Course	07000101 - ENGLISH COMMUNICATION	**Semester - 1**
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. To develop and integrate the use of the four language skills, i.e. reading, listening, speaking, writing. 2. To use English effectively for study purpose across the curriculum. 3. To communicate effectively and appropriately in real-life situation. 4. To develop improve various skills like communication, reading, listing, note making, persuasive speaking, body language gestures.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Fundamentals of grammar** Parts of Speech (Noun, Pronoun, Adjective, Verb, Adverb, Conjunction, Preposition, Interjection) Article Tense: Application of tenses with respect to time, All tenses & their Sub-divisions Forming of Sentences ; Clauses, Concepts, Understanding Sentences, Punctuation, Degree of comparison (Positive, Comparative & Superlative), Tenses (Introduction & Usage) Vocabulary (Roots, Prefix, Sufix, Homonyms, Synonyms & Antonyms) Auxiliaries, Modal Verbs	15	25
2	**Listening** Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, Strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.	15	25
3	**Reading** Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages	15	25
4	**Writing** Formal and informal; CV; report writing; presentation as a skill- elements of presentation strategies- audience- objectives- medium- key ideas, structuring the material, organizing content, audio-visual aids-handouts-use of power-point.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand and execute the English Grammar and Vocabulary.
CO2	Make aware about barriers to communications with ethical context and benefit of Listening.
CO3	Make effective and impressive communicative skills by proper Reading process.
CO4	Perform better presentation and communication using proper body language and several writing skills.

Reference Books

1.	**Learn English vocabulary at a Glance (Text Book)** By Dr. Rakesh Bharadwaj | Dr. Rakesh Bharadwaj
2.	**High School English Grammar & Composition (Text Book)** By Wren Martin | Tata McGraw Hill
3.	**Kenneth, Anderson, Tony Lynch, Joan Mac Lean. (Text Book)** By Study Speaking. | New Delhi: CUP
4.	**10 Skills for Effective Business Communication** By Jessica Higgins
5.	**Effective Business Communication** By Asha Kaul | Prentice Hall - Economy Edition
6.	**Writing with a purpose** By By Champa Tickoo and Jaya Sasikumar | Oxford University Press, Mumbai

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Course	07020101 - BUSINESS ACCOUNTING	**Semester - 1**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To introduce students to the basic concepts of Accounting. 2. To emphasis on applications of accounting in professional life. 3. The objective of the course is to provide an understanding of basic concepts and principles of Accounting. 4. The aim is to inculcate the ability to apply and use this approach to organizational objective.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	2	-	6	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Theoretical Framework:** Introduction to Accounting, Meaning and Scope of accounting, Accounting Concepts and Principles, Business Entity, Going Concern, Cost, Money Measurement, Realization, Accruals; Periodicity, **Accounting Conventions:** Consistency, Prudence (Conservatism), Materiality and Full Disclosures, **Accounting Standards:** Concepts, Objectives, Benefits, Accounting Policies, International Financial **Reporting Standards (IFRS):** Need and procedures of IFRS Basic Concepts Objective and Functions of Accounting, Book Keeping and Accounting, Accounting Cycle and Classification, Basic Accounting Terms,	23	26
2	**Accounting Process:** **Basis of Accounting:** Accrual basis and cash basis, **Types of accounts:** Personal, Real and Nominal, Rules of debit and credit, Journal Entries, Introduction of journal and various ledgers - Examples related to recording the transaction into journal, posting into ledger, balancing &; preparation of trial balance.	22	24
3	**Final Accounts & Rectification of error:** Accounting Errors, Types of Errors, Errors affecting to Trial Balance and Errors which are not affecting to Trial balance, Rectification - of Errors affecting trial balance. Preparation of trial balance, Profit and Loss Account and Balance Sheet	23	26
4	**Depreciation accounting:** Purpose of charging depreciation; Factors affecting depreciation; **Methods of charging Depreciation:** Straight Line Method (Single Asset and Addition of Asset), Written Down Value Method (Single Asset and Addition of Asset), Annuity Method (Single Asset), Sinking Fund Method (Single Asset); Computation and accounting treatment of Depreciation.	22	24
		Total 90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Appreciation of the scope and the field of Accounting
CO2	Developing familiarity with basic concepts and principles related to some foundational themes of Accounting
CO3	Understand the various terms used in accounting system.
CO4	Give an insight into the basics of Accounting Concepts and Principles to prepare to students to have the foot hold in Accounts.

Reference Books	
1.	**An Introduction to Accountancy (Text Book)** By S.N. Maheswari, S.K. Maheswari | Vikas Publishing House
2.	**Financial Accounting (Text Book)** By Tulsian P. C. | Pearson Education
3.	**Principles of Accountancy (Text Book)** By R.L.Gupta, V.K.Gupta | Sultan Chand & Sons
4.	**Financial Accounting** By V Rajshekhran & R. Lalitha | Pearson Education
5.	**Financial Accounting** By Lal, Jawahar and Seema Srivastava | Himalaya Publishing House

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Course	07050101 - INTRODUCTION TO DIGITAL MARKETING	**Semester - 1**
Type of Course	Skill Enhancement Course	
Prerequisite		
Course Objective	1. To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact. 2. To strengthen the foundation for further specialization in domain of Digital Marketing. 3. To inculcate an attitude and desire to learn. 4. To develop competent professionals committed to excellence.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Branding and Marketing:** How they are different, Defining Digital Branding, Digital Branding in today's connected age, Digital Branding and its importance in Integrated Marketing, Pillars of Digital Branding. Brand's one-to-one interaction; Aspects and structure of a Digital Campaign, Planning and implementing a Digital Campaign, Digital Campaign Ad formats, Earned, Owned Media, Campaign Mechanics, tracking and measurement, Campaign learning, Assessment, Optimization and future planning.	15	25
2	**Defining content marketing:** Content marketing and its role in brand building, Building a successful content strategy, paid versus free content, creating persuasive and compelling content, Elements of effective content promotion, Successful content marketing case studies, Analyzing efforts of content marketing in digital marketing	15	25
3	**Consumer generated content:** Definition and History, Consumer drivers - why consumers generate content Co-creation of content and DIY Advertising, Importance of consumer generated content for brands, Brand case studies - learning, Future of consumer generated content	15	25
4	**Gamification:** Definition and History, Principles of Gamification, Elements of Gamification, Applications of Gamification, Gamification and Behaviorism, Gamification and its role in Digital Marketing, Gamification and Gamevertising, Future of Gamification.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Identify the importance of the digital marketing for marketing success
CO2	Manage customer relationships across all digital channels and build better customer relationships.
CO3	Create a digital marketing plan, then identifying digital channels, their advantages and limitations.
CO4	Perceiving ways of their integration taking into consideration the available budget.

Reference Books

1.	**Social Media Marketing (Text Book)** By Michael Solomon and Tracy Tuten | Pearson, Aug 2013
2.	**Understanding digital marketing strategies for online success (Text Book)** By Mankad, J. & Dishek, J | BPB Publications (August 26, 2019)
3.	**Social Media Marketing for Beginners** By F.R. Media
4.	**The Design of Everyday Things** By Douglas A. Norman

Course	07070101 - COMPUTER FUNDAMENTALS	**Semester - 1**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To provide computer skills and knowledge to enhance the understanding and usefulness of information technology tools for business operations. 2. To understand the uses and the basic operations of MS office. 3. To understand the utilizations of Spreadsheets in term of work field. 4. An opportunity to develop understanding of the basic operations of Computer System & Computer Application Software 5. To develop the skill of using computer applications software for solving problems.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	2	4	70	30	50	-	150

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**MS Word Tool** Introduction to word processor - paradigm of some popular processor - Usage of word processor - Application & Advantages of word processor - Setting up word environment - Text Basics - Proofing & Printing features - Working with paragraph, style & editing tool - Understanding table, illustrations, links, header & footer group concept - Working with text tool - Modifying page layout tool - Understanding advanced mail merge facility & view menu concept.	15	25
2	**Spreadsheet and its Business Applications** Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs **Generally used Spreadsheet functions:** Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Text functions	15	25
3	**MS PowerPoint Tool** Presentation Basics: Insert new slides, modifying layout, move, cut, copy, paste options - Formatting of slides - Working with text basics, themes, background styles, pictures, clipart, lists, shapes, word art & tables - Inserting slide design, sounds, movies, chart & Animations - Working with custom animation, transition, text effects & setup slide show concept.	15	25
4	**MS Access Tool** Introduction to MS Access, Opening & Running MS Access - Working with database templates - creating blank database & tables - working with fields & its data types - Understanding field properties & Queries - creating select query - selecting fields & saving the database file	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Various communication tools and its effectiveness in contemporary time.
CO2	Draw a lesson from MS Office knowledge for better integration of various Computational tools.
CO3	Demonstrate a basic understanding of computer hardware and software application.
CO4	Express problem solving skills based on MS Word, MS Excel, MS PowerPoint and MS Access application.

Reference Books

1.	**Computer Fundamentals** By Anita Goel | Pearson
2.	**Fundamentals of computers** By E. Balagurusamy | McGrawHill

Course	07070102 - COMPUTER ORGANIZATION	Semester - 1
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To understand the design of various functional units and components of computers. 2. Intended to teach basics involved in data representation and digital logic circuits used in computer system. 3. To provide computer skills and knowledge to enhance the understanding and usefulness of information technology tools for business operations. 4. To understand the structure, function and characteristics of computer system.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	2	-	6	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Number System and its Arithmetic** Introduction to Number Systems - Conversions: Decimal, Binary, Octal, Hexadecimal - Binary Arithmetic - Character codes - ASCII, EBCDIC, UNICODE - Representation of Numbers: (Integer)- Signed magnitude method, complement method, complement method, Excess Notation method - Representation of Float Numbers: Single precision, Double precision method - Error Detection and Correction Code: Parity bit method, Hamming code.	23	25
2	**Gates and Boolean algebra** Gates - AND Gate, OR Gate, NOT Gate, NAND Gate, NOR Gate, XOR Gate, XNOR Gate, Bubbled AND Gate, Bubbled OR Gate - Boolean algebra - Truth Tables - De Morgan & Theorems	22	25
3	**Processor Functions and Components** Instruction Execution Cycle - CPU Organization: Data path of a typical VON Neumann machine - Functioning of a processor of hypothetical computer - Parallel Instruction Execution - Categories of Parallel Machines, Array Processors, Multifunctional Units, Pipeline Machines, Multiprocessors - Direct Addressing, Indirect Addressing, Register Addressing, Stack Addressing	23	25
4	**Overview of I/O and Memory Devices** Overview of I/O devices: Hard Disk, Floppy Disk, CD-ROM (Introduction, Advantages and Disadvantages) - Introduction to RAM, ROM, PROM, EEPROM - Printers (Line, Dot Matrix, Inkjet, Laser) - VDU - Mouse - Keyboard - Scanners - Plotters - OCR (MICR, Barcode Reader)	22	25
	Total	90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Students can able to utilize various communication tools and its effectiveness in contemporary time.
CO2	Identify, understand and apply different number systems and codes.
CO3	Understand the organization of computer system and logic circuits.
CO4	Understand fundamentals of computer architecture concepts related to design of processors, memories and I/Os.

Reference Books

1.	**Computer Fundamentals** By Anita Goel | Pearson
2.	**Digital Computer Electronics** By Malvino Brown | India Higher Education
3.	**Structured Computer Organization** By Tanenbaum A. S. | Prentice-Hall of India Pvt. Ltd. | 4, Pub. Year 2002
4.	**Fundamentals of computers** By E. Balagurusamy | McGrawHill
5.	**Computer Fundamentals** By Rajaraman V | Prentice Hall of India Private Limited

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Course	07120101 - ENVIRONMENTAL STUDIES	**Semester - 1**
Type of Course	Value Added Course	
Prerequisite		
Course Objective	The Environmental Studies major prepares students for careers as leaders in understanding and addressing complex environmental issues from a problem- oriented, interdisciplinary perspective. Students: 1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. 2. Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. 3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. 4. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**The multidisciplinary nature of environmental studies** Environmental Science - definition, scope & importance, Evolution of the universe, origin of the earth; solar system; evolution of life; atmosphere of the primitive earth, abiotic component of environment, Environmental balance, balance in O2 and CO2 in air; thermal balance; balance in predator and prey population	15	25
2	**Ecology** Ecology & its branches, scope of Ecology and its relation to other divisions of sciences; autecology and synecology, Concept and structure of ecosystem, functions of ecosystem, Types of Ecosystems, Concept of habitat; ecological niche; guild, Significance of ecological adaptation; ecological adaptation in plants and animals- Zeric adaptations in plants and animals; adaptations of plants and animals to aquatic habitat; arboreal adaptations in plants and animals	15	25
3	**Ecosystem** Concept and scope of environmental chemistry, chemical toxicology, hazardous chemicals, carcinogens, occupier, effluent etc. The natural cycles of the environment, Ozone depletion -causes and effects; Global warming - major greenhouse gases, causes and effects; Acid rain -causes and effects, Acid - base reactions in water, Chemistry of decaying compounds, Case Studies. Earth - Its interior and surface, Layers of the earth, Earth's Crust: Formation of Rocks Major land forms and their transformation, Denudation and its agents: Weathering - Mechanical and chemical - Agents of weathering, Composition of soil, Formation and types of soils.	15	25
4	**Biogeochemical cycles and Environmental Pollution**	15	25

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Course Content	T - Teaching Hours | W - Weightage		
Sr.	**Topics**	**T**	**W**
	Biogeochemical cycles, Carbon cycle, Nitrogen cycle, Phosphorus cycle, Oxygen cycle, Water cycle Environmental Pollution Types of Environmental Pollution, Water Pollution, Air Pollution, Land and Noise Pollution, Current Issues in environment sciences		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
CO2	Appreciate concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO3	Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
CO4	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Reference Books	
1.	**Textbook of Environmental (Text Book)** By Erach Bharucha | Universities Press (India) Private Ltd, Hyderabad. | Second edition, Pub. Year 2013
2.	**Environmental Sciences (Text Book)** By Daniel B Botkin & Edward A Keller | John Wiley & Sons.

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Course	07990101 - PRINCIPLES OF MANAGEMENT	**Semester - 1**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To understand the process of business management and its functions, and 2. To familiarize the students with current management practices. 3. To understand the importance of ethics in business, and 4. To acquire knowledge and capability to develop ethical practices for effective management	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	**Tutorial**	**Lab/Practical**	**Credit**	**SEE(T)**	**CIA(T)**	**SEE(P)**	**CIA(P)**	**Total Marks**
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Management and its various functions** Definition, nature, scope and function of management, Different schools of Management Thoughts (Scientific Management by F.W.Taylor & 14 principles of Henry Fayol), Management Hierarchy. Planning: Nature, Purpose / Significance, Types of planning, Steps in planning, planning premises, Decision Making: types of decisions, impediments in sound decision making, steps in decision making process.	22	25
2	**Organizing & Delegation** **Organizing:** Nature, importance, process, formal & informal organizations, Organizational Charts Depart mentation: Definition, Bases of depart mentation, Types of organization structure-functional, divisional, project, matrix organization. Authority: definition, types, responsibility & accountability. **Delegation:** Definition, steps in delegation, obstacles to delegation and their elimination, what is decentralization and centralization.	23	25
3	**Directing** **Directing:** Nature, importance, role & functions of supervisor. **Leadership:** leadership styles. **Communication:** Concept, importance, process, types, barriers and breakdown of communication. **Social responsibility of business:** Responsibility of business towards various stakeholders, responsibility of business to save environment.	22	25
4	**Human Resource Management**	23	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	An overview, Human Resource planning, Recruitment, Sources of Recruitment, selection: process, concept of socialization/induction, performance appraisal, Training. **Motivation:** Concept, designing of reward system, Maslow's theory. **Controlling:** Meaning, importance, types of control, process, and control techniques.		
		Total	**90**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Use management skills in actual work situations by learning how to plan and make effective decisions, drawing from different management approaches and applying them in real-world scenarios.
CO2	Effectively use organizing and authority delegation in real work settings, showcasing the skill to choose the right organizational structures for practical problem-solving.
CO3	Demonstrating adept use of directive leadership through motivational communication to achieve business objectives, while upholding corporate ethical obligations towards economic prosperity, social well-being, and environmental sustainability.
CO4	Cultivate practical HR skills, including the application of effective controlling techniques, to succeed in real-world organizational settings.

Reference Books

1.	**Business Organization and Movement (Text Book)** By M C Shuklas
2.	**Business Policy and Strategic Management (Text Book)** By William F Gluck | Frank Bros & Co.
3.	**Essentials of Management (Text Book)** By Harold Koontz & Weihrich | Tata Mc Graw Hill
4.	**Management – Text & Cases (Text Book)** By V S Rao and V H Krishna | Excel Book
5.	**Principles & Practices of Management** By L M Prasad | Himalaya Publishing House

Course	07000201 - SOFT SKILLS AND PERSONALITY DEVELOPMENT	**Semester - 2**
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	1. To apply the soft skills in theoretical and practical ways and also to develop the effective communication skills among students 2. Learning about the essential factors for personality development and bringing them into practice. 3. Apply and demonstrate knowledge of personal belief 4. To analyses the time management.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to soft skill** Meaning and introduction to soft skill, Types of soft skill (communication, empathy, leadership, time management, observation, conflict resolution, listening skill,) Difference between soft skill and hard skill, IQ,SQ,EQ and emotion competence	15	25
2	**Habits** Guiding Principles, Identifying Good And Bad Habits, Habit Cycle; Breaking Bad Habits, Using The Zeigarnik Effect For Productivity And Personal Growth, Forming Habits of Success	15	25
3	**Personality development** Meaning of personality, elements of personality Determents of personality Personal development plan	15	25
4	**Self-management skill** Time management (planning, scheduling and meeting) Emotion and stress management SWOT analysis Etiquettes and manners Personal grooming (Appearance, Dressing)	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand Introduction to soft skill.
CO2	Explain Good And Bad Habits.
CO3	Apply Determents of personality and Personal development plan.

CO4	Analyze Time management (planning, scheduling and meeting) Emotion and stress management SWOT analysis.

Reference Books

1.	**Soft skill know the self and know the world (Text Book)** By Dr. K. Alex -S.chand | PHL learning Pvt. Ltd. New Delhi
2.	**Personal growth and wealth** By Dale Carnegie , Napoleon Hill, Dr. Joseph Murphy

Course	07070201 - PROGRAMMING FUNDAMENTALS	**Semester - 2**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. The aim of this course is to introduce the rudiments of programming to the students. 2. Students will be able to develop logical which will help them to create programs, basic applications in C 3. To Handling File in "C" programming. 4. Students will become familiar with problem solving techniques and algorithm development using computers.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	2	6	70	30	50	-	150

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Computer Languages, Flowcharts and Algorithms** Introduction to Computer Languages with Examples-Types of Computer Languages - What are translators? Interpreters, Compilers; Assembler-Turbo C Editor Details- Algorithm ,Flow chart, Definition, Introduction, Advantages, Disadvantages, Symbols used in Flow charting, Algorithm & Flow chart examples based on: Simple problems (operations),Decision making concepts, Looping Concepts.	23	26
2	**Programming Basics** General Structure Of C Program-Character Sets, Variables, Keywords, Constants, Symbolic Constants - Basic Data Types: Int, Char, Float- Basic Operators: Arithmetic, Relational, Logical, Assignment, Short and Assignment, Conditional, Increment, Decrement - I/P Functions: Scanf(), Getchar(), Getch(), Gets(), Puts() - O/P Functions: Printf(), Putchar(), Clrscr()-Precedence and ;Associatively Of Operators	22	24
3	**Decision Making and Looping Concepts** Decision Making Statements: Simple IF Statement, If- Else Statement, Nested If Statement, If-Else Ladder, Switch Statement, Conditional Operator - Looping Structures: For Statement, While Statement -Problems Based On Above	23	26
4	**File Processing** Defining and Opening a file, closing a file, input/output operations on files, error handling during I/O operations, random access to files, Command Line Arguments.	22	24
	Total	90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Explain how to implement algorithms and draw flowcharts for solving mathematical and logical problems.
CO2	Apply knowledge to design and develop basic C programs.
CO3	Analyze strategies to develop confidence for self-education and life-long learning in computer languages.
CO4	Demonstrate proficiency in problem-solving and algorithm development.

Reference Books

1.	**Programming in ANSIC** By E Balaguru swami | McGraw Hill Education India Private Limited
2.	**Let Us C** By Yashwant Kanetker | BPB Publication
3.	**C: The Complete Reference** By Herbert Schildt | Tata McGraw Hill

Course	07070202 - COMPUTER NETWORKING FUNDAMENTALS	**Semester - 2**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To understand students computer networking basics. 2. Student able to understand different components of computer networks, modern technology and their applications. 3. To familiarize students with the standard models of protocols layers. 4. Detail analysis of connecting different devises through network and its several applications.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Basics of Networking** Introduction of networking (Definition)-AdvantagesandDisadvantagesofNetworking-LAN,MAN,WAN-LANComponents-OSImodel	22	25
2	**Transmission Technology** Digital and Analog Transmission- Transmission mode (Half Duplex and Full Duplex Transmission)- Serial Transmission, Parallel Transmission-Synchronous & amp; Asynchronous Transmission - Transmission Impairment (Attenuation, distortion, Noise)	23	25
3	**Topology and Protocols** LAN Topologies(Bus, Star, Ring, Tree, Mesh, Intersecting Rings) - Protocols (Definition), Need of Protocols-Protocols (CSMA/CD, CSMA/CA)	23	25
4	**Networking Media and Devices** Types of transmission media -Guided Media-(Twisted pair cables, Coaxial Cables, Optical fibers), Devices - Hubs, Switches, Bridges, Routers, Gateways, Modems	22	25
	Total	90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Explain how data is shared over various networks.
CO2	Apply strategies to evaluate challenges in building networks and propose solutions.
CO3	Analyze the key technological components of networks and their interactions.

CO4	Describe the concepts of networking and the functions of each layer in the OSI and TCP/IP reference models.

Reference Books

1.	**Data Communications and Networking** By B. A. Forouzan | McGraw Hill Education India Private Limited
2.	**Computer Network** By Andrew S. Tanenbaum | Pearson
3.	**Local Area Networks** By B. A. Forouzan | McGraw Hill Education India Private Limited

Course	07120201 - DISASTER MANAGEMENT	**Semester - 2**
Type of Course	Value Added Course	
Prerequisite		
Course Objective	1. To provide the students with the basic information about Different Disasters and their management 2. Develop the student's ability to learn and understand Different government bodies working for disaster management and risk reduction. 3. Develop the students in the remedy common mistakes to be able to distinguish different law and strategies related to disaster management and mitigation. 4. To provide information about different rescue committees and governmental packages as compensation.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction on Disaster** Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc. B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Causes, effects and practical examples for all disasters.	15	25
2	**Risk and Vulnerability Analysis** 1. Risk Assessment 2. Disaster Risk: Concept And Elements, Disaster Risk Reduction 3. Global And National Disaster Risk Situation. Techniques of Risk Assessment 4. Global Co-Operation In Risk Assessment And Warning 5. People's Participation In Risk Assessment. 6. Strategies for Survival.	15	25
3	**Disaster Preparedness and Response**	15	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	Preparedness1. Disaster Preparedness: Concept and Nature 2. Disaster Preparedness Plan 3. Prediction, Early Warnings and Safety Measures of Disaster. 4. Role of Information, Education, Communication, and Training, 5. Role of Government, International and NGO Bodies. 6. Role of IT in Disaster Preparedness 7. Role of Engineers on Disaster Management. Response 1. Disaster Response : Introduction 2. Disaster Response Plan 3. Communication, Participation, and Activation of Emergency Preparedness Plan 4. Search, Rescue, Evacuation and Logistic Management 5. Role of Government, International and NGO Bodies 6. Psychological Response and Management (Trauma, Stress, Rumor and Panic) 7. Relief and Recovery 8. Medical Health Response to Different Disasters		
4	**Rehabilitation, Reconstruction and Recovery** 1. Reconstruction and Rehabilitation as a Means of Development. 2. Damage Assessment 3. Post Disaster effects and Remedial Measures. 4. Creation of Long-term Job Opportunities and Livelihood Options 5. Disaster Resistant House Construction 6. Sanitation and Hygiene 7. Education and Awareness, 8. Dealing with Victims' Psychology, 9. Long-term Counter Disaster Planning 10. Role of Educational Institute.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Acquired a fairly good understanding of the different types of Disasters.
CO2	Acquired a fairly good understanding of the structure and other salient characteristics of different rescue committees and governmental packages as compensation.
CO3	acquired skills of rescue and become helpful to others

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CO4	Acquired knowledge about the governmental bodies regarding Disaster Management.

Reference Books

1.	**Disaster Management (Text Book)** By Harsh K. Gupta | Universities Press, Pub. Year 2003
2.	**Disaster Management (Text Book)** By K. Palanivel J. Saravanavel S. Gunasekaran | Allied Publishers Pvt. Ltd
3.	**Disaster Science and Management** By Tushar Bhattacharya | McGraw Hill Education (India) Pvt. Ltd.
4.	**Earth and Atmospheric Disaster Management : Nature and Manmade** By C. K. Rajan, Navale Pandharinath | B S Publication

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Course	07990201 - BUSINESS ECONOMICS	**Semester - 2**
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. To expose students of Commerce to basic Micro Economics Concepts and inculcate and the analytical approach to the subject matter. 2. To stimulate the student's interest by showing the relievable and use of various economic theories. 3. To apply economic reasoning to problems of business. 4. To help students develop skills for applying these concepts to the solution of business economics challenges.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Business Economics** Economics and Business Decision Making; Economics: Scope of economics; nature of economics; Business Economics: Definition, scope and significance; distinction between economics and Business Economics; Economics and decision making, Business Cycles Macro and Micro economics, Basic problems of an economy, Marginalism, Equimarginalism, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information.	23	26
2	**Demand and Supply Analysis** Demand, Generalized Demand Function, The law of demand, Shift and movement along demand curve, Elasticity of demand: Price, Income and Cross Price elasticity of demand, Demand Estimation: Basic concepts, Supply, Generalized supply function, Supply functions, Shifts and movement in the supply curve, Supply elasticity, Market equilibrium, Changes in the market equilibrium, Changes in demand (supply constant), Changes in supply (demand constant).	22	24
3	**Cost & Production Analysis** Production in the short run, Total product, Average and marginal products, Law of diminishing marginal product, Production in the long run, Production isoquants, Characteristics of isoquants, Marginal rate of technical substitution, Isocost curves, Finding the optimal combination of inputs, Short run costs of production, Fixed and variable cost, Short run total costs, Average and marginal cost, Marginal cost curves, Long run costs, Derivation of cost schedule from a production function, Economies and diseconomies of scale, Economies of scope.	23	26
4	**Managerial Decisions in Competitive Markets**	22	24

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	Features of perfect competition, Profit maximization in the short run, Profit maximization in the long run, Managerial decisions for firms with market power, Measurement of market power: The Lerner Index, Determinants of the market power: Economies of scale, Barriers created by government, Profit maximization under monopoly: output and pricing decisions, Monopolistic competition: short run and long run equilibrium, Pricing decision in an oligopoly: The Kinked Demand curve model, Market Failures and Price Regulations: Market failures and need for regulation, Regulations and market structure, Firm behavior, Price regulation		
	Total	**90**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Apply the circular flow of income and expenditure.
CO2	Analyses the income determination through classical and Keynesian economics.
CO3	Integrate the role of fiscal and monetary policies in regulating economy.
CO4	Apply business economics approaches to managing businesses in a globally dynamic context

Reference Books

1.	**Macroeconomics (Text Book)** By David Colander, | McGraw-Hill Education
2.	**Macroeconomics (Text Book)** By Dornbusch, Fischer and Startz | McGraw-Hill Education
3.	**Macroeconomics (Text Book)** By Olivier Blanchard | Pearson Education
4.	**Macroeconomics (Text Book)** By Richard T. Froyen | Pearson Education
5.	**Macroeconomics (Text Book)** By Andrew B. Abel and Ben S. Bernanke | Pearson Education

Course	07990202 - BUSINESS MATHEMATICS	**Semester - 2**
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	- Understanding basic terms in set theory and function. - Independently solving of problems - To understand various problem on Matrix Algebras - To be relate several real time problem on Coordinate Geometry.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	2	-	6	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Set theory and Real No.**	23	26
	Sets, subsets, equality of two sets, null sets, universal set, complement of a set, Union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, De Morgan's laws, Cartesian product of two sets (theoretical examples based on two or more sets are excluded).Real No, absolute value and its properties (without proof).		
2	**Matrix Algebra**	22	24
	Definition of determinants, Basic properties of determinants (without proof), Solutions of linear equations in two and three variables using Cramer's formula, Definition of a Matrix, Types of Matrices, Equality, Addition, Subtraction of Matrices, Scalar Multiplication of a Matrix, Multiplication of two Matrices, Transpose of a Matrix, Orthogonal Matrix, Adjoint of a Matrix, Inverse of a Matrix, Solution of linear equations in two and three variables using inverse Matrix.		
3	**Function & Limit**	23	26
	Cartesian product of sets, relation, function, concept and examples, limit, concept of limit, standard formulae and related Examples.		
4	**Coordinate geometry**	22	24
	Cartesian coordinate system, distance between two points, slope of line, slope of parallel and perpendicular lines, equation of line (i) two point form (ii) point slope form (iii) intercept form (iv) two intercept form (v) general form.		
	Total	90	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	- Explain the concepts and use equations, formulae, mathematical expressions, and relationships in various contexts.
CO2	- Apply the knowledge in mathematics (algebra, matrices, calculus) to solving business problems.
CO3	- Students would be able to use the matrix in real life.

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CO4	- Solve various Coordinate geometry problems.

Reference Books

1.	**Business Mathematics (Text Book)** By V.K.Kapoor. | S. Chand and sons, New Delhi.
2.	**Business Mathematics (Text Book)** By Allen | R.G.D Macmillan India.
3.	**Business Mathematics (Text Book)** By Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain. | New Literature publishing company, Mumbai.

Course	07990203 - EVENT MANAGEMENT	**Semester - 2**
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To give formal instructions and training to students to be future managers of the Event Industry. 2. Demonstrate knowledge of the issues and impacts of funding mechanisms, financial resources, budgeting and its application to events management. 3. To apply knowledge of marketing and infrastructural requirements to an event. 4. Equip the students with formal instructions and training and make them fit to become future managers of the Event Management Industry	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Event Management** Record-Keeping Systems Establishing Policies &; Procedures Introduction to event Management, Size &; types of events, Preparing Event Team, Concept &; designing, Feasibility.	15	25
2	**Proposal** Assigning Responsibility, Aim of event, Establish Objectives, Event Planning, Preparing event proposal, Financial Planning, Feasibility Study	15	25
3	**Locating People** Clarifying Roles, Identifying Target Market, Marketing Mix for Events , Sponsorship, Branding, Advertising of Events, Publicity and Public Relations , Worksheets, Audience management	15	25
4	**Planning :**	15	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	Human Resource Planning for events, Managing Teams and Meetings, Protocols, Dress codes, Event Safety and Security, Crowd Management, Emergency Planning and Procedures		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Develop beginning ability to study importance of Event Management.
CO2	Describe and illustrate knowledge related to handling various events successfully.
CO3	Prepare them various technical aspects and help them use the enhanced technical proficiency to effectively adjust, grow and excel in the field of Event Management.
CO4	Design ample employment opportunities as the field of event management is becoming an potential area for self-employment

Reference Books

1. **Event Management: A Blooming Industry and (TextBook)**
   By Devesh Kishore, Ganga Sagar Singh | Haranand Publications Pvt. Ltd.
2. **Event Management (TextBook)**
   By Swarup K. Goyal | Adhyayan Publisher - 2009
3. **Event Management & Public Relations (TextBook)**
   By Savita Mohan | Enkay Publishing House

Course	07000301 - ACADEMIC WRITING	**Semester - 3**
Type of Course	Ability Enhancement Course	
Prerequisite		
Course Objective	1. The course Academic Writing focuses on the skills and basic elements of academic writing. The aim of this course is to increase students' agency as writers by acquiring both the theoretical knowledge and practical skills necessary to produce texts for the interdisciplinary academic discourses. 2. Effectively deal with counter arguments in order to present a more compelling argument 3. Practice the revision skills necessary for the accomplishment of a writing project 4. Constructively critique their own and peers' writing, with an awareness of the collaborative and social aspects of the writing process	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction of academic writing** a) Introduction of academic writing b) Importance of academic writing c) Basic rules of academic writing d) English in academic writing I &; II • Vocabulary and grammar • Elements of writing e) Styles of research writing • Types of academic writing • Process of academic writing	15	25
2	**Plagiarism, citation and reference** a) Introduction b) Tools for the detection of plagiarism c) Avoiding Plagiarism d) Literature review • Introduction • Source of literature • Process of literature review • Online literature database • Literature management tools • Referencing • Citation	15	25

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3	**The Writing Process** a) Report writing b) CV writing c) Job application d) Types of letters - Business letters e) Cover letter	15	25

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
4	**Notice of Meeting** a) Memo b) Notice c) Agenda d) Minutes of Meeting e) Business correspondence f) How to write emails - do's and don'ts	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Develop independent perspectives and arguments via persuasive support and successful incorporation of research, thus developing their own voice and creating a balance between their own voice and source summaries.
CO2	Engage with readings critically by evaluating the various contexts (social, historical, or personal) surrounding and underpinning each text
CO3	Be aware of the stylistic conventions of academic writing
CO4	Effectively summaries and analyses various texts while identifying and highlighting their main ideas and messages
CO5	Develop independent perspectives and arguments via persuasive support and successful incorporation of research, thus developing their own voice and creating a balance between their own voice and source summaries

Reference Books

1.	**Academic Writing: A Handbook for International Students (Text Book)** By Stephen Bailey | Routledge
2.	**Writing Skills – Methods and Practice (Text Book)** By A R Kidwai Sherin Sherwani | VIVA BOOKS - ORIGINALS | 1st Edition, Pub. Year 2019
3.	**Business Correspondence And Report Writing (Text Book)** By R C Sharma, Krishna Mohan | McGraw Hill Education | 5th Edition
4.	**Academic Writing, Anti- Plagiarism And Citations (Text Book)** By Vinod Kumar Kanvaria | Shipra Publications

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Course	07000302 - COMPUTATIONAL SKILLS FOR BUSINESS	**Semester – 3**
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	1. To provide computer skills and knowledge to enhance the understanding and usefulness of information technology tools for business operations. 2. To understand the uses and the basic operations of MS office. 3. To understand the utilizations of Spreadsheets in term of work field. 4. To gain depth knowledge about several spreadsheet operations for real time business management.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	4	4	70	30	50	-	150

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** – Weightage

Sr.	Topics	T	W
1	**Word Processing** Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents	15	25
2	**Preparing Presentations** Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow.	15	25
3	**Spreadsheet and its Business Applications** Spreadsheet concepts, Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Database, and Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression	15	25

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4	**Latest technologies in computer:**	**15**	**25**

	• What is AI? :
	  ◦ The AI Problems,
	  ◦ The Underlying Assumption,
	  ◦ What Is An AI Techniques,
	  ◦ The Level Of The Model,
	  ◦ Criteria For Success,
	  ◦ Some General References,
	  ◦ One Final Word.
	• Introduction to Machine Learning,
	  ◦ Model Preparation,
	  ◦ Modelling and Evaluation Human learning versus machine learning,
	  ◦ Types of machine learning,
	  ◦ Applications of machine learning,
	  ◦ Tools for machine learning,
	• Fundamentals of Blockchain:
	  ◦ Introduction,
	  ◦ Origin of Blockchain,
	  ◦ Blockchain solution,
	  ◦ Components of Blockchain,
	  ◦ Block in Blockchain,
	  ◦ The Technology Blockchain Types		

		Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Proficiency in word processing, formatting, and document creation skills attained.
CO2	Proficient in creating engaging business presentations with visual impact.
CO3	Proficient in using spreadsheets for data analysis and business applications.
CO4	Proficient in AI, machine learning, and block chain technologies for applications.

Reference Books

1.	**Computer Fundamentals (Text Book)** By Anita Goel | Pearson
2.	**Fundamentals of computers (Text Book)** By E. Balagurusamy | McGrawHill

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Course	07020301 - FINANCIAL ACCOUNTING	**Semester - 3**
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. The objective of this course is to introduce problems of financial accounting. 2. Measuring and reporting issues related to assets and liabilities and preparing the financial statements. 3. Students are expected to gain the ability of using accounting information as a tool 4. Applying solutions for managerial problems, evaluating the financial Performance, and interpreting the financial structure.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Advanced Accounts of Partnership Firm - I & II**	15	25
	Advanced Accounts of Partnership Firm - I & II 1. **Advanced Accounts of Partnership Firm - I** Admission of a Partner, Retirement and/or Death of a Partner, (Including Simultaneous admission and retirement) 2. **Advanced Accounts of Partnership Firm - II** Dissolution of Partnership firm, Gradual Realization of Assets and Piece meal, Distribution of Cash, Proportionate Capital Method, Maximum Loss Method (Garner Vs Murray Rule)		
2	**Hire Purchase and Installment Purchase System & Branch Accounts**	15	25
	Hire Purchase and Installment Purchase System & Branch Accounts 1. **Hire Purchase and Installment Purchase System** Meaning of Hire Purchase Contract, Legal Provisions, Accounting Treatment in the books of Hire Purchaser and Hire Vendor, Meaning of Installment system, Difference between Hire Purchase and Installment Purchase system, Re-possession of Goods, Accounting Entries, Books of Buyer and Seller **Branch Accounts** Meaning, Objectives, Types of branches, Preparation of Branch Accounts, Debtors system and Stock and Debtors System		
3	**Consignment Accounts & Joint Venture**	15	25

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	Consignment Accounts & Joint Venture 1. **Consignment Accounts** Meaning, Features, Concepts, Distinction between Consignment and Sale, Types of Commission, Valuation of Unsold Stock, Goods-in-Transit, Abnormal Loss, Normal Loss, Accounting Methods (Cost and Invoice Price), Journal Entries, Ledger Accounts in the Books of Consignor and Consignee 2. **Joint Venture** Meaning, Features, Difference between Joint Venture and Partnership, Methods of Accounting, Separate set of Books, Record in Co-Venture's books and Memorandum Method, Journal and Ledger		
4	**Accounting for Not for Profit Entities** **Accounting for Not for Profit Entities** 1. **Accounting for Not for Profit Entities** Meaning, Features, Special Terms, Preparation of Receipts and Payment Account, Income and Expenditure Account and Balance Sheet 2. **Final Accounts of Professionals**	**15**	**25**
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand the various terms used in accounting system.
CO2	An insight into the basics of Accounting Concepts and Principles to prepare to students to have the foot hold in Accounts.
CO3	Preparing accounting information for planning and control and for the evaluation of finance.
CO4	Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly.

Reference Books

1.	**An Introduction to Accountancy (Text Book)** By S.N. Maheswari, S.K. Maheswari | Vikas Publishing House
2.	**Financial Accounting: A Managerial Perspective (Text Book)** By R. Narayanaswamy | PHI Learning Pvt. Ltd.
3.	**Introduction to Financial Accounting, Pearson (Text Book)** By Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick | Pearson.
4.	**Financial Accounting (Text Book)** By Tulsian P. C. | Pearson Education
5.	**Financial Accounting (Text Book)** By V Rajshekhran & R. Lalitha | Pearson Education

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Course	07040301 - INTELECTUAL PROPERTY RIGHTS	**Semester - 3**
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights. 2. To identify the significance of practice and procedure of Patents. 3. To make the students to understand the statutory provisions of different forms of IPRs in simple forms. 4. To learn the procedure of obtaining Patents, Copyrights, Trade Mark, Industrial Design 5. To enable the students to keep their IP rights alive.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | W - Weightage

Sr.	Topics	T	W
1	**INTELLECTUAL PROPERTY RIGHTS – INTRODUCTION** • Definition, Meaning and Concept • Types of Intellectual Property • Trademarks and Service Marks • Federal Registration of trademarks • Copyrights - Definition - Federal Registration of Copyrights • Patents - types - Federal Registration of Patents • Trade Secrets - Protection of Trade Secrets • Geographical Indications and IPR • Agencies responsible for intellectual property registration • Role of WTO and WIPO, trade secrets, ethics in IPR,	15	25
2	**TRADE MARKS** • Introduction , Definition of Trademark • Purpose and Function of Trademark • Types of Marks, Acquisition of Trademark Rights • Common Law Rights - Federal Registration - Laws and Treaties Governing Trademark - Categories of Marks - Protectable Matter • Selecting and Evaluating a Trademark • Trademark Registration Processes • New Development in Trademarks	15	25
3	**COPYRIGHTS**	15	25

	• Introduction, Definition, Concept, History of Copyrights • Common Law Right, The United States Copyright Office, its functions and legal process to get copyrights, • Rights to prepare Derivative works, • Rights of distribution and the first sale doctrine, • Rights to perform the work publicly, Ownership in Derivative or Collective Works - Copyright Registration • The Application for Copyright Registration • New Development in Copyrights

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
4	**PATENTS** • Introduction, Definition, Concept • Law of Patents • Advantages of Patents • Rights Under Federal Law • Patent Searching & Patent Application Process, • Patent Practice, Ownership Rights, • New Development In Patents	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

	At the end of this course, students will be able to:
CO1	**Students will demonstrate a comprehensive comprehension of intellectual property rights (IPR) concepts and their practical implementations in the business domain.**
CO2	**Students will be capable of utilizing acquired expertise to assess and navigate intellectual property challenges related to IPR within real-world business contexts.**
CO3	**Students will apply their understanding of intellectual property regulations to safeguard and manage various intellectual assets, contributing to the refinement of strategic business planning.**
CO4	**Students will evaluate the critical significance of IPR in influencing business procedures and decisions, all the while maintaining a commitment to ethical and legal standards.**

Reference Books

1.	**Elements of Mercantile Law (Text Book)** By N. D. Kapoor | 33rd Ed., 2012 (Sultan Chand & Sons)
2.	**The Indian Contract Act-1872 (Text Book)** By S. N. Maheswari | Himalaya Publishing House
3.	**Business Law (Text Book)** By N. D. Kapoor | Sultan Chand & Sons
4.	**Contract (Text Book)** By Avtar Singh | Eastern Book Company
5.	**Business Law (Text Book)** By S. S. Gulshan | Anurang Jain for Excel Books

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6.	**The Management of Intellectual Property (Text Book)** By Satyawrat Ponkse
7.	**Law Relating to Patents, Trademarks, Copyright, Designs and Geographical Indications (Text Book)** By B L Wadhera

Course	07070301 - FUNDAMENTALS OF WEB DESIGNING	**Semester - 3**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To understand students basics of Web designing. 2. To familiarize students with the standard models of different web layers. 3. Detail analysis of HTML and its several applications. 4. Student able to understand different components of Web design, modern technology and their applications.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	4	4	70	30	50	-	150

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | W - Weightage

Sr.	Topics	T	W
1	**Web Page Designing - I** • An introduction to HTML, • TML tags, Structure of an HTML document, • Text and paragraph formatting, • Ordered and unordered lists - nested lists, Hyperlinks, Images	15	25
2	**Web Page Designing – II** • HTML tables, Images, Frames, framesets, • Nested framesets, • Designing HTML forms, • Multimedia tags	15	25
3	**DHTML & Cascading Style Sheets** • What is DHTML? • Applications of DHTML, • Components of DHTML, • HTML5 - Introduction, Basic tags, • Introduction to Cascading Style Sheets (CSS), • Ways of specifying style - inline, internal, external, Basic syntaxes	15	25
4	**Advanced Cascading Style Sheets** • ID and CLASS selectors, • SPAN, • DIV, • Font, • Color, • Background, • Text, • Border	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Students will acquire the ability to design web pages with HTML.
CO2	Mastery of advanced HTML, creating dynamic, multimedia-rich, and interactive websites.
CO3	Students will demonstrate expertise in DHTML, HTML5, and CSS, enabling them to create dynamic, stylish, and responsive web designs.
CO4	Students create captivating web layouts using advanced CSS techniques effectively.

Reference Books

1.	**Cascading Style Sheets – The Definitive Guide, O'Reilly – SPD (Text Book)** By Eric Meyer | First Edition, 2000.
2.	**The Internet, PHI (Text Book)** By Douglas E Comer | Second Edition, May 2000
3.	**"Web Enabled Commercial Applications Development using HTML, DHTML, JavaScript, Perl CGI" (Text Book)** By By Ivan Bayross | BPB, 2004.
4.	**World Wide Web Design with HTML** Xavier C ; Tata McGraw Hill Publication

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Course	07070302 - OPERATING SYSTEMS	**Semester - 3**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To familiarize students with the standard different Operating Systems. 2. Detail analysis of working pattern of Operating System and its several applications. 3. To understand the basics of programming of Operating System. 4. Detail knowledge about the rules and functions of Operating System.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Operating System** Hardware vs. Software, Types of Software, Introduction to Computer Resources (Memory, CPU, and I/O Devices), Introduction to Operating Systems, Role (Functions) of Operating Systems, Types of Operating Systems, User Interface, Concept of Process and Running Programs by OS, Files & Folders (Organizing, Attributes, and Sharing), Managing Hardware, PC Operating System, Network (Server) Operating System, Embedded Operating Systems	15	25
2	**Overview of Popular Operating Systems** DOS, Windows NT, Windows XP, Windows Vista, Windows 7, Windows 2000 Server, Windows Server 2008, UNIX, Macintosh Operating Systems, Android, iOS	15	25
3	**Roles/Functions of Operating System** Multi-Processing, Fault Tolerance and Load Balancing, Overview of Data Safety (RAID), Disk Defragmentation, Backup and Recovery, Security (Concept of User and Group, File and Folder Permission, Firewall), Workgroups, Domains, and Active Directory, Overview of Server Roles	15	25
4	**Introduction to Linux Operating System** Introduction to Linux, History of Linux, Strengths and Weaknesses of LINUX, Features of Linux, LINUX Distributions, Basic Commands of Linux	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Student able to understand different Operating Systems and there different applications.
CO2	Able to prepare a minimum required programming for Operating System.
CO3	Evaluate the challenges in startup (bootstrap) programming and solutions to those.

CO4	Design and implement various I/O devices and several Files and Folders.

Reference Books

1.	**Operating Systems Design and Implementation** By Tanenbaum, Woodhull | PHI Publication
2.	**Linux Commands Instant Reference** By Bryan Pfaffenberger | BPB Publication
3.	**Operating System Concepts** By Silberschatz & Galvin | Wiley Publication
4.	**UNIX Concepts and Applications** By Sumitabha Das | THM Publishing
5.	**Operating Systems Unix Linux** By I. A. Dhotre | Technical Publication

Course	07990301 - BUSINESS STATISTICS	**Semester - 3**
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	- To familiarize students with the psychological research and basics of statistical methods and tools used in descriptive statistics of quantitative research. - To understand Mean, Median & Mode operations. - To Familiarize with several Probability and Probability distribution. - To understand Simple Correlation and Regression Analysis.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	**Tutorial**	**Lab/Practical**	**Credit**	**SEE(T)**	**CIA(T)**	**SEE(P)**	**CIA(P)**	**Total Marks**
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction of statistics:** 1. Definition of statistics, Scope of statistics in economics, Function of statistics 2. Types of data: Primary and secondary data and their sources 3. Element of data: Variable, constant, attribute, Importance of data, data presentation, Classification and tabulation: Types of classification, Formation of discrete and continuous frequency distribution, Tabulation of data (histogram, pie, multiple bar) 4. Frequency Distributions, Percentiles, and Percentile Ranks: Organizing Qualitative Data; Constructing a grouped frequency distribution, a relative frequency distribution and a cumulative frequency distribution; Computation of Percentiles and Percentile Ranks.	15	25
2	**Measure of central tendency & dispersion** 1. Mean: Mean for discrete data, Define mean when frequency is given (discrete), Mean for continuous series, direct method, assume mean problem, problem based on find unknown when mean is given, Limitation. 2. Median: Discrete data when frequency is given, Continuous data, Problem based on calculate unknown when mean and Median are given, Limitation. 3. Mode: Define mode for discrete and continuous data, Limitation of mode. Relation between mean, median, mode and examples based on it. 4. Measure of dispersion: Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, mean deviation, Coefficient of variance, Quartile, quartile deviation, Coefficient of quartile deviation, Deciles, Percentiles.	15	25
3	**Probability and Probability Distributions** 1. Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required); Conditional probability and Bayes' Theorem (Proof not required) 2. Expectation and variance of a random variable 3. Probability distributions: ◦ Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution ◦ Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution 4. Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities	15	25
4	**Simple Correlation and Regression Analysis**	15	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	1. **Correlation Analysis**: Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (Proof not required). Correlation and Probable error; Rank Correlation 2. **Regression Analysis**: Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate and its use in interpreting the results.		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand frequency distribution
CO2	Getting knowledge regarding basic thing of psychological statistics
CO3	Measure of central tendency & dispersion
CO4	Solve several problem on probability distribution.

Reference Books

1.	**Statistics (Theory, Methods & Applications) (TextBook)** By D.C. Sancheti & V.K. Kapoor | S Chand and sons, New Delhi
2.	**Fundamental of Statistics (TextBook)** By S.C.Gupta | Himalaya Publishing House
3.	**Statistics for Management (TextBook)** By Levin and Rubin | Pearson
4.	**Statistics for Management (TextBook)** By T. N. Srivastava and ShailajaRego | 2nd Edition, Tata McGraw Hill
5.	**Statistics for Business and Economics** By R.P. Hooda | Macmilian, New Delhi
6.	**Statistics for Business and Economics** By Anderson, Sweeney and Williams | 11th Edition, Cengage Learning

Course	07990302 - PRINCIPLES OF MARKETING	**Semester - 3**
Type of Course	Major (Core) Courses	
Prerequisite		
Course Objective	1. The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing. 2. This course aims to familiarize students with the marketing function in organizations. 3. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. 4. The course will use and focus on Indian experiences, approaches and cases.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction:** Nature, scope and importance of marketing; Evolution of marketing; Selling v/s Marketing; Marketing mix, Marketing environment: concepts of Marketing, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal)	15	25
2	**Consumer Behaviour:** Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behavior. Market segmentation: Concept, importance and bases; Target market selection; Positioning Concept, importance and bases; Product differentiation vs. market Segmentation.	15	25
3	**Product:** Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process. Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies.	15	25
4	**Distribution Channels and Physical Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e- tailing, Physical Distribution. Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Students will be able to get wide perspective and applications of Principles of Marketing in their own field.
CO2	Students will be able to understand the various marketing approaches in today's competitive scenario
CO3	Students will be able to interpret the nature, process and importance of various marketing plans
CO4	Students will be able to examine the correlation of various elements of marketing mix in business

Reference Books

1. **Principles of Marketing (Text Book)**
   By Philip Kotler | Pearson Education.
2. **Basic Marketing (Text Book)**
   By William D. Perreault, and McCarthy, E. Jerome | Pearson Education
3. **Principles of Marketing (Text Book)**
   By Neeru Kapoor | PHI Learning
4. **Principles of Marketing (Text Book)**
   By Rajendra Maheshwari | International Book House
5. **Marketing: Concepts and Cases**
   By Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. | McGraw Hill Education

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Course	07000401 - PUBLIC SPEAKING AND CORPORATE COMMUNICATION	**Semester - 4**
Type of Course	Multidisciplinary / Interdisciplinary / Allied Courses	
Prerequisite		
Course Objective	- To develop presentation and oratory skills to become ready for job. - To adapt to different approaches of oral and specific communication. - To foster in-depth knowledge about specific communication needs. - To provide an outline to effective Organizational Communication.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Interview** Types-Preparation for interview - do's and don'ts - self introduction - How to handle rejections. Selection test - types	15	25
2	**Presentation skills** Presentation skills- know your audience- guidelines for an effective presentation - common flaws and overcoming them - body language and tips for giving presentation, Group discussion, Debate, telephone and email etiquettes	15	25
3	**Corporate communication & Negotiation** Essential corporate communication skills, Interpersonal Skills , Life management skills, Negotiation & Conflict management, Leadership skills, Teamwork	15	25
4	**Communication** Types of business meetings, Fundamentals of oral communication, Ethics in corporate communication, role of culture in national/international communication, persuasive communication	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the purpose and structure of interviews, Grasp the importance of preparation, body language, and communication skills during an interview.
CO2	Explain effective techniques for creating and delivering presentations, the ability to organize information coherently and technology to enhance presentations
CO3	Apply principles of effective corporate communication in various contexts, Demonstrate negotiation skills in a corporate setting and Utilize strategies for successful communication and negotiation.
CO4	Discuss the effectiveness of communication strategies in various situations and Develop and implement communication plans based on an analysis of communication needs.

Reference Books

1.	**Academic Writing: A Handbook for International Students (Text Book)** By Stephen Bailey | Routledge
2.	**Academic Writing, Anti- Plagiarism And Citations (Text Book)** By Vinod Kumar Kanvaria | Shipra Publications
3.	**Writing Skills – Methods and Practice (Text Book)** By A R Kidwai Sherin Sherwani | VIVA BOOKS - ORIGINALS | 1st Edition, Pub. Year 2019
4.	**Business Correspondence And Report Writing (Text Book)** By R C Sharma, Krishna Mohan | McGraw Hill Education | 5th Edition

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Course	07000402 - INDUSTRIAL VISIT REPORT	**Semester - 4**
Type of Course	Skill Enhancement Courses	
Prerequisite		
Course Objective	1. To enable the students to understand the Management and System at various levels in general & in certain specific industries or organizations. 2. To support the students focus on and analyses the issues & strategies required to select and develop various live project topic in any organization. 3. To develop relevant writing skills required for application in research related issues. 4. To enable the understanding of various research concepts along with the domain concept in order to take correct business decisions.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
-	-	8	4	-	-	100	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Industrial visit** Overview on industries and their significance in the economy Objectives and expectations of the industrial visit in education	15	25
2	**Preparing for the Industrial Visit** Researching the visited industries: background, products/services, market position and other details for prepare a report. Preparation of questions and topics for exploration during the visit. Safety protocols and guidelines for industrial visits	15	25
3	**Conducting the Industrial Visit** Visiting selected industry based on curriculum relevance and student interest Observing production processes, operational activities, and organizational structures Engaging with industry professionals to gain insights and clarify doubts	15	25
4	**Analysis and Reflection – Report** Reflecting on observations and experiences from the industrial visit Analyzing the application of theoretical concepts in real-world industrial settings Identifying challenges, opportunities, and future implications for business administration Presenting findings and insights through reports or presentations	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Describe in brief about the Industrial Visit and Usefulness of Visit in comparison with class room learning
CO2	Develop the sense of the Management And Administration Of Organization/Company.
CO3	Apply various learning values through Industrial visit viz. application of concepts, additional knowledge and skills developed through visit.
CO4	Classify the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.

Course	7010401 - HUMAN RESOURCE MANAGEMENT	**Semester - 4**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. Demonstrate a basic understanding of HR Management and analyse the issues and strategies required to select and develop manpower resources. 2. To develop innovative solutions to the problems in the field of HRM. 3. Develop the ability to look at the totality of HR situations. 4. To help students develop skills for applying these concepts to the solution of HR challenges.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Human Resource Management (HRM) and Human Resource Planning (HRP)** a. Human Resource Management: Concept, Functions, Objectives, The Harvard Modal, Jobs & Career in HRM b. Human Resource Planning: Concept, Importance, Factors Affecting HRP, Requisites for Successful HRP	15	25
2	**Recruitment and Selection** a. Recruitment: Concept, Purpose, Importance, Sources, Process b. Selection: Concept, Process, Types of tests, Types of Interviews	15	25
3	**Promotion, Demotion and Transfer** a. Promotion: Concept, Purpose, Types b. Transfer: Concept, Types, Reasons c. Demotion: Concept, Causes d. Absenteeism: Concept, Causes e. Separation: Concept, Forms	15	25
4	**Compensation and Performance Appraisal** a. Compensation: Concept, Objectives, Factors Influencing Compensation Levels, Wage Policy in India b. Performance Appraisal: Concept, Process, Objectives, Methods, Problems of PA	15	25
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Summarize the basic concept of Human Resource Management (HRM) and Identify the objectives of HRM.
CO2	Apply recruitment strategies based on specific organizational needs and Analyze the effectiveness of different recruitment sources.
CO3	Analyze the factors affecting HRP and Describe the concept, purpose and types of promotion, demotion and transfer.
CO4	Describe the impact of absenteeism on productivity and organizational culture and Evaluate the effectiveness of different separation methods in managing employee transitions.

Reference Books

1.	**Personnel Management** By C. B. Memoria & S. V. Gankar | Himalaya Publishing House
2.	**Human Resource Management** By C. B. Gupta | Himalaya Publishing House
3.	**Text and Cases of Human Resource Management** By P. SubbaRao | Himalaya Publishing House
4.	**Human Resource and Personnel Management (Text & Cases)** By K. Aswathappa | Tata McGraw-Hill Publication Company Limited
5.	**Human Resource Management (Text & Cases)** By V. S. P. Rao | Excel Books
6.	**Human Resource Management Development** By H. C. Sainy & Sharadkumar | Quality Publishing Company

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Course	07010402 - INCOME TAX	**Semester - 4**
Type of Course	Minor (Elective) Courses	
Prerequisite		
Course Objective	1. To enable the students to identify the basic concepts, definitions and terms related to Income Tax. To enable the students to determine the residential status of an individual and scope of total income. To understand Tax Planning, Tax Management, Tax Avoidance and Tax Evasion. 2. To enable the students to compute income under various heads namely income from salaries. 3. To enable the students to compute income under various heads house property, to enable the students to compute income under various heads business/ profession. 4. To enable the students to compute income under various heads capital gains and income from other sources.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
4	-	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction, Incidence of Tax and Exempted Income under Income Tax Act (Theory only)** Introduction and Definition under Income Tax Act: (1) Assessment Year (2) Previous Year (3) Person (4) Assesse (5) Company (6) Agriculture Income (7) Gross Total Income (8) Total Taxable Income Residential status of Individual (Examples Only) Incidence of Tax of Individual (Theory Only)	15	25
2	**Income from Salary (Examples only)** Examples based on Allowances, Perquisites, Bonus, Commission, Provident Fund and deductions u/s 16. General deduction u/s 80 C (No retirement benefits will be covered in the chapter)	15	25
3	**Income from House Property (Examples only)** Examples covering Self-occupied, Let-out, Deemed to be Let- out, Partly & Proportionate Let-out property only Deduction U/s 24.	15	25
4	**Computation of Total Income under Various Heads:**	15	25

Course Content		T - Teaching Hours | W - Weightage	
Sr.	Topics	T	W
	Capital Gains Income from Other Sources.		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand the basic concepts of income tax and Memorize the definitions and key principles of exempted income.
CO2	Explain the knowledge of income from salary by solving practical examples and describe Demonstrate how allowances, perquisites, and deductions affect the taxable income.
CO3	Analyze different scenarios of income from house property and calculate taxable income and Integrate knowledge of deductions under Section 24 to compute the total income.
CO4	Interpret different scenarios of income from house property and calculate taxable income and Integrate knowledge of deductions under Section 24 to compute the total income, Evaluate the impact of various types of properties on the overall tax liability.

Reference Books

1.	**Corporate Tax Planning And Business Tax Procedures (Text Book)** By Dr. Vinod K Singhania & Dr Monica Singhania | Taxmann Publication
2.	**Direct Tax Laws & Practices (Text Book)** By Girish Ahuja & Ravi Gupta | Cengage Learning
3.	**Direct Taxes – Law & Practice** By Dr. Vinod K Singhania & Dr Kapil Singhania | Taxmann
4.	**Corporate Taxation In A Dynamic World** By Paolo M Panteghini | Springer

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Course	7020401 - FINANCIAL MANAGEMENT	**Semester - 4**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To introduce the participants with the basic fundamentals 2. To introduce tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment. 3. To provide the participants a thorough grounding of Financial management concepts 4. Understanding of Financial terms and its application	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Personal financial planning** Personal financial planning, Meaning, objectives, process, Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance - Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; The concept of Time Value of Money Application of time value of money in financial planning	15	25
2	**Sources of Finance** Long Term, Medium Term and Short term sources of finance Shares, Debentures and Bonds, Public Deposits and Commercial Banks, Internal Financing and Foreign Capital Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, Arithmetic & geometric return; Risk - Systematic & unsystematic risk - their sources and measures.	15	25
3	**Capital Budgeting** Long -term investment decisions: Meaning and Characteristics of Capital Budgeting Decisions, Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Significance, Process, Types of Capital Budgeting decisions ,Capital rationing (Theory Only), Techniques : (including examples) Payback Period (PBP), Accounting rate of return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI)	15	25
4	**Working Capital Management** Concepts of Gross Working Capital, Net Working Capital, Fixed/ Permanent Working Capital, Fluctuating Working Capital, Needs for Working Capital, Sources of Working Capital Finance. Factors determining working capital requirement. Examples of estimation of working capital and operating cycle.	15	25
	Total	60	100

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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Predict the meaning of personal financial planning, and Identify the objectives of personal financial planning.
CO2	Apply the types of financing available for individuals and Describe the characteristics of long-term, medium-term, and short- term sources of finance.
CO3	Analyze the capital budgeting techniques such as Payback Period (PBP), Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI) to investment scenarios and Evaluate the feasibility of long- term investment projects.
CO4	Discuss the working capital cycle and its impact on cash flow and Evaluate the effectiveness of different sources of working capital finance in meeting operational needs.

Reference Books

1.	**Personal Finance with Connect Plus** By Jack R. Kapoor , Les R. Dlabay ,Robert J. Hughes, TMH
2.	**Financial Management** By Prasanna Chandra | TMH, New Delhi. | 8th Edition,
3.	**Financial Management S. N. Maheshwari** By S. N. Maheshwari | Sultan Chan & Sons
4.	**Financial Management R. S. Kulshreshta** By R. S. Kulshreshta | SBPD Publications
5.	**International Financial Management** By O. P. Agrawal | Himalaya
6.	**Financial Management Khan & Jain** By Khan & Jain | McGraw-Hill Education (India) Pvt. Ltd
7.	**Financial Management I. M. Pandey** By I. M. Pandey | Vikas Publication,

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Course	7070401 - OBJECT ORIENTED PROGRAMMING WITH C++(T&P)	**Semester - 4**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To familiarize students with the clear structure of Programming. 2. To understand the detail programming and the concepts of several functions. 3. Detail knowledge about the Core Programming and its different operations. 4. OOP with C++ makes it possible to create full reusable applications with less code and shorter development time.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	4	4	70	30	50	-	150

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Object Oriented Programming (OOP) Concepts and Introduction to C++:** • Structured programming vs. object oriented programming • Basic OOP concepts : objects , classes , encapsulation , data hiding , inheritance, polymorphism • Introduction to C++: structure of a C++ program , data types , variables, constants, expressions, statements and operators Usage of header files • Control flow statements : if else, for loop, while loop, do while loop, switch, break and continue	15	25
2	**Input/Output, Arrays and Working with Classes:** • Basic I/O in C++ • Arrays in C++ : introduction, declaration, • Initialization of one , two and multi-dimensional arrays, operations on arrays, • Working with strings : introduction, declaration, string manipulation and arrays of string • Classes and objects in C++ • Constructors : default, parameterized, copy, constructor overloading and destructor, • Access specifiers, implementing and accessing class members • Overview of Working with objects : constant objects, nameless objects, live objects, arrays of objects	15	25
3	**Functions, Function Overloading and Inheritance:** • Introduction to functions, library and user-defined functions, parameters passing, • Default arguments • Functions overloading , • Inline functions, • Friend functions and virtual functions • Inheritance: Introduction , derived class declaration, forms of inheritance • Inheritance and member access ability	15	25
4	**Operator Overloading, Pointers and Files:**	15	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	• Operator overloading : Introduction, overloaded operators, unary operator overloading, operator keyword, operator return values, binary operators overloading, • Introduction to overloading with friend function • Usages of Pointers in C++ : basic overview		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand Core Programming Knowledge.
CO2	Develop the concepts of Input/ Output, Arrays and Working with Classes.
CO3	Analyze the function Overloading and Inheritance
CO4	Explain OOP in C++ to serve several live projects in different segment of the globe.

Reference Books

1.	**Object Oriented Programming in C++ (Text Book)** By E Balagurusamy | Tata McGraw-Hill Publishing Co. Ltd.
2.	**Object Oriented Programming in Turbo C++** By Robert Lafore | Guide, Galgotia Pub. (P) Ltd.
3.	**Object Oriented Programming in C++** By Barkakati N. | PHI.

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Course	07070402 - INFORMATION SECURITY	**Semester - 4**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To familiarize students with the standard different Security Systems. 2. Detail analysis of working pattern of Security System and its several applications. 3. To understand the basics of programming and detail concept of Security System. 4. Detail knowledge about the rules and functions of Security System for Ethics.	

Teaching Scheme (Contact Hours)				**Examination Scheme**				
				Theory Marks		**Practical Marks**		
Lecture	**Tutorial**	**Lab/Practical**	**Credit**	**SEE(T)**	**CIA(T)**	**SEE(P)**	**CIA(P)**	**Total Marks**
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	**Topics**	**T**	**W**
1	**Information Security Basics** Security Administration: Concepts and principles, Security Equation, System Life Cycle, Security development life cycle, Policies and practices, Why control access? Authentication, Auditing, Monitoring	15	25
2	**Attacks** DoS, Malicious Code Attacks, Password Attacks, Software Exploitation and Buffer Overflows, Spoofing, TCP/IP Hijacking, Remote Access Security, Email Security, Wireless Security, Web Security.	15	25
3	**Security** Device based Security (Firewall (Packet. Filter, Application layer), Routers, Switches, Wireless, Workstation, Server), Media based Security (COAX (thin / thick), UTP / STP, Fiber optic, Magnetic tapes, CDR, Hard drives, FDD) Security Topologies (Security zones: DMZ, Intranet, Extranet) Intrusion Detection: Network, Host, Application based	15	25
4	**Cryptography** Introduction, Conventional Encryption Principles, Basic terms: (Plaintext, Cipher Text, Cryptography, Cryptanalysis), Substitution Ciphers vs. Transposition Ciphers, Introduction to Public Key Cryptography, Private Key Cryptography	15	25
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Explain the different Security Systems and there different applications.
CO2	Develop the strength to handle code and password attacks, Software Exploitation and the challenges in unethical programming or hacking.
CO3	Analyze the device and media based security.

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CO4	Describe the Conventional Encryption Principles and various I/O devices and several Files and Folders' security

Reference Books	
1.	**Security+ Study Guide** By Michael Cross, Norris L Johnson | Syngress Books
2.	**CISSP - Certified Information Systems Security Professional Study Guide** By Ed Tittel , Mike Chapple, James Micheal Stewart | Sybex
3.	**Security + Prep Guide** By Ronald L Krutz , Russell Dean Vines | Wiley Publications
4.	**The CISSP prep guide Gold Edition** By Ronald L Krutz , Russell Dean Vines | Wiley Publications
5.	**Computer Networks** By Andrew S Tannenbaum | Pearson Publication
6.	**Data Communications and Networking** By B. A. Forouzan | McGraw Hill Education India Private Limited

Course	7990401 - RESEARCH METHODS FOR BUSINESS	**Semester - 4**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To familiarize students with basic of research and the research process. 2. To develop an understanding of concept of research method. 3. To identify various sources of information for literature review and data collection. 4. To help students in conducting research work and making research reports.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Business Research** Features of Research, Importance of Research, Purpose / Aims / Objectives of Research, Qualities / Characteristics of A Good Research, Limitations of Research, and Types of Research: Fundamental (or Basic) and Applied Research: Descriptive Research and Analytical Research, Quantitative Research and Qualitative Research, Conceptual Research and Empirical Research.	15	25
2	**Planning Of Research And Research Process** Identifying, Evaluating and Formulating the Research Problems- Extensive Literature Survey- Writing a Primary Synopsis- Identifying and Labeling Variables - Setting Up Of Hypothesis- Preparing the Research Design- Determining the Sample Design- Collecting of Data - Execution of the Project - Processing, Analysis and Interpretation of Data by Statistical Methods - Testing of Hypothesis Selection And Formulation Of Research Problems Research Problem, Requisites or Characteristics of a Good Research Problem, Various Aspects of a Research Problem, Defining and Formulating a Research Problem, Relevant Variables, Hypothesis	15	25
3	**Research Design** Essentials of Research Design, Types of Research Design: Exploratory Research- Descriptive Research - Causal Research - Sampling Design- population- Probability and Non-Probability Sampling - Sampling Methods- Sampling Errors and Biases- Methods of Data Collection- Methods of Collecting Primary Data- Methods of Collecting secondary Data.	15	25
4	**Measurement And Scaling** Essentials of Scaling (Criteria for Good Scaling)- Scales- Scale Classification- Scaling Techniques- Sources of Error in Measurement- Developing a Questionnaire Data Processing stages - (1. Editing 2. Coding 3. Classification 4. Tabulation) Report writing Different types - Contents of report - Need of executive summary - Chaptalization - Contents of chapter - Report writing stages - The role of audience - Readability - Comprehension - Tone - Final proof - Report format - Title of the report - Ethics in research - Subjectivity and objectivity in research.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Explain the fundamental concepts and purposes of business research, Identify the significance of research in decision-making within a business context.
CO2	Apply the steps involved in planning a research project.
CO3	Identify the significance of research design and various types of research in business context.
CO4	Discuss the appropriateness of measurement tools for specific research objectives and Develop and justify the selection of measurement and scaling techniques in a research design.

Reference Books	
1.	**Research Methodology** By C. R. Kothari | New Age International Publishers
2.	**Business Research Methodology** By J. K. Sachdeva | Himalaya Publishing House
3.	**Business Research Methods** By Cooper & Schiendler | McGraw Hill India
4.	**Research Methodology** By D K Bhattacharya | Excel Books, New Delhi.
5.	**Research methodology** By Bhattacharyya Dipak Kumar | Excel | 2, Pub. Year 2006

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Course	7010501 - BUSINESS LAW	**Semester - 5**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. Knowledge: Basic and broad knowledge in business laws in management. 2. Ability to apply concepts, principles and theories to understand simple business laws. 3. The objective of this course is to provide the students with practical legal knowledge of general business law issues. 4. It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of Law.	

Teaching Scheme (Contact Hours)				**Examination Scheme**				
				Theory Marks		**Practical Marks**		
Lecture	**Tutorial**	**Lab/Practical**	**Credit**	**SEE(T)**	**CIA(T)**	**SEE(P)**	**CIA(P)**	**Total Marks**
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Law of Contract :** • Nature of Contract, Proposal (or Offer) and Acceptance • Consideration • Capacity to contract • Consent and Free Consent • Quasi Contract • Breach of Contract	15	25
2	**Contract of Bailment and Pledge :** • Introduction of Bailment • Kinds of Bailment • Duties & Rights of Bailor & Bailee • Termination of Bailment • Pledge by Non-Owners • Rights & Duties of Pledger or Pledgee	15	25
3	**Contract of Agency :** • Definition of Agent & Agency • Different kinds of Agencies • Classification of Agents • Duties & Rights of Agent • Personal Liability of Agent • Termination of Agency • Power of Attorney	15	25

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4	**Law of Negotiable Instruments :**
	• Definition and definition of Negotiable instrument
	• Features and difference:
	  ◦ Promissory notes
	  ◦ Bill of Exchange
	  ◦ Cheque, Crossing of Cheques
	  ◦ Holder and Holder in Due Course
		15	25

	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Describe the fundamental contract law principles in real-world scenarios to make informed decisions and resolve contract- related issues effectively.
CO2	Develop the expertise in Bailment and Pledge contracts, enabling effective application of legal principles in real-world situations.
CO3	Evaluate the Contract of Agency to effectively navigate agency relationships in practical business contexts.
CO4	Discuss the Law of Negotiable Instruments to boost your employability in practical financial scenarios.

Reference Books

1.	**Elements of Mercantile Law (Text Book)** By N. D. Kapoor | 33rd Ed., 2012 (Sultan Chand & Sons)
2.	**The Indian Contract Act-1872 (Text Book)** By S. N. Maheswari | Himalaya Publishing House
3.	**Business Law** By N. D. Kapoor | Sultan Chand & Sons
4.	**Business Law** By S. S. Gulshan | Anurang Jain for Excel Books
5.	**Contract** By Avtar Singh
6.	**Mercantile Law** By T. J Rana | B.S. Shah Prakahan

RAI UNIVERSITY AHMEDABAD

Course	7010502 - ORGANIZATIONAL BEHAVIOR	**Semester - 5**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. Understand the fundamental theories and concepts of organizational behaviour. 2. Apply organizational behaviour concepts to real-world business scenarios. 3. Analyze the impact of individual and group behaviour on organizational effectiveness. 4. Recognize and describe the role of organizational culture in shaping employee behaviour and organizational outcomes.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Organizational Metaphors & Component** **Organizational Metaphors**: Organizational Machines -organizations as Organisms - Organizational Brains - Organizational Cultures - Organizational Political Systems- Organizational Psychic Prisons - Organizational Flux and Transformation- Organizational Instruments of Domination. **Component of OB** : Work Motivation- Job Satisfaction, Organizational Commitment, and Organizational Justice - Leadership - Group Behavior, Work Stress - Organizational Culture and Development - Productive and Counterproductive Behavior	15	25
2	**OB and Leadership** **Different Models Of OB:** Models of Organization -The Autocratic Model - The Custodial Model - The Supportive Model -The Collegial Model Comparison of the Models of Organizational Behavior **Leadership and team building:** Definition of Leadership - Classification of Leadership- Characteristics of Leadership - Tasks of Leadership - Approaches of Leadership- Team and Team Building - Development of a Team	15	25
3	**Interpersonal behavior** Definition - Development of Inter-personal Relationship - Analysis of Transactions - Benefits of Transactional Analysis **Conflict:** Conflicts and types of Conflict, Causes of Conflict **Conflict Resolution**: Principles of Conflict Resolution - Resolving Workplace Conflict- Conflict Resolution Techniques :Preventative Techniques - Other Techniques - Positive Outcome of Conflicts - Personality Conflict and Resolution	15	25

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4	**Learning and Management**	15	25
	Learning And OB: Definition And Meaning Of Learning- Principles Of Learning- Behaviors That Can Be Learned Through Modeling - Self Efficacy Affects Behavior **Organization Behavior And Management:** Organization Behavior Management - Organization Behavior Management - Reinforcement Theory Revisited -Organization Behavior Management Outcome - Behavior Shaping In Organization Behavior Management **Implementing An Organization Behavior:** Management Programmed, Behavior Plans (BIP) Or Behavior Intervention (BMI) - Functional Behavior Assessment - The Five Step Plan Of Organizational Behavior Management Programmed		
		Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understanding conflict resolution, expand knowledge about different approach in leadership and team building
CO2	Modify the model of OB and develop the concept of true leadership
CO3	Evaluate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
CO4	Discuss the complexities associated with management of the group behavior in the organization

Reference Books

1. **Organizational Behavior (Text Book)**
   By Fred Luthans, (1998) | International Eighth edition, Irwin McGraw Hill.
2. **Organizational Behavior, concepts, controversies and applications (Text Book)**
   By Robbins, S.P. (1994), | 6th edition, N.J. Prentice Hall.
3. **Organizational Behaviour**
   By Stephen .P. Robbins
4. **Organizational Behavior**
   By K Ashwathappa | Himalaya Publishing House
5. **Organizational Behavior**
   By Stephen P Robbins | Prentice Hall

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Course	7010503 - COUNSELLING & NEGOTIATION SKILLS FOR MANAGERS	**Semester - 5**
Type of Course	Discipline Specific Elective	
Prerequisite		
Course Objective	1. Students will acquire foundational knowledge of counseling approaches, processes, and procedures. 2. Students will gain insights into specific counseling techniques and their application in managing role conflicts, problem subordinates, and performance issues within organizations. 3. Students will understand the principles and processes of negotiation, including the nature, types, and styles of negotiation. 4. Students will learn about the role of trust and ethics in negotiations, the impact of cultural differences and gender on negotiation styles, and the use of IT in negotiation contexts.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Counselling** • Introduction of Counselling • Approaches to Counselling, • Goals and Process of Counselling • Counselling Procedures and Skills • Organizational Application of Counselling Skills	15	25
2	**Changing Behaviors through Counselling** • Specific Techniques of Counselling • Role conflicts of Managers and Counselling • Application of Counselling in Specific Organizational Situations • Dealing with problem Subordinates Performance Management • Alcoholism and Other Substance Abuse • Ethics in Counselling	15	25
3	**Negotiation** • Introduction of Negotiation • Nature and need for negotiation • Negotiation process • Types and styles of negotiation • Strategies and tactics • Barriers in effective negotiation • Communication Style • Breaking Deadlocks	15	25
4	**Negotiation Roles & Cultures**	15	25

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	• Role of trust in negotiations • Negotiation and IT • Ethics in negotiation • Cultural differences in negotiation styles • Gender in negotiations • Context of mediation • Negotiation as persuasion		
		Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand the complex theory and practice of negotiation in particular and conflict resolution in general.
CO2	Identify the challenges we all have in dealing with negotiation and conflict resolution
CO3	Analyze negotiation as a system and the important role of subsidiary factors
CO4	Discuss the issues related to negotiation and Counselling

Reference Books

1.	**Counselling Skills for Managers (PHI) (Text Book)** By Singh Kavita | CBS Publishers & Distributors Pvt. Ltd
2.	**Workplace counselling (Text Book)** By Carroll M | Sage Publication
3.	**Introduction to counselling: voices from the field, USA: Cengage Learning** By Kotler, J. A., & Shepard, D. S | Thomson Learning Academic Resource Center
4.	**Negotiation theory and strategy (Text Book)** By Korobkin, R | Aspen Publishing

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Course	7020501 - INVESTMENT BANKING & FINANCIAL SERVICES	**Semester - 5**
Type of Course	Discipline Specific Elective	
Prerequisite		
Course Objective	1. Students will gain a comprehensive understanding of the evolution, structure, and regulatory framework of Indian investment banking, including its core functions and allied businesses. 2. Students will develop a thorough knowledge of merchant banking functions, including fund-raising activities, mutual funds, and regulatory guidelines set by SEBI. 3. Students will be equipped to distinguish between leasing and hire-purchase financing, understanding their definitions, types, advantages, and limitations for both lessors and lessees. 4. Students will acquire the ability to analyze the credit rating system, its importance, and its regulatory framework.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Investment Banking :** Evolution of Indian Investment Banking, Characteristics and Structure of Indian Investment Banking, Service Portfolio of Indian Investment Banks (Core Investment Banking and Allied Businesses), Regulatory Framework for Investment Banking.	15	25
2	**Merchant Banking :** Functions, scope, Merchant banking in India, SEBI guidelines for merchant bankers, role of merchant banker in fund raising, **Mutual funds :** meaning, origin and growth, constitution and management, types, advantages and disadvantages, performance, regulations	15	25
3	**Leasing :** Definition leasing, Types of leasing, Advantages leasing Limitations for lessor and lessee **Hire-purchase :** Meaning and Features of hire purchase, Rights of hirer, Difference between leasing and hire purchase financing **Venture capital :** Concepts of venture capital Characteristics of venture capital, Stages of investment/financing, Venture capital in India	15	25
4	**Credit Rating :** Meaning of credit rating, Origin of credit rating, Importance of credit rating, Credit rating system, Regulatory framework of credit rating **Depository services :** Depository system, Depository participant, SEBI guidelines for depository system, Dematerialization and rematerialisation of shares, Electronic settlement of trade **Plastic money:** Concept of plastic money Different forms of credit rating, Credit card and debit card, Credit card cycle, Advantages and Limitations of Plastic money, Factors affecting the usage of cards, Future outlook of Plastic money	15	25
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Explain the Investment banking concepts and Structure of Indian Investment Banking
CO2	Interpret the importance and relevance of Investment Bankers in any Financial System.
CO3	Analyze the entire process of raising funds from primary markets along with the concerned regulations applicable in India.
CO4	Discuss the various financial services available in financial markets particularly in India along with the latest innovations and technological integration in the field of finance.

Reference Books

1.	**Principles and Practices of Banking** By Indian Institute of Banking and Finance | Macmillan India Ltd
2.	**Life Insurance Corporation of India** By Mishra M.N. | Raj Books, Jaipur
3.	**Legal and Regulatory Aspects of Banking** By Indian Institute of Banking and Finance | Macmillan India Ltd.
4.	**Insurance: Fundamentals, Environment & Procedures** By K.P.Singh | Deep & Publications Pvt. Ltd. New Delhi.
5.	**Insurance Products & Services** By Indian Institute of Bankers | Taxman
6.	**Indian Financial System** By B. V. Pathak | Pearson Publication
7.	**Financial Services in India-Concept and Application** By Kothari, R. | Sage Publications India Pvt. Ltd., New Delhi.

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Course	7070501 - DATABASE MANAGEMENT SYSTEM	**Semester - 5**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. The aim of this course is to introduce the rudiments of Data base Management to the students. 2. Students will be able to develop logical expressions, which will help them to create Database, basic applications in SQL 3. To Handling Function in SQL. 4. Students will become familiar with the Data base Management techniques and SQL using computers.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	4	4	70	30	50	-	150

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to RDBMS and SQL** Data models- Hierarchical, Network, Relational: Concepts and Terminology, E-R Diagram: Entities, Attributes and Types of Relationships; Introduction to DBMS Terminology, Advantages, Keys; Normalization (1NF,2NF,3NF); Introduction to SQL- Types of SQL Statements: DDL (Data Definition Language), DML (Data Manipulation Language), DQL (Data Query Language),DCL (Data Control Language),TCL (Transaction Control Language).	15	25
2	**Basic SQL Concepts** Built-in Data Types - (Number, Char, Varchar2, Date); Creating Table and Inserting Data, Retrieving Data Using Query, Manipulating Data using DELETE and UPDATE; Modifying table structure, Removing table, Pseudo Columns - ROWID, ROWNUM, USER, SYSDATE, Null values, TAB table, DUAL table, Operators- Arithmetic, Relational, Logical, Range Searching, Pattern Matching and Set operators.	15	25
3	**Data Constraints and Built-in Functions** Data constraints - Introduction, Type of data constraints (Not Null, Unique, Primary Key, Foreign Key and Check); ALTERTABLE to add/ remove constraints; Scalar Functions: Numeric (Abs, Floor, Mod, Power, Round, Sign, Sqrt, Trunc), Character (Chr, Ascii, Concat, Initcap, Lower, Substr, Trim, Upper), Date (Add Month, Last_Day, Next_Day, Months Between), Conversion (To_Number, To_Char And To Date); Aggregate Functions: (Avg, Count, Max, Min, Sum), Miscellaneous: (Nvl, Decode).	15	25
4	**Advanced Concepts** Query and Sub query, IN, ANY and ALL operators, Joining Tables, Types of Joins (Cross Join, Natural Join, Inner Join, Equijoin, Outer Joins, and Self Join), Views - Advantages and Disadvantages of View, Creating, Dropping, Use and Characteristics of Updateable and Non-Updateable Views, Transaction Processing Commands (Commit, Roll back and Save point), Introduction to PL / SQL	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Able to implement SQL query and Database Management for solving problems.
CO2	Able to design and Create Database in DBMS.
CO3	Develop confidence for self-education and ability for life-long learning needed for Database Management System.
CO4	Student should be reasonably good at Database Management and SQL.

Reference Books

1.	**Database Management System** By Arun K Majmudar, Pritimoy Bhattacharyya | McGraw Hill Education
2.	**An introduction to Database Systems** By Desai Bipin C. | Pearson Education Asia | 7, Pub. Year 2001
3.	**Commercial Application Development Using Oracle Developer 2000** By Ivan Bayross | BPB Publication
4.	**Oracle Complete reference** By Kevin Lonely and George Koch | Tata McGraw Hill Education Pvt. Ltd.
5.	**Oracle DBA Giude**

Course	7070502 - MANAGEMENT INFORMATION SYSTEM	**Semester - 5**
Type of Course	Major (Core) Course	
Prerequisite		
Course Objective	- The aim of this course is to introduce the rudiments of Management Information System to the students. - Students will be able to develop logics which will help them to analyze the information technology. - To Handling Management though the information system. - Students will become familiar with problem solving techniques using Management Information System.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Information Systems– Introduction and Types** Introduction to information Systems- Introduction and Types Office Automation Systems, Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems, Expert Systems.	15	25
2	**Management Information Systems** Management Information Systems(MIS)-Importance and Evolution, Logical foundations of MIS, Typical MIS, Information and Managerial Effectiveness, Business Information System- Introduction and Types of BIS, Business Functions	15	25
3	**Information Systems Environment** Systems Theory, Classic View of Organization, Transitional Views, Modern Organization Theory, Major Organizational Considerations, Managerial Roles, Decision Making Models, Role of Information Systems indecision, The Impact of Computers on Organizations and Individuals.	15	25
4	**Information Systems and Managerial Process** Managerial Decision Making, Decision Making Environment, Planning and Security for IT Infrastructure, Portfolio Approach and Identifying its Proposals, Evaluating IT Investments and Information Systems.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

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Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the role of Management Information Systems in achieving business competitive advantage through informed decision-making.
CO2	Analyze how information technology impacts a firm in terms of value creation and bring about strategic advantage for a firm.
CO3	Develop the ability to contribute meaningfully towards acquisition, development, deployment, and management of information systems.
CO4	Student should be reasonably good at problem solving with MIS.

Reference Books

1.	**Business Information Systems** By Muneesh kumar | Vikash Publishing
2.	**Management Information Systems and Decision Support Systems** By E Turban | Tata McGraw Hill Education Pvt. Ltd.
3.	**Management Information Systems** By Sadagopan | Narosa Publications

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Course	7000601 - PROJECT REPORT	**Semester - 6**
Type of Course	Major (Core) Course	
Prerequisite		
Course Objective	1. To enable the students to understand the Management and System at various levels in general & in certain specific industries or organizations. 2. To support the students focus on and analyses the issues & strategies required to select and develop various live project topic in any organization. 3. To develop relevant writing skills required for application in research related issues. 4. To enable the understanding of various research concepts along with the domain concept in order to take correct business decisions.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
-	-	8	4	-	-	100	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Classify Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases.
CO2	Apply Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making.
CO3	Analyze Feasibility Study as Comprehensive Project.
CO4	Describe the project report and it will be assessed on the basis of one group report submitted by Students.

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Course	7030601 - BASICS OF SOCIAL MEDIA MARKETING	**Semester - 6**
Type of Course	Discipline Specific Elective	
Prerequisite		
Course Objective	1. Gain proficiency in navigating and using different social media platforms 2. Develop skills in creating and maintaining a consistent and compelling online presence. 3. Explore techniques for building and sustaining communities on social media. 4. Learn how to measure the effectiveness of campaigns and adjust strategies based on performance metrics.	

Teaching Scheme (Contact Hours)				**Examination Scheme**				
				Theory Marks		**Practical Marks**		
Lecture	**Tutorial**	**Lab/Practical**	**Credit**	**SEE(T)**	**CIA(T)**	**SEE(P)**	**CIA(P)**	**Total Marks**
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction** • Introduction to Social Media, What is Social Media? • How Social Media developed, Managing Information - Aggregators, • Google Alerts, Blogs. • Getting your company ready for Social Media Content Management • Touchpoint analysis, Scheduling, Creating content, Managing content • programs, Planning Worksheets	15	25

2	**Internet Marketing and Digital Marketing Mix**
	• Internet Marketing, opportunities and challenges
	• Digital marketing framework
	• Digital Marketing mix
	• Impact of digital channels on IMC
	• Blogs - Blogger, Tumblr, WordPress, and Influencers Who are they? How to find them How to use them to benefit your brand
	  ◦ Posts, Paid Promotion Ads, Contests.
	  ◦ Facebook & Instagram- Creating groups and pages, Tips and Guides
		15	25

3	**Search Engine Advertising:** • Pay for Search Advertisements • Ad Placement, Ad Ranks • Creating Ad Campaigns • Campaign Report Generation • YouTube Long - form video platforms, Setting up a channel, Managing content - Video Flow - Google Pages for YouTube Channel • Verify Channel Webmaster Tool - Adding Asset - Associated Website Linking - Custom Channel URL - Channel ART - Channel Links - Channel Keywords • Branding Watermark - Featured Contents on Channel - Channel Main Trailer - Uploading Videos - Uploading Defaults - Creator Library - Practical Examples. • Twitter - Set-up and usage Tips. LinkedIn - Tips and Guides Review of • Pinterest - Visual social media and bookmarking, Set-up and management	15	25
4	**Display marketing**	15	25

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Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	• Types of Display Ads • Buying Models • Cost per Click (CPC), Cost per Mille (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA). • Programmable Digital Marketing • Analytical Tools • YouTube marketing • Collaborative Marketing & Crowdsourcing - • Consumer-generated content (Encouraged Organic), • New Technologies - Chat Bots/Messenger Bots and Artificial Intelligence.		
	Total	**60**	**100**

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

	At the end of this course, students will be able to:
CO1	Classify types of social media websites-mobile apps-email- social media-various social media websites.
CO2	Illustrate the Target Audience-Sharing content on Social Media Book marking websites.
CO3	Analyze tips of Social Media Marketing-Customization; Social Media Optimization.
CO4	Explain Establishing Relationship with customers Social Media.

Reference Books

1.	**Advertising and Promotions: An IMC Perspective (Text Book)** By Kruti Shah & Alan D-Souza | Tata McGraw Hill
2.	**Advertising and Promotion: An IMC Approach (Text Book)** By Terence A. Shimp | Cengage Learning
3.	**Sales Management: Concepts, Practice, and Case** By Johnson F.M., Kurtz D.L., Scheuing E.E | Tata McGraw Hill

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Course	7070601 - PROJECT MANAGERMENT	**Semester - 6**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To understand the need of Project Management. 2. To enables the students to learn about project identification, formulation, it's financial appraisal and implementations. 3. To provide conceptual clarification to small scale industry and the stages. 4. Involved in the establishment of small business.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
2	-	4	4	70	30	50	-	150

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction** Definition of the Project, Project Specification and Parameters, Principles of Project Management, Project Management Life Cycle.	15	25
2	**Software Project Planning** Project Activities and Work Break down Structure (WBS), Criteria for completeness in the WBS, Activity Resource Requirements and Cost, Joint Project Planning Session, Project Management Plan.	15	25
3	**Project Economics and Risk Management** Project Costing, Empirical Project Estimation Techniques, Decomposition Techniques, Algorithmic Methods, Automated Estimation Tools; Risk Concepts and Identification, Risk Assessment and Control, Risk Components and Drivers, Risk Tracking and Monitoring, Risk Mitigation and Management.	15	25
4	**Project Scheduling and Tracking Techniques** Introduction to Project Scheduling and Tracking, Effort Estimation Techniques, Task Network and Scheduling Methods, Monitoring and Control Progress, Graphical Reporting Tools.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Demonstrate the fundamentals of project management its organization.
CO2	Utilize the concepts of project organizing, project planning and it's budgeting.
CO3	Analyze the project network and resource allocation in projects.

Reference Books

1.	**Modern Data Warehousing, Mining and Visualization: Core Concepts** By George M. Marakas | Pearson Education
2.	**Data Mining: Concepts and Techniques** By Jiawei Han and Micheline Kamber | Morgan Kaufmann Publishers
3.	**Data Warehousing, Data Mining and OLAP** By Alex Berson and Stephen J. Smith | Tata McGraw-Hill
4.	**Data Warehousing in the real World** By Sam Anahory, Dennis Murray | Pearson Education

Course	7990601 - BASIC OF STRATEGIC MANAGEMENT	**Semester - 6**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. The present course aims at familiarizing the participants with the detail concepts of Strategic Management. 2. To enable them about various tools and techniques of corporate strategic management. 3. To develop analytical and conceptual skills and the ability to look at the totality of situations. 4. To help students develop skills for applying these concepts to the solution of business problems.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction**	15	25

	Introduction of Strategy
	• Introduction of Strategy :
	• Definition, Elements,
	• Forms and Types of Strategy,
	• Need for Strategy
	Introduction to Strategic Management
	• **Introduction of Strategic Management**:
	• **Definition, functions and role of Strategic Management.**
	• **Need for Strategic Management.**
	• Business Policy
	• Corporate Strategy
	• Key terms in Strategic Management:
	  ◦ Mission
	  ◦ Vision
	  ◦ Objectives
	• Strategic Management Process
	• Impact of globalization
	• Strategic Decision Making
	  ◦ Issues in Strategic Decision Making		

2	**Environment Scanning & Strategic Planning**	15	25

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
	External Environment Scanning • Political Environment, • Economic Environment, • Socio-cultural Environment, • Technological Environment • Industry Environment **Internal Environment Scanning :** • Identifying strength, • Identifying weakness, • Identifying threats, • Identifying competencies and core competencies **Strategic Planning** • Concept of Strategic Planning • Need & Importance of Strategic Planning • Internal Appraisal of firm • Process of Strategic Planning • Stages of corporate development • Approaches to Environmental Scanning		
3	**Different Level of Strategy** **Corporate Level Strategy** • Strategic Alliances, • Horizontal and Vertical Integration, • Diversification **Business Level Strategy:** • Offensive and Defensive strategies, • Five Generic Strategies, • Functional Level Strategy: • Overview of various functional strategies **Competitive Advantage and Core Competence** • Concept of Competitive advantage • Significance of Competitive advantage • Building competitive advantage • Concept of Core competence • Difference between Competitive advantage and Core competence • Acquiring core competence	15	25
4	**Global Strategy & Strategic Implementation** **Global Strategy** • Identifying International Opportunities • International Strategy • Environmental Trends • Choice of International Entry Mode • Strategic Competitive Outcomes • Risks in an International Environment **Strategic Implementation:** • Behavioral and Functional Issues: • Organization Structure, • Organization Culture, • Strategic Evaluation and Control	15	25
		Total 60	100

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Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Explain the Business Policy, Corporate Strategy, Key terms in Strategic Management.
CO2	Develop the Need & Importance of Strategic Planning, Internal Appraisal of firm.
CO3	Analyze the Concept of Competitive advantage, Significance of Competitive advantage.
CO4	Discuss the International Opportunities, International Strategy, Environmental trends.

Reference Books

1.	**Business Policy and Strategic Management (TextBook)** By Ramaswami and Namkumari | Macmillan Publishers India Limited
2.	**Strategic Management, Concepts and Cases (TextBook)** By Fred R David | PHI Learning Pvt Ltd. (Twelfth Edition)
3.	**Strategic Management: Concept and Cases (TextBook)** By Thompson and Strickland | McGraw-Hill/Irvin
4.	**Business Policy and Strategic Management** By Willam F. Gluch | Frank Bros & Co.-

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Course	7070602 - DATA MINING AND WAREHOUSING	**Semester - 6**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	- To understand the need of Data Warehouses. - To understand the need for Data Mining. - To learn the algorithms used for various types of Data Mining problems. - To understand the concept of Analytical Processing (OLAP).	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE(T)	CIA(T)	SEE(P)	CIA(P)	Total Marks
3	1	-	4	70	30	-	-	100

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Data Warehousing and Data Mining** The modern Data warehouse, Data Warehouse roles and structure, need of Data Warehouse, The cost of Warehousing Data, Foundation of Data mining, The roots of Data Mining, The Approach to Data Exploration and Data Mining.	15	25
2	**The Data Warehouse** Stores, Warehouses and Marts, the Data Warehouse Architecture, Metadata, Metadata Extraction, Implementing Data Warehouse, Data Warehouse technologies.	15	25
3	**Data Mining** **What is Data Mining, Online Analytical Processing, Techniques used to mine the data, Market Basket Analysis, Limitations and challenges to DM.**	15	25
4	**Data Analysis and Visualization** Correlation, Covariance, Rank and Percentile, Histogram and Moving Average. Data Visualization with advance Charts: Stock Chart, Surface Chart, Donut Chart, Bubble Chart and Radar Chart.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand Market Basket Analysis.
CO2	Learn various techniques to implement in Data Warehouse and Data Mining.
CO3	Analyze the usage, need and cost of Data Warehouse
CO4	Student should be reasonably good at recognize Data Warehouse and Data Mining.

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CO4	Illustrate the project monitoring and control.

Reference Books

1.	**Software Project Management** By John J. Rakos | Prentice Hall
2.	**Software Project Management** By Walker Royce | Pearson Education
3.	**Software Engineering : A Practitioner's Approach** By Roger S. Pressman | McGraw-Hill

Course	7990602 - QUANTITATIVE TECHNIQUES	**Semester - 6**
Type of Course	Major Core Course	
Prerequisite		
Course Objective	1. To provide basic knowledge of analyzing data using various statistical and quantitative techniques for business decisions. 2. To enable better reporting for decision making. 3. To highlight the benefits as well as the limits of quantitative analysis in a real-world context. 4. The main focus of this course is to provide an understanding of basic statistical inference (tools) that are useful or necessary in managerial decision making.	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		
Lecture	Tutorial	Lab/Practical	Credit	SEE (T)	CIA (T)	SEE (P)	CIA (P)	Total Marks
3	1	-	4	70	30	-	-	100

*SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction** Meaning of Quantitative Techniques Classification of Quantitative Techniques Statistical Techniques Programming or Research Techniques Important Operations Research Techniques Role of Quantitative Techniques in Business & Industry Quantitative Techniques & Business Management Limitations of Quantitative Techniques.	15	25
2	**Introduction to Statistics** Meaning definition Statistics Functions of Statistics Importance and limitations of Statistics Collection of data Primary and Secondary data Schedule and questionnaire Frequency distribution Tabulation, Diagram Graphic presentation of data. **Measures of Central Tendency and Dispersion**: Definition of Central Tendency Objectives Central Tendency Characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean Harmonic Mean, Median, Mode, Quartiles, Deciles, percentiles, Properties of averages and their application. Meaning, definitions, objectives of Dispersion, Range Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation.	15	25
3	**Measures of Correlation** Meaning, Definition and use of correlation. Types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation probable error Meaning utility of regression analysis Comparison between Correlation and Regression Regression Equations Interpretation of Regression Co-efficient.	15	25
4	**Elementary Transportation** Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes) Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Application	Analyze
Weightage	40	30	30

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Classify Multiple optimal solution, infeasibility, unbounded solution); simplex Methods.
CO2	Examine the Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost Method, and Vogel's Approximation Method (VAM).
CO3	Organize the Construction of the Network diagram, Critical Path- float and slack analysis.
CO4	Discuss the Payoff Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information Markov Chains.

Reference Books

1.	**Quantitative Management (Text Book)** By N. D. Vohra | Tata McGraw Hill
2.	**Operations Research (Text Book)** By P. K. Gupta, Man Mohan, Kanti Swarup | Sultan Chand& Sons
3.	**Operations Research** By V. K. Kapoor | Sultan Chand & Sons
4.	**Operations Research Theory & Applications** By J. K. Sharma | Macmillan India Limited