

BACHELOR OF BUSINESS ADMINISTRATION (BBA 2nd Year)
(2018-19)
(SEMESTER-III)

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
AEC	BBA-301	Environmental and Road Safety Awareness Studies	2	-	-	2	15	35	50	2
Core 1	BBA-302	Communication skills in Punjabi Or Basic Punjabi	3	1	1	5	40	60	100	4
Core 2	BBA-303	Principles of Human Resource Management	3	1	1	5	40	60	100	4
Core 3	BBA-304	Principles of Marketing Management	3	1	1	5	40	60	100	4
GE	BBA-305	Any one from the List of Generic Electives	3	1	1	5	40	60	100	4
		Total								18

(SEMESTER IV)

Subject	Paper code	Title of paper	Contact hours per week				Examination scheme marks			Credit
			L	T	P	Total	Internal	External	Total	
Core 1	BBA-401	Communication skills in Punjabi Or Basic Punjabi	3	1	1	5	40	60	100	4
Core 2	BBA-402	Managerial Economics	3	1	1	5	40	60	100	4
Core 3	BBA- 403	Advertising & Sales Management	3	1	1	5	40	60	100	4
DSE	BBA- 404	Any one from the List of Discipline Specific Electives	3	1	1	5	40	60	100	4
GE	BBA-405	Any one from the List of Generic Electives	3	1	1	5	40	60	100	4
		Total								20

The minimum number of marks required to pass each semester examination will be 35% in each paper and 40 % in the aggregate of the semester examination

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSE

DSE – I (Finance)	DSE - II (Marketing)	DSE - III (Human Resource Management)	DSE – IV (Information Technology)	DSE – V (Event Management)	DSE – VI (Media Management)
Management Accounting	Retail Management	Career Planning & Management	Search Engine Optimisation	Event Planning & Management	Principles of Mass Communication
Financial Markets & Services	Services Marketing	Training & Development	E Commerce	Financial Management of Events	Public Relations Management
Income Tax Law & Practice	Export Marketing	Management of Change	Database Management Systems	Event Resource Management	Media Management
Stock Market Operations	Rural Marketing	Management of Industrial Relations	Software Engineering	Event Operations & Logistics	Corporate Communication
Investment Management	Brand & Product Management	Business Psychology	PHP Programming	Event Proposal & Marketing	New Media Technology

List of Generic Elective / Interdisciplinary Course

Subject Code	Subject Name
BBA-GE (I)	Professional Ethics
BBA-GE (II)	Entrepreneurship Development
BBA-GE (III)	Corporate Communication
BBA-GE (IV)	Managing small and Medium Business Enterprises
BBA-GE (V)	Organizational Behavior
BBA-GE (VI)	Insurance Management
BBA-GE (VII)	Business Mathematics & Statistics
BBA-GE (VII)	India's Diversity & Business

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Total: 50 Marks**External Evaluation: 35 Marks****Internal Evaluation: 15 Marks****Total L/T/P: 35****Time: 1:30 hrs.****Total Pass marks: 18 Marks****Pass marks in internal: 12 Marks****Pass marks in internal: 6 Marks****Total Credits: 2****INSTRUCTIONS FOR THE PAPER SETTERS**

The question paper will consist of three sections A, B and C. Each of sections A and B will have 04 questions from the respective Unit of the syllabus. Each question shall carry 6.5 marks. Section C will consist of 09 short answer type questions of 01 mark each.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

UNIT 1

- 1. The multidisciplinary nature of environment studies.** Definition, scope and importance. Need for public awareness.
- 2. Natural resources-**Renewable and Non renewable resources. Role of an individual in conservation of natural resources for sustainable development.
- 3. Ecosystem and its components-**Producers ,Consumers and Decomposers. Food chain, Food Web and ecological pyramid.
- 4. Biodiversity-**Definition , types, Hotspots of biodiversity,importance and conservation of biodiversity.

UNIT-II

- 5. Social Issues and Environment-**Climate changes, Global Warming, Acid Rain, and Ozone Layer depletion. Population Explosion -Family welfare program.
- 6. Environmental pollution-**definition causes ,types, Effects & Control measure. Introduction to Environment Laws in India: Environmental protection Act, Air and Water Act(Prevention and control of pollution).
- 7. Road Safety Awareness-**Concept and Significance of road safety, Traffic Signs and Rules, how to obtain licence, Role of First aid in Road safety.
- 8. Stubble burning:** Its meaning: Why Stubble burning , Alternatives to Stubble Burning, Environmental and Health effects/Hazards, Policies to control Stubble burning.

SUGGESTED READINGS :

1. Carson, R.2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil.M., & Guha,R.1993. This Fissured Land : An Ecological History of India.Univ. of California press.

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3. Gleeson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993. Water in Crisis.Pacific Institute for Studies in Dev. Environment & Security Stockholam Env. Institute,Oxford Univ.Press.
5. Groom , Martha J., Gary K. Meffe, and Carl Ronald Carroll.Principles of Conservation Biology.Sunderland : Sinauer Associates, 2006.
6. Grumbine,R.Edward, and Pandit,M.K.2013. Threats from India's Himalays dams. Science,339:36-37.
7. McCully,P.1996. Rivers no more: the environmetal effects of dams (pp.29-64). Zed Books.
8. McNeill,John R. 2000. Something New Under the Sun : An Environmental History of the Twentieth Century.
9. Odum, E.P., H.T & Andrews, J.1971. Fundamentals of Ecology.Philadelphia : Saunders.
10. Pepper,I.L., Gerba ,C.P & Brusseau,M.L.2011. Environmental and Pollution Sciences.Academic Press.
11. Rao, M.N. & Datta,A.K.1987. Waste Water Treatment.Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R.2012,Environment. 8Th edition. John Wiles & Sons.
13. Rosencranz, A., Divan, S., & Nobie, M.L. 2001. Environmental law and policy in India. Tripathi 1992
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S. Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

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BBA-302 Punjabi

External Evaluation: 60
Course Syllabus

Internal Evaluation: 40
Total Credit:-4

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Human Resource Management (HRM): Meaning, Scope and Objective of HRM, HRM Challenges. Human Resource Planning (HRP): Concept, Need and importance of HRP, Factors affecting HRP, Human Resource Planning Process, Barriers of HR. Job Analysis: Meaning, Factors affecting Job Design, Various techniques of Job Design. Recruitment: Meaning, Factors governing Recruitment, Recruitment sources and techniques, Problems associated with Recruitment. Selection: Meaning, Process, Selection Tests and Interview, Barriers to effective, selection. Introduction and Orientation: Concepts, Process, Benefits and Problems associated with Induction and Orientation.

UNIT-II

Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Other issues related to promotions; Demotion- Meaning, Reasons, Implications for HRM; Transfers-Meaning, purpose, policy and other issues associated with Transfers. Managing Separations: Meaning and Types of Separations, Costs and Benefits of Separations. Managing Industrial Relations: Industrial Relations-Meaning, Importance of Peaceful IR. Approaches to IR. Strategic Dispute: Nature, Causes and Settlement of Disputes; Grievances-Nature, Causes and Grievance settlement machinery.

Recommended Texts:

- *Gomez – Meja, et al, Managing Human Resources, Delhi Pearson Education*
- *Desller, Gary, Human Resource Management, Delhi, Pearson Education*
- *Aswathappa, Human Resource and Personnel Management. New Delhi, TMG-Hill*
- *Pattanayak, Biswajeet, Human Resource Management, New Delhi, PHI*
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Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

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Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Course Syllabus**UNIT-I**

Marketing Management: Definition, Nature and Scope. Concept of Marketing: Traditional and modern concepts. Marketing Environment: Meaning, Importance. Marketing Mix and its elements. Selling: Definition, Difference between marketing and selling. Marketing Segmentation: Meaning and basis of market segmentation. Consumer Behaviors: Meaning and Importance, Buying process, factors influencing consumer behavior, Marketing Research: Meaning, Features and its scope.

UNIT-II

Product Decisions: new product development process. Product life cycle: Concept and Stages, Pricing Decision: Meaning, Methods of pricing. Personal Selling: meaning and its importance. Channels of distribution: Types of channels, factors influencing channel choice. Green Marketing: Definition, Scope, Objective and Importance of green marketing, Network marketing, Event marketing: Concept, Nature and Importance of event marketing.

Recommended Texts:

- *Kotler Philip "marketing Management"*
- *Stanton, William, J., Fundamentals of Marketing*
- *Neelamegham, S., Marketing in India*
- *C.N. Sontaakki, Marketing Management*
- *J. C. Gandhi, Marketing*
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Instruction:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-4

Course Syllabus

Total Pass marks: 35 Marks

Pass marks in external: 21 Marks

Pass marks in internal: 14Marks

Total L/T/P: 55

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

Unit I

Managerial Economic: Meaning, Nature and Significance. Managerial Decision Making: Meaning, Significance and Process. Objectives of Firm: Profit Maximization and Sales Maximization. Theory of Demand: Meaning and Types; Law of demand. Elasticity of demand: Concepts and measurement of price elasticity of demand. Demand Forecasting: Meaning and Techniques. Theory of Production: Law of variable proportion, Returns to scale, Economies and Diseconomies of scale.

Unit II

Theory of Costs: Short and Long period costs, Relationship between average and marginal cost. Concept of Revenue: TR, AR, MR, Relationship between average and marginal revenue and Elasticity of Demand. Break Even Analysis and Profit Forecasting in short run. Equilibrium of firm and Industry: Perfect Competition, Monopoly and Monopolistic Competition: Meaning, Assumptions, Price determination. Discriminating Monopoly.

Recommended Texts:

Gupta, G.S. : Managerial Economics
 Chopra, P.N. : Managerial Economics
 Dwivedi.D.N : Managerial Economics
 Koutsoyianni's : Modern Micro Economics
 Ahuja, H.L : Advanced Economic Theory
 Stonies and Hague : A Text Book of Economic Theory
 Salvatore, D. : Microeconomic Theory
 Mehta, P.L. : Managerial Economics

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows: Two Mid-Semester Tests each carrying 10 marks. Two Assignments each carrying 6 marks. Class Participation and Attendance to be of 8 marks.

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Advertisement; Definition, Features & Importance of advertisement. Advertising research: Nature scope & Importance of advertising research. Advertising Budget; methods of advertisement budget,. Advertisement Media: Different types of media, Advertisement agencies, Copy writing: its elements, requirement of an effective copy writing, types of advertising copies. Measuring Advertising Effectiveness: Techniques for testing advertisement effectiveness. AIDA Model.

UNIT-II

Sales Management: Nature, Scope and Importance. Sales Manager: Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Recruitment and Selection of sales personnel. Training and development of sales personnel. Performance appraisal; Performance appraisal of sales personnel, methods,process. Selling Theories; buyers point of view, seller point of view and selling process, sales quotes, sales territories, sales forecasting: factors governing sales forecasting, quantitative and qualitative methods

Recommended Texts:

1. *Condiff, Still & Govani : Sales Management, Prentice-Hall of India, New Delhi*
2. *Wright, Winter and Zeigler : Advertising, Tata McGraw-Hill Publishing Company Ltd., New Delhi*
3. *Ruchi Gupta: Advertising Principles and Practice, S. Chand & Company ltd.*
4. *Kazmi, advertisement and sales management.*

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

MANAGEMENT ACCOUNTING

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Management Accounting: Concept, Nature and Scope of management accounting, relationship among management, financial and cost accounting. Management accounting as an information system. Management accounting system.

Financial Statements: Concept, Nature, objectives, types, importance and limitations of financial statements. **Financial Statement Analysis:** Comparative, Common Size and Trend analysis

UNIT – II

Fund Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Fund Flow statements

Cash Flow Analysis: Concept, Nature, objectives, types, importance, limitations and preparation of Cash Flow statements

Ratio Analysis: Concept, Nature, objectives, importance, limitations and Classification on the basis of Profitability, Liquidity, solvency and activity.

Recommended Texts:

1. Shashi Gupta and R.K. Sharma, *Management Accounting*.
2. S.N. Maheshwari, *Management Accounting and Financial Control*.
3. Khan, M.Y. and Jain, P.K., *Management Accounting*.
4. Charles T. Horngren, *Introduction to Management Accounting*.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Financial Services: Concepts and Meaning, Characteristics and various kinds of financial services. Concepts of financial market their types and function.
 Fixed and variable Interest bearing Security i.e. Equity, Preference, Debenture Bonds. **Concepts of Mutual funds:** Meaning, Features and Types.

UNIT-II

Merchant Banking: Concepts, Function, Regulation, General obligation and responsibilities.
Venture capital: Concepts, Features, Modes of finance by venture capitalists and stages of finance
Leasing: Meaning, Essential elements, Features types and advantages and disadvantages. **Hire purchase:** Meaning, Features and difference between leasing and hire purchase. **Factoring:** Meaning, Nature and Types, Advantages and limitation.

Recommended Texts:

1. M.Y.Khan, *Financial Services* (TMH)
2. Dr. S. Gurusamy, *Merchant Banking and Financial Services* (Thomson)
3. Depository Operations (Module) workbook by National Stock Exchange of India Limited
4. B.S.Bodla, M.C.garg, K.P.Singh, *Insurance – Fundamentals, Environment and Procedures* (Deep and Deep Publications)
5. Tripathy Nalini Prava, *Financial Instruments and Services*
6. M.Y. Khan, *Indian Financial System* TMH
7. L.M. Bhole, *Financial Institutions and Markets*, TMH
8. Shashi Gupta, *Financial Services*, Kalyani

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Income tax – Definition, Distinction between capital and revenue basis of charge (Residential Status), Incidence of tax. **Exempted Income**, Computation of Income from Salaries and House Property.

Income from Business and Profession, Capital Gains, Income from other sources. Depreciation, Carry Forward and Set-off of losses, Income of other persons to be included in Assessee's total Income. **Deduction of Gross total Income.**

UNIT – II

Computation of total income in regard to Income of individual, HUF and Partnership firm and Association of Persons (AOP).

Advance payment of tax, Deduction of tax at source, Income tax authorities and administration of the Act. Assessment Procedure, Appeals, refunds and Penalties. **Basic Concept of GST in India.**

Recommended Texts:

1. V. K. Singahnia, Direct taxes: Law & practice
2. H.C. Mehrotra, *Income Tax Law and Practice*
3. Gaur & Narang, *Income Tax Law*
4. Girish Ahuja, *Direct Law*

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Stock Market Operations

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4
Course Syllabus

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

UNIT-I

Indian Stock Markets: Introduction, Evolution and Growth of Stock markets in India, Functions of Stock Exchange, Intermediaries in the Secondary market, Secondary market, Secondary Market Mechanism. An overview of Major Stock Exchange in India- N.S.E., B.S.E. and O.T.C.E.I. **Stock Market INDEXES:** Concept, types, Brief overview of BSE SENSEX and S & P CNX Nifty. **Legal Framework for Stock Exchanges:** The Securities Exchange Board of India Act 1992 – Definition, Powers and Functions of SEBI.

UNIT-II

Trading Mechanism at N.S.E.: Introduction, Market Types, Market Phases, Order Management, Trade Management. **Clearing and Settlement:** Introduction- Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, settlement Cycle, Dematerialization and Electronic Transfer of Securities, Investors Protection Fund. **Depository Operations:** Introduction to Depository system, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System. **Future Market Operations:** Introduction to Future (Stock Futures and Index Futures) and Options (Stock options and Index options).

Suggested Readings:

- *Capital Market Dealers (Module) workbook by national Stock Exchange of India Ltd.*
- *Depository Operations (Module) workbook by national Stock Exchange of India Ltd.*
- *Financial Markets: A Beginners (Module) workbook by national Stock Exchange of India Ltd.*
- *Derivative Market Dealers (Module) workbook by national Stock Exchange of India Ltd.*
- *Outlines of Indian Capital Market by H.S. Sidhu (Ludhiana Stock Exchange)*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-4

Total Pass marks: 35 Marks

Pass marks in external: 21Marks

Pass marks in internal: 14Marks

Total L/T/P: 55

Course Syllabus

UNIT-I

Investment management basics: Introduction, Investment objectives, Different investment avenues for individuals, Risks of investment, Relationship between risk and return, Time Value of Money – Present Value, Future Value, Annuities.

Security Analysis: Fundamental Analysis – Economy, Industry and Firm. **Technical Analysis and Charting.**

UNIT-II

Efficient Market Theory. Portfolio Management: Concept of Portfolio, Diversification of Risk, An introduction to the efficient frontier, Capital Asset Pricing Model – Assumptions, CML and SML, Calculating Beta-Coefficients, Empirical tests of CAPM. Optimum portfolio, portfolio selection.

Suggested Readings:

- Fischer Donald E., Jordan Ronald J., Security Analysis and Portfolio Management,
- V. A. Avadhani, Investment Management.
- V.K.Bhalla, Investment Management.

Instructions

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

Total Credit :- 4

UNIT I

Retailing: Definition, Importance and Scope of Retailing, categories of retailers, Emerging Trends in Retailing. **Retail Business and consumer:** Understanding consumer' behavior, its process and factors affecting consumer behaviour, advantages of understanding consumer behaviour. **Location & Layout:** Target Market Selection and Retail Location, Store Design and Layout.

UNIT II

Retail Communication: Process, functions and steps in making communication effective. Promotional Strategy. **Retail Organization Structures:** - Independent store organizational structure, meaning its advantages and disadvantages. Department store organizational structure, meaning its advantages and disadvantages. Chain store organizational structure. **Retail information System:** It's Dimension, RIS flow, Gathering information, Processing Retail information, utilizing retail information.

Recommended Texts:

1. *Berman, Evans, Mathur ,Retail Management, Pearson Education*
2. *Levy Weitz, Retailing Management, Tata McGraw Hill*
3. *Bajaj c, retail management, oxford university press, Delhi*
4. *Dunne P.m, Lusch R.F and david a, Thomson learning inc.*

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Services marketing management: Concept, features, need, significance, difference between goods and services. Services marketing triangle, service marketing mix. Consumer behavior in services: meaning, importance and process. Market segmentation, Targeting and Positioning, Service quality: Meaning, Components, measurement. Service quality gaps: Concept, Meaning, Gap Model.

UNIT-II

Services marketing in a specific context. Banking marketing, Hotel marketing, Tourism marketing, hospitality management, Duties of Hospitality Manager, healthcare, types of hazards do workers face, Healthcare Trends and Challenges, personal care marketing, Hospital marketing, Education marketing, and Consultancy marketing.

Recommended Texts:

- *Zeithmal, V. A. and Bitner, M. J: Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi*
- *Lovelock, Christopher H., Services Marketing : People, Technology, Strategy, Pearson Education, New Delhi*
- *Shankar Ravi, Service Marketing, Excel Books, New Delhi*
- *S.m jha, Marketing of services, Himalaya publishers.*

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

EXPORT MARKETING

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Theoretical framework of International Business: Nature of export marketing, export marketing differentiating from domestic marketing, conceptual framework of international trade and its significance, tariff and non- tariff barriers, dynamics of foreign exchange, balance of trade and balance of payments, regional economic forces and their implementations for export marketing. International Markets framework: Foreign market entry, and involvement and the EPRG FRAME WORK, Choice of markets.

UNIT-II

Marketing Mix through product strategy, international trade product life cycle, export pricing strategy, export distribution strategy's, channels, logistics support, transportation, and export promotion strategy. Export Financing and Documentation: Export financing and risks and the role of EXIM Bank and ECGC, documentation including principle and auxiliary documents and for claiming export assistance, processing and export order, procedure quality control and pre-shipment inspection, legal framework of international marketing.

Suggested Readings:

- *Paul Justin* :*Export Import Management, Oxford*
- *Cherunilam* :*International Trade & Export Management, Himalaya*
- *Government of India Handbook of Import - Export Procedures.*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

RURAL MARKETING

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Rural Marketing; introduction, nature and scope of rural marketing with special reference to India. Buying behavior in rural markets, Consumer buying behavior model. Rural Marketing information System. Rural Market communication; introduction, process and role of IT in rural communication. Segmentation, targeting and Positioning for rural marketing.

UNIT-II

Rural marketing mix; concept and relevance . Rural product strategy; concept and strategies for goods and services. Pricing strategies and objectives. Promotion strategies. Distribution in rural marketing; introduction and channels of distribution (Haats, Mandis, Cooperative societies).New development models for rural marketing (ITC, HUL etc.) .Rural Market research.

Suggested Readings

- *Ballon, Ronald H., Business Logistics management*
- *Buxton, Graham, Effective Marketing Logistics*
- *Coyle, John J. & Edward J. Bardi, The Management of Distribution System*
- *Shankar, Ravi, Managing Distribution*
- *Sherlock, Jim, Principles of International Physical Distribution.*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

The concept of Brand , brand name, brand values; brand planning ; managing brand systems; brand roles; anti-brand thinking; brand loyalty; brand image; brand extensions; brand's life script; brand identity; and brand personality. Brand positioning ; brand culture and brand rituals; brand equity; brand building; service brands; experiential brands; types of brand; product and brand failures.

UNIT-II

Product Management: concept, FMCG, product mix and line decisions; Branding: name, creation, principles, brand image, etc; Market segmentation; promotion and differentiation; new product planning; Distribution channels; advertising planning; pricing: concept and strategies

Suggested Readings:

- *Lehmann & Winner , Product Management, Tata McGraw Hill*
- *Kevin Lane Keller, Strategic Brand Management, Pearson Education*
- *Aaker, David, A. Managing Brand Equity. New York, Free Press*
- *Cowley, Don. Understanding Brands, London, Kogan Page*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Concept of Career: Meaning and Definition, career stages, factors effecting career choices, career anchors, types of career anchors and Importance of career anchors. Managing Career: Meaning, Principles for effective career management, career management activities, Importance of career management.

UNIT-II

Career Planning: Definition, Characteristics, career planning process, importance of career planning. Role of counseling and mentoring in career management of the employees. Role of IT in career planning, Career Development: Definition, Characteristics, Importance, Performance planning and career management of the employees.

Recommended Texts:

- *C.B. Gupta, Human Resource Management, Sultan Chand & Sons.*
- *Robbins, Organization Behaviour, Prentice Hall.*
- *Fred Luthans, Organization Behaviour, Mc Graw Hill.*
- *L.M. Prasad, Organization Behaviour, Sultan Chand & Sons.*

Instructions:

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Training process: An overview; role, responsibilities and challenges to training managers; organization and management of training function; training needs assessment of training need.

Action research: Instructional objectives and lesson planning. **Evaluation of training programs.** **The induction process:** Methods and evaluation of induction training.

UNIT-II

The role of training and development: Identification of training needs, Designing and developing training programs. **Training evaluation and the training cycle.**

Evaluation process, Evaluation design: Data collection, designing questionnaire and tests. Qualitative and quantitative evaluation methods. Evaluation report.

Recommended Texts:

- *Morgain C.T., King A.R., Weisz J.R.: Introduction to Psychology.*
- *Hall C.S., Lindzey G.: Theories of Personality*
- *Rae,L., how to measure training effectiveness.*
- *Freman F.S: Psychological Testing*
- *Bower G.R., Hilgar T.R.: Theories of Learning*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

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External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Organisational Change: meaning, factors, Significance and importance of change, Nature of change, Process of organisational change, Models of Change and Approaches to Problem Diagnosis, Major Techniques of Planned Change, Managing Resistance to Change. Coping strategies for change, Resistance to change, managerial options for implementing change, guidelines facilitating change, Change and its impact.

UNIT-II

Organizational culture and change, a systematic approach to making change, Traditional Assumption, The Culture Gap, Organisational Development: Definition, Need, Assumptions, Historical development. Models and theories of planned change, process of Organisational Development, Issues and future of Organisational Development, Issues in consultant-client relationship.

Recommended Texts:

- *Abad, Ahmed, Developing Effective Organization, Sri Ram Centre for Industrial Relations, New Delhi*
- *French. Wendell L., Bell. Cecil., Organization Development, Pearsons Education, New Delhi*
- *S.K. Bhatia , Dr. Abad Ahmad., Management of Change and Organization Development, Deep & Deep Publications Pvt. Ltd, New Delhi*
- *Burke warner, organization change, sage publications, south asia*

Instructions

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Industrial Relations and its concept and models; Industrial Relation and Role of the State; Present status and future of Trade Unionism with special reference to India; Industrial Relations and Technological Change.

UNIT-II

Causes, Forms and effects of Industrial conflict; Preventive and settlement measures of Industrial Disputes in India; Comparative Study of Industrial Relations in developed and developing economics; Role of ILO and significance of Social Clause of WTO.

Suggested Readings:

- *Venkataratnam Industrial Relations, Oxford University Press*
- *Sinha, P.R.N. et. al Industrial Relations, Trade Unions, and Labour Legislation. Pearson Education*
- *Blyton, P. & Turnbull, P. The Dynamics of Employee Relations. Palgrave Macmillan*
- *Ackers, P. & Wilkinson, A. Understanding Work & Employment: Industrial Relations in Transition. Oxford: Oxford University Press*
- *Padhi, P.K. Labor and Industrial Laws. Prentice Hall of India*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Describe -Business psychology, what psychologists do, and where they work, Outline the scope and history of business psychology, understand how business psychologists conduct research, Identify the major areas of business psychology. Explain the contemporary challenges facing business psychologists. Describe the problems faced by business psychologists. Understand the requirements, limitations, and methods of psychological research. Explain the experimental method, how to design an experiment, and how to select participants in research. Explain the use of naturalistic observation, polls, and surveys to collect data.

UNIT-II

Describe the physiological effects of stress. Identify the contribution of individual differences in stress responses. Understand the nature of work-family conflict. Identify the causes and effects of stress in the workplace. Describe the various approaches to treatment of stress in the workplace. Describe the scope of consumer psychology, what consumer psychologists do, and where they work. Describe the research methods used by consumer psychologists.

Suggested Readings:

- *Schultz, D. & Schultz, S. Psychology and Work Today, (ISBN 10: 0-205-68358-4) Prentice Hall Publishing*
- *Anastasia A., Psychological Testing*
- *Bartlett F. A., Remembering*
- *Freeman F. S., Psychological Testing*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

UNIT-I

Programmer and Search Engine Marketer : SEO and the Site Architecture, Installing XAMPP, Preparing the Working Folder, Preparing the Database.

Primer in Basic SEO: Introduction to SEO, Search Engine Ranking Factors, Potential Search Engine Penalties, Resources and Tools,

Provocative SE-Friendly URLs: Static URLs and Dynamic URLs, URLs of the Real World, URL Rewriting, Installing mod_rewrite, Testing mod_rewrite, Introducing Regular Expressions, URL Rewriting

Content Relocation and HTTP Status Codes: HTTP Status Codes, Redirect Using 301 and 302, Removing Deleted Pages Using 404, Avoiding Indexing Error Pages Using 500, Redirecting with PHP and mod_rewrite

UNIT-II

Duplicate Content: Causes and Effects of Duplicate Content, Excluding Duplicate Content, Solutions for Commonly Duplicated Pages

SE-Friendly HTML and JavaScript: Overall Architecture, Search Engine-Friendly JavaScript, Search Engine-Friendly HTML, Using a Custom Markup Language to Generate SE-Friendly HTML, Flash and AJAX

Black Hat SEO: Technical Analysis of Black-Hat Techniques

Cloaking, Geo-Targeting, and IP Delivery : A Few Words on JavaScript Redirect Cloaking, Implementing Cloaking, Cloaking Case Studies, Implementing Geo-Targeting

Foreign Language SEO: Foreign Language Optimization Tips, Foreign Language Tips

Text Books: 1: Professional Search Engine Optimization with PHP: A Developer's Guide to SEO by Cristian Darie, Jaimie Sirovich.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: To explain the students about information systems being used in business and management. To assess the impact of the Internet and Internet technology on business, electronic commerce and electronic business.

UNIT-I

Overview of Electronic Commerce: Concept, features, and functions of e-commerce, e-commerce practices, Concerns for E-commerce Growth, Inter-organizational E-commerce, Intra-organizational E-commerce, Consumer-to-Business E-commerce.

Introduction to Internet: Internet and its role in E-commerce, procedure of registering internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

UNIT-II

Firewalls and Network Security: Types of Firewalls, Firewall Security policies, Emerging Firewall Management Issues.

Security of e-commerce: Setting up Internet Security, maintaining secure information, encryption, digital signature and other security measures.

E-payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.

Text Books:

1. Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, Tata McGraw Hill Publications.

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Objective: To provide a formal foundation in database concepts and technology. Upon completion, the students should be able to understand different issues involved in design and implementation of a database system.

Unit-I

Database Management System : Definition, Characteristic advantages over traditional file processing system, Uses of database, DBA and its responsibilities Database schema, instance. DBMS architecture, data independence, mapping between different levels.

Database language : DDL, DML, DCL.

Data Models: hierarchical, network, relational.

Keys : Super, candidate, primary, unique, foreign.

constraints: types of constraints, Integrity constraints,

Unit -II

Entity relationship model : concepts, mapping cardinalities, entity relationship diagram, weak sets, strong entity sets, aggregation, generalization, converting ER diagram to tables.

Relational Algebra : Basic operations, additional operations.

Database design : Functional dependency, decomposition, Normalization, multi valued dependency. Database design process, database protection, database integrity,

Transaction management and Concurrency control: Transaction management: ACID properties, serializability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods, optimistic methods, database recovery management.

Text Book:

1. Siberscharts, Korth and Sudarshan, "Database Concepts", Mcgraw Hill Publication.

References:

1. Ivan Bayross, "Oracle 7 The complete reference", BPB Publications.
2. C..J. Date, "An Introduction to Database Systems", 3rd Ed., Narosa Publishers, (Reprint).
3. Jeffrey D. Ulliman, "Principles of Database Systems", 2nd Ed., Galgotia Publications.
4. D. Kroenke, "Database Processing", Galgotia Publications.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

Software Lab based on DBMS

Internal Evaluation: 40

Pass Marks: 14 Marks

Objective: To enhance the conceptual and practical skills of the students about manipulation of database using logic of structured query language. Upon completion, the students should be able to apply various database queries.

Note: Internal Assessment will be Based on Lab Work and Lab Practical File

The setting and evaluation will be done by a board of examiners consisting of Head External Examiner and the teacher(s) involved with the teaching of this paper.

The practical paper will consist of four exercises and the candidates will be required to attempt any three exercises. Use of scientific non-programmable calculator is allowed.

The breakup of marks for the University Examination will be as under:

Viva-voce: 10

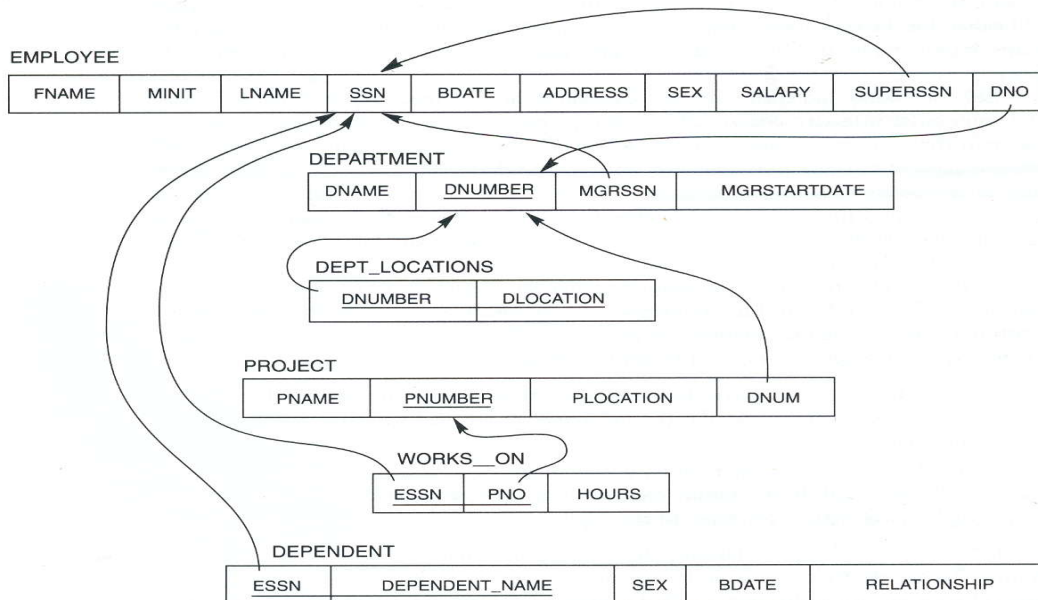
Exercises: 20

Lab. Record: 20

MySQL: Introduction, using DDL Commands, DML Commands, DCL commands

Implement the Any schema and apply various queries

Example:



Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Objective: To build an understanding about the software development life cycle and to provide a professional guidance to apply current theories, models and necessary techniques of software engineering. Upon completion, the students should be able to understand ethical and professional issues important for software engineers.

Unit-I

Introduction: Evolution Software Engineering, Software Crisis, Trends in Software Engineering.

Software Life Cycle Models: Use of models, Waterfall Model, Iterative Waterfall model, Prototype Model, Evolutionary Model, Spiral model, Comparison of models

Software Project Management: Project Planning, Project size estimation and Technique, COCOMO Model, Scheduling, Staffing, Risk management.

Requirements Analysis and Specification: Requirement Gathering and Analysis , Software requirement Specification Document, Functional requirement, Non Functional requirement, Organization of SRS Document.

Software Design: characteristics of Good software design, Design Principles:- Modularity, Cohesion, coupling.

Function Oriented design: Structured Analysis, Data Flow Diagram, Structure Charts

Unit -II

Object Oriented Design using UML: Object oriented concepts, Unified Modeling Language, UML Diagrams, Class diagrams, State diagrams, Interaction Diagram

User Interface Design: Characteristics of Good User interface, Types of User interface, GUI Development.

Coding: Coding Standards and Guidelines, Code Review, Software Documentation

Testing: Error, Failure, Test case, Test Suite, Levels of Testing, Unit testing, Black Box testing, White Box Testing, Integration Testing, System Testing.

Text Book:

1. Rajib Mall, "Software Engineering", PHI Publication.

References:

1. P. Jalote, "An Integrated Approach to Software Engineering", Narosa Publications.
2. Shari Lawrence Pfleeger, " Software Engineering : Theory and Practice", 2nd edition, Pearson Education, 2003.
3. Roger.S.Pressman," Software Engineering-A practitioner's Approach", 3rd edition,McGraw-Hill.

Instructions

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The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Introduction to planning and management of events, Size of events, Types of events, Roles & Responsibilities of Event Manager in Different Events, the event team, advantages of events, code of ethics for event. Creative Visualization: definition, creativity methods, participation planning in events, event charges. Event proposal: definition, proposal request, approval meeting.

UNIT- II

Event Sponsorship: concept, identifying the sponsor, sports sponsorships, evaluation of the sponsorship, key principles of evaluation. Event Marketing: definition, nature, process of event marketing. Event Promotion: definition, elements in promotion, role of media in event promotion.

Recommended Texts:

- *Goldblatt-, John Viley & Sons: Best Practices in Modern Event Management.*
- *Sanjaya Singh Gaur, Sanjay V. Saggere: Event marketing & Management.*
- *3.Devesh Kishore, Ganga Sagar Singh: Event Management*

Instructions

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(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

The need and frill of event financial management , Events and Objects, Events and Facts, Managing Events, the budget, Break- even point.Financial appraisal of events: Cash flow analysis, Profit and loss statement, Balance-sheet, Financial control systems, Panic payments. Ratio Analysis for Events. Sources of raising short and long term finance and its cost.

UNIT - II

Income Categories for an Event, Expenses, Venue, Outdoor Venues, Indoor venues, Budget for Sets, Security, Sound & Lights, Generators, Advertising, Print, Hoardings, Buses, Public Relations, Performers. Use of Cost Centers in Event Management, Event Management Fees and Percentage of the total event cost, flat fees, package price. Feasibility and SWOT analysis of events.

Recommended Texts:

- *Silvers, Julia Rutherford: Risk Management for Meetings and Events.*
- *Silvers, Julia Rutherford and Kathy Nelson: Introduction to Financial Management for Meetings & Events*

Instructions

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Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Entertainment: Defining Entertainment Forms in Entertainment, purpose of Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings. Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications.

UNIT - II

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics, Banners and Signs, People and Other Creatures As Decor, Floral Décor, Setup Considerations for Décor - Prior to the Event and At the Event. Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Safety, Other Temporary Structures – Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.

Recommended Texts:

- *Event Entertainment and Production - Author: Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc. - ISBN: 0-471-26306-0*
- *Special Event Production - Doug Matthews - ISBN: 978-0-7506-8523-8*
- *The Complete Guide to Successful Event Planning - Shannon Kilkenny*
- *Human Resource Management for Events - Lynn Van der Wagen (Author)*

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Class Participation and Attendance to be of 8 marks

Total: 100 Marks

External Evaluation: 60 Marks

Internal Evaluation: 40 Marks

Total Credits:-4

Total Pass marks: 35 Marks

Pass marks in external: 21Marks

Pass marks in internal: 14Marks

Total L/T/P: 55

Course Syllabus

UNIT I

Choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering, organizing accommodations and managing the environment. Developing the organizational chart, preparing job descriptions, training and managing volunteers.

UNIT II

Logistics, policies, procedures, performance standards, functional areas, leadership and staff motivation, Operations and Logistics, Logistics 3 stages, Logistics of event management, arranging the various services and provision needed, The site set-up, designating and planning the main function areas, site logistics.

Suggested Readings:

- *Razaq Raj, Tahir Rashid and Paul Walters, Events Management: An Integrated and Practical Approach, Sage Publications Ltd., London*
- *Lynn Van Der Wagen and Brenda R. Carlos, Event Management, Pearson Education*
- *Anton Shone and Bryn Parry, Successful event management: A practical handbook, Thomson Publishers*

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT I

Proposal request: approval meeting; study of the proposal: destination review, itinerary, transportation requirements, hotel information and cost summary sheet; Proposal report; company profile; back up material.

UNIT II

Promotion of events; print, electronic and display media; planning Participation; event charges; package price; nature and process of marketing events; marketing mix; document design; and sponsorship.

Suggested Readings:

- *Thomas C. O'Guinn, Chris T. Allen and Richard J. Semenik, Advertising and Integrated Brand Promotion*
- *Jeremy T. Miner and Lynn E. Miner, Proposal Planning and Writing, Greenwood Publishing Group*
- *Barbara L. Ciconte and Jeanne G. Jacob, Fundraising Basics: A Complete Guide, Jones and Bartlett Publishers*
- *Leonard H. Hoyle, Event marketing: How to successfully promote events, festivals, conventions and expositions, John Wiley and Sons*
- *Allison Sage, The Event Marketing Handbook: Beyond Logistics and Planning, Dearborn Trade Publishing Co*

Instructions:

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Total Pass marks: 35 Marks
Pass marks in external: 21Marks
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Total L/T/P: 55

Course Syllabus

UNIT- I

Communication: Meaning & Concept; Elements and process of communication; Functions of human communication and mass communication; 7c's of communication; various forms of communication: Intrapersonal, Interpersonal, Group, Public and Mass communication, Verbal and Non Verbal Communication; barriers to communication

Tools of Mass Communication:

- (a) Word of mouth
- (b) Newspapers, Magazines, Radio, TV, Films, Records, Internet
- (c) Advertising, Public Relations & Public Opinion
- (c) Traditional & Folk Media

UNIT- II

Models of mass communication: Lasswell model, Schramm model, Shannon and weaver model, Gerbner's model, Levin, Westley and MacLean's conceptual model.

Theories of communication: Bullet theory, Cognitive theory, two step flow theory, Uses & Gratification theory, Cultivation theory and agenda setting theory.

Recommended Texts:

1. Ralph E. Hanson, *Mass Communication: Living in a Media World*, CQ Press.
2. Stanley J. Baran and Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment, and Future*, Cengage Learning.
3. Joseph R. Dominick, *Dynamics of mass communication: Media in transition*, McGraw-Hill Higher Education.
4. Mary B. Cassata and Molefi K. Asante, *Mass communication: Principles and Practices*, Macmillan Publishing Co.
5. Jan R. Hakemulder, *Principles and Functions of Mass communication*.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT- I

Public Relations: Meaning & concept; PR and allied disciplines (Publicity, Propaganda, Advertising, Lobbying); Functions of P.R.; Qualities of PRO; PR Public

Public Relations tools: Internal public (house journals, bulletin boards, open houses, suggestion boxes, video magazine etc.); Writing for media (Press conference, press release, rejoinder, backgrounder, press brief)

UNIT -II

Public Relations in government and Private sector; Public Relations in India at central & state government; Public Relations campaign; Role of Public Relations in crisis management.

Public Relations & new media; Integrated Public Relations; Ethics of Public Relations - IPRA code - professionalism, PRSI

Recommended Texts:

1. Edward J. Lordan, *Essentials of Public Relations Management*, Burnham Inc., Publishers.
2. Dr. AjitPathak, *Public Relations Management: A Comprehensive Insight*, Ocean Books (P) Ltd., New Delhi
3. Frank Jefkins, *Public Relations for Management Success*
4. Jan R.Hakemulder, *Principles and Functions of Public Relations*
5. Handbook of Public relations in India, D.S. Mehta
6. Public relations Handbook, Dilenschneider Robert L.

Instructions

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Class Participation and Attendance to be of 8 marks

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Total Pass marks: 35 Marks
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Total L/T/P: 55

Course Syllabus

UNIT- I

Media planning: The function of media planning in advertising, Role of media planner, Challenges in media planning, Media planning process, Media planning for consumer goods, **Management-Definitions and Concept; Principles and functions of Management;** Role of management in media; Media as an industry and profession

The concept and context of **Mass media**; forms of mass media: Print, **Electronic:** Audio and audio-visual communication, Multimedia

UNIT- II

Ownership patterns of mass media—Sole proprietorship, Partnership, Private limited companies, Public limited companies, Trust, Chain, cross media, conglomerate and vertical integration.

Media audiences; Effects and uses of mass media; Mass media research; Transnational media ownership and issues of sovereignty and security

Recommended Texts:

1. **James R Adams, Media Planning-Business books 1977**
2. Jim Surmanek, *Media Planning: A Practical Guide*, NTC/Contemporary Publishing Group
3. John R. Rossiter and Peter J. Danaher, *Advanced Media Planning*, Kluwer Academic Publishers
4. Jack Z. Sissors and Roger B. Baron, *Advertising Media Planning*, Tata McGraw-Hill, New Delhi
5. Media for Managers :Frank M. Corrado

Instructions:

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

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External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
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Total L/T/P: 55

Course Syllabus

UNIT I

Communication process, Elements of an effective communication strategy, Definition and importance of Business Communication, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

UNIT II

Communication budget, measuring communication effectiveness, Interpersonal/ interpersonal business communication, Ethical issues in corporate communication, managing and co-ordinating integrated marketing communication. New guidelines for Corporate communication.

Suggested Readings:

- *Michael B. Goodman, Corporate communication: Theory and practice, State University of New York Press, Albany*
- *Paul A. Argenti and Janis Forman, The power of corporate communication: Crafting the voice and image of your business, McGraw-Hill Publishers*
- *Paul A. Argenti, Corporate Communication, McGraw-Hill / Irwin*
- *Alan T. Belasen, The Theory and Practice of Corporate Communication: A Competing Values Perspective, Sage Publications*

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The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
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Total L/T/P: 55

Course Syllabus

UNIT-I

Communication and information technology: concept, scope and types of internet connections. Traditional transmission media: - Twisted Pair, Coaxial Cable, Microwave, Satellite, Fiber optics Establishing Communication Channels: Establishing connections - networking models and switching models, PSTN versus the Internet, PSTN Infrastructure, Transport Network Infrastructure, Signaling Systems, Intelligent Networks, SS7 and Next generation networks.

Unit - II

IP Services: Evolution, IPT, IPTV, VPNs Next Generation Networks: The Broadband Evolution, Multimedia Networking Requirements, Broadband Infrastructure, Next-Generation Networks and Convergence, Next-Generation Networks Infrastructure.

Suggested Readings:

- *B.A. Forouzan: Data Communications and Networking(Fourth Edition) , McGraw Hill.*
- *A.S. Tanenbaum: Computer Networks (Fourth Edition), Pearson Education*
- *Media, Modernity, Technology: The Geography of the New, David Morley, Routledge Taylor & French Group.*
- *Callahan Christopher, A Journalist's Guide to the Internet: The Net as a reporting tool, Pearson.*
- *Andrew Bonim , Writing for New Media:The Essential Guide to Writing for Interactive Media, CDROM, and the Web, Wiley & Sons.*
- *Danis P. Curtin, Information Technology, Tata Mcgraw Hill Publication.*

Instructions

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

List of Generic Elective / Interdisciplinary Course

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT – I

Matrices: Introduction, Types of matrices, Operations on matrices (Addition, Subtraction, multiplication), Transpose & Inverse of a Matrix. Cramer’s rule& Matrix Inverse Method.
Simple and Compound Interest, Arithmetic Progression & Geometric Progression.
Statistics: Introduction, importance and scope of statistics. **Measures of Central Tendency:** Mean ,Median, Mode and Quartiles.

UNIT–II

Measures of Dispersion: Range, Quartile deviation, Mean deviation and Standard Deviation.
Correlation Analysis: Introduction, types of correlation, **Measurement of Correlation:** Karl Pearson’s coefficient of correlation, Spearman’s rank correlation. **Regression Analysis :** Introduction, utility, Method of Least Squares, Coefficient of Regression, Standard error of estimate, Coefficient of Determination.

Recommended Texts:

1. Ajay Goel & Alka Goel : Mathematics & Statistics(Taxmann’s)
2. Qazi Zameeruddin, et al : Business Mathematics (Vikas)
3. C.B. Gupta : An introduction to Statistical Methods (Vikas)
4. R.S. Bhardwaj : Business Statistics (Excel Books)
5. Elhance, Veena Elhance& B.M. Aggarwal: Fundamentals of Statistics (Kitab Mahal)

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

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Course Syllabus

UNIT-I

Law of Contract (1872): Definition, Essential elements and Kinds of Contract, Offer and acceptance, Consideration, Capacity of parties to contract, Free consent; Legality of object, Agreement declared void. **Performance of contract:** Offer of performance or tender, Time and Place of performance. **Discharge of contract, Remedies for breach of contract.**

The Consumer Protection Act 1986; Salient features, Definition of consumer; Grievance redressal machinery.

UNIT-II

Sale of Goods Act 1930: Formation of contracts of Sale; Goods and their classification, price; conditions, and warranties, Transfer of ownership; Performance of the contract of sales; unpaid seller and his rights.

Negotiable Instruments Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of Exchange, cheque, Holder and holder in the due course; crossing of a cheque, types of crossing. Dishonor of negotiable instrument.

Recommended Texts:

- *Desai, T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.*
- *Khergamwala: The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.*
- *Singh, Actar L.: The Principales of Mercantile Law, Eastern Book Company, Lucknow.*
- *Kuchal, M.C.: Business Law, Vikas Publishing House, New Delhi.*
- *Kapoor, N.D.: Business Law, Sultan Chand & Sons, New Delhi.*
- *Chanda, P.R.: Business Law, Galgotra, New Delhi.*

Instructions

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Class Participation and Attendance to be of 8 marks

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External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Introduction to Tax Management: Concept of tax planning ; Tax avoidance and tax evasions; Methods of tax planning; justification of tax. **Tax Planning for New Business :** Tax planning with reference to location, nature and form of organization of new business. **Special Tax Provisions :** Tax provisions relating to free trade zones, infrastructure sector and backward areas; Tax incentives for exporters.

UNIT-II

Tax Planning and Financial Management Decisions : Tax planning relating to capital structure decision, dividend policy, interoperate dividends and bonus shares. **Tax Planning and Managerial Decisions :** Tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions; Repair, Replace, renewal or renovation and shutdown or continue decisions. **Tax Planning and Compensations Package;** Double taxation avoidance agreements; Tax Planning and non-residents; Tax-payment : Tax deductions and collection at source, Advance Payment of Tax.

Recommended Texts:

- *Mahesh Chandra &Shukla, D.C. Income Tax Law & Practice Pragati Publications.*
- *Goyal, S.P. Tax Planning and Management. SahityaBhawan Publications.*
- *Singhania, V.K .Student Guide to Income Tax. (University ed.). Taxmann Publications*
- *H C Mehrotra, Income Tax law and practice.*
- *Gaur & Narang, Income Tax Law.*
- *Girish Ahuja, Direct Tax Law*

Instructions

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Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
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Total L/T/P: 55

Course Syllabus

UNIT-I

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources. **Regional bases of India's diversity:** regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. **Social diversity in India:** Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions.

UNIT-II

People, Livelihood and Occupational Diversity; Traditional livelihoods and their nature agriculture, crafts, industry and services; Region, occupation and employment. **Linkages between Diversity and India's Socio-economic challenges;** Regional variations in terms of geographic and socio-economic factors- trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development; Diversity and Business.

Recommended Texts:

1. *Bhatt, B. L. India and Indian Regions: A Critical Overview* in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'.
2. *Bill Aitken, Seven sacred rivers, Penguin Books,*
 Bose NK Unity in Indian Diversity in Desai AR Rural Sociology in India, reprinted.
 Chakravarti AK Regional Preferences for Food: Some Aspects of Food Habit Patterns In India in Grover N and KN Singh (eds),
 Fernando Mart'in-Alca'zar• Pedro M. Romero-Ferna'ndez• Gonzalo Sa'nchez-Gardey, Transforming Human Resource Management Systems to Cope with Diversity,

Instructions

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The internal paper will carry 40 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 6 marks
- Class Participation and Attendance to be of 8 marks

Business Research Methods

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-4

Total Pass marks: 35 Marks
Pass marks in external: 21Marks
Pass marks in internal: 14Marks
Total L/T/P: 55

Course Syllabus

UNIT-I

Research Methodology: Meaning, Objectives and types of research. **Research Process. Research problem formulation. Research Designs:** Meaning, Types: Exploratory, Descriptive and Experimental Research designs. **Techniques of Data Collection:** Primary and Secondary sources, Primary sources -consumers and trade survey including consumer panels and retail auditing. **Qualitative techniques of data collection:** In depth interviews, focus group interview, Projective Techniques and applications.

UNIT-II

Sampling design: Concepts, Types of sampling methods, Steps in sampling design and their applicability. **Questionnaire designing** and pre-testing, difference between questionnaire and schedule. **The measurement process:** Concept, Measurement scales and Difficulties in measurement. **Scaling techniques:** Thurston, Likert and Semantic differential. **Report writing:** Steps in report writing and layout of report

Recommended Texts:

1. Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*.
2. C.R.Kothari, *Research Methodology*
3. Naresh Malhotra, *Marketing Research*
4. Berry G.c, *marketing research, tata mc grawhill*.

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Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks