanceof motivation, important objectives of	T1, R1	CO 1		- Board Chalk	

				<p>motivation, motivation theories  (Maslow's HierarchyNeeds,Federick W.Taylor,AlderferERGTheory, Hevzberg's twoFactor Theory, EquityTheory,</p> <p>Vroom'sExpectancy theory)Motivation: Concept andimportanceof motivation,important objectives ofmotivation, motivation theories  (Maslow's HierarchyNeeds,Federick W.Taylor,AlderferERGTheory,Hevzberg'stwoFactorTheory,EquityTheory,  Vroom's Expectancytheory)</p>				
10,11, and12	L29,L30, L31,L32, L33,L34, andL35	Mod -4		<p>Leadershipandgroupdynamics: Definition and anintroduction, Ohio state andMichigan leadership theories,</p> <p>Traditional Theories, (Trait Theory andContingency Theory), Modern Theories (CharismaticTheories),Formal and informal groupsandroleconcepts,factorsaffecting group effectiveness,</p> <p>Group Developmodel.</p>	T1, R1	CO 3	- Board Chalk	

13, 14,15	L36,L37, L38,L39, L40,L41 andL42		Mod -5	Communication andConflict  Management:I nterpersonalcommunication and TA,Sourcesof conflict,Types&Techniques ofconflict,Styleofmanagingc onflicts,Negotiation (Process andissues),int egratingconflictand negotiation fromthe Gandhian perspective,	T1, R1	CO 4,C O5	- Board Chalk	
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					conflict resolution.					
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## **MT108 Quantitative Techniques in Management C**

### **OURSEINFORMATIONSHEET**

**Coursecode:** **MT108**  
**Coursetitle:** **Quantitative Techniques in Management**  
**Pre-requisite(s):** **NIL**  
**Co-requisite(s):** **NIL**  
**Credits:4** **L:3 T:1 P:**  
**0 Class schedule per week:** **4**  
**Class:** **BBA**  
**Semester/ Level:** **II/2**  
**Branch:** **Management**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

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

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

3	Design hypothesis and solve it for different statistical tests.
4	Analyse, design and solve non-parametric problems.
5	Identify and analyse business problems, select appropriate models, verify and translate the results into suitable business strategy.

## Syllabus

### **Module1: Basics of Probability and Probability Distributions(8 lectures)**

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

### **Module2: Sampling and Sampling Distributions(12 lectures)**

Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random Sampling, Merits and Demerits of different Sampling methods. Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance, Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample. Numerical exercises.

### **Module3: Estimation of Parameters:(12 lectures)**

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

### **Module4: Tests of Hypothesis(for large samples):(12 lectures)**

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

### **Module5: Chi-square Test(Non-parametric test):(12 lectures)**

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

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

#### **Textbooks:**

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

#### **Reference books:**

1. Richard I.Levin,David S.Rubin,Masood H.Siddiqui(2017), Statistics for Management.(Pearson:New Delhi)8thed.
2. Hogg Robert V., Mckean Joeseph, Craig Allen T.(2017), Introduction to Mathematical Statistics (Pearson:New Delhi)7<sup>th</sup>ed.
4. Miller James D.(2017), Statistics for Data Science(Packt Publishing:Birmingham-Mumbai)1<sup>st</sup>ed.

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

### **Mapping between Course Outcomes and Programme Outcomes**

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

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

### LecturewiseLessonplanningDetails.

Wee kNo .	Lect. No.	Tent ative Date	Ch. No.	Topicstobecovered	Text Book /Refe re nces	COsma pped	Actual Conten tcovere d	Methodolog y used	Remarks byfacul tyifany
1	1-4		Mod- 1	Set Operations on Events, Venn Diagram, Introduction to Probability: definition, need, scope; Conditional Probability, Probability Laws: Addition and Multiplication. Numerical Exercises	T1, R1	CO1, CO4		Lecture/PP T	
2	5-8		Mod- 1	Probability Distribution: definition, pmf, pdf, cmf, cdf; Binomial & Poisson distribution: significance, properties. Numerical exercises.	T1, R1, R2	CO1, CO4		Lecture/PP T, Seminar, Mini projects	
3	9-12		Mod- 2	Normal Distribution, Standard Normal Distribution: significance, properties; Area under the normal Curve. Numerical exercises.	T1, R1, R2	CO1, CO4		Lecture/PP T, Simulation	
4	13- 16		Mod- 2	Definition, Purpose of Sampling, Principles of Sampling, Methods of Sampling: Random Sampling and Non-Random	T1, R1, R3	CO2, CO4		Lecture/PP T, Mini projects	

				Sampling,Meritsand DemeritsofdifferentSampling methods.				
5	17-20		Mod-2	Sampling Errors andNon Sampling errors, Central LimitTheorem.SamplingDistribution: definition,importance.	T1, R1, R3	CO2, CO4		Lecture/PP T
6	21-24		Mod-3	SamplingDistribution oftheMean for onepopulation sample,Samplingdistribution ofProportionsforonepopulation sample. Numericalexercises.	T1, R1, R3	CO2, CO4		Lecture/PP T
7	25-28		Mod-3	Definition,Significance of statisticalestimation, TypesofEstimation: Point and Intervalestimations.	T1, R1, R3	CO3, CO4		Lecture/PP T, Mini projects
8	29-32		Mod-3	ConstructionofConfidenceIntervalfor population meanand confidence interval for PopulationProportionforonepopulation sample. Numericalexercises.	T1, R1, R2	CO3, CO4		Lecture/PP T, Mini projects
9	33-36		Mod-4	Definition,Significance,Procedure ofHypothesis Testing,TypeIandTypeIIErrors, One tailedand Two Tailed Tests.	T1, R1, R2	CO4, CO5		Lecture/PP T, Simulation

10	37-40		Mod-4	Testing Hypothesis of about populationmeanfor	T1, R1, R3	CO4, CO5		Lecture/PP T	
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				one population sample, Numerical exercises.					
11	41-44		Mod-4	Testing of Hypothesis about a population proportion for one population sample.	T1, R1, R2	CO4, CO5		Lecture/PP T, Simulation	
12	45-48		Mod-5	Chi-squared distribution: definition, properties, significance and scope of it.	T1, R1, R2	CO4, CO5		Lecture/PP T	
13	49-52		Mod-5	Test of Independence, Test of Variance, Numerical exercises.	T1, R1, R2, R3	CO4, CO5		Lecture/PP T, Simulation	
14,15	52-56		Mod-5	Test of Goodness of Fit. Numerical exercises.	T1, R1, R2, R3	CO4, CO5		Lecture/PP T, Simulation	

## MT 109 Principles of Marketing-

### ICOURSEINFORMATIONSHEET

**Coursecode:MT109**

**Coursetitle: PrinciplesofMarketing-**

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

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

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

**0 Classschedule per week:3**

**Class:BBA**

**Semester / Level:**

**II/2Branch:Management**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

A.	To develop understanding of the conceptual framework of marketing and its environment
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B.	To gain an insight into the concept of market segmentation, targeting and positioning
C.	To develop understanding towards product mix and branding
D.	To examine the relevance of Pricing and distribution in product mix
E	To develop an understanding of the various promotion mix used

## Course Outcomes

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

1	Apply the basic concepts of marketing and Marketing environment
2	Analyze and identify market segments and explore targeting and positioning.
3	Distinguish the product mix of various companies and identify the relevance of branding
4	Enumerate the significance of pricing and distribution decisions of a firm.
5	Analyze the importance of promotion and identify various vehicles used in promotion of products.

## Syllabus

### Module 1 (10 lectures)

**Introduction to Marketing and Marketing Environment:** Meaning and Concept of Market and Marketing, Core Marketing Concepts, Marketing and Selling (concepts and differences), Introduction to Marketing Mix, Elements of Company's Macro and Micro Environment, Responding to Company's marketing environment

### Module 2 (9 lectures)

**Market Segmentation, Targeting and Positioning:** Concept, Needs, bases/variables for segmenting consumer market, Attributes of Effective Segmentation, Challenges in segmentation, Concept of Target Market, Selection of Target Market, Market positioning

### Module 3 (7 lectures)

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

#### **Module 4(10 lectures)**

**Pricing Decisions and Channel Management:** Concept of Price, Factors Influencing Pricing, Methods of Pricing, Concept and Importance of Distribution Channels, Functions of Marketing Channels, Types of Marketing Intermediaries, Channel Design Decision, Wholesaling and retailing

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

**Marketing Communication:** Definition, Concept of Integrated Marketing Communication, Relevance of Integrated marketing Concept, Introduction to Elements of Promotion Mix, Advertising, sales promotion, personal selling, events and experiences, online marketing, social marketing, mobile marketing, direct marketing.

#### **Text Books:**

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

#### **Reference Books:**

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

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

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

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

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planctraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

### Mapping of Course Outcomes onto Program Outcomes

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

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

CD9	Simulation			
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### LecturewiseLessonPlanningDetails.

Week No.	Lect. No.	Ten tative Date	Ch. No.	Topicstobecovered	TextB ook /Refer ences	COs appe d	Actual Conten tcovere d	Methodology Used	Remark s by faculty ifany
1	L1		Mod-1	MeaningandConcepto fMarketandMarketing	1,2,3,4, 5	1		LecturePPT	
	L2		Mod-1	Core MarketingConc epts	1,2,3,4, 5	1		Lecture,PPT,	
	L3		Mod-1	Core MarketingConc epts	1,2,3,4, 5	1		Lecture,PPT,	
2	L4		Mod-1	MarketingandSelling( concepts anddifferences)	1,2,3,4, 5	1		LecturePPT	
	L5		Mod-1	Introduction toMarketingMi x,	1,2,3,4, 5	1		LecturePPT	
	L6		Mod-1	Introduction toMarketingMi x,		1		LecturePPT	
3	L7		Mod-1	ElementsofCompany's MacroandMicroEnviro nment,	1,2,3,4, 5	1		LecturePPT	
	L8		Mod-1	ElementsofCompany's MacroandMicroEnviro nment,	1,2,3,4, 5	1		LecturePPT	
	L9		Mod-1	ElementsofCompany's MacroandMicroEnviro nment,	1,2,3,4, 5	1		LecturePPT	
4	L10		Mod-1	RespondingtoCompan y'smarketing	1,2,3,4,	1		Lecture	

			environment	5			PPT,Assignment	
	L11	Mod-2	Concept,Needs,bases/variablesforsegmenting consumermarket	1,2,3,4,5	2		LecturePPT	
	L12	Mod-2	Concept,Needs,bases/variablesforsegmenting consumermarket	1,2,3,4,5	2		LecturePPT	
5	L13	Mod-2	Concept,Needs,bases/variablesforsegmenting consumermarket	1,2,3,4,5	2		Lecture PPT ,Case	
	L14	Mod-2	AttributesofEffective Segmentation	1,2,3,4,5	2		LecturePPT	
	L15	Mod-2	AttributesofEffective Segmentation	1,2,3,4,5	2		LecturePPT	
6	L16	Mod-2	Challengesinsegmentation, ConceptofTargetMark et,	1,2,3,4,5	2		Lecture PPT,Assignment	
	L17	Mod-2	Challengesinsegmentation, Conceptof1,2,3,4,5 TargetMarket,		3		LecturePPT	
	L18	Mod-2	SelectionofTarget Market, Marketpositioning	1,2,3,4,5	3		LecturePPT	
7	L19	Mod-3	DefinitionofProduct, Classification andLevels ofProduct,	1,2,3,4,5	3		LecturePPT	
	L20	Mod-3	DefinitionofProduct, Classification andLevels ofProduct,	1,2,3,4,5	3		LecturePPT	
	L21	Mod-3	Classification andLevelsofProdu ct,	1,2,3,4,5			LecturePPT	
8	L22	Mod-3	Concept of ProductLine,ProductLi neDecision,Product Mix,	1,2,3,4,5	3		LecturePPT,Assi gnment	

	L23		Mod-3	Concept of ProductLine,ProductLineDecision,Product Mix,	1,2,3,4,5	3		LecturePPT	
	L24		Mod-3	Concept of ProductLine,ProductLineDecision,Product Mix,	1,2,3,4,5	3		LecturePPT	
9	L25		Mod-3	Definition of Brand andBrand Equity, SelectionofBrandName	1,2,3,4,5	3		LecturePPT	
	L26		Mod-4	Concept of Price,Factors InfluencingPricing,	1,2,3,4,5	3		LecturePPT	
	L27		Mod-4	Concept of Price,Factors InfluencingPricing,	1,2,3,4,5	3		LecturePPT,case	
10	L28		Mod-4	MethodsofPricing,	1,2,3,4,5	4		LecturePPT	
	L29		Mod-4	MethodsofPricing,		4		LecturePPT	
	L30		Mod-4	ConceptandImportanc e ofDistributionChannel s,	1,2,3,4,5	4		LectureP PT,Case	
11	L31		Mod-4	FunctionsofMarketing Channels,	1,2,3,4,5	4		LecturePPT	
	L32		Mod-4	FunctionsofMarketing Channels,	1,2,3,4,5	4		Lecture PPT,casestudy	
	L33		Mod-4	TypesofMarketingI ntermediaries	1,2,3,4,5	4		LecturePPT	
12	L34		Mod-4	Channel DesignDecision,Wholesalingandretailing	1,2,3,4,5	5		Lecture PPT,/assignment	
	L35		Mod-4	Channel DesignDecision,Wholesalingandretailing	1,2,3,4,5	4		LecturePPT	
	L36		Mod-5	Definition, Concept ofIntegrated MarketingCommunication,	1,2,3,4,5	5		LecturePPT,Assi gnment	

13	L37	Mod-5	RelevanceofIntegrated marketing Concept	1,2,3,4,5	5		LecturePPT	
	L38	Mod-5	RelevanceofIntegrated marketing Concept	1,2,3,4,5	5		Lecture PPT,projects	
	L39	Mod-5	Introduction toElements of PromotionMix,Advertising	1,2,3,4,5	5		LecturePPT	
14	L40	Mod-5	Introduction toElementsofPromotionMix,Advertising	1,2,3,4,5	5		LecturePPT	
	L41	Mod-5	Introduction toElementsofPromotionMix,Advertising	1,2,3,4,5	5		LecturePPT	
	L42	Mod-5	salespromotion,personal selling,events andexperiences,online marketing,	1,2,3,4,5	5		LecturePPT	
15	L43	Mod-5	socialmarketing,mobile marketing,directmarketi ng.	1,2,3,4,5	5		LecturePPT	
	L44	Mod-5	socialmarketing,mobile marketing,directmarketi ng.	1,2,3,4,5	5		PPt, CaseAssignment	
	L45	Mod-5	socialmarketing,mobile marketing,directmarketi ng.	1,2,3,4,5	5		PPt, CaseAssignment	

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

### **Management COURSEINFORMATIONSHEET**

**Coursecode:MT111**

**Coursetitle:IntroductiontoMaterialsManagementandProductionManagementPre-requisite(s):NIL**

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

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

**Class schedule per week: 3 lectures**  
**Class: BBA**  
**Semester/Level: II/2B**  
**Branch: Management**  
**Name of Teacher:**

## **Course Objectives**

This course enables the students:

A.	To understand appropriate decisionmaking concepts about facility location and facility layout.
B	To understand concepts of basic functions of purchase, store, inventory control etc.
C	To conceptualize the nature and applicability of this subject in various fields of management .
D	To explore the knowledge of production planning and control.
E	To understand various concepts of production planning and control.

## **Course Outcomes**

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

1	Appraise the basics of materials and production management.
2	Decide the purchase procedure and analyse and execute store management functions.
3	Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.
4	Develop and forecast production and sales and make facility layout decisions.
5	Apply concepts of production planning and control and plant maintenance in commercial businesses.

## **Syllabus**

### **Module 1 (8 lectures)**

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

### **Module2(7lectures)**

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

### **Module3(6lectures)**

Inventory Control, Concept of EOQ and ROP, Value Analysis and ABC Analysis. Simple application oriented numerical problems on EOQ, ROP and ABC Analysis.

### **Module4(12lectures)**

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

### **Module5(10lectures)**

Production planning and control – nature, factors determining production planning, production planning systems, production control, benefits of production control, and elements of production control, plant maintenance – objectives, types of maintenance scope, importance.

#### **Textbooks:**

1. Gopalakrishna, P. and Sunderasan, M., Materials Management: An Integrated Approach (PHI: New Delhi)
2. Ashwathapa, K and Sridhara Bhat, K Production and Operations Management (Himalaya Publishing House, Mumbai – 04)

#### **Reference books:**

1. Chary, S.N., Production and Operations Management (TMH: New Delhi)
2. Khanna, O.P., Industrial Engineering and Management (Dhanpat Rai: New Delhi)

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

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

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

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

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

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

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

**Indirect Assessment –**

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

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

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

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods	Course Outcome	Course Delivery Method	
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1 and CD2	
CD 2	Tutorials/Assignments	CO2	CD1 and CD2	

CD 3	Seminars	CO3	CD1 and CD2
CD 4	Miniprojects/Projects	CO4	CD1 and CD2
CD 5	Laboratory experiments/teaching aids	CO5	CD1 and CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

#### **LecturewiseLessonplanningDetails.**

Wee kNo .	Lect. No.	Tentati veDate	C. No.	Topics to be covered	Text Book / Refe re nces	Cos mapp ed	Actua lCont entco vered	Methodology used	Rema ks
1	L1		MOD 1	Natureof Materials Management	T1, R1,R 2	1,2		Lecture/PPT/C aseStudy	
1	L2		MOD 1	Scopeof Materials Management	T1, R1,R 2	1,2		Lecture/PPT/C aseStudy	

1	L3		MOD 1	Objectives of Materials Management	T1,R 1,R2	1,2		Lecture/PPT/CaseStudy	
2	L4		MOD 1	Importance of Materials Management	T1,R 1,R2	1,2		Lecture/PPT/CaseStudy/Assignment	
2	L5		MOD 1	Integrated Approach to Materials Management	T1,R 1,R2	1,2,3		Lecture/PPT/CaseStudy	
2	L6		MOD 1	Integrated Approach to Materials Management	T1,R 1,R2	3,4,5		Lecture/PPT/CaseStudy	
3	L7		MOD 1	Advantages of Integrated approach	T1,R 1,R2	3,4,5		Lecture/PPT/CaseStudy	
3	L8		MOD 1	Limitations of Integrated approach	T1,R 1,R2	4,5		Lecture/PPT/CaseStudy/Assignment	
3	L9		MOD 2	Concept about purchasing and store.	T1,R 1,R2	1,2,		Lecture/PPT/CaseStudy	
4	L10		MOD	Purchasing	T1, R1,R	1,2		Lecture/PPT/C	

			2	Functions	2			aseStudy	
4	L11		MOD 2	Purchase Procedure	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	
4	L12		MOD 2	Purchasing Cycle	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy/Assi gnment	
5	L13		MOD 2	StoresMan agement	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	
5	L14		MOD 2	Location and Layout of Stores	T1,R 1,R2	1,2		Lecture/PPT/C aseStudy	
5	L15		MOD 2	StoresSyst em&Proce dures.	T1, R1, R2	1,2,3		Lecture/PPT/C aseStudy	
6	L16		MOD 3	ConceptofI nventoryC ontrol	T1, R1, R2	1,2,3		Lecture/PPT/C aseStudy	
6	L17		MOD 3,	Concept ofEOQand ROP	T1, R1, R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
6	L18		MOD 3	Numerical problemso n EOQ and ROP	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
7	L19		MOD 3	ValueA nalysis	T1, R1,	4,5		Lecture/PPT/C aseStudy	

7	L20		MOD 3	ABC Analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
7	L21		MOD 3	Numerical problems on  ABC analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
8	L22		MOD 4	Nature and Scope of Production Management	T2, R2	1,2		Lecture/PPT/C aseStudy/Assi gnment	
8	L23		MOD 4	Forecasting—first step of production function	T2, R2	1,2		Lecture/PPT/C aseStudy	
8	L24		MOD 4	Need for sales forecasting	T2, R2	1,2		Lecture/PPT/C aseStudy	
9	L25		MOD 4	Types of forecasting techniques	T2,R 2	1,2		Lecture/PPT/C aseStudy	
9	L26		MOD 4	Explanation of forecasting techniques	T2,R 2	1,2,3		Lecture/PPT/C aseStudy	
9	L27		MOD 4	Plant location decision	T2, R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
10	L28		MOD 4	Locational problem analysis	T2, R2	4,5		Lecture/PPT/C aseStudy	

10	L29		MOD 4	Importance of location factors	T2, R2	4,5		Lecture/PPT/CaseStudy	
10	L30		MOD 4	Facility layout decision	T2, R2	4,5		Lecture/PPT/CaseStudy	
11	L31		MOD 4	Types of layout	T2, R2	4,5		Lecture/PPT/CaseStudy	
11	L32		MOD 4	Linebalancing	T2, R2	4		Lecture/PPT/CaseStudy/Assignment	
11	L33		MOD 4	Merits and demerits of layouts	T2, R2	1,2		Lecture/PPT/CaseStudy	
12	L34		MOD 5	Concepts of Production planning and control	T2, R2	1,2,3		Lecture/PPT/CaseStudy	
12	L35		MOD 5	Nature of production Planning	T2, R2	1,2,3		Lecture/PPT/CaseStudy/Assignment	
12	L36		MOD 5	Factors determining production planning	T2, R2	1, 2, 3,4		Lecture/PPT/CaseStudy	
13	L37		MOD 5	Production planning systems	T2, R2	1, 2, 3,4		Lecture/PPT/CaseStudy	

13	L38		MOD 5	Explanation of production control	T2, R2	1, 2, 3,4		Lecture/PPT/CASE STUDY/Assignment	
14	L39		MOD 5	Benefits of producti oncontrol	T2, R2	1, 2, 3,4,5		Lecture/PPT/CASE STUDY	
14	L40		MOD 5	Elements ofproductio ncontrol	T2, R2	1, 2, 3,4,5		Lecture/PPT/CASE STUDY	
15	L41		MOD 5	Plantmain tenance – objectives andtypes	T2, R2	1, 2, 3,4,5		Lecture/PPT/CASE STUDY/Assignment	
15	L42L 43		MOD 5	Scope andi mportance of plant maintenan ce	T2, R2	1, 2, 3,4,5		Lecture/PPT/CASE STUDY/Assignment	

## **MT112BusinessEconomics**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT112**

**Coursetitle:BusinessEconomicsP**

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

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

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

**schedule per week:**

**3Class:BBA**

**Semester/Level:II/2N**

**NameofTeacher:**

## **Course Objectives**

This course enables the students:

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

## **Course Outcomes**

After the completion of this course, students will be:

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

## **Syllabus**

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

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

### **MODULE 2: ( 5 lectures)**

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

### **MODULE 3: (8 lectures)**

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

Consumer Surplus, Introduction and concept of Price Elasticity of demand, Introduction and concept of Income elasticity of demand, Introduction and concept of cross elasticity of demand and promotional elasticity of demand, Importance of elasticity of demand, Introduction and meaning of demand forecasting, Subjective methods of demand forecasting, Quantitative methods of demand forecasting and limitations of demand forecasting.

#### **MODULE4:(11lectures)**

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

#### **MODULE5:(15lectures)**

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

#### **Textbooks:**

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

#### **Reference books:**

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

**Gaps in the syllabus (to meet Industry/Profession requirements) POS me through Gaps in the Syllabus**

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

**POS me through Topics beyond syllabus/Advanced topics/Design**

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

<b>Course Outcome #</b>	<b>Program outcomes</b>			
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
1	M	L	M	H
2	H	M	M	H
3	H	H	H	M
4	M	H	H	H
5	H	H	H	H

L=LOW,M=MEDIUM,H=HIGH

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

#### Lecture wise Lesson planning Details.

Week No.	Lec t. No.	Tentati ve Date	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		Mod -1	Introduction, definition and scope of Business	T1, R1	1,2		PPTDigiClass/Chalk-Board	

				Economics				
	L2		Mod -1	Basic assumptions in BusinessEconomics	1,2		PPTDigiClass/Chalk -Board/Assignment	
	L3		Mod -1	Types of Economic Analysis	1,2		PPTDigiClass/Chalk -Board	
2	L4		Mod -1	Types of Economic Decisionin BusinessEconomics	1,2		PPTDigiClass/Chalk -Board	
	L5		Mod -1	Economic Principlesrelevanttom anagerialD ecisions	1,2		PPTDigiClass/Chalk -Board	
	L6		Mod -1	Relationship of BusinessEconomicswith otherdisciplines	1,2		PPTDigiClass/Chalk -Board/Assignment	
3	L7		Mod -2	Introduction to demand	1,2,3		PPTDigiClass/Chalk -Board	
	L8		Mod -2	Law of Demand	1,2,3		PPTDigi	

								Class/Chalk -Board	
	L9		Mod -2	Introductio ntosupply		1,2,3		PPTDigiCl ass/Chalk -Board	
4	L10		Mod -2	Law of Supply		1,2,3		PPTDigiCl ass/Chalk -Board	
	L11		Mod -2	MarketEq uilibrium		1,2,3		PPTDigiCl ass/Chalk -Board	
	L12		Mod -3	Introductio n and conceptofc onsumerch oice,consu merprefere nces, and consumer income		1,2,3		PPTDigiCl ass/Chalk -Board	
5	L13		Mod -3	Conceptof Revealedpr eferenceth eoryandCo nsumerSur plus		1,2,3		PPTDigiCl ass/Chalk -Board	
	L14		Mod -3	Introductio n and conceptof PriceElas ticity		1,2,3		PPTDigiCl ass/Chalk -Board	

				of demand					
	L15		Mod -3	Introduction and concept of Income elasticity of demand		1,2,3		PPTDigiClass/Chalk-Board	
6	L16		Mod -3	Introduction and concept of Cross elasticity of demand and promotion elasticity of demand, Importance of elasticity of demand		2.3		PPTDigiClass/Chalk-Board	
	L17		Mod -3	Introduction and meaning of demand forecasting		2.3		PPTDigiClass/Chalk-Board	
	L18		Mod -3	Subjective methods of demand forecasting		2.3		PPTDigiClass/Chalk-Board	
7	L19		Mod -3	Quantitative methods of demand forecasting and limitations		2.3		PPTDigiClass/Chalk-Board	

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

		-4	production function.				Class/Chalk -Board	
	L26	Mod -4	Types of cost,		4.5		PPTDigiCl ass/Chalk - Board/Assignment	
	L27	Mod -4	cost in shortrun		4.5		PPTDigiCl ass/Chalk - Board/Assignment	
10	L28	Mod -4	Cost in long run, cost of family product firm, cost of joint product		4.5		PPTDigiCl ass/Chalk - Board/Assignment	
	L29	Mod -4	Breakeven analysis,		4.5		PPTDigiCl ass/Chalk - Board/Assignment	
	L30	Mod -4	Economies of scale		4.5		PPTDigiCl ass/Chalk - Board,Assignment	
11	L31	Mod -5	Introduction and concept of		1,2,3, 4		PPTDigi Class/Chalk	

				Monopoly			-Board	
	L32		Mod -5	Price— Outputdecisioninmon opoly		1,2,3, 4	PPTDigiCl ass/Chalk -Board	
	L33		Mod -5	Price – outputdecisioninmon opoly		1,2,3, 4	PPTDigiCl ass/Chalk -Board	
12	L34		Mod -5	Introduction and conceptofperfectcompetition		1,2,3, 4	PPTDigiCl ass/Chalk -Board	
	L35		Mod -5	Demandand revenueof afirminperfectcompetition		1,2,3, 4	PPTDigiCl ass/Chalk -Board	
	L36		Mod -5	Short run equilibrium and longrun equilibrium in perfectcompetition		1,2,3, 4	PPTDigiCl ass/Chalk -Board	
13	L37		Mod -5	Introduction		1,2,3, 4	PPTDigiCl ass/Chalk -Board	

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

				oligopoly			-Board	
	L45		Mod -5	Price-output decision in oligopoly		4,5	PPTDigiClass/Chalk -Board	

## **MT113BasicsofFinancialManagementC**

### **OURSEINFORMATIONSHEET**

**Coursecode:MT113**

**Coursetitle:**

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

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

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

**per week:3**

**Class:BBA**

**Semester/Level:II/2B**

**ranch:BBA**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

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

### **CourseOutcomes**

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

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

## Syllabus

### **Module I (6 lectures)**

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

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

Analysis of Financial Statements: Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises) Cash Flow Statement (purpose of preparation, simple numerical exercises), Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)

### **Module III (6 lectures)**

Working Capital Management: Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital), Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises

### **Module IV (12 lectures)**

Concept of Value & Return and Capital Budgeting Decisions: Future Value & Present Value of Single Amount, Annuity. Meaning and Importance of Investment Decisions, Types of Investment Decisions, Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods - NPV, PI, IRR; Non-Discouned Cash Flow Methods - Payback Period, ARR) Simple numerical exercises

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

**Financing Decisions:** Meaning & Importance of Capital Structure, Factors affecting Capital Structure Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation) Dividend Policy Decision: Reason for Paying Dividends, Considerations of Dividend Policy, Stability of Dividends, Forms of Dividends.

**Textbooks:**

1. Chandra, P. Financial Management - Theory and Practices, (Tata McGraw Hill: New Delhi)
2. Pandey, I.M. Financial Management, (Vikas: New Delhi)
3. Khan, M. Y. Financial Management, (Tata McGraw Hill: New Delhi)
4. Reddy, G. Sudarsana Financial Management - Principles and Practice (Himalaya Publishing House)

**Reference books:**

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

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

**t through Gaps in the Syllabus**

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

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

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

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

### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

### **IndirectAssessment–**

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

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

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

<b>CourseOutcome#</b>	<b>Programoutcomes</b>			
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

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

<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseO utcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Miniprojects/Projects	CO4	CD1

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

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	3		Mod-1	Scope of Finance & Financial Management, Finance Functions,	T1,2, R1	CO1		Lecture/PPT Digital Class/Chalk -Board	
2	3		Mod-1	Financial Manager's Role, Objective of Financial Management, Organization Chart of Finance Dept.	T1,2, R1	CO1		Lecture/PPT Digital Chalk -Board	
3	3		Mod-2	Significance of their Preparation, Fund Flow Statement (definition of funds, purpose of preparation, simple numerical exercises)	T2,4	CO2		Lecture/Chalk -Board	
4	3		Mod.2	Cash Flow Statement (purpose of	T2,4	CO2		Lecture/Chalk -Board	

				preparation, simplenumerical exercises),					
5	3		Mod.2	RatioAnalysis (purpose ofpreparation,t ypes of ratiosand theirimplicatio nsfor business,simpl enumericalex ercises)	T2,4	CO1		Lecture/Chalk -Board	
6	3		Mod. 3,	ConceptofWo rkingCapital,C haracteristicso f CurrentAssets, FactorsInfluen cingWorking CapitalRequir ements,Level ofCurrent Assets(Perman ent&Variabl eWorkingCapi tal)	T1,2,3	CO3		Lecture/Chalk -Board, /Assignment	
7	3		Mod.3	Financing ofCu rrentAssets,Op eratingCycle/ Cash ConversionCy cle,SimpleNu mericalExercis es	T1, R1	CO4		Lecture/Chalk -Board	
8	3		Mod.4	Future Value& PresentValu eof	T1, R1	CO3		Lecture/Chalk - Board,Assi gnment	

				SingleA mount,A nnuity					
9	3		Mod.4	Meaning andImportanc e ofInvestment Decisions,Ty pes ofInvestment Decisions,	T1, R1	CO3		Chalk -Board	
10	3		Mod.4	Techniquesfor EvaluatingInv estmentPropo sals(Discoun tedCash FlowMethods -NPV,PI,IRR;	T1, R1	CO2		Lecture/Chalk -Board	
11	3		Mod.4,	Non- DiscountedCa sh Flow Methods- PaybackPeriod ,ARR)Simplen umericalexerci ses	T1, R1	CO4		Lecture/Chalk - Board,Assi gnment	
12,13	3		Mod.5	Meaning &Importance ofCapitalStru cture,Factora ffectingCapita lStructure	T1, R1	CO5		Lecture/Chalk -Board	
14	3		Mod.5	Capitalisation( Meaning,Theo ries ofCapitalizatio n,Over & underCapitalis ation)	T1, R1	CO5		Lecture/Chalk - Board,Assi gnment	

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

**(ProgrammeCore)**

#### **MT201HumanResourceManagementC**

##### **COURSE INFORMATION SHEET**

**Course code:MT-201**

**Course title:HUMAN RESOURCE MANAGEMENT**

**Pre-**

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

**requisite(s):NIL**

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

**0 Class schedule per week:**

**03 Class:BBA**

**Semester/Level:III/3B**

**ranch:**

**Management Name of**

**Teacher:Course**

**Objectives**

This course enables the students:

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

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

## Course Outcomes

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

1.	Appraise the importance of human resource management as a field of study and as a central management function;
2.	Apply the concepts of human resource planning and Job design
3.	Design the HR function (e.g.–recruitment, selection, training and development, etc.)
4.	Apply the principles and techniques of human resource management.
5	Design the processes and programmes related to employee empowerment in their organisation.

## Syllabus

### Module 1 Nature and Scope of HRM:

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

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

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

### Module 3 Recruitment and Selection:

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

### Module 4 Training and Development:

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

## **Module5Employee Empowerment:**

Introduction,ConceptofEmployeeEmpowerment,Process  
ofEmpowerment,EmpowermentinIndianScenario,EmpowermentinGlobalScenario

### **Textbooks**

- a) AswathappaK.(2002)HumanResourceandPersonnelManagement,TataMcGraw-Hill,New Delhi.
- b) ChhabraT.N.(2002)HumanResourceManagement, DhanpatRaiandCo.Delhi.
- c) DesslerGary(1997)HumanResourcesManagement,PrenticeHall,USA
- d) ArmstrongM. HandbookofHumanResourceManagementPractice.Kogan, 2006.
- e) Humanresourcemanagement(14thed.).Boston,MA:Pearson.

### **Referencebooks:**

- a) CascioF.W.(2003)ManagingHumanResources,Productivity,QualityofLife,Profits,TataMcGraw-Hill,NewYork.
- b) Chadha,N.K.(2004)RecruitmentandSelection-APracticalApproach,Galgotia,New Delhi.)
- c) Khanka,S.S.*HumanResourceManagement*(S.Chand:NewDelhi)
- d) Saiyadain, *HumanResourceManagement* (TMH:NewDelhi)
- e) David,A.DeCenzoandStephen.P.Robin,Personnel/HumanResourceManagement,Prentice HallIndia(P)Ltd.,NewDelhi

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHPprojectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self- learningsuchasuseofNPTELmaterialsandinternets
Simulation

#### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

#### **MappingbetweenObjectivesandOutcomes**

<b>CourseOutcome</b>	<b>ProgramOutcomes</b>

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

### Mapping of Course Outcomes onto Program Outcomes

Mapping Between COs and Course Delivery (CD) methods				
CD	Course Delivery methods	Course Outcome	Course Delivery Method	
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1	
CD 2	Tutorials/Assignments	CO2	CD1	
CD 3	Seminars	CO3	CD1, CD2	
CD 4	Miniprojects/Projects	CO4	CD4, CD6	

CD 5	Laboratory experiments/teaching aids		CO5	CD6,CD7
CD 6	Industrial/guest lectures			
CD 7	Industrial visits/in-plant training			
CD 8	Self-learning such as use of NPTEL materials and internets			
CD 9	Simulation			

#### **Lecturewise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch . N o.	Topics to be covered	TextBook/ References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	3		1	Md 1 Meaning, Difference between HRM and Personnel Management,	T1,R1	1,2		PPTDigi Class/Chock -Board	
2	3		1	Md1 Evolution and growth of human resource management (with special reference to Scientific	T1,R1	1,2		PPTDigi Class/Chock -Board	

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

7	3		3	Md3 Recruitment (factorsaffecting,source s,policy,eva luation)	T3,R3	3		PPTDigi Class/Ch ock -Board	
8	3		3	Md3 Selection(proc edure,tests,int erviews).	T3,R3	3		PPTDigi Class/Ch ock -Board	
9	3		3	Md3 PlacementandI nduction.	T3,R3	3,4		PPTDigi Class/Ch ock -Board	
10	3		4	Md4 Importancean dStepsinTraini ngProgramme s,TrainingNee ds,	T4,R4	3,4		PPTDigi Class/Ch ock -Board	
11	3		4	Md4 Training Methods Types of TrainingProg ramme.	T4,R4	3,4		PPTDigi Class/Ch ock -Board	
12	3		4	Md.4 Types and Importanceof	T4,R4	4,5		PPTDigi Class/Ch ock	

				ExecutiveDevelopmentProgramme.				-Board	
13	3		5	Md5 introduction,C oncept of EmployeeEmp owerment , Process ofEmpower ment	T5,R5	4,5		PPTDigi Class/Ch ock -Board	
14	3		5	Md.5 Empowerment in Indian Scenario,Emp owermentin Global Scenario	T5,R5	4,5		PPTDigi Class/Ch ock -Board	

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

**Coursecode:MT-202**

**Course title: Legal Aspects of**

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

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

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

**0 Class schedule per week:**

**03 Class:BBA**

**Semester/Level:III/3B**

**ranch:**

**ManagementNameofTeacher:**

### **Course Objectives**

This course enables the students:

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

## **Course Outcomes**

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

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

## **Syllabus**

### **Module I**

The Indian Contract Act, 1872 – Definition of contract and essential elements of contract, kinds of contract from the point of view of enforceability, kinds of contract from the point of view of applicability, performance of contract, discharge of contract, breach of contract, remedies for breach of contract

### **Module II**

Law of sales of goods – definition of contract of sales, essentials of contract of sale, sale and agreement to sell and its distinction, kinds of goods, conditions and warranties and its distinction, Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller.

### **Module III**

Law of partnership— Definition of partnership, essential elements of partnership, rights and duties of a partner, procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm, definition between partnership and co-ownership, distinction between partnership and company.

## **Module IV**

Law of Negotiable Instruments—Definition and characteristics of negotiable instrument, definition of Promissory Note, Bill of exchange and cheque and their differences, Holder in due course, Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument.

## **Module V**

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

### **Text Books**

1. Kuchhal M.C: Mercantile Law: Vikas Publishing House (P) Ltd.
2. Pathak Akhileshwar: Legal Aspects of Business: Tata McGraw Hill Publishing Company Ltd.

### **Reference Books**

1. Sheth Tejpal: Business Law: Pearson Education
2. Kapoor N.D: Elements of Mercantile Law: Sultan Chand & Sons.

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

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

<b>Mapping Between COs and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1, CD2

CD 4	Miniprojects/Projects	CO4	CD1,CD2,CD4
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD2,CD4
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/ References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod1	The Indian Contract Act, 1872 – Definition of contract and essential elements of contract, kinds of contract from the point of view of enforceability.	T1,T2 R1	CO1		Lecture/PPT	
2	4-6		Mod1	Kinds of contract from the point of view of applicability, performance of contract, discharge of contract, breach of contract, remedies for breach of contract.	T1,T2 R1,	CO1, CO2		Lecture/PPT	
3	7-9		Mod2	Law of sales of goods – definition of contract of sales, essentials of contract of sale.	T1,T2, R1,R2	CO2, CO3		Lecture/PPT	
4	10-12		Mod2	Sale and agreement to sell and its distinction,	T1,T2, R1	CO1, CO2,		Lecture/PPT	

				kinds of goods, conditions and warranties and its distinction				
5	13-15		Mod2	Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller	T1,T2, R1,R2	CO1, CO2, CO3	Lecture/PPT	
6	16-18		Mod3	Law of partnership— Definition of partnership, essential elements of partnership, rights and duties of a partner	T1,T2, R1,R2	CO1, CO2, CO3	Lecture/PPT	
7	19-21		Mod3	Procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm	T1,T2, R1,R2	CO2, CO3, CO4	Lecture/PPT	
8	22-24		Mod3	Definition between partnership and co-ownership, distinction between partnership and company.	T1, T2, R1, R2	CO3, CO5	Lecture/PPT	
9	25-27		Mod4	Law of Negotiable instruments Definition and characteristics of negotiable instrument	T1,T2, R1,R2	CO1, CO3, CO5	Lecture/PPT	
10	28-30		Mod4	Definition of Promissory Note, Bill of exchange and cheque and their differences	T1, T2, R1, R2	CO3, CO4, CO5	Lecture/PPT	
11	31-33		Mod4	Holder in due course,	T1,T2,	CO3,	Lecture/PPT	

				ModesofNegotiation, MaturityofNegotiableI nstrument, Dishonourof a negotiableinstrument.	R1,R2	CO4, CO5		
12	34-36		Mod,5	Definitionofcompany, kindsofcompanies	T1,T2, R1,R2	CO1, CO2 CO4, CO5	Lecture/PPT	
13	37-39		Mod5	Formation of a company,windingand dissolution of companies,definitionof insurance company, IRDAAct1999	T1,T2, R1,R2	CO1, CO2 CO4, CO5	Lecture/PPT	
14	40-42		Mod5	Idea &Constitutionof IRDA Fund,Conciliat ion& ArbitrationProceeding, ArbitralTribunal	T1,T2, R1,R2	CO1, CO2 CO4, CO5	Lecture/PPT	

## **MT203IntroductiontoIndianFinancialSystemCO**

### **URSEINFORMATIONSHEET**

**Coursecode:MT-203**

**Coursetitle:IntroductiontoIndianFinancialSystemPr**

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

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

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

**P:0Class**

**schedule per week:**

**03Class:BBA**

**Semester /**

**Level:III/3Branch:M**

**anagementNameofTe**

**acher:**

### **CourseObjectives:**

This course enables the students:

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

### **CourseOutcomes**

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

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

### **Syllabus**

**Module1 :StructureoftheIndianFinancialSystem:**

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

**Module2:CommercialBanks:**

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

**Module 3: Financial Markets:**

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

**Money Market-**

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

**Module 4 : Reserve Bank Of India (RBI):**

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

**Module 5: Insurance And Pension Regulations:**

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

Textbooks: Indian Financial System by M. Y. Khan

Reference books: Principles and Practices of Banking, Macmillan Publication. Gaps in syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus: .

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

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

internets
Simulation

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

Course Outcome #	Program Outcomes											
	a	b	c	d	e	f	g	h	i	j	k	l
1	<b>H</b>											
2		<b>M</b>	<b>H</b>									
3					<b>H</b>							
4					<b>H</b>	<b>H</b>						
5						<b>H</b>						

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

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

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

### Lecturewise Lesson planning Details.

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

5	L13		2	Ancillary	T1,R1	2,3		Chalk-Board	
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				services					
	L14		2	Ancillary services	T1,R1	2,3		Chalk-Board	
	L15		2	Principles of lending-cardinal principle	T1,R1	2,3		Chalk-Board	
6	L16		2	NPAs,Basel norms	T1,R1	3,4		Chalk-Board	
	L17		3	Capital market-primary and secondary	T1,R1	1,2		Chalk-Board	
	L18		3	Stockexchanges in India	T1,R1	1,2		Chalk-Board	
7	L19		3	On-line trading of securities	T1,R1	2,3		Chalk-Board	
	L20		3	Sensex and Nifty	T1,R1	2,3		Chalk-Board	
	L21		3	Players in the capital market	T1,R1	2,3		Chalk-Board	
8	L22		3	Role of SEBI	T1,R1	3,4		Chalk-Board	
	L23		3	Money market-definition, players of money market	T1,R1	3,4		Chalk-Board	
	L24		3	Instruments of money market	T1,R1	1,2		Chalk-Board	
9	L25		3	Call money market	T1,R1	1,2		Chalk-Board	
	L26		3	RBI as a watchdog of money market	T1,R1	4		Chalk-Board	
	L27		4	RBI's constitution and objectives	T1,R1	1,2		Chalk-Board	
10	L28		4	Functions	T1,R1	2,4		Chalk Board	
	L29		4	Functions	T1,R1	2,4		Chalk-Board	
	L30		4	Functions	T1,R1	2,4		Chalk-Board	
11	L31		4	Tools of monetary control	T1,R1	2,3		Chalk-Board	

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

				fundsFraming rules for pensionfunds					
	L42		5	Regulatingall pensionfunds	T1,R1	3,4,5		Chalk-Board	

**MT 204 Constitution of  
India COURSEINFORMATIONSSHEET**

**Course code: MT204**

**Course title: Constitution of India**  
**Pre-requisite(s): NIL**

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

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

**Schedule per week: 02 Class:**

**Semester /**

**Level:/2 Branch: MANAGEMENT**

**Name of Teacher:**

**Course Objectives:**

A.	To describe the importance and role of Constitution of India
B.	To explain the provisions related to social problems and issues.
C.	To explain the significance of the constitution for maintaining social unity and integrity.
D.	To describe the process for formulating and designing public policies in accordance with the constitutional provisions.

**Course Outcomes**

After the completion of this course, students will be:

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

**Syllabus**

**Module 1: Introduction to the Constitution of India, Salient Features of the Constitution: Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy.**

**Module 2: Union and State Executives: President and Prime Minister, Council of Ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. Governor: Role and Position, Chief Ministers and Council of ministers.**

**Module 3: The Indian Judicial System – The Supreme Court and The High Court's – composition, Jurisdiction and functions, The Role of the Judiciary.**

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

**Module 5: Miscellaneous - Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners. State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women.**

### **Suggested Readings**

1. The Constitution of India by "Ministry of Law India" Kindle Edition
2. Constitutional History of India by Prof. M. V. PYLEE - S. Chand Publishing
3. Indian Administration by Avasti and Avasti - Lakshmi Narain Agarwal Educational Publishers. 2017 edition.
4. Introduction to the Constitution of India by DDBS by LexisNexis: 20th edition.
5. Constitution of India V. N. Shukla's EBC Explorer Edition 13th, 2017

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

### **through Gaps in the Syllabus**

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

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

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2
CD4	Miniprojects/Projects	CO4,	CD1,CD2
CD5	Laboratory experiments/teaching aids	CO5	CD1,CD3, CD6
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		

CD8	Self-learningsuchasuseofNPTELmaterialsandinternets			
CD9	Simulation			

### LecturewiseLessonplanningDetails.

Wee kNo .	Lec t. No.	Tenta tiveD ate	Ch. No.	Topicstobecov ered	Text Book /Refe r ence s	COsm apped	Actual Conte ntcov ered	Methodolo gy used	Remar ks byfacu ltyifan y
1	L1, L2 & L3		Md.1	Introductiont o the Constitutiono f India, SalientFeatur es of theConstitut ion	1,2	1		PPTDigiCl ass/Chock -Board	
2	L4 &L 5			Sources and constitutional history	1,2,5	1			
2	L6			Features:Ci tizenship, Preamble	2,3,4	3			
3	L7, L8 & L9			Fundamental Rights and Duties,Direct ive PrinciplesofSt atePolicy.	1,2	2,3			
4	L10 ,L1 1 &L 12		Md.2	Presidentand PrimeMiniste r, Council of Ministers,	2,3,5	4			
5	L13 ,L1 4 & L15			Cabinet andCe ntralSecretari at,Lok Sabha, RajyaSabha.	4,5	4			
6	L16 ,L1 7 &			Governor:Ro le and Position,	3,4,5	4			

				Chief						
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	L18			Ministers and Council of ministers.					
7	L19 &L 20		Md.3	The Supreme Court and The High Court's – composition, Jurisdiction and functions,	1,2,3	4			
7	L21			The Role of the Judiciary.	2,3	4			
8	L22 ,L2 3 & L24		Md.4	District's Administration: Role and Importance,	2,3	4			
9	L25 ,L2 6 &L 27			The Panchayatas – Gram Sabha, Constitution and Composition of Panchayatas , Constitution and Composition of Municipalities	4,5	4			
10	L28 ,L2 9 &L 30		Md.5	Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners.	3,4	4			
11	L31 ,L3			State Election	1,5	4			

	2&L 33			Commission: Role and Functioning,					
12	L34 ,L3 5 &L 36			Institute and Bodies for the welfare of SC/ST/OBC and women.	2.3.4	5			
13	L37 ,L3 8 &L 39			Institute and Bodies for the welfare of SC/ST/OBC and women.	1,2	5			

## **MT205 Principles of Marketing-**

### **IICOURSE INFORMATION SHEET**

**Course code: MT-205**

**Course title: Principles of Marketing-**

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

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

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

**schedule per week:**

**03 Class: BBA Semester/Level: II**

**I/3**

**Branch: Management**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To understand strategic marketing planning for any business
B.	To outline the role of product positioning and competitive advantage in business
C.	To be able to describe product life cycle for different products.
D.	To explain digital marketing and its benefits.
E	To understand how to develop retail marketing strategy.

### **Course Outcomes**

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

1.	Formulate strategic marketing planning for any business
2.	Design product positioning and competitive strategies
3.	Formulate strategies for different stages of product lifecycle
4.	Evaluate the benefits of digital marketing and conventional marketing.
5	Design appropriate retail marketing strategy.

## Syllabus

### Module-1

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

### Module-2

**Product positioning and competitive advantage:** Concept of Product Positioning, different steps in Product positioning, Important Aspects in product positioning, Concept of Competitive Advantage.

### Module-3

**Product life cycle and Marketing information system :** Concept of product life cycle , Stages in PLC, Strategies for Managing Different Stages of product life cycle. concept of Marketing Information System, Benefits of Marketing Information.

### Module-4

**Digital Marketing and Direct Marketing:** Concept of digital marketing, requirements for digital marketing, benefits of digital marketing. Concept of direct Marketing, Need and Benefits of Direct Marketing.

### Module-5

**Retail management:** Introduction to Retail management, Nature & Scope of Retailing, Retail scenario in India. Need and benefits of retailing

### Suggested Books:

1. Kotler, P. and Armstrong, G.(2007), Principles of Marketing, Pearson Prentice Hall, 12<sup>th</sup> Edition.
2. Ramaswamy, V.S. and Namakumari, S.(2002), Marketing Management, Macmillan Business Books.
3. Saxena, R.(2009), Marketing Management, Tata McGraw Hill, 4<sup>th</sup> Edition.
4. Lamb, C.W., Hair, J.F. and McDaniel, C.(2008), Essentials of Marketing, Cengage Learning, 7<sup>th</sup> Edition

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

## **P OsmethroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design:**

**P OsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
1.Lecturebyuse ofboards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guestlectures
7.Industrialvisits/in-planctraining
8.Self-learning suchasuseofNPTELmaterialsand internets
9.Simulation

## **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

## **MappingbetweenObjectivesandOutcomes**

<b>MAPPING BETWEEN COURSE OBJECTIVES AND COURSEOUTCOMES</b>					
<b>Course Objectives</b>	<b>CourseOutcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>A</b>	H	H	M	H	H
<b>B</b>	M	H	H	M	M
<b>C</b>	M	M	H	M	M

<b>D</b>	H	L	M	H	H
<b>E</b>	M	H	L	M	H

H-High,M- Medium,L-Low

### MappingofCourseOutcomesontoProgramOutcomes

<b>CD</b>	<b>CourseDeliverymethods</b>	<b>Course Outcome</b>	<b>CourseDelivery Method</b>
CD1	Lecturebyuse ofboards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD1,CD2
CD4	Miniprojects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD1,CD2,CD8
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-plantraining		
CD8	Self-learningsuchasuseofNPTELmaterialsand internets		
CD9	Simulation		

### LecturewiseLessonplanningDetails.

<b>Week No.</b>	<b>Lect. No.</b>	<b>Tent ative Date</b>	<b>Ch. No.</b>	<b>Topics to becovered ed</b>	<b>TextBo ok /Refere n ces</b>	<b>COsM apped</b>	<b>Actual Content covered</b>	<b>Metho dology used</b>	<b>Remarks by facult y ifany</b>
1	L1		1	Concept of StrategicPlan,	1,2	1		Lecture ,PPT	
	L2		1	Concept of StrategicPlan,	1,2	1		Lecture ,PPT	
	L3		1	StrategicPlanning Process,	1,2,3	1		Lecture ,PPT	
2	L4		1	StrategicPlanning Process,	1,2,3,4	1		Lecture ,PPT	
	L5		1	Concept of StrategicBusiness Unit,	1,2,3,4	1		Lecture ,PPT	
	L6		1	Concept of StrategicBusiness Unit,	2,3,4	1		Lecture ,PPT	
3	L7		1	BCGMatrix.	2,3,4	1		Lecture ,PPT, Case	

	L8		1	BCGMATRIX.	1,2,3,4	2		PPT, Case	
	L9		1	Case study	-----	2		Case study	
4.	L10		2	Concept of ProductPositioning,	1,2,3,4	2		PPT, Case	
	L11		2	Concept of Product Positioning,	2,3,4	2		Lecture ,PPT, Case	
	L12		2	different steps in Productpositioning,	2,3,4	2		PPT, Case	
5.	L13		2	different steps in Productpositioning,	1,2,3	3		PPT, Case	
	L14		2	Important Aspects in product positioning,	1,2,3	3		Lecture ,PPT, Case	
	L15		2	Important Aspects in product positioning,	2,3	3		PPT, Case	
6	L16		2	Concept of CompetitiveAdvantage	1,2,3	3		Lecture ,PPT, Case	
	L17		3	Concept of product life cycle	1,2,3	3		PPT, Case	
	L18		3	Concept of product life cycle	1,2,3	4		PPT, Case	
7.	L19		3	Stages in PLC,	1,2,3	4		PPT, Case	
	L20		3	Stages in PLC,	1,2,3	4		Lecture ,PPT, Case	
	L21		3	Strategies for Managing Different Stages of product lifecycle	1,2,3,4	4		PPT, Case	
8.	L22		3	Strategies for Managing Different Stages of	1,2,3,4	4		PPT	

			productlifecycle					
	L23	3	concept of MarketingInformat ionSystem,	2,3,4	4		Lecture ,PPT	
	L24	3	Benefits ofMarketin gInformatio n system	3,4	5		PPT, Case	
9.	L25	3	Case study	-----	5		Case study	
	L26	4	Conceptofdigital marketing,	2,3	5		PPT, Case	
	L27	4	Conceptofdigitalm arketing,	1,2,3	5		Lecture ,PPT, Case	
10.	L28	4	requirement for digitalmarketing,	3,4	5		PPT, Case	
	L29	4	requirement for digitalmarketing,	1,2,3,4	5		Lecture ,PPT, Case	
	L30	4	benefitsofdigital marketing.	1,2,3,4	5		PPT, Case	
11.	L31	4	benefitsofdigitalm arketing.	1,2,3	5		Lecture ,PPT, Case	
	L32	4	Conceptofdirect Marketing,	1,2,3	5		Lecture ,PPT	
	L33	4	Conceptofdirect Marketing,	1,2,3,4	5		PPT	
12.	L34	4	NeedandBenefitso f Direct Marketing.	1,2,3,4	5		PPT, Case	
	L35	4	NeedandBenefitso f Direct Marketing.	1,2,3,4	5		Lecture ,PPT, Case	
	L36	4	Case study	-----	5		Case study	
13.	L37	5	Introduction to Retail management,	2,3,4	5		PPT, Case	
	L38	5	Introduction to Retail	1,2,3,4	5		Lecture ,PPT,	

			management.,.				Case	
	L39	5	Nature&Scopeof Retailing,	1,2,3,4	5		PPT, Case	
14.	L40	5	Nature&Scopeof Retailing,	1,2,3,4	5		PPT, Case	
	L41	5	Retail scenario in India	1,2,3	5		Class Presentation, PPT	
	L42	5	Retail scenario in India.	1,2,3	5		Class Presentation, PPT	
15.	L43	5	Need and benefits of retailing	1,2,3	5		Class Presentation, PPT	
	L44	5	Need and benefits of retailing	1,2,3	5		Class Presentation, PPT	
	L45	5	Case study	-----	5		Case study	

## MT206E-

### **Commerce COURSE INFORMATION SHEET**

**Course code:** MT206

**Course title:** E-commerce

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

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

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

**schedule per week:**

02 Class: BBA

**Semester/Level:** 3/2

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

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

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

## CourseOutcomes

After the completion of this course, students will be:

1.	Gaining an insight of the theories and concepts underlying e-commerce.
2.	Aware of different e-commerce models and different modes of payments.
3.	Aware of security and legal aspects of e-commerce.
4.	Familiarized with current challenges and issues in e-commerce.

## Syllabus

### Module1

**Introduction to E- Commerce :** Meaning and concept, E- Commerce v/s Traditional Commerce, History of E- Commerce, EDI – Importance , features & benefits, Impacts & Limitations of E-Commerce.

### Module2

#### E-Commerce Business Models:

Business to Business, Business to customers, customer to customers, Business to Government, Business to employee, E-Commerce strategy – Influencing factors of successful E-Commerce.

### Module3

**Building an E-Commerce Website:** Major decision making areas, Stages in System Development Life Cycle, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Static website and dynamic websites, Major considerations in choosing web server and e-commerce merchant server software.

### Module4

**Electronic Payment Systems:** Overview of Electronic Payment Systems, Online payment systems – prepaid and post-paid payment systems – e- cash, e- cheque, Smart Card, Credit Card, Debit Card, Electronic Wallets, Security issues on electronic payment system – Security Protocol such as HTTPS, SSL, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.

### Module5

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

## Textbooks/ Reference books:

1. Agarwala,KamleshN.,AmitLalandDeekshaAgarwala,BusinessontheNet:AnIntroductionto theWhatsandHowsofE-Commerce,MacmillanIndiaLtd.
2. Bajaj,DeobyanNag,E-Commerce,TataMcGrawHillCompany,NewDelhi.
3. Diwan,PragandSunilSharma,ElectronicCommerce-AManager'sGuidetoE-Business,VanityBooksInternational,Delhi.
4. Dietel,HarveyM.,Dietel,PaulJ.,and KateSteinbuhler.,E-businessand E-commerceformanagers,PearsonEducation.
5. Greenstein,M.andT.M.Feinman,ElectronicCommerce:Security,RiskManagementandControl,TataMcGrawhill.

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

## Mapping between Objectives and Outcomes

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

Course Outcome #	Program Outcomes				
	1	2	3	4	5
1			M	L	L
2	H		H	M	L
3	H		M	M	M
4	H	H	H	M	M

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

### **Lecture wise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		M1	Meaning and concept	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M1	E-Commerce	1,2, 3,4,	CO1		Lecture/PPT	

				e v/s TraditionalCommer ce,History of E-Commerce	5				
2	L3		M 1	EDI – Importance , features & benefits,	1,2, 3,4, 5	CO1		Lecture/PPT/Ca seStudy	
	L4		M 1	Impacts & Limitatio ns of E-Commerce.	1,2, 3,4, 5	CO1		Lecture/PPT	
3	L5		M 2	Business to Business, Business to customers	1,2, 3,4, 5	CO2		Lecture/PPT /Assignment	
	L6		M 2	customers to customers ,Business to Government, Business to employee	1,2, 3,4, 5	CO2		Lecture/PPT/ Assignment	
4	L7		M 2	E- Commerc e strategy – Influencin g factors of successful E-	1,2, 3,4, 5	CO2		Lecture/PPT	

				Commerce					
	L8		M3	Major decision making areas	1,2, 3,4, 5	CO2		Lecture/PPT	
5	L9		M3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L10		M3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
6	L11		M3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L12		M3	Domain Name Registration, Developing Static Web Pages	1,2, 3,4, 5	CO1		Lecture/PPT /Assignment	
7	L13		M3	Integration with Operational Databases ,	1,2, 3,4, 5	CO1		Lecture/PPT	
	L14		M3	Static website and dynamic websites	1,2, 3,4, 5	CO1		Lecture/PPT	
8	L15		M3	Major considerations in choosing webserver	1,2, 3,4, 5	CO1		Lecture/PPT	

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

				phy					
12	L23		M 4	DigitalSignatures	1,2, 3,4, 5	CO3		Lecture/PPT	
	L24		M 4	DigitalSignatures, Digital Certificates	1,2, 3,4, 5	CO3		Lecture/PPT	
13	L25		M 5	Laws for E-Commerce,	1,2, 3	CO3,C O4		Lecture/PPT/Ca seStudy	
	L26		M 5	Regulatory framework of E-commerce ,	1,2, 3	CO3,C O4		Lecture/PPT	
14	L27		M 5	InformationTechnology Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Ca seStudy/Assignment	
	L28		M 5	InformationTechnology Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Ca seStudy/Assignment	

## MT207

### **DataAnalysisforDecisionMakingCOURSEINFORMATIONSHEET**

**T**

**Course code: MT-207**

**Course title: DataAnalysisforDecision**

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

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

**Credits: 2 L:00 T:00 P:04**

**Class schedule per week: 04 Lectures**

**Class: BBA**

**Semester /**

**Level: III/3 Branch: MANA**

**GEMENT**

**Name of Teacher:**

## **Course Objectives**

This course enables the students:

A.	To get a thorough grounding in introductory concepts of qualitative data analysis.
B.	To understand the general approaches to design research of different generic types.
C.	To gain skills in conducting data analysis and decision making.
D.	To be able to understand clearly the concepts, applications and importance of theory and theorising in research.
E.	To gain proficiency in writing up research reports and uses suitable tools for qualitative data analysis

## **Course Outcomes**

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

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

## **Syllabus**

**Module 1 Qualitative Data Analysis: An elaborate introduction [10 Lectures]** Introduction to Research, Types, Qualitative and Quantitative Data, Purpose of research, advantages, limitations of qualitative research, Applications of qualitative data.

### **Module 2 Qualitative Research Fundamentals: [12 Lectures]**

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

### **Module 3 Documentation and Types of Analysis: [12 Lectures]**

Content analysis, narrative analysis, conversation analysis, discourse analysis, visual interpretation with special emphasis upon the analysis aspects and its implications for decision making.

### **Module 4 Theorizing from data, incorporating data from multiple sources: [06 Lectures]**

Concept of Theory and Theorising, The role and importance of theory, The different research paradigms and their nature, Inductive and Deductive Logic and their applications.

## **Module5 Writing up, summarizing, data display& introduction to qualitative researchsoftwares[05Lectures]**

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

### **Text Books**

1. Carol Grbich. (2007), Qualitative data analysis - An Introduction, , SAGE Publications
2. Uwe Flick. (2009), An Introduction to Qualitative Research, , SAGE Publications Ltd.
3. David Silverman. (2009), Doing Qualitative Research, , SAGE Publications Ltd.
4. David., Silverman. (2005), Doing qualitative research - A Practical Handbook, SAGE Publications

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

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

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

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

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

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
Day-to-day performance & Lab files	30
Quiz(s)	15

Viva	15
EndSemesterExamination	25
VivaVoce	15

## **Indirect Assessment –**

1. StudentFeedbackonFaculty
  2. StudentFeedbackonCourseOutcome

## **Mapping between Objectives and Outcomes**

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

Course Outcomes	Programme Outcomes				
	1	2	3	4	5
1	H	M	L	H	L
2	H	M	L	M	M
3	M	M	L	H	M
4	M	M	H	M	L
5	M	H	H	M	L

H-High,M- Medium,L-Low

<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>CourseDeliveryMethod</b>
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Miniprojects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD2,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

## **LecturewiseLessonplanningDetails**

Week	Lect.	Tent	Ch.	Topics	to	be	Text	COs	Actual	Metho	Remark
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No.	No.	ative Date	No.	covered	Book/ References	mappe d	Content covered	dology used	sby faculty ifany
1	L1		1	Overview of the course and general introduction	1,2	1		PPT	
	L2		1	Introduction to research	1,2	1		PPT	
	L3		1	Types of research	1,2,3	1		PPT	
2	L4		1	Qualitative & Quantitative Data	1,2,3,4	1		PPT	
	L5		1	Purpose of Research	1,2,3,4	1		PPT	
	L6		1	Advantages & Limitations of Qualitative Research	2,3,4	1		PPT	
3	L7		1	limitations of qualitative research Con't.....	2,3,4	1		PPT, Case	
	L8		1	Applications of qualitative data.	1,2,3,4	2		PPT, Case	
	L9		1	Case Study on Module 1	-----	2		PPT, Case	
4.	L10		2	Case study on Module-1	-----	2		PPT, Case	
	L11		2	General Approaches to design research	2,3,4	2		PPT, Case	
	L12		2	General Approaches to design research Con't.....	2,3,4	2		PPT, Case	
5.	L13		2	General Approaches to design research Con't.....	1,2,3	3		PPT, Case	
	L14		2	General Approaches to design research Con't.....	1,2,3	3		PPT, Case	

	L15	2	General	2,3	3	PPT,	
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				ApproachestodesignresearchCon't.... ...				Case	
6	L16		2	GeneralApproaches todesign research Con't.....	1,2,3	3		PPT, Case	
	L17		2	Understandinghow the approachesvaryfor qualitative,quantita tive and mixedresearchstud ies.	1,2,3	3		PPT, Case	
	L18		2	Understandinghow the approachesvaryfor qualitative,quantita tiveandmixedresea rchstudies.Con't.... .	1,2,3	4		PPT, Case	
7.	L19		2	Understandinghow the approachesvaryfor qualitative,quantita tiveandmixed research studies. Con't.....	1,2,3	4		PPT, Case	
	L20		2	Understandinghow the approachesvaryfor qualitative,quantita tiveandmixedresea rchstudies.Con't... ..	1,2,3	4		PPT, Case	
	L21		2	Case Study onModule 2	_____	4		PPT, Case	
8.	L22		2	Case study on Module-2	_____	4		PPT	
	L23		3	ContentAnalysis	2,3,4	4		PPT	
	L24		3	Content Analysis Con't.....	3,4	5		PPT, Case	

9.	L25		3	Narrative analysis	1,2,3	5		PPT, Case	
	L26		3	Narrative analysis Con't	2,3	5		PPT, Case	
	L27		3	Conversation analysis	1,2,3	5		PPT, Case	
10.	L28		3	Discourse Analysis	3,4	5		PPT, Case	
	L29		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decisionmaking.	1,2,3,4	5		PPT, Case	
	L30		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3,4	5		PPT, Case	
11.	L31		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3	5		PPT, Case	
	L32		3	Visual interpretation with special emphasis upon the analysis aspects and its implications for decision making Cont.....	1,2,3	5		PPT	
	L33		3	Case Study on Module-3	_____	5		PPT	
12.	L34		3	Case Study on Module-3	_____	5		PPT, Case	

	L35		4	Concept of Theory and Theorising	1,2,3,4	5		PPT, Case	
	L36		4	The role and	1,2	5		PPT,	

				importance of theory				Case	
13.	L37		4	The role and importance of theory Con't	2,3,4	5		PPT, Case	
	L38		4	The different research paradigms and their nature	1,2,3,4	5		PPT, Case	
	L39		4	Inductive and Deductive Logic and their applications	1,2,3,4	5		PPT, Case	
14.	L40		5	The format and structure of qualitative research articles	1,2,3,4	5		PPT, Case	
	L41		5	The format and structure of qualitative research articles Con't	1,2,3	5		PPT, Case	
	L42		5	The various graphical and other techniques for communicating findings after qualitative data analysis	1,2,3	5		PPT, Case	
15.	L43		5	The various graphical and other techniques for communicating findings after qualitative data analysis Con't	1,2,3	5		PPT	

	L44		5	An overview of software programs concerning qualitative research	1,2,3	5		PPT, Case	
	L45		5	An overview of software programs concerning qualitative research Con't	1,2,3	5		PPT	

## **MT 208 Research**

### **Methodology COURSEINFORMATIONSSHEET**

**Course code: MT-208**

**Course title: RESEARCH METHODOLOGY P**

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

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

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

**Class schedule per week: 03 Lectures Cl**

**Ass: BBA**

**Semester / Level:**

**III/03 Branch: MANAGE**

**MENT**

**Name of**

**Teacher Course O**

### **Objectives**

This course enables the students:

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

### **Course Outcomes**

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

1.	To identify the need and importance of Research in context of different situations and environments.
2.	To design Pilot Studies and subsequently replicate it for studies on a larger scale.
3.	To prepare questionnaires, interview schedules and implement them for primary data collection in context of any given study.
4.	To decide and implement the most appropriate probability/non-probability sampling techniques for a given study.
5.	To communicate research findings clearly and in a user friendly manner through customized tables and other related tools of data presentation.

## **Syllabus**

### **1. Research–AnIntroductoryApproach[10Lectures]**

Meaning,CharacteristicsandImportance,TypesofResearch,TheResearchprocess(Overviewand Steps),TheResearchproblem(Definition,need,importance,stepsandrelateddimensions)

### **2. ResearchDesign:[07Lectures]**

Meaning,CharacteristicsofaGoodResearchDesign,TypesofResearchDesigns,ComponentsofA ResearchDesign

### **3. SourcesofCollectionofData:[06Lectures]**

PrimaryData(Method– questionnairedevelopment),  
SecondaryData(SourcesandPrecautionsintheUse ofSecondaryData)

### **4. Sampling,MethodsofCollectingData:[09Lectures]**

Meaning,StepsandTypes(simplerandom,stratifiedrandom,systematicandclustersamplings),SurveyandObservationMethods

### **5. Editing,Tabulation,ReportWriting:[10Lectures]**

MeaningandImportance,MeaningandRulesforTabulationandPartsofTable,Characteristicsand Types andformats ofReport

#### **SuggestedBooks:**

1. Ghosh,B.N.*ScientificMethodandSocialResearch*(Sterling:NewDelhi)
2. Kothari,C.R.*ResearchMethodology–MethodsandTechniques*(NewAge:NewDelhi)
3. Krishnaswami,O.R.*MethodologyofResearchinSocialScience*(HimalayaPublishingHouse:Mumbai.)
4. Gupta,Santosh*ResearchMethodologyandStatisticalTechniques*(DeepandDeepPublications: NewDelhi)

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements):POsm**

**etthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
1.Lecture byuse ofboards/LCDprojectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guestlectures

7.Industrialvisits/in-planttraining
8.Self-learning suchasuseofNPTELmaterials and internets
9.Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **IndirectAssessment–**

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

#### **MappingofCourseOutcomesontoProgramOutcomes**

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

H-High,M- Medium,L-Low

<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>CourseDeliveryMethod</b>
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Miniprojects/Projects	CO4	CD1, CD4,CD8

CD5	Laboratory experiments/teaching aids	CO5	CD2, CD4, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	TextBook /References	COs mapped	Actual Content covered	Metho dology used	Remarks by faculty if any
1	L1		1	Overview of the course and general introduction	1,2	1		PPT	
	L2		1	Meaning of Research	1,2	1		PPT	
	L3		1	Characteristics and Importance of Research	1,2,3	1		PPT	
2	L4		1	Types of Research	1,2,3,4	1		PPT	
	L5		1	Types of Research Continued.....	1,2,3,4	1		PPT	
	L6		1	The Research process(Overview and Steps)	2,3,4	1		PPT	
3	L7		1	The Research process(Overview and Steps) Cont....	2,3,4	1		PPT, Case	
	L8		1	The Research problem(Definition, need, importance, steps and related dimensions)	1,2,3,4	2		PPT, Case	

L9		1	The Research problem(Definitio n, need,imp ortance, stepsand relateddi mensions)Cont... ....	1,2,3,4	2		PPT, Case	
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4.	L10		2	The Research problem(Con't), Meaning of Research Design	1,2,3,4	2		PPT, Case	
	L11		2	Characteristics of a Good Research Design	2,3,4	2		PPT, Case	
	L12		2	Characteristics of a Good Research Design Con't.....	2,3,4	2		PPT, Case	
5.	L13		2	Types of Research Design	1,2,3	3		PPT, Case	
	L14		2	Types of Research Design Con't.....	1,2,3	3		PPT, Case	
	L15		2	Components of Research Design	2,3	3		PPT, Case	
6	L16		2	Components of Research Design Con't.....	1,2,3	3		PPT, Case	
	L17		3	Components of a Research Design , Primary Data (Method – questionnaire development)	1,2,3	3		PPT, Case	
	L18		3	Primary Data (Method – questionnaire development) Con't.....	1,2,3	4		PPT, Case	
7.	L19			Primary Data (Method – questionnaire development) Con't.....	1,2,3	4		PPT, Case	
	L20			Primary Data (Method – questionnaire development)	1,2,3	4		PPT, Case	
	L21			Secondary Data(Sources and Precautions in the	1,2,3,4	4		PPT, Case	

			UseofSecondaryD ata)					
8.	L22		SecondaryData(So urces and PrecautionsintheU seofSecondaryDat a)Cont.....	1,2,3,4	4		PPT	
	L23		SecondaryData(So urces and PrecautionsintheU seofSecondaryDat a)	2,3,4	4		PPT	
	L24		Meaning,Stepsin Sampling	3,4	5		PPT, Case	
9.	L25		Types (Simple Random)	1,2,3	5		PPT, Case	
	L26		StratifiedRandom Sampling	2,3	5		PPT, Case	
	L27		Systematic Sampling	1,2,3	5		PPT, Case	
10.	L28		ClusterSampling	3,4	5		PPT, Case	
	L29		SurveyMethod	1,2,3,4	5		PPT, Case	
	L30		Survey Method Con't.....	1,2,3,4	5		PPT, Case	
11.	L31		Observation Methods	1,2,3	5		PPT, Case	
	L32		Observation MethodsCon't....	1,2,3	5		PPT	
	L33		Editing: Meaning &Importance	1,2,3,4	5		PPT	
12.	L34		Editing:Meaning& ImportanceCon't .....	1,2,3,4	5		PPT, Case	
	L35		Meaning and Rules for Tabulation and Partsof aTable	1,2,3,4	5		PPT, Case	
	L36		Meaning and Rules for Tabulation and Partsof aTable	1,2	5		PPT, Case	

			Con't.....					
13.	L37		Characteristicsand Typesandformats ofReport	2,3,4	5		PPT, Case	
	L38		Characteristicsand Types andformatsofRepo rtCon't....	1,2,3,4	5		PPT, Case	
	L39		Characteristicsand Typesandformats ofReportCon't....	1,2,3,4	5		PPT, Case	
14.	L40		Characteristicsand Types andformatsofRepo rtCon't....	1,2,3,4	5		PPT, Case	
	L41		Case Study/ Assignment	----	5		ClassP resentation, PPT	
	L42		MiniProject	-----	5		ClassP resentation, PPT	
15.	L43		Case Study/ Assignment	-----	5		ClassP resentation, PPT	
	L44		Case Study/ Assignment	-----	5		ClassP resentation, PPT	
	L45		MiniProject	-----	5		ClassP resentation, PPT	

## SEMIC

**(ProgrammeCore)**

**MT209Management**

**and Control of Cost COURSE INFORMATION SHEET**

**Course code: MT209**

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

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

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

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

**P:0 Class**

**Schedule per week: 03 Class:**

**Semester/Level: IV/II**

**Branch:**

### **Course Objectives:**

This course enables the students:

A.	Tounderstandthebasicsofcostaccounting.
B.	TounderstandtheTreatmentsofCostsUnderDifferentSituations
C.	Tounderstandhowmethodsofcostingandtypeofcostingareusedtogether
D.	Todevelopexpertiseonthe calculationofcostofproduction.

### **Course Outcomes**

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

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

### **Syllabus**

#### **Module 1: Basic Concepts**

Definition of costing, Cost accounting and Cost accountancy, Objectives of cost accounting, Evolution of cost accounting, Essential factors for installing a cost accounting system,

Essentials of good cost accounting system, Various reports provided by cost accounting department, Relationship between cost accounting, financial accounting, management accounting and financial management, Cost concepts & terms, classification of cost methods & types of costing

#### **Module 2: Elements of Cost**

Material-Material procurement procedures, Material storage-store record, Materials issue procedure, Material control

Labour-Time keeping, Payroll procedure, Idle time, Overtime, Labour turnover

#### **Module 3 : Overheads**

Definition and classification of overheads, Distribution of overheads-primary distribution & secondary distribution, Absorption of overheads, Treatment of under-absorption of

overheads, Accounting of administration and selling and distribution overheads, Treatment of certain items in costing-finance cost, depreciation etc.

#### **Module4:Methods&TechniquesofCosting**

Jobcosting, Contractcosting, Batchcosting, Operatingcosting, Processcosting, Operationcosting, Joint products & by-products, Marginal costing and absorption costing, difference, CVP analysis, B.E.P analysis

#### **Module5:StandardCosting&BudgetaryControl**

Definition of standard cost, Setting up of standard cost- quantity standard and price standard, Types of standards, The process of standard costing, types of variances- labour & material, Budgetary control-meaning & objectives, types of budget, preparation of projected Profit & Loss account, cost control

#### **Textbooks:**

1) **FundamentalsOfCostAccountings, BookBy-Micheal W Maher And William Lanen**

#### **Referencebooks:**

1) **StudyMaterialOfICWAI.**

**Gapsinthesyllabus(tomeetIndustry/ProfessionrequirementsPOsm**

**etthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design:**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learningsuchasuseofNPTEL materialsand internets
Simulation

#### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomesM appingofCourse Outcomes ontoProgramOutcomes**

<b>CourseOutcome #</b>	<b>ProgramOutcomes</b>				
	a	b	c	d	e
1	H		L	L	
2	M	L	M	L	L
3	H	L	M	L	L
4	H	H	L	H	H
INDEX	H=HIGH	M=MEDIUM	L=LOW		

<b>MappingBetweenCOsandCourseDelivery(CD) methods</b>			
<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>Course Delivery Method</b>
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1and CD2
CD2	Tutorials/Assignments	CO2	CD1andCD2
CD3	Seminars	CO3	CD1,CD2and CD8
CD4	Miniprojects/Projects	CO4	CD1
CD5	Laboratoryexperiments/teachingaids		
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

### **LecturewiseLessonplanningDetails.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / Refer e Nces	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Definition of costing, cost accounting and cost accountancy, objectives of cost accounting	T1, R1	1		Chalk-Board/PPT	
	L2		1	Evolution of cost accounting	T1, R1	1		Chalk-Board/PPT	
	L3		1	Essential factors for installing a cost accounting system	T1, R1	1		Chalk-Board/PPT	
2	L4		1	Essentials of a good cost accounting system	T1, R1	1		Chalk-Board/PPT	
	L5		1	Various reports provided by cost accounting department	T1, R1	1		Chalk-Board/PPT	
	L6		1	Relationship between cost accounting, financial accounting, management accounting and financial management	T1, R1	1		Chalk-Board/PPT	
3	L7		1	Cost concept and terms	T1, R1	2		Chalk-Board/PPT	
	L8		1	Methods and types of	T1, R1	1,2		Chalk-Board/PPT	

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

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

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

## **MT210 Fundamental of Operations Research C**

### **OURSEINFORMATIONSHEET**

**Course code:MT210**

**Course title:Fundamentals of Operations Research Pr**

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

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

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

**0 Class schedule per week:**

**04 Class:**

**Semester/Level:IV/IIB**

**ranch:**

### **Course Objectives**

This course enables the students:

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

## Course Outcomes

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

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

## Syllabus Mo

### Module 1 [3]

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

### Module 2 [10]

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

### Module 3 [10]

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

### Module 4 [10]

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

### Module 5 [9]

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

### **Textbooks/Reference books:**

1. Kanti Swarup, Gupta, P.K. and Manmohan, Operations Research, Sultan Chand: New Delhi, 12<sup>th</sup> thoroughly revised Ed.
2. Hamdy A. Taha, Operations Research; Pearson, 8<sup>th</sup> Ed.
3. Fredrick S. Hiller, Gerald J. Liberman, Introduction to Operations Research, McGraw-Hill, 9<sup>th</sup> Ed.
4. Operations Research Theory & Application, J.K. Sharma, Macmillan, 3<sup>rd</sup> Ed.

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

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

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

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

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

#### **Direct Assessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes****MappingofCourseOutcomesontoProgramOutcomes**

CourseOutcome #	ProgramOutcomes				
	a	b	c	d	e
1	H	H	M	L	L
2	H	H	M	M	L
3	M	M	M	L	L
4	H	H	H	H	M

**MappingBetweenCOsandCourseDelivery(CD)methods**

CD	CourseDeliverymethods	CourseO utcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2
CD3	Seminars	CO3	CD1,CD2,
CD4	Miniprojects/Projects	CO4	CD1,CD2,
CD5	Laboratoryexperiments/teachingaids		
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

**LecturewiseLesson planningDetails.**

Wee kNo .	Lec t. No.	Tentati veDate	Ch . N o.	Topics to becovered	Text Book /Ref ere nces	COs mapp ed	Actua lCont entco ver ed	Methodology	Remar ks
1	L1		M	Introduction to	1,2,3	1		Lecture/PPT	

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

				general linearpr ogrammingmodel s,application ofLPP models, Solution ofLinea rProgrammingPro blem by Graphical Method					
3	L10		M 2	mathematicalfor mulation ofgener al linearpr ogrammingmodel s,application ofLPP models, Solution ofLinea rProgrammingPro blem byGrap hical Method	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
3	L11		M 2	mathematicalfor mulation ofgener al linearpr ogrammingmodel s,application ofLPP models, Solution ofLinea rProgrammingPro blem by Graphical Method	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	

3	L12			mathematical formulation of general linear programming models, applications of LPP models, Solution of Linear	1,2,3 ,4	1.2			
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				Programming Problem by Graphical Method					
4	L13		M 2	Special Cases: (I)AlternateOptima (II)UnboundedSo lution(III)Infeasib le Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L14		M 2	Special Cases: (I)AlternateOptima (II)UnboundedSo lution(III)Infeasib le Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L15		M 2	Special Cases: (I)AlternateOptima (II)UnboundedSo lution(III)Infeasib le Solution	1,2,3 ,4			Lecture/PPT/ Case Study	
4	L16			Special Cases: (I)AlternateOptima (II)UnboundedSo lution(III)Infeasib le Solution	1,2,3 ,4				
5	L17		M 3	Solution oflinearProgram mingProblem bySim plex method – Maximization andMinimizat ion,	1,2,3 ,4	1,2,3		Lecture/PPT/ CaseStudy/A ssignment	
5	L18		M 3	Solution oflinearProgram mingProblem bySim plex method – Maximization and Minimization,	1,2,3 ,4	1,2,3		Lecture/PPT/ CaseStudy/A ssignment	

5	L19		M 3	Solution of linear Program ming Problem by Simplex method	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/A ssign ment	
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				- Maximization andMinimization,					
5	L20			Solution oflinearProgrammingProblem bySimplex method - Maximization and Minimization,	1,2,3 ,4	1,2,3 ,4			
6	L21		M 3	SpecialCases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3 ,4	1,2,3		Lecture/PPT/ CaseStudy/Assignment	
6	L22		M 3	SpecialCases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3 ,4	1,2,3			
6	L23		M 3	SpecialCases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3 ,4	1,2,3			
6	L24			SpecialCases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3 ,4	1,2,3 ,4			
7	L25		M 3	Practicesession	1,2,3 ,4	1,2,3 ,4		PPT/Case Study	
7	L26		M 3	Practicesession	1,2,3 ,4	1,2,3 ,4		PPT/Case Study	
7	L27		M 3	Practicesession	1,2,3 ,4	1,2,3 ,4		PPT/Case Study	
7	L28			Practicesession	1,2,3 ,4	1,2,3 ,4			

8	L29		M 4	Balanced andUn balancedModels  ofTrans portation,Initial BasicF easibleSolutions  (1)Nort h-WestCorner Method (2). Matrix MinimaMethod	1,2,3 ,4	1,2,3, 4		Lecture/PPT/ CaseStudy/A ssignment	
8	L30		M 4	Balanced andUn balancedModels  ofTrans portation,Initial BasicF easibleSolutions  (1)Nort h-WestCorner Method (2). Matrix MinimaMethod	1,2,3 ,4	1,2,3, 4			
8	L31		M 4	Balanced andUn balancedModels  ofTrans portation,Initial BasicF easibleSolutions  (1)Nort h-WestCorner Method (2). Matrix MinimaMethod	1,2,3 ,4	1,2,3, 4			

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

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

				Minimization.					
9	L36			Assignment Models,Hung arianMethod, Maximization andMinimizat ion.	1,2,3 ,4	1,2,3 ,4			
10	L37		M 4	Practicesession	1,2,3 ,4	1,2,3 ,4		Lecture/PPT/ CaseStudy/A ssign ment	
10	L38		M 4	Practicesession	1,2,3 ,4	1,2,3 ,4			
10	L39		M 4	Practicesession	1,2,3 ,4	1,2,3 ,4			
10	L40			Practicesession	1,2,3 ,4	1,2,3 ,4			
11	L41		M 5	Concept of GameTheory- Two-Person Zero Games,SomeBasi c Terms, TheMaxi(min)- Mini(max) Principle				Lecture/PPT/ CaseStudy/A ssign ment	
11	L42		M 5	Concept of GameTheory- Two-Person Zero Games, Some BasicTerms,The Maxi(min)- Mini(max) Principle	1,2,3 ,4	1,2,3 ,4			
11	L43		M 5	Concept of GameTheory- Two-Person Zero Games, Some BasicTerms,The Maxi(min)- Mini(max) Principle	1,2,3 ,4	1,2,3 ,4			
11	L44			ConceptofGame Theory - Two- Person Zero	1,2,3 ,4	1,2,3 ,4			

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

13	L51		M 5	Graphical solution of $2 \times n$ and $m$ $\times$ 2 Games.	1,2,3 ,4	1,2,3, 4			
13	L52			Graphical solution of $2 \times n$	1,2,3 ,4	1,2,3, 4			

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

## **MT211 Sales and Distribution**

### **Management COURSEINFORMATIONSSHEET**

**Coursecode:MT211**

**Coursetitle:SalesanddistributionmanagementPr**

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

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

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

**P:0Class**

**schedule per week:**

**03Class:BBA**

**Semester/level:IV/II**

**Branch:**

**NameofTeacher:**

### **Course Objectives**

This course enablesthestudents:

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

### **CourseOutcomes**

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

1.	Formulate physical distribution system for any business.
2.	Appraise the need of warehousing and its various types
3.	Design sales management strategy for any business

4.	Evaluate the potentiality of different sales territory
5	To evaluate the performance of salespeople.

## Syllabus

### Module-1

#### Introduction to Physical Distribution:

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

### Module-2

#### Warehouse Management and transportation:

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

### Module-3

#### Sales Management:

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

### Module-4

#### Territory Management:

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

### Module-

#### 5 Evaluation

n:

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

#### Suggested Books:

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

#### Gaps in the syllabus (to meet Industry/Professional requirements) POs met

#### through Gaps in the Syllabus

**Topicsbeyondsyllabus-****Logisticsmanagement,supplychainmanagement.POsmet****throughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
1.Lecture byuse ofboards/LCD projectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guestlectures
7.Industrialvisits/in-planttraining
8.Self-learning suchasuseofNPTELmaterialsand internets
9.Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure****DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcomes

**MappingofCourseOutcomesontoProgramOutcomes**

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

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

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

#### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	TextBook/ References	COs mapped	Actual Content covered	Metho dology Used	Remarks by faculty if any
1	L1		1	Concepts of physical distribution,	1,2	1		PPT, Lecture	
	L2		1	Concepts of physical distribution,	1,2	1		PPT Lecture	
	L3		1	function of Distribution channels,	1,2,3	1		PPT Lecture	
2	L4		1	function of Distribution channels,	1,2,3,	1		PPT, Lecture	
	L5		1	types of distribution channels,	1,2,3,	1		PPT, Lecture	

	L6		1	types of distribution channels,	2,3,	1		PPT, Lecture	
3	L7		1	Steps in Designing a Distribution system.	2,3,	1		PPT, Case	
	L8		1	Steps in Designing a Distribution system.	1,2,3,	2		PPT, Case	
	L9		1	Case study		2		Case study	
4.	L10		2	Concept of warehouse,	1,2,3,	2		PPT, Case	
	L11		2	Concept of warehouse,	2,3,	2		PPT, Case	
	L12		2	Need and benefits of Warehousing,	2,3,	2		PPT, Case	
5.	L13		2	Need and benefits of Warehousing,	1,2,3	3		PPT, Case	
	L14		2	Designing a Warehousing system.	1,2,3	3		PPT, Case	
	L15		2	Designing a Warehousing system.	2,3	3		PPT, Case	
6	L16		2	Important tasks in Transportation Management, Modes of Transportation.	1,2,3	3		PPT, Case	
	L17		2	Choosing a Transportation Mode.	1,2,3	3		PPT, Case	
	L18		3	Concept of sales management,	1,2,3	4		PPT, Case	
7.	L19		3	Concept of sales management,	1,2,3	4		PPT, Case	

	L20	3	concept of personalselling,	1,2,3	4		PPT, Case	
	L21	3	concept of personalselling,	1,2,3,	4		PPT, Case	
8.	L22	3	ObjectivesofSales Management,	1,2,3,	4		PPT	
	L23	3	Function of salesperson,	2,3,	4		PPT	
	L24	3	Function of salesperson,	3,4	5		PPT, Case	
9.	L25	3	Stepsinvolved in sellingprocess .	1,2,3	5		PPT, Case	
	L26	3	Stepsinvolved in sellingprocess .	2,3	5		PPT, Case	
	L27	3	Case study		5		Case study	
10.	L28	4	Conceptof sales territory,	1,3,	5		PPT, Case	
	L29	4	Conceptof sales territory,	1,2,3,	5		PPT, Case	
	L30	4	Reasons for EstablishingSales Territories,	1,2,3,	5		PPT, Case	
11.	L31	4	Reasons for EstablishingSalesT erritories,	1,2,3	5		PPT, Case	
	L32	4	Meaningofsales quota	1,2,3	5		PPT. Lecture	
	L33	4	types of sales quota	1,2,3,	5		PPT, Lecture	
12.	L34	4	types of sales quota	1,2,3,	5		PPT, Case	
	L35	4	benefits of sales quota.	1,2,3,4	5		PPT, Case	
	L36	4	benefits of sales quota.	1,2	5		PPT, Case	

13.	L37		4	Case study		5		Case study	
	L38		5	Standards of Performance	1,2,3,	5		PPT, Case	
	L39		5	Standards of Performance	1,2,3,	5		PPT, Case	
14.	L40		5	Quota	1,2,3,	5		PPT, Case	
	L41		5	selling expense ratio, call frequencyratio	1,2,3,	5		Class Presentation, PPT	
15.	L42		5	ordercallratio,com paringactualperf or mancewithstandar ds,methods of evaluating salespeople	1,2,3,	5		ClassPresentation,PP T	

## MT212 Project

### Management COURSEINFORMATIONSSHEET

**Coursecode:**MT212

**Coursetitle:**PROJECTMANAGEMENTP

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

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

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

**schedule per week:**

**2Class:BBA**

**Semester/Level:**IV/IIN

**NameofTeacher:**

### Course Objectives

This course enables the students:

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

## **CourseOutcomes**

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

1.	Define the goals and objective of a project
2.	Analyse a project from technical, market and financial perspective
3.	Appraise a project and decide whether to carry the project or not
4.	Schedule and execute a project
5.	Review and administer the project

## **Syllabus**

**MODULE 1: Project Management, corporate planning, generation and screening of idea.** Introduction and characteristic of capital expenditure, shareholder's expectations, corporate financial objectives, corporate mission and philosophy, futuristic planning, SWOT analysis, strategic planning process, budgeting, operating planning, implementation, result and loop-back with strategic planning, capital budgeting decision, Project lifecycle, phases of project management, integrative approach to project management, generation of project ideas, monitoring the environment, corporate appraisal, Porter model: profit potential of industries, scouting and preliminary screening of project ideas, project rating index, sources of positive net present value.

### **MODULE 2: Project feasibility analysis.**

Introduction of Technical analysis, concept of technical analysis, application of technical analysis. Introduction of Financial analysis, concept of financial analysis, application of financial analysis. Introduction of Market analysis, concept of market analysis, application of market analysis.

### **MODULE 3: Project appraisal criteria.**

Introduction and concept of NPV (Net Present Value), Introduction and concept of IRR (Internal Rate of Return), Introduction and concept of PBP (Pay Back Period).

### **MODULE 4: Implementation of Project Management and Network technique of project management.**

Forms of project management, project planning, project control, human aspect of project management, pre-requisites for successful project implementation. Development of project network, time estimation, network cost system, scheduling when resources are limited, PERT model, CPM model. Concept and Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest Beginning Time, and Slack Time.

### **MODULE 5: Project Review and administrative aspects.**

Initial review, performance evaluation, abandonment analysis, behavioural aspect of capital budgeting, evaluating the capital budgeting system of an organisation

## **Textbooks:**

**Chandra.P,(2002),Projectsplanning,analysis,selection,financing,implementationandreview, NewDelhi,TataMcGrawHill.**

**Referencebooks:**

**AdamEverett.E,EbertRonaldJ.Jr(2000)ProductionandOperationManagement,Concepts,ModelsandBehaviour,PrenticeHallOfIndia(5<sup>th</sup> Edition)**

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme  
tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsметthroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsand internets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

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

**LOW,M=MEDIUM,H=HIGH**

Course Outcome #	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5					
CO1	M	L	L	M	L					
CO2	H	M	H	M	M					
CO3	H	H	H	H	M					
CO4	H	H	H	H	H					
CO5	H	H	H	H	H					

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

## **Lecture wise Lesson planning Details.**

Week No .	Lec t. No.	Tentati ve Date	Ch . No .	Topics to be covered	Text Book /Refer ences	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Introduction and characteristic of capital	T1, R1	1		PPTDigi Class/Choc k	

				expenditure, shareholder's expectations				-Board	
	L2		1	corporate financial objectives, corporatemission andphilosophy,	T1, R1	1		PPTDigi Class/Choc k -Board	
2	L3		1	futuristic planning,SWOT analysis,	T1, R1	1		PPTDigi Class/Choc k -Board	
	L4		1	strategic planning process, budgeting,	T1, R1	1		PPTDigi Class/Choc k -Board	
3	L5		1	operating planning, implementation,	T1, R1	1		PPTDigi Class/Choc k -Board	
	L6		1	resultandloop- back with strategic planning,capital budgeting decision,	T1, R1	1		PPTDigi Class/Choc k -Board	
4	L7		1	Projectlifecycle, phasesofproject management,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
	L8		1	integrative approach to project management, generation of projectideas,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
5	L9		1	monitoring the environment, corporate appraisal,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
	L10		1	Porter model: profitpotentialof industries,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
6	L11		1	scouting and preliminary	T1, R1	1,2		PPTDigi Class/Choc	

				screening of project ideas				k -Board	
	L12		1	project rating index,sourcesof positive net presentvalue.	T1, R1	1,2		PPTDigi Class/Choc k -Board	
7	L13		2	Introduction,concept and application of Technical analysis,	T1, R1	2		PPTDigi Class/Choc k -Board	
	L14		2	Introduction, concept and analysis of Financial analysis	T1, R1	2		PPTDigi Class/Choc k -Board	
8	L15		2	Introduction,concept and application of Marketanalysis,	T1, R1	2		PPTDigi Class/Choc k -Board	
	L16		3	Introductionand conceptof NPV(NetPresent Value)	T1, R1	3		PPTDigi Class/Choc k -Board	
9	L17		3	Introductionand concept of IRR(Internal RateofReturn),	T1, R1	3		PPTDigi Class/Choc k -Board	
	L18		3	Introductionand conceptof PBP(Pay Back Period).	T1, R1	3		PPTDigi Class/Choc k -Board	
10	L19		4	Formsofproject management	T1, R1	3		PPTDigi Class/Choc k -Board	
	L20		4	projectplanning,	T1, R1	3		PPTDigi Class/Choc k -Board	
11	L21		4	projectcontrol	T1, R1	3		PPTDigi Class/Choc k -Board	

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

## **MT 213 Web Applications of Business**

### **COURSEINFORMATIONSHEET**

**Coursecode:**MT213

**Coursename:**Web applications of Business

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

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

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

**Class schedule per week:** 02

**Class:** BBA

**Semester/Level:** IV/IIBranch:

Management

#### **Course Objectives**

This course enables the students:

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

#### **Course Outcomes**

After the completion of this course, students will be:

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

#### **Syllabus**

##### **Module 1 [5]**

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

##### **Module 2 [4]**

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

### **Module3[6]**

IntroductiontoCSS:Overview,selectors,colours,backgrounds,DIVs,pseudo-classes.Margins,padding,borders,boxmodel,box-sizing,floatsandposition.

### **Module4[8]**

Webfonts,includingGooglefonts.Ems,percentagesandpoints.Handlingtypography.Accessibilityand Webstandards.

### **Module5[5]**

JavaScriptintroduction:Variables,numbersandstrings,Booleans,basicmath,if-statements,arrays,loops.Useofconsole.log()vs.<script>tags,Functions(parametersandreturns),scopeofvariables,moreif-statements,morefor-loopsandmorearrays.Definingproblems.Problembreakdowns.Pseudocode,HTMLforms;designandlayoutfor formsandquizzes,JavaScriptandforms.

#### **Textbooks/Referencebooks:**

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

#### **ReferenceBooks:**

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

Gapsinthesyllabus(tomeetIndustry/Professionrequirements)

#### **POsmethroughGapsintheSyllabus**

#### **Topicsbeyondsyllabus/Advancedtopics/Design**

#### **POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCDprojectors/OHPprojectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids

Industrial/guestlectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

#### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>Assessment Tool</b>	<b>%Contribution during CO Assessment</b>
EndSemExaminationMarks	50
MidSemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**Indirect Assessment –**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

<b>Mapping Between COs and Course Delivery (CD) methods</b>				
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>	
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1	
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4	
CD3	Seminars	CO3	CD1, CD2, CD4	
CD4	Miniprojects/Projects	CO4	CD1, CD2, C D3, CD4	
CD5	Laboratory experiments/teaching aids			

CD6	Industrial/guestlectures			
CD7	Industrialvisits/in-planttraining			
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets			
CD9	Simulation			

### LecturewiseLessonplanningDetails.

Week No.	Lect. No.	Tent ative Date	Ch. No.	Topicstobec overed	Text Book / Referenc es	COs mapped	ActualC ontentco vered	Methodolog y used	Remar ksby faculty ifany
1	1		1	Introductiontothecou rse	T1,R1	CO1		Lecture/P PTDigiclass/Chalk -Board	
	2		1	Tools,technologiesan d outcomes. Recommendedtexted itorprograms	T1,R1	CO1			
2	3		1	Tools,technologiesan d outcomes. Recommendedtexted itorprogramsCon't...	T1,R1	CO1,C O2		Lecture/P PTDigiclass/Chalk -Board	
	4		1	Tools,technologiesan d outcomes. Recommendedtexted itorprogramsCon't...	T1,R1	CO1,C O2			
3	5		1	Roles of HTML,CSS ,JavaScript.Webbro wsers	T1,R1	CO1,C O2		Lecture/P PTDigiclass/Assign mnet	
	6		1	Roles of HTML,CSS ,JavaScript.Webbro wsersCon't.....	T1,R1	CO1,C O2,CO 3			
4	7		2	client/server,req uest/response	T1,R1	CO2,C O3		Lecture/P PTDigiclass/Sem	

	8		2	Client/server,request/response Co n't.....	T1,R1	CO2,C O3		inar	
5	9		2	Introduction toHTML : structure	T1,R1	CO2,C O3			
	10		2	Introduction to HTML:images,links	T1,R1	CO2,C O3			
6.	11		3	Textmark- up,lists,links,images	T1,R1	CO2,CO 3,CO4		Lecture/PP TDigiClass /Chalk -Board	
	12		3	Block vs. inlineeleme nts	T1,R1	CO3,C O4			
7.	13		3	DIVandSPAN.	T1,R1	CO3,C O4			
	14		3	IntroductiontoCSS:O verview,selectors	T1,R1	CO2, CO3, CO4			
8.	15		3	colours,background s,DIVs	T1,R1	CO3,C O4			
	16		3	Pseudo-classes.	T1,R1	CO2,C O3			
9.	17		3	Margins, padding, borders	T1,R1	CO3		Lecture/P TDigiCla ss/Seminar	
	18		4	box model, box- sizing	T1,R1	CO4,C O5			
10.	19		4	floatsandposition.	T1,R1	CO3,CO 4,CO5			
	20		4	Webfonts,includingG ooglefonts.	T1,R1	CO4,C O5			
11.	21		4	Ems,percentages	T1,R1	CO3,C		Lecture/P	

				andpoints.		O4,CO5		PTDigiClass/ChalkBoard	
	22		4	Handlingtypography.	T1,R1	CO4,C O5			
12.	23		4	Accessibilityand Webstandards.	T1,R1	CO3, CO4		Lecture/P PTDigiClass/Assign ments	
	24		4	JavaScriptintroduction: Variables,numbersandstrings	T1,R1	CO4,C O5			
13	25		5	Booleans,basicmath,if-statements	T1,R1	CO5		Lecture/P PTDigiClass/Assign ments	
	26		5	arrays,loops.Useofconsole.log()vs.<script>tags	T1,R1	CO5			
14	27		5	Functions(parametersandreturns)	T1,R1	CO5		Lecture/P PTDigiClass/Assign ments	
	28			scopeofvariables,moreif-statements	T1,R1	CO3,CO 4,CO5			
15	29			morefor-loopsandmorearrays. Definingproblems. Problembreakdowns. Pseudocode.	T1,R1	CO3,CO 4,CO5		Lecture/P PTDigiClass/Semina rs	
	30			HTMLforms;designandlayoutforforms andquizzes;JavaSciptandforms.	T1,R1	CO3,CO 4,CO5			

**MT213 Web Applications of  
Business COURSEINFORMATIONSSHEET**

**Coursecode:**MT213

**Coursetitle:**WebapplicationsofBusiness

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

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

**Credits:**2 L:01 T:00 P:02

**Classscheduleperweek:**02

**Class:**

**Semester/**

**Level:**IV/IIBranch:

**Course Objectives**

This course enables the students:

A.	To gain understanding of emerging technologies and other concepts related to e-commerce.
B.	To understand the major driving forces behind e-commerce.
C.	To get the knowledge of setting and operating a successful e-business.

## Course Outcomes

After the completion of this course, students will be:

1.	Gaining an insight of the theories and concepts underlying e-commerce.
2.	Aware of different e-commerce models and different modes of payments.
3.	Aware of security and legal aspects of e-commerce.
4.	Familiarized with current challenges and issues in e-commerce.

## Syllabus

Module 1 [5]

**Introduction to E- Commerce :** Meaning and concept, E- Commerce v/s Traditional Commerce, History of E- Commerce, EDI – Importance , features & benefits, Impacts & Limitations of E-Commerce.

Module 2 [4]

### E-Commerce Business Models:

Business to Business, Business to customers, customer to customers, Business to Government, Business to employee, E-Commerce strategy – Influencing factors of successful E-Commerce.

Module 3[6]

**BuildinganE-CommerceWebsite:**Majordecisionmakingareas,StagesinSystemDevelopment Life Cycle, Domain Name Registration, Developing Static Web Pages, IntegrationwithOperationalDatabases,Staticwebsiteanddynamicwebsites, Majorconsiderationsinch oosingwebserverandecommercemerchantserversoftware.

Module 4[8]

**ElectronicPaymentSystems:**OverviewofElectronicPaymentSystems,Onlinepaymentsystems – prepaid and post-paid payment systems – e- cash, e- cheque, Smart Card, Credit Card ,DebitCard,ElectronicWallets,Securityissuesonelectronicpaymentsystem– SecurityProtocolssuchasHTTPS,SSL,Encryption,Cryptography,PublicKeyandPrivateKeyCryptography,DigitalSignatures,DigitalCertificates.

Module 5[5]

**Legalissues:**LawsforE-Commerce,RegulatoryframeworkofE-commerce,CyberLaws– InformationTechnologyAct2000

**Textbooks/ Referencebooks:**

6. Agarwala,KamleshN.,AmitLalandDeekshaAgarwala,BusinessontheNet:AnIntroductionto theWhatsandHowsofE-Commerce,MacmillanIndia Ltd.
7. Bajaj,DeobyanNag,E-Commerce,TataMcGrawHillCompany,NewDelhi.
8. Diwan,PragandSunilSharma,ElectronicCommerce-AManager’sGuidetoE- Business,VanityBooksInternational,Delhi.
9. Dietel,HarveyM.,Dietel,PaulJ.,and KateSteinbuhler.,E-businessandE- commerceformanagers,PearsonEducation.
10. Greenstein,M.andT.M.Feinman,ElectronicCommerce:Security,RiskManagementandCont rol,TataMcGrawhill.

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining

Self-learningsuchasuseofNPTELmaterialsand internets	
Simulation	

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **IndirectAssessment–**

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

### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomesontoProgramOutcomes**

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

<b>MappingBetweenCOsandCourseDelivery(CD) methods</b>				
<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>CourseDeliveryMethod</b>	
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1	
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD4	
CD3	Seminars	CO3	CD1, CD2, CD4	
CD4	Miniprojects/Projects	CO4	CD1, CD2, CD3, CD4	
CD5	Laboratory experiments/teaching aids			
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			

CD8	Self-learning such as use of NPTEL materials and internets									
CD9	Simulation									

### LecturewiseLessonplanningDetails.

WeekNo.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		M1	Meaning and concept	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M1	E-Commerce v/s Traditional Commerce, History of E-Commerce	1,2, 3,4, 5	CO1		Lecture/PPT	
2	L1		M1	EDI – Importance , features & benefits,	1,2, 3,4, 5	CO1		Lecture/PPT/CaseStudy	
	L2		M1	Impacts & Limitations of E-Commerce.	1,2, 3,4, 5	CO1		Lecture/PPT	
3	L1		M2	Business to Business, Business to customers	1,2, 3,4, 5	CO2		Lecture/PPT /Assignment	
	L2		M2	customers to	1,2, 3,4,	CO2		Lecture/PPT/ Assignment	

				customers ,Business toGovernment,Businessto employee	5				
4	L1		M 2	E-Commerce strategy – Influencing factors of successful E-Commerce.	1,2, 3,4, 5	CO2		Lecture/PPT	
	L2		M 3	Major decision making areas	1,2, 3,4, 5	CO2		Lecture/PPT	
5	L1		M 3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M 3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
6	L1		M 3	Stages in System Development Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M 3	Domain Name Registration, Developing Static Web	1,2, 3,4, 5	CO1		Lecture/PPT /Assignment	

				Pages					
7	L1		M 3	Integration with Operational Databases ,	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M 3	Static website and dynamic websites	1,2, 3,4, 5	CO1		Lecture/PPT	
8	L1		M 3	Major considerations in choosing webserver and e-commerce merchant server software.	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M 4	Overview of Electronic Payment Systems	1,2, 3,4, 5	CO2		Lecture/PPT	
9	L1		M 4	Online payment systems—prepaid and post-paid payment systems—e-cash,e-cheque	1,2, 3,4, 5	CO2		Lecture/PPT	
	L2		M 4	Smart Card,	1,2, 3,4, 5	CO2		Lecture/PPT	
10	L1		M 4	Credit Card,	1,2, 3,4, 5	CO2		Lecture/PPT	
	L2		M 4	Debit Card,	1,2, 3,4,	CO2		Lecture/PPT	

				Electronic Wallets,	5				
11	L1		M 4	Security issues on electronic payment system – Security Protocol such as HTTPS, SSL,	1,2, 3,4, 5	CO3		Lecture/PPT	
	L2		M 4	Public Key and Private Key Cryptography	1,2, 3,4, 5	CO3		Lecture/PPT	
12	L1		M 4	Digital Signatures	1,2, 3,4, 5	CO3		Lecture/PPT	
	L2		M 4	Digital Signatures, Digital Certificates	1,2, 3,4, 5	CO3		Lecture/PPT	
13	L1		M 5	Laws for E-Commerce,	1,2, 3	CO3,C O4		Lecture/PPT/Case Study	
	L2		M 5	Regulatory framework of E-commerce ,	1,2, 3	CO3,C O4		Lecture/PPT	
14	L1		M 5	Information Technology Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Case Study/Assignment	
	L2		M 5	Information Technology Act 2000	1,2, 3	CO3,C O4		Lecture/PPT/Case Study/Assignment	

## **MT214ManagementInformationSystemC**

### **OURSEINFORMATIONSHEET**

**Course code:MT214**

**Course title:Management Information System**  
**Pre-requisite(s):NIL**

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

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:**

**4/2Branch:BBA**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

After the completion of this course, students will be:

1. Able to make better decisions through the usage of available information to gain competitive advantage
2. Able to identify the areas of improvements of existing information systems in organizations and be able to use and improvise them to the benefit of the organization
3. Able to apply concepts like artificial intelligence and ERP to make the organizations more efficient

## **Syllabus**

### **MODULE 1**

Introduction to information system and MIS (7): Introduction to information systems, Ethical and social issues in information systems, Concept, role and importance of MIS, Control issues in MIS, Information classification and value of information

### **MODULE 2**

Information systems, organizations and strategy (7): Organisation Features, Organisation structure, Routines and business processes. Impact of information systems on organizations and business firms. Using information systems to achieve competitive advantage: Porter's Competitive forces model, IS Strategy for dealing with competition, Business value chain model. Strategic Management Information systems: How IT influences organizational goals, Product differentiation

### **MODULE 3**

MIS and Decision Making Concepts, Concept of Decision Support Systems (7): Types of decisions and decision making concepts. Herbert Simon Model of decision making. Introduction to DSS. Introduction to Enterprise Resource Planning and DBMS, RDBMS. Introduction to Artificial Intelligence

### **MODULE 4**

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

### **MODULE 5**

Planning, designing and implementation of MIS: Contents of MIS plan, Steps in MIS planning. Development of MIS - prototype and lifecycle approach. Pitfalls in development of MIS. The Implementation of MIS

## **Textbooks:**

- 1. Management Information Systems - Managing the Digital Firm: Kenneth C. Laudon & Jane P. Laudon**
- 2. Management Information Systems: D.P. Goyal**
- 3. Information systems for modern management: Murdrick, Ross and Claggett Reference books:**

- 1. Modern system analysis and design: Hoffer, George and Valacich**
- 2. Enterprise resource planning: Alexis Leon**

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

## **POsметthroughGapsintheSyllabus**

### **Topicsbeyondsyllabus/Advancedtopics/Design**

### **POsметthroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomesontoProgramOutcomes**

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

MAPPINGBETWEENCOURSEOBJECTIVESANDCOURSEOUTCOMES						
Course Objectives	CourseOutcomes					
	CO1	CO2	CO3			
A	H	M	M			
B	M	H	H			
C	H	M	L			
D	M	H	H			

MappingBetweenCOsandCourseDelivery(CD) methods			
CD	CourseDeliverymethods	CourseOutcome	Course DeliveryMethod
CD 1	Lecturebyuse ofboards/LCD projectors/OHP projectors	CO 1	CD1/CD8
CD 2	Tutorials/Assignments	CO2	CD1/CD2/CD3/CD8
CD 3	Seminars	CO3	CD1/CD2/CD3//CD 4
CD 4	Miniprojects/Projects		
CD 5	Laboratoryexperiments/teachingaids		
CD 6	Industrial/guest lectures		
CD 7	Industrialvisits/in-planttraining		
CD 8	Self-learningsuchasuseofNPTEL materials and internets		
CD 9	Simulation		

#### **LecturewiseLessonplanningDetails.**

Wee kNo .	Lec t. No.	Tentati veDate	Ch . No .	Topicstobec overed	TextB ook /Refer ences	COsm apped	Actual Conte nt covere d	Methodology used	Remar ks byfacu ltyifan y
1	L1		1	Introduction toinformati on	T1,T2, R1	1		PPTDigiCl ass/Chalk -Board	
1	L2		1	Whyinforma tionmanagementneedsto beethicallyca rried out	T1,T2	1,2		PPT/Chalk -Board/Case	
1	L3		1	Introduction toinformati onsystems	T1,T2 ,R1	1		PPT/Chalk -Board	
2	L4		1	Howorganisa tionswouldb enefitfrominf ormation management	T1,T2	1		PPT/ assignment	
2	L5		1	Role ofMIS	T3	1		PPT	
2	L6		1	Importance ofMIS	T3	1,2		PPT/assignme nt	

3	L7		1	Control issues in MIS	T1	1		PPT/case	
3	L8		1	Information Classification	T2	1		PPT	
3	L9		1	Value of information	T1	1,2		PPT	
4	L10		2	Introduction to organisation processes	T1,T2, R1	2		PPT /class assignment	
4	L11		2	Features of organisation	T1	2		PPT	
4	L12		2	Organisational structure	T1	2		PPT	
5	L13		2	Flow of work in organisation	T2,R1	2		PPT	
5	L14		2	Routines and business processes	T1	2		PPT/Chalk-Board	
5	L15		2	Impact of information on organisations and businesses firms	T1	2,3		PPT/case	

6	L16		2	Porter's five forces model	T1	1,2		PPT/chalk board	
6	L17		2	Information system strategy to deal with competition	T1	2		PPT/case	
6	L18		2	Business value chain model	T1	2,3		PPT/	
7	L19		2	How IT influences organisational goals	T1	2,3		PPT/case	
7	L20		2	How IT influences product differentiation	T1	3		PPT /assignment	
7	L21		3	The concept of decision making	T1,T2 ,T3	1		PPT	
8	L22		3	Types of decisions	T2	1		PPT	
8	L23		3	Types of decisionmaking systems	T1,T2	1		PPT	
8	L24		3	Herbert Simon Model of Decision Making	T1	1		PPT	

9	L25		3	Introduction to Decision support system	T1,T2, T3	1,2		PPT	
9	L26		3	Introduction toERP	R2	3		PPT DigiClas s	
9	L27		3	Introduction to DBMS andRDBMS	T1,T2, T3	3		PPTDigiCl ass/Chalk -Board	
10	L28		3	Introduction to artificial intelligence	T1	3		PPTDigiClass /assignment	
10	L29		4	Concept of system and systemanalysis	T2,R1	2		PPT DigiClas s	
10	L30		4	Systemanalysisanddesign (SAD)	T2,R1	2		PPT DigiClas s	
11	L31		4	Need for systemanalysis	T2,R1	2		PPT	
11	L32		4	Process of systemanalysisanddesign	T2,R1	2		PPT	
11	L33		4	MIS and systemanalysis	T2,R1	2		PPT /assignment	

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

## **MT215ProjectFeasibilityReportC**

### **OURSEINFORMATIONSHEET**

**Course code:MT215(RP)**

**Coursetitle:ProjectFeasibilityAnalysisP**

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

**Co- requisite(s):**

**NILCredits:2**

**Class:**

**Semester/Level:IV/IIB**

**ranch:**

**NameofTeacher:**

#### **CourseOutcomes**

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

Identify Business Opportunities in a given business environment and compare their commercial feasibility

#### **Syllabus**

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

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

#### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%ContributionduringCOAssessment</b>
Progressive Evaluation	40
End Sem Viva Voce	60

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### **IndirectAssessment–**

1. StudentFeedback onFaculty
2. StudentFeedbackonCourseOutcome

## **MT216EntrepreneurshipandSmallBusinessC**

### **OURSEINFORMATIONSHEET**

**Coursecode:MT216**

**Coursetitle:ENTREPRENEURSHIPANDSMALLBUSINESS**

**Pre-requisite(s):**

**NILCo-**

**requisite(s):NIL**

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

**P:0Class**

**schedule per week: 2Class:**

**Semester/Level:IV/IIB**

**ranch:**

### **Course Objectives**

Thiscourseenablesthestudents:

A.	Inimprovingunderstandingoftheroleofentrepreneurshipintheeconomy
B..	Inunderstandingthedynamicroleofentrepreneurshipandsmallbusinesses
C.	TosharpentheproblemsolvingskillsandIncreasetheir alertnesstoopportunity
D.	Todeveloped oneormoreentrepreneurialideasoftheirown
E.	Todevelopappropriateskillsinthestudentssasto makethemcompetentandself-employed

### **CourseOutcomes**

Afterthecompletionofthiscourse,studentswillbeableto:

1.	prepareacomprehensivebusinessplan
2.	describeoperationalandorganizationalstructuresforbusiness
3.	describefunding sourcesand thecapitalstructureofabusiness
4.	Developabilitiesinevaluatingsmallbusinessideasand marketopportunities
5.	DemonstratethepotentialoforganizingandmanagingaSmallBusiness

### **Syllabus**

## **UNIT-1ENTREPRENEURIALMANAGEMENT**

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

## **UNIT-2SETTINGUPSMALLSCALEINDUSTRY**

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

## **UNIT-3SOCIALENTREPRENEURSHIP**

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

## **UNIT-4FAMILYBUSINESSANDENTREPRENEURSHIP**

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

## **UNIT-5FINANCINGTHEENTREPRENEURIALBUSINESS:**

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

### **Text Books:**

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

**Reference Books:**

1. HisrichD,PetersP.Michael,ShepherdA.Dean,(2008)Entrepreneurship7<sup>th</sup>Ed,McGraw-Hill International Edition.
2. Desai.V,(2004),Small-Scale Industries and Entrepreneurship,6<sup>th</sup>Ed,Himalaya Publishing House.
3. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
4. Dr. Aruna Bhargava, Everyday Entrepreneurs – The harbingers of Prosperity and creators of Jobs.
5. Roy,R. Entrepreneurship,Oxford University Press.

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

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

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

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

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

**Direct Assessment**

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

### **IndirectAssessment-**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

Course Outcome #	<b>ProgramOutcomes</b>				
	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIGH	M=MEDIUM	L=LOW		

### **MappingofCourseOutcomesontoProgramOutcomes**

<b>MappingBetweenCOsandCourseDelivery(CD) methods</b>				
CD	CourseDeliverymethods	CourseO utcome	Course Delivery Method	
CD 1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1	
CD 2	Tutorials/Assignments	CO2	CD1	
CD 3	Seminars	CO3	CD1andCD2	
CD 4	Miniprojects/Projects	CO4	CD4ANDCD6	
CD 5	Laboratoryexperiments/teachingaids	CO5	CD4,CD6 ANDCD7	
CD 6	Industrial/guest lectures			
CD 7	Industrialvisits/in-planttraining			
CD 8	Self-learningsuchasuseofNPTELmaterialsandinternets			
CD	Simulation			

**LecturewiseLessonplanningDetails.**

Week No.	Lect. No.	TentativeDate	Ch. No .	Topicstobecovered	TextBook /Refer ences	COs mapped	Act ual Con tent cov ered	Methodolog y used	Remarks byfacul tyifany
1	2		1	<b>Md1</b> <b>Theevolution ofthe concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership;</b>	T1,R1	1,2		PPTDigi Class/Choc k -Board	
2	2		1	<b>Md1</b> <b>Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorshi p; partnership;</b>	T1,R1			PPTDigi Class/Choc k -Board	
3	2		1	<b>Md1</b> <b>limited liability partnership and corporation</b>	T1,R1			PPTDigi Class/Choc k -Board	

				<b>form of ownership;advantages/disadvantages,</b>				
4	2		1	<b>Md1Franchising;advantages/disadvantages offranchising;types of franchise arrangements .</b>	T1,R1		PPTDigiClass/Chock -Board	
5	2		2	<b>Md2Concept, Types of small scale industry,Setting up a small industry – An overview of the steps involved,</b>	T2,R2		PPTDigiClass/Chock -Board	
6	2		2	<b>Md2 Role of small scale industry in national economy, Challenges to the growth of small scale industry in the country,</b>	T2,R2		PPTDigiClass/Chock -Board	
7	2		2	<b>Md2 problem of sick industry, Revival plan.</b>	T2,R2		PPTDigiClass/Chock -Board	
8	2		3	<b>Md3Introduction to Social Entrepreneurship;Characteristics and Role</b>	T3,R3		PPTDigiClass/Chock -Board	

				<b>of Social Entrepreneur s;Innovationa ndEntrepren eurship in a SocialCo ntext;</b>				
9	2		3	<b>Md3 Start- UpandEarly Stage VentureIssue s incre ating andS ustaining aNon - profitsOrgani zation ; Financing and Risks;Bus inessStrategie sand Scaling up.</b>	T3,R3			PPTDigiCl ass/Chock -Board
1o	2		4	<b>Md4 The Entrepreneur ; Role andperson ality;FamilyB usiness:Conc ept,structure and kinds of familyfirms;</b>	T4,R4			PPTDigiCl ass/Chock -Board

11	2		4	<b>Md4</b> <b>Culture</b> ande volution offa <b>mily</b> firm; <b>ManagingBus</b> iness,family ands hareholderrel ationships ;Conflictandc onflict resolution in	T4,R4			PPTDigiCl ass/Chock -Board	
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				<b>familyfirms;</b>				
12	2		4	<b>Md4ManagementLeader ship ,successionandcontinuity ; women'sissue sinthefamilybusi ness ;Encouraging changeinthe familybusiness system.</b>	T4,R4			PPTDigiClass/Chock -Board
13	2		5	<b>Md5Arrangementof funds; Traditionalso urces offina ncing,Loansy ndication,Co nsortiumfina nce, rolepla yed by commercial banks,</b>	T5,R5			PPTDigiClass/Chock -Board
14	2		5	<b>Md5Appraisal ofloanap plicationsby financial institutions,V enture capital.</b>	T5,R5			PPTDigiClass/Chock -Board

## SEMV

**(ProgrammeCore)**

## **MT301 Business**

### **Ethics COURSE INFORMATION SHEET**

**Course Code: MT**

**301 Course Title: Business Ethics**

**Pre-requisite: NIL**

**Co-requisites: NIL**

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

**Class schedule per week -**

**3 Class: BBA Semester/Level**

**: Sem. V/5 Branch: Management**

**Name of Teacher:**

### **Course Objectives**

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

### **Course Outcomes**

The students will be able to:

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

### **Syllabus**

#### **MT-204, BUSINESS ETHICS**

#### **Module I**

Definition of Business Ethics,

Fundamental principles of ethics, Moral development and moral reasoning, managing ethics in organization, Concept of Human Values Ethics, Conceptual

framework in understanding the complementarity between values and skills, Universal value Vs Local Value.

## **Module II**

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

## **Module III**

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

## **Module IV**

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

## **Module V**

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

### **Text Books**

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

### **Reference Books**

1. Ethical Management – Satish Modh, Publication – PHI
2. It's only Business – Meera Mitra, Mcmillan Publication

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

#### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50

Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

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

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

Course Outcome #	Program Outcomes				
	a	b	c	d	e
1	L	M	L	L	M
2	L	M	L	L	M
3	H	M	L	H	H
4	H	H	M	M	H
5	H	H	L	H	M
INDEX	H=HIGH	M=MEDIUM	L=LOW		

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

Simulation			
Mapping Between COs and Course Delivery (CD) methods			
CD	CourseDeliverymethods	CourseOutcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	1,2,3	
CD2	Tutorials/Assignments	1,2	
CD3	Seminars	1,2,3 1,2	
CD4	Miniprojects/Projects	3,5	
CD5	Laboratory experiments/teaching aids	1,2,3,4,5	
CD6	Industrial/guest lectures	1,2,3,4,5	
CD7	Industrial visits/in-plant training	1,2,3,4,5	
CD8	Self-learning such as use of NPTEL materials and internets	1,2,3,4,5	
CD9	Simulation	1,2,3,4,5	

Wee kNo.	Lect . No.	Tentativ eDate	Ch. No .	Topics to be covered	Textboo k /referenc e s	COsM apped	Methodolog yused	Remarks by facul ty (ifany)
1	1		1	Introduction to business ethics and fundamental principles of ethics	TB/R	1	Lectures Assignment	
1	2		1	Moral development	TB/R	1	Lectures	

				and moralreasos ning, Mana ging ethics in an organizati on				
2	3		<b>1</b>	Human values and ethics, Concept ual framework in understandin g the complemen tarity between values and skills	TB/R	<b>1</b>	Lectures	
2	4		<b>1</b>	Universal val ues vs local values	TB/R	<b>1</b>	Lectures	
3	5		<b>1</b>	Case study				
3	6		<b>2</b>	Concept of Utilitarianism	TB/R	<b>2</b>	Lectures	
4	7		<b>2</b>	Forms of Utilitarianism	TB/R	<b>2</b>	Lectures	
4	8		<b>2</b>	Concept of Utilit arianism, Forms of Utilitarianism , Deontological Concept, Justice and Fairness	TB/R	<b>2</b>	Lectures	
5	9		<b>2</b>	The ethics of care, Time Management	TB/R	<b>2</b>	Lectures	
5	10		<b>2</b>	Moral capital's basic currency, analte rnative to moral p rinciples.	TB/R	<b>3</b>	Lectures	
6	11		<b>2</b>	Case study				
6	12		<b>3</b>	Voluntary Un ethical and Induced Unethical and their	TB/R	<b>3</b>	Lectures	

				consequences				
7	13		<b>3</b>	VoluntaryUn ethical andInducedU nethical andtheir consequence	TB/R	<b>3</b>	Lectures	
7	14		<b>3</b>	SecularandSac redconceptand its implication		<b>4</b>	Lectures	
8	15		<b>3</b>	SecularandSac redconceptand its implication	TB/R	<b>4</b>	Lectures	
8	16		<b>3</b>	Duties andrightsandth eir relationships	TB/R	<b>4</b>	Lectures	
9	17		<b>3</b>	Dutiesand rightsandtheir relationships	TB/R	<b>4</b>		
9	18		<b>3</b>	Case study				
10	19		<b>4</b>	Wage andsalary administration	TB/R	<b>5</b>	Lectures	
10	20		<b>4</b>	Fixation andrevision ofminimumrat es ofwages	TB/R	<b>5</b>	Lectures	
11	21		<b>4</b>	Fixation andrevision ofminimumrat es ofwages	TB/R	<b>5</b>	Lectures	
11	22		<b>4</b>	Conceptof Wage andSala ry	TB/R	<b>5</b>	Lectures	
12	23		<b>4</b>	Wage discrimination	TB/R	<b>1,2,4</b>	Lectures	
12	24		<b>4</b>	problems facedbyemploy eesin organizations,	TB/R	<b>2,3</b>	Lectures	
13	25		<b>5</b>	Conceptofjob description,job specification	TB/R	<b>2,3</b>	Lectures	

13	26		<b>5</b>	forms of job discrimination,	TB/R	<b>1,2</b>	Lectures	
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				WhiteCollar Crime, TradeSec ret				
14	27		<b>5</b>	WhistleBlow ingPollution, thediimensio n ofpollution andresourced epletion,	TB/R	<b>15</b>	Lectures	
14	28		<b>5</b>	Case study			Case study	

## **MT302IntroductiononSustainableDevelopmentC**

### **OURSEINFORMATIONSHEET**

**Course code:MT302**

**Course title:INTRODUCTIONONSUSTAINABLEDEVELOPMENT**

**Pre-**

**requisite(s):NILCo-**

**requisite(s):NIL**

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

**schedule per week:**

**2Class:BBA**

**Semester/Level:5/3**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

A.	To understand the basic concept of sustainability and analyse the factors that have contributed to its growing importance.
B.	To understand the influence of sustainability on product management
C.	To visualise how the green marketing initiatives can be put to use by businesses to achieve competitive advantage and profitability
D.	To understand how sustainability can be integrated into businesses to create a win-win situation for consumers as well as businesses
E	To understand how sustainable designs and better management of logistics and other such initiatives can bring competitive advantage to firms.

### **CourseOutcomes**

After the completion of this course, students will be:

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

## Syllabus

### Module1:

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

### Module2:

**Product Sustainability Management, Life Cycle Thinking, Product Life Cycle Management, Environmental Life Cycle Assessment, The Green marketing mix, Introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.**

### Module3:

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

### Module4:

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

## **Module5:**

**Conceptofgreensupplychain,Impactofsupplychainonsustainability,elementsofgreenlogistics, conceptofsustainabilityreporting**

### **Textbooks:**

- 1) Blackburn, William, **The Sustainability Handbook** – The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility (2007), Environmental Law Institute, Washington, DC.
- 2) Savitz, Andrew, **The Triple Bottom Line** – How Today's Best-Run Companies are Achieving Economic, Social, and Environmental Success (2006), Jossey-Bass
- 3) Esty, Daniel and Winston, Andrew, **Green to Gold** (2008), Yale University Press
- 4) Drexler, Hans **Sustainable by Design**

### **Reference books:**

- 1) **Sustainable MBA: The Manager's Guide to Green Business** by Giselle Weybrecht
- 2) **THE RESPONSIBLE BUSINESS**, by Carol Sanford (March, 2011)
- 3) **Cradle to Cradle: Remaking the Way We Make Things** by William McDonough

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuseofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learningsuchasuseofNPTEL materialsand internets
Simulation

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

### **Direct Assessment**

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

### **Indirect Assessment –**

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

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

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

<b>Course Outcome #</b>					
	A	b	c	d	e
1	H	M	L	L	M
2	H	M	M	L	L
3	M	H	M	L	L
4	M	M	L	M	M
5	M	M	M	M	H

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

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

<b>CD</b>	<b>CourseDeliverymethods</b>	<b>Course Outcome</b>	<b>CourseDelivery Method</b>
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4,CD5
CD3	Seminars	CO3	CD1,CD2,CD4,CD8
CD4	Miniprojects/Projects	CO4	CD1,CD2,CD3, CD4,CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD1,CD2,CD3,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

### **LecturewiseLessonplanningDetails.**

Week No.	Lec t. No.	Tentati ve Date	Ch . No .	Topicstobe covered	Text Boo k/ Ref ere nces	COs mapp ed	Actua l Conte nt cover ed	Methodolo gy used	Remar ksby faculty ifany
1	L1 & L2		1	Introductiontothe conceptof Sustainabilityin business. Reasons forits growing importance, benefitsto organizationsand the society	T1, T2 R1 R2	1		PPTDigi Class -Board/	
2	L3 & L4		1	Existingstateof sustainabilityinthe world. Sustainability Pillars (Environmental, Social,Economic, Governance	T1, R1 R2	2		Lecture/pp t/Seminar	
3	L5 & L6		2	Product Sustainability Management,Life CycleThinking	T1 T3 R1 R2	1,2		PPTDigi Class/Assi gnment/ca se	
4	L7		2	ProductLifeCycle	T1	1,2		Lecture/	

	&L L8			Management, EnvironmentalLife CycleAssessment,	T2, R1 R2			Assignmen t/case	
5	L9 & L10		2	TheGreen marketingmix	T1 T3 R1 R2	2,3		Lecture/ Assignmen t/case	
6	L11 &L 12		2	<b>Introduction tosustainable packaging, conceptoflife cycleanalysisand itsimpacton productdesign.</b>	T1 T2, R1 R2	2,3		Lecture/ Classroom Assignmen t/case	
7	L13 & L14		3	Integrating Sustainabilityinto Business	T1 T3, R1 R2	4		Lecture/ca se	
8	L15 & L16		3	Systemsthinking forsustainability, ValueChain perspective	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
9	L17 & L18		3	Sustainability strategyand planning,	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
10	L19 & L20		3	Relativeassessment ofsustainabilityand CorporateSocial Responsibility.	T1 T3, R1 R2	3		Lecture/ Assignmen t/case	
11	L21 & L22		4	Introductionto sustainabledesigns, sustainabledesigns increationof competitive advantage	T1 T4, R1 R3	2		Lecture/PP T/Assignm ent	
12	L23 & L24		4	Conceptoffeo- labellingandits impactonconsumer choice, Conceptof greencertifications leveragedtobenefit	T1 T2, R1 R2	3		Lecture PPT Assignmen t	

				productmarketing					
13	L25 & L26		5	Conceptofgreen supplychain, Impactofsupply chain on sustainability	T1 T2, R1 R2	4,5		Lecture,PP T	
14	L27 & L28		5	Elementsofgreen logistics,Conceptof sustainability reporting	T1 T2 T3, R1 R2 R3	4,5		Lecture/PP T/case	

## **SEMVI**

### **(Programme**

### **Core)MT303StrategicManage ment**

#### **COURSEINFORMATIONSHEET**

**Course code:MT-303**

**Coursetitle:STRATEGICMANAGEMENTP**

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

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

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:**

**4/2NameofTeacher:**

**CourseObjectives:**

**Thiscourseenablesthestudents:**

A.	To understand the most important hard skills in the business management
B.	To emphasize monitoring and evaluation of external opportunities and threats in light of corporation's strengths and weaknesses.

C.	To manage businesses and projects.
D	To have an insight into the managerial decisions and actions
E	To appreciate the day – to -day activities of management and focus on long term strategy.

## **Course Outcomes**

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

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

## **Syllabus**

### **Module 1**

#### **An overview of Strategic Management**

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

### **Module 2**

#### **Environmental Appraisal**

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

## **Module 3**

### **Corporate level strategies**

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

## **Module 4**

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

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

## **Module 5**

### **New Business Models**

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

**Textbooks:** Business policy and strategic Management, Azhar Kazmi, Tata McGraw-Hill

### **Reference books:**

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

Strategic Management, Michael Porter, Prentice Hall of India

Cases in Strategic Management, S.B. Budhiraja & Atheya, Excel Books

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

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

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

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

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

#### **Direct Assessment**

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

**IndirectAssessment-**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingofCourseOutcomesonto ProgramOutcomes**

CourseOutcome	ProgramOutcomes				
	a	b	c	d	e
1	H	M	M	L	M
2	H	M		L	L
3	L	M		L	L
4	L	H		M	L
5	L	L	L	L	M

**MappingBetweenCOsandCourseDelivery(CD) methods**

CD	CourseDeliverymethods	CourseOutcome	CourseDeliveryMethod
CD 1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	
CD 2	Tutorials/Assignments	CO2	
CD 3	Seminars	CO3 CO4	Combination ofDeliveryMet hods asmentionedin theLessonPlan
CD 4	Miniprojects/Projects		
CD 5	Laboratoryexperiments/teachingaids	CO1	

CD 6	Industrial/guest lectures	CO5	
CD 7	Industrial visits/in-plant training	CO5	
CD 8	Self-learning such as use of NPTEL materials and internets	CO3 CO5	
CD 9	Simulation	CO5	

#### Lecturewise Lesson planning Details.

Week No.	Lec t. No.	Tentati ve Date	Ch . No .	Topics to be covered	Text Book / Refer ences	COs mapped	Actual Conte ntcovered	Methodolo gy used	Remarks by faculty if any
1	L1		1	Concept		CO1 CO 2 CO3		PPT /Chalk -Board/ Educationa l Videos/ CaseStudy etc.	
	L2		1	evolution of strategic management					
	L3		1						

				as a discipline					
2	L4		1	characteristics of strategic management					
	L5		1						
	L6		1	strategic management model		CO1		PPT /Chalk - Board/Educational Videos/ CaseStudy etc.	
3	L7		1						
	L8		1	Case Study					
	L9		1						
4	L10		2	Concept, porter's five forces model of competition		CO1		PPT /Chalk -Board/ Educationa l Videos/ CaseStudy etc.	
	L11		2			CO2			
	L12			environment appraisal, importance				PPT /Chalk - Board/Edu cational Videos/ CaseStudy etc.	
5	L13		2						
	L14		2	ETOP,SWOT analysis				PPT /Chalk - Board/Edu cational Videos/ CaseStudy etc.	
	L15		2						
6	L16		2	Grandstrategies, expansion				PPT /Chalk - Board/Edu cational Videos/ CaseStudy etc.	
	L17		3						

				strategies		CO1			
	L18		3			CO2			
7	L19		3	stability strategies,		CO3			
	L20		3						PPT /Chalk -Board/Educational Videos/CaseStudy etc.
	L21			strategic choice, corporate-level strategic analysis					PPT /Chalk -Board/Educational Videos/CaseStudy etc.
8	L22		3						
	L23		3	business-level strategic analysis					
	L24		3	subjective factors in strategic choice					PPT /Chalk -Board/Educational Videos/CaseStudy etc.
9	L25		3						
	L26		4	Issues in implementation,					
	L27		4	types of strategic implementation					
10	L28		4						

	L29		4	ntechniques,					
	L30		4	Importance, strategy evaluation tools				PPT /Chalk	
11	L31		4	role of organizational systems in evaluation				- Board/Edu cational Videos/ CaseStudy etc.	
	L32		4	Strategiesfor Internet Economy				PPT /Chalk	
12	L34		5					- Board/Edu cational Videos/ CaseStudy etc.	
	L35		5	E-commerce environment			CO4	PPT /Chalk	
13	L37		5					- Board/Edu cationa l Videos/ CaseStudy etc.	
	L38		5						
	L39		5	E- commerce businessmodel				PPT /Chalk	
14	L40		5					- Board/Edu cational Videos/ CaseStudy etc.	
	L41		5						
15	L42			Revision		CO5			

## ELECTIVES



## **MT306CorporateTaxation**

### **COURSEINFORMATIONSHEET**

**Course code:MT306**

**Coursetitle:CorporateTaxationP**

**re-requisite(s): MT103,**

**MT113Co-requisite(s):NIL**

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

**0Class schedule per week:**

**3Class:BBA**

**Semester/Level:**

**6/3NameofTeacher:**

### **Course Objectives**

Thiscourseenablesthestudents:

A.	To provide an insight into main provisions of the Income Tax Act, 1961
B.	to impart some basic knowledge about the Service Tax as amended by the current Finance Act
C.	To enable students to understand the change in policy
D.	To highlight the importance of tax structure and challenges
E.	To know about the latest developments and rules in Taxation.

### **CourseOutcomes**

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

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

### **Syllabus**

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

Historical Development of Income Tax and Corporate Tax, Tax structure in India under Indian Income Act, What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax, Rule of Corporate Tax **Module 2**

(9Lecture)

Computation of Income Computation Under Different Heads of Income, Set off and Carry Forward of Losses, Taxable Income and Tax Liability, Tax on Distribution of Profit, Taxation with reference to Newly Established Business.

- a. Location of a Business
- b. Nature of Business
- c. Form of Business

### **Module 3 (9 Lecture)**

Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit, Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern, Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger.

### **Module 4 (9 Lecture)**

Decision Making For Tax Payment Tax Consideration - Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports, Replacement and Capital Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning - Managerial Remuneration, Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.

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

Value Added Tax Implication of VAT to Corporate Income, Double Taxation Avoidance Agreement, Advance Payment of Tax, Collection of Tax at Source and E-TDS Return, Tax Planning and Management

#### **Textbooks:**

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

#### **Reference books:**

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

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme  
tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCDprojectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsand internets
Simulation

#### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	<b>ProgramOutcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
1	H	M	-	M	M

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

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1, CD2
CD 4	Miniprojects/Projects	CO4	CD1, CD2, CD4
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD4
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod1	Historical Development of Income Tax and Corporate Tax, Tax	T1, T2R1	CO1		Lecture/PPT / Guest Lecture	

				structure in India under Indian Income Act				
2	4-6		Mod1	What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax,	T1,T2 R1,	CO1, CO2	Lecture/PPT /Guest Lecture	
3	7-9		Mod1,2	Rule of Corporate Tax. 2. Computation of Income Computation Under Different Heads of Income,	T1,T2, T3,R1,	CO2, CO3	Lecture/PPT /Guest Lecture	
4	10-12		Mod2	Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit,	T1, T2,T3, R1	CO1, CO2,	Lecture/PPT /Guest Lecture	
5	13-15		Mod2	Taxation with reference to Newly Established Business. a. Location of a Business. b. Nature of Business. c. Form of Business	T1,T2, T3,R1	CO1, CO2, CO3	Lecture/PPT /Guest Lecture	
6	16-18		Mod3	Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit,	T1,T2, T3,R1	CO1, CO2, CO3	Lecture/PPT /Guest Lecture	
7	19-21		Mod3	Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern,	T1,T3, T4,R1	CO2, CO3, CO4	Lecture/PPT /Guest Lecture	

8	22-24	Mod,4	Tax Planning RegardingDividendPolicy, Issue ofBonusShares,InterCorporate Dividend andTransfers, Tax PlanningRelating to AmalgamationandMerg er	T1,T3, T4,R1	CO3, CO5		Lecture/PPT /Guest Lecture
9	25-27	Mod4	Decision Making For TaxPaymentTaxConsideration-Makeor Buy, Own or Lease,Close or Continue, Salein Domestic Market andExports,ReplacementandCapital	T1,T3, T4,R1	CO1, CO3, CO5		Lecture/PPT /Guest Lecture
10	28-30	Mod4	BudgetingDecisions. ManagerialRemunerationAndTaxConsideration Tax Planning- ManagerialRemuneration,	T1,T2, T4,T5 ,R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture
11	31-33	Mod4	Foreign Collaboration andJointVenture,Implication of AvoidanceofDoubleTaxationAgreement.	T3,T4, T5,R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture
12	34-36	Mod,5	Value Added Tax ImplicationofVattoCorporate Income, Double Taxation AvoidanceAgreement,	T2,T3, T5,R1	CO1, CO2 CO4, CO5		Lecture/PPT /Guest Lecture

13	37-39	Mod5	Advance Payment of Tax, Collection of Tax at Source and E-TDS Return,	T2, T4,T5, R1	CO1, CO2, CO4, CO5	Lecture/PPT /Guest Lecture
14	40-42	Mod5	Tax Planning and Management	T1,T2, T4,T5, T6,R1	CO1, CO2, CO4, CO5	Lecture/PPT /Guest Lecture

## **MT307BankingConceptsandPracticesC**

### **OURSEINFORMATIONSHEET**

**Course code:MT307**

**Coursetitle:BankingConcept&PracticesPr**

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

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

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

**0Class schedule per week:**

**3Class:BBA**

**Semester/ Level:**

**6/3NameofTeacher:**

### **Course Objectives**

Thiscourseenablesthestudents:

A.	To provide an insight into main provisions Banking Provisions
B.	to impart basic knowledge about the Banking Services & Economy
C.	To enable students to understand the changes in Banking and their impacts.
D.	To highlight the importance of Monetary policy in economy
E.	To know about the international developments and rules in Banking.

### **CourseOutcomes**

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

1.	<b>Develop Knowledge and Technical Proficiency in Banking</b>
2.	Developing the abilities to analyse the banking environment and make strategy accordingly.
3.	Develop an understanding the recent changes and challenges in Banking practices.
4.	Detect the role and importance of Banks at domestic and international level
5.	Develop the ability to design the strategy and analyse documents thereafter.

### **Syllabus**

#### **ModuleI:(9Lectures)**

Introduction: Definition and Meaning of Banking – Systems of Banking – Branch Banking – Unit banking – Correspondence Banking – Indian Banking – Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India - Banking Regulation Act – Banking Sector Reforms.

#### **ModuleII:(9Lectures)**

Banking System & Commercial Banking: Basic Concepts of Different Types of Banking Systems; An Overview and Structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation

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

Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums

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

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

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

Information Technology Act 2000 : ATM - RTGS NEFT SWIFT -Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure– e-cheque, Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAESI Act 2002.

#### **Suggested Books:**

1. Tennan ML., Banking: Law and Practice in India, India Law House, New Delhi
2. Legal & Regulating aspect of banking - 2nd Edition IIBF-MACMILLAN
3. Natarajan and Gorden - Banking Theory Law and Practice -  
Himalaya Publishing House, Mumbai
4. Parameswaran, R. & Natarajan, R. Indian Banking
5. Vaish, M.C. Money, Banking and International Trade

#### **Reference Books**

1. K.P.M. Sundaram, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

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

t through Gaps in the Syllabus

## **Topicsbeyondsyllabus/Advancedtopics/Design**

## **POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

## **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

## **MappingbetweenObjectivesandOutcomes**

### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	<b>ProgramOutcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
1	H	M	M	M	M
2	H	M	M	M	-
3	M	M	L	M	H
4	H	L	L	M	H
5	H	M	M	M	M

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD2, CD4
CD 4	Miniprojects/Projects	CO4	CD1, CD2
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internets		
CD 9	Simulation		

#### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/ References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod1	Definition and Meaning of Banking – Systems of Banking – Branch Banking – Unit banking – Correspondence Banking – Indian Banking	T1, T3 R1	CO1, CO2		Lecture/PPT /Guest Lecture	
2	4-6		Mod1	Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India - Banking Regulation	T1, T3 R1, R2	CO1, CO2,		Lecture/PPT /Guest Lecture	

				Act–Banking Sector Reforms.				
3	7-9		Mod1,2	Banking System & Commercial Banking: Basic Concepts of Different Types of Banking Systems	T1,T2 R1, R2	CO2, CO3		Lecture/PPT / Guest Lecture
4	10-12		Mod2	An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks,	T1, T3,T4, R1R2	CO2, CO3		Lecture/PPT / Guest Lecture
5	13-15		Mod2	Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation	T1,T3, T5,R1	CO1, CO2, CO3		Lecture/PPT / Guest Lecture
6	16-18		Mod3	Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker	T1,T2, T3,R1	CO2, CO3, CO4		Lecture/PPT / Guest Lecture
7	19-21		Mod3	protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums	T1,T5 R1	CO2, CO3, CO5		Lecture/PPT / Guest Lecture
8	22-24		Mod,4	Reserve Bank of India – Organisation Management Functions	T1,T4, T5,R1	CO1, CO3, CO4		Lecture/PPT / Guest Lecture
9	25-27		Mod4	NABARD–State Bank of India– Exchange Banks	T1,T3, T4, T2R1	CO2, CO3, CO4		Lecture/PPT / Guest Lecture
10	28-30		Mod4	Indigenous Banks–Co-operative Banks,	T1,T2, T4,R1	CO1, CO2,		Lecture/PPT / Guest

				Qualitative Methods of Credit Control.		CO3		Lecture
11	31-33		Mod5	Information Technology Act 2000	T1,T4, T5,R1	CO2, CO3, CO4, CO5		Lecture/PPT / Guest Lecture
12	34-36		Mod,5	ATM-RTGS NEFT- SWIFT- Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure – e-cheque,	T1,T2, T5,R1	CO2, CO3, CO4, CO5		Lecture/PPT / Guest Lecture
13	37-39		Mod5	Recent Regulations on Commercial Banks in India – prudential norms,	T2,T5, R1 R1	CO1, CO2, CO5		Lecture/PPT / Guest Lecture, Case Study
14	40-42		Mod5	Capital adequacy norms and SARFAESI Act 2002.	T1,T2, T5,R1	CO1, CO3, CO5		Lecture/PPT / Guest Lecture, Case Study

## MT308 International Finance

### COURSE INFORMATION SHEET

**Course code: MT308**

**Course title: International Finance P**

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

**MT113 Co-requisite(s): NIL**

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

**Schedule per week:**

**03 Class: BBA**

**Semester/Level: 6/3**

**Branch: BBA**

**Name of**

**Teacher: Course O**

**Objectives:**

This course enables the students:

A.	To understand the basic terms involved in international finance.
B.	To understand the functioning of international trade and finance.
C.	To develop understanding about the concepts like risk, BoP, derivatives, trade blocks etc. to develop an overall understanding about international finance and trade.
D.	To develop understanding about the foreign exchange market.
E.	To develop understanding about the overall structure of international trade and business.

## Course Outcomes

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

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

## Syllabus

### Module 1: (9 Lectures)

Introduction to International Finance:

Increasing interdependence

in the global economy, trends in international trade and cross-border financial flow, India in the global economy, recent developments in global financial markets, liberalisation, integration and innovation - challenges to international financial management, gains from international trade and investment.

### Module 2: (9 Lectures)

Balance of Payment:

Concept of economic

transactions, general government institutions, principles of BoP accounting, components of the BoP account, factors affecting the components of BoP account, importance of BoP statistics, Relationship between BoP variables and other economic variables, limitations of BoP.

### Module 3: (9 Lectures)

The foreign exchange market:

Structure and the participants, exchange rate determination, exchange rate quotations, types of quotes, arbitrage, types of transactions,

quotes for various kinds of merchant transactions, foreign exchange market - the Indian scenario, foreign exchange contracts – early delivery/extension/cancellation of foreign exchange contracts.

### Module 4: (9 Lectures)

Exchange Risk Management:

Foreign exchange exposure- definition, classification of foreign exchange exposure- transaction, translation and operating exposures, derivatives- definition, classification, features and participants.

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

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

International Trade:

Trade blocks- formation of trade blocks, conditions for success, OPEC- objectives, UNCTAD- functions. WTO- history, functions, structure of WTO agreements, Trade Related Aspect of Intellectual Property Rights (TRIPS), Trade Related Aspects of Investment Measures (TRIM S), General Agreement on Trade in Services (GATS).

Text books: International Finance, Ephraim Clark

Reference Book: International Finance and Trade, ICFAI University. Gaps

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

**met through Gaps in the Syllabus**

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

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

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

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

#### **Direct Assessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **IndirectAssessment–**

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

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

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

<b>CourseOutcome #</b>	<b>ProgramOutcomes</b>				
	a	b	c	d	e
1	H	M	M	M	M
2	H	M	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	M	M	M	M

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

#### **Lecture wise Lesson planning Details.**

Week No.	Lec t. No.	Tentati ve Date	C h. N o.	Topics to be covered	Text Boo k/ Refe re Nces	COs mapp ed	Actua l Conte nt cover ed	Methodol ogy used	Remar ks by facult y if any
1	L1		1	Increasing interdependence in the global economy	T1, R1	1,3		Chalk -Board	
	L2		1	Trends in international trade and crossborder financial flows	T1, R1	3		Chalk-Board	
	L3		1	India in the global economy	T1,R 1	3,4		Chalk-Board, Guest Lectures, Assignments	
2	L4		1	Recent developments in global financial market	T1,R 1	4		Chalk-Board, Assignments	
	L5		1	Recent developments in global financial market	T1,R 1	4		Chalk-Board	
	L6		1	Liberalisation, integration and innovation-challenges of international financial management	T1,R 1	3,4		Chalk-Board	
3	L7		1	Liberalisation, integration and innovation-challenges of international financial management	T1,R 1	3,4		Chalk-Board, Assignments	
	L8		1	Gains from international trade and investment	T1,R 1	1,3		Chalk-Board, Assignments	
	L9		2	Concepts of economic transactions	T1,R 1	3		Chalk-Board	
4	L10		2	General government institutions	T1,R 1	2,3		Chalk -Board, Assignments	
	L11		2	Principles of BoP accounting	T1,R 1	3		Chalk-Board	

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

	L2 7		4	Defining foreign exchangeexposure	T1,R 1	2		Chalk-Board
10	L2 8		4	Transactionexposure	T1,R 1	2		Chalk-Board, Assignments
	L2 9		4	Translationexposure	T1,R 1	2		Chalk-Board
	L3 0		4	Operatingexposure	T1,R 1	2		Chalk-Board
11	L3 1		4	Derivatives-definition andclassification	T1,R 1	4		Chalk-Board, Assignments
	L3 2		4	Featuresofderivatives	T1,R 1	4		Chalk-Board
	L3 3		4	Participants	T1,R 1	4		Chalk-Board
12	L3 4		4	Participants	T1,R 1	4		Chalk-Board
	L3 5		5	Formation of trade blocks,conditions for success	T1,R 1	1,5		Chalk-Board, Assignments
	L3 6		5	OPEC-objectives	T1,R 1	1,5		Chalk-Board, Assignments
13	L3 7		5	FunctionsofEU	T1,R 1	1,5		Chalk-Board, Assignments,Self-learning such as use of NPTEL materials and internets
	L3 8		5	NAFTA-objectives	T1,R 1	1,5		Chalk-Board, Assignments,Self-learning such as

								use of NPTEL materials and inter nets	
	L3 9		5	UNCTAD-Functions	T1,R 1	1,5		Chalk- Board, Assignme nts,Self- learning such as use of NPTEL materials and internets	
14	L4 0		5	WTO- functions and structure	T1,R 1	1,5		Chalk- Board, Assignme nts,Self- learning such as use of NPTEL materials and internets	
	L4 1		5	TRIPS,TRIMS	T1,R 1	1,3		Chalk- Board, Assignme nts,Self- learning such as use of NPTEL materials and internets	
	L4 2		5	GATS	T1,R 1	1,5		Chalk- Board, Assignme nts	

## **MT309EquityandDebtMarketC**

### **OURSEINFORMATIONSHEET**

**Course code:MT309**

**Coursetitle:Equityand**

**DebtMarketPre-**

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

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

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

**0Class schedule per week:**

**3Class:BBA**

**Semester/Level:VI/IIN**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

A.	To understand the evolution of financial markets, both equity market and debt market
B.	To impart knowledge of primary and secondary market and understand the trading systems.
C.	To describe the role of debt and equity in a firm's capital structure.
D.	To understand the role of technical and fundamental analysis in stock valuation.
E.	To study the players in debt markets and bond valuation.

### **CourseOutcomes**

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

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

### **Syllabus**

#### **Module1(9Lectures)**

Introduction to Financial Markets – Equity and Debt Markets Evolution of Financial Markets in India, Indirect and Direct Finance, Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets Regulatory framework of Financial Markets Regulation of Equity and Debt Markets and role of Regulatory bodies, Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries.

### **Module2(9Lectures)**

Introduction to Equity Shares Concept of equity shares, Features of equity shares, Advantages and Disadvantages of equity share investments. Equity Markets and Trading Systems. Introduction to Equity market- Primary market, Secondary market, Growth of equity shareholders, IPO, Evolution and growth of Stock Exchanges in India and Trading arrangements, Role of NSE, BSE and SEBI.

### **Module3(9Lectures)**

Debt Market Money market and Debt market in India, Fundamental features of Debt instruments, Different types of Debt Instruments, Participants in Debt Market Bond Analysis and Valuation Bond Analysis and Bond valuation, Bond valuation theories, YTM, Realized Yield

### **Module4(9Lectures)**

Risk and Return Risk on a Security, Types of Risks, Difference between Systematic and Unsystematic Risk, Risk profile of Investors, Reducing Risk through diversification. Risk Measurement Tools Variance and Standard Deviation of Rate of Return, Regression Equations, Correlation coefficients, Probability Distribution, Technical Analysis and Fundamental Analysis.

### **Module5(6Lectures)**

Introduction to Mutual Funds Definition of A Mutual Fund, Types of Mutual Funds, Advantages to Mutual Fund holders, Difference between Share and Mutual Fund Portfolio Management. Introduction to Portfolio Management, Portfolio Management Strategies, Risk Diversification, Portfolio Analysis and Portfolio Performance Evaluation.

## **Suggested**

### **Readings/Textbooks**

:

1. Kevin S (2010) Security Analysis and portfolio Management, PHI Learning Pvt. Ltd, Delhi, 8<sup>th</sup> Edition
2. Ranganathan, M & Madhumathi, R (2001) Investment Analysis and Portfolio Management, Dorling Kindersley Pvt. Ltd. Delhi (5&6)
3. Singh P (2009) Investment management, Himalaya publishing House 7<sup>th</sup> Edition (2&4)
4. Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed.). TMH
5. LMBhole. Financial institutions & markets: Structure, growth & innovations. TMH (5th ed.) Donald, E.F.  
Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, Sixth Edition

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

### **t through Gaps in the Syllabus**

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

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

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

#### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcomes</b>	<b>ProgramOutcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
<b>1</b>	H	M	H	H	H
<b>2</b>	M	L	H	M	L
<b>3</b>	M	M	H	L	M
<b>4</b>	H	L	L	M	M
<b>5</b>	H	M	L	H	H

<b>6</b>	H	M	H	L	L
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<b>CD</b>	<b>CourseDeliverymethods</b>	<b>CourseOutcome</b>	<b>Course DeliveryMethod</b>
CD 1	Lecturebyuse ofboards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD4,C D5
CD 3	Seminars	CO3	CD1 ,CD2,CD4,CD5
CD 4	Miniprojects/Projects	CO4	CD1, CD4,CD8
CD 5	Laboratoryexperiments/teachingaids	CO5	CD1,CD4,CD5,C D8,CD2
CD 6	Industrial/guest lectures		
CD 7	Industrialvisits/in-planttraining		
CD 8	Self-learningsuchasuseofNPTELmaterials and internets		
CD 9	Simulation		

#### **LecturewiseLessonPlanningDetails.**

Wee kNo .	Lect. No.	Ten tati ve Dat e	Ch . No	Topicstobecovered	Text Boo k/Re fe renc es	C Os ap pe d	Actual Content covered	Method ologyU sed	Rema rks byfac ultyif any
1	L1		1	EvolutionofFinancialMarkets in India, Indirect and DirectFinance	1,2	1		Lecture ,Lectur e,PPT	
	L2		1	BorrowersandlendersPrimaryand Secondarymarket,Moneymarket, FunctionsofFinancialMarkets	1,3	1		Lecture ,PPT, Case	
	L3		1	RegulationofEquityandDebtMark etsandroleof Regulatorybodies	1,2,, 4,5	1		Lecture ,PPT ,Case	

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

	L18		4	VarianceandStandardDeviationof RateofReturn	1,4,5	3		PPt, project, case	
7	L19		4	RegressionEquations	1,2,3 ,4,5	3		PPt, project, case	
	L20		4	Correlationcoefficients	1,4,5	3		PPT	
	L21		4	ProbabilityDistribution	1,2,3 ,4,5	3		PPT	
	L22		4	Technical Analysis andFundamental Analysis	2,3,5	4		PPT	
8	L23		5	DefinitionofAMutualFund, TypesofMutualFunds	1,2,3 ,4,5	5		PPt, Case	
	L24		5	DefinitionofAMutualFund, TypesofMutualFunds	1,2,3 ,4,5	5		PPt, Case	
9	L25		5	Advantages to Mutual Fund holders	3,5	4		PPt, Case	
	L26		5	Advantages to Mutual Fund holders	1,2,3 ,4,5	5		PPt, Case	
	L27		5	Advantages to Mutual Fund holders	2,3,5	4		PPt, Case	
10	L28		5	DifferencebetweenShareandMutua lFund	1,2,3 ,4,5	5		Lecture ,PPt, Case	
	L29		5	DifferencebetweenShareandMutua lFund	3,5	5		Lecture ,PPt, Case	
	L30		5	DifferencebetweenShareandMutua lFund	3,5			Lecture ,PPt, Case	
11	L31		6	Introduction to PortfolioManag ement	3,5			Lecture ,PPt, Case	
	L32		6	Introduction to PortfolioManag ement	3,5			Lecture PPt, Case	
	L33		6	Introduction to PortfolioManag ement	3,5			Lecture PPt, Case	
12	L34		7	PortfolioManagementStrategies,	1,2,3 ,4,5			Lecture ,Lectur e ,PPt, Case	
	L35		7	PortfolioManagementStrategies,	1,2,3			Lecture	

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

## **MT310 Auditing**

### **COURSE INFORMATION SHEET**

**Course code: MT**

**310 Course title: Auditing**

**Pre-**

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

**requisite(s): NIL**

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

**0 Class schedule per week:**

**3 Class: BBA**

**Semester/Level: VI/IIIN**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To understand the role of auditing in global business environment.
B.	To impart knowledge of auditing process, legal liabilities and responsibilities of an

	auditor.
C.	To acquaint students with auditing procedure and report writing.
D.	To understand the importance of effective internal control system.
E.	To familiarize with recent developments in audit rules.

## CourseOutcomes

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

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

## Syllabus

### Module1(9Lectures)

Introduction to Auditing  
Auditing –

Meaning and Definition, Nature and Limitations of Auditing, Objectives of Auditing, Importance with reference to Indian Industry. Audit Standards  
Auditing and Assurance Standards, Statements and Guidance Notes on Auditing

### Module2(9Lectures)

Planning of Audit and Control Role of an Auditor – Qualifications – Appointment – Rights – Remuneration - Duties and Liabilities. Process of Audit planning, Audit programme, Audit papers, Audit contents, Accounting controls and Sampling in Audit. Types of Audit General Audit and Specific Audit, Continuous, Periodic and Balance Sheet Audit

### Module3(9Lectures)

Audit of Financial Statements Vouching – Meaning. Vouching of cash book and investigation of transactions, Verification and Valuation of assets and liabilities. Audit of Financial Statements – Receipts and Payments, Sales and Purchases, Capital and Reserves, Fixed Assets and Other Assets.

### Module4(9Lectures)

Internal Control System Concept and Objective of Internal Control, Characteristics of an efficient system of internal control, IT revolution, Challenges in Internal Control  
**Risk Assessment and Internal Control** E valuation of Internal control procedures and techniques including questionnaire, flow chart, internal audit and external audit, coordination between the two.

### Module5(9Lectures)

Audit of Different Institutions  
Audit of different types of Institutions (Partnership, Trading, Non-trading concerns, Manufacturing companies). Features and Basic Principles of Government Audit- Local Bodies and Non-Profit Seeking Organizations Audit Report and Certificate

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

### **Suggested**

#### **Readings/Textbooks**

:

1. Prakash Jagdish Principles and Practices of Auditing, Kalyani Publishers, New Delhi
2. Kamal Gupta and Ashok Gupta "Fundamentals of Auditing" Mc Graw Hill Education, New Delhi, 2004.
3. R.G. Saxena Auditing Himalaya Publishing House New Delhi 2010
4. T.N. Tandon "Practical Auditing" Kalyani Publishers, New Delhi.
5. Hooks, K.L. (2011). Auditing and Assurance Services: Understanding the Integrated Audit (1st ed.). New York, NY: Wiley.

#### **Gaps in the syllabus (to meet Industry/Professional requirements) POs** through Gaps in the Syllabus

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

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

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

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

#### **Direct Assessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingofCourseOutcomesontoProgramOutcomes**

CourseOutcomes	ProgramOutcomes				
	1	2	3	4	5
1	H	H	L	H	M
2	H	L	M	M	L
3	M	H	H	H	H
4	H	L	M	H	L
5	L	L	L	M	H
6	H	M	H	M	L

CD	CourseDeliverymethods	CourseO utcome	Course DeliveryMethod
CD 1	Lecturebyuse ofboards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD 2	Tutorials/Assignments	CO2	CD1,CD2,CD4,CD5
CD 3	Seminars	CO3	CD1,CD2,CD4,CD5
CD 4	Miniprojects/Projects	CO4	CD1, CD4,CD8
CD 5	Laboratoryexperiments/teachingaids	CO5	CD1,CD4,CD5,CD8, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrialvisits/in-planttraining		
CD 8	Self-learningsuchasuseofNPTELmaterials and internets		
CD	Simulation		

### LecturewiseLessonPlanningDetails.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/ References	C Os ap pe d	Actual Content covered	Methodology Used	Remarks by faculty if any
1 2	L1		1	Auditing – Meaning and Definition, Nature and Limitations of Auditing	1,2,3 ,4	1		Lecture ,PPT, Lecture s	
	L2		1	Objectives of Auditing, Importance with reference to Indian Industry	1,2,3	1		PPT, Case, Lecture s	
	L3		1	Auditing and Assurance Standards	1,2,4 ,5	1		PPT ,Case, Lecture s	
2	L4		1	Statements and Guidance Notes on Auditing	1,2,, 4,5	1		PPT, Lecture s	
	L5		2	Role of an Auditor Qualifications–Appointment	1,2,3 ,4,5	2		PPT , project, Lecture s	
	L6		2	Rights–Remuneration–Duties and Liabilities. Process of Audit planning, Audit programme	1,4,5	2		PPt, project, Lecture s	
3	L7		2	Process of Audit planning, Audit programme Audit papers	,2,3, 4,5	2		PPT ,Case, Lecture s	
	L8		2	Audit papers, Audit contents Accounting controls and Sampling in Audit	1,2,3 ,4,5	2		PPt, case	
	L9		2	Accounting controls and Sampling in Audit General Audit	1,2,3 ,4,	2		PPt, project,	

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

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

			Certificate				case	
	L33		DistinctionbetweenReportandCertificate	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
12	L34		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L35		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L36		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
13	L37		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L38		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L39		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
14	L40		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L41		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L42		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	

## MT311Computer

### Networks COURSEINFORMATIONSSHEET

**Coursecode:**MT311

**Coursetitle:**Computer NetworksP

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

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

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

**00**Class schedule per week:

**03**Class:BBA

**Semester/**

**Level:**VI/3NameofTeacher:

## **Course Objectives**

This course enables the students:

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

## **Course Outcomes**

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

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

## **Syllabus**

Module 1 Introduction: (6 lectures)

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

Module 2 Network Architecture (6 lectures)

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

Module 3 Digital Transmission (9 lectures)

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

Module 4 Switching: (9 lectures)

Switching:circuitswitchednetwork,datagramnetworks,virtualcircuit networks.Multiplexing:frequency division multiplexing, synchronous time division multiplexing, statistical timedivisionmultiplexing.

Module5Datalinklayer(11lectures)

Datalinklayer:datalinklayerdesignissues, errordetectionanderrorcorrection,stop-and-waitprotocol,slidingwindowprotocol.

Textbooks:

AndrewS.Tanenbaum, ComputerNetworks,4<sup>th</sup>Edition,PearsonPrenticeHall

BehrouzA.Forouzan,DataCommunicationsandNetworking,4<sup>th</sup>Edition,TataMcGrawHillReference books:

PrakashC.

Gupta,DataCommunicationsandComputerNetworks,PHILearningPrivateLimited,ISBN-978-81-203-2846-4

Gapsinthesyllabus(tomeetIndustry/Professionrequirements)

**POsmethroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

CourseDeliverymethods
Lecturebyuseofboards/LCD projectors/OHPprojectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsand

internets
Simulation

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

Mapping of Course Outcomes onto Program Outcomes

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

H-High, M-Medium, L-Low

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

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

### Lecture wise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3		1	Uses of computer, business applications, home applications,	T1+R1	CO1		Lecture, PPT, Board work	

				mobile users,social issues,					
2	4,5,6		1	NetworkHardware,LAN, MAN, WAN, wireless networks, homenetworks, Internetworks	T1+R1	CO1		Lecture, PPT, Board work	
3	7,8,9		2	NetworkArchitecture:OSIReferenceModel	T1+T2 +R1	CO2		Lecture, PPT, Board work,Assignments	
4	10,11 ,12		2	TCP/IP ReferenceModel,Comparison ofOSI and TCP/IPReferenceModel.	T1+T2 +R1	CO2		Lecture, PPT, Board work	
5	13,14 ,15		2	TransmissionMedia: GuidedTransmissionmedia, Wireless transmission	T1+T2 +R1	CO2		Lecture, PPT, Board work	
6	16,17 ,18		3	<b>DigitalTransmission:digital todigital transmission</b>	T2+R1	CO3		Lecture, PPT, Board work	
7	19,20 ,21		3	Analog todigital transmission,	T2+R1	CO3		Lecture, PPT, Board	

				transmission modes.				work	
8	22,23 ,24		3	AnalogTransmission:digitaltoanalogtransmissionand analog toanalogtransmission	T2+R1	CO3		Lecture, PPT, Board work	
9	25,26 ,27		4	Switching:circuit switchednetwork,datagramnet works,virtual circuitnetworks .	T2+R1	CO4		Lecture, PPT, Board work	
10	28,29 ,30		4	Multiplexing: frequencydivisionmultiple xing	T2+R1	CO4		Lecture, PPT, Board work	
11	31,32 ,33		4	Synchronoustime divisionmultiplexing,statisticaltimedivisionmultiplexing.	T2+R1	CO4		Lecture, PPT, Boardwork/Simulation	
12	34,35 ,36		5	Datalinklayer:datalink layerdesignissues	T1+R1	CO5		Lecture, PPT, Board work	
13	37,38 ,39		5	Errordetection anderrorcorrection	T1+R1	CO5		Lecture, PPT, Boardwork,Simulation	

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

## **MT312KnowledgeManagement**

### **COURSE INFORMATION SHEET**

**Coursecode:MT312**

**Coursetitle:Knowledge management P**

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

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

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

**00Class schedule per week:3**

**Class:BBA**

**Semester/Level:VI/3N**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

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

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

5.	Demonstrate the knowledge engineering approach
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## Syllabus

### **Module1(9lectures)**

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

### **Module2(9lectures)**

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

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

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

### **Module4(9lectures)**

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

### **Module5(11lectures)**

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

Textbooks:

Tiwana Knowledge Management

Reference books:

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

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

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

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

CourseDeliverymethods
LecturebyuseofChalk andboards/LCDprojectors/OHPprojector s
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self- learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

MappingofCourseOutcomesontoProgramOutcomes

CourseOutcome#	Programoutcomes
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	a	b	c	d
1	M	L	H	L
2	M	L	M	M
3	M	L	H	L
4	M	L	M	M
5	M	L	H	M

H-High,M- Medium,L-Low

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

## LecturewiseLessonplanningDetails.

Wee	Lect.	Ten tati	Ch.	Topicstobe	Text	COS	Actual Conten	Methodolog	Remark
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kN o.	No.	ve Date	No.	covered	Book / Refer e nces	mappe d	tcover e d	yuse d	sby faculty ifany
1	1,2,3		1	Understanding Knowledgeand definitionof KnowledgeManagement	T1/R1	CO1		Lecture,C chalk andboard	
2	4,5,6		1	ConceptualProgressionfrom datato knowledge, Need andObjective ofKnowledge Management.	T1/R1	CO1		Lecture,C chalk andboard	
3	7,8,9		2	History ofKnowledge Management, Elements ofKnowledge Management,	T1/R1	CO2		Lecture,PP T Chalkandb oard	
4	10,11,12		2	DifferentTypes ofknowledgeinOrganization, knowledgeLife CycleOrganizationalLearning Process,	T1/R1	CO2		Lecture,PP T Chalkandb oard	
5	13,14,15		2	Corporate Memories, Typesof	T1/R1	CO2		Lecture,P PTChalk	

				Corporate Memories				andboard	
6	16,17,1 8		3	Knowledge management tools	T1/R1	CO3		Lecture,PP T Chalk and b oard	
7	19,20,2 1		3	Implementatio n of Knowledge management	T1/R1	CO3		Lecture,PP T Chalk and b oard	
8	22,23,2 4		3	Knowledge management cycle	T1/R1	CO3		Lecture,PP T Chalk and b oard	
9	25,26,2 7		4	Knowledge pro cessing and knowledge creation	T1/R1	CO4		Lecture,C halk andboard	
10	28,29,3 0		4	The Environment for Co- operative kno wledge Proce ssing	T1/R1	CO4		Lecture,C halk andboard, Simulation	
11	31,32,3 3		4	Supporting kn owledge proce ssing, Co- ordination thr ough a Flexible Use of Knowledge Cr eation	T1/R1	CO4		Lecture,C halk andboard	
12	34,35,3 6		5	The knowle dge Enginee ring Approa ch,	T1/R1	CO5		Lecture,C halk andboard	

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

## **MT313InternetAndWebPageDesign**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT313**

**Coursetitle:INTERNETANDWEBPAGEDESIGN**

**Pre-**

**requisite(s):MT106Co-**

**requisite(s):NIL**

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

**Classscheduleperweek:**

**03Class:BBA**

**Semester/Level:VI/3N**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

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

### **CourseOutcomes**

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

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

## Syllabus

Module 1: (6 lectures)

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

Module 2: (9 lectures)

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

Module 3: (9 lectures)

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

Module 4: (9 lectures)

JavaScript: Data Types, Variables, Operators, Conditional Statements, Use of JavaScript in Web Pages, Advantages of Java Script, Type Casting, basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.

Module 5: (12 lectures)

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

Textbooks:

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

Reference books:

Ivan Bay Ross, Web Enable Commercial Application Using HTML,

DHTML, BPB Publication. Gaps in the syllabus (to meet Industry/Professional requirements)

**POs met through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

Mapping of CourseOutcomesontoProgramOutcomes

CourseOutcome#	Programoutcomes			
	A	b	c	d
1	M	L	H	M
2	M	L	H	L
3	L	L	H	M
4	L	L	H	M
5	M	L	H	M

H-High,M- Medium,L-Low

Mapping BetweenCOsand CourseDelivery(CD)methods			
CD	CourseDeliverymethods	CourseO utcome	CourseDelivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Miniprojects/Projects	CO4	CD1,CD2and CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD1andCD8
CD6	Industrial/guest lectures		

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

Lecture wise Lesson planning Details.

Wee k No.	Lect. No.	Tent ativ e Date	Ch. No.	Topics to be covered	Text Book / Refer ences	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3		1	Introduction to Internet, Internet Services, Web Server, Web Client,	T1	CO1		Lecture, PPT, Boardwork	
2	4,5,6		1	Domain Registration, Internet Security, URLs and Domains and Internet Service Providers (ISP)	T1	CO1		Lecture, PPT, Boardwork	
3	7,8,9		2	Getting Connected,	T1	CO2		Lecture, PPT, Board	

				Access,M odem sand Speed.				work,Assignmen ts	
4	10,11,1 2		2	InternetPr otocols,T CP/IP, FileTran sfer,Prot ocol	T1	CO2		Lecture, PPT,Boardw ork	
5	13,14,1 5		2	Configurin g theMachin e,for TCP/IPAc count,IPA ddress	T1	CO2		Lecture, PPT,Boardw ork	
6	16,17,1 8		3	Basics ofHTML ,HTML Tags,H TML Documents ,HeaderS ection,Bo dySection ,Headings ,	T1 &R1	CO3		Lecture, PPT,Boardw ork	
7	19,20,2 1		3	LinkDocu mentsusing AnchorTag ,Formattin gCharacter s,Fonttag,I mages andPicture s,	T1 &R1	CO3		Lecture, PPT,Boardw ork	

8	22,23,24		3	<a href="#">Listing, Tables in HTML</a> , <a href="#">Hyperlinks</a> , <a href="#">Frames and Forms</a>	T1 &R1	CO3		Lecture, PPT, Boardwork	
9	25,26,27		4	DataTypes, Variables, Operators, Conditional Statements	T1 &R1	CO4		Lecture, PPT, Boardwork	
10	28,29,30		4	Use of JavaScript in Web Pages, Advantages of JavaScript, Type Casting	T1 &R1	CO4		Lecture, PPT, Boardwork	
11	31,32,33		4	Basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.	T1 &R1	CO4		Lecture, PPT, Boardwork, Simulation	
12	34,35,36		5	Overview of XML	T1	CO5		Lecture, PPT, Boardwork	
13	37,38,3		5	XML	T1	CO5		Lecture, PPT,	

	9			Families of Technology,				Board work	
14	40,41,42		5	Introduction toDTD	T1	CO5		Lecture, PPT,Boardwork	
15	43,44,45		5	Basics ofJavaApplets	T1	CO5		Lecture, PPT,Boardwork,Simulation	

### **MT314Introduction toBusinessAnalytics**

#### **COURSEINFORMATIONSHEET**

**Coursecode:MT314**

**Coursetitle:IntroductiontoBusinessAnalyticsPr**

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

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

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

**0Class schedule per week:**

**3Class:**

**Semester/Level:VI/3N**

**NameofTeacher:**

#### **CourseObjectives:**

Thiscourseenablesthestudents:

1.	To knowdetailsaboutthebusinessdataanalytics
2.	Applications,advantagesandlimitationsofvariousanalyticstechniques.
3.	Reallifeuseofvariousdataanalytics.
4.	Casestudiesonbusinessdataanalytics.
5.	ImplementationusingR

#### **Courseoutcomes:**

After successfullycompletingthecoursethestudentsshouldbeableto:

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

## Syllabus

### Module1:(8lectures)

Introduction to Business Analytics : Terminology, Business Analytics Process, Relationship of BA Process and Organization, Decision-Making Process. Why Are Business Analytics Important? Introduction, Why BA Is Important: Providing Answers to Questions, Why BA Is Important: Strategy for Competitive Advantage, Other Reasons Why BA Is Important, Applied Reasons Why BA Is Important, The Importance of BA with New Sources of Data.

### Module2:(8lectures)

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

### Module3:(14lectures)

Descriptive Analytics and Data Visualization : Mean, median, mode, harmonic mean, geometric mean, variance and standard deviation, quantiles, skewness. Data Visualization: Summary table, Contingency table, Bar plot, Pie chart, Frequency distribution, Relative frequency distribution, Cumulative frequency distribution, Histogram, Frequency polygon, Cumulative frequency graphs, Box plot, Time series plot, Pareto chart, Stem-and leaf display, Scatter diagram, Cause and effect diagram. Lorenz curve. Case Study Example: Descriptive Analytics Step in the BA Process.

### Module4:(6lectures)

Predictive Analytics : Introduction, Predictive Modeling, Logic-Driven Models, Data-Driven Models, Data Mining, Cluster analysis: What is cluster analysis? K-Means algorithm,

Hierarchical clustering, Classification, K-Nearest neighbor classification. Case Study Example: Predictive Analytics Step in the BA Process.

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

Statistical Decision Analysis and few advanced analysis topics: Introduction, Decision making under risk, Payoff table, Graphical approach for decision making, Influence diagram, Decision tree, Decision making under uncertainty, Decision making under conflict (Game theory), Zero sum game, Game matrix. Advanced topic: Conjoint analysis, Panel data analysis.

Text Book:

Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, *Business Analytics Principles, Concepts, and Applications* What, Why, and How, Pearson, Pearson 2014.  
J Han and M Kamber, *Data Mining: Concepts and Techniques*, Morgan Kaufmann Publishers.  
Gupta and Gupta, *Business Statistics*, Sultan Chand And Sons, 2014.

Reference Book

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

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

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

5

M

H

M

M

H-High,M- Medium,L-Low

CD	CourseDeliverymethods	CourseOutcome	CourseDeliveryMethod
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1,CD5,CD3
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD4,CD5
CD3	Seminars	CO3	CD1,CD2,CD4,CD5
CD4	Miniprojects/Projects	CO4	CD1, CD3,CD4,CD5
CD5	Laboratoryexperiments/teachingaids	CO5	CD1,CD4,CD5,CD8
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-planttraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

#### LecturewiseLessonPlanningDetails.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	TextBook /References	COs appeared	ActualContent covered	Methodology Used	Remarks by faculty if any
1	1		1	Terminology,Business AnalyticsProcess	T1,R2	CO1		BLACKBOARD,PP	
	2		1	Terminology,Business	T1,R2	CO1		BLACKBOARD,	

				AnalyticsProcess				PPT	
	3		1	RelationshipofBA Process andOrganization,	T1,R2	CO1		BLACKBOARD,PPT	
2	4		1	Decision-MakingProcess. Why AreBusiness AnalyticsImportant?	T1,R2	CO1		BLACKBOARD,PPT	
	5		1	Introduction, Why BAIsImportant:ProvidingAnswerstoQuestions ,	T1,R2	CO1		BLACKBOARD,PPT	
	6		1	Why BA Is Important:Strategy forCompetitiveAdvantage,OtherReasons	T1,R2	CO1		BLACKBOARD,PPT	
3	7		1	Why BA Is Important,Applied Reasons WhyBAIs Important,	T1,T2, R2	CO1		BLACKBOARD,PPT	
	8		1	TheImportanceofBAwith New Sources ofData.	T1,T2, R2	CO1		BLACKBOARD,PPT	
	9		2	Introduction,BA	T1,T2, R2	CO1		BLACKBOARD,PPT	
4	10		2	Business AnalyticsPersonne l,	T1,T2, R2	CO1		BLACKBOARD,PPT	
	11		2	Business AnalyticsData,	T1,T2, R2	CO1		BLACKBOARD,PPT	
	12		2	Categorizing Data, DataIssues,	T1,T2, R2	CO1		BLACKBOARD,	

								PPT	
5	13		2	Business AnalyticsTechnology.	T1,T2, R2	CO1		BLACKBOARD,PPT	
	14		2	How Do We Align Resources to Support Business Analytics within an Organization?	T1,T2, R2	CO1		BLACKBOARD,PPT	
	15		2	Organization Structures Aligning Business Analytics.	T1,T2, R2	CO1		BLACKBOARD,PPT	
6	16		2	Organization Structures, Management Issues.	T1,T2, R2	CO1		BLACKBOARD,PPT	
	17		3	Mean, median, mode,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	18		3	Mean, median, mode,	T1,T4	CO3		BLACKBOARD, PPT, case study	
7	19		3	harmonic mean, geometric mean,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	20		3	harmonic mean, geometric mean,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	21		3	variance and standard deviation, quantiles,	T1,T4	CO3		BLACKBOARD, PPT, case study	

8	22		3	skewness.	T1,T4	CO3		BLACKBOARD, PPT,case study	
	23		3	Data Visualization:Summer y table,Contingencytable ,Barplot,	T1,T4	CO3		BLACKBOARD, PPT,case study	
	24		3	Pie chart, Frequencydistribution,Relativefrequency	T1,T4	CO3		BLACKBOARD, PPT,case study	
9	25		3	distribution,Cumulative frequencydistribution,	T1,T4	CO3		BLACKBOARD, PPT,case study	
	26		3	Histogram,Frequency polygon, Cumulativefrequency graphs,	T1,T4	CO3		BLACKBOARD, PPT,case study	
	27		3	Boxplot,Timeseriesplot,Paretochart,	T1,T4	CO3		BLACKBOARD, PPT,case study	
10	28		3	Steam-andleafdisplay,Scatterdiagram,	T1,T4	CO3		BLACKBOARD, PPT,case study	
	29		3	Causeandeffectdiagram.Lorenzcurve.CaseStudyExample:	T1,T4	CO3		BLACKBOARD, PPT, casestudy	
	30		3	DescriptiveAnalyticsStepintheBAProcess.	T1,T4	CO3		BLACKBOARD, PPT,case	

								study	
11	31		4	Introduction,Predictive Modeling,	T2	CO2		BLACKBOARD, PPT,case study	
	32		4	Logic-DrivenModels,Data-DrivenModels,	T2	CO2		BLACKBOARD, PPT,case study	
	33		4	DataMining,Clustering:What is clustering?	T2	CO2		BLACKBOARD, PPT,case study	
12	34		4	K-Means algorithm,Hierarchical clustering,Classification,	T2	CO2		BLACKBOARD, PPT,case study	
	35		4	K-Nearest neighbor classification. Case Study Example :	T2	CO2		BLACKBOARD, PPT,case study	
	36		4	Predictive Analytics Step in the BA Process.	T2	CO2		BLACKBOARD, PPT,case study	
13	37		5	Decisionmaking under uncertainty,	T3	CO4		BLACKBOARD, PPT,case study,Mi niprojects	
	38		5	Decisionmaking under conflict	T3	CO4		BLACKBOARD, PPT,case	

								study	
	39		5	Gametheory	T3	CO4		BLACKBOARD, PPT, casestudy ,Miniprojects	
14,15	40		5	Zero sum game, Gamematrix.Advanced topic:	T3	CO5		BLACKBOARD, PPT,case study	
	41		5	Conjointanalysis,	T3	CO5		BLACKBOARD, PPT,case study,Simulation	
	42		5	Paneldataanalysis.	T3	CO5		BLACKBOARD, PPT,case study	

## **MT315ProgrammingTechnologyC**

### **OURSEINFORMATIONSHEET**

**Course code:MT 315**

**Coursetitle:PROGRAMMINGTECHNOLOGY**

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

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

**Credits: L:3 T:1**

**P:0Class**

**schedule per week: 03Class:**

**Semester/Level:VI/3B**

**ranch:**

**Name of**

**Teacher:CourseO**

**bjectives**

This course enables the students to:

A.	Understand the fundamental ideas regarding different programming methodologies.
B.	Understand the pseudocode.
C.	Understand time complexity of the programming paradigm.
D.	Understand storage complexity of the programming paradigm.
E.	Understand different programming tools.

## **Course Outcomes**

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

1.	Identify the different programming paradigms.
2.	Understand Debugging concepts.
3.	Understand the concept of writing algorithm.
4.	Understand the concept of writing flowchart.
5.	Describe different programming tools.

## **Syllabus**

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

Overview of Programming : Overview of Programming: Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/ output), Algorithm, Flowchart, Coding, Debugging- Compile time error, Runtime error, Logical error, Syntax error, Testing.

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

Paradigms of Programming Languages: Paradigms of Programming Languages: Programming Languages, Types of Languages, Low level vs high level languages, Languages development, Assembly languages.

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

Programming Techniques: Topdown design, structured programming, Modular programming, Object oriented programming, event driven programming.

#### **Module4:(10lectures)**

Object Oriented Programming Methodologies: Object Oriented Programming Methodologies: Class, Object, Data abstraction, Data encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Communication. Comparisons between Object oriented programming and procedure programming

#### **Module5:(15lectures)**

Overview of Web based programming language: Overview of Web based programming language: HTML, XML, JSP, PHP. Concept of Tomcat Apache web server.

#### **Text Books:**

1. V.K.Jain, "Programming and Problem Solving through C", BPB Publications, 1999 Reference

Books:

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

2. C.Xavier, "Web Programming", NEWAGE Publishers, 2004

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

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

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

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

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

### **Direct Assessment**

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

### **Indirect Assessment –**

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

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

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

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

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

<b>Mapping Between COs and Course Delivery (CD) methods</b>				
<b>CD</b>	<b>Course Delivery methods</b>		<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors		CO1	CD1

CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Miniprojects/Projects	CO4	CD1andCD2
CD5	Laboratory experiments/teaching aids	CO5	CD1andCD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

### **Lecturewise Lesson planning Details.**

Week No.	Lec t. No.	Ten tative Date	Ch. No.	Topics to be covered	TextBook /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2, 3		Mod1	Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/output),	T1,R1	CO1		PPT,Lecture, Assignment	
2	4,5, 6		Mod1	Algorithm, Flowchart, Coding, Debugging- Compile time error, Runtime error, Logical error, Syntax	T1,R1	CO1		PPT,Lecture, Assignment	

				error,Testing					
3	7,8, 9		Mod2	Programming Languages, Types of Languages,	T1,R1	CO1		PPT,Lecture, Assignment	
4	10, 11, 12		Mod2	Low level vs high level languages, Languages development, Assembly languages	T1,R1	CO3		PPT,Lecture, Assignment	
5	13, 14, 15		Mod3	Top down design, structured programming,	T1,R1	CO3		PPTLecture, Assignment	
6	16, 17, 18		Mod3	Modular programming,	T1,R1	CO2		PPT,Lecture, Assignment	
7	19, 20, 21		Mod 3,4	Object oriented programming, event driven programming, Class, Object,	T1,R1	CO2		PPT,Lecture, Assignment	
8	22, 23, 24		Mod4	Dataabstraction, Data encapsulation, Inheritance,.	T1,R1	CO4		PPTLecture, Assignment	
9	25, 26, 27		Mod4	Polymorphism, Dynamic Binding, Message Communication	T1,R1	CO4		PPTLecture, Assignment	
10	28, 29,		Mod4	Comparisons between Object	T1,R1	CO3		PPT,Lecture,	

	30			oriented programming and procedure programming				Assignment	
11	31, 32, 33		Mod5	Overview of Web based programming language:	T1,R2	CO5		PPT,Lecture, Assignment	
12	34, 35, 36		Mod5	HTML,XML,	T1,R2	CO5		PPT,Lecture, Assignment	
13	37, 38, 39		Mod5	JSP, PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
14	40, 41, 42		Mod5	PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
15	43, 44, 45		Mod5	Concept of Tomcat Apache web server.	T1,R2	CO5		PPT,Lecture, Assignment	

## MT316 InternationalMarketing

### COURSEINFORMATIONSHEET

**Course code:MT316**

**Course title:InternationalMarketingP**

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

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

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

**schedule per week:**

**3Class:BBA**

**Semester/Level:6/3**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

1	To possess the theoretical concepts of International Marketing.
2	To understand the impact of cultural, political and legal differences on the product and the company.
3.	To be acquainted with trade barriers of international markets
4.	In understanding the different forms of international marketing
5.	To know about the international distribution and export documentation

### **Course Outcomes**

After the completion of this course, students will be:

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

### **Syllabus**

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

Definition, Scope and Importance of International Marketing, Major issues in International Marketing, Similarities and Dissimilarities between Domestic Marketing and International Marketing

#### **Module 2: International Marketing Environment & International Market Selection (8 lectures)**

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

**Module3:InternationalTradeBarriers (5lectures)**

Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers,ImpactofTariffandNon-TariffBarriers

**Module4:ProductPolicyandDistribution(12lectures)**

Product Adaptation & Standardization, Product Life Cycle in International Marketing, PackagingDirectandIndirectExporting,IntermediariesinInternational Marketing,Differenttypes ofTransportationes,Developmentsintransportation

**Module5:ExportIncentivesandDocumentation(13lectures)**

Types of Export Incentives and Assistance in International Marketing, Management of Risks,ECGC,ExportDocumentation

**TextBooks:**

1. Cherunilam,F.(2017),*InternationalMarketing-TextandCases*,Mumbai,HimalayaPublishingHouse,15<sup>th</sup> Edition
2. Varsheny,R.L.andBhattacharya,B.(2009),*InternationalMarketingManagement*,NewDelhi,SutanChandPublication,
3. Cateora,P.R.,Graham,J.L.andSalwan,P.(2008),*InternationalMarketing*,NewDelhi,TataMcGraw Hill,13thEdition

**ReferenceBooks:**

1. Cherunilam,F.(2010),*InternationalBusiness-TextandCases*,NewDelhi,PrenticeHallIndiaPublication,5<sup>th</sup> Edition
2. Onkvist, S. and Shaw, J.J.(2009), International Marketing : Analysis and Strategy, 3<sup>rd</sup> Edition,PHILearningPrivateLimited,NewDelhi

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets

Simulation

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

<b>Course Outcome #</b>	<b>Program outcomes</b>			
	<b>a</b>	<b>B</b>	<b>c</b>	<b>d</b>
1	M	L	M	L
2	M	L	M	M
3	M	L	M	M
4	H	M	H	M
5	M	L	H	M

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

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5,CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD8
CD3	Seminars	CO3	CD1,

			CD2,CD8
CD4	Miniprojects/Projects	CO4	CD1, CD2,CD5, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD5,CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

#### **Lecturewise Lesson planning Details.**

Wee k No.	Lect. No.	Ten tati ve Dat e	Ch. No.	Topics to be covered	Text Book / Refer e nces	COs mapped	Actual Content covered	Method ology used	Remarks by faculty if any
1	1,2,3		1	Definition, Scope & Importance of International Marketing	T1, T3R1	CO1		Lecture /PPT/ teaching aids/ Self-learning	
2	4,5,6		1	Major issues in International Marketing, Similarities between Domestic Marketing and International Marketing	T1, T3 R1, R2	CO1, CO3		Lecture /PPT/ Assign ments/ teaching aids/ Self-learning	
3	7,8,9		1,2	Dissimilarities between Domestic Marketing and International Marketing, Introduction to International	T1, T2 R1, R2	CO1, CO2		Lecture /PPT/ Assign ments /teachin	

				Marketing Environment				g aids/ Self-learnin g	
4	10,11 ,12		2	Cultural,Political and Legal Environment	T1,T3 R1R2	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self-learnin g	
5	13,14 ,15		2	Balance of Payments, Process of International Market Selection	T1, R1	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self-learnin g	
6	16,17 ,18		3	Meaning and Types of Trade Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self-learnin g	
7	19,20 21		3	Tariff and Non-Tariff Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self-learnin g	
8	22,23		3,4	Impact of Tariff and	T1,	CO3		Lecture	

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

					R2			Assign ments/t eaching aids/ Self- learnin	
14	41,42 ,43		5	Export Documentation	T2, R1	CO5		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin	
15	44,45		5	Assistance in International Marketing					

## **MT317 Services Marketing**

### **COURSEINFORMATIONSHEET**

**Course code:MT317**

**Course title: Services**

**Marketing Pre-**

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

**requisite(s):Nil**

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

**P:0 Class**

**schedule per week:**

**3 Class:BBA**

**Semester/Level:6/3**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To understand the nature, significance and objectives of services Marketing and the growing importance of services in the economy
B.	In understanding the need of the extended P's in case of services marketing mix
C.	To know the Service Gap
D.	To understand the concepts related to internal customer and internal marketing

E.	To know the principles of services marketing as applicable to the specific industries like Bank, Insurance, Hospitality and Healthcare.
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## **Course Outcomes**

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

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

## **Syllabus**

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

Definition, Introduction to services marketing, differences between services and goods, characteristics of services, classification of services

### **Module 2: Services Marketing Management (9 lectures)**

Concept of internal customer and internal marketing, Understanding customer requirements, Service Standards - Meaning and importance

### **Module 3: Introduction to Services Marketing Mix (6 lectures)**

Elements of Services Marketing Mix – The 7P's, their concept and importance, Positioning in services marketing, role and importance of positioning

### **Module 4: Service Quality (9 lectures)**

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

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

Major Characteristics, Market Segmentation and Marketing Mix

**TextBooks:**

1. Zeithaml, Valarie A, Bitner, Mary JO, Gremier, Dwayne D & Panit, Ajay (2008), ServicesMarketing— IntegratingCustomerFocusAcrosstheFirm; TataMcGrawHill, 4<sup>th</sup> Edition
2. Rao, K Rama Mohana, ServicesMarketing; Pearson, 2<sup>nd</sup> Edition

**ReferenceBooks:**

1. Shankar, R.; Brittain, P (2002), ServicesMarketing— The Indian Perspective (TextsandReadings), ExcelBooks, 1<sup>st</sup> Edition
2. Gronoos, Christian (2007), ServiceManagement&Marketing— CustomerManagementinService Competition; Wiley, 4<sup>th</sup> Edition
3. Clow, Kenneth E. & Kurtz (2009), ServiceMarketing—Operation, Management,&Strategy; Biztantra, 2<sup>nd</sup> Edition
4. Lovelock, Christopher & Wirtz, Jochen & Chatterjee, Jayanta (2007) ServiceMarketing— People, Technology, Strategy; Pearson, 6<sup>th</sup> Edition

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme  
tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure****DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50

Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment –**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcomes				
	a	b	c	d	E
1	H	L	M	L	L
2	H	M	L	L	M
3	H	L	L	M	M
4	H	M	M	H	M
5	H	H	H	M	H

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

### LecturewiseLessonplanningDetails.

Wee k No.	Lect. No.	Tent ative Date	Ch. No.	Topicstobecovered	Text Book/ Refere nces	COs mapped	Actual Content covered	Method ology used	Remarks by facultyif any
1	1,2,3		1	Definition, Introduction to servicesmarketing	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
2	4,5,6		1	Differencesbetween servicesandgoods, characteristics of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
3	7,8,9		1	Classification of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self- learnin g	
4	10,11, 12		2	Conceptofinternal customerand internalmarketing	T1,T2 R1,R3	CO2		Lecture /PPT/as signme nt/ Self- learnin g	
5	13,14 15		2	Understanding customer requirements	T1,T2 R1,R2	CO2		Lecture /PPT/as signme nt/ Self- learnin	

6	16,17, 18		2	Service Standards- Meaning and importance	T1,R1 R3	CO2, CO4		Lecture /PPT/as signme nt/ Self- learnin g/Proje ct	
7	19,20, 21		3	ElementsofServices Marketing Mix – The 7P's, their concept and importance	T1, T2 R1	CO3		Lecture /PPT/as signme nt/ Self- learnin g	
8	22,23 24		3	Positioning in services marketing, roleandimportance ofpositioning	T1,R1	CO3		Lecture /PPT/as signme nt/ Self- learnin g/semin ars	
9	25,26 27		4	DefinitionofQuality anditsSignificance	T1,R1 R4	CO4		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
10	28,29 30		4	Measuring Service Quality,	T1, T2 R1	CO4		Lecture /PPT/as signme nt/Teac hing aid/Self - learnin g	
11	31,32 33		4	TheServiceQuality Gapel.	T1,R1 R4	CO4		Lecture /PPT/as signme nt/Teac	

								hingaid /Self - learnin g	
12	34,35, 36		5	Services Marketing in Banking,I nsurance,Hospitality andHealth care	T1,R1	CO2, CO5		Lecture /PPT/as signme nt/Teac hingaid /Self - learnin g	
13	37,38 39		5	MajorCharacteristics,MarketSegmentation	T1,R1	CO2, CO5		Lecture /PPT/as signme nt/Teac hingaid /Self - learnin g	
14	40,41 42		5	MarketingMix	T1, R1R4	CO2, CO5		Lecture /PPT/as signme nt/Teac hingaid /Self - learnin g	
15	43,44, 45		5		T1, R1R4	CO2, CO5		Lecture /PPT/as signme nt/Teac hingaid /Self - learnin g	

## **COURSEINFORMATIONSHEET**

**Course code:MT318**

**Course title: Retail**

**ManagementPre-requisite(s):**

**MT109, MT205Co-**

**requisite(s):Nil**

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

**schedule per week:**

**3Class:BBA**

**Semester/Level:6/3**

**NameofTeacher:**

### **Course Objectives**

This course enables the students to:

A.	Have an overview of the Indian and global retail industry
B.	Knowing the retail environment and different types of retail institutions
C.	Understanding the role and importance of store location and layout
D.	Understanding the areas of decision making and accountabilities of a store manager in a retail organisation
E.	Know the application of Information Technology in retailing and the retail promotion mix

### **CourseOutcomes**

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

1.	To understand and explain the concepts, philosophies and environment of the retail industry in Indian and global context and also appraise the need of FDI in the retail sector
2.	Aware of the different formats of retailing
3.	Aware of the factors affecting store location and store layout
4.	Can apply information technology in retail organisations for better and faster working.
5.	Design the role of a store manager in a retail organisation

### **Syllabus**

## **Module1:IntroductiontoRetailing&RetailEnvironment(9lectures)**

Definition, Importance and Scope of Retailing, The Special Characteristics of Retailing, Future Prospects of Retailing in India, Organised Vs. Unorganised Retailing. An Introduction to, The Retail environment in India, Introduction to the Global Retail Market, Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market.

## **Module2:ClassificationofRetailStores(9lectures)**

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

## **Module3:RetailStoreLocation&StoreLayout(6lectures)**

Meaning and Importance of store location and store layout, Factors affecting Retail Store Location, Different types of Retail Store Layout.

## **Module4:ManagementofRetailStore(9lectures)**

Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees, Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing, Application of IT in retailing.

## **Module5:RetailCommunication and Promotion (12lectures)**

Setting Communication Objectives, Elements of Retail Promotion Mix- Advertising, Sales Promotion, Personal Selling, Public Relations, Relationship Marketing and Loyalty Schemes, Other Important Promotional Tools.

### **TextBooks:**

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

### **Reference Books:**

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

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

**POsmethroughGapsintheSyllabus****Topicsbeyondsyllabus/Advancedtopics/Design****POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guestlectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure****DirectAssessment**

<b>AssessmentTool</b>	<b>%ContributionduringCOAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes****MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	<b>ProgramOutcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
1	H	L	-	L	M
2	H	M	-	M	M
3	M	L	M	L	M
4	M	M	H	M	M

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

#### Lecturewise Lesson planning Details.

Wee kNo .	Lect. No.	Tent ative Date	Ch. No.	Topics to be covered	TextB ook /Refer ences	COsma pped	Actual Content covered	Method ologyus ed	Re ma rks by fac ult yif an y
1	1,2,3		1	Definition, Importance and Scope of Retailing, The Special	T1,R1 R2,R4	CO1		Lecture /PPT/Self-learnin	

				Characteristics of Retailing, Future Prospects of Retailing in India				g/teaching aids	
2	4,5,6		1	Organised Vs. Unorganised Retailing , An Introduction to the Retail Environment in India, Introduction to the Global Retail Market	T1,R1, R3,R4	CO1, CO2		Lecture /PPT/teaching aids/Self learning/Assignments	
3	7,8,9		1	Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market	T1,R1, R3	CO1, CO3		Lecture /PPT/teaching aids/Self learning/Assignments	
4	10,11, 12		2	Retail Institutions by Ownership	T1,R1	CO2		Lecture /PPT/Self-learning/Assignments	
5	13,14, 15		2	Retail Institutions by Ownership, Store based Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/Assignments	
6	16,17, 18		2	Non-Store based Retailing, E-Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/Assignments	

7	19,20, 21		3	Meaning and Importanceofstore locationandstore	T1,R1	CO3		Lecture /PPT/S elf-	
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				layout, Factors affecting Retail Store Location				learning/Assignments	
8	22,23, 24		3	Different types of Retail Store Layout	T1,R1	CO3		Lecture /PPT/Self-learning/Assignments	
9	25,26, 27		4	Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees	T1,R1, R4	CO5		Lecture /PPT/teaching aids/Self-learning	
10	28,29, 30		4	Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing	T1,R1, R2	CO5		Lecture /PPT/teaching aids/Self-learning	
11	31,32, 33		4	Application of IT in retailing	T1,R2	CO4		Lecture /PPT/teaching aids/Self learning/Assignments	
12	34,35, 36		5	Setting Communication Objectives,	T1,R1	CO5		Lecture /PPT/teaching aids/Self-learning	
13	37,38, 39		5	Relationship Marketing and Loyalty Schemes	T1,R2R4	CO5		Lecture /PPT/teaching aids/	

								Self-learning	
14	40,41, 42		5	Other Important Promotional Tools	T1,R1R 5	CO4, CO5		Lecture /PPT/teaching aids/Self learning/Assignments	
15	43,44, 45		5	ElementsofRetailPr omotion Mix- Advertising, SalesPr omotion,Personal Selling, PublicRelations	T1,R1R 5	CO4, CO5		Lecture /PPT/teaching aids/Self learning/Assignments	

## **MT319IntegratedMarketingCommunication**

### **COURSEINFORMATIONSHEET**

**Course code:**MT319

**Course title:**IntegratedMarketingCommunicationP

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

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

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

**schedule per week:**

**3Class:BBA**

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

**ameofTeacher:**

**Course Objectives**

Thiscourseenablesthestudentsto:

A.	Understandtheusefulnessofdifferentpromotionmixelementsandtheirroleinfurtheringmarketi ngandadvertisingobjectives
B.	DeveloptheIMCperspectivetopromotionandbeabletovisualisetheuseofdifferent

	promotionmixelements
C.	LearntheroleofdifferentFacilitatingandcontrolinstitutionsinpromotionandevaluatewhyand howallthiscould be usedin ethicalandsociallyacceptablemanner.
D.	Indulge ininnovativeandcreativethinkingandaligningthesetoadvertising makingand executiontherebymakingadvertising moreeffective.
E.	Understandthendifferentcomponentsofanadvertisingmessageandbeabletorationalise theuseofdifferentmediaforeffectivedisseminationofmessages.

## CourseOutcomes

Afterthecompletionofthiscourse,studentswillbeableto:

1.	Understandrelativebenefitsofthedifferentpromotionmixelementsandbeableto effectivelyforwardtheIMCperspectivetopromotion
2.	Developpromotionobjectivesforfirms/brandsonthebasisofathoroughevaluationof themarketingandcompetitiveenvironment.
3.	Beabletomakeassessmentaboutselectionoftheappropriatepromotionmixelementsin furtheringtheseobjectivesinasociallyacceptablemanner.
4.	Developacreativeapproachbasedonmarketingandadvertisingobjectivesand rationalisetheuseoftheseinaccordancetothecharacteristicsofthetargetaudience.
5.	Initiatemediaplanningbothconventionalandnewage
6.	Assesseffectivenessofadvertisingandtherebyensureajudiciousexpenditure.

## Syllabus

### Module1Introductiontotheconceptofpromotionmix(10lectures)

Introduction to the concept of promotion mix tools – advertising, sales promotion, personalselling, directmarketing, publicity&publicrelations, interactive&internetmarketing. Introduction to the concept of IMC, Evolution of the concept of IMC, reasons for its growingimportance. Role ofIMCinachievingpromotionobjectives.

### Module2IMCplanningprocess(4lectures)

IMC planning process: analysis of communication process, opportunity and competitive analysisanddevelopmentofIMCobjectives. Theprocessoffresponse-traditionalresponsehierarchyels. Introduction to the concept of sales and communication objectives. Concept of DAGMAR-objectivecharacteristics, limitationsand criticisms. Framing ofDAGMARobjectives.

### Module3IMCagencystructure,flowofworkinanagency(8lectures)

IMC agency structure, flow of work in an agency: creative and production work, compensation methods, agency services, factors governing selection of agency, agency-client relationship  
Promotion budgeting/appropriation: factors influencing budgeting, methods of advertising budgeting.

#### **Module 4 Creative strategy (11 lectures)**

Creative strategy: creativity and its importance in advertising. The process of creative output. Positioning strategy - types, developing positioning statements. Advertising appeals, advertising copy and layout, developing television advertisements.

#### **Module 5 Media decisions (12 lectures)**

Media decisions: importance of media, types of media and their benefits, media characteristics, developing media plan, assessment of advertising effectiveness, Introduction to digital advertising, Ethical issues in promotion  
Introduction to new age/social media. Internet and integrated marketing communication.

#### **Textbooks:**

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

#### **Reference books:**

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

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

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

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

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

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme  
tthroughGapsintheSyllabus**  
**Topicsbeyondsyllabus/Advancedtopics/Design**  
**POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-planttraining
Self-learningsuchasuseofNPTELmaterialsandinternets
Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

#### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	Programoutcomes				
	a	b	c	d	E
1	M	L	M	M	L

2	M	L	M	M	M
3	M	L	M	M	M
4	M	M	M	M	M
5	M	L	L	M	M
6	L	L	L	M	M

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

#### Lecture wise Lesson planning Details.

Week No.	Lec t. No.	Tentati ve Date	Ch. No .	Topics to be covered	TextB ook /Refer ences	COsma pped	Actual Conten tcovere d	Methodolog y used	Remarks by facul ty if any
1	1		1	Introduction to the concept of promotion mixtools	T2,R1	CO1		Lecture/ppt	
1	2,3, 4		1	Introduction to advertising,	T1	CO1		Lecture/ppt	

				salespromotion,personal selling,directmarketing, publicity& publicrelations					
2	5		1	Introduction to interactive & internet marketing.	T2	CO2		Lecture/ppt/ Assignment s/Seminars/teaching aids	
2	6		1	Introduction to the concept of IMC	T2/R2	CO1, CO2		Lecture/ppt/ Assignment s/Seminars/ teaching aids	
3	7		1	Evolution of the concept of IMC, reasons for its growing importance	T2,R1, R2	CO1, CO2		Lecture/ppt/ Assignment s/ Seminars/teaching aids	
3	8		1	Role of IMC in achieving promotional objectives	T2	CO1, CO2		Lecture/ppt/ Assignment s/ Seminars/teaching aids	
3	9		1	analysis of communication process	T1,T2	CO1		Lecture/ppt	
4	10,		1	opportunity and competition analysis and development of IMC objectives.	T2,R1, R2	CO1, CO2		Lecture/ppt/ Assignment s/ Seminars/teaching aids	
4	11		2	The process of response-traditional response hierarchy	T2	CO1, CO2		Lecture/ppt/ Assignment s/ Seminars/teaching aids	

4	12		2	Introduction to the concept of sales and communication objectives	T1	CO1, CO2		Lecture/ppt/Assignment s/ Seminars/teaching aids	
5	13		2	Concept of DAGMAR-objective characteristics,	T1,T2	CO1, CO2		Lecture/ppt/Assignment s/ Seminars/teaching aids	
5	14		2	limitations and criticisms Framing of DAGMAR objectives	T1	CO1, CO2, CO3		Lecture/ppt/Assignment s/ Seminars/teaching aids	
5	15		3	agency structure, flow of work in agency	T2	CO3		Lecture/ppt/Assignment s/Seminars/ teaching aids	
6	16		3	creative and production work in agency	R2,R1	CO3, CO4		Lecture/ppt/Assignment s/ Seminars/teaching aids	
6	17		3	Agency compensation methods	T1	CO3		Lecture/ppt/Assignment s/Seminars/ teaching aids	
6	18		3	services provided by agency	T1,T2	CO3		Lecture/ppt/Assignment s/ Seminars/teaching aids,ppt	
7	19		3	factors governing selection of agency	T1	CO3		Lecture/ppt/Assignment s/Seminars/ teaching aids	
7	20		3	agency-client relationship	T1	CO2, CO3		Lecture/ppt/Assignment s/Seminars/	

							teaching aids	
7	21		3	factors influencing budgeting	T1	CO3, CO6	Lecture/ppt/ Assignment s/ Seminars/teaching aids/teaching aids	
8	22		3	methods of advertising budgeting	T1,T2	CO3, CO6	Lecture/ppt/ Assignment s/ Seminars/teaching aids/ teaching aids	
8	23		4	creativity and its importance in advertising.	T2	CO3, CO4	Lecture/ppt/ Assignment s/ Seminars/teaching aids/ teaching aids	
8	24		4	The process of creative output	T2,R1, R2	CO4	Lecture/ppt/ Assignment s/ Seminars/teaching aids/ teaching aids	
9	25		4	Positioning strategy-types	T1,T2	CO4	Lecture/ppt/ Assignment s/ Seminars/teaching aids/ teaching aids	
9	26		4	developing of positioning statements	T1	CO4	Lecture/ppt/ Assignment s/ Seminars/teaching aids/ teaching aids	
9	27		4	Advertising appeals	T1	CO4	Lecture/ppt/ Assignment s/Seminars/	

							teaching aids/teaching aids	
10	28		4	advertising copy and layout	T1	CO4, CO5	Lecture/ppt/Assignment s/Seminars/teaching aids	
10	29		4	advertising copy and layout, developing television advertisement.	T1,T2	CO4, CO5	Lecture/ppt/Assignment s/ Seminars/teaching aids/teaching aids/seminar	
10	30		5	importance of media	T2	CO5	Lecture/ppt/Assignment s/ Seminars/teaching aids/teaching aids	
11	31, 32, 33		5	types of media and their benefits	T2,R1	CO5	Lecture/ppt/Assignment s/ Seminars/teaching aids/teaching aids	
12	34		5	media characteristics	T2	CO5	Lecture/ppt/Assignment s/ Seminars/teaching aids/teaching aids	
12	35, 36		5	developing mediaplan	T2	CO5	Lecture/ppt/Assignment s/ Seminars/teaching aids/teaching aids	
13	37		5	assessment	T1	CO6	Lecture/ppt/	

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

								teaching aids	
15	44, 45			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignment s/ Seminars/te achingaids/ teaching aids	

## **MT320Consumerbehaviour**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT-320**

**Coursetitle:Consumerbehaviour**

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

**MT205Co-requisite(s):NIL**

**Credits:3 L:3 T:0 P:0[As mentioned in the course structure]**

**Classscheduleperweek:**

**3Class:BBA Semester/Leve**

**l:6/3**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

A.	To explain various aspects of consumer behaviour
B.	To develop an understanding of consumer attitude.
C.	To outline the role of personality in consumer behaviour
D.	To explain socio-cultural factors which influence consumer behaviour
E.	To develop an understanding of various elements of consumer decision-making process.

### **CourseOutcomes**

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

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

4.	Evaluate various socio-cultural factors which influences consumer behaviour
5	Design consumer decision making processes.

## Syllabus

### **MT-320, CONSUMER BEHAVIOUR**

#### **ule1:Introduction to consumer behaviour:**

Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concepts of perception, Perceptual Selection, Product and Service Positioning.,

#### **ule2: Consumer Attitude formation and Change**

Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory. Concept of Opinion Leaders, Influence of Social Media on Consumer purchase Behaviour

#### **ule3: Personality and consumer behaviour**

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

#### **ule4: Socio-cultural Influences**

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

**ule 5: Consumer decision making** **els:** Howard Sheth et al, Nicosia et al of Consumer Decision Making, consumer protection, consumer right.

#### **Text Books:**

1. Schiffman L.G & Kanuk L.L, (2008) Consumer behaviour, Pearson prentice Hall. 9<sup>th</sup> Edition.
2. David L. Loudon, Alfred J. D. Batta, (2002) Consumer behavior; Tata McGraw Hill education Pvt. Ltd. Fourth edition,
3. Consumer Behaviour, Raju & Xardel, Vikas publication 4.
- . Consumer Behaviour, Kazmi & Batra, Excel Books

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

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

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

#### **Course Delivery methods**

1.Lecturebyuseofboards/LCDprojectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guestlectures
7.Industrialvisits/in-planctraining
8.Self-learningsuchasuseofNPTELmaterialsandinternets
9.Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

#### **IndirectAssessment–**

- 1. StudentFeedbackonFaculty**
- 2. StudentFeedbackonCourseOutcome**

<b>MAPPING BETWEEN COURSE OBJECTIVES AND COURSEOUTCOMES</b>					
<b>CourseObjectives</b>	<b>CourseOutcomes</b>				
	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>A</b>	H	H	M	H	H
<b>B</b>	M	H	H	M	M
<b>C</b>	M	M	H	M	M
<b>D</b>	H	L	M	H	H
<b>E</b>	M	H	L	M	H

H-High,M- Medium,L-Low

#### **MappingofCourseOutcomesontoProgramOutcomes**

<b>Course</b>	<b>ProgrammeOutcomes</b>

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

H-High,M- Medium,L-Low

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

#### **Lecture wise Lesson planning Details.**

<b>Week No.</b>	<b>Lect. No.</b>	<b>Tentative Date</b>	<b>Ch. No.</b>	<b>Topics to be covered</b>	<b>Textbooks</b>	<b>COs mapped</b>	<b>Actual Content covered</b>	<b>Methodology used</b>	<b>Remarks by faculty if any</b>
1	1		1	Concept of consumer behavior,	T1,T2	CO1		Lecture /PPT/Assignments	
	2		1	Concept of	T1,T2	CO1		Lecture	

				consumer behavior,				/PPT / Assignments	
	3		1	natureandScope,	T1,T2,T 3	CO1		Lecture /PPT / Assignments	
2	4		1	natureandScope,	T1,T2,T 3,T4	CO1		Lecture /PPT / Assignments	
	5		1	the consumer researchprocess,	T1,T2,T 3,T4	CO1		Lecture /PPT / Assignments	
	6		1	the consumer researchprocess,	T2,T3T, 4	CO1		Lecture /PPT / Assignments	
3	7		1	Concept of consumermotivation,	T2,T3,T 4	CO1		Lecture /PPT / Assignments	
	8		1	Motivational research.	T1,T2,T 3,T4	CO2		Lecture /PPT / Assignments	
	9		1	Concept of perception,PerceptualSelection,	T1,T2,T 3,T4	CO2		Lecture /PPT / Assignments	
4.	1-0		1	Product and ServicePositioning ..	T1,T2,T 3,T4	CO2		Lecture /PPT/A ssignm ents	
	1-1		2	Concept of attitude, Attitude	T2,T3,T 4	CO2		Lecture /	

			formation,				PPT/ Assign ments	
	1-2	2	Concept of attitude, Attitudefor mation,	T2,T3,T 4	CO2		Lecture /PPT / Assign ments	
5.	1-3	2	Cognitive Dissonance Theory	T1,T2,T 3	CO3		Lecture /PPT / Assign ments	
	1-4	2	Attribution Theory.	T1,T2,T 3	CO3		Lecture /PPT / Assign ments	
	1-5	2	Concept of OpinionLeaders,	T2,T3	CO3		Lecture /PPT / Assign ments	
6	1-6	2	InfluenceofSocial Media on Consumer purchase Behaviour	T1,T2,T 3	CO3		Lecture /PPT / Assign ments	
	1-7	3	Nature of personality,	T1,T2,T 3	CO3		Lecture /PPT / Assign ments	
	1-8	3	Freudian, Non- Freudian	T1,T2,T 3	CO4		Lecture /PPT / Assign ments	
7.	1-9	3	Freudian, Non- Freudian	T1,T2,T 3	CO4		Lecture /PPT / Assign ments	
	2-0	3	traittheories.	T1,T2,T 3	CO4		Lecture /	

							PPT/ Assign ments	
	2-1	3	Elements ofCons umerLearning and itssignif icance.	T1,T2,T 3,T4	CO4		Lecture /PPT / Assign ments	
8.	2-2	3	Elements ofCons umerLearning and itssignif icance.	T1,T2,T 3,T4	CO4		Lecture /PPT / Assign ments	
	2-3	3	Elements ofCons umerLearning and itssignif icance.	T2,T3,T 4	CO4		Lecture /PPT / Assign ments	
	2-4	3	Case study		CO5		Lecture /PPT / Assign mentsC asest udy	
9.	2-5	4	Family Buying decision,	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	2-6	4	FamilyLifeCycle,	T2,T3	CO5		Lecture /PPT / Assign	

								ments	
	2-7		4	Culture, culture, Sub-	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
10.	2-8		4	Culture, culture, Sub-	T3,T4	CO5		Lecture /PPT / Assign ments	
	2-9		4	Cultural aspectsofemerging markets,	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
	3-0		4	Cultural aspectsofemerging markets,	T1,T2,T 3,T4	CO5		Lecture /PPT/A s signme nts	
11.	3-1		4	E- .buyingbe haviour.	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	3-2		4	E- .buyingbe haviour.	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	3-3		4	Factorsinfl uencingcon sumerbeha viour.	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
12.	3-4		4	Factorsinfl uencingcon sumerbeha viour.	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
	3-5		4	Factors	T1,T2,T	CO5		Lecture	

			influencing consumer behaviour.	3,T4			/PPT / Assignments	
	3-6	4	Case study		CO5		Case study	
13.	3-7		HowardShethel,	T2,T3,T 4	CO5		Lecture /PPT / Assignments	
	3-8		HowardShethel,	T1,T2,T 3,T4	CO5		Lecture /PPT / Assignments	
	3-9		Nicosia et al ofConsumerDecisionMaking	T1,T2,T 3,T4	CO5		Lecture /PPT / Assignments	
14.	4-0		Nicosia et al ofConsumerDecisionMaking	T1,T2,T 3,T4	CO5		Lecture /PPT / Assignments	
	4-1		consumer protection,	T1,T2,T 3	CO5		Lecture /PPT/A ssignm entsClassPresentation, PPT	
	4-2		consumer protection, consumer right	T1,T2,T 3	CO5		Lecture /PPT / Assignments	

# **MT321ManpowerPlanning**

## **COURSEINFORMATIONSHEET**

Coursecode: MT321

Coursetitle:MANPOWERPLANNINGPr

e-requisite(s):MT107,MT201

Co-requisite(s):NIL

Credits:3      L:3      T:0

P:0Class sch

edule per week: 03Class:BBA

Semester/Level:6/3N

Name of Teacher:

### **CourseObjectives**

This course enables the students:

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

### **CourseOutcomes**

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

1	Analyze the theory and concepts of Manpower planning
2	Identify the evolution of MPP throughout the organization
3	Describe the applications of a Human Resources Information System
4	Evaluate the organization's planning program
5	Visualize the role of human resource department

## **Syllabus**

### **Module1(9Lectures)**

**ManpowerPlanningandResourcing:**FactorsAffectingManpowerPlanning,NeedforManpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining, Senior Management Support, Meeting the Organization's Goals and Objectives

### **Module2(9Lectures)**

**Manpower Forecasting:**Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting.

### **Module3(9Lectures)**

**Manpowerplanningandcorporatestrategies:**HR planning as a strategic process employees as resources, goal attainment, linking H R process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.

### **Module4(9Lectures)**

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

### **Module5(9Lectures)**

**Recent Trends in Manpower Development and Planning:**Introduction, Competency mapping, Knowledge management, Manpower Development, E-Manpower planning, HRIS.

## **Textbooks**

1. Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
2. Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi..
3. Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
4. Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.
5. Human resource management (14th ed.). Boston, MA: Pearson.

## **Reference books:**

1. Cascio  
F.W.(2003)Managing Human Resources, Productivity, Quality of Life, Profits, Tata McGraw-Hill, New York.
2. Chadha, N.K. (2004) Recruitment and Selection - A Practical Approach, Galgotia, New Delhi. Edwin B. Flippo, Personnel Management, McGrawHill Pub., Co., Newyork.
3. David, A. DeCenzo  
and Stephen. P. Robin, Personnel/Human Resource Management, Prentice Hall India (P) Ltd., New Delhi
4. Sharma, A. M. Personnel and Human Resource Management, Himalaya Publishing House, Mumbai.

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

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

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

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

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

## **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

## **IndirectAssessment–**

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

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

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

<b>CourseOutcome#</b>	<b>ProgramOutcomes</b>				
	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIGH H	M=MED IUM	L=LOW		

<b>Mapping Between COs and Course Delivery (CD) methods</b>				
<b>CD</b>	<b>CourseDelivery methods</b>	<b>CourseO utcome</b>	<b>Course Delivery Method</b>	
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1	
CD2	Tutorials/Assignments	CO2	CD1	
CD3	Seminars	CO3	CD1 and CD2	
CD4	Miniprojects/Projects	CO4	CD4 AND CD 5	
CD5	Laboratory experiments/teaching aids	CO5	CD6 AND CD7	
CD6	Industrial/guest lectures			
CD7	Industrial visits/in-plant training			
CD8	Self-learning such as use of NPTEL materials and internets			
CD9	Simulation			

#### **Lecturewise Lesson planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod 1	Md1 Factors Affecting Manpower Planning, Need for Manpower	T1, R1	1,2		PPTDigi Class/Chalk -Board	

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

				forecasting,Demand and supplyforecas ting,				
6	16-18		Mod 3	Md2  DemandForecastingtechniques,Forecastingaccuracy,Benefit of forecasting.	T2 R2	3,4	PPTDigiClass/Chalk -Board	
7	19-21		Mod 3	Md3  HRplanning asastrategic process employeesas resources, goal attainment, linking HRprocess tostrategy,	T3 R3	3,4	PPTDigi Class/Chalk -Board	
8	22-24		Mod ,4	Md3  HRplanning asastrategic process employeesas resources, goal attainment, linking HRprocess tostrategy,	T3 R3	3,4	PPTDigi Class/Chalk -Board	
9	25-27		Mod 4	Md3  involvement in strategic planning	T3 R3	3,4	PPTDigi Class/Chalk -Board	

				process,s trategicP HR lanning model,st affingsy stem.				
1o	28-30		Mod 4	Md4 Concepts, Benefits and StepsofJob Analysis	T4 R4	4,5	PPTDigi Class/Chalk -Board	
11	31-33		Mod 4	Md4Concepts ,Objectives,Pr ocess,Advant agesandLimit ations ofJobEvaluati on	T4 R4	4,5	PPTDigiCla ss/Chalk -Board	
12	34-36		Mod ,5	Md4Conc epts, Objectives, Process, Advantages and Limitationsof Job Evaluation	T4 R4	4,5	PPTDigi Class/Chalk -Board	
13	37-39		Mod 5	Md.5 Introduction, Competency mapping, Knowledge management	T5 R5	5	PPTDigi Class/Chalk -Board	
14	40-45		Mod	Md5	T5	5	PPTDigi	

			5	Manpower Development, E Manpower planning, HRIS.	R5			Class/Chalk-Board	
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## **MT322IndustrialRelations**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT-322**

**Coursetitle:IndustrialRelationsP**

**re-requisite(s): MT107,**

**MT201Co-requisite(s):NIL**

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:VI/IIIN**

**NameofTeacher:**

**Course Objectives**

Thiscourseenablesthestudents:

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

### **CourseOutcomes**

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

1	Develop better understanding about the Labour Management Relations practised in industries.
2	Create awareness about all the legal aspects related with Trade Union and unionism.

3	Formulate clear idea and expert view about Collective Bargaining and developing understanding about all the issues related with it.
4	Develop better understanding and idea related to workers participation.
5	Develop proper understanding and practice of discipline and grievance handling in industrial area.

## Syllabus

### Module1(6lectures)

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

### Module2(9lectures)

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

### Module3(9lectures)

Collective Bargaining—definition and concept, characteristics and importance, theories of Collective Bargaining, objectives and process of Collective Bargaining, analysis of collective agreements, essential conditions for success of Collective Bargaining.

### Module4(9lectures)

Workers Participation in management – concept and definition, level and forms of participations, workers participation in India, Institutions for participation, pre-requisite for effective participation.

### Module5(12lectures)

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

### **Text Books**

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

### **Reference Books**

3. Industrial relations Trade Unions, and Labour Legislation, P.R.N. Sinha Pearson Education
4. Industrial Relations, A. Monnappa, Tata McGraw Hill, New Delhi
5. Industrial Relations, A.M. Sharma, Himalaya Publishing House

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

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

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

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

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<b>CD</b>	<b>CourseDelivery methods</b>	<b>CourseOutcome</b>	<b>Course Delivery Method</b>
CD1	Lecturebyuseofboards/LCDprojectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1,CD2, CD4
CD3	Seminars	CO3	CD1
CD4	Miniprojects/Projects	CO4	CD1, CD2,CD5, CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD1, CD2,CD3, CD4,CD6, CD8
CD6	Industrial/guestlectures		
CD7	Industrialvisits/in-plantrunning		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

#### **LecturewiseLessonplanningDetails.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	TextBook /References	CosMapp ed	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod1	Labour Management Relations – concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations,	T1,T2, R1	CO1, CO4		Lecture/PPT/ Assignments/ SelfLearning	
2	4-6		Mod1	Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relations system.	T1,T2, R1	CO1, CO4		Lecture/PPT Lecture/PPT/ Assignments/ SelfLearning	

3	7-9		Mod2	Trade union and unionism – trade union movement in India, concept and definition of trade union.	T1,T2, R1	CO1, CO4		Lecture/PPT
4	10-12		Mod2	Functions of trade union, theories of trade union, Case study	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT/ Projects
5	13-15		Mod2	Managerial trade unionism, Problem and characteristics of trade unions in India	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT
6	16-18		Mod3	Collective Bargaining – definition and concept, characteristics and importance.	T1,T2, R1	CO2, CO3, CO4, CO5		Lecture/PPT/ Guest Lectures/Seminars
7	19-21		Mod3	Theories of Collective Bargaining, objectives and process of Collective Bargaining.	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT/ Self Learning
8	22-24		Mod3	Analysis of collective agreements, essential conditions for success of Collective Bargaining.	T1,T2, R1	CO3, CO4, CO5		Lecture/PPT/ Guest Lectures
9	25-27		Mod4	Workers Participation in management – concept and definition.	T1,T2,R 1, R2	CO3, CO4, CO5		Lecture/PPT
10	28-30		Mod4	level and forms of participation, workers participation in India, case study	T1,T2,R 1, R2	CO2, CO3, CO4, CO5		Lecture/PPT
11	31-33		Mod4	Institutions for	T1, T2,	CO2,		Lecture/PPT

				participation, pre-requisite for effective participation, casestudy	R1, R2	CO3, CO4		
12	34-36		Mod,5	Discipline and grievance handling, work - placed discipline, discipline procedure.	T1,T2,R1, R3	CO3, CO4, CO5	Lecture/PPT	
13	37-39		Mod5	Work-place counselling, types of counselling, counselling process, casestudy	T1,T2,R1, R3	CO2, CO3, CO4, CO5	Lecture/PPT/ Projects	
14	40-42		Mod5	counselling process, casestudy ,Grievance handling, causes of grievance, casestudy	T1,T2,R1, R3	CO2, CO3, CO4	Lecture/PPT/ SelfLearning	
14	43-45		Mod,5	causes of grievance, casestudy.	T1,T2,R1, R3	CO3, CO4, CO5	Lecture/PPT	

# **MT323TrainingandDevelopment**

## **COURSEINFORMATIONSHEET**

**Course code:MT323**

**Coursetitle:TrainingandDevelopmentP**

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

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

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

**P:0Class**

**schedule per week:**

**3Class:BBA**

**Semester/Level:VI/IIIBr**

**anch:BBA**

**NameofTeacher:**

### **Course Objectives**

Thiscourseenablesthestudents:

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

### **CourseOutcomes**

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

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

## **Syllabus**

### **Module1(7lectures)**

#### **TrainingandDevelopmentConcept:**

Training and Development: Introduction, Need, Objective, Concepts and Rationale of Training and Development, Concepts of Education and Learning, Introduction to motivation through Training, Difference between Training and Development, Challenges to effective training

### **Module2(8lectures)**

**Types and Methods of Training Program:** Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve Types of training, Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training.

### **Module3(9lectures)**

**Executive Development:** Nature, Methods of Executive Development: On the job and Off the job, Importance of Executive Development Process, Executive Development process, Basic requisites and challenges for the success of the Management Development Programmes

### **Module4(12lectures)T**

#### **raining Process:**

Organisation of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; Pre-requisites for designing the training Program, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Needs Assessment: methods and Process.

### **Module5(11lectures)**

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

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

#### **Textbooks:**

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

### **Reference Books:**

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

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

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

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

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

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery</b>

			<b>Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Miniprojects/Projects	CO4	CD1 and CD2a nd CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1 and CD2
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		
CD9	Simulation		

#### **Lecture wise Lesson Planning Details.**

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

2	L4		Module1	Introduction to motivation through Training	T1,R1	CO1		Lecture PPT
	L5		Module1	Difference between Training and Development,	T2,R2	CO1		Lecture PPT
	L6		Module1	Challenges to effective training	T1,R3	CO1		Lecture PPT
3	L7		Module1	Challenges to effective training	T1	CO1		Lecture PPT
	L8		Module2	Overview of Training Methodologies - Logic and Process of Learning;	T1,R5	CO2		Lecture PPT
	L9		Module2	Principles of Learning; Individual differences in learning,	T2,R4	CO2		Lecture PPT
4	L10		Module2	learning process, learning curve Types of training,	T1,R2	CO2		Lecture PPT
	L11		Module2	learning process, learning curve Types of training,	T2,R3	CO2		Lecture PPT
	L12		Module2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	T2,R5R2	CO2		Lecture PPT
5	L13		Module2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern	T1,R2	CO2		Lecture PPT, Assig

				Training				nment	
	L14		Mod ule2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	R3	CO 2		Lecture PPT	
	L15		Mod ule3	Executive Development: Nature	R4	CO 3		Lecture PPT	
6	L16		Mod ule3	Methods of Executive Development	T2,R 4	CO 3		Lecture PPT	
	L17		Mod ule3	On the job and Off the job	T1,R 3	CO 3		Lecture PPT	
	L18		Mod ule3	On the job and Off the job	T2,R 2	CO 3		Lecture PPT	
7	L19		Mod ule3	Executive Development process,	T1T2	CO 3		Lecture PPT	
	L20		Mod ule3	Executive Development process,	T2	CO 3		Lecture PPT, Case	
	L21		Mod ule3	Basic requisites and challenges for the success of the Management Development Programmes	T1	CO 3		Lecture PPT	
8	L22		Mod ule3	Basic requisites and challenges for the success of the Management Development Programmes	T1 R2	CO 3		Lecture PPT , Assignment	

	L23		Module4	OrganisationofTrainingand Development programs,	T1 R2	CO 4		Lecture PPT	
	L24		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		Lecture PPT	
9	L25		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		LectureP PT,case	
	L26		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		Lecture PPT	
	L27		Module4	Pre-requisitesfor designingthe trainingProgram	T2,R 2	CO 4		Lecture PPT ,Assignme nt	
10	L28		Module4	Pre-requisitesfor designingthe trainingProgram,	T1 R2	CO 4		Lecture PPT	
	L29		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T2,R 2	CO 4		Lecture PPT	
	L30		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T1, R2	CO 4		Lecture PPT	
11	L31		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T2	CO 4		Lecture PPT	

	L32		Module4	NeedsAssessment:methodsandProcess.	T2	CO 4		Lecture PPT	
	L33		Module4	NeedsAssessment:methodsandProcess.	T2	CO 4		Lecture PPT	
12	L34		Module4	NeedsAssessment:methodsandProcess.	T1, R2	CO 4		Lecture PPT Case	
	L35		Module5	DesigningaTrainingModule,NeedforEvaluatingTraining,,	T1 R2	CO 5		Lecture PPT, Assignment	
	L36		Module5	DesigningaTrainingModule,NeedforEvaluatingTraining,,	T1,R 4	CO 5		Lecture PPT	
13	L37		Module5	Budgeting of Training, Cost-BenefitAnalysis,ROIofTraining.	T1	CO 5		Lecture PPT	
	L38		Module5	Budgeting of Training, Cost-BenefitAnalysis,ROIofTraining.	T1	CO 5		Lecture PPT	
	L39		Module5	ReasonsforevaluatingTrainingand developmentprograms	T1, R2	CO 5		Lecture PPT	
14	L40		Module5	ReasonsforevaluatingTrainingand developmentprograms	T1 R2	CO 5		Lecture PPT Case	
	L41		Module5	Problems in evaluation;Evaluation planning and data	T2,R 3	CO 5		Lecture PPT	

				collection,					
	L42		Module5	Problemsinevaluation;Evaluationplanninganddatacollection,s,	T2,R3	CO5		Lecture PPT	
15	L43		Module5	differentevaluationframework	T1R2	CO5		Lecture PPT	
15	L44		Module5	MethodsinevaluatingeffectivenessofTraining	T2,R3	CO5		Lecture PPT Project	
15	L45		Module5	Revision	T2,R3	CO5			

## **MT324IndustrialandLabourLegislations**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT324**

**Coursetitle:industrialandlabourlegislationsPr**

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

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

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:VI/IIIB**

**ranch:BBA**

**NameofTeacher:**

### **Course Objectives**

Thiscourseenablesthestudents:

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

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

## Course Outcomes

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

1	Understand the significance and role of labour law in industrial relations.
2	Establish industrial peace and harmony in an industrial establishment.
3	Provide social security measures to working populations.
4	Provide comfortable, safe and hygienic workplace.
5	Develop the policies and rules in organizational settings.

## Syllabus

### Module 1 (6 lectures)

Industrial Relations – An Overview of Industrial Relations. Meaning and Scope of Industrial Relations. Evolution of Industrial Relations in India. Changing Dimensions of Industrial Relations in India. Impact of globalization on Industrial Relations. ILO

### Module 2 (6 lectures)

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

### Module 3 (18 lectures)

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

### Module 4 (6 lectures)

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

### **Module5(9lectures)**

Social Security Legislations - Employee's Compensation Act, 1923- Objective & Scope, Definitions of Dependent, Disablement, Occupational Diseases, Compensation when payable & when not payable. Employees Provident Fund & Miscellaneous Provisions Act, 1952- Objective & Scope, Schemes under Act - Provident, Pension & Insurance, Establishment of funds & Contribution. Payment of Gratuity Act, 1972- Objective & Scope, Calculation of gratuity, max. and min. gratuity & forfeiture of gratuity.

### **Suggested Readings:**

#### **Text Books**

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

#### **Reference Books**

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

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

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

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

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

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

7.Industrialvisits/in-planttraining
8.Self-learningsuchasuseofNPTELmaterialsandinternets
9.Simulation

### **CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

#### **DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

#### **IndirectAssessment–**

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

### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomes ontoProgramOutcomes**

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

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

#### Lecturewise Lesson Planning Details.

Week No.	Lect . No.	Tentative Date	Md No.	Topics to be covered	TextBook/ Reference s	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1, L2 L3		1	An Overview of Industrial Relations. Meaning and Scope of Industrial Relations.	T1,R2	CO1 CO2		Lecture PPT	
2	L4, L5 L6		1	Impact of globalization on Industrial Relations. ILO	T1,T2	CO1, CO2		Lecture PPT	

3	L7, L8		2	Trade Unions: Concepts and objective	T1,R2	CO1, CO2		Lecture PPT	
3	L9, L10		2	Function and Role in Globalize Content.	R1,T2	CO1, CO2		Lecture PPT	
4	L11, L12 L13		2	Trade Union Act,1926	T3,R1R2	CO1, CO2		Lecture PPT	
5	L14, L15 L16		3	Nature and Causes of Industrial Disputes,	T1,T2	CO2		Lecture PPT	
6	L17, L18 L19		3	Types of Conflict, Resolution- Statutory & Non-Statutory.	T1,R2	CO2		Lecture PPT	
7	L20, L21 L22		3	Collective Bargaining-Concept and Importance,	T1,R2	CO1, CO2		Lecture PPT	
8	L23, L24 L25		3	Process and Pre-requisites.	T1,T2	CO1, CO2		Lecture PPT	
9	L26 L27 L28		3	The Industrial Disputes Act, 1947 – Objective and scope.	T1,R2&R1	CO2		Lecture PPT	
10	L29, L30 L31		3	Definition of Lay off, Retrenchment,.	T1,T24 ,R1	CO2		Lecture PPT	

11	L32		4	Closure, Strike &LockOut	T1,T2	CO2		Lecture PPT	
11	L33		4	FactoriesAct194 8- Objectiveandsco pe,	T2,R1,R2	CO4, CO5		Lecture PPT	
11	L34,		4	Provisionrelated tohealth,welfare and safety	T1,T2,R1	CO4, CO5		Lecture PPT,Ass ignment	
12	L35  L36  L37		4	Shops and EstablishmentA ct	T3,R1&R2	CO4, CO5		Lecture PPT	
13	L38		5	Employee'sCom pensationAct, 1923- Objective & Scope,	T1,T2,R3	CO4, CO5		Lecture PPT	
13	L39		5	Definitions of Dependent,Disa blement,Occupa tionalDiseases,	T1,R1	CO4, CO5		Lecture PPT	
13	L40		5	Compensationw henpayable&wh en not payable.	T2,R2	CO4, CO5		Lecture PPT	
14	L41		5	EmployeesPro videntFund	T3,R1	CO3		Lecture PPT	
14	L42			MiscellaneousPr ovisionsAct,195 2- Objective&Scop	T2,R1	CO4		Lecture PPT	

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

## **MT325PerformanceandCompensationManagement**

### **COURSEINFORMATIONSHEET**

**Coursecode:MT325**

**Coursetitle:PerformanceandCompensationManagementPr**

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

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

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

**schedule per week:**

**03Class:BBA**

**Semester/Level:VI/IIIN**

**NameofTeacher:**

### **Course Objectives**

This course enables the students:

A.	Tounderstandthebasicconceptsof'PerformanceManagement'asatooltomeasureperformanceof employeesintheworkplace
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B.	To identify the fundamental concepts of Performance management
C.	To acquire knowledge in measuring performance and managing in organizations.
D.	To understand basics of managing compensation systems of an organization and understand its application.
E.	To understand the various performance levels of employees in the current industries.

## Course Outcomes

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

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

## Syllabus

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

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

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

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

### **Module3 -PerformanceAppraisal(8lectures)**

Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal ,PerformanceAppraisal Process, Traditional methods of Performance Appraisal, Modern methods of PerformanceAppraisal,ImportanceofPerformanceAppraisal,NeedforEmployeeDevelopment,Methodsof EmployeeDevelopment

### **Module4-CompensationManagement(9lectures)**

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

JobEvaluation:MeaningofJobEvaluation,FeaturesofJobEvaluation,ImportanceofJobEvaluationandMethod of JobEvaluation

### **Module5-CompensationStructure(11lectures)**

IntroductiontoWage&Salary,DifferencebetweenWage&Salary,Time&PieceWageconcept

Componentsofpay:Basicpay,Dearnessallowance,Incentiveplans:Features,Individual&Groupincentiveplans &fringebenefits

ExecutiveCompensation:Meaning,ComponentsofPaysystem,Newtrendsincompensationmanagement.

#### **Textbooks:**

1. KohilA.S.,&DebT(2008),PerformanceManagement,NewDelhi:OXFORDUniversityPress (latestedition).
2. Bhattacharya,D.K.,CompensationManagement,SecondEdition,OxfordUniversityPress

#### **Referencebooks:**

1. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai: Jaico Publishing House
2. Rao, T.V.(2007), Performance Management and Appraisal Systems, New Delhi: Response books
3. Armstrong M., and Murlis, H., Reward Management: A handbook of salary administration, Kogan Page, London.
4. Singh, B.D., Compensation and Reward Management, Excel Books.
5. Rao V.S.P, Human Resource Management: Text and cases, Excel Books.

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

**POs met through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingofCourseOutcomes ontoProgramOutcomes**

<b>CourseOutcome</b>	<b>ProgramOutcomes</b>			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>1</b>	H	L	H	H
<b>2</b>	H	-	H	M
<b>3</b>	H	M	L	H
<b>4</b>	H	M	H	H
<b>5</b>	H	L	H	M

**MappingBetweenCOsandCourseDelivery(CD)methods**

<b>CD</b>	<b>CourseDelivery methods</b>	<b>CourseO utcome</b>	<b>Course DeliveryMethod</b>
CD1	Lecturebyuseofboards/LCDprojectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Miniprojects/Projects	CO4	CD1,CD2,CD3
CD5	Laboratoryexperiments/teachingaids	CO5	CD4,CD5
CD6	Industrial/guestlectures		
CD7	Industrialvisits/in-plantraining		
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets		

CD9	Simulation				
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### LecturewiseLessonplanningDetails.

Wee k No.	Lect. No.	Tentativ e Date	Ch. No.	Topicstobeco vered	Text Book / Refer e nces	COs appe d	Actual Conte ntcov ered	Methodology used	Remar ks by faculty ifany
1	L1		Module 1	Introduction to the concept of Performance Management	T1	CO1		LecturePPT	
	L2		Module 1	Objectivesof Performance Management	T2	CO 1		LecturePPT	
	L3		Module 1	Prerequisites of Performance Management	T1	CO 1		LecturePPT	
2	L4		Module 1	Dimensions ofPerformanceManagement	T2	CO 1		LecturePPT	
	L5		Module 1	Factorsaffect ingPerformanceManagement ,	T1,R	CO 1		LecturePPT	
	L6		Module 1	Importanceo fPerformanc e	T2,R 2	CO 1		LecturePPT	

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

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

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

12	L35		Module 4	Methods of JobEvaluation	T2	CO 4		LecturePPT	
12	L36		Module 5	IntroductiontoWage&Salary	T1	CO 4		Lecture PPTCase	
13	L37		Module 5	DifferencebetweenWage & Salary	T1	CO 5		Lecture PPT, Assignment	
13	L38		Module 5	Time&Piece Wageconcept Components of pay:Basicpay	T1	CO 5		LecturePPT	
13	L39		Module 5	Dearnessallowance	T2	CO 5		LecturePPT	
14	L40		Module 5	Incentive plans:Features	T2	CO 5		LecturePPT	
14	L41		Module 5	Individual& Groupincentiveplans & fringebenefits	T2	CO 5		LecturePPT	
14	L42		Module 5	ExecutiveCompensation: Meaning	T2	CO 5		Lecture PPTCase	
15	L43		Module 5	Components of Pay system	T2	CO 5		LecturePPT	