



## **Department of Management**

**Birla Institute of Technology, Mesra, Ranchi-835215 (India)**

### **Institute Vision**

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

### **Institute Mission**

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

### **Department Vision**

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

### **Department Mission**

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

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

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

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

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

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

SEM I  
(Programme Core)

**MT-**

**101 General Principles of Management COURSE INFORMATION SH**

**EET**

Course code: MT-101  
Course title:  
General Principles of Management Pre-  
requisite(s): NIL.  
Co-requisite(s): NIL  
Credits: 3      L:3      T:0  
                                 P:0 Class schedule  
per week: 03 Class: BBA  
Semester / Level: I /  
1 Branch: BBA  
Name of Teacher:

**COURSE OBJECTIVE**

**This course enable the students:**

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

**Course Outcomes**

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

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

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

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

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

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

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

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

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

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

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

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

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

## **Textbooks:**

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

## **Reference books:**

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

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

**through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

IndependentTeachingAssessment	5
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**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

**MappingofCourseOutcomesontoProgramOutcomes**

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

MappingBetweenCOsandCourseDelivery(CD) methods			
CD	CourseDelivery methods	CourseOutcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1, CD2,CD4

CD3	Seminars		CO3	CD1
CD4	Miniprojects/Projects		CO4	CD1, CD2,CD5, CD8
CD5	Laboratoryexperiments/teachingaids		CO5	CD1, CD2,CD3, CD4,CD6, CD8
CD6	Industrial/guest lectures			
CD7	Industrialvisits/in-plantraining			
CD8	Self-learningsuchasuseofNPTELMaterialsandinternets			
CD9	Simulation			

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		1	Definition, Nature		CO1		PPT/Chalk	
	L2		1	Managerial Roles				- Board/Educational Videos/ Case Study etc.	
	L3		1	Managerial skills and Levels					
2	L4		1	Basic Functions of Management					
	L5		1				CO 2		

						CO3				
	L6		1	Evolution of Management Thoughts		CO1		PPT/Chalk		
3	L7		1						- Board/Educational Videos/Case Study etc.	
	L8		1							
	L9		1	Trends and Challenges		CO5		PPT/Chalk		
4	L10		2	Definition, Nature, Importance,		CO1		- Board/Educational Videos/Case Study etc.		
	L11		2							
	L12		2	Types of Planning,		CO2		PPT/Chalk		
5	L13		2	Steps in Planning,				- Board/Educational Videos/Case Study etc/Seminar		
	L14		2							
	L15		2	Planning Premises				PPT/Chalk		
6	L16		2					- Board/Educational Videos/Case Study etc.		
	L17		3	Concept, Definition,				PPT/Chalk		
	L18		3					-		
7	L19		3	Formal						



	L20		3	and InformalOrga nisation		CO1		Board/Educ ationalVide os/ Case Study etc.	
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13	L37		5	Leadership			Board/Educ ationalVide os/	
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	L38		5	Definition		CO4		Case Study etc.		
	L39		5	Leadership Theories				PPT/Chalk		
14	L40		5						- Board/Educational Videos /CaseStudy/ Self-learningsuch asuse of NPTEL materialsand internets	
	L41		5							
15	L42			Revision		CO5		Tutorials/Assignments/Industrial/guestlectures		
	L43									
	L44									
	L45									

### MT102 Business

#### Statistics COURSE INFORMATION SHEET

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

Name of Teacher:

### **Course Objectives**

This course enables the students:

A.	To understand the importance of data and how to collect, organise and summarise the data.
B.	To describe preliminary statistical techniques to solve problems.
C.	To explain the merits and limitations of different statistical techniques.
D.	To impart the knowledge of interpreting the result of data analysis.
E.	To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

### **Course Outcomes**

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

1.	Appraise the need for data analysis.
2.	Formulate the statistical problem and solve it.
3.	Interpret the result of statistical analysis for improved managerial decision making.
4.	Design and describe problems of inferential statistics.
5.	Apply analytical skills in both private and public business organizations in the country.

### **Syllabus:**

#### **Module-1: Introduction to Statistics: (Lecture 8)**

Definition of Statistics, Scope of Statistics, Types of Data, Methods of collecting Data, Diagrammatic and Graphic Presentation of Data, Graphs of Frequency Distribution. Numerical exercises.

#### **Module -2: Measures of Central Tendency: (Lecture 12)**

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

#### **Module-3: Measures of Dispersion: (Lecture 12)**

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

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

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

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

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

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

#### **Textbooks:**

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

#### **Referencebooks:**

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

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

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

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

### **Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

3	H	M	L	H
4	H	M	H	H
5	H	L	H	M

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	Cos Mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-4		Mod-1	Definition of Statistics, Scope of Statistics, Types of Data. Methods of collecting data.	T1, T2, R1	CO1, CO4		Lecture/PP T/Assignments/Self Learning	
2	5-8		Mod-1	Diagrammatic and Graphic Presentation of Data. Numerical exercises.	T1, T2, R1	CO1, CO4		Lecture/PP T Lecture/PP T/Assignments/Self	



								Learning	
3	9-12		Mod-2	GraphsofFrequency Distribution. Numericalexercises.	T1,T2 ,R1	CO1, CO4		Lecture/PP T	
4	13-16		Mod-2	Needformeasuring centraltendencyof data; Arithmetic Mean, Geometric Mean: properties, merits &demerits. Numerical Exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T/Projects	
5	17-20		Mod-2	Harmonic Mean, Median, Mode: properties,merits& demerits.Numerical exercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T	
6	21-24		Mod-3	Needformeasuring dispersionof data; Range, Mean AbsoluteDeviation: properties, merits and demerits. Numericalexercises.	T1,T2 ,R1	CO2, CO3, CO4, CO5		Lecture/PP T/Guest Lectures/Se minars	
7	25-28		Mod-3	Quartile Deviation, Standard deviation: properties, merits and demerits. Numericalexercises.	T1,T2 ,R1	CO2, CO3, CO4		Lecture/PP T/Self Learning	
8	29-32		Mod-3	Coefficient of Variation: their properties, merits and demerits. Numericalexercises.	T1,T2 ,R1	CO3, CO4, CO5		Lecture/PP T/Guest Lectures	
9	33-36		Mod-4	Need for studying correlation,Typesof Correlation, MethodsofStudying Correlation: Scatter Diagram, Karl Pearson'scoefficient of correlation, Spearman's Rank	T1, T2, R1, R2	CO3, CO4, CO5		Lecture/PP T	

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

### MT103 Introduction To Business

#### Accounting COURSE INFORMATION SHEET

**Course code: MT103**

**Course title: Introduction To Business Accounting**

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

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

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

**P: 0 Class schedule**

**per week: 3**

**Class: BBA Semester**

**/Level: I/1**

**Branch: Management**

**Name of Teacher:**

## Course Objectives

This course enable the students:

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

## Course Outcomes

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

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

## Syllabus

### Module I (9 Lectures)

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

### Module II (9 Lectures)

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

**Module III (9 Lectures)**

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

**Module IV (9 Lectures)**

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

**Module V (9 Lectures)**

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

**Textbooks:**

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

**Reference books:**

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

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

**et through Gaps in the Syllabus**

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

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

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars

Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-plantraining
Self-learningssuchasuseofNPTELmaterialsandinternets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools& EvaluationprocedureDirectAssessment**

AssessmentTool	%ContributionduringCOAssessment
End SemExaminationMarks	50
Mid SemExaminationMarks	25
Quiz(s)	20
IndependentTeachingAssessment	5

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

**MappingofCourseOutcomesontoProgramOutcomes**

CourseOutcome#	ProgramOutcome			
	a	b	c	D
1	L	M	L	M
2	M	L	H	M
3	M	M	M	H
4	L	M	H	M
5	M	M	M	H

**MappingBetweenCOsandCourseDelivery(CD)methods**

CD	CourseDeliverymethods	CourseOutcome	Course DeliveryMethod
CD1	Lecturebyuseofboards/LCD projectors/OHPprojectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2

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

### Lecturewise Lesson planning Details.

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

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

## MT104 Computerised Accounting Lab

### COURSE INFORMATION SHEET

Course code: MT104  
Course title: Computerised Accounting  
Lab Pre-requisite(s): NIL  
Co-requisite(s): NIL  
Credits: 2 L:0 T:0 P:  
4 Class schedule per week: 4  
Class: BBA Semester  
/ Level: I/1 Branch:  
Management Name  
of Teacher:

### Course Objectives

This course enables the students:

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

### Course Outcomes

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

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

### Syllabus



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

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

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

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

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

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

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

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

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

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

### **Textbooks:**

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

### **ReferenceBooks:**

1. Robert.N.Anthony.,David.F.Hawkins.,Kenneth.A.Merchant.(2004).AccountingTextandCases. TataMcGrawHillPublishingCompanyLimited, NewDelhi, 11th ed.
2. Hanif and Mukherjee (2003), Modern Accountancy Volume 2, Tata McGraw Hill Publishing Company limited, New Delhi, 2nd ed.

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

**through Gaps in the Syllabus**

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

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

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

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

<b>Mapping Between COs and Course Delivery (CD) methods</b>			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD4, CD5
CD 4	Miniprojects/Projects	CO4	CD1, CD5,
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD5,
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD 9	Simulation		

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-2		<b>Mod 1</b>	Introduction to Computerized accounting	T1, T2 R1, R2	CO1, CO2		PPT/Digital Class/Chalk-Board	

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

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

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

				Text Books				
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## MT105 Business Communication C

### OURSE INFORMATION SHEET

Course code: MT-105  
 Course title: Business Communication P  
 re-requisite(s): NIL.  
 Co-requisite(s): NIL  
 Credits: 2      L:0      T:0  
                     P:4 Class schedule  
 per week: 04 Class: BBA  
 Semester / Level: I /  
 1 Branch: BBA  
 Name of Teacher:

### COURSE OBJECTIVE

**This course enables the students:**

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

### Course Outcomes

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

1.	Explain the significance of Communication skills for a manager
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2.	Identify his Strengths and Weaknesses as an Individual
3.	Communicate effectively as a member of a work group
4.	Design and make effective presentations
5.	To frame appropriate answers to typical interview questions

## Syllabus

### Module 1: SELF ANALYSIS:

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

### Module 2: ATTITUDE & CREATIVITY:

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

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

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

### Module 4: MOTIVATION & TIME MANAGEMENT:

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

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

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

### Module 6: INTERVIEWS:

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

### Texts Recommended:



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

**References:**

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

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsmethroughGapsinthe Syllabus  
Topicsbeyondsyllabus/Advancedtopics/Design  
POsmethroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

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

### Direct Assessment

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

### Indirect Assessment –

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes to Program Outcomes

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

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

Mapping Between COs and Course Delivery (CD) methods			

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

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Te nt at ive Date	Ch. No.	Topic to be covered	Text Book /Reference s	CO sm app ed	Act ual Conte ntc ove red	Metho dolog y used	Re mar ks by faculty if any
1,2,3	6		Mod -1	SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem	T1, R1	CO 1, CO2		- Board Chalk	

3,4,5,6, And7	6		Mod -2	Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette, Out of box thinking, Lateral Thinking	T1, R1	CO 2		- Board Chalk	
7,8,9, and10	6		Mod -3	Significance of GD, Methodology, & Guidelines. Different skill sets required for GD, Recruitment process & group discussion. Debating effectively. Difference between Group Discussion and Debate.	T1, R1	CO 1		- Board Chalk	
10,11, and12	6		Mod -4	Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators, Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work.	T1, R1	CO 3		- Board Chalk	
13, 14,15	X		Mod -5	Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking (inner and outer traits), do's and don'ts. Types & Styles of Interview, Fundamentals of Facing Interviews, tips before going down for an interview, while waiting for your turn to come, different rounds of interview & Frequently Asked Questions	T1, R1	CO 4, CO 5		- Board Chalk	

## MT106FundamentalofComputingC

### COURSEINFORMATION SHEET

Coursecode:MT106  
Course title:Fundamentals of Computing Pr  
e-requisite(s):NIL  
Co-requisite(s):NIL  
Credits: 04 L:03 T:0 P:02  
Class schedule per week:  
Class:BBASemester  
/Level:I/1Branch:B  
BA  
Name of Teacher:

### Course Objectives

This course enables the students:

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

### Course Outcomes

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

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

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## Syllabus

### Module1:ComputerBasicsandLanguages(9lectures)

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

### Module2:DataRepresentation(9lectures)

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

### Module3:BinaryArithmetic(9lectures)

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

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

### Module4:Memory(6lectures)

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

### Module5:ComputerNetworks(9lectures)

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

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

### Text Books:

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

### Reference Books:

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

2. FundamentalofComputers–ByV.RajaramanB.P.B.Publications
3. FundamentalofComputers–ByP.K.Sinha

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsinthe Syllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedur**

**DirectAssessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourse Outcome

**MappingbetweenObjectivesandOutcomes**

**MappingofCourseOutcomesontoProgramOutcomes**

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

MappingBetweenCOsandCourseDelivery(CD) methods			
CD	CourseDeliverymethods	CourseOutcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1,CD2, CD5
CD4	Miniprojects/Projects	CO4	CD1,CD2,CD5
CD5	Laboratoryexperiments/teachingaids	CO5	CD1,CD2,CD5
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-plantraining		
CD8	Self-learningssuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

**LecturewiseLesson planningDetails.**

Wee kNo .	Lec t. No.	Ten tative Date	Ch. No.	Topics to becovered	Text Book /References	COs mapped	ActualContentcovered	Methodology used	Remarks by facultyif any
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1	3		Mod-1	Models of a Computer Systems, Characteristics of Computers.	T1, R1			PPT/Digital Class/Chalk-Board,	
2	4		Mod-1	Problem Solving. Why Programming Language?, Assembly Language.	T1, R1			PPT/Digital Class/Chalk-Board	
3	2		Mod-1, Mod-2	High-level Language, Compiling High-level Language.	T1, R1			PPT/Digital Class/Chalk-Board, Lab	
4	3		Mod-2	Some High-level Languages. Representation of Characters in Computers.	T1, R1			PPT/Digital Class/Chalk-Board, Lab	
5	2		Mod-2	Representation of Integers and Real Numbers in Binary	T1, R1			PPT/Digital Class/Chalk-Board	
6	2		Mod-2	Hexadecimal Representation of Numbers.	T1, R1			PPT/Digital Class/Chalk-Board, Lab	
7	3		Mod-2, Mod-3	Conversion between Different Number Systems . Binary Addition, Binary Subtraction	T1, R1			PPT/Digital Class/Chalk-Board	
8	3		Mod-3	Signed Numbers, Two's Complement Representation of Numbers. Addition/Subtraction of Numbers in 2's Complement Notation.	T1, R1			PPT/Digital Class/Chalk-Board	
9	4		Mod-3	Binary Multiplication,	T1, R1			PPT/Digital Class/Chalk	

				Binary Division of Computer Input Units Other Input Methods, Computer Output Units. Cell Memory Organization Read-only Memory				-Board, Lab	
10	3		Mod-4	Serial-access Memory Physical Devices Used to Construct Memory	T1, R1			PPT Digital Class/Chalk-Board, Lab	
11	6		Mod-4, Mod-5	Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives. Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks	T1, R1			PPT Digital Class/Chalk-Board, Lab	
12	3		Mod-5	Why We Need an OS, Batch OS, Multiprogramming OS.	T1, R1			PPT Digital Class/Chalk-Board, Lab	
13	3		Mod-5	Time-Sharing OS, Unix OS.	T1, R1			PPT Digital Class/Chalk-Board, Lab	

## SEM II

**(Programme Core)**

## MT107 Organisational Behaviour C

### COURSE INFORMATION SHEET

**Course code:** MT107

**Course title:** ORGANISATIONAL BEHAVIOUR

**Pre-**

**requisite(s):** NIL

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

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

**0 Class schedule per week:**

**03 Class:** BBA

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

**Branch:** BBA

**Name of Teacher:**

### Course Objectives

This course enables the students:

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

### Course Outcomes

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

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

### Syllabus

## **Module I (8 lectures)**

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

## **Module II (12 lectures)**

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

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

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

## **Module III (8 lectures)**

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

## **Module IV (7 lectures)**

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

## **Module V (7 lectures)**

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

### **Textbooks:**

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

### **Reference books:**

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

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

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

**Indirect Assessment –**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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

### LecturewiseLessonplanningDetails

Week No.	Lect. No.	Te ntative Date	Ch. No.	Topicstobecoved	Text Book /Reference s	CO sm app ed	Act ual Conte ntc ove red	Metho dolog y used	Re mar ksb yfac ulty ifan y
1,2,3	L1,L2,L3, L4,L5, L6,L7,L8		Mod -1	Meaningandimportanceof thestudyofOB,Whystudy organtional,Models of	T1, R1	CO 1,C O2		- Board Chalk	

				organizational Behaviour, Contributing Discipline of the OB field, Organization and Environment, Evolution of org. Behaviour, Organizational Strategies and policies, Different Perspectives of organizations in India and elsewhere.					
3,4,5,6, And 7	L9,L10,L11,L12,L13,L14,L15,L16,L17,L18,L19,L20		Mod -2	<p>Personality: Concepts and determinants, Stages in personality development, Freud's Personality theory, The effects of Biological factors in personality.</p> <p>Perception: Concepts and selectivity factors, perception and influence on individual behavior.</p> <p>Learning: Nature and definition of learning (Classical Ivan Pavlov, Conditioning – Skinner &amp; Social learning)</p> <p>Attitude: Concepts Components, Attitude and organizational behavior, Attitude measurement (Thurstone Scales, Likert Scales), Sources and types of attitudes.</p>	T1, R1	CO 2		- Board Chalk	
7,8,9, and 10	L21,L22,L23,L24,L25,L26,L27,L28		Mod -3	<p>Motivation: Concept and importance of motivation, important objectives of motivation, motivation theories (Maslow's Hierarchy Needs, Frederick W. Taylor, Alderfer ERG Theory, Herzberg's two Factor Theory, Equity Theory, Vroom's Expectancy theory)</p> <p>Motivation: Concept and importance of motivation, important objectives of</p>	T1, R1	CO 1		- Board Chalk	

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



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

### COURSE INFORMATION SHEET

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

**Name of Teacher:**

### Course Objectives

This course enables the students:

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

### Course Outcomes

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

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

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

## Syllabus

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

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

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

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

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

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

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

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

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

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

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

### Textbooks:

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

### Reference books:

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

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

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

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

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Course Outcomes and Programme Outcomes**

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

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

**Lecturewise Lesson planning Details.**

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

				Sampling, Merits and Demerits of different Sampling methods.					
5	17-20		Mod-2	Sampling Errors and Non Sampling errors, Central Limit Theorem. Sampling Distribution: definition, importance.	T1, R1, R3	CO2, CO4		Lecture/PP T	
6	21-24		Mod-3	Sampling Distribution of the Mean for one population sample, Sampling distribution of Proportions for one population sample. Numerical exercises.	T1, R1, R3	CO2, CO4		Lecture/PP T	
7	25-28		Mod-3	Definition, Significance of statistical estimation, Types of Estimation: Point and Interval estimations.	T1, R1, R3	CO3, CO4		Lecture/PP T, Mini projects	
8	29-32		Mod-3	Construction of Confidence Interval for population mean and confidence interval for Population Proportion for one population sample. Numerical exercises.	T1, R1, R2	CO3, CO4		Lecture/PP T, Mini projects	
9	33-36		Mod-4	Definition, Significance, Procedure of Hypothesis Testing, Type I and Type II Errors, One tailed and Two Tailed Tests.	T1, R1, R2	CO4, CO5		Lecture/PP T, Simulation	

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

### MT 109 Principles of Marketing-

#### COURSE INFORMATION SHEET

**Course code: MT109**

**Course title: Principles of Marketing-**

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

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

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

**Class schedule per week: 3**

**Class: BBA**

**Semester / Level:**

**II/2 Branch: Management**

**Teacher Name:**

#### Course Objectives

This course enables the students:

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

### Course Outcomes

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

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

### Syllabus

#### Module 1 (10 lectures)

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

#### Module 2 (9 lectures)

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

#### Module 3 (7 lectures)

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

**Module 4 (10 lectures)**

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

**Module 5 (10 lectures)**

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

**Text Books:**

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

**Reference Books:**

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

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

### Mapping of Course Outcomes to Program Outcomes

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

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

CD9	Simulation		
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### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs appended	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		Mod-1	Meaning and Concept of Market and Marketing	1,2,3,4,5	1		Lecture PPT	
	L2		Mod-1	Core Marketing Concepts	1,2,3,4,5	1		Lecture, PPT,	
	L3		Mod-1	Core Marketing Concepts	1,2,3,4,5	1		Lecture, PPT,	
2	L4		Mod-1	Marketing and Selling (concepts and differences)	1,2,3,4,5	1		Lecture PPT	
	L5		Mod-1	Introduction to Marketing Mix,	1,2,3,4,5	1		Lecture PPT	
	L6		Mod-1	Introduction to Marketing Mix,		1		Lecture PPT	
3	L7		Mod-1	Elements of Company's Macro and Micro Environment,	1,2,3,4,5	1		Lecture PPT	
	L8		Mod-1	Elements of Company's Macro and Micro Environment,	1,2,3,4,5	1		Lecture PPT	
	L9		Mod-1	Elements of Company's Macro and Micro Environment,	1,2,3,4,5	1		Lecture PPT	
4	L10		Mod-1	Responding to Company's marketing	1,2,3,4,	1		Lecture	

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

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



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

### MT111 Introduction to Materials Management and Production

#### ManagementCOURSEINFORMATIONSHHEET

Coursecode:MT111

Coursetitle:IntroductiontoMaterialsManagementandProductionManagementPre-requisite(s):NIL

Co-requisite(s):NIL

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

**Class schedule per week: 3 lectures**

**Program: BBA**

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

**Department: Management**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

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

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

### **Syllabus**

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

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

**Module2(7lectures)**

Purchasing Functions, Purchase Procedure and Purchasing Cycle,Stores Management, LocationandLayoutofStores,Stores SystemandProcedures.

**Module3(6lectures)**

InventoryControl,ConceptofEOQandROP,ValueAnalysisandABCAnalysis.Simpleapplicationori entednumericalproblemsonEOQ,ROPandABCAnalysis.

**Module4(12lectures)**

Nature and Scope of Production Management, forecasting – first step of production function,need for sales forecasting, Types of forecasting techniques, Plant location decision, locationalproblem analysis and importance of location factors, facility layout decision, types of layout, linebalancing,meritsanddemerits oflayouts.

**Module5(10lectures)**

Production planning and control – nature, factors determining production planning, productionplanning systems, production control, benefits of production control, and elements of productioncontrol,plantmaintenance– objectives,typesofmaintenancescope,importance.

**Textbooks:**

1. Gopalakrishna, P. and Sunderasan, M., Materials Management: An IntegratedApproach(PHI:NewDelhi)
2. Ashwathapa,KandSridharaBhat,KProductionandOperationsManagement(HimalayaPublis hing,House,Mumbai–04)

**Referencebooks:**

1. Chary,S.N.,ProductionandOperationsManagement(TMh:NewDelhi)
2. Khanna,O.P.,IndustrialEngineeringandManagement(DhanpatRai:NewDelhi)

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme****tthroughGapsinthe Syllabus****Topicsbeyondsyllabus/Advancedtopics/Design****POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

<b>CourseDeliverymethods</b>
Lecturebyuse ofboards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures

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

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

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

**Indirect Assessment –**

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

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

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

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

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

### Lecturewise Lesson planning Details.

Wee kNo .	Lect. No.	Tentative Date	C. No.	Topics to be covered	Text Book / References	Cos mapped	Actual Content covered	Methodology used	Remarks
1	L1		MOD 1	Nature of Materials Management	T1, R1, R2	1,2		Lecture/PPT/Case Study	
1	L2		MOD 1	Scope of Materials Management	T1, R1, R2	1,2		Lecture/PPT/Case Study	

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

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

7	L20		MOD 3	ABC Analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
7	L21		MOD 3	Numerical problemso n  ABC analysis	T1, R1, R2	4,5		Lecture/PPT/C aseStudy	
8	L22		MOD 4	Nature andScopeo fProductio nManagem ent	T2, R2	1,2		Lecture/PPT/C aseStudy/Assi gnment	
8	L23		MOD 4	Forecastin g–first stepofprod uctionfunc tion	T2, R2	1,2		Lecture/PPT/C aseStudy	
8	L24		MOD 4	Need for salesforeca sting	T2, R2	1,2		Lecture/PPT/C aseStudy	
9	L25		MOD 4	Typesoffor ecastingtec hniques	T2,R 2	1,2		Lecture/PPT/C aseStudy	
9	L26		MOD 4	Explanatio n of forecasting techniques	T2,R 2	1,2,3		Lecture/PPT/C aseStudy	
9	L27		MOD 4	Plantloc ationdec ision	T2, R2	4,5		Lecture/PPT/C aseStudy/Assi gnment	
10	L28		MOD 4	Locational probleman alysis	T2, R2	4,5		Lecture/PPT/C aseStudy	



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

13	L38		MOD 5	Explanation of production control	T2, R2	1, 2, 3,4		Lecture/PPT/C aseStudy/Assi gnment	
14	L39		MOD 5	Benefits of production control	T2, R2	1, 2, 3,4,5		Lecture/PPT/C aseStudy	
14	L40		MOD 5	Elements of production control	T2, R2	1, 2, 3,4,5		Lecture/PPT/C aseStudy	
15	L41		MOD 5	Plant maintenance – objectives and types	T2, R2	1, 2, 3,4,5		Lecture/PPT/C aseStudy/Assi gnment	
15	L42L 43		MOD 5	Scope and importance of plant maintenance	T2, R2	1, 2, 3,4,5		Lecture/PPT/C aseStudy/Assi gnment	

### MT112 Business Economics

#### COURSE INFORMATION SHEET

**Course code:** MT112

**Course title:** Business Economics P

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

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

**Credits:** L:3 T:

P:Class

**schedule per week:**

**3 Class: BBA**

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

**name of Teacher:**

## Course Objectives

This course enables the students:

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

## Course Outcomes

After the completion of this course, students will be:

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

## Syllabus

### MODULE 1: (6 lectures)

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

### MODULE 2: (5 lectures)

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

### MODULE 3: (8 lectures)

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

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

**MODULE4:(11lectures)**

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

**MODULE5:(15lectures)**

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

**Textbooks:**

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

**Reference books:**

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

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

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

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

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

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

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

L=LOW,M=MEDIUM,H=HIGH

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		Mod -1	Introduction, definition and scope of Business	T1, R1	1,2		PPT/Digital/Chalk-Board	

				Economics					
	L2		Mod -1	Basic assumptions in Business Economics		1,2		PPT/Digital Class/Chalk - Board/Assignment	
	L3		Mod -1	Types of Economic Analysis		1,2		PPT/Digital Class/Chalk -Board	
2	L4		Mod -1	Types of Economic Decision in Business Economics		1,2		PPT/Digital Class/Chalk -Board	
	L5		Mod -1	Economic Principles relevant to managerial Decisions		1,2		PPT/Digital Class/Chalk -Board	
	L6		Mod -1	Relationship of Business Economics with other disciplines		1,2		PPT/Digital Class/Chalk - Board/Assignment	
3	L7		Mod -2	Introduction to demand		1,2,3		PPT/Digital Class/Chalk -Board	
	L8		Mod -2	Law of Demand		1,2,3		PPT/Digital	

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



				of demand					
	L15		Mod -3	Introduction and concept of income elasticity of demand		1,2,3		PPT/Digital Class/Chalk -Board	
6	L16		Mod -3	Introduction and concept of cross elasticity of demand and promotional elasticity of demand, Importance of elasticity of demand		2.3		PPT/Digital Class/Chalk -Board	
	L17		Mod -3	Introduction and meaning of demand forecasting		2.3		PPT/Digital Class/Chalk -Board	
	L18		Mod -3	Subjective methods of demand forecasting		2.3		PPT/Digital Class/Chalk -Board	
7	L19		Mod -3	Quantitative methods of demand forecasting and limitations		2.3		PPT/Digital Class/Chalk -Board	

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

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

				Monopoly				-Board	
	L32		Mod -5	Price– Outputdeci sioninmon opoly		1,2,3, 4		PPTDigiCl ass/Chalk -Board	
	L33		Mod -5	Price – outputdeci sioninmon opoly		1,2,3, 4		PPTDigiCl ass/Chalk -Board	
12	L34		Mod -5	Introductio n and conceptofp erfectcomp etition		1,2,3, 4		PPTDigiCl ass/Chalk -Board	
	L35		Mod -5	Demandan drevenueof afirminper fectcompet ition		1,2,3, 4		PPTDigiCl ass/Chalk -Board	
	L36		Mod -5	Short run equilibriu m and longrun equilibrium in perfectco mpetition		1,2,3, 4		PPTDigiCl ass/Chalk -Board	
13	L37		Mod -5	Introductio n		1,2,3, 4		PPTDigiCl ass/Chalk -Board	

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

				oligopoly				-Board	
	L45		Mod -5	Price- outputdeci sioninoligo poly		4,5		PPTDigiCl ass/Chalk -Board	

### MT113BasicsofFinancialManagementC

#### COURSEINFORMATION SHEET

**Coursecode:MT113**

**Course title:**

**Basics of Financial Management Pre-**

**requisite(s):NIL**

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

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

**P:0Class schedule**

**per week:3**

**Class:BBA**

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

**Branch:BBA**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

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

#### Course Outcomes

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

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

## Syllabus

### Module I (6 lectures)

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

### Module II (9 lectures)

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

### Module III (6 lectures)

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

### Module IV (12 lectures)

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

### Module V (9 lectures)

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

**Textbooks:**

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

**Reference books:**

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

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus  
Topics beyond syllabus/Advanced topics/Design  
POs met through Topics beyond syllabus/Advanced topics/Design**

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

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



### DirectAssessment

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

### IndirectAssessment–

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### MappingbetweenObjectivesandOutcomes

#### MappingofCourseOutcomesontoProgramOutcomes

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

MappingBetweenCOsandCourseDelivery(CD) methods			
CD	CourseDeliverymethods	CourseO utcome	Course Delivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 andCD2
CD4	Miniprojects/Projects	CO4	CD1

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

### Lecturewise Lesson planning Details.

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

				preparation, simple numerical exercises),					
5	3		Mod.2	Ratio Analysis (purpose of preparation, types of ratios and their implications for business, simple numerical exercises)	T2,4	CO1		Lecture/Chalk-Board	
6	3		Mod.3,	Concept of Working Capital, Characteristics of Current Assets, Factors Influencing Working Capital Requirements, Level of Current Assets (Permanent & Variable Working Capital)	T1,2,3	CO3		Lecture/Chalk-Board, /Assignment	
7	3		Mod.3	Financing of Current Assets, Operating Cycle/ Cash Conversion Cycle, Simple Numerical Exercises	T1, R1	CO4		Lecture/Chalk-Board	
8	3		Mod.4	Future Value & Present Value of	T1, R1	CO3		Lecture/Chalk-Board, Assignment	

				Single Amount, Annuity					
9	3		Mod.4	Meaning and Importance of Investment Decisions, Types of Investment Decisions,	T1, R1	CO3		Chalk-Board	
10	3		Mod.4	Techniques for Evaluating Investment Proposals (Discounted Cash Flow Methods - NPV, PI, IRR;	T1, R1	CO2		Lecture/Chalk-Board	
11	3		Mod.4,	Non-Discounted Cash Flow Methods - Payback Period, ARR) Simple numerical exercises	T1, R1	CO4		Lecture/Chalk-Board, Assignment	
12,13	3		Mod.5	Meaning & Importance of Capital Structure, Factors affecting Capital Structure	T1, R1	CO5		Lecture/Chalk-Board	
14	3		Mod.5	Capitalisation (Meaning, Theories of Capitalization, Over & under Capitalisation)	T1, R1	CO5		Lecture/Chalk-Board, Assignment	

15	3		Mod-5	Reason for Paying Dividends, Consideration of Dividend Policy, Stability of Dividends, Forms of Dividends.		CO4, CO5		Lecture/chalk board	
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### SEM III

(Programme Core)

#### MT201 Human Resource Management C

#### COURSE INFORMATION SHEET

Course code: MT-201

Course title: HUMAN RESOURCE MANAGEMENT

Pre-

requisite(s): NIL

Co-requisite(s): NIL

Credits: 03 L: 3 T: 0 P:

0 Class schedule per week:

03 Class: BBA

Semester/Level: III/3B

Branch:

Management Name of

Teacher: Course

Objectives

This course enables the students:

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

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

### Course Outcomes

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

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

### Syllabus

#### Module 1 Nature and Scope of HRM:

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

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

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

#### Module 3 Recruitment and Selection:

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

#### Module 4 Training and Development:

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

## **Module 5 Employee Empowerment:**

Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario

### **Textbooks**

a) Aswathappa K. (2002) *Human Resource and Personnel Management*, Tata McGraw-Hill, New Delhi.

b) Chhabra T. N. (2002) *Human Resource Management*, Dhanpat Rai and Co. Delhi.

c) Dessler Gary (1997) *Human Resources Management*, Prentice Hall, USA

d) Armstrong M. *Handbook of Human Resource Management Practice*. Kogan, 2006.

e) *Human Resource Management* (14th ed.). Boston, MA: Pearson.

### **Reference books:**

a) Cascio F. W. (2003) *Managing Human Resources, Productivity, Quality of Life, Profits*, Tata McGraw-Hill, New York.

b) Chadha, N. K. (2004) *Recruitment and Selection - A Practical Approach*, Galgotia, New Delhi.)

c) Khanka, S. S. *Human Resource Management* (S. Chand: New Delhi)

d) Saiyadain, *Human Resource Management* (TMH: New Delhi)

e) David, A. DeCenzo and Stephen. P. Robin, *Personnel/Human Resource Management*, Prentice Hall India (P) Ltd., New Delhi

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

**t through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

<b>Course Outcome</b>	<b>Program Outcomes</b>
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#	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H= HI GH	M= ME DIU M	L=L OW		

### Mapping of Course Outcomes to Program Outcomes

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

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

### Lecturewise Lesson planning Details.

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

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

7	3		3	Md3 Recruitment (factors affecting, sources, policy, evaluation)	T3,R3	3		PPTDigi Class/Ch ock -Board	
8	3		3	Md3 Selection(procedure, tests, interviews).	T3,R3	3		PPTDigi Class/Ch ock -Board	
9	3		3	Md3 Placement and Induction.	T3,R3	3,4		PPTDigi Class/Ch ock -Board	
10	3		4	Md4 Importance and Steps in Training Programmes, Training Needs,	T4,R4	3,4		PPTDigi Class/Ch ock -Board	
11	3		4	Md4 Training Methods Types of Training Programme.	T4,R4	3,4		PPTDigi Class/Ch ock -Board	
12	3		4	Md.4 Types and Importance of	T4,R4	4,5		PPTDigi Class/Ch ock	

				Executive Development Programme.				-Board	
13	3		5	Md5 introduction, Concept of Employee Empowerment, Process of Empowerment	T5,R5	4,5		PPT/Digital Class/Check -Board	
14	3		5	Md.5 Empowerment in Indian Scenario, Empowerment in Global Scenario	T5,R5	4,5		PPT/Digital Class/Check -Board	

### MT-202 Legal Aspects of

#### Management COURSE INFORMATION SHEET

**Course code:** MT-202

**Course title:** Legal Aspects of Management  
**Pre-requisite(s):** NIL

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

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

**Class schedule per week:**

**03 Class:** BBA

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

**Branch:**

**Management Name of Teacher:**

#### Course Objectives

This course enables the students:

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

## Course Outcomes

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

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

## Syllabus

### Module I

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

### Module II

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

### Module III

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

#### **Module IV**

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

#### **Module V**

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

#### **Text Books**

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

#### **Reference Books**

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

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

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

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

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

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

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

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

#### Direct Assessment

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

#### Indirect Assessment –

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	A	b	c	d	e
1	H	M	M	M	M
2	H	H	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	H	M	M	M

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

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1, CD2



CD 4	Miniprojects/Projects		CO4	CD1,CD2,CD4
CD 5	Laboratoryexperiments/teachingaids		CO5	CD1,CD2,CD4
CD 6	Industrial/guest lectures			
CD 7	Industrialvisits/in-plantraining			
CD 8	Self-learningssuchasuseofNPTELmaterialsandinternets			
CD 9	Simulation			

### LecturewiseLessonplanningDetails.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topicstobecoved	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by facultyif any
1	1-3		Mod1	TheIndianContactAct, 1872 – Definitionof contract and essential elements of contract, kindsofcontractfrom thepointofviewof enforceability.	T1,T2 R1	CO1		Lecture/PPT	
2	4-6		Mod1	Kindsofcontractfrom thepointofview of applicability, performanceof contract,dischargeof contract,breachof contract,remediesfor breachofcontract.	T1,T2 R1,	CO1,CO2		Lecture/PPT	
3	7-9		Mod2	Lawofsalesofgoods– definitionofcontractof sales, essentialsof contractofsale.	T1,T2, R1,R2	CO2, CO3		Lecture/PPT	
4	10-12		Mod2	Saleandagreementto selland itsdistinction,	T1,T2, R1	CO1, CO2,		Lecture/PPT	

				kinds of goods, conditions and warranties and its distinction					
5	13-15		Mod2	Effect of perishing of Goods, modes of delivery, definition of unpaid seller, Rights of an unpaid seller	T1, T2, R1, R2	CO1, CO2, CO3		Lecture/PPT	
6	16-18		Mod3	Law of partnership – Definition of partnership, essential elements of partnership, rights and duties of a partner	T1, T2, R1, R2	CO1, CO2, CO3		Lecture/PPT	
7	19-21		Mod3	Procedure for registration of a firm, effect of notice to acting partner, modes of dissolution of a firm	T1, T2, R1, R2	CO2, CO3, CO4		Lecture/PPT	
8	22-24		Mod,3	Definition between partnership and co-ownership, distinction between partnership and company.	T1, T2, R1, R2	CO3, CO5		Lecture/PPT	
9	25-27		Mod4	Law of Negotiable instruments – Definition and characteristics of negotiable instrument	T1, T2, R1, R2	CO1, CO3, CO5		Lecture/PPT	
10	28-30		Mod4	Definition of Promissory Note, Bill of exchange and cheque and their differences	T1, T2, R1, R2	CO3, CO4, CO5		Lecture/PPT	
11	31-33		Mod4	Holder in due course,	T1, T2,	CO3,		Lecture/PPT	

				Modes of Negotiation, Maturity of Negotiable Instrument, Dishonour of a negotiable instrument.	R1, R2	CO4, CO5			
12	34-36		Mod,5	Definition of company, kinds of companies	T1, T2, R1, R2	CO1, CO2, CO4, CO5		Lecture/PPT	
13	37-39		Mod5	Formation of a company, winding and dissolution of companies, definition of insurance company, IRDA Act 1999	T1, T2, R1, R2	CO1, CO2, CO4, CO5		Lecture/PPT	
14	40-42		Mod5	Idea & Constitution of IRDA Fund, Conciliation & Arbitration Proceeding, Arbitral Tribunal	T1, T2, R1, R2	CO1, CO2, CO4, CO5		Lecture/PPT	

## MT203 Introduction to Indian Financial System CO

### URSE INFORMATION SHEET

**Course code:** MT-203

**Course title:** Introduction to Indian Financial System Pr

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

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

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

P:0 Class

**schedule per week:**

**03 Class: BBA**

**Semester** /

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

**anagement Name of Te**

**acher:**

### Course Objectives:

This course enables the students:

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

### Course Outcomes

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

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

### Syllabus

Module 1 : Structure of the Indian Financial System:

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

Module 2: Commercial Banks:

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

**Module 3: Financial Markets:**

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

**Money Market-**

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

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

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

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

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

Textbooks: Indian Financial System by M. Y. Khan

Reference books: Principles and Practices of Banking, Macmillan Publication. Gaps in

the syllabus (to meet Industry/Profession requirements)

POs met through Gaps in the Syllabus: .

Topics beyond syllabus/Advanced topics/Design

POs met through Topics beyond syllabus/Advanced topics/Design

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

internets
Simulation

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

#### Direct Assessment

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

#### Indirect Assessment –

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

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

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

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

### Lecturewise Lesson planning Details.

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

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

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

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

## MT 204 Constitution of

### India COURSE INFORMATION SHEET

**Course code: MT204**

**Course title: Constitution of**

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

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

**Credits: 2 L: 2 T: 0**

**P: 0 Class**

**schedule per week: 02 Class:**

**Semester /**

**Level: / 2 Branch: MANAG**

**EMENT**

**Name of Teacher:**

### Course Objectives:

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

### Course Outcomes

After the completion of this course, students will be:

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

### Syllabus

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

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

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

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

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

### **Suggested Readings**

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

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

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

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

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

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

8. Self-learning such as use of NPTEL materials and internet

9. Simulation

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

#### Direct Assessment

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

#### Indirect Assessment –

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

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

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

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

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

### Lecturewise Lesson planning Details.

Wee kNo .	Lec t. No.	Tenta tiveD ate	Ch. No.	Topicstobecover ed	Text Book /Refe r ence s	COsm apped	Actual Conte ntcover ed	Methodolo gy used	Remar ks byfacu ltyifan y
1	L1, L2 & L3		Md.1	Introduction to the Constitution of India, Salient Features of the Constitution	1,2	1		PPTDigiCl ass/Chock -Board	
2	L4 & L5			Sources and constitutional history	1,2,5	1			
2	L6			Features: Citizenship, Preamble	2,3,4	3			
3	L7, L8 & L9			Fundamental Rights and Duties, Directive Principles of State Policy.	1,2	2,3			
4	L10, L11 & L12		Md.2	President and Prime Minister, Council of Ministers,	2,3,5	4			
5	L13, L14 & L15			Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha.	4,5	4			
6	L16, L17 &			Governor: Role and Position,	3,4,5	4			

				Chief						
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	L18			Ministers and Council of ministers.					
7	L19 &L 20		Md.3	TheSupreme Court and The High Court's – composition, Jurisdiction and functions,	1,2,3	4			
7	L21			TheRoleof theJudiciary.	2,3	4			
8	L22 ,L2 3 & L24		Md.4	District'sAd ministration: RoleandImpo rtance,	2,3	4			
9	L25 ,L2 6 &L 27			ThePanchay atas – Gram Sabha,Consti tutionandCo mpositionofP anchayatas ,Constitution andComposit ionofMunici palitie s	4,5	4			
10	L28 ,L2 9 &L 30		Md.5	ElectionCom mission:Role and Functioning, ChiefElectio nCommissio ner and ElectionCo mmission ers.	3,4	4			
11	L31 ,L3			State Election	1,5	4			



	2&L 33			Commission: Role and Functioning,					
12	L34 ,L3 5 &L 36			InstituteandB odies forthe welfare ofSC/ST/OB C andwomen.	2.3.4	5			
13	L37 ,L3 8 &L 39			InstituteandB odies forthe welfare ofSC/ST/OB C andwomen.	1,2	5			

### **MT205PrinciplesofMarketing-**

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

**Coursecode:MT-205**

**Course title:PrinciplesofMarketing-**

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

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

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

**schedule per week:**

**03Class:BBASemester/Level:II**

**I/3**

**Branch:Management**

**NameofTeacher:**

#### **Course Objectives**

This course enable the students:

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

#### **Course Outcomes**

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

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

## Syllabus

### Module-1

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

### Module-2

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

### Module-3

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

### Module-4

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

### Module-5

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

### Suggested Books:

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

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

## POs met through Gaps in the Syllabus

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

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

Course Delivery methods
1. Lecture by use of boards/LCD projectors/OHP projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/teaching aids
6. Industrial/guest lectures
7. Industrial visits/in-plant training
8. Self-learning such as use of NPTEL materials and internet
9. Simulation

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

#### Direct Assessment

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

#### Indirect Assessment-

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

#### Mapping between Objectives and Outcomes

MAPPING BETWEEN COURSE OBJECTIVES AND COURSE OUTCOMES					
Course Objectives	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
A	H	H	M	H	H
B	M	H	H	M	M
C	M	M	H	M	M

D	H	L	M	H	H
E	M	H	L	M	H

H-High,M- Medium,L-Low

### Mapping of Course Outcomes onto Program Outcomes

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs Mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Concept of Strategic Plan,	1,2	1		Lecture, PPT	
	L2		1	Concept of Strategic Plan,	1,2	1		Lecture, PPT	
	L3		1	Strategic Planning Process,	1,2,3	1		Lecture, PPT	
2	L4		1	Strategic Planning Process,	1,2,3,4	1		Lecture, PPT	
	L5		1	Concept of Strategic Business Unit,	1,2,3,4	1		Lecture, PPT	
	L6		1	Concept of Strategic Business Unit,	2,3,4	1		Lecture, PPT	
3	L7		1	BCG Matrix.	2,3,4	1		Lecture, PPT, Case	

	L8		1	BCGMatrix.	1,2,3,4	2		PPT, Case	
	L9		1	Case study	-----	2		Case study	
4.	L10		2	Concept of ProductPosi tioning,	1,2,3,4	2		PPT, Case	
	L11		2	Concept of Product Positioning,	2,3,4	2		Lecture ,PPT, Case	
	L12		2	differentstepsin Productposi tioning,	2,3,4	2		PPT, Case	
5.	L13		2	differentstepsinPro ductpositioning,	1,2,3	3		PPT, Case	
	L14		2	ImportantAspectsi n product positioning,	1,2,3	3		Lecture ,PPT, Case	
	L15		2	ImportantAspectsi n product positioning,	2,3	3		PPT, Case	
6	L16		2	Concept of CompetitiveAdvan tage	1,2,3	3		Lecture ,PPT, Case	
	L17		3	Conceptofproductl ife cycle	1,2,3	3		PPT, Case	
	L18		3	Conceptofproductl ife cycle	1,2,3	4		PPT, Case	
7.	L19		3	StagesinPLC,	1,2,3	4		PPT, Case	
	L20		3	StagesinPLC,	1,2,3	4		Lecture ,PPT, Case	
	L21		3	Strategies for Managing DifferentStagesofp roductlifecycle	1,2,3,4	4		PPT, Case	
8.	L22		3	Strategies for Managing DifferentStagesof	1,2,3,4	4		PPT	

				productlifecycle					
	L23		3	concept of Marketing Information System,	2,3,4	4		Lecture ,PPT	
	L24		3	Benefits of Marketing Information system	3,4	5		PPT, Case	
9.	L25		3	Case study	-----	5		Case study	
	L26		4	Concept of digital marketing,	2,3	5		PPT, Case	
	L27		4	Concept of digital marketing,	1,2,3	5		Lecture ,PPT, Case	
10.	L28		4	requirement for digital marketing,	3,4	5		PPT, Case	
	L29		4	requirement for digital marketing,	1,2,3,4	5		Lecture ,PPT, Case	
	L30		4	benefits of digital marketing.	1,2,3,4	5		PPT, Case	
11.	L31		4	benefits of digital marketing.	1,2,3	5		Lecture ,PPT, Case	
	L32		4	Concept of direct Marketing,	1,2,3	5		Lecture ,PPT	
	L33		4	Concept of direct Marketing,	1,2,3,4	5		PPT	
12.	L34		4	Need and Benefit of Direct Marketing.	1,2,3,4	5		PPT, Case	
	L35		4	Need and Benefit of Direct Marketing.	1,2,3,4	5		Lecture ,PPT, Case	
	L36		4	Case study	-----	5		Case study	
13.	L37		5	Introduction to Retail management,	2,3,4	5		PPT, Case	
	L38		5	Introduction to Retail	1,2,3,4	5		Lecture ,PPT,	

				management,.				Case	
	L39		5	Nature&Scopeof Retailing,	1,2,3,4	5		PPT, Case	
14.	L40		5	Nature&Scopeof Retailing,	1,2,3,4	5		PPT, Case	
	L41		5	RetailscenarioinIndia	1,2,3	5		ClassP resenta tion, PPT	
	L42		5	Retailscenario in India.	1,2,3	5		ClassP resenta tion, PPT	
15.	L43		5	Needandbenefitsof retailing	1,2,3	5		ClassP resenta tion, PPT	
	L44		5	Need andbenefit s ofretailing	1,2,3	5		ClassP resenta tion,PP T	
	L45		5	Case study	-----	5		Case study	

### MT206E-

#### CommerceCOURSEINFORMATION SHEET

**Coursecode:**MT206

**Course title:** E-commerce

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

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

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

**schedule per week:**

02Class:BBA

**Semester/Level:**3/2

**Name of Teacher:**

#### Course Objectives

This course enable the students:

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

## Course Outcomes

After the completion of this course, students will be:

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

## Syllabus

### Module 1

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

### Module 2

#### **E-Commerce Business Models:**

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

### Module 3

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

### Module 4

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

### Module 5

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

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



1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the What and How of E-Commerce, Macmillan India Ltd.
2. Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
3. Diwan, Prag and Sunil Sharma, Electronic Commerce - A Manager's Guide to E-Business, Vanity Books International, Delhi.
4. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
5. Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw Hill.

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

through Gaps in the Syllabus

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

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

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

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

#### **Direct Assessment**

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

#### **Indirect Assessment –**

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

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

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

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

### Lecturewise Lesson Planning Details.

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

				e v/s Traditiona lCommer ce,History of E- Commerc e	5				
2	L3		M 1	EDI – Importanc e , features & benefits,	1,2, 3,4, 5	CO1		Lecture/PPT/Ca seStudy	
	L4		M 1	Impacts & Limitatio nsofE- Commerc e.	1,2, 3,4, 5	CO1		Lecture/PPT	
3	L5		M 2	Business to Business, Business to customers	1,2, 3,4, 5	CO2		Lecture/PPT /Assignment	
	L6		M 2	customers to customers ,Business to Governm ent, Business to employee	1,2, 3,4, 5	CO2		Lecture/PPT/ Assignment	
4	L7		M 2	E– Commerc estrategy – Influencin g factors of successful E-	1,2, 3,4, 5	CO2		Lecture/PPT	

				Commerc e.					
	L8		M 3	Major decision making areas	1,2, 3,4, 5	CO2		Lecture/PPT	
5	L9		M 3	Stagesin System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L10		M 3	Stagesin System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
6	L11		M 3	Stagesin System Developm ent Life Cycle	1,2, 3,4, 5	CO1		Lecture/PPT	
	L12		M 3	Domain Name Registrati on, Developin gStatic Web Pages	1,2, 3,4, 5	CO1		Lecture/PPT /Assignment	
7	L13		M 3	Integratio nwith Operational Databases	1,2, 3,4, 5	CO1		Lecture/PPT	
	L14		M 3	Static website and dynamic websites	1,2, 3,4, 5	CO1		Lecture/PPT	
8	L15		M 3	Major considerati ons in choosing webserver	1,2, 3,4, 5	CO1		Lecture/PPT	

				and e-commerce merchants serversoftware.					
	L16		M4	Overview of Electronic Payment Systems	1,2,3,4,5	CO2		Lecture/PPT	
9	L17		M4	Online payment systems – prepaid and post-paid payment systems – e-cash, e-cheque	1,2,3,4,5	CO2		Lecture/PPT	
	L18		M4	Smart Card,	1,2,3,4,5	CO2		Lecture/PPT	
10	L19		M4	Credit Card,	1,2,3,4,5	CO2		Lecture/PPT	
	L20		M4	Debit Card, Electronic Wallets,	1,2,3,4,5	CO2		Lecture/PPT	
11	L21		M4	Security issues on electronic payment system – Security Protocols such as HTTPS, SSL,	1,2,3,4,5	CO3		Lecture/PPT	
	L22		M4	Public Key and Private Key Cryptogra	1,2,3,4,5	CO3		Lecture/PPT	

				phy					
12	L23		M 4	Digital Signatures	1,2,3,4,5	CO3		Lecture/PPT	
	L24		M 4	Digital Signatures, Digital Certificates	1,2,3,4,5	CO3		Lecture/PPT	
13	L25		M 5	Laws for E-Commerce,	1,2,3	CO3,CO4		Lecture/PPT/CaseStudy	
	L26		M 5	Regulatory framework of E-commerce,	1,2,3	CO3,CO4		Lecture/PPT	
14	L27		M 5	Information Technology Act 2000	1,2,3	CO3,CO4		Lecture/PPT/CaseStudy/Assignment	
	L28		M 5	Information Technology Act 2000	1,2,3	CO3,CO4		Lecture/PPT/CaseStudy/Assignment	

### MT207

#### Data Analysis for Decision Making COURSE INFORMATION SHEET

T

**Course code: MT-207**

**Course title: Data Analysis for Decision Making**

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

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

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

**Class schedule per week: 04 Lectures**

**Class: BBA**

**Semester /**

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

**GEMENT**

**Name of Teacher:**

## Course Objectives

This course enable the students:

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

## Course Outcomes

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

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

## Syllabus

### **Module 1 Qualitative Data Analysis: An elaborate**

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

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

A detailed and in-

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

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

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

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

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

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

The format and structure of qualitative research articles, the various graphical and othertechniquesforcommunicatingfindingsafterqualitivedataanalysis,anoverviewofsoftware programs concerningqualitative research

**Text Books**

1. CarolGrbich. (2007), Qualitivedataanalysis-AnIntroduction, ,SAGEPublications
2. UweFlick.(2009),AnIntroductiontoQualitativeResearch,, SAGEPublicationsLtd.
3. DavidSilverman.(2009),DoingQualitativeResearch,,SAGEPublicationsLtd.
4. David.,Silverman.(2005),Doingqualitativeveresearch- APracticalHandbook,SAGEPublications

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme**

**tthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

<b>AssessmentTool</b>	<b>%Contributionduring COAssessment</b>
Daytodayperformance&Labfiles	30
Quiz(s)	15



Viva	15
EndSemesterExamination	25
VivaVoce	15

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomesM**

**appingofCourse Outcomes ontoProgramOutcomes**

CourseO utcomes	ProgrammeOutcomes				
	1	2	3	4	5
1	H	M	L	H	L
2	H	M	L	M	M
3	M	M	L	H	M
4	M	M	H	M	L
5	M	H	H	M	L

H-High,M- Medium,L-Low

CD	CourseDeliverymethods	CourseO utcome	Course DeliveryMethod
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Miniprojects/Projects	CO4	CD1, CD4,CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD2,CD4,CD8
CD6	Industrial/guest lectures		
CD7	Industrialvisits/in-plantraining		
CD8	Self-learningssuchasuseofNPTELmaterialsandinternets		
CD9	Simulation		

**LecturewiseLessonplanningDetails**

Week	Lect.	Tent	Ch.	Topics	to	be	Text	COs	Actual	Metho	Remark
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No.	No.	ative Date	No.	covered	Book/References	mappe d	Content covered	dology used	sby faculty ifany
1	L1		1	Overviewofthecourse and generalintroduction	1,2	1		PPT	
	L2		1	Introduction to research	1,2	1		PPT	
	L3		1	Typesofresearch	1,2,3	1		PPT	
2	L4		1	Qualitative & QuantitativeData	1,2,3,4	1		PPT	
	L5		1	Purpose of Research	1,2,3,4	1		PPT	
	L6		1	Advantages & Limitations of Qualitative Research	2,3,4	1		PPT	
3	L7		1	limitations of qualitative researchCon't.....	2,3,4	1		PPT, Case	
	L8		1	Applications of qualitative data.	1,2,3,4	2		PPT, Case	
	L9		1	Case Study onModule 1	-----	2		PPT, Case	
4.	L10		2	Case study on Module-1	-----	2		PPT, Case	
	L11		2	GeneralApproaches to designresearch	2,3,4	2		PPT, Case	
	L12		2	GeneralApproaches todesig n research Con't.....	2,3,4	2		PPT, Case	
5.	L13		2	GeneralApproaches todesig n research Con't.....	1,2,3	3		PPT, Case	
	L14		2	GeneralApproaches todesig n research Con't.....	1,2,3	3		PPT, Case	

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

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

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

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

	L44		5	An overview of software programs concerning qualitative research	1,2,3	5		PPT, Case	
	L45		5	An overview of software programs concerning qualitative research	1,2,3	5		PPT	



## MT 208 Research

### Methodology COURSE INFORMATION SHEET

**Course code: MT-208**

**Course title: RESEARCH METHODOLOGY**

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

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

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

**Class schedule per week: 03 Lectures**

**ass: BBA**

**Semester / Level:**

**III/03 Branch: MANAGE**

**MENT**

**Name of**

**Teacher Course O**

### Objectives

This course enables the students:

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

### Course Outcomes

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

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

## Syllabus

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

Meaning, Characteristics and Importance, Types of Research, The Research process (Overview and Steps), The Research problem (Definition, need, importance, steps and related dimensions)

### 2. Research Design:[07Lectures]

Meaning, Characteristics of a Good Research Design, Types of Research Designs, Components of a Research Design

### 3. Sources of Collection of Data:[06Lectures]

Primary Data (Method– questionnaire development),  
Secondary Data (Sources and Precautions in the Use of Secondary Data)

### 4. Sampling, Methods of Collecting Data:[09Lectures]

Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings), Survey and Observation Methods

### 5. Editing, Tabulation, Report Writing:[10Lectures]

Meaning and Importance, Meaning and Rules for Tabulation and Parts of a Table, Characteristics and Types and formats of Report

### Suggested Books:

1. Ghosh, B.N. *Scientific Method and Social Research* (Sterling: New Delhi)
2. Kothari, C.R. *Research Methodology–Methods and Techniques* (New Age: New Delhi)
3. Krishnaswami, O.R. *Methodology of Research in Social Science* (Himalaya Publishing House: Mumbai.)
4. Gupta, Santosh *Research Methodology and Statistical Techniques* (Deep and Deep Publications: New Delhi)

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

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

#### PO met through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
1. Lecture by use of boards/LCD projectors/OHP projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/teaching aids
6. Industrial/guest lectures

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

### CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure

#### DirectAssessment

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

#### IndirectAssessment–

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

#### MappingofCourseOutcomesontoProgramOutcomes

CourseO utcomes	ProgrammeOutcomes				
	1	2	3	4	5
1	H	M	L	H	L
2	H	M	L	M	M
3	M	M	L	H	M
4	M	M	H	M	L
5	M	H	H	M	L

H-High,M- Medium,L-Low

CD	CourseDeliverymethods	CourseO utcome	Course DeliveryMethod
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1, CD2,CD4
CD2	Tutorials/Assignments	CO2	CD1,CD2,CD3,CD4
CD3	Seminars	CO3	CD3,CD4
CD4	Miniprojects/Projects	CO4	CD1, CD4,CD8

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

### Lecturewise Lesson Planning Details.

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

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

				Use of Secondary Data)					
8.	L22			Secondary Data (Sources and Precautions in the Use of Secondary Data) Cont.....	1,2,3,4	4		PPT	
	L23			Secondary Data (Sources and Precautions in the Use of Secondary Data)	2,3,4	4		PPT	
	L24			Meaning, Steps in Sampling	3,4	5		PPT, Case	
9.	L25			Types (Simple Random)	1,2,3	5		PPT, Case	
	L26			Stratified Random Sampling	2,3	5		PPT, Case	
	L27			Systematic Sampling	1,2,3	5		PPT, Case	
10.	L28			Cluster Sampling	3,4	5		PPT, Case	
	L29			Survey Method	1,2,3,4	5		PPT, Case	
	L30			Survey Method Con't.....	1,2,3,4	5		PPT, Case	
11.	L31			Observation Methods	1,2,3	5		PPT, Case	
	L32			Observation Methods Con't....	1,2,3	5		PPT	
	L33			Editing: Meaning & Importance	1,2,3,4	5		PPT	
12.	L34			Editing: Meaning & Importance Con't .....	1,2,3,4	5		PPT, Case	
	L35			Meaning and Rules for Tabulation and Parts of a Table	1,2,3,4	5		PPT, Case	
	L36			Meaning and Rules for Tabulation and Parts of a Table	1,2	5		PPT, Case	

				Con't.....					
13.	L37			Characteristics and Types and formats of Report	2,3,4	5		PPT, Case	
	L38			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
	L39			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
14.	L40			Characteristics and Types and formats of Report Con't....	1,2,3,4	5		PPT, Case	
	L41			Case Study/ Assignment	----	5		Class Presentation, PPT	
	L42			MiniProject	-----	5		Class Presentation, PPT	
15.	L43			Case Study/ Assignment	-----	5		Class Presentation, PPT	
	L44			Case Study/ Assignment	-----	5		Class Presentation, PPT	
	L45			MiniProject	-----	5		Class Presentation, PPT	

**SEMIV**

**(Programme Core)**

**MT209 Management**

**and Control of Cost COURSE INFORMATION SHEET**



**Coursecode:MT209**

**Course title:ManagementandControlofCostPr**

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

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

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

**P:0Class**

**schedule per week: 03Class:**

**Semester/Level:IV/II**

**Branch:**

### **CourseObjectives:**

Thiscourseenablesthestudents:

A.	To understand the basics of cost accounting.
B.	To understand the Treatments of Costs Under Different Situations
C.	To understand how methods of costing and types of costing are used together
D.	To develop expertise on the calculation of cost of production.

### **CourseOutcomes**

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

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

### **Syllabus**

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

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

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

#### **Module 2:ElementsofCost**

Material- Material procurement procedures, Material storage- storerecord, Materials issue procedure, Material control

Labour- Timekeeping, Payroll procedure, Idle time, Overtime, Labour turnover

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

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

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

**Module4:Methods&TechniquesofCosting**

Job costing, Contract costing, Batch costing, Operating costing, Process costing, Operation costing, Joint products & by-products, Marginal costing and absorption costing, difference, CVP analysis, B.E. analysis

**Module5:StandardCosting&BudgetaryControl**

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

**Textbooks:**

1) Fundamentals of Cost Accounting, Book By – Micheal W Maher and William Lanen

**Reference books:**

1) Study Material of ICWAI.

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

**et through Gaps in the Syllabus**

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

**POsm et through Topics beyond syllabus/Advanced topics/Design:**

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

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

### Direct Assessment

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

### Indirect Assessment–

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes				
	a	b	c	d	e
1	H		L	L	
2	M	L	M	L	L
3	H	L	M	L	L
4	H	H	L	H	H
INDEX	H=HIGH	M=MEDIUM	L=LOW		

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

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

### Lecturewise Lesson Planning Details.

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

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

				over absorption of overheads					
	L23		3	Accounting of administrative and distribution overheads	T1,R1	2,3		Chalk-Board/PPT	
	L24		3	Treatment of some items in costing- finance cost, depreciation etc.	T1,R1	1,2		Chalk-Board/PPT	
9	L25		4	Job Costing	T1,R1	1,2		Chalk-Board/PPT	
	L26		4	Contract costing	T1,R1	1,2		Chalk-Board/PPT	
	L27		4	Batch costing	T1,R1	1,2		Chalk-Board/PPT	
10	L28		4	Operating costing	T1,R1	1,2		Chalk-Board/PPT	
	L29		4	Process costing	T1,R1	1,2		Chalk-Board/PPT	
	L30		4	Operation costing	T1,R1	1,2		Chalk-Board/PPT	
11	L31		4	Joint products and By-products	T1,R1	1,2		Chalk-Board/PPT	
	L32		4	Marginal costing and absorption costing- difference	T1,R1	1,2		Chalk-Board/PPT	
	L33		4	CVP analysis	T1,R1	1,2		Chalk-Board/PPT	
12	L34		4	Break-even analysis	T1,R1	1,2		Chalk-Board/PPT	
	L35		5	Definition of standard cost	T1,R1	1,2		Chalk-Board/PPT	
	L36		5	Setting up of standard cost- quantity	T1,R1	1,2		Chalk-Board/PPT	

				standard					
13	L37		5	Setting up of standard cost-price/rate standard	T1,R1	1,2		Chalk-Board/PPT	
	L38		5	Types of standards	T1,R1	1,2		Chalk-Board/PPT	
	L39		5	Types of variances-material	T1,R1	1,2		Chalk-Board/PPT	
14	L40		5	Types of variances-labour	T1,R1	1,2		Chalk-Board/PPT	
	L41		5	Budgetary control-meaning and objectives, types of budgets	T1,R1	4		Chalk-Board/PPT	
	L42		5	Types of budgets, projected P&L a/c, cost control	T1,R1	4		Chalk-Board/PPT	

## MT210 Fundamental of Operations Research C

### COURSE INFORMATION SHEET

**Course code: MT210**

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

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

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

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

**0 Class schedule per week:**

**04 Class:**

**Semester/Level: IV/IIB**

**Branch:**

### Course Objectives

This course enables the students:

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

## Course Outcomes

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

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

## Syllabus

### Module 1 [3]

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

### Module 2 [10]

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

### Module 3 [10]

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

### Module 4 [10]

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

### Module 5 [9]



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

**Textbooks/Referencebooks:**

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

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

through Gaps in the Syllabus

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

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

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

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

**Direct Assessment**

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

Independent Teaching Assessment	5
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**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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

**Lecturewise Lesson planning Details.**

Wee k No .	Lec t. No.	Tentati ve Date	Ch . No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology	Remarks
1	L1		M	Introduction to	1,2,3	1		Lecture/PPT	

			1	theory of optimization, Features of O.R, Modelling in Operations Research	,4				
1	L2		M1	Classification of Models, General Solution Methods for O.R Models, Scientific Method in O.R	,2,3,4	1		Lecture/PPT	
1	L3		M1	Methodology of O.R., Applications, Opportunities and Shortcomings of O.R.	1,2,3,4	1		Lecture/PPT	
1	L4			Methodology of O.R., Applications, Opportunities and Shortcomings of O.R.	1,2,3,4	1			
2	L5		M2	Linear Programming models, formulation of LPP models	1,2,3,4	1,2		Lecture/PPT/ Case Study	
2	L6		M2	Linear Programming models, formulation of LPP models	1,2,3,4	1,2		Lecture/PPT/ Case Study	
2	L7		M2	Linear Programming models, formulation of LPP models	1,2,3,4	1,2		Lecture/PPT/ Case Study	
2	L8			Linear Programming models, formulation of LPP models	1,2,3,4	1,2			
3	L9		M2	mathematical formulation of	1,2,3,4	1,2		Lecture/PPT/ Case Study	

				general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method					
3	L10		M2	mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method	1,2,3,4	1,2		Lecture/PPT/Case Study	
3	L11		M2	mathematical formulation of general linear programming models, application of LPP models, Solution of Linear Programming Problem by Graphical Method	1,2,3,4	1,2		Lecture/PPT/Case Study	

3	L12			mathematical for mulation of gener al linear pr ogramming model s, application of LPP models, Solution of Linear	1,2,3 ,4	1.2			
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				Programming Problem by Graphical Method					
4	L13		M 2	Special Cases: (I)Alternate Optima (II)Unbounded Solution (III)Infeasible Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L14		M 2	Special Cases: (I)Alternate Optima (II)Unbounded Solution (III)Infeasible Solution	1,2,3 ,4	1,2		Lecture/PPT/ Case Study	
4	L15		M 2	Special Cases: (I)Alternate Optima (II)Unbounded Solution (III)Infeasible Solution	1,2,3 ,4			Lecture/PPT/ Case Study	
4	L16			Special Cases: (I)Alternate Optima (II)Unbounded Solution (III)Infeasible Solution	1,2,3 ,4				
5	L17		M 3	Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/Assignment	
5	L18		M 3	Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/Assignment	

5	L19		M 3	Solution of linear Program ming Problem by Simplex method	1,2,3 ,4	1,2,3		Lecture/PPT/ Case Study/A ssign ment	
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				– Maximization and Minimization,					
5	L20			Solution of linear Programming Problem by Simplex method – Maximization and Minimization,	1,2,3,4	1,2,3,4			
6	L21		M3	Special Cases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3		Lecture/PPT/Case Study/Assignment	
6	L22		M3	Special Cases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3			
6	L23		M3	Special Cases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3			
6	L24			Special Cases– (1) degeneracy (2) alternate optimal solution (3) no solution (4) unbounded solution	1,2,3,4	1,2,3,4			
7	L25		M3	Practicesession	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L26		M3	Practicesession	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L27		M3	Practicesession	1,2,3,4	1,2,3,4		PPT/Case Study	
7	L28			Practicesession	1,2,3,4	1,2,3,4			



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

8	L32			Balanced andUn balancedModels  ofTrans portation,Initial  BasicF easibleSolutions  (1)Nort h-WestCorner Method (2). Matrix MinimaMethod	1,2,3 ,4	1,2,3, 4			
9	L33		M 4	(3) Vogel's Approximation	1,2,3 ,4	1,2,3, 4		Lecture/PPT/ Case	

				Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.				Study/Assignment	
9	L34		M4	(3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and Minimization.	1,2,3,4	1,2,3,4			
9	L35		M4	(3) Vogel's Approximation Method and Optimal solution by Modified Distribution Method, Balanced and Unbalanced Assignment Models, Hungarian Method, Maximization and	1,2,3,4	1,2,3,4			

				Minimization.					
9	L36			Assignment Models, Hungarian Method, Maximization and Minimization.	1,2,3,4	1,2,3,4			
10	L37		M4	Practicesession	1,2,3,4	1,2,3,4		Lecture/PPT/CaseStudy/Assignment	
10	L38		M4	Practicesession	1,2,3,4	1,2,3,4			
10	L39		M4	Practicesession	1,2,3,4	1,2,3,4			
10	L40			Practicesession	1,2,3,4	1,2,3,4			
11	L41		M5	Concept of Game Theory- Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle				Lecture/PPT/CaseStudy/Assignment	
11	L42		M5	Concept of Game Theory- Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle	1,2,3,4	1,2,3,4			
11	L43		M5	Concept of Game Theory- Two-Person Zero Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle	1,2,3,4	1,2,3,4			
11	L44			Concept of Game Theory - Two-Person Zero	1,2,3,4	1,2,3,4			

				Games, Some Basic Terms, The Maxi(min)-Mini(max) Principle					
12	L45		M5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
	L46		M5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
	L47		M5	Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
12	L48			Saddle Point, Games without Saddle Points (Mixed Strategies), Dominance principle,	1,2,3,4	1,2,3,4			
13	L49		M5	Graphical solution of $2 \times n$ and $m \times 2$ Games.	1,2,3,4	1,2,3,4		Lecture/PPT/Case Study/Assignment	
13	L50		M5	Graphical solution of $2 \times n$ and $m \times 2$ Games.	1,2,3,4	1,2,3,4			

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

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

### MT211 Sales and Distribution

#### Management COURSE INFORMATION SHEET

**Course code: MT211**

**Course title: Sales and distribution management Pr**

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

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

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

**P:0 Class**

**schedule per week:**

**03 Class: BBA**

**Semester/level: IV/II**

**Branch:**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

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

#### Course Outcomes

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

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

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

## Syllabus

### Module-1

#### Introduction to Physical Distribution:

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

### Module-2

#### Warehouse Management and transportation:

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

### Module-3

#### Sales Management:

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

### Module-4

#### Territory Management:

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

### Module-

#### 5 Evaluation

##### n:

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

#### Suggested Books:

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

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

t through Gaps in the Syllabus



## Topics beyond syllabus-

Logistics management, supply chain management. POs met

through Topics beyond syllabus/Advanced topics/Design

Course Delivery methods
1. Lecture by use of boards/LCD projectors/OHP projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/teaching aids
6. Industrial/guest lectures
7. Industrial visits/in-plant training
8. Self-learning such as use of NPTEL materials and internet
9. Simulation

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

### Direct Assessment

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

### Indirect Assessment-

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

### Mapping of Course Outcomes onto Program Outcomes

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

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

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

### Lecturewise Lesson Planning Details.

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

	L6		1	types of distribution channels,	2,3,	1		PPT, Lecture	
3	L7		1	Steps in Designing a Distributionsystem.	2,3,	1		PPT, Case	
	L8		1	Steps in Designing a Distributionsystem.	1,2,3,	2		PPT, Case	
	L9		1	Case study		2		Case study	
4.	L10		2	Concept of warehouse,	1,2,3,	2		PPT, Case	
	L11		2	Concept of warehouse,	2,3,	2		PPT, Case	
	L12		2	Needandbenefits ofWarehousing,	2,3,	2		PPT, Case	
5.	L13		2	Needandbenefitsof Warehousing,	1,2,3	3		PPT, Case	
	L14		2	Designing a Warehousingssystem.	1,2,3	3		PPT, Case	
	L15		2	Designing a Warehousingssystem.	2,3	3		PPT, Case	
6	L16		2	ImportanttasksinTransportationManagement,Modes of Transportation.	1,2,3	3		PPT, Case	
	L17		2	Choosing a Transportation Mode.	1,2,3	3		PPT, Case	
	L18		3	Conceptofsalesmanagement,	1,2,3	4		PPT, Case	
7.	L19		3	Conceptof sales management,	1,2,3	4		PPT, Case	

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

13.	L37		4	Case study		5		Case study	
	L38		5	Standards of Performance	1,2,3,	5		PPT, Case	
	L39		5	Standards of Performance	1,2,3,	5		PPT, Case	
14.	L40		5	Quota	1,2,3,	5		PPT, Case	
	L41		5	selling expense ratio, call frequencyratio	1,2,3,	5		ClassP resenta tion, PPT	
15.	L42		5	ordercallratio,comparingactualperformancewithstandards,methods of evaluating salespeople	1,2,3,	5		ClassP resenta tion,PP T	

### MT212 Project

#### Management COURSE INFORMATION SHEET

**Course code: MT212**

**Course title: PROJECT MANAGEMENT P**

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

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

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

**schedule per week:**

**2 Class: BBA**

**Semester/Level: IV/IIN**

**name of Teacher:**

#### Course Objectives

This course enables the students:

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

## Course Outcomes

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

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

## Syllabus

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

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

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

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

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

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

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

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

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

## Textbooks:

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

**Referencebooks:**

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

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsmet**

**throughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

**Mapping of Course Outcomes to Program Outcomes L=**

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

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

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

**Lecturewise Lesson Planning Details.**

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Introduction and characteristic of capital	T1, R1	1		PPT/Digital Class/Choc k	



				expenditure, shareholder's expectations				-Board	
	L2		1	corporate financial objectives, corporate mission and philosophy,	T1, R1	1		PPTDigi Class/Choc k -Board	
2	L3		1	futuristic planning, SWOT analysis,	T1, R1	1		PPTDigi Class/Choc k -Board	
	L4		1	strategic planning process, budgeting,	T1, R1	1		PPTDigi Class/Choc k -Board	
3	L5		1	operating planning, implementation,	T1, R1	1		PPTDigi Class/Choc k -Board	
	L6		1	result and loop-back with strategic planning, capital budgeting decision,	T1, R1	1		PPTDigi Class/Choc k -Board	
4	L7		1	Project lifecycle, phases of project management,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
	L8		1	integrative approach to project management, generation of project ideas,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
5	L9		1	monitoring the environment, corporate appraisal,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
	L10		1	Porter model: profit potential of industries,	T1, R1	1,2		PPTDigi Class/Choc k -Board	
6	L11		1	scouting and preliminary	T1, R1	1,2		PPTDigi Class/Choc	

				screening of project ideas				k-Board	
	L12		1	project rating index, sources of positive net present value.	T1, R1	1,2		PPTDigi Class/Choc k -Board	
7	L13		2	Introduction, concept and application of Technical analysis,	T1, R1	2		PPTDigi Class/Choc k -Board	
	L14		2	Introduction, concept and analysis of Financial analysis	T1, R1	2		PPTDigi Class/Choc k -Board	
8	L15		2	Introduction, concept and application of Market analysis,	T1, R1	2		PPTDigi Class/Choc k -Board	
	L16		3	Introduction and concept of NPV (Net Present Value)	T1, R1	3		PPTDigi Class/Choc k -Board	
9	L17		3	Introduction and concept of IRR (Internal Rate of Return),	T1, R1	3		PPTDigi Class/Choc k -Board	
	L18		3	Introduction and concept of PBP (Pay Back Period).	T1, R1	3		PPTDigi Class/Choc k -Board	
10	L19		4	Forms of project management	T1, R1	3		PPTDigi Class/Choc k -Board	
	L20		4	project planning,	T1, R1	3		PPTDigi Class/Choc k -Board	
11	L21		4	project control	T1, R1	3		PPTDigi Class/Choc k -Board	

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

# MT 213 Web Applications of Business

## COURSE INFORMATION SHEET

**Course code:** MT213

**Course title:** Web applications of Business

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

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

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

**Class schedule per week:** 02

**Class:** BBA

**Semester/Level:** IV/II **Branch:**

Management

### Course Objectives

This course enables the students:

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

### Course Outcomes

After the completion of this course, students will be:

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

### Syllabus

#### Module 1[5]

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

#### Module 2[4]

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

### Module3[6]

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

### Module4[8]

Webfonts,includingGooglefonts.Ems,percentagesandpoints.Handlingtypography.AccessibilityandWebstandards.

### Module5[5]

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

### Textbooks/Referencebooks:

- 1.Stevens,Luke.*TheTruthAboutHTML5(ForWebDesigners)*,2012.

### ReferenceBooks:

- 1.Castro,ElizabethandHyslop.*HTML5,andCSS,EightEdition:(VisualQuickStartGuide)*,PeachpitPress,2013.

Gapsinthesyllabus(tomeetIndustry/Professionrequirements)

POsmetthroughGapsintheSyllabus

Topicsbeyondsyllabus/Advancedtopics/Design

POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design

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

Industrial/guestlectures
Industrialvisits/in-plantraining
Self-learningssuchasuseofNPTELmaterialsandinternets
Simulation

### CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure

### DirectAssessment

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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

CD6	Industrial/guestlectures			
CD7	Industrialvisits/in-plantraining			
CD8	Self-learningsuchasuseofNPTELMaterialsandinternets			
CD9	Simulation			

### LecturewiseLessonplanningDetails.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topicstobecovered	Text Book / References	COs mapped	ActualContentcovered	Methodology used	Remarksby faculty ifany
1	1		1	Introductiontothecourse	T1,R1	CO1		Lecture/PTDigiClass/Chalk-Board	
	2		1	Tools,technologiesand outcomes. Recommendedtexteditorprograms	T1,R1	CO1			
2	3		1	Tools,technologiesand outcomes. RecommendedtexteditorprogramsCon't...	T1,R1	CO1,C O2		Lecture/PTDigiClass/Chalk-Board	
	4		1	Tools,technologiesand outcomes. RecommendedtexteditorprogramsCon't...	T1,R1	CO1,C O2			
3	5		1	Roles of HTML,CSS ,JavaScript.Webrowsers	T1,R1	CO1,C O2		Lecture/PTDigiClass/Assignment	
	6		1	Roles of HTML,CSS ,JavaScript.WebrowsersCon't.....	T1,R1	CO1,C O2,CO 3			
4	7		2	client/server,request/response	T1,R1	CO2,C O3		Lecture/PTDigiClass/Sem	

	8		2	Client/server,request/response Content.....	T1,R1	CO2,C O3		inar	
5	9		2	Introduction toHTML : structure.	T1,R1	CO2,C O3			
	10		2	Introduction to HTML:images,links	T1,R1	CO2,C O3			
6.	11		3	Textmark- up,lists,links,images	T1,R1	CO2,CO 3,CO4		Lecture/PP TDigiClass /Chalk -Board	
	12		3	Block vs. inlineeleme nts	T1,R1	CO3,C O4			
7.	13		3	DIVandSPAN.	T1,R1	CO3,C O4			
	14		3	IntroductiontoCSS:O verview,selectors	T1,R1	CO2, CO3, CO4			
8.	15		3	colours,background s,DIVs	T1,R1	CO3,C O4			
	16		3	Pseudo-classes.	T1,R1	CO2,C O3			
9.	17		3	Margins, padding, borders	T1,R1	CO3		Lecture/P PTDigiCla ss/Seminar	
	18		4	box model, box- sizing	T1,R1	CO4,C O5			
10.	19		4	floatsandposition.	T1,R1	CO3,CO 4,CO5			
	20		4	Webfonts,includingG ooglefonts.	T1,R1	CO4,C O5			
11.	21		4	Ems,percentages	T1,R1	CO3,C		Lecture/P	



				andpoints.		O4,CO5		PTDigiClass/ChalkBoard	
	22		4	Handling typography.	T1,R1	CO4,CO5			
12.	23		4	Accessibilityand Webstandards.	T1,R1	CO3,CO4		Lecture/PTDigiClass/Assignments	
	24		4	JavaScriptintroduction: Variables,numbersandstrings	T1,R1	CO4,CO5			
13	25		5	Booleans,basicmath,if-statements	T1,R1	CO5		Lecture/PTDigiClass/Assignments	
	26		5	arrays,loops.Useofconsole.log()vs.<script>tags	T1,R1	CO5			
14	27		5	Functions(parametersandreturns)	T1,R1	CO5		Lecture/PTDigiClass/Seminars	
	28			scopeofvariables,moreif-statements	T1,R1	CO3,CO4,CO5			
15	29			morefor-loopsandmorearrays. Definingproblems.Problembreakdowns.Pseudocode.	T1,R1	CO3,CO4,CO5			
	30			HTMLforms;designandlayoutforformsandquizzes;JavaScriptandforms.	T1,R1	CO3,CO4,CO5			

## MT213 Web Applications of

### Business COURSE INFORMATION SHEET

**Course code:** MT213

**Course title:** Web applications of Business

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

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

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

**Class schedule per week:** 02

**Class:**

**Semester/**

**Level:** IV/II **Branch:**

**Course Objectives**

This course enable the students:

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

### Course Outcomes

After the completion of this course, students will be:

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

### Syllabus

Module 1[5]

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

Module 2[4]

#### **E-Commerce Business Models:**

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

Module 3[6]

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

Module 4[8]

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

Module 5[5]

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

**Textbooks/ Reference books:**

6. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the What and How of E-Commerce, Macmillan India Ltd.
7. Bajaj, Debyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
8. Diwan, Prag and Sunil Sharma, Electronic Commerce - A Manager's Guide to E-Business, Vanity Books International, Delhi.
9. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.
10. Greenstein, M. and T. M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw Hill.

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

**through Gaps in the Syllabus**

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

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

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

Self-learning such as use of NPTEL materials and internet
Simulation

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

#### Direct Assessment

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

#### Indirect Assessment –

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

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

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

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

**Lecturewise Lesson planning Details.**

Wee kNo .	Lect . No.	Tentativ e Date	Ch . No .	Topic to b e covered	Text Boo k/Re fere nces	COsm apped	Actual Conten t covere d	Methodology used	Remark s by facul ty if any
1	L1		M 1	Meaning and concept	1,2, 3,4, 5	CO1		Lecture/PPT	
	L2		M 1	E-Commerce v/s Traditional Commerce, History of E-Commerce	1,2, 3,4, 5	CO1		Lecture/PPT	
2	L1		M 1	EDI – Importance, features & benefits,	1,2, 3,4, 5	CO1		Lecture/PPT/Case Study	
	L2		M 1	Impacts & Limitations of E-Commerce.	1,2, 3,4, 5	CO1		Lecture/PPT	
3	L1		M 2	Business to Business, Business to customers	1,2, 3,4, 5	CO2		Lecture/PPT /Assignment	
	L2		M 2	customers to	1,2, 3,4,	CO2		Lecture/PPT/Assignment	

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

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

				Electronic Wallets,	5				
11	L1		M4	Security issues on electronic payments system – Security Protocol such as HTTPS, SSL,	1,2,3,4,5	CO3		Lecture/PPT	
	L2		M4	Public Key and Private Key Cryptography	1,2,3,4,5	CO3		Lecture/PPT	
12	L1		M4	Digital Signatures	1,2,3,4,5	CO3		Lecture/PPT	
	L2		M4	Digital Signatures, Digital Certificates	1,2,3,4,5	CO3		Lecture/PPT	
13	L1		M5	Laws for E-Commerce,	1,2,3	CO3,CO4		Lecture/PPT/Case Study	
	L2		M5	Regulatory framework of E-commerce,	1,2,3	CO3,CO4		Lecture/PPT	
14	L1		M5	Information Technology Act 2000	1,2,3	CO3,CO4		Lecture/PPT/Case Study/Assignment	
	L2		M5	Information Technology Act 2000	1,2,3	CO3,CO4		Lecture/PPT/Case Study/Assignment	



## **MT214 Management Information System C**

### **COURSE INFORMATION SHEET**

**Course code: MT214**

**Course title: Management Information System**

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

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

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

**Class schedule per week:**

**03 Class: BBA**

**Semester/Level:**

**4/2 Branch: BBA**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

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

### **Course Outcomes**

After the completion of this course, students will be:

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

## **Syllabus**

### **MODULE 1**

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

### **MODULE 2**

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

### **MODULE 3**

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

### **MODULE 4**

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

### **MODULE 5**

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

### **Textbooks:**

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

### **reference books:**

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

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

## POs met through Gaps in the Syllabus

## Topics beyond syllabus/Advanced topics/Design

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

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

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

### Direct Assessment

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

### Indirect Assessment –

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

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcome				
	a	b	c	d	e
1	H	L	L	H	M
2	M	M	M	H	M
3	H	L	H	M	H

MAPPINGBETWEENCOURSEOBJECTIVESANDCOURSEOUTCOMES							
Course Objectives	CourseOutcomes						
	CO1	CO2	CO3				
A	H	M	M				
B	M	H	H				
C	H	M	L				
D	M	H	H				

MappingBetweenCOsandCourseDelivery(CD) methods			
CD	CourseDeliverymethods	CourseOutcome	Course DeliveryMethod
CD 1	Lecturebyuse ofboards/LCD projectors/OHP projectors	CO 1	CD1/CD8
CD 2	Tutorials/Assignments	CO2	CD1/CD2/CD3/CD8
CD 3	Seminars	CO3	CD1/CD2/CD3//CD 4
CD 4	Miniprojects/Projects		
CD 5	Laboratoryexperiments/teachingaids		
CD 6	Industrial/guest lectures		
CD 7	Industrialvisits/in-plantraining		
CD 8	Self-learningssuchasuseofNPTEL materials and internets		
CD 9	Simulation		

**LecturewiseLessonplanningDetails.**

Wee kNo .	Lec t. No.	Tentati veDate	Ch . No .	Topicstobec overed	TextB ook /Refer ences	COsm apped	Actual Conte nt covere d	Methodology used	Remar ks byfacu ltyifan y
1	L1		1	Introduction toinformati on	T1,T2, R1	1		PPTDigiCl ass/Chalk -Board	
1	L2		1	Whyinforma tionmanage mentneedsto beethicallyca rried out	T1,T2	1,2		PPT/Chalk -Board/Case	
1	L3		1	Introduction toinformati onsystems	T1,T2 ,R1	1		PPT/Chalk -Board	
2	L4		1	Howorganisa tionswouldb enefitfrominf ormation management	T1,T2	1		PPT/ assignment	
2	L5		1	Role ofMIS	T3	1		PPT	
2	L6		1	Importance ofMIS	T3	1,2		PPT/assignme nt	

3	L7		1	Control issues in MIS	T1	1		PPT/case	
3	L8		1	Information Classification	T2	1		PPT	
3	L9		1	Value of information	T1	1,2		PPT	
4	L10		2	Introduction to organisation processes	T1,T2, R1	2		PPT /class assignment	
4	L11		2	Features of organisation	T1	2		PPT	
4	L12		2	Organisation structure	T1	2		PPT	
5	L13		2	Flow of work in organisation	T2,R1	2		PPT	
5	L14		2	Routines and business processes	T1	2		PPT/Chalk-Board	
5	L15		2	Impact of information on organisations and business firms	T1	2,3		PPT/case	

6	L16		2	Porter's five forces model	T1	1,2		PPT/chalk board	
6	L17		2	Information system strategy to deal with competition	T1	2		PPT/case	
6	L18		2	Business value chain model	T1	2,3		PPT/	
7	L19		2	How IT influences organisational goals	T1	2,3		PPT/case	
7	L20		2	How IT influences product differentiation	T1	3		PPT /assignment	
7	L21		3	The concept of decision making	T1,T2 ,T3	1		PPT	
8	L22		3	Types of decisions	T2	1		PPT	
8	L23		3	Types of decision making systems	T1,T2	1		PPT	
8	L24		3	Herbert Simon Model of Decision Making	T1	1		PPT	

9	L25		3	Introduction o Decision supportsystem	T1,T2, T3	1,2		PPT	
9	L26		3	Introduction toERP	R2	3		PPT DigiClass s	
9	L27		3	Introduction o DBMS andRDBMS	T1,T2, T3	3		PPTDigiCl ass/Chalk -Board	
10	L28		3	Introduction o artificial intelligence	T1	3		PPTDigiClass /assignment	
10	L29		4	Concept of system and systemanalysis	T2,R1	2		PPT DigiClass s	
10	L30		4	Systemanalysis anddesign (SAD)	T2,R1	2		PPT DigiClass s	
11	L31		4	Need for systemanalysis	T2,R1	2		PPT	
11	L32		4	Process of systemanalysis anddesign	T2,R1	2		PPT	
11	L33		4	MIS and systemanalysis	T2,R1	2		PPT /assignment	



12	L34		4	MIS and system analysis	T2,R1	2		PPT/Chalk-Board	
12	L35		5	Introduction of MIS planning	T1,T2,T3	2		PPT/DigiClass/Chalk-Board	
12	L36		5	Contents of MIS plan	T1,T2,T3	2		PPT/DigiClass/Chalk-Board	
13	L37		5	Process: step in MIS planning	T1,T2,T3	2		PPT/DigiClass/Chalk-Board	
13	L38		5	Development and designing of MIS	T1,T2,T3	2		PPT/DigiClass/Chalk-Board	
13	L39		5	The prototype approach	T2	2		PPT/assignment	
14	L40		5	Lifecycle approach	T2	2		PPT/DigiClass/Chalk-Board	
14	L41		5	Pitfalls in development of MIS	T3	2		PPT/DigiClasses	
14	L42		5	Implementation of MIS	T2,R1	2,3		PPT/case	

## MT215ProjectFeasibilityReportC

### COURSE INFORMATION SHEET

**Course code:** MT215(RP)

**Course title:** Project Feasibility Analysis P

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

**Co-requisite(s):**

**NIL Credits:** 2

**Class:**

**Semester/Level:** IV/IIB

**Branch:**

**Name of Teacher:**

### Course Outcomes

After the completion of this course, students will be able to identify business opportunities in a given business environment and compare their commercial feasibility.

### Syllabus

The student will conduct relevant research to identify a Business Opportunity and carry out a feasibility study under the supervision of a faculty. The study may be conducted in groups of 2-3 students.

Course Delivery Methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

### Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure

#### Direct Assessment

Assessment Tool	% Contribution during CO Assessment
Progressive Evaluation	40
End Sem Viva Voce	60

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**IndirectAssessment–**

1. StudentFeedback onFaculty
2. StudentFeedbackonCourseOutcome

**MT216EntrepreneurshipandSmallBusinessC**

**OURSEINFORMATION SHEET**

**Coursecode:MT216**

**Course title:ENTREPRENEURSHIPANDSMALLBUSINESS**

**Pre-requisite(s):**

**NILCo-**

**requisite(s):NIL**

**Credits:2 L:2 T:0**

**P:0Class**

**schedule per week: 2Class:**

**Semester/Level:IV/IIB**

**ranch:**

**Course Objectives**

Thiscourseenablesthestudents:

A.	Inimprovingunderstandingoftheroleofentrepreneurshipintheeconomy
B..	Inunderstandingthedynamicroleofentrepreneurshipandsmallbusinesses
C.	TosharpenetheproblemsolvingskillsandIncrease their alertnesstoopportunity
D.	Todeveloped oneormoreentrepreneurialideasoftheirown
E.	Todevelopappropriateskillsinthestudentssoastomakethemcompetentandself-employed

**CourseOutcomes**

Afterthecompletionofthiscourse,studentswillbeableto:

1.	prepareacomprehensivebusinessplan
2.	describeoperationalandorganizationalstructuresforbusiness
3.	describefunding sourcesand thecapitalstructureofabusiness
4.	Developabilitiesinevaluatingsmallbusinessideasand marketopportunities
5.	DemonstratethepotentialoforganizingandmanagingaSmallBusiness

**Syllabus**

## **UNIT-1ENTREPRENEURIALMANAGEMENT**

**The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements.**

## **UNIT-2SETTINGUPSMALLSCALEINDUSTRY**

**Concept, Types of small scale industry, Setting up a small industry – An overview of the steps involved, Role of small scale industry in national economy, Challenges to the growth of small scale industry in the country, problems of sick industry, Revival plan.**

## **UNIT-3SOCIALENTREPRENEURSHIP**

**Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.**

## **UNIT-4FAMILYBUSINESSANDENTREPRENEURSHIP**

**The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership, succession and continuity ; women's issues in the family business ; Encouraging change in the family business system.**

## **UNIT-5FINANCINGTHEENTREPRENEURIALBUSINESS:**

**Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.**

### **Text Books:**

- 1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.**
- 2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.**
- 3. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.**
- 4. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc. Graw Hill.**
- 5. Irwin Byrd Megginson, Small Business Management An Entrepreneur's Guidebook 7th ed. PUBLISHED BY McGraw-Hill, ISBN 978-0-07-802909-**

## Reference Books:

1. Hisrich D, Peters P. Michael, Shepherd A. Dean, (2008) Entrepreneurship 7<sup>th</sup> Ed, McGraw-Hill International Edition.
2. Desai. V, (2004), Small-Scale Industries and Entrepreneurship, 6<sup>th</sup> Ed, Himalaya Publishing House.
3. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
4. Dr. Aruna Bhargava, Everyday Entrepreneurs – The harbingers of Prosperity and creators of Jobs.
5. Roy, R. Entrepreneurship, Oxford University Press.

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

through Gaps in the Syllabus

## Topics beyond syllabus/Advanced topics/Design

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

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plan training
Self-learning such as use of NPTEL materials and internet
Simulation

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

### Direct Assessment

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

Course Outcome #	Program Outcomes				
	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIGH	M=MEDIUM	L=LOW		

**Mapping of Course Outcomes onto Program Outcomes**

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1 and CD2
CD 4	Miniprojects/Projects	CO4	CD4 AND CD6
CD 5	Laboratory experiments/teaching aids	CO5	CD4, CD6 AND CD7
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD	Simulation		

9			
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### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty
1	2		1	<b>Md1 The evolution of the concept of entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership;</b>	T1,R1	1,2		PPT Digi Class/Choc k -Board	
2	2		1	<b>Md1 Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership;</b>	T1,R1			PPT Digi Class/Choc k -Board	
3	2		1	<b>Md1 limited liability partnership and corporation</b>	T1,R1			PPT Digi Class/Choc k -Board	

				<b>form of ownership;advantages/disadvantages,</b>					
4	2		1	<b>Md1Franchising;advantages/disadvantagesoffranchising;types of franchisearrangements .</b>	T1,R1			PPTDigiClass/Chock-Board	
5	2		2	<b>Md2Concept, Types of small scale industry,Settingupasmallindustry– Anoverview of the steps involved,</b>	T2,R2			PPTDigiClass/Chock-Board	
6	2		2	<b>Md2 Roleofsmallscale industryinnational economy,Challengestothe growthofsmall scale industry in thecountry,</b>	T2,R2			PPTDigiClass/Chock-Board	
7	2		2	<b>Md2 problem of sickindustry, Revivalplan.</b>	T2,R2			PPTDigiClass/Chock-Board	
8	2		3	<b>Md3Introductionto Social Entrepreneurship;Characteristicsand Role</b>	T3,R3			PPTDigiClass/Chock-Board	



				of Social Entrepreneur s;Innovationa ndEntrepren eurship in a SocialCo ntext;				
9	2		3	Md3 Start- UpandEarly Stage VentureIssue s incre ating andS ustaining aNon - profitsOrgani zation ; Financing and Risks;Bus inessStrategie sand Scaling up.	T3,R3			PPTDigiCl ass/Chock -Board
10	2		4	Md4 The Entrepreneur ; Role andperson ality;FamilyB usiness:Conc ept,structure and kinds of familyfirms;	T4,R4			PPTDigiCl ass/Chock -Board

11	2		4	<b>Md4</b> <b>Culture</b> <b>and</b> <b>evolution</b> <b>of</b> <b>family</b> <b>firm;</b> <b>ManagingBus</b> <b>iness,family</b> <b>and</b> <b>shareholderrel</b> <b>ationships</b> <b>;Conflictandc</b> <b>onflict</b> <b>resolution in</b>	T4,R4			<b>PPTDigiCl</b> <b>ass/Chock</b> <b>-Board</b>	
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				<b>family firms;</b>				
12	2		4	<b>Md4 Managing Leadership, succession and continuity ; women's issue in the family business ; Encouraging change in the family business system.</b>	T4,R4			PPT/Digital Class/Chock-Board
13	2		5	<b>Md5 Arrangement of funds; Traditional sources of financing, Loans, syndication, Consortium finance, role played by commercial banks,</b>	T5,R5			PPT/Digital Class/Chock-Board
14	2		5	<b>Md5 Application of loan applications by financial institutions, Venture capital.</b>	T5,R5			PPT/Digital Class/Chock-Board

**SEMV**

**(Programme Core)**

## MT301 Business

### Ethics COURSE INFORMATION SHEET

**Course Code:** MT

**301 Course Title:** Business Ethics

**Pre-requisite:** NIL

**Co-requisites:** NIL

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

**Class schedule per week -**

**3 Class:** BBA Semester/Level

**:Sem. V/5 Branch:** Management

**Teacher Name:**

### Course Objectives

1	To understand business ethics as part of Business
2	To familiarize students with the theory and practice of managing ethics in organization.
3	To explain necessary skill in the field of ethics
4	To understand the benefits of ethics
5	To understand the principles of ethics and its application in an organization

### Course outcomes

The students will be able to:

1	Appraise moral issues in business
2	Practice core business ethics
3	Relate business practices to cultural beliefs.
4	Develop and practice ethics in their functioning.
5	Implement ethical values in functioning of an organization

### Syllabus

#### MT-204, BUSINESS ETHICS

#### Module I

Definition of Business Ethics,

Fundamental principles of ethics, Moral development and moral reasoning, managing ethics in organization, Concept of Human Values Ethics, Conceptual

framework in understanding the complementarity between values and skills,  
Universal value Vs Local Value.

### **Module II**

Concept of Utilitarianism, Forms of Utilitarianism, Deontological Concept, Justice and Fairness, The ethics of care, Time Management, Moral capital's basic currency, an alternative to moral principles.

### **Module III**

Voluntary Unethical and Induced Unethical and their consequences, Secular and Sacred concept and its implications, Duties and rights and their relationships,

### **Module IV**

Wage and Salary administration, fixation and revision of minimum rates of wages, Concept of Wage and Salary, Wage discrimination, problems faced by employees in organizations,

### **Module V**

Concept of job description, job specification, forms of job discrimination, White Collar Crime, Trade Secret, Whistle Blowing Pollution, the dimension of pollution and resource depletion,

### **Text Books**

1. Business Ethics: By Manuel G. Velasquez (seventh edition), Publication - PHI
2. Ethics & the Conduct of Business - By John R. Boatright (Fourth Edition) Publication Pearson

### **Reference Books**

1. Ethical Management - Satish Modh, Publication - PHI
2. It's Only Business - Meera Mitra, Mcmillan Publication

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

### **Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50

Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcomes				
	a	b	c	d	e
1	L	M	L	L	M
2	L	M	L	L	M
3	H	M	L	H	H
4	H	H	M	M	H
5	H	H	L	H	M
INDEX	H=HIGH	M=MEDIUM	L=LOW		

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

Simulation			
Mapping Between COs and Course Delivery (CD) methods			
<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	1,2,3	
CD2	Tutorials/Assignments	1,2	
CD3	Seminars	1,2,3 1,2	
CD4	Miniprojects/Projects	3,5	
CD5	Laboratory experiments/teaching aids	1,2,3,4,5	
CD6	Industrial/guest lectures	1,2,3,4,5	
CD7	Industrial visits/in-plan training	1,2,3,4,5	
CD8	Self-learning such as use of NPTEL materials and internet	1,2,3,4,5	
CD9	Simulation	1,2,3,4,5	

Wee k No.	Lect . No.	Tentative Date	Ch. No .	Topics to be covered	Textbook /references	COs Mapped	Methodology used	Remarks by faculty (if any)
1	1		1	Introduction to business ethics and fundamental principles of ethics	TB/R	1	Lectures Assignment	
1	2		1	Moral development	TB/R	1	Lectures	

				and moral reasoning, Managing ethics in an organization				
2	3		1	Human values and ethics, Conceptual framework in understanding the complementarity between values and skills	TB/R	1	Lectures	
2	4		1	Universal values vs local values	TB/R	1	Lectures	
3	5		1	Case study				
3	6		2	Concept of Utilitarianism	TB/R	2	Lectures	
4	7		2	Forms of Utilitarianism	TB/R	2	Lectures	
4	8		2	Concept of Utilitarianism, Forms of Utilitarianism, Deontological Concept, Justice and Fairness	TB/R	2	Lectures	
5	9		2	The ethics of care, Time Management	TB/R	2	Lectures	
5	10		2	Moral capital's basic currency, an alternative moral principles.	TB/R	3	Lectures	
6	11		2	Case study				
6	12		3	Voluntary Unethical and Induced Unethical and their	TB/R	3	Lectures	



				consequences				
7	13		3	Voluntary Un ethical and Induced Un ethical and their consequence	TB/R	3	Lectures	
7	14		3	Secular and Sacred concept and its implication		4	Lectures	
8	15		3	Secular and Sacred concept and its implication	TB/R	4	Lectures	
8	16		3	Duties and rights and their relationships	TB/R	4	Lectures	
9	17		3	Duties and rights and their relationships	TB/R	4		
9	18		3	Case study				
10	19		4	Wage and salary administration	TB/R	5	Lectures	
10	20		4	Fixation and revision of minimum rates of wages	TB/R	5	Lectures	
11	21		4	Fixation and revision of minimum rates of wages	TB/R	5	Lectures	
11	22		4	Concept of Wage and Salary	TB/R	5	Lectures	
12	23		4	Wage discrimination	TB/R	1,2,4	Lectures	
12	24		4	problems faced by employees in organizations,	TB/R	2,3	Lectures	
13	25		5	Concept of job description, job specification	TB/R	2,3	Lectures	

13	26		<b>5</b>	formsofjob discrimination,	TB/R	<b>1,2</b>	Lectures	
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				White Collar Crime, Trade Secret				
14	27		5	Whistle Blowing Pollution, the dimension of pollution and resource depletion,	TB/R	15	Lectures	
14	28		5	Case study			Case study	

### MT302 Introduction on Sustainable Development C

#### COURSE INFORMATION SHEET

**Course code: MT302**

**Course title: INTRODUCTION ON SUSTAINABLE DEVELOPMENT**

**Pre-**

**requisite(s): NIL**

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

**Credits: 2 L: 2 T: 0**

**P: 0 Class**

**schedule per week:**

**2 Class: BBA**

**Semester/Level: 5/3**

**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To understand the basic concept of sustainability and analyse the factors that have contributed to its growing importance.
B.	To understand the influence of sustainability on product management
C.	To visualise how the green marketing initiatives can be put to use by businesses to achieve competitive advantage and profitability
D.	To understand how sustainability can be integrated into businesses to create a win-win situation for consumers as well as businesses
E.	To understand how sustainable designs and better management of logistics and others such initiatives can bring competitive advantage to firms.

#### Course Outcomes

After the completion of this course, students will be:

1.	Be able to appraise how sustainability affects today's business operations and the society.
2.	Be able to rationalise how global change, ecosystem degradation and resource limitation will shape business operations of the future.
3.	Be able to understand and map sustainability to CSR of businesses.
4.	Conceptualise ways and means through which businesses can contribute towards sustainability.
5.	Able to practice sustainable initiatives in any area of their work.

## Syllabus

### Module 1:

**Introduction to the concept of Sustainability in business. Reasons for its growing importance, benefits to organizations and the society. Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance).**

### Module 2:

**Product Sustainability Management, Life Cycle Thinking, Product Life Cycle Management, Environmental Life Cycle Assessment, The Green marketing mix, Introduction to sustainable packaging, concept of life cycle analysis and its impact on product design.**

### Module 3:

Integrating Sustainability into Business, system thinking for sustainability, Value Chain perspective, sustainability strategy and planning, relative assessment of sustainability and Corporate Social Responsibility.

### Module 4:

Introduction to sustainable designs, sustainable designs in creation of competitive advantage, Concept of eco-labelling and its impact on consumer choice, concept of green certifications leveraged to benefit product marketing

**Module5:**

**Conceptofgreensupplychain,Impactofsupplychainonsustainability,elementsofgreenlogistics, conceptofsustainabilityreporting**

**Textbooks:**

- 1) Blackburn, William, **The Sustainability Handbook** – The Complete Management Guide to Achieving Social, Economic, and Environmental Responsibility (2007), Environmental Law Institute, Washington, DC.
- 2) Savitz, Andrew, **The Triple Bottom Line** – How Today’s Best-Run Companies are Achieving Economic, Social, and Environmental Success (2006), Jossey– Bass
- 3) Esty, Daniel and Winston, Andrew, **GreentoGold** (2008), Yale University Press
- 4) Drexler, Hans **Sustainable by Design R**

**reference books:**

- 1) **Sustainable MBA: The Manager’s Guide to Green Business** by Giselle Weybrecht
- 2) **THE RESPONSIBLE BUSINESS**, by Carol Sanford (March, 2011)
- 3) **Cradle to Cradle: Remaking the way we make things** by William McDonough

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

**tt through Gaps in the Syllabus**

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

**PO smet through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome #	Program Outcome				
	A	b	c	d	e
1	H	M	L	L	M
2	H	M	M	L	L
3	M	H	M	L	L
4	M	M	L	M	M
5	M	M	M	M	H

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

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

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topic to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1 & L2		1	Introduction to the concept of Sustainability in business. Reasons for its growing importance, benefits to organizations and the society	T1, T2 R1 R2	1		PPT/Digital Class-Board/	
2	L3 & L4		1	Existing state of sustainability in the world. Sustainability Pillars (Environmental, Social, Economic, Governance)	T1, R1 R2	2		Lecture/pp t/Seminar	
3	L5 & L6		2	Product Sustainability Management, Life Cycle Thinking	T1 T3 R1 R2	1,2		PPT/Digital Class/Assignment/case	
4	L7		2	Product Life Cycle	T1	1,2		Lecture/	

	&L L8			Management, EnvironmentalLife CycleAssessment,	T2, R1 R2			Assignmen t/case	
5	L9 & L10		2	TheGreen marketingmix	T1 T3 R1 R2	2,3		Lecture/ Assignmen t/case	
6	L11 &L 12		2	<b>Introduction tosustainable packaging, conceptoflife cycleanalysisand itsimpacton productdesign.</b>	T1 T2, R1 R2	2,3		Lecture/ Classroom Assignmen t/case	
7	L13 & L14		3	Integrating Sustainabilityinto Business	T1 T3, R1 R2	4		Lecture/ca se	
8	L15 & L16		3	Systemsthinking forsustainability, ValueChain perspective	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
9	L17 & L18		3	Sustainability strategyand planning,	T1 T2, R1 R2	4		Lecture/ Assignmen t/case	
10	L19 & L20		3	Relativeassessment ofsustainabilityand CorporateSocial Responsibility.	T1 T3, R1 R2	3		Lecture/ Assignmen t/case	
11	L21 & L22		4	Introductionto sustainabledesigns, sustainabledesigns increationof competitive advantage	T1 T4, R1 R3	2		Lecture/PP T/Assignm ent	
12	L23 & L24		4	Conceptofeco- labellingandits impactonconsumer choice, Conceptof greencertifications leveragedtobenefit	T1 T2, R1 R2	3		Lecture PPT Assignmen t	



				productmarketing					
13	L25 & L26		5	Conceptofgreen supplychain, Impactofsupply chain on sustainability	T1 T2, R1 R2	4,5		Lecture,PP T	
14	L27 & L28		5	Elementsofgreen logistics,Conceptof sustainability reporting	T1 T2 T3, R1 R2 R3	4,5		Lecture/PP T/case	

## SEMVI

(Programme

Core)MT303StrategicManage

ment

### COURSEINFORMATION SHEET

**Course code:MT-303**

**Course title:STRATEGICMANAGEMENTP**

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

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

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:**

**4/2NameofTeacher:**

**CourseObjectives:**

**Thiscourseenablesthestudents:**

A.	To understand the most important hard skills in the business management
B.	To emphasize the monitoring and evaluation of external opportunities and threats in light of corporation's strengths and weaknesses.

C.	To manage businesses and projects.
D	To have an insight into the managerial decisions and actions
E	To appreciate the day – to – day activities of management and focus on long term strategy.

## Course Outcomes

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

1.	describe the basic knowledge of subject area
2.	appraise environment to determine the long – run strategies
3.	examine different strategies applied in organisations at different levels.
4.	correlate Corporate strategies in action in organisations
5.	employ the Intellectual curiosity for successful performance of a corporation

## Syllabus

### Module 1

#### An overview of Strategic Management

Concept, evolution of strategic management as a discipline, characteristics of strategic management, strategic management model

### Module 2

#### Environmental Appraisal

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, environmental threat and opportunity profile (ETOP), SWOT analysis, porter's five forces model of competition

### **Module 3**

#### **Corporate level strategies**

Grand strategies, stability strategies, expansion strategies and issues related with all these strategies, Process of strategic choice, corporate-level strategic analysis, business-level strategic analyses, subjective factors in strategic choice

### **Module 4**

#### **Strategic implementation & Strategy Evaluation**

Issues in implementation, types of strategic implementation techniques, Importance, strategy evaluation tools, role of organizational systems in evaluation

### **Module 5**

#### **New Business Models**

Strategies for Internet Economy, E-commerce environment, E-commerce business model

**Textbooks:** Business policy and strategic Management, Azhar Kazmi, Tata McGraw-Hill

#### **Reference books:**

Strategic management and business policy, William F. Glueck, Tata McGraw-Hill

Strategic Management, Michael Porter, Prentice Hall of India

Cases in Strategic Management, S.B. Budhiraja & Atheya, Excel Books

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

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

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

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping of Course Outcomes onto Program Outcomes**

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

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

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	Combination of Delivery Methods as mentioned in the Lesson Plan
CD 2	Tutorials/Assignments	CO2	
CD 3	Seminars	CO3 CO4	
CD 4	Mini projects/Projects		
CD 5	Laboratory experiments/teaching aids	CO1	

CD 6	Industrial/guest lectures		CO5	
CD 7	Industrialvisits/in-plantraining		CO5	
CD 8	Self-learningssuchasuseofNPTELmaterialsandinternets		CO3CO5	
CD 9	Simulation		CO5	

### LecturewiseLessonplanningDetails.

Wee k No.	Lec t. No.	Tentati ve Date	Ch . No	Topics to becover ed	Text Book / Refer e nces	COs mappe d	Actual Conte ntcove red	Methodolo gy used	Remar ksby faculty ifany
1	L1		1	Concept		CO1  CO 2  CO3		PPT /Chalk  -Board/ Educationa l Videos/ CaseStudy etc.	
	L2		1	evolution ofstrategicm anagement					
	L3		1						

				as a discipline					
2	L4		1	characteristics of					
	L5		1	strategic management					
	L6		1	strategic management model		CO1		PPT /Chalk	
3	L7		1					-	
	L8		1	Case Study				Board/Educational Videos/Case Study etc.	
	L9		1			CO5		PPT /Chalk	
4	L10		2	Concept, porter's five forces model of competition		CO1 CO2		-Board/Educational Videos/Case Study etc.	
	L11		2						
	L12			environment appraisal, importance				PPT /Chalk	
5	L13		2					-	
	L14		2					Board/Educational Videos/Case Study etc.	
	L15		2					PPT /Chalk	
6	L16		2	ETOP, SWOT analysis				-	
	L17		3	Grand strategies, expansion				Board/Educational Videos/Case Study etc.	

				strategies		CO1			
	L18		3					PPT	
7	L19		3	stability strategies,				/Chalk	
	L20		3					-Board/ Educational Videos/ CaseStudy etc.	
	L21			strategic choice,				PPT	
8	L22		3	corporate-level strategic analysis				/Chalk	
	L23		3	business-level strategic analysis				- Board/Educational Videos/ CaseStudy etc.	
	L24		3	subjective factors in				PPT	
9	L25		3	strategic choice				/Chalk	
	L26		4	Issues in implementation,				- Board/Educational Videos/ CaseStudy etc.	
	L27		4	types of strategic implementation					
10	L28		4						



	L29		4	ntechniques,						
	L30		4	Importance, strategy evaluation tools				PPT /Chalk		
11	L31		4							
	L32		4	role of organizational systems in evaluation				Board/Educational Videos/ CaseStudy etc.		
	L33		5	Strategiesfor Internet Economy				PPT /Chalk		
12	L34		5							
	L35		5						Board/Educational Videos/ CaseStudy etc.	
	L36		5	E-commerce environment		CO4		PPT /Chalk		
13	L37		5							- Board/Educational Videos/ CaseStudy etc.
	L38		5							
	L39		5							
	L40		5	E-commerce businessmodel				PPT /Chalk		
14	L41		5							
	L42		5						Board/Educational Videos/ CaseStudy etc.	
15	L42			Revision		CO5				

**ELECTIVES**



## MT306 Corporate Taxation

### COURSE INFORMATION SHEET

**Course code:** MT306

**Course title:** Corporate Taxation P

**re-requisite(s):** MT103,

**MT113 Co-requisite(s):** NIL

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

**0 Class schedule per week:**

**3 Class:** BBA

**Semester/Level:**

**6/3 Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To provide an insight into main provisions of the Income Tax Act, 1961
B.	to impart some basic knowledge about the Service Tax as amended by the current Finance Act
C.	To enable students to understand the change in policy
D.	To highlight the importance of tax structure and challenges
E.	To know about the latest developments and rules in Taxation.

### Course Outcomes

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

1.	<b>Develop Knowledge and Technical Proficiency in Taxation.</b>
2.	Developing the ability to analyse the taxation and make strategy accordingly.
3.	Develop an understanding of the recent changes and challenges in Tax practices.
4.	Detect the role and importance of various taxes.
5.	Develop the ability to incorporate with various types of tax structure.

### Syllabus

#### **Module 1** (9 Lecture)

Historical Development of Income Tax and Corporate Tax, Tax structure in India under Indian Income Act, What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax, Rule of Corporate Tax Module 2

(9 Lecture)

Computation of Income Computation Under Different Heads of Income, Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit, Taxation with reference to Newly Established Business. a. Location of a Business. b. Nature of Business. c. Form of Business

### **Module 3 (9 Lecture)**

Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit, Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern, Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger.

### **Module 4 (9 Lecture)**

Decision Making For Tax Payment Tax Consideration- Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports, Replacement and Capital Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning- Managerial Remuneration, Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.

### **Module 5 (6 Lectures)**

Value Added Tax Implication of VAT on Corporate Income, Double Taxation Avoidance Agreement, Advance Payment of Tax, Collection of Tax at Source and E—TDS Return, Tax Planning and Management

### **Textbooks:**

1. Taxman, Nabhi Publication
2. Taxation, Ahuja, Malhotra Publication
3. Corporate Taxation, Kaushal Kumare Agrawal, Atlantic Publishers & Distributors
4. Corporate Taxation, Vinod Singhania, Taxman
5. Corporate Tax Planning by V.K. Singhania (TAXMAN PUBLICATION).
6. Corporate Tax Planning and Management Direct Tax Law & Practice by Girish Ahuja & Ravi Gupta (Bharat Publication).

### **Reference books:**

1. Taxmann's Students Guide to Income Tax Dr. Vinod Singhania & Monica Singhania

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

**through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program Outcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>
1	H	M	-	M	M

2	H	M	M	M	M
3	H	M	M	M	H
4	H	L	L	M	H
5	H	M	M	M	M

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD 2	Tutorials/Assignments	CO2	CD1
CD 3	Seminars	CO3	CD1,CD2
CD 4	Mini projects/Projects	CO4	CD1,CD2,CD4
CD 5	Laboratory experiments/teaching aids	CO5	CD1,CD2,CD4
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plan training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD 9	Simulation		

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod 1	Historical Development of Income Tax and Corporate Tax, Tax	T1, T2R1	CO1		Lecture/PPT /Guest Lecture	

				structure in India under Indian Income Act					
2	4-6		Mod1	What is company? Residential Status of company and its relation with tax, Receipt of income., Accrual of income, Income Tax Basic Rules of Income Tax,	T1,T2 R1,	CO1,CO 2		Lecture/PPT /Guest Lecture	
3	7-9		Mod1,2	Rule of Corporate Tax. 2. Computation of Income Computation Under Different Heads of Income,	T1,T2, T3,R1,	CO2, CO3		Lecture/PPT /Guest Lecture	
4	10-12		Mod2	Set off and Carry Forward of Losses, Taxable, Income and Tax Liability, Tax on Distribution of Profit,	T1, T2,T3, R1	CO1, CO2,		Lecture/PPT /Guest Lecture	
5	13-15		Mod2	Taxation with reference to Newly Established Business. a. Location of a Business. b. Nature of Business. c. Form of Business	T1,T2, T3,R1	CO1, CO2, CO3		Lecture/PPT /Guest Lecture	
6	16-18		Mod3	Deductions & Exemptions Deduction and Exemption in Additional Tax on Undistributed Profit, Companies Profit,	T1,T2, T3,R1	CO1, CO2, CO3		Lecture/PPT /Guest Lecture	
7	19-21		Mod3	Computation of Tax Liability, Tax Planning Meaning and Scope, Planning and Location of Undertaking, Type of Activities, Ownership Pattern,	T1,T3, T4,R1	CO2, CO3, CO4		Lecture/PPT /Guest Lecture	

8	22-24		Mod,4	Tax Planning Regarding Dividend Policy, Issue of Bonus Shares, Inter Corporate Dividend and Transfers, Tax Planning Relating to Amalgamation and Merger	T1,T3, T4,R1	CO3, CO5		Lecture/PPT /Guest Lecture	
9	25-27		Mod4	Decision Making For Tax Payment Tax Consideration-Make or Buy, Own or Lease, Close or Continue, Sale in Domestic Market and Exports, Replacement and Capital	T1,T3, T4,R1	CO1, CO3, CO5		Lecture/PPT /Guest Lecture	
10	28-30		Mod4	Budgeting Decisions. Managerial Remuneration And Tax Consideration Tax Planning- Managerial Remuneration,	T1,T2, T4,T5 ,R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture	
11	31-33		Mod4	Foreign Collaboration and Joint Venture, Implication of Avoidance of Double Taxation Agreement.	T3,T4, T5,R1	CO3, CO4, CO5		Lecture/PPT /Guest Lecture	
12	34-36		Mod,5	Value Added Tax Implication of VAT to Corporate Income, Double Taxation Avoidance Agreement,	T2,T3, T5,R1	CO1, CO2, CO4, CO5		Lecture/PPT /Guest Lecture	



13	37-39		Mod5	Advance Payment of Tax, Collection of Taxat Source and E—TDSReturn,	T2, T4,T5, R1	CO1, CO2, CO4, CO5		Lecture/PPT /Guest Lecture	
14	40-42		Mod5	Tax Planning and Management	T1,T2, T4,T5, T6,R1	CO1, CO2, CO4, CO5		Lecture/PPT /Guest Lecture	

## MT307 Banking Concepts and Practices C

### COURSE INFORMATION SHEET

**Course code:** MT307

**Course title:** Banking Concept & Practices Pr

**e-requisite(s):** MT103, MT113

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

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

**0 Class schedule per week:**

**3 Class: BBA**

**Semester/ Level:**

**6/3 Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To provide an insight into main provisions Banking Provisions
B.	to impart basic knowledge about the Banking Services & Economy
C.	To enable students to understand the change in Banking and their impacts.
D.	To highlight the importance of Monetary policy in economy
E.	To know about the international developments and rules in Banking.

### Course Outcomes

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

1.	<b>Develop Knowledge and Technical Proficiency in Banking</b>
2.	Developing the abilities to analyse the banking environment and make strategy accordingly.
3.	Develop an understanding the recent changes and challenges in Banking practices.
4.	Detect the role and importance of Banks at domestic and international level
5.	Develop the ability to design the strategy and analysed documents thereafter.

### Syllabus

#### Module I: (9 Lectures)

Introduction: Definition and Meaning of Banking – Systems of Banking – Branch Banking – Unit banking – Correspondence Banking – Indian Banking – Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India - Banking Regulation Act – Banking Sector Reforms.

#### Module II: (9 Lectures)

Banking System & Commercial Banking: Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation

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

Commercial Banks and Customer Relationship: Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums

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

Reserve Bank of India – Organisation – Management - Functions – NABARD – State Bank of India – Exchange Banks – Commercial Banks – Indigenous Banks – Co-operative Banks, Qualitative Methods of Credit Control.

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

Information Technology Act 2000 : ATM - RTGS NEFT SWIFT - Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure – e-cheque, Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act 2002.

### **Suggested Books:**

1. Tennan ML., Banking: Law and Practice in India, India Law House, New Delhi
2. Legal & Regulating aspect of banking - 2nd Edition IIBF - MACMILLAN
3. Natarajan and Gorden - Banking Theory Law and Practice - Himalaya publishing House. Mumbai
4. Parameswaran, R. & Natarajan, R. Indian Banking
5. Vaish, M. C. Money, Banking and International Trade

### **Reference Books**

1. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law & Practice - Sultan Chand & Sons - New Delhi.

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

**through Gaps in the Syllabus**

## Topics beyond syllabus/Advanced topics/Design

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

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

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

### Direct Assessment

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

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

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

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD2
CD 2	Tutorials/Assignments	CO2	CD1, CD3
CD 3	Seminars	CO3	CD1, CD2, CD4
CD 4	Mini projects/Projects	CO4	CD1, CD2
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plan training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD 9	Simulation		

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod 1	Definition and Meaning of Banking – Systems of Banking – Branch Banking – Unit banking – Correspondence Banking – Indian Banking	T1, T3 R1	CO1, CO2		Lecture/PPT / Guest Lecture	
2	4-6		Mod 1	Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India – Banking Regulation	T1, T3 R1, R2	CO1, CO2,		Lecture/PPT / Guest Lecture	

				Act–BankingSector Reforms.					
3	7-9		Mod1,2	Banking System& CommercialBanking: Basic Concepts ofDifferentTypesofBa nking Systems	T1,T2 R1, R2	CO2, CO3		Lecture/PPT / GuestLecture	
4	10-12		Mod2	AnOverviewand structure of IndianBankingSystem,r ecentdevelopmentsinba nking sector, BasicConcepts ofCommercialBanks,	T1, T3,T4, R1R2	CO2, CO3		Lecture/PPT / GuestLecture	
5	13-15		Mod2	RoleofCommercial Banksin FinancialMarket; Creation ofCredit by CommercialBanksandf actorsaffectingcreditcre ation	T1,T3, T5,R1	CO1, CO2, CO3		Lecture/PPT / GuestLecture	
6	16-18		Mod3	CommercialBanksand Customer Relationship:Definition of CustomertoCommercial Banks,FeaturesofContra ctualCustomerRelations hip, CustomerOrientatio n, rights of acustomerandabanker	T1,T2, T3,R1	CO2, CO3, CO4		Lecture/PPT / GuestLecture	
7	19-21		Mod3	protectiontocollecting andpayingbankersunder NI Act, bankingOmbudsman, consumerforums	T1,T5 R1	CO2, CO3, CO5		Lecture/PPT / GuestLecture	
8	22-24		Mod,4	Reserve BankofIndia– Organisation – Management – Functions	T1,T4, T5,R1	CO1, CO3, CO4		Lecture/PPT / GuestLecture	
9	25-27		Mod4	NABARD–StateBank ofIndia– ExchangeBanks	T1,T3, T4, T2R1	CO2, CO3, CO4		Lecture/PPT / GuestLecture	
10	28-30		Mod4	IndigenousBanks–Co- operative Banks,	T1,T2, T4,R1	CO1, CO2,		Lecture/PPT /Guest	

				Qualitative Methods of Credit Control.		CO3		Lecture
11	31-33		Mod5	Information Technology Act 2000	T1, T4, T5, R1	CO2, CO3, CO4, CO5		Lecture/PPT / Guest Lecture
12	34-36		Mod,5	ATM-RTGS NEFT SWIFT- Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure - e-cheque,	T1, T2, T5, R1	CO2, CO3, CO4, CO5		Lecture/PPT / Guest Lecture
13	37-39		Mod5	Recent Regulations on Commercial Banks in India - prudential norms,	T2, T5, R1, R1	CO1, CO2, CO5		Lecture/PPT / Guest Lecture, Case Study
14	40-42		Mod5	Capital adequacy norms and SARFAISI Act 2002.	T1, T2, T5, R1	CO1, CO3, CO5		Lecture/PPT / Guest Lecture, Case Study

### MT308 International Finance

#### COURSE INFORMATION SHEET

**Course code: MT308**

**Course title: International Finance**

**Pre-requisite(s): MT103,**

**MT113 Co-requisite(s): NIL**

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

**P: 0 Class**

**schedule per week:**

**03 Class: BBA**

**Semester/Level: 6/3**

**Branch: BBA**

**Name of**

**Teacher: Course O**

**Objectives:**

This course enables the students:

A.	To understand the basic terms involved in international finance.
B.	To understand the functioning of international trade and finance.
C.	To develop understanding about the concepts like risk, BoP, derivatives, trade blocks etc. to develop an overall understanding about international finance and trade.
D.	To develop understanding about the foreign exchange market.
E.	To develop understanding about the overall structure of international trade and business.

## Course Outcomes

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

1.	Interpret the basic terms and concepts of international finance and trade.
2.	Interpret the dealings in foreign exchange.
3.	Analyse and interpret BoP statement.
4.	Understand important topic like risk management.
5.	Develop the overall understanding about the international finances so as to be able to formulate strategies.

## Syllabus

### Module 1: (9 Lectures)

Introduction to International Finance:

Increasing interdependence

in the global economy, trends in international trade and cross border financial flow, India in the global economy, recent developments in global financial markets, liberalisation, integration and innovation- challenges to international financial management, gains from international trade and investment.

### Module 2: (9 Lectures)

Balance of Payment:

Concept of economic

transactions, general government institutions, principles of BoP accounting, components of the BoP account, factors affecting the components of BoP account, importance of BoP statistics, Relationship between BoP variables and other economic variables, limitations of BoP.

### Module 3: (9 Lectures)

The foreign exchange market:

Structure and the participants, exchange rate determination, exchange rate quotations, types of quotes, arbitrage, types of transactions,

quotes for various kinds of merchant transactions, foreign exchange market- the Indian scenario, foreign exchange contracts – early delivery/extension/cancellation of foreign exchange contracts.

### Module 4: (9 Lectures)

Exchange Risk Management:



Foreign exchange exposure- definition, classification of foreign exchange exposure- transaction, translation and operating exposures, derivatives- definition, classification, features and participants.

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

**Module 5: (6 Lectures)**

International Trade:

Trade blocks- formation of trade blocks, conditions for success, OPEC- objectives, UNCTAD- functions. WTO- history, functions, structure of WTO agreements, Trade Related

Aspects of Intellectual Property Rights (TRIPS), Trade Related Aspects of Investment Measures (TRIM S), General Agreement on Trade in Services (GATS).

Text books: International Finance, Ephraim Clark

Reference Book: International Finance and Trade, ICAFI University. **Gaps**

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

**met through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

### Indirect Assessment–

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

### Mapping between Objectives and Outcomes

#### Mapping of Course Outcomes onto Program Outcomes

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

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

#### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		1	Increasing interdependence in the global economy	T1, R1	1,3		Chalk-Board	
	L2		1	Trends in international trade and cross border financial flows	T1, R1	3		Chalk-Board	
	L3		1	India in the global economy	T1, R1	3,4		Chalk-Board, Guest Lectures, Assignments	
2	L4		1	Recent developments in global financial market	T1, R1	4		Chalk-Board, Assignments	
	L5		1	Recent developments in global financial market	T1, R1	4		Chalk-Board	
	L6		1	Liberalisation, integration and innovation-challenges of international financial management	T1, R1	3,4		Chalk-Board	
3	L7		1	Liberalisation, integration and innovation-challenges of international financial management	T1, R1	3,4		Chalk-Board, Assignments	
	L8		1	Gains from international trade and investment	T1, R1	1,3		Chalk-Board, Assignments	
	L9		2	Concepts of economic transactions	T1, R1	3		Chalk-Board	
4	L10		2	General government institutions	T1, R1	2,3		Chalk-Board, Assignments	
	L11		2	Principles of BoP accounting	T1, R1	3		Chalk-Board	

	L1 2		2	ComponentsoftheBoP account	T1,R 1	3		Chalk- Board, Assignme nts	
5	L1 3		2	Factors affecting the componentsoftheBoP account	T1,R 1	3		Chalk- Board	
	L1 4		2	ImportanceoftheBoP statistics	T1,R 1	3		Chalk- Board	
	L1 5		2	Relationship betweenBoPvariables andothereconomic variables.	T1,R 1	3		Chalk- Board, Assignme nts	
6	L1 6		2	LimitationsofBoP	T1,R 1	3		Chalk- Board	
	L1 7		3	Structure and participants	T1,R 1	2		Chalk- Board	
	L1 8		3	Exchange rate determination	T1,R 1	2		Chalk- Board	
7	L1 9		3	Exchange rate quotations	T1,R 1	2		Chalk- Board, Assignme nts	
	L2 0		3	Types of quotes, arbitrage	T1,R 1	2		Chalk- Board, Assignme nts	
	L2 1		3	Typesoftransactions	T1,R 1	2		Chalk- Board	
8	L2 2		3	Quotes for various types of merchant transactions	T1,R 1	2		Chalk- Board	
	L2 3		3	Forex market- the Indianscenario	T1,R 1	2		Chalk- Board, Assignme nts	
	L2 4		3	Foreign exchange contracts	T1,R 1	2		Chalk- Board	
9	L2 5		3	Early delivery/extension/canc ellation of forward exchangecontracts	T1,R 1	2		Chalk- Board	
	L2 6		3	Early delivery/extension/canc ellation of forward exchangecontracts	T1,R 1	2		Chalk- Board	

	L2 7		4	Defining foreign exchange exposure	T1,R 1	2		Chalk- Board	
10	L2 8		4	Transaction exposure	T1,R 1	2		Chalk -Board, Assignme nts	
	L2 9		4	Translation exposure	T1,R 1	2		Chalk- Board	
	L3 0		4	Operating exposure	T1,R 1	2		Chalk- Board	
11	L3 1		4	Derivatives-definition and classification	T1,R 1	4		Chalk- Board, Assignme nts	
	L3 2		4	Features of derivatives	T1,R 1	4		Chalk- Board	
	L3 3		4	Participants	T1,R 1	4		Chalk- Board	
12	L3 4		4	Participants	T1,R 1	4		Chalk- Board	
	L3 5		5	Formation of trade blocks, conditions for success	T1,R 1	1,5		Chalk- Board, Assignme nts	
	L3 6		5	OPEC-objectives	T1,R 1	1,5		Chalk- Board, Assignme nts	
13	L3 7		5	Functions of EU	T1,R 1	1,5		Chalk- Board, Assignme nts, Self- learning such as use of NPTEL materials and internets	
	L3 8		5	NAFTA-objectives	T1,R 1	1,5		Chalk- Board, Assignme nts, Self- learning such as	

								use of NPTEL materials and internets	
	L39		5	UNCTAD-Functions	T1,R1	1,5		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
14	L40		5	WTO- history, functions and structure	T1,R1	1,5		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
	L41		5	TRIPS, TRIMS	T1,R1	1,3		Chalk-Board, Assignments, Self-learning such as use of NPTEL materials and internets	
	L42		5	GATS	T1,R1	1,5		Chalk-Board, Assignments	

## MT309 Equity and Debt Market C

### COURSE INFORMATION SHEET

**Course code:** MT309

**Course title:** Equity and

**Debt Market Pre-**

**requisite(s):** MT103, MT113

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

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

**0 Class schedule per week:**

**3 Class:** BBA

**Semester/Level:** VI/IIIN

**name of Teacher:**

### Course Objectives

This course enables the students:

A.	To understand the evolution of financial markets, both the equity market and debt market
B.	To impart knowledge of primary and secondary market and understand the trading systems.
C.	To describe the role of debt and equity in a firm's capital structure.
D.	To understand the role of technical and fundamental analysis in stock valuation.
E.	To study the players in debt markets and bond valuation.

### Course Outcomes

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

1.	Distinguish between the various equity and debt instruments.
2.	Design an investment portfolio according to the investor's risk appetite and investment horizon.
3.	Understand the role of intermediaries and their services.
4.	Estimate and calculate the risk and return associated with various investments.
5.	Study the role of debt and equity in capital structure of a firm.

### Syllabus

#### Module 1 (9 Lectures)

Introduction to Financial Markets – Equity and Debt Markets Evolution of Financial Markets in India, Indirect and Direct Finance, Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets Regulatory framework of Financial Markets Regulation of Equity and Debt Markets and role of Regulatory bodies, Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries.

### **Module2(9Lectures)**

Introduction to Equity Shares Concept of equity shares, Features of equity shares, Advantages and Disadvantages of equity share investments. Equity Markets and Trading Systems  
Introduction to Equity market- Primary market, Secondary market, Growth of equity shareholders, IPO, Evolution and growth of Stock Exchanges in India and Trading arrangements, Role of NSE, BSE and SEBI.

### **Module3(9Lectures)**

Debt Market Money market and Debt market in India, Fundamental features of Debt instruments, Different types of Debt Instruments, Participants in Debt Market Bond Analysis and Valuation Bond Analysis and Bond valuation, Bond valuation theories, YTM, Realized Yield

### **Module4(9Lectures)**

Risk and Return Risk on a Security, Types of Risks, Difference between Systematic and Unsystematic Risk, Risk profile of Investors, Reducing Risk through diversification  
Risk Measurement Tools Variance and Standard Deviation of Rate of Return, Regression Equations, Correlation coefficients, Probability Distribution, Technical Analysis and Fundamental Analysis.

### **Module5(6Lectures)**

Introduction to Mutual Funds Definition of a Mutual Fund, Types of Mutual Funds, Advantages to Mutual Fund holders, Difference between Share and Mutual Fund Portfolio Management  
Introduction to Portfolio Management, Portfolio Management Strategies, Risk Diversification, Portfolio Analysis and Portfolio Performance Evaluation.

### **Suggested**

#### **Readings Textbooks**

:

1. Kevin S (2010) Security Analysis and portfolio Management, PHI Learning Pvt. Ltd, Delhi, 8<sup>th</sup> Edition
2. Ranganathan, M & Madhumathi, R (2001) Investment Analysis and Portfolio Management, Dorling Kindersley Pvt. Ltd. Delhi (5 & 6)
3. Singh P (2009) Investment management, Himalaya publishing House 7<sup>th</sup> Edition (2 & 4)
4. Chandra, P. (2011). Corporate Valuation and Value Creation, (1<sup>st</sup> ed). TMH
5. LMBhole. Financial institutions & markets: Structure, growth & innovations. TMH (5<sup>th</sup> ed.) Donald, E. F. Ronald, J. J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, Sixth Edition

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

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

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

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



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

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

#### **Direct Assessment**

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

#### **Indirect Assessment–**

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

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

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

6	H	M	H	L	L
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CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5, CD8
CD 2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5
CD 3	Seminars	CO3	CD1, CD2, CD4, CD5
CD 4	Miniprojects/Projects	CO4	CD1, CD4, CD8
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD4, CD5, CD8, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD 9	Simulation		

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book/References	COs applied	Actual Content covered	Methodology Used	Remarks by faculty if any
1	L1		1	Evolution of Financial Markets in India, Indirect and Direct Finance	1,2	1		Lecture, Lecture, PPT	
	L2		1	Borrowers and lenders Primary and Secondary market, Money market, Functions of Financial Markets	1,3	1		Lecture, PPT, Case	
	L3		1	Regulation of Equity and Debt Markets and role of Regulatory bodies	1,2,, 4,5	1		Lecture, PPT, Case	

2	L4		1	Contribution of Financial Markets towards growth of Indian Economy, Services of Intermediaries	1,2,, 4,5	1		Lecture ,PPT	
	L5		2	Concept of equity shares, Features of equity shares	1,2,3 ,4,5	2		Lecture ,PPT	
	L6		2	Advantages and Disadvantages of equity share investments	1,4,5	2		PPt, project	
3	L7		2	. Introduction to Equity market- Primary market, Secondary market	,2,3, 4,5	2		Lecture ,PPT ,Case	
	L8		2	Growth of equity shareholders, IPO	1,2,3 ,4,5	2		Lecture ,Ppt, project, case	
	L9		2	Role of NSE, BSE and SEBI	2,3,4 ,	2		PPt, project, case	
4	L10		3	Money market and Debt market in India, Fundamental features of Debt instruments	1,2,3 ,4,5	2		Lecture ,PPt, project, case	
	L11		3	Different types of Debt Instruments, Participants in Debt Market	1,2,3 ,4,5	2		Lecture ,PPt, project, case	
	L12		3	Bond Analysis and Bond valuation	1,4,5	1,3		PPt, project, case	
5	L13		3	Bond valuation theories	2,3,5	1,3		PPt, project, case	
	L14		3	YTM, Realized Yield	2,3,4 ,5			PPt, project, case	
	L15		4	Risk on a Security, Types of Risks	1,2,3 ,4,5	3		PPt, project, case	
6	L16		4	Difference between Systematic and Unsystematic Risk	1,2,3 ,4,5	3		PPt, project, case	
	L17		4	Risk profile of Investors, Reducing Risk through diversification	2,3,5	3		PPt, project, case	

	L18		4	Variance and Standard Deviation of Rate of Return	1,4,5	3		PPT, project, case	
7	L19		4	Regression Equations	1,2,3,4,5	3		PPT, project, case	
	L20		4	Correlation coefficients	1,4,5	3		PPT	
	L21		4	Probability Distribution	1,2,3,4,5	3		PPT	
	L22		4	Technical Analysis and Fundamental Analysis	2,3,5	4		PPT	
8	L23		5	Definition of a Mutual Fund, Types of Mutual Funds	1,2,3,4,5	5		PPT, Case	
	L24		5	Definition of a Mutual Fund, Types of Mutual Funds	1,2,3,4,5	5		PPT, Case	
9	L25		5	Advantages to Mutual Fund holders	3,5	4		PPT, Case	
	L26		5	Advantages to Mutual Fund holders	1,2,3,4,5	5		PPT, Case	
	L27		5	Advantages to Mutual Fund holders	2,3,5	4		PPT, Case	
10	L28		5	Difference between Share and Mutual Fund	1,2,3,4,5	5		Lecture, PPT, Case	
	L29		5	Difference between Share and Mutual Fund	3,5	5		Lecture, PPT, Case	
	L30		5	Difference between Share and Mutual Fund	3,5			Lecture, PPT, Case	
11	L31		6	Introduction to Portfolio Management	3,5			Lecture, PPT, Case	
	L32		6	Introduction to Portfolio Management	3,5			Lecture PPT, Case	
	L33		6	Introduction to Portfolio Management	3,5			Lecture PPT, Case	
12	L34		7	Portfolio Management Strategies,	1,2,3,4,5			Lecture, Lecture, PPT, Case	
	L35		7	Portfolio Management Strategies,	1,2,3			Lecture	

					,4,5			Lecture ,Ppt, Case	
	L36		7	PortfolioManagementStrategies,	1,2,3 ,4,5			Lecture ,Ppt, Case	
13	L37		8	RiskDiversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L38		8	RiskDiversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L39		8	RiskDiversification.	1,2,3 ,4,5			Lecture ,Ppt, Case	
14	L40		9	PortfolioAnalysisandPortfolioPer formanceEvaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L41		9	PortfolioAnalysisandPortfolioPer formanceEvaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	
	L42		9	PortfolioAnalysisandPortfolioPer formanceEvaluation.	1,2,3 ,4,5			Lecture ,Ppt, Case	

### MT310 Auditing

#### COURSE INFORMATION SHEET

**Course code: MT**

**310 Course title: Auditing**

**Pre-**

**re-**

**requisite(s): MT103, MT113**

**requisite(s): NIL**

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

**0 Class schedule per week:**

**3 Class: BBA**

**Semester/Level: VI/IIIN**

**ame of Teacher:**

#### Course Objectives

This course enable the students:

A.	To understand the role of auditing in global business environment.
B.	To impart knowledge of auditing process, legal liabilities and responsibilities of an

	auditor.
C.	To acquaint students with auditing procedure and report writing.
D.	To understand the importance of effective internal control system.
E.	To familiarize with recent developments in audit rules.

## Course Outcomes

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

1.	Understand the importance of audit and audit process in detail.
2.	Interpret the results of audit reports and balance sheet of various companies.
3.	Suggest various internal control measures and checks.
4.	Perform a thorough valuation of assets and liabilities.
5.	Develop ability to solve basic cases relating to audit engagements

## Syllabus

### Module 1 (9 Lectures)

Introduction to Auditing Auditing –

Meaning and Definition, Nature and Limitations of Auditing, Objectives of Auditing, Importance with reference to Indian Industry. Audit Standards Auditing and Assurance Standards, Statements and Guidance Notes on Auditing

### Module 2 (9 Lectures)

Planning of Audit and Control Role of an Auditor – Qualifications – Appointment – Rights – Remuneration - Duties and Liabilities. Process of Audit planning, Audit programme, Audit papers, Audit contents, Accounting controls and Sampling in Audit. Types of Audit General Audit and Specific Audit, Continuous, Periodic and Balance Sheet Audit

### Module 3 (9 Lectures)

Audit of Financial Statements Vouching – Meaning. Vouching of cash book and investigation of transactions, Verification and Valuation of assets and liabilities. Audit of Financial Statements – Receipts and Payments, Sales and Purchases, Capital and Reserves, Fixed Assets and Other Assets.

### Module 4 (9 Lectures)

Internal Control System Concept and Objective of Internal Control, Characteristics of an efficient system of internal control, IT revolution, Challenges in Internal Control Risk Assessment and Internal Control Evaluation of Internal control procedures and techniques including questionnaire, flow chart, internal audit and external audit, coordination between the two.

### Module 5 (9 Lectures)

Audit of Different Institutions Audit of different types of Institutions (Partnership, Trading, Nontrading concerns, Manufacturing companies). Features and Basic Principles of Government Audit - Local Bodies and Non-Profit Seeking Organizations Audit Report and Certificate

Distinction between Report and Certificate, Contents of an Audit Report, Preparation of a fair Audit Report.

**Suggested**

**Readings Textbooks**

:

1. Prakash Jagdish Principles and Practices of Auditing, Kalyani Publishers, New Delhi
2. Kamal Gupta and Ashok Gupta “Fundamentals of Auditing” Mc Graw Hill Education, New Delhi, 2004.
3. R.G. Saxena Auditing Himalaya Publishing House New Delhi 2010
4. T.N. Tandon “Practical Auditing” Kalyani Publishers, New Delhi.
5. Hooks, K.L. (2011). Auditing and Assurance Services: Understanding the Integrated Audit (1st ed.). New York, NY: Wiley.

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

**through Gaps in the Syllabus**

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

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

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

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

**Direct Assessment**

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

Independent Teaching Assessment	5
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**Indirect Assessment–**

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

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcomes	Program Outcomes				
	1	2	3	4	5
1	H	H	L	H	M
2	H	L	M	M	L
3	M	H	H	H	H
4	H	L	M	H	L
5	L	L	L	M	H
6	H	M	H	M	L

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD 1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5, CD8
CD 2	Tutorials/Assignments	CO2	CD1, CD2, CD4, CD5
CD 3	Seminars	CO3	CD1, CD2, CD4, CD5
CD 4	Mini projects/Projects	CO4	CD1, CD4, CD8
CD 5	Laboratory experiments/teaching aids	CO5	CD1, CD4, CD5, CD8, CD2
CD 6	Industrial/guest lectures		
CD 7	Industrial visits/in-plant training		
CD 8	Self-learning such as use of NPTEL materials and internet		
CD	Simulation		



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### Lecturewise Lesson Planning Details.

Wee k No.	Lect. No.	Ten tative Date	Ch . No .	Topicstobecovered	Text Boo k/ Refe re nces	C Os ap pe d	Actual Content covered	Method ology Us ed	Rema rks by facult y if any
1 2	L1		1	Auditing – Meaning and Definition, Nature and Limitations of Auditing	1,2,3 ,4	1		Lecture ,PPT, Lecture s	
	L2		1	Objectives of Auditing, Importance with reference to Indian Industry	1,2,3	1		PPT, Case, Lecture s	
	L3		1	Auditing and Assurance Standards	1,2,4 ,5	1		PPT ,Case, Lecture s	
2	L4		1	Statements and Guidance Notes on Auditing	1,2,, 4,5	1		PPT, Lecture s	
	L5		2	Role of an Auditor Qualifications–Appointment	1,2,3 ,4,5	2		PPT , project, Lecture s	
	L6		2	Rights–Remuneration-Duties and Liabilities. Process of Audit planning, Audit programme	1,4,5	2		PPT, project, Lecture s	
3	L7		2	Process of Audit planning, Audit programme Audit papers	,2,3, 4,5	2		PPT ,Case, Lecture s	
	L8		2	Audit papers, Audit contents Accounting controls and Sampling in Audit	1,2,3 ,4,5	2		PPT, case	
	L9		2	Accounting controls and Sampling in Audit General Audit	1,2,3 ,4,	2		PPT, project,	

				and Specific Audit				case, Lectures	
4	L10		2	General Audit and Specific Audit Continuous	1,2,3,4,5	2		Ppt, project, case, Lectures	
	L11		2	Continuous, Periodic and Balance Sheet.	1,2,3,4,5	2		Ppt, project, case, Lectures	
	L12		3	Audit Vouching – Meaning. Vouching of cash book and investigation of transactions	1,4,5	1,3		Ppt, project, case	
5	L13		3	Verification and Valuation of assets and liabilities	2,3,5	1,3		Ppt, project, case, Lectures	
	L14		3	Audit of Financial Statements – Receipts and Payments	2,3,4,5			Ppt, projects	
	L15		3	Sales and Purchases Capital and Reserves, Fixed Assets and Other Assets	1,2,3,4,5	3		Ppt, project, case, Lectures	
6	L16		3	Capital and Reserves, Fixed Assets and Other Assets	1,2,3,4,5	3		Ppt, case	
	L17		4	Concept and Objective of Internal Control	2,3,5	3		Ppt, project, case, Lectures	
	L18		4	Characteristics of an efficient system of internal control	1,4,5	3		Ppt, project	
7	L19		4	IT revolution, Challenges in Internal Control Evaluation of Internal control procedures and techniques including questionnaire, flowchart	1,2,3,4,5	3		Ppt, project, case, Lectures	
	L20		4	Evaluation of Internal control	1,4,5	3		PPT,	

				procedures and techniques including questionnaire, flow chart				Lectures	
	L21		4	Internal audit and external audit, coordination between the two	1,2,3,4,5	3		PPT, Lectures	
8	L22		5	Audit of different types of Institutions (Partnership, Trading)	2,3,5	4		PPT	
	L23		5	Audit of different types of Institutions (Partnership, Trading)	1,2,3,4,5	5		PPT, Case	
	L24		5	Audit of different types of Institutions (Partnership, Trading)	1,2,3,4,5	5		PPT, Case	
9	L25		5	Non trading concerns, Manufacturing companies	3,5	4		PPT	
	L26		5	Non trading concerns, Manufacturing companies	1,2,3,4,5	5		PPT, Case	
	L27		5	Non trading concerns, Manufacturing companies	2,3,5	4		PPT, Case	
10	L28		5	Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking Organizations	1,2,3,4,5	5		PPT, Case	
	L29			Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking Organizations	1,2,3,4,5	5		PPT, project, case, Lectures	
	L30			Features and Basic Principles of Government Audit-Local Bodies and Non-Profit Seeking Organizations	1,2,3,4,5	5		PPT, project, case, Lectures	
11	L31			Distinction between Report and Certificate	1,2,3,4,5	3,4,5		PPT, project, case, Lectures	
	L32			Distinction between Report and	1,2,3,4,5	3,4,5		PPT, project,	

			Certificate				case	
	L33		DistinctionbetweenReportandCertificate	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
12	L34		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L35		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L36		ContentsofanAuditReport	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
13	L37		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L38		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L39		Preparation of a fair Audit Report	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
14	L40		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L41		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	
	L42		DiscussionofAuditCases	1,2,3 ,4,5	3,4 ,5		PPt, project, case	

### MT311Computer

#### NetworksCOURSEINFORMATION SHEET

**Coursecode:MT311**

**Coursetitle:ComputerNetworksP**

**re-requisite(s):MT106**

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

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

**00Class schedule per week:**

**03Class:BBA**

**Semester/**

**Level:VI/3NameofTea**

**cher:**

## Course Objectives

This course enable the students:

A.	To learn about basics of computer network
B.	To learn about network architecture, guided and unguided media
C.	To learn about physical layer of data transmission
D.	To learn switching and multiplexing
E.	Learn the error control and flow control mechanism in data link layer

## Course Outcomes

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

1.	Understand the basics of computer networks
2.	Demonstrate the OSI and TCP/IP Reference model
3.	Recognize the digital and analog transmission
4.	Categorize circuit switching, packet switching and multiplexing
5.	Evaluate flow control and error control mechanisms

## Syllabus

Module 1 Introduction: (6 lectures)

Introduction: Uses of computer, business applications, home applications, mobile users, social issues, Network Hardware, LAN, MAN, WAN, wireless networks, home networks, Internet networks

Module 2 Network Architecture (6 lectures)

Network Architecture: OSI Reference Model, TCP/IP Reference Model, Comparison of OSI and TCP/IP Reference Model. Transmission Media: Guided Transmission media, Wireless transmission

Module 3 Digital Transmission (9 lectures)

Digital Transmission: digital to digital transmission, analog to digital transmission, transmission modes. Analog Transmission: digital to analog transmission and analog to analog transmission

Module 4 Switching: (9 lectures)

Switching: circuit switched network, datagram networks, virtual circuit networks. Multiplexing: frequency division multiplexing, synchronous time division multiplexing, statistical time division multiplexing.

Module 5 Data link layer (11 lectures)

Data link layer: data link layer design issues, error detection and error correction, stop-and-wait protocol, sliding window protocol.

Textbooks:

Andrew S. Tanenbaum, Computer Networks, 4<sup>th</sup> Edition, Pearson Prentice Hall

Behrouz A. Forouzan, Data Communications and Networking, 4<sup>th</sup> Edition, Tata McGraw Hill Reference books:

Prakash C.

Gupta, Data Communications and Computer Networks, PHI Learning Private Limited, ISBN-978-81-203-2846-4

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

**POs met through Gaps in the Syllabus**

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

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

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

internets
Simulation

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

#### **DirectAssessment**

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

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

MappingofCourseOutcomesontoProgramOutcomes

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

H-High,M- Medium,L-Low

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

#### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3		1	Uses of computer, business applications, home applications,	T1+R1	CO1		Lecture, PPT, Board work	



				mobile users, social issues,					
2	4,5,6		1	Network Hardware, LAN, MAN, WAN, wireless networks, home networks, Internet networks	T1+R1	CO1		Lecture, PPT, Board work	
3	7,8,9		2	Network Architecture: OSI Reference Model	T1+T2+R1	CO2		Lecture, PPT, Board work, Assignments	
4	10,11,12		2	TCP/IP Reference Model, Comparison of OSI and TCP/IP Reference Model.	T1+T2+R1	CO2		Lecture, PPT, Board work	
5	13,14,15		2	Transmission Media: Guided Transmission media, Wireless transmission	T1+T2+R1	CO2		Lecture, PPT, Board work	
6	16,17,18		3	<b>Digital Transmission: digital to digital transmission</b>	T2+R1	CO3		Lecture, PPT, Board work	
7	19,20,21		3	Analog to digital transmission,	T2+R1	CO3		Lecture, PPT, Board	

				transmission modes.				work	
8	22,23,24		3	Analog Transmission: digital to analog transmission and analog to analog transmission	T2+R1	CO3		Lecture, PPT, Board work	
9	25,26,27		4	Switching: circuit switched network, datagram networks, virtual circuit networks	T2+R1	CO4		Lecture, PPT, Board work	
10	28,29,30		4	Multiplexing: frequency division multiplexing	T2+R1	CO4		Lecture, PPT, Board work	
11	31,32,33		4	Synchronous time division multiplexing, statistical time division multiplexing.	T2+R1	CO4		Lecture, PPT, Board work/Simulation	
12	34,35,36		5	Data link layer: data link layer design issues	T1+R1	CO5		Lecture, PPT, Board work	
13	37,38,39		5	Error detection and error correction	T1+R1	CO5		Lecture, PPT, Board work, Simulation	

14	40,41 ,42		5	Stop-and- waitprotocol,	T1+R1	CO5		Lecture, PPT, Board work	
15	43,44 ,45		5	sliding windowprotoco l.	T1+R1	CO5		Lecture, PPT, Board work	

## **MT312 Knowledge Management**

### **COURSE INFORMATION SHEET**

**Course code: MT312**

**Course title: Knowledge management P**

**re-requisite(s): MT106**

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

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

**00 Class schedule per week: 3**

**Class: BBA**

**Semester/Level: VI/3N**

**name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To learn about data and knowledge
B.	To learn the basics of knowledge management
C.	To learn knowledge management tools
D.	To learn knowledge management cycle
E.	To learn knowledge processing and knowledge engineering approach

### **Course Outcomes**

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

1.	Understand about progression of data to knowledge
2.	Understand the basics and history of knowledge management
3.	Interpret knowledge management tools
4.	Relate knowledge processing and knowledge creation

## **Syllabus**

### **Module1(9lectures)**

Understanding Knowledge and definition of Knowledge Management, Conceptual Progression from data to knowledge, Need and Objective of Knowledge Management.

### **Module2(9lectures)**

History of Knowledge Management, Elements of Knowledge Management, Different Types of knowledge in Organization, knowledge Life Cycle Organizational Learning Process, Corporate Memories, Types of Corporate Memories

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

Knowledge management tools, Implementation of Knowledge management, Knowledge management cycle

### **Module4(9lectures)**

The Environment for Co-operative knowledge Processing, Supporting, Co-ordination through a Flexible Use of Knowledge Creation

### **Module5(11lectures)**

The knowledge Engineering Approach, Acquisition, Representation, Expression and Management of Knowledge Base

Textbooks:

Tiwana Knowledge Management

Reference books:

K. Dalkir Knowledge Management in Theory and Practice, Second Edition  
ISBN:9780262015080

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

**through Gaps in the Syllabus**

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

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

Course Delivery methods
Lecture by use of Chalk and boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plan training
Self-learning such as use of NPTEL materials and internet
Simulation

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

#### **Direct Assessment**

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

#### **Indirect Assessment–**

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

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

Mapping of Course Outcomes onto Program Outcomes

Course Outcome #	Program Outcomes
------------------	------------------

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

H-High,M- Medium,L-Low

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

Lecturewise Lesson planning Details.

Wee	Lect.	Ten tati	Ch.	Topic to be	Text	COs	Actual Conten	Methodolog	Remark
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Sl. No.	Topic	Date	No. of Sessions	Content Covered	Book / Reference	Learning Objectives	Resources	Method	Assessment
1	1,2,3		1	Understanding Knowledge and definition of Knowledge Management	T1/R1	CO1		Lecture, Chalk and board	
2	4,5,6		1	Conceptual Progression from data to knowledge, Need and Objective of Knowledge Management.	T1/R1	CO1		Lecture, Chalk and board	
3	7,8,9		2	History of Knowledge Management, Elements of Knowledge Management,	T1/R1	CO2		Lecture, PPT Chalk and board	
4	10,11,12		2	Different Types of knowledge in Organization, knowledge Life Cycle Organizational Learning Process,	T1/R1	CO2		Lecture, PPT Chalk and board	
5	13,14,15		2	Corporate Memories, Types of	T1/R1	CO2		Lecture, PPT Chalk	

				Corporate Memories				andboard	
6	16,17,18		3	Knowledge management tools	T1/R1	CO3		Lecture,PP T Chalkandboard	
7	19,20,21		3	Implementation of Knowledge management	T1/R1	CO3		Lecture,PP T Chalkandboard	
8	22,23,24		3	Knowledge management cycle	T1/R1	CO3		Lecture,PP T Chalkandboard	
9	25,26,27		4	Knowledge processing and knowledge creation	T1/R1	CO4		Lecture,Chalk andboard	
10	28,29,30		4	The Environment for Co-operative knowledge Processing	T1/R1	CO4		Lecture,Chalk andboard, Simulation	
11	31,32,33		4	Supporting knowledge processing, Co-ordination through a Flexible Use of Knowledge Creation	T1/R1	CO4		Lecture,Chalk andboard	
12	34,35,36		5	The knowledge Engineering Approach,	T1/R1	CO5		Lecture,Chalk andboard	



13	37,38,39		5	Acquisition, Representation of Knowledge Base	T1/R1	CO5		Lecture, Chalk andboard, Simulation	
14	40,41,42		5	Expression of Knowledge Base	T1/R1	CO5		Lecture, Chalk andboard	
15	43,44		5	Management of knowledgebase	T1/R1	CO5		Lecture, Chalk andboard	

### **MT313InternetAndWebPageDesign**

#### **COURSEINFORMATION SHEET**

**Coursecode:MT313**

**Coursetitle:INTERNETANDWEBPAGEDESIGN**

**Pre-**

**requisite(s):MT106Co-**

**requisite(s):NIL**

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

**Classscheduleperweek:**

**03Class:BBA**

**Semester/Level:VI/3N**

**ameofTeacher:**

#### **Course Objectives**

Thiscourseenablesthestudents:

A.	Tolearnabout basicsofInternet
B.	Tolearnhow the webworks
C.	TolearnHTMLandforscripting
D.	TolearnprogrammingusingJavascript
E.	Learnthebasics ofXML

#### **CourseOutcomes**

Afterthecompletionofthiscourse,studentswillbeableto:

1.	Learn the basics of Internet
2.	Able to understand how the networking of the Internet works
3.	Learn scripting with HTML
4.	Learn program development with JavaScript
5.	Understand the basics of XML and Java applets

## Syllabus

### Module 1: (6 lectures)

Introduction to Internet and HTML: Introduction to Internet and HTML: Introduction to Internet, Internet Services, Web Server, Web Client, Domain Registration, Internet Security, URLs and Domain Names and Internet Service Providers (ISP)

### Module 2: (9 lectures)

Accessing Internet: Getting Connected, Access, Modems and Speed. Internet Protocols, TCP/IP, File Transfer Protocol, Configuring the Machine, for TCP/IP Account, IP Address

### Module 3: (9 lectures)

HTML: Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings, Link Documents using Anchor Tag, Formatting Characters, Font tag, Images and Pictures, Listing, Tables in HTML, Hyperlinks, Frames and Forms.

### Module 4: (9 lectures)

JavaScript: Data Types, Variables, Operators, Conditional Statements, Use of JavaScript in Web Pages, Advantages of JavaScript, Type Casting, basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.

### Module 5: (12 lectures)

Understanding XML and Java Applets: Overview of XML, XML Families of Technology, Introduction to DTD, basics of Java Applets

### Textbooks:

C. Xavier, Web Technology & Design, New Age International Publishers, 1<sup>st</sup> Edn, New Delhi, 2004.

Referencebooks:

IvanBayRoss,WebEnableCommercialApplication UsingHTML,

DHTML,BPBPBPublication.Gapsinthe syllabus (tomeetIndustry/Professionrequirements)

**POsmetthroughGapsintheSyllabus**

**Topicsbeyondsyllabus/Advancedtopics/Design**

**POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

**MappingbetweenObjectivesandOutcomes**

Mapping ofCourseOutcomesontoProgramOutcomes

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

H-High,M- Medium,L-Low

Mapping BetweenCOsand CourseDelivery(CD)methods

CD	CourseDeliverymethods	CourseO utcome	CourseDelivery Method
CD1	Lecturebyuseofboards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1andCD2
CD4	Miniprojects/Projects	CO4	CD1,CD2and CD8
CD5	Laboratoryexperiments/teachingaids	CO5	CD1andCD8
CD6	Industrial/guest lectures		

CD7	Industrialvisits/in-plantraining			
CD8	Self-learningsuchasuseofNPTELmaterialsandinternets			
CD9	Simulation			

LecturewiseLessonplanningDetails.

Wee k No.	Lect. No.	Tent ativ e Dat e	Ch. No.	Topics tobecove red	Text Book / Refer e nces	COs mappe d	Actual Conten tcover ed	Methodology used	Remark s by faculty ifany
1	1,2,3		1	Introductio n toInternet,I nternetSer vices,Web Server,We bClient,	T1	CO1		Lecture, PPT,Boardw ork	
2	4,5,6		1	DomainRe gistration, InternetSe curity,UR LS andDomai nNamesan dInternetS erviceProv iders(ISP)	T1	CO1		Lecture, PPT,Boardw ork	
3	7,8,9		2	Getting Connected,	T1	CO2		Lecture,PPT, Board	

				Access, Modems and Speed.				work, Assignments	
4	10,11,12		2	Internet Protocols, TCP/IP, File Transfer, Protocol	T1	CO2		Lecture, PPT, Boardwork	
5	13,14,15		2	Configuring the Machine, for TCP/IP Account, IP Address	T1	CO2		Lecture, PPT, Boardwork	
6	16,17,18		3	Basics of HTML, HTML Tags, HTML Documents, Header Section, Body Section, Headings	T1 & R1	CO3		Lecture, PPT, Boardwork	
7	19,20,21		3	Link Documents using Anchor Tag, Formatting Characters, Font tag, Images and Pictures,	T1 & R1	CO3		Lecture, PPT, Boardwork	

8	22,23,24		3	Listing, Tables in HTML, Hyperlinks, Frames and Forms	T1 & R1	CO3		Lecture, PPT, Boardwork	
9	25,26,27		4	Data Types, Variables, Operators, Conditional Statements	T1 & R1	CO4		Lecture, PPT, Boardwork	
10	28,29,30		4	Use of JavaScript in Web Pages, Advantages of JavaScript, Type Casting	T1 & R1	CO4		Lecture, PPT, Boardwork	
11	31,32,33		4	Basics of Array, Operators and Expression, Conditional Checking, Function, User Defined Function.	T1 & R1	CO4		Lecture, PPT, Boardwork, Simulation	
12	34,35,36		5	Overview of XML	T1	CO5		Lecture, PPT, Boardwork	
13	37,38,39		5	XML	T1	CO5		Lecture, PPT,	

	9			Families of Technology,				Board work	
14	40,41,42		5	Introduction to DTD	T1	CO5		Lecture, PPT, Boardwork	
15	43,44,45		5	Basics of Java Applets	T1	CO5		Lecture, PPT, Boardwork, Simulation	

### MT314 Introduction to Business Analytics

#### COURSE INFORMATION SHEET

**Course code:** MT314

**Course title:** Introduction to Business Analytics

**Pre-requisite(s):** MT106

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

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

**Class schedule per week:**

**3 Class:**

**Semester/Level:** VI/3N

**Name of Teacher:**

#### Course Objectives:

This course enables the students:

1.	To know details about the business data analytics
2.	Applications, advantages and limitations of various analytic techniques.
3.	Real life use of various data analytics.
4.	Case studies on business data analytics.
5.	Implementation using R

**Course outcomes:**

After successfully completing the course the students should be able to:



1.	Understand the properties of various business data analytics
2.	Identify important resources to support business analytics and Identify the strength and weaknesses of different business data analytics
3.	Design and utilize appropriate data analytic techniques for solving problems
4.	Understand the role of statistics in data analytics
5.	Understand the role of data mining in data analytics

## Syllabus

### Module 1: (8 lectures)

Introduction to Business Analytics :Terminology, Business Analytics Process, Relationship of BA Process and Organization, Decision-Making Process. Why Are Business Analytics Important? Introduction, Why BA Is Important: Providing Answers to Questions, Why BA Is Important: Strategy for Competitive Advantage, Other Reasons Why BA Is Important, Applied Reasons Why BA Is Important, The Importance of BA with New Sources of Data.

### Module 2: (8 lectures)

Important Resource to Support Business Analytics: Introduction, Business Analytics Personnel, Business Analytics Data, Categorizing Data, Data Issues, Business Analytics Technology. How Do We Align Resources to Support Business Analytics within an Organization? Organization Structures Aligning Business Analytics. Organization Structures, Management Issues.

### Module 3: (14 lectures)

Descriptive Analytics and Data Visualization :Mean, median, mode, harmonic mean, geometric mean, variance and standard deviation, quantiles, skewness. Data Visualization: Summary table, Contingency table, Bar plot, Pie chart, Frequency distribution, Relative frequency distribution, Cumulative frequency distribution, Histogram, Frequency polygon, Cumulative frequency graphs, Box plot, Time series plot, Pareto chart, Steam-and leaf display, Scatter diagram, Cause and effect diagram. Lorenz curve. Case Study Example: Descriptive Analytics Step in the BA Process.

### Module 4: (6 lectures)

Predictive Analytics :Introduction, Predictive Modeling, Logic-Driven Models, Data-Driven Models, Data Mining, Cluster analysis: What is cluster analysis? K-Means algorithm,

Hierarchical clustering, Classification, K-Nearest neighbor classification. Case Study Example: Predictive Analytics Step in the BA Process.

**Module 5: (6 lectures)**

Statistical Decision Analysis and few advanced analysis topics: Introduction, Decision making under risk, Payoff table, Graphical approach for decision making, Influence diagram, Decision tree, Decision making under uncertainty, Decision making under conflict (Game theory), Zero sum game, Game matrix. Advanced topic: Conjoint analysis, Panel data analysis.

Text Book:

Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Business Analytics Principles, Concepts, and Applications What, Why, and How, Pearson, Pearson 2014.  
J Han and M Kamber, Data Mining: Concepts and techniques, Morgan Kaufmann Publishers.  
Gupta and Gupta, Business Statistics, Sultan Chand and Sons, 2014.

Reference Book

S. Christian Albright, Wayne L. Winston, Business Analytics: Data Analysis & Decision Making, Cengage Learning, 2015.  
R. Evans James, Business Analytics, Pearson, 2017.

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars

Miniprojects/Projects
Laboratoryexperiments/teachingaids
Industrial/guest lectures
Industrialvisits/in-plantraining
Self-learningsuchasuseofNPTELMaterialsandinternets
Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

MappingofCourseOutcomesontoProgramOutcomes

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

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

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

#### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs applied	Actual Content covered	Methodology Used	Remarks by faculty if any
1	1		1	Terminology, Business Analytics Process	T1, R2	CO1		BLACKBOARD, PPT	
	2		1	Terminology, Business	T1, R2	CO1		BLACKBOARD,	

				AnalyticsProcess				PPT	
	3		1	RelationshipofBA Process andOrganization,	T1,R2	CO1		BLACKB OARD,P PT	
2	4		1	Decision- MakingProcess. Why AreBusiness AnalyticsImportan t?	T1,R2	CO1		BLACKB OARD,P PT	
	5		1	Introduction, Why BAIsImportant:Providi ngAnswerstoQuestions ,	T1,R2	CO1		BLACKB OARD,P PT	
	6		1	Why BA Is Important:Strategy forCompetitiveAdvant age,OtherReasons	T1,R2	CO1		BLACKB OARD,P PT	
3	7		1	Why BA Is Important,Applied Reasons WhyBAIs Important,	T1,T2, R2	CO1		BLACKB OARD,P PT	
	8		1	TheImportanceofBAw ith New Sources ofData.	T1,T2, R2	CO1		BLACKB OARD,P PT	
	9		2	Introduction,BA	T1,T2, R2	CO1		BLACKB OARD,P PT	
4	10		2	Business AnalyticsPersonne l,	T1,T2, R2	CO1		BLACKB OARD,P PT	
	11		2	Business AnalyticsData,	T1,T2, R2	CO1		BLACKB OARD,P PT	
	12		2	Categorizing Data, DataIssues,	T1,T2, R2	CO1		BLACKB OARD,	

								PPT	
5	13		2	Business Analytics Technology.	T1,T2, R2	CO1		BLACKBOARD, PPT	
	14		2	How Do We Align Resources to Support Business Analytics within an Organization?	T1,T2, R2	CO1		BLACKBOARD, PPT	
	15		2	Organization Structures Aligning Business Analytics.	T1,T2, R2	CO1		BLACKBOARD, PPT	
6	16		2	Organization Structures, Management Issues.	T1,T2, R2	CO1		BLACKBOARD, PPT	
	17		3	Mean, median, mode,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	18		3	Mean, median, mode,	T1,T4	CO3		BLACKBOARD, PPT, case study	
7	19		3	harmonic mean, geometric mean,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	20		3	harmonic mean, geometric mean,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	21		3	variance and standard deviation, quantiles,	T1,T4	CO3		BLACKBOARD, PPT, case study	

8	22		3	skewness.	T1,T4	CO3		BLACKBOARD, PPT, case study	
	23		3	Data Visualization: Summer table, Contingency table, Barplot,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	24		3	Pie chart, Frequency distribution, Relative frequency	T1,T4	CO3		BLACKBOARD, PPT, case study	
9	25		3	distribution, Cumulative frequency distribution,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	26		3	Histogram, Frequency polygon, Cumulative frequency graphs,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	27		3	Boxplot, Timeseries plot, Pareto chart,	T1,T4	CO3		BLACKBOARD, PPT, case study	
10	28		3	Steam-and leaf display, Scatter diagram,	T1,T4	CO3		BLACKBOARD, PPT, case study	
	29		3	Cause and effect diagram. Lorenz curve. Case Study Example:	T1,T4	CO3		BLACKBOARD, PPT, case study	
	30		3	Descriptive Analytics Step in the BA Process.	T1,T4	CO3		BLACKBOARD, PPT, case study	

								study	
11	31		4	Introduction,Predictive Modeling,	T2	CO2		BLACKBOARD, PPT,case study	
	32		4	Logic-DrivenModels,Data-DrivenModels,	T2	CO2		BLACKBOARD, PPT,case study	
	33		4	DataMining,Clusteranalysis:Whatisclusteranalysis?	T2	CO2		BLACKBOARD, PPT,case study	
12	34		4	K-Means algorithm,Hierarchical clustering,Classification,	T2	CO2		BLACKBOARD, PPT,case study	
	35		4	K-Nearest neighborclassification. CaseStudyExample :	T2	CO2		BLACKBOARD, PPT,case study	
	36		4	Predictive AnalyticsStepintheBA Process.	T2	CO2		BLACKBOARD, PPT,case study	
13	37		5	Decisionmakingunderuncertainty,	T3	CO4		BLACKBOARD, PPT,case study,Mini projects	
	38		5	Decisionmakingunderconflict	T3	CO4		BLACKBOARD, PPT,case	



								study	
	39		5	Gametheory	T3	CO4		BLACKBOARD, PPT, casestudy, Miniprojects	
14,15	40		5	Zero sum game, Gamematrix. Advanced topic:	T3	CO5		BLACKBOARD, PPT, case study	
	41		5	Conjointanalysis,	T3	CO5		BLACKBOARD, PPT, case study, Simulation	
	42		5	Paneldataanalysis.	T3	CO5		BLACKBOARD, PPT, case study	

### MT315 Programming Technology C

#### COURSE INFORMATION SHEET

**Course code:** MT 315

**Course title:** PROGRAMMING TECHNOLOGY C

**re-requisite(s):** MT106

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

**Credits:** L:3 T:1

P:0 Class

**schedule per week:** 03 Class:

**Semester/Level:** VI/3B

**Branch:**

**Name of**

**Teacher:** Course O

**Objectives**

This course enables the students to:

A.	Understand the fundamental ideas regarding different programming methodologies.
B.	Understand the pseudocode.
C.	Understand time complexity of the programming paradigm.
D.	Understand storage complexity of the programming paradigm.
E.	Understand different programming tools.

### Course Outcomes

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

1.	Identify the different programming paradigms.
2.	Understand Debugging concepts.
3.	Understand the concept of writing algorithm.
4.	Understand the concept of writing flowchart.
5.	Describe different programming tools.

### Syllabus

#### Module 1: (6 lectures)

Overview of Programming : Overview of Programming: Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/ output), Algorithm, Flowchart, Coding, Debugging- Compile time error, Runtime error, Logical error, Syntax error, Testing.

#### Module 2: (6 lectures)

Paradigms of Programming Languages: Paradigms of Programming Languages: Programming Languages, Types of Languages, Low level vs high level languages, Languages development, Assembly languages.

#### Module 3: (9 lectures)

Programming Techniques: Topdown design, structured programming, Modular programming, Object oriented programming, event driven programming.

**Module4:(10lectures)**

Object Oriented Programming Methodologies: Object Oriented Programming Methodologies: Class, Object, Data abstraction, Data encapsulation, Inheritance, Polymorphism, Dynamic Binding, Message Communication. Comparisons between Object oriented programming and procedure programming

**Module5:(15lectures)**

Overview of Web based programming language: Overview of Web based programming language: HTML, XML, JSP, PHP. Concept of Tomcat Apache web server.

**Text Books:**

1. V.K.Jain, “Programming and Problem Solving through C”, BPB Publications, 1999 Reference

Books:

1. E. Balagurushwami, “Object Oriented Programming using C++”, TMH Publishers, 2002

2. C. Xavier, “Web Programming”, NEW AGE Publishers, 2004

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

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

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

**Course Outcome (CO) Attainment Assessment Tools & Evaluation Procedure**

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

**Mapping of Course Outcomes onto Program Outcomes**

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1

CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1andCD2
CD4	Miniprojects/Projects		CO4	CD1andCD2
CD5	Laboratoryexperiments/teachingaids		CO5	CD1andCD2
CD6	Industrial/guest lectures			
CD7	Industrialvisits/in-planttraining			
CD8	Self-learningssuchasuseofNPTELmaterialsand internets			
CD9	Simulation			

### LecturewiseLessonplanningDetails.

Week No.	Lec t. No.	Ten tative Date	Ch. No.	Topics to be covered	TextBook /References	COs mapped	ActualContent covered	Methodology used	Remarks by faculty if any
1	1,2,3		Mod1	Program Development, Programming Process, Problem Identification, Task analysis, Data analysis (input/output),	T1,R1	CO1		PPT,Lecture, Assignment	
2	4,5,6		Mod1	Algorithm, Flowchart, Coding, Debugging-Compiletime error, Runtime error, Logical error, Syntax	T1,R1	CO1		PPT,Lecture, Assignment	

				error,Testing					
3	7,8,9		Mod2	Programming Languages, Types of Languages,	T1,R1	CO1		PPT,Lecture, Assignment	
4	10,11,12		Mod2	Low level vs high level languages, Languages development, Assembly languages	T1,R1	CO3		PPT,Lecture, Assignment	
5	13,14,15		Mod3	Top down design, structured programming,	T1,R1	CO3		PPTLecture, Assignment	
6	16,17,18		Mod3	Modular programming,	T1,R1	CO2		PPT,Lecture, Assignment	
7	19,20,21		Mod 3,4	Object oriented programming, event driven programming, Class,Object,	T1,R1	CO2		PPT,Lecture, Assignment	
8	22,23,24		Mod4	Dataabstraction, Data encapsulation, Inheritance,.	T1,R1	CO4		PPTLecture, Assignment	
9	25,26,27		Mod4	Polymorphism, Dynamic Binding, Message Communication	T1,R1	CO4		PPTLecture, Assignment	
10	28,29,		Mod4	Comparisons between Object	T1,R1	CO3		PPT,Lecture,	

	30			oriented program ming and procedure programming				Assignment	
11	31, 32, 33		Mod5	Overview of Web based progra mming langua ge:	T1,R2	CO5		PPT,Lecture, Assignment	
12	34, 35, 36		Mod5	HTML,XML,	T1,R2	CO5		PPT,Lecture, Assignment	
13	37, 38, 39		Mod5	JSP, PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
14	40, 41, 42		Mod5	PHP.	T1,R2	CO4		PPT,Lecture, Assignment	
15	43, 44, 45		Mod5	Concept of Tomcat Apache webserver.	T1,R2	CO5		PPT,Lecture, Assignment	

### MT316 International Marketing

#### COURSE INFORMATION SHEET

**Course code: MT316**

**Course title: International Marketing P**

**re-requisite(s): MT109, MT205**

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

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

**P: 0 Class**

**schedule per week:**

**3 Class: BBA**

**Semester/Level: 6/3**

**Name of Teacher:**

## **Course Objectives**

This course enables the students:

1	To possess the theoretical concepts of international Marketing.
2	To understand the impact of cultural, political and legal differences on the product and the company.
3.	To be acquainted with trade barriers of international markets
4.	In understanding the different forms of international marketing
5.	To know about the international distribution and export documentation

## **Course Outcomes**

After the completion of this course, students will be:

1.	Able to understand and describe the concepts and processes of international marketing
2.	Having the abilities to analyse the international marketing environment and choose the suitable international markets for their organisation
3.	To develop an understanding of the recent changes and challenges in international marketing
4.	Able to differentiate the direct and indirect exporting and other forms of international marketing
5.	Having the ability to design the distribution network for international marketing and analyse export documents

## **Syllabus**

### **Module 1: Introduction (7 lectures)**

Definition, Scope and Importance of International Marketing, Major issues in International Marketing, Similarities and Dissimilarities between Domestic Marketing and International Marketing

### **Module 2: International Marketing Environment & International Market Selection (8 lectures)**

Introduction to International Marketing Environment, Cultural, Political and Legal Environment, Balance of Payments, Process of International Market Selection



**Module3:InternationalTradeBarriers (5lectures)**

Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers,ImpactofTariffandNon-TariffBarriers

**Module4:ProductPolicyandDistribution(12lectures)**

Product Adaptation & Standardization, Product Life Cycle in International Marketing, PackagingDirectandIndirectExporting,IntermediariesinInternational Marketing,Differenttypes ofTransportationes,Developmentsintransportation

**Module5:ExportIncentivesandDocumentation(13lectures)**

Types of Export Incentives and Assistance in International Marketing, Management of Risks,ECGC,ExportDocumentation

**TextBooks:**

1. Cherunilam,F.(2017),*InternationalMarketing- TextandCases*,Mumbai,HimalayaPublishingHouse,15<sup>th</sup> Edition
2. Varsheny,R.L.andBhattacharya,B.(2009),*InternationalMarketingManagement*,NewDelhi,SultanChandPublication,
3. Cateora,P.R.,Graham,J.L.andSalwan,P.(2008),*InternationalMarketing*,NewDelhi,TataMcGraw Hill,13<sup>th</sup>Edition

ReferenceBooks:

1. Cherunilam,F.(2010),*InternationalBusiness- TextandCases*,NewDelhi,PrenticeHallIndiaPublication,5<sup>th</sup> Edition
2. Onkvist, S. and Shaw, J.J.(2009), *International Marketing : Analysis and Strategy*, 3<sup>rd</sup> Edition,PHILearningPrivateLimited,NewDelhi

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsmettthroughGapsintheSyllabus**  
**Topicsbeyondsyllabus/Advancedtopics/Design**  
**POsmettthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

Simulation

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

#### **Direct Assessment**

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

#### **Indirect Assessment–**

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

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

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

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

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

<b>CD</b>	<b>Course Delivery methods</b>	<b>Course Outcome</b>	<b>Course Delivery Method</b>
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD5, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD8
CD3	Seminars	CO3	CD1,

				CD2,CD8
CD4	Miniprojects/Projects		CO4	CD1, CD2,CD5, CD8
CD5	Laboratoryexperiments/teachingaids		CO5	CD1, CD5,CD8
CD6	Industrial/guest lectures			
CD7	Industrialvisits/in-plantraining			
CD8	Self-learningssuchasuseofNPTELmaterialsand internets			
CD9	Simulation			

### LecturewiseLessonplanningDetails.

Wee k No.	Lect. No.	Ten tative Date	Ch. No.	Topicstobecoved	Text Book / Refer ences	COs mapped	Actual Content covered	Method ology used	Remarks by facultyif any
1	1,2,3		1	Definition, Scope & Importance of InternationalMarketing	T1, T3R1	CO1		Lecture /PPT/ teachin g aids/ Self-learnin g	
2	4,5,6		1	Major issues in International Marketing,Similarities between Domestic Marketing and InternationalMarketing	T1, T3 R1, R2	CO1, CO3		Lecture /PPT/ Assign ments/ teachin g aids/ Self-learnin g	
3	7,8,9		1,2	Dissimilaritiesbetween Domestic Marketing and International Marketing,Introduction to International	T1, T2 R1, R2	CO1, CO2		Lecture /PPT/ Assign ments /teachin	

				Marketing Environment				g aids/ Self- learnin g	
4	10,11 ,12		2	Cultural, Political and Legal Environment	T1, T3 R1 R2	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
5	13,14 ,15		2	Balance of Payments, Process of International Market Selection	T1, R1	CO2		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
6	16,17 ,18		3	Meaning and Types of Trade Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
7	19,20 21		3	Tariff and Non-Tariff Barriers	T1, R1	CO3		Lecture /PPT/A ssignm ents/tea ching aids/ Self- learnin g	
8	22,23		3,4	Impact of Tariff and	T1,	CO3		Lecture	

	24			Non-Tariff Barriers, Product Adaptation & Standardization	R1			/PPT/Assignments/teaching aids/Self-learning	
9	25,26 27		4	Product Life Cycle in International Marketing, Packaging	T1, T2 R1	CO2, CO3		Lecture /PPT/Assignments/teaching aids/Self-learning	
10	28-30		4	Direct and Indirect Exporting, Intermediaries in International Marketing	T1, T2 R1	CO4		Lecture /PPT/Assignments/teaching aids/Self-learning	
11	31,32 33,34		4	Different types of Transportation Developments in transportation,	T1, R1	CO5		Lecture /PPT/teaching aids/Self-learning	
12	35,36 ,37		4,5	Types of Export Incentives	T1, T2 R1	CO2, CO5		Lecture /PPT/Assignments/teaching aids/Self-learning	
13	38,39 40		5	Management of Risks, ECGC	T2, R1	CO2, CO5		Lecture /PPT/	

					R2			Assignments/teaching aids/Self-learnin	
14	41,42,43		5	ExportDocumentation	T2, R1	CO5		Lecture/PPT/Assignments/teaching aids/Self-learnin	
15	44,45		5	Assistance in InternationalMarketing					

### MT317ServicesMarketing

#### COURSEINFORMATION SHEET

**Course code:MT317**

**Course title: Services**

**MarketingPre-**

**requisite(s):MT109,MT205Co-**

**requisite(s):Nil**

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

**P:0Class**

**schedule per week:**

**3Class:BBA**

**Semester/Level:6/3**

**NameofTeacher:**

#### Course Objectives

Thiscourseenablesthestudents:

A.	To understandthenature,significanceandobjectivesofservicesMarketingandthegrowingimportanceofservicesintheeconomy
B.	InunderstandingtheneedoftheextendedP'sincaseofservices marketingmix
C.	ToknowtheServiceGapel
D.	To understandtheconceptsrelatedtointernalcustomerandinternalmarketing

E.	To know the principles of services marketing as applicable to the specific industries like Bank, Insurance, Hospitality and Healthcare.
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### Course Outcomes

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

1.	Differentiate goods with services, outline the characteristics of services and classify them
2.	Understanding the importance and application of internal marketing
3.	Having the ability to apply the 7 P's of marketing-mix on services
4.	Able to identify the Gaps as per the Service Quality Gap and eliminate them
5.	Able to design products and services for the Banking, Insurance, Hospitality and Healthcare sector

### Syllabus

#### Module 1: Introduction (9 lectures)

Definition, Introduction to services marketing, differences between services and goods, characteristics of services, classification of services

#### Module 2: Services Marketing Management (9 lectures)

Concept of internal customer and internal marketing, Understanding customer requirements, Service Standards-Meaning and importance

#### Module 3: Introduction to Services Marketing Mix (6 lectures)

Elements of Services Marketing Mix – The 7P's, their concept and importance, Positioning in services marketing, role and importance of positioning

#### Module 4: Service Quality (9 lectures)

Definition of Quality and its Significance-Measuring Service Quality, the Service Quality Gap.

#### Module 5: Services Marketing in Banking, Insurance, Hospitality and Healthcare (12 lectures)

Major Characteristics, Market Segmentation and Marketing Mix

**TextBooks:**

1. Zeithaml, Valarie A, Bitner, Mary JO, Gremier, Dwayne D & Panit, Ajay (2008), Services Marketing – Integrating Customer Focus Across the Firm; Tata McGraw Hill, 4<sup>th</sup> Edition
2. Rao, K Rama Mohana, Services Marketing; Pearson, 2<sup>nd</sup> Edition

**ReferenceBooks:**

1. Shankar, R.; Brittain, P (2002), Services Marketing – The Indian Perspective (Texts and Readings), Excel Books, 1<sup>st</sup> Edition
2. Gronoos, Christian (2007), Service Management & Marketing – Customer Management in Service Competition; Wiley, 4<sup>th</sup> Edition
3. Clow, Kenneth E. & Kurtz (2009), Service Marketing – Operation, Management, & Strategy; Biztantra, 2<sup>nd</sup> Edition
4. Lovelock, Christopher & Wirtz, Jochen & Chatterjee, Jayanta (2007) Service Marketing – People, Technology, Strategy; Pearson, 6<sup>th</sup> Edition

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50



Mid Sem Examination Marks	25
Quiz(s)	20
Independent Teaching Assessment	5

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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

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

### Lecturewise Lesson planning Details.

Wee k No.	Lect. No.	Tent ative Date	Ch. No.	Topicstobecovered	Text Book/ Refere nces	COs mapped	Actual Content covered	Method ology used	Remarks by facultyif any
1	1,2,3		1	Definition, Introduction to servicesmarketing	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self-learnin g	
2	4,5,6		1	Differencesbetween servicesandgoods, characteristics of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self-learnin g	
3	7,8,9		1	Classification of services	T1,T2 R1	CO1		Lecture /PPT/te aching aids/ Self-learnin g	
4	10,11, 12		2	Conceptofinternal customerand internalmarketing	T1,T2 R1,R3	CO2		Lecture /PPT/as signme nt/ Self-learnin g	
5	13,14 15		2	Understanding customer requirements	T1,T2 R1,R2	CO2		Lecture /PPT/as signme nt/ Self-learnin g	

								g	
6	16,17,18		2	ServiceStandards-Meaning and importance	T1,R1 R3	CO2, CO4		Lecture /PPT/assignment/ Self-learning/Project	
7	19,20,21		3	ElementsofServices Marketing Mix – The 7P’s, their concept and importance	T1, T2 R1	CO3		Lecture /PPT/assignment/ Self-learning	
8	22,23 24		3	Positioning in services marketing, roleandimportance ofpositioning	T1,R1	CO3		Lecture /PPT/assignment/ Self-learning/seminars	
9	25,26 27		4	DefinitionofQuality anditsSignificance	T1,R1 R4	CO4		Lecture /PPT/assignment/Teaching aid/Self-learning	
10	28,29 30		4	Measuring Service Quality,	T1, T2 R1	CO4		Lecture /PPT/assignment/Teaching aid/Self-learning	
11	31,32 33		4	TheServiceQuality Gapel.	T1,R1 R4	CO4		Lecture /PPT/assignment/Teac	

								hingaid /Self - learning	
12	34,35, 36		5	Services Marketing in Banking, Insurance, Hospitality and Health care	T1,R1	CO2, CO5		Lecture /PPT/assignment/Teachingaid /Self - learning	
13	37,38 39		5	Major Characteristics, Market Segmentation	T1,R1	CO2, CO5		Lecture /PPT/assignment/Teachingaid /Self - learning	
14	40,41 42		5	Marketing Mix	T1, R1R4	CO2, CO5		Lecture /PPT/assignment/Teachingaid /Self - learning	
15	43,44, 45		5		T1, R1R4	CO2, CO5		Lecture /PPT/assignment/Teachingaid /Self - learning	

**MT318RetailManagement**

## COURSE INFORMATION SHEET

**Course code: MT318**

**Course title: Retail**

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

**MT109, MT205 Co-**

**requisite(s): Nil**

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

**P: 0 Class**

**schedule per week:**

**3 Class: BBA**

**Semester/Level: 6/3**

**Name of Teacher:**

### Course Objectives

This course enables the student to:

A.	Have an overview of the Indian and global retail industry
B.	Knowing the retail environment and different types of retail institutions
C.	Understanding the role and importance of store location and layout
D.	Understanding the areas of decision making and accountabilities of a store manager in a retail organisation
E.	Know the application of Information Technology in retailing and the retail promotion mix

### Course Outcomes

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

1.	To understand and explain the concepts, philosophies and environment of the retail industry in Indian and global context and also appraise the need of FDI in the retail sector
2.	Aware of the different formats of retailing
3.	Aware of the factors affecting store location and store layout
4.	Can apply information technology in retail organisations for better and faster working.
5.	Design the role of a store manager in a retail organisation

### Syllabus

### **Module1:IntroductiontoRetailing&RetailEnvironment(9lectures)**

Definition, Importance and Scope of Retailing, The Special Characteristics of Retailing, Future Prospects of Retailing in India, Organised Vs. Unorganised Retailing. An Introduction to, The Retail environment in India, Introduction to the Global Retail Market, Economic significance of retailing in India, Foreign Direct Investment in Indian Retail Market.

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

Retail Institutions by Ownership, Store based Retailing & Non-Store based Retailing. E-Retailing.

### **Module3:RetailStoreLocation&StoreLayout(6lectures)**

Meaning and Importance of store location and store layout, Factors affecting Retail Store Location, Different types of Retail Store Layout.

### **Module4:ManagementofRetailStore(9lectures)**

Responsibilities of a Retail store manager, Recruitment & Selection of Store Employees, Motivating and Managing Store Employees, Cost Control & Inventory Control in retailing, Application of IT in retailing.

### **Module5:RetailCommunication andPromotion (12lectures)**

Setting Communication Objectives, Elements of Retail Promotion Mix-Advertising, Sales Promotion, Personal Selling, Public Relations, Relationship Marketing and Loyalty Schemes, Other Important Promotional Tools.

### **TextBooks:**

1. Berman, Barry & Evans, Joel R. (2017), Retail Management: A Strategic Approach; Pearson, 10<sup>th</sup> Impression

### **ReferenceBooks:**

1. Cox, R.; Brittain, P (2007), Retailing - An Introduction, Pearson, 1st Edition
2. Diamond, Jay & Pintel, Gerald (2008), Retail Buying; Pearson Education, 1st Impression
3. Gilbert, David (2006), Retail Marketing Management; Pearson, 2<sup>nd</sup> Edition
4. Pradhan, Swapna Retailing Management; McGraw Hill
5. Levy, Michael & Weitz, Barton A, Retail Management; McGraw Hill

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

**POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

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

**Indirect Assessment –**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1,2,3		1	Definition, Importance and Scope of Retailing, The Special	T1, R1 R2, R4	CO1		Lecture /PPT/Self-learning	



				CharacteristicsofRetailing,FutureProspects of RetailinginIndia				g/teachingaids	
2	4,5,6		1	Organised Vs.UnorganisedRetailing , AnIntroductiontotheRetailenvironmentin India, Introductiontothe Global Retail Market	T1,R1R3,R4	CO1, CO2		Lecture /PPT/teachingaids/Self learning/Assignments	
3	7,8,9		1	Economicssignificance ofretailin g inIndia,Foreign DirectInvestment inIndian RetailMarket	T1,R1, R3	CO1, CO3		Lecture /PPT/teachingaids/Self learning/Assignments	
4	10,11, 12		2	Retail Institutions byOwnership	T1,R1	CO2		Lecture /PPT/Self-learning/Assignments	
5	13,14, 15		2	RetailInstitutionsby Ownership,Store based Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/Assignments	
6	16,17, 18		2	Non-Store based Retailing, E-Retailing	T1,R1, R4	CO2		Lecture /PPT/Self-learning/Assignments	

7	19,20, 21		3	Meaning and Importanceofstore locationandstore	T1,R1	CO3		Lecture /PPT/S elf-	
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				layout, Factors affecting Retail Store Location				learnin g/Assig nments	
8	22,23, 24		3	DifferenttypesofRet ailStoreLayout	T1,R1	CO3		Lecture /PPT/S elf-learnin g/Assig nments	
9	25,26, 27		4	Responsibilities ofa Retail storemanager, Recruitment &SelectionofS toreEmployees	T1,R1, R4	CO5		Lecture /PPT/te achinga ids/Self -learnin g	
10	28,29, 30		4	Motivating and ManagingStoreEmp loyees, CostControl & InventoryControlinr etailing	T1,R1, R2	CO5		Lecture /PPT/te achin g aids/ Self-learnin g	
11	31,32, 33		4	Application of IT inretailing	T1,R2	CO4		Lecture /PPT/te achinga ids/Self learnin g/Assig nments	
12	34,35, 36		5	SettingCommu nicationObjecti ves,	T1,R1	CO5		Lecture /PPT/te achin g aids/ Self-learnin g	
13	37,38, 39		5	RelationshipMarket ing and LoyaltySchemes	T1,R2R 4	CO5		Lecture /PPT/t eachin g aids/	

								Self-learnin g	
14	40,41, 42		5	Other Important PromotionalTools	T1,R1R 5	CO4, CO5		Lecture /PPT/te achinga ids/Self learnin g/Assig nments	
15	43,44, 45		5	ElementsofRetailPr omotion Mix- Advertising, SalesPr omotion,Personal Selling, PublicRelations	T1,R1R 5	CO4, CO5		Lecture /PPT/te achinga ids/Self learnin g/Assig nments	

### MT319IntegratedMarketingCommunication

#### COURSEINFORMATION SHEET

**Course code:MT319**

**Course title:IntegratedMarketingCommunicationP**

**re-requisite(s):MT109,MT205**

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

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

**P:0Class**

**schedule per week:**

**3Class:BBA**

**Semester:VI/Level:6/3N**

**ameofTeacher:**

**Course Objectives**

Thiscourseenablesthestudentsto:

A.	Understandtheusefulnessofdifferentpromotionmixelementsandtheirroleinfurtheringmarketi ngandadvertisingobjectives
B.	DeveloptheIMCperspectivetopromotionandbeabletovisualisetheuseofdifferent

	promotion mix elements
C.	Learn the role of different Facilitating and control institutions in promotion and evaluate why and how all this could be used in ethical and socially acceptable manner.
D.	Indulge in innovative and creative thinking and aligning these to advertising making and execution thereby making advertising more effective.
E.	Understand the different components of an advertising message and be able to rationalise the use of different media for effective dissemination of messages.

## Course Outcomes

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

1.	Understand relative benefits of the different promotion mix elements and be able to effectively forward the IMC perspective to promotion
2.	Develop promotion objectives for firms/brands on the basis of a thorough evaluation of the marketing and competitive environment.
3.	Be able to make assessment about selection of the appropriate promotion mix elements in furthering these objectives in a socially acceptable manner.
4.	Develop a creative approach based on marketing and advertising objectives and rationalise the use of these in accordance to the characteristics of the target audience.
5.	Initiate media planning both conventional and new age
6.	Assess effectiveness of advertising and thereby ensure a judicious expenditure.

## Syllabus

### Module 1 Introduction to the concept of promotion mix (10 lectures)

Introduction to the concept of promotion mix tools – advertising, sales promotion, personal selling, direct marketing, publicity & public relations, interactive & internet marketing. Introduction to the concept of IMC, Evolution of the concept of IMC, reasons for its growing importance. Role of IMC in achieving promotion objectives.

### Module 2 IMC planning process (4 lectures)

IMC planning process: analysis of communication process, opportunity and competitive analysis and development of IMC objectives. The process of response-traditional response hierarchies. Introduction to the concept of sales and communication objectives. Concept of DAGMAR-objective characteristics, limitations and criticisms. Framing of DAGMAR objectives.

### Module 3 IMC agency structure, flow of work in an agency (8 lectures)

IMC agency structure, flow of work in an agency: creative and production work, compensation methods, agency services, factors governing selection of agency, agency client relationship  
 Promotion budgeting/appropriation: factors influencing budgeting, methods of advertising budgeting.

**Module 4 Creative strategy (11 lectures)**

Creative strategy: creativity and its importance in advertising. The process of creative output. Positioning strategy- types, developing positioning statements. Advertising appeals, advertising copy and layout, developing television advertisements.

**Module 5 Media decisions (12 lectures)**

Media decisions: importance of media, types of media and their benefits, media characteristics, developing media plan, assessment of advertising effectiveness, Introduction to digital advertising, Ethical issues in promotion  
 Introduction to new age/social media. Internet and integrated marketing communication.

**Textbooks:**

1. Kazmi, HHS and Batra, R; Advertising Management, Prentice Hall
2. Belch, GE and Belch, Michael A; Advertising and promotion- IMC Perspective, TMH

**Reference books:**

1. Duncan, T, Principles of Advertising and IMC, McGraw Hill
2. Clow, KE and Baack, DE; Integrated advertising promotion and marketing communication; Prentice Hall

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

**Gaps in the syllabus (to meet Industry/Profession requirements) POs met through Gaps in the Syllabus**  
**Topics beyond syllabus/Advanced topics/Design**  
**POs met through Topics beyond syllabus/Advanced topics/Design**

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

<b>Course Outcome#</b>	<b>Program outcomes</b>				
	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>E</b>
1	M	L	M	M	L

2	M	L	M	M	M
3	M	L	M	M	M
4	M	M	M	M	M
5	M	L	L	M	M
6	L	L	L	M	M

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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty
1	1		1	Introduction to the concept of promotion mix tools	T2, R1	CO1		Lecture/ppt	
1	2,3,4		1	Introduction to advertising,	T1	CO1		Lecture/ppt	



				sales promotion, personal selling, direct marketing, publicity & public relations					
2	5		1	Introduction to interactive & internet marketing.	T2	CO2		Lecture/ppt/ Assignments/Seminars/teaching aids	
2	6		1	Introduction to the concept of IMC	T2/R2	CO1, CO2		Lecture/ppt/ Assignments/Seminars/teaching aids	
3	7		1	Evolution of the concept of IMC, reasons for its growing importance	T2, R1, R2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	
3	8		1	Role of IMC in achieving promotional objectives	T2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	
3	9		1	analysis of communication process	T1, T2	CO1		Lecture/ppt	
4	10,		1	opportunity and competitive analysis and development of IMC objectives.	T2, R1, R2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	
4	11		2	The process of response-traditional response hierarchy	T2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	

4	12		2	Introduction to the concept of sales and communication objectives	T1	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	
5	13		2	Concept of DAGMAR-objective characteristics,	T1,T2	CO1, CO2		Lecture/ppt/ Assignments/ Seminars/teaching aids	
5	14		2	limitations and criticisms Framing of DAGMAR objectives	T1	CO1, CO2, CO3		Lecture/ppt/ Assignments/ Seminars/teaching aids	
5	15		3	agency structure, flow of work in an agency	T2	CO3		Lecture/ppt/ Assignments/Seminars/teaching aids	
6	16		3	creative and production work in an agency	R2,R1	CO3, CO4		Lecture/ppt/ Assignments/ Seminars/teaching aids	
6	17		3	Agency compensation methods	T1	CO3		Lecture/ppt/ Assignments/Seminars/teaching aids	
6	18		3	services provided by an agency	T1,T2	CO3		Lecture/ppt/ Assignments/ Seminars/teaching aids, ppt	
7	19		3	factors governing selection of agency	T1	CO3		Lecture/ppt/ Assignments/Seminars/teaching aids	
7	20		3	agency client relationship	T1	CO2, CO3		Lecture/ppt/ Assignments/Seminars/	

								teaching aids	
7	21		3	factors influencing budgeting	T1	CO3, CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
8	22		3	methods of advertising budgeting	T1,T2	CO3, CO6		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
8	23		4	creativity and its importance in advertising.	T2	CO3, CO4		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
8	24		4	The process of creative output	T2,R1, R2	CO4		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
9	25		4	Positioning strategy-types	T1,T2	CO4		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
9	26		4	developing of positioning statements	T1	CO4		Lecture/ppt/ Assignments/ Seminars/teaching aids/teaching aids	
9	27		4	Advertising appeals	T1	CO4		Lecture/ppt/ Assignments/Seminars/	

								teaching aids/teaching aids	
10	28		4	advertising copy and layout	T1	CO4, CO5		Lecture/ppt/Assignments/Seminars/teaching aids	
10	29		4	advertising copy and layout, developing television advertisements.	T1,T2	CO4, CO5		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids/seminar	
10	30		5	importance of media	T2	CO5		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
11	31, 32, 33		5	types of media and their benefits	T2,R1	CO5		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
12	34		5	media characteristics	T2	CO5		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
12	35, 36		5	developing media plan	T2	CO5		Lecture/ppt/Assignments/Seminars/teaching aids/teaching aids	
13	37		5	assessment	T1	CO6		Lecture/ppt/	

				of advertising effectiveness				Assignments/ Seminars/teaching aids/teaching aids	
13	38		5	Pretesting methods of assessment	T1	CO6		Lecture/ppt/Assignments/ Seminars/teaching aids/teaching aids	
13	39		5	Posttesting methods of testing advertising effectiveness	T1	CO6		Lecture/ppt/Assignments/ Seminars/teaching aids/teaching aids/ppt	
14	40		5	Introduction to new age/social media	T2,R1,R2	CO3, CO6		Lecture/ppt/Assignments/ Seminars/teaching aids/teaching aids	
14	41		5	Introduction to digital advertising	T2,R1,R2	CO3, CO6		Lecture/ppt/Assignments/ Seminars/teaching aids/teaching aids	
14	42		5	Internet and integrated marketing communication	T2,R1,R2	CO6		Lecture/ppt/Assignments/ Seminars/teaching aids/teaching aids	
14	43			Ethical issues in advertising	T1	CO3		Lecture/ppt/Assignments/ Seminars/teaching aids/	

								teaching aids	
15	44, 45			Ethical issues in advertising	T1	CO3		Lecture/ppt/ Assignments/ Seminars/teaching aids/ teaching aids	

### MT320 Consumer behaviour

#### COURSE INFORMATION SHEET

**Course code:** MT-320

**Course title:** Consumer behaviour

**Pre-requisite(s):** MT109,

**MT205 Co-requisite(s):** NIL

**Credits:** 3 L:3 T:0 P:0 [As mentioned in the course structure]

**Class schedule per week:**

**3 Class: BBA Semester/Level:** 6/3

**Name of Teacher:**

#### Course Objectives

This course enables the students:

A.	To explain various aspects of consumer behaviour
B.	To develop an understanding of consumer attitude.
C.	To outline the role of personality in consumer behaviour
D.	To explain sociocultural factors which influence consumer behaviour
E.	To develop an understanding of various self of consumer decision making process.

#### Course Outcomes

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

1.	Appraise the need for understanding of consumer behaviour in any business
2.	Interpret attitude formation and reason for change in attitude
3.	Evaluate various personality traits and their significance

4.	Evaluate various sociocultural factors which influence consumer behaviour
5	Design consumer decision making processes.

## Syllabus

### MT-320, CONSUMER BEHAVIOUR

#### **Module 1: Introduction to consumer behaviour:**

Concept of consumer behaviour, nature and Scope, the consumer research process, Concept of consumer motivation, Motivational research. Concept of perception, Perceptual Selection, Product and Service Positioning, .

#### **Module 2: Consumer Attitude formation and Change**

Concept of attitude, Attitude formation, Cognitive dissonance theory and Attribution Theory. Concept of Opinion Leaders, Influence of Social Media on Consumer purchase Behaviour

#### **Module 3: Personality and consumer behaviour**

Nature of personality, Freudian, Non-Freudian and trait theories. Elements of Consumer Learning and its significance.

#### **Module 4: Socio-cultural Influences**

Family Buying decision, Family Life Cycle, Culture, Sub-culture, Cultural aspects of emerging markets, E-. buying behaviour. Factors influencing consumer behaviour.

**Module 5: Consumer decision making** : Howard Sheth et al, Nicosia et al of Consumer Decision Making, consumer protection, consumer right.

#### **Text Books:**

1. Schiffman L.G & Kanuk L.L, (2008) Consumer behaviour, Pearson Prentice Hall. 9<sup>th</sup> Edition.
2. David L. Loudon, Alfred J. D. Bitta, (2002) Consumer behavior; Tata McGraw Hill Education Pvt. Ltd. Fourth edition,
3. Consumer Behaviour, Raju & Xardel, Vikas publication
4. Consumer Behaviour, Kazmi & Batra, Excel Books

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

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

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

<b>Course Delivery methods</b>
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1.Lecturebyuseofboards/LCDprojectors/OHP projectors
2.Tutorials/Assignments
3.Seminars
4.Miniprojects/Projects
5.Laboratoryexperiments/teaching aids
6.Industrial/guestlectures
7.Industrialvisits/in-plantraining
8.Self-learningssuchasuseofNPTELMaterialsandinternets
9.Simulation

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

**DirectAssessment**

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

**IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

MAPPING BETWEEN COURSE OBJECTIVES AND COURSEOUTCOMES					
CourseOb jectives	CourseOutcomes				
	CO1	CO2	CO3	CO4	CO5
A	H	H	M	H	H
B	M	H	H	M	M
C	M	M	H	M	M
D	H	L	M	H	H
E	M	H	L	M	H

H-High,M- Medium,L-Low

**MappingofCourseOutcomesontoProgramOutcomes**

Course	ProgrammeOutcomes



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

H-High,M- Medium,L-Low

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

#### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Textbooks	COs mapped	Actual Content covered	Methodology used	Remarks by faculty
1	1		1	Concept of consumer behavior,	T1,T2	CO1		Lecture /PPT/Assignments	
	2		1	Concept of	T1,T2	CO1		Lecture	

				consumer behavior,				/PPT / Assignments	
	3		1	natureandScope,	T1,T2,T3	CO1		Lecture /PPT / Assignments	
2	4		1	natureandScope,	T1,T2,T3,T4	CO1		Lecture /PPT / Assignments	
	5		1	the consumer researchprocess,	T1,T2,T3,T4	CO1		Lecture /PPT / Assignments	
	6		1	the consumer researchprocess,	T2,T3T,4	CO1		Lecture /PPT / Assignments	
3	7		1	Concept of consumermotivatio n,	T2,T3,T4	CO1		Lecture /PPT / Assignments	
	8		1	Motivational research.	T1,T2,T3,T4	CO2		Lecture /PPT / Assignments	
	9		1	Concept of perception,Percept ualSelection,	T1,T2,T3,T4	CO2		Lecture /PPT / Assignments	
4.	1-0		1	Product and ServicePositioning	T1,T2,T3,T4	CO2		Lecture /PPT/A ssignm ents	
	1-1		2	Concept of attitude, Attitude	T2,T3,T4	CO2		Lecture /	

				formation,				PPT/ Assignments	
	1-2		2	Concept of attitude, Attitude formation,	T2,T3,T4	CO2		Lecture /PPT / Assignments	
5.	1-3		2	Cognitive Dissonance Theory	T1,T2,T3	CO3		Lecture /PPT / Assignments	
	1-4		2	Attribution Theory.	T1,T2,T3	CO3		Lecture /PPT / Assignments	
	1-5		2	Concept of Opinion Leaders,	T2,T3	CO3		Lecture /PPT / Assignments	
6	1-6		2	Influence of Social Media on Consumer purchase Behaviour	T1,T2,T3	CO3		Lecture /PPT / Assignments	
	1-7		3	Nature of personality,	T1,T2,T3	CO3		Lecture /PPT / Assignments	
	1-8		3	Freudian, Non-Freudian	T1,T2,T3	CO4		Lecture /PPT / Assignments	
7.	1-9		3	Freudian, Non-Freudian	T1,T2,T3	CO4		Lecture /PPT / Assignments	
	2-0		3	trait theories.	T1,T2,T3	CO4		Lecture /	

								PPT/ Assign ments	
	2-1		3	Elements ofCons umerLearning and itssignif icance.	T1,T2,T 3,T4	CO4		Lecture /PPT / Assign ments	
8.	2-2		3	Elements ofCons umerLearning and itssignif icance.	T1,T2,T T3,T4	CO4		Lecture /PPT / Assign ments	
	2-3		3	Elements ofCons umerLearning and itssignif icance.	T2,T3,T 4	CO4		Lecture /PPT / Assign ments	
	2-4		3	Case study		CO5		Lecture /PPT / Assign mentsC asest udy	
9.	2-5		4	Family Buying decision,	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	2-6		4	FamilyLifeCycle,	T2,T3	CO5		Lecture /PPT / Assign	

								ments	
	2-7		4	Culture, Sub- culture,	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
10.	2-8		4	Culture, Sub- culture,	T3,T4	CO5		Lecture /PPT / Assign ments	
	2-9		4	Cultural aspectsofemerging markets,	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
	3-0		4	Cultural aspectsofemerging markets,	T1,T2,T 3,T4	CO5		Lecture /PPT/A s signme nts	
11.	3-1		4	E- .buyingbe haviour.	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	3-2		4	E- .buyingbe haviour.	T1,T2,T 3	CO5		Lecture /PPT / Assign ments	
	3-3		4	Factorsinfl uencingcon sumerbeha viour.	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
12.	3-4		4	Factorsinfl uencingcon sumerbeha viour.	T1,T2,T 3,T4	CO5		Lecture /PPT / Assign ments	
	3-5		4	Factors	T1,T2,T	CO5		Lecture	

				influencing consumer behaviour.	3,T4			/PPT / Assignments	
	3-6		4	Case study		CO5		Case study	
13.	3-7			HowardShethel,	T2,T3,T4	CO5		Lecture /PPT / Assignments	
	3-8			HowardShethel,	T1,T2,T3,T4	CO5		Lecture /PPT / Assignments	
	3-9			Nicosia els of Consumer Decision Making	T1,T2,T3,T4	CO5		Lecture /PPT / Assignments	
14.	4-0			Nicosia els of Consumer Decision Making	T1,T2,T3,T4	CO5		Lecture /PPT / Assignments	
	4-1			consumer protection,	T1,T2,T3	CO5		Lecture /PPT/Assignments Class Presentation, PPT	
	4-2			consumer protection, consumer right	T1,T2,T3	CO5		Lecture /PPT / Assignments	

# MT321 Manpower Planning

## COURSE INFORMATION SHEET

Course code: MT321  
Course title: MANPOWER PLANNING Pr  
e-requisite(s): MT107, MT201  
Co-requisite(s): NIL  
Credits: 3      L: 3      T: 0  
                  P: 0 Class sch  
chedule per week: 03 Class: BBA  
Semester/Level: 6/3N  
Name of Teacher:

### Course Objectives

This course enables the students:

A.	To acquaint the student with conceptual knowledge of human resource planning
B.	To prepare students to exploit opportunities being newly created in the human resource Profession
C.	To enable the student to acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions
D.	To train them in application of human resource planning techniques.
E.	To examine the human resource planning, development, and utilization in modern organizations.

### Course Outcomes

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

1	Analyze the theory and concepts of Manpower planning
2	Identify the evolution of MPP throughout the organization
3	Describe the applications of a Human Resources Information System
4	Evaluate the organization's planning program
5	Visualize the role of human resource department

## Syllabus

### Module1(9Lectures)

**ManpowerPlanningandResourcing:** Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objectives

### Module2(9Lectures)

**Manpower Forecasting:** Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting.

### Module3(9Lectures)

**Manpower planning and corporate strategies:** HR planning as a strategic process, employees as resources, goal attainment, linking HR process to strategy, involvement in strategic planning process, strategic HR Planning model, staffing system.

### Module4(9Lectures)

**Job Analysis and Job Evaluation:** Concepts, Benefits and Steps of Job Analysis, Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation

### Module5(9Lectures)

**Recent Trends in Manpower Development and Planning:** Introduction, Competency mapping, Knowledge management, Manpower Development, E-Manpower planning, HRIS.

## Textbooks

1. Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi.
2. Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi..
3. Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
4. Armstrong M. Handbook of Human Resource Management Practice. Kogan, 2006.
5. Human resource management (14th ed.). Boston, MA: Pearson.

## Reference books:



1. Cascio  
F.W.(2003)ManagingHumanResources,Productivity,QualityofLife,Profits,TataMc-  
Graw-Hill,NewYork.
2. Chadha,N.K.(2004)RecruitmentandSelection-  
APracticalApproach,Galgotia,NewDelhi.EdwinB.Flippo,,PersonnelManagement,McGra  
wHillPub.,Co.,Newyork.
3. David,A.DeCenzo  
andStephen.P.Robin,Personnel/HumanResourceManagement,Prentice  
HallIndia(P)Ltd.,NewDelhi
4. Sharma,A.M.PersonnelandHumanResourceManagement,HimalayaPublishingHouse,  
Mumbai.

**Gapsinthesyllabus(tomeetIndustry/Professionrequirements)POsme  
tthroughGapsintheSyllabus  
Topicsbeyondsyllabus/Advancedtopics/Design  
POsmetthroughTopicsbeyondsyllabus/Advancedtopics/Design**

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

**CourseOutcome(CO)AttainmentAssessmenttools&Evaluationprocedure**

## DirectAssessment

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

## **IndirectAssessment–**

1. Student Feedback onFaculty
2. StudentFeedbackonCourseOutcome

## MappingbetweenObjectivesandOutcomes

### **MappingofCourseOutcomesontoProgramOutcomes**

<b>CourseOutcome#</b>	<b>ProgramOutcomes</b>				
	a	b	c	d	e
1	M	M	L	L	L
2	M	M	L	L	L
3	M	M	M	L	L
4	M	M	L	H	H
5	M	M	M	H	H
INDEX	H=HIG H	M=MED IUM	L=LOW		

Mapping Between COs and Course Delivery (CD) methods			
CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1
CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD4 AND CD 5
CD5	Laboratory experiments/teaching aids	CO5	CD6 AND CD7
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internet		
CD9	Simulation		

### Lecturewise Lesson planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topic to be covered	Text Book / References	COs mapped	Actual Content covered	Methodology used	Remark by faculty if any
1	1-3		Mod 1	Md1 Factors Affecting Manpower Planning, Need for Manpower	T1, R1	1,2		PPT Digi Class/Chalk-Board	

				Planning, Five Steps in Manpower Planning					
2	4-6		Mod 1	Md1 Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning,	T1, R1	1,2		PPT/Digi Class/Chalk -Board	
3	7-9		Mod 1,2	Md1 Consolidated Demand Forecast Development, Effective Decision Making,	T1, R1	1,2		PPT/Digi Class/Chalk -Board	
4	10-12		Mod 2	Md1 Senior Management Support, Meeting the Organization's Goals and Objectives	T1, R1	1,2		PPT/Digi Class/Chalk -Board	
5	13-15		Mod 2	Md2 Introduction, Forecasting, Necessity for forecasting, Steps in	T2, R2	3,4		PPT/Digi Class/Chalk -Board	

				forecasting, Demand and supply forecasting,					
6	16-18		Mod 3	Md2 Demand Forecasting techniques, Forecasting accuracy, Benefit of forecasting.	T2 R2	3,4		PPT/Digital/Class/Chalk-Board	
7	19-21		Mod 3	Md3 HR planning as a strategic process employees resources, goal attainment, linking HR process to strategy,	T3 R3	3,4		PPT/Digital/Class/Chalk-Board	
8	22-24		Mod ,4	Md3 HR planning as a strategic process employees resources, goal attainment, linking HR process to strategy,	T3 R3	3,4		PPT/Digital/Class/Chalk-Board	
9	25-27		Mod 4	Md3 involvement in strategic planning	T3 R3	3,4		PPT/Digital/Class/Chalk-Board	

				process, strategic HR planning model, staffingsystem.					
10	28-30		Mod 4	Md4 Concepts, Benefits and Steps of Job Analysis	T4 R4	4,5		PPT/Digital Class/Chalk -Board	
11	31-33		Mod 4	Md4 Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation	T4 R4	4,5		PPT/Digital Class/Chalk -Board	
12	34-36		Mod 5	Md5 Concepts, Objectives, Process, Advantages and Limitations of Job Evaluation	T4 R4	4,5		PPT/Digital Class/Chalk -Board	
13	37-39		Mod 5	Md5 Introduction, Competency mapping, Knowledge management	T5 R5	5		PPT/Digital Class/Chalk -Board	
14	40-45		Mod 5	Md5	T5	5		PPT/Digital	

			5	ManpowerDe velopment,E  Manpower planning, HRIS.	R5			Class/Chalk  -Board	
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## **MT322IndustrialRelations**

### **COURSEINFORMATION SHEET**

**Coursecode:MT-322**

**Course title:IndustrialRelationsP**

**re-requisite(s): MT107,**

**MT201Co-requisite(s):NIL**

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

**0Class schedule per week:**

**03Class:BBA**

**Semester/Level:VI/IIIN**

**ameofTeacher:**

**Course Objectives**

Thiscourseenablethestudents:

A.	To understand the role and importance of Labour Management Relations
B.	To develop understanding about Trade Union and unionism and related issues with union.
C.	To enrich idea about Collective Bargaining and its uses in industries
D.	To understand role of workers participation and its effectiveness in the Industries
E.	To throw light on the causes and effect of grievance handling and discipline.

### **Course Outcomes**

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

1	Develop better understanding about the Labour Management Relations practised in industries.
2	Create awareness about all the legal aspects related with Trade Union and unionism.

3	Formulate clear idea and expert view about Collective Bargaining and developing understanding about all the issues related with it.
4	Develop better understanding and idea related to workers participation.
5	Develop proper understanding and practice of discipline and grievance handling in industrial area.

## **Syllabus**

### **Module 1 (6 lectures)**

Labour Management Relations – concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations, Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relations system.

### **Module 2 (9 lectures)**

Trade union and unionism – trade union movement in India, concept and definition of trade union, functions of trade union, theories of trade union, Managerial trade unionism, Problems and characteristics of trade unions in India.

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

Collective Bargaining – definition and concept, characteristics and importance, theories of Collective Bargaining, objectives and process of Collective Bargaining, analysis of collective agreements, essential conditions for success of Collective Bargaining.

### **Module 4 (9 lectures)**

Workers Participation in management – concept and definition, level and forms of participations, workers participation in India, Institutions for participation, pre-requisite for effective participation.

### **Module 5 (12 lectures)**



Discipline and grievance handling, work-place discipline, discipline procedure, work-place counselling, types of counselling, counselling process, grievance handling, causes of grievance.

### **Text Books**

3. Employee Relation Management: P.N. Singh & Neeraj Kumar Pearson
4. Industrial Relations and Labour Welfare, R. Sivarethinamohan PHI learnings

### **Reference Books**

3. Industrial relations Trade Unions, and Labour Legislation, P.R.N. Sinha Pearson Education
4. Industrial Relations, A. Monnappa, Tata McGraw Hill, New Delhi
5. Industrial Relations, A.M. Sharma, Himalaya Publishing House

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

#### **POs met through Gaps in the Syllabus**

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

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

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

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

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

**Direct Assessment**

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

**Indirect Assessment–**

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

**Mapping between Objectives and Outcomes**

**Mapping of Course Outcomes onto Program Outcomes**

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

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


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

### Lecturewise Lesson Planning Details.

Week No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book /References	Cos Mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	1-3		Mod 1	Labour Management Relations – concept, concept of Labour Management Relations, characteristics and objectives of Industrial Relations,	T1, T2, R1	CO1, CO4		Lecture/PPT/Assignments/Self Learning	
2	4-6		Mod 1	Industrial Relation Theories, Industrial Relation in major industrialized economies, characteristics of Indian Industrial relations system.	T1, T2, R1	CO1, CO4		Lecture/PPT/Lecture/PPT/Assignments/Self Learning	

3	7-9		Mod2	Tradeunionandunionism – tradeunionmovementinIndia,conceptanddefinition oftradeunion.	T1,T2, R1	CO1, CO4		Lecture/PPT	
4	10-12		Mod2	Functionsoftradeunion,t theories of trade union,Casestudy	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT/ Projects	
5	13-15		Mod2	Managerial tradeunionism,Problem sandcharacteristics of tradeunionsinIndia	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT	
6	16-18		Mod3	CollectiveBargaining– definitionandconcept,characteristicsandimportance.	T1,T2, R1	CO2, CO3, CO4, CO5		Lecture/PPT/ GuestLectures/Seminars	
7	19-21		Mod3	TheoriesofCollective Bargaining,objectivesandprocessofCollectiveBargaining.	T1,T2, R1	CO2, CO3, CO4		Lecture/PPT/ SelfLearning	
8	22-24		Mod,3	Analysisofcollectiveagreements,essentialconditions for successofCollectiveBargaining.	T1,T2, R1	CO3, CO4, CO5		Lecture/PPT/ GuestLectures	
9	25-27		Mod4	WorkersParticipationinmanagement– conceptanddefinition.	T1,T2,R1, R2	CO3, CO4, CO5		Lecture/PPT	
10	28-30		Mod4	level and forms ofparticipations,workersparticipation in India, casestudy	T1,T2,R1, R2	CO2, CO3, CO4, CO5		Lecture/PPT	
11	31-33		Mod4	Institutionsfor	T1, T2,	CO2,		Lecture/PPT	

				participation, pre-requisite for effective participation, casestudy	R1, R2	CO3, CO4			
12	34-36		Mod,5	Discipline and grievance handling, workplace discipline, discipline procedure.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PPT	
13	37-39		Mod5	Work-place counselling, types of counselling, counselling process, casestudy	T1, T2, R1, R3	CO2, CO3, CO4, CO5		Lecture/PPT/Projects	
14	40-42		Mod5	counselling process, casestudy, Grievance handling, causes of grievance, casestudy	T1, T2, R1, R3	CO2, CO3, CO4		Lecture/PPT/Self Learning	
14	43-45		Mod,5	causes of grievance, casestudy.	T1, T2, R1, R3	CO3, CO4, CO5		Lecture/PPT	

# MT323 Training and Development

## COURSE INFORMATION SHEET

**Course code:** MT323

**Course title:** Training and Development P

**re-requisite(s):** MT107, MT201

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

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

**schedule per week:**

**3 Class:** BBA

**Semester/Level:** VI/III Br

**anch:** BBA

**Name of Teacher:**

### Course Objectives

This course enables the students:

A.	To identify the role of training and development in organizations
B.	To explain the methods and techniques used in training
C.	To understand the relevance of executive development programme
D.	To identify the major phases of the training and development process
E.	To learn the various techniques used to evaluate the training programmes

### Course Outcomes

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

1	Familiarize with the concept of training and development
2	Develop an understanding of the various methods used in training
3	Appraise the need for executive development programme
4	Design an effective training program
5	Examine the methods used to evaluate training programmes

## **Syllabus**

### **Module1(7lectures)**

#### **TrainingandDevelopmentConcept:**

Training and Development: Introduction, Need, Objective, Concepts and Rationale of Training and Development, Concepts of Education and Learning, Introduction to motivation through Training, Difference between Training and Development, Challenges to effective training

### **Module2(8lectures)**

**Types and Methods of Training Program:** Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve Types of training, Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training.

### **Module3(9lectures)**

**Executive Development:** Nature, Methods of Executive Development: On the job and Off the job , Importance of Executive Development Process, Executive Development process, Basic requisites and challenges for the success of the Management Development Programmes

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

#### **Training Process:**

Organisation of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; Pre-requisites for designing the training Program, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Needs Assessment: methods and Process.

### **Module5(11lectures)**

#### **Designing, Implementing and evaluation of a Training Program:**

Designing a Training Module, Need for Evaluating Training, Budgeting of Training, Cost-Benefit Analysis, ROI of Training. Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation, Methods of evaluating effectiveness of Training

#### **Textbooks:**

1. S.K.Bhatia, (2007) Training and Development – Concepts and Practices, 1<sup>st</sup>ed  
Deep & Deep Publications Pvt.Ltd.
2. Raymond Noe, (2008), Employee Training and Development 4<sup>th</sup>Ed, Tata McGraw  
Hill Private Ltd.

**Reference Books:**

1. Mamoria & S. V. Gankar, (2004) Personnel Management 24<sup>th</sup>ed, Himalaya  
Publishing house.
2. Mirza S. Saiyadain, (2003) Human Resource Management, 3<sup>rd</sup>ed, Tata McGraw Hill Private Ltd.
3. Dessler, Garry, Human Resource Management, Prentice Hall of India.
4. Aswathappa, K., Human Resource Management - Text and Cases, Tata  
McGraw Hill.
5. Rao, T. V., Future of HRD, Macmillan Publishers India

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

**POs met through Gaps in the Syllabus**

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

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

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



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

### Direct Assessment

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

### Indirect Assessment–

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

## Mapping between Objectives and Outcomes

### Mapping of Course Outcomes onto Program Outcomes

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

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

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

				Method
CD1	Lecturebyuseofboards/LCDprojectors/OHPprojectors		CO1	CD1
CD2	Tutorials/Assignments		CO2	CD1
CD3	Seminars		CO3	CD1andCD2
CD4	Miniprojects/Projects		CO4	CD1andCD2a ndCD8
CD5	Laboratoryexperiments/teachingaids		CO5	CD1andCD2
CD6	Industrial/guestlectures			
CD7	Industrialvisits/in-plantraining			
CD8	Self-learningssuchasuseofNPTELmaterialsandinternets			
CD9	Simulation			

### LecturewiseLessonPlanningDetails.

Wee k No.	Lect. No.	Ten tati ve Date	Ch. No.	Topicstobecovered	Text Book / Refer ences	CO s app ed	Actual Content covered	Methodol ogy Used	Re mar ksb y facu ltyif any
1	L1		Mod ule1	Introduction,Need,Objective,	T1,T 2	CO 1		Lecture PPT	
	L2		Mod ule1	Rationale of Training andDevelopment	T1	CO 1		Lecture PPT	
	L3		Mod ule1	Conceptsof Education andLearning,	T1	CO 1		Lecture PPT	

2	L4		Module1	Introduction to motivation through Training	T1,R1	CO1		Lecture PPT	
	L5		Module1	Difference between Training and Development,	T2,R2	CO1		Lecture PPT	
	L6		Module1	Challenges to effective training	T1,R3	CO1		Lecture PPT	
3	L7		Module1	Challenges to effective training	T1	CO1		Lecture PPT	
	L8		Module2	Overview of Training Methodologies- Logic and Process of Learning;	T1,R5	CO2		Lecture PPT	
	L9		Module2	Principles of Learning; Individual differences in learning,	T2,R4	CO2		Lecture PPT	
4	L10		Module2	learning process, learning curve Types of training,	T1,R2	CO2		Lecture PPT	
	L11		Module2	learning process, learning curve Types of training,	T2,R3	CO2		Lecture PPT	
	L12		Module2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	T2,R5R2	CO2		Lecture PPT	
5	L13		Module2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern	T1,R2	CO2		Lecture PPT, Assig	

				Training				nment	
	L14		Module 2	Methods and techniques of training: On the job and Off the Job methods, Trends in Modern Training	R3	CO 2		Lecture PPT	
	L15		Module 3	Executive Development: Nature	R4	CO 3		Lecture PPT	
6	L16		Module 3	Methods of Executive Development	T2, R4	CO 3		Lecture PPT	
	L17		Module 3	On the job and Off the job	T1, R3	CO 3		Lecture PPT	
	L18		Module 3	On the job and Off the job	T2, R2	CO 3		Lecture PPT	
7	L19		Module 3	Executive Development process,	T1 T2	CO 3		Lecture PPT	
	L20		Module 3	Executive Development process,	T2	CO 3		Lecture PPT, Case	
	L21		Module 3	Basic requisites and challenges for the success of the Management Development Programmes	T1	CO 3		Lecture PPT	
8	L22		Module 3	Basic requisites and challenges for the success of the Management Development Programmes	T1 R2	CO 3		Lecture PPT , Assignment	

	L23		Module4	OrganisationofTrainingand Development programs,	T1 R2	CO 4		Lecture PPT	
	L24		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		Lecture PPT	
9	L25		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		LectureP PT,case	
	L26		Module4	Training design, kinds of traininganddevelopmentprograms- competence based and role basedtraining;	T1 R2	CO 4		Lecture PPT	
	L27		Module4	Pre-requisitesfor designingthet rainingProgram	T2,R 2	CO 4		Lecture PPT ,Assignment	
10	L28		Module4	Pre-requisitesfor designingthet rainingProgram,	T1 R2	CO 4		Lecture PPT	
	L29		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T2,R 2	CO 4		Lecture PPT	
	L30		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T1, R2	CO 4		Lecture PPT	
11	L31		Module4	CriteriaforIdentifyingTrainingNee ds(PersonAnalysis,TaskAnalysis, OrganizationAnalysis)	T2	CO 4		Lecture PPT	

	L32		Module4	NeedsAssessment:methodsandProcess.	T2	CO4		Lecture PPT	
	L33		Module4	NeedsAssessment:methodsandProcess.	T2	CO4		Lecture PPT	
12	L34		Module4	NeedsAssessment:methodsandProcess.	T1, R2	CO4		Lecture PPT Case	
	L35		Module5	DesigningaTrainingModule,NeedforEvaluatingTraining,,	T1 R2	CO5		Lecture PPT, Assignment	
	L36		Module5	DesigningaTrainingModule,NeedforEvaluatingTraining,,	T1,R4	CO5		Lecture PPT	
13	L37		Module5	Budgeting of Training, Cost-BenefitAnalysis,ROIofTraining.	T1	CO5		Lecture PPT	
	L38		Module5	Budgeting of Training, Cost-BenefitAnalysis,ROIofTraining.	T1	CO5		Lecture PPT	
	L39		Module5	ReasonsforevaluatingTrainingand developmentprograms	T1, R2	CO5		Lecture PPT	
14	L40		Module5	ReasonsforevaluatingTrainingand developmentprograms	T1 R2	CO5		Lecture PPT Case	
	L41		Module5	Problems in evaluation;Evaluation planning and data	T2,R3	CO5		Lecture PPT	

				collection,					
	L42		Module 5	Problems in evaluation; Evaluation planning and data collection, s,	T2, R3	CO5		Lecture PPT	
15	L43		Module 5	different evaluation framework	T1 R2	CO5		Lecture PPT	
15	L44		Module 5	Methods in evaluating effectiveness of Training	T2, R3	CO5		Lecture PPT Project	
15	L45		Module 5	Revision	T2, R3	CO5			

## **MT324 Industrial and Labour Legislations**

### **COURSE INFORMATION SHEET**

**Course code: MT324**

**Course title: industrial and labour legislations**

**Pre-requisite(s): MT107, MT201**

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

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

**Class schedule per week:**

**03 Class: BBA**

**Semester/Level: VI/III B**

**Branch: BBA**

**Name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To enumerate the understanding of the Industrial relations and labour law framework in our country.
B.	To illustrate the importance of Industrial peace and effort to reduce disputes.

C.	To describe the Social Security Framework prevailing in the Country.
D.	To explain the protective legal framework in Indian context.
E	To devise the terms and conditions of labour and employment.

## Course Outcomes

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

1	Understand the significance and role of labour law in industrial relations.
2	Establish industrial peace and harmony in an industrial establishment.
3	Provide social security measures to working populations.
4	Provide comfortable, safe and hygienic workplace.
5	Develop the policies and rules in organizational settings.

## Syllabus

### Module 1 (6 lectures)

Industrial Relations – An Overview of Industrial Relations. Meaning and Scope of Industrial Relations. Evolution of Industrial Relations in India. Changing Dimensions of Industrial Relations in India. Impact of globalization on Industrial Relations. ILO

### Module 2 (6 lectures)

Trade Unions: Concepts and objective, Function and Role in Globalized Content. Trade Union Act, 1926- Applicability, Registration and Recognition of Trade unions.

### Module 3 (18 lectures)

Industrial Disputes- Nature and Causes of Industrial Disputes, Types of Conflict, Resolution- Statutory & Non-Statutory. Collective Bargaining- Concept and Importance, Process and Pre-requisites. The Industrial Disputes Act, 1947 – Objective and scope. Definition of Lay off, Retrenchment, Closure, Strike & Lock Out.

### Module 4 (6 lectures)

Protective Labour Legislations- Factories Act 1948- Objective and scope, Provisions related to health, welfare and safety, Shops and Establishment Act.



### **Module5(9lectures)**

Social Security Legislations - Employee's Compensation Act, 1923- Objective & Scope, Definitions of Dependent, Disablement, Occupational Diseases, Compensation when payable & when not payable. Employees Provident Fund & Miscellaneous Provisions Act, 1952- Objective & Scope, Schemes under Act - Provident, Pension & Insurance, Establishment of funds & Contribution. Payment of Gratuity Act, 1972- Objective & Scope, Calculation of gratuity, max. and min. gratuity & forfeiture of gratuity.

### **Suggested Readings:**

#### **Text Books**

1. Industrial Relations in India: Agnihotri V Atma Ram & Sons Delhi
2. Monnappa, A. Industrial Relations, New Delhi: Tata McGraw Hill.
3. Labour Laws for Managers By: B. D. Singh 2nd edition Excel Books

#### **Reference Books**

1. Industrial Relations and Labour Laws by S. C. Srivastava, 6th Revised Edition, Vikas Publishing House New Delhi.
2. Labour Laws By: H. L. Kumar Universal Laws Publishing Co. Pvt Ltd New Delhi.

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

#### **POs met through Gaps in the Syllabus**

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

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

<b>Course Delivery methods</b>
1. Lecture by use of boards/LCD projectors/OHP projectors
2. Tutorials/Assignments
3. Seminars
4. Mini projects/Projects
5. Laboratory experiments/teaching aids
6. Industrial/guest lectures

7.Industrialvisits/in-plantraining
8.Self-learningsuchasuseofNPTELMaterialsandinternets
9.Simulation

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

#### **DirectAssessment**

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

#### **IndirectAssessment–**

1. StudentFeedbackonFaculty
2. StudentFeedbackonCourseOutcome

### **MappingbetweenObjectivesandOutcomes**

#### **MappingofCourseOutcomes ontoProgramOutcomes**

<b>CourseO utcomes</b>	<b>ProgramOutcomes</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	L	H	H	M	L
2	H	L	M	M	M
3	H	H	H	L	M
4	L	L	M	M	M
5	H	H	H	H	M

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

### Lecturewise Lesson Planning Details.

Week No.	Lect No.	Tentative Date	Md No.	Topics to be covered	Text Book/References	COs mapped	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1, L2, L3		1	An Overview of Industrial Relations. Meaning and Scope of Industrial Relations.	T1, R2	CO1, CO2		Lecture PPT	
2	L4, L5, L6		1	Impact of globalization on Industrial Relations. ILO	T1, T2	CO1, CO2		Lecture PPT	

3	L7, L8		2	Trade Unions: Concepts and objective	T1,R2	CO1, CO2		Lecture PPT	
3	L9, L10		2	Function and Role in Globalization Content.	R1,T2	CO1, CO2		Lecture PPT	
4	L11, L12 L13		2	Trade Union Act, 1926	T3,R1R2	CO1, CO2		Lecture PPT	
5	L14, L15 L16		3	Nature and Causes of Industrial Disputes,	T1,T2	CO2		Lecture PPT	
6	L17, L18 L19		3	Types of Conflict, Resolution- Statutory & Non-Statutory.	T1,R2	CO2		Lecture PPT	
7	L20, L21 L22		3	Collective Bargaining- Concept and Importance,	T1,R2	CO1, CO2		Lecture PPT	
8	L23, L24 L25		3	Process and Prerequisites.	T1,T2	CO1, CO2		Lecture PPT	
9	L26 L27 L28		3	The Industrial Disputes Act, 1947 – Objective and scope.	T1,R2&R1	CO2		Lecture PPT	
10	L29, L30 L31		3	Definition of Lay off, Retrenchment,.	T1,T24 ,R1	CO2		Lecture PPT	

11	L32		4	Closure, Strike &LockOut	T1,T2	CO2		Lecture PPT	
11	L33		4	FactoriesAct194 8- Objectiveandsco pe,	T2,R1,R2	CO4, CO5		Lecture PPT	
11	L34,		4	Provisionrelated tohealth,welfare and safety	T1,T2,R1	CO4, CO5		Lecture PPT,Ass ignment	
12	L35 L36 L37		4	Shops and EstablishmentA ct	T3,R1&R2	CO4, CO5		Lecture PPT	
13	L38		5	Employee'sCom pensationAct, 1923- Objective & Scope,	T1,T2,R3	CO4, CO5		Lecture PPT	
13	L39		5	Definitions of Dependent,Disa blement,Occup ationalDiseases,	T1,R1	CO4, CO5		Lecture PPT	
13	L40		5	Compensationw henpayable&wh en not payable.	T2,R2	CO4, CO5		Lecture PPT	
14	L41		5	EmployeesPro videntFund	T3,R1	CO3		Lecture PPT	
14	L42			MiscellaneousPr ovisionsAct,195 2- Objective&Scop	T2,R1	CO4		Lecture PPT	

14	L43		5	Provident, Pension & Insurance, Establishment of funds & Contribution, Payment of Gratuity Act 1972.	T1,T2	CO3		Lecture PPT, Case	
15	L44			Revision				Lecture PPT	
15	L45			Revision				Lecture PPT, Assignment	

## **MT325 Performance and Compensation Management**

### **COURSE INFORMATION SHEET**

**Course code: MT325**

**Course title: Performance and Compensation Management**

**Pre-requisite(s): MT107, MT201**

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

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

**schedule per week:**

**03 Class: BBA**

**Semester/Level: VI/IIIIN**

**name of Teacher:**

### **Course Objectives**

This course enables the students:

A.	To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace
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B.	To identify the fundamental concepts of Performance management
C.	To acquire knowledge in measuring performance and managing in organizations.
D.	To understand basics of managing compensation systems of an organization and understand its application.
E.	To understand the various performance level of employees in the current industries.

## Course Outcomes

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

1	Recite his expertise in HRM
2	Apply the leadership quality
3	Demonstrate various quick decision and various situations
4	Articulate his expertise as a good trainer in corporate sectors
5	Formulate the compensation structure in the existing organisations

## Syllabus

### Module 1- Performance Management (10 lectures)

Introduction to the concept of Performance Management, Objectives of Performance Management, Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management, Importance of Performance Management, Performance Management System, Characteristics of Performance Management System, Goal Setting Theory & Expectancy Theory.

### Module 2- Performance Management Process (7 lectures)

Introduction to Performance Management process, Prerequisites of Performance Management Process, Performance Planning Process, Goal Setting Levels- Individual & Corporate level, Needs for Performance Standards, Performance Measurement/Assessment process.

### **Module3 -PerformanceAppraisal(8lectures)**

Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal ,PerformanceAppraisal Process, Traditional methods of Performance Appraisal, Modern methods ofPerformanceAppraisal,ImportanceofPerformanceAppraisal,NeedforEmployeeDevelopment,Methodsof EmployeeDevelopment

### **Module4-CompensationManagement(9lectures)**

Introduction to Compensation & Compensation management, Objectives of Compensation management,Principles of Compensation management, Importance of good compensation system, Factors influencingcompensationlevels.

JobEvaluation:MeaningofJobEvaluation,FeaturesofJobEvaluation,ImportanceofJobEvaluationandMethod sof JobEvaluation

### **Module5-CompensationStructure(11lectures)**

IntroductiontoWage&Salary,DifferencebetweenWage&Salary,Time&PieceWageconcept

Componentsofpay:Basicpay,Dearnessallowance,Incentiveplans:Features,Individual&Groupincentiveplans &fringebenefits

ExecutiveCompensation:Meaning,ComponentsofPaysystem,Newtrendsincompensationmanagement.

### **Textbooks:**

1. KohilA.S.,&DebT(2008),PerformanceManagement,NewDelhi:OXFORDUniversityPress (latestedition).
2. Bhattacharya,D.K.,CompensationManagement,SecondEdition,OxfordUniversityPress

### **Referencebooks:**



1. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai: Jaico Publishing House
2. Rao, T.V (2007), Performance Management and Appraisal Systems, New Delhi: Response books
3. Armstrong M., and Murlis, H., Reward Management: A handbook of salary administration, Kogan Page, London.
4. Singh, B.D., Compensation and Reward Management, Excel Books.
5. Rao V.S.P, Human Resource Management: Text and cases, Excel Books.

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

**POs met through Gaps in the Syllabus**

**Topics beyond syllabus/Advanced topics/Design**

**POs met through Topics beyond syllabus/Advanced topics/Design**

<b>Course Delivery methods</b>
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self-learning such as use of NPTEL materials and internet
Simulation

**Course Outcome (CO) Attainment Assessment tools & Evaluation procedure**

**Direct Assessment**

<b>Assessment Tool</b>	<b>% Contribution during CO Assessment</b>
End Sem Examination Marks	50
Mid Sem Examination Marks	25
Quiz(s)	20

**Indirect Assessment–**

1. Student Feedback on Faculty
2. Student Feedback on Course Outcome

**Mapping of Course Outcomes onto Program Outcomes**

Course Outcome	Program Outcomes			
	A	B	C	D
1	H	L	H	H
2	H	-	H	M
3	H	M	L	H
4	H	M	H	H
5	H	L	H	M

**Mapping Between COs and Course Delivery (CD) methods**

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CD2	Tutorials/Assignments	CO2	CD1
CD3	Seminars	CO3	CD1 and CD2
CD4	Mini projects/Projects	CO4	CD1, CD2, CD3
CD5	Laboratory experiments/teaching aids	CO5	CD4, CD5
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self-learning such as use of NPTEL materials and internets		

CD9	Simulation		
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### Lecturewise Lesson planning Details.

Wee k No.	Lect. No.	Tentative Date	Ch. No.	Topics to be covered	Text Book / References	COs appended	Actual Content covered	Methodology used	Remarks by faculty if any
1	L1		Module 1	Introduction to the concept of Performance Management	T1	CO1		Lecture PPT	
	L2		Module 1	Objectives of Performance Management	T2	CO 1		Lecture PPT	
	L3		Module 1	Prerequisites of Performance Management	T1	CO 1		Lecture PPT	
2	L4		Module 1	Dimensions of Performance Management	T2	CO 1		Lecture PPT	
	L5		Module 1	Factors affecting Performance Management	T1,R	CO 1		Lecture PPT	
	L6		Module 1	Importance of Performance	T2,R 2	CO 1		Lecture PPT	

				Management					
3	L7		Module 1	Performance Management System	T1,R 3	CO 1		LecturePPT	
	L8		Module 1	Characteristics of Performance Management System	T1,R 4	CO 2		LecturePPT	
	L9		Module 1	GoalSetting Theory	T1	CO 2		LecturePPT	
4	L10		Module 1	Expectancy Theory	T2	CO 2		LecturePPT	
	L11		Module 2	Introduction of Performance Management process	T1,T2	CO 2		LecturePPT	
	L12		Module 2	Prerequisites of Performance Management Process	T1,R 1	CO 2		LecturePPT	
5	L13		Module 2	Performance Planning Process	T1,R 4,	CO 2		LecturePPT, Assignment	
	L14		Module 2	GoalSetting Levels- Individual & Corporate level	T1,R 2	CO 2		LecturePPT	
	L15		Module 2	Needs for Performance Standards	T1,R 3	CO 3		LecturePPT	

6	L16		Module 2	Performance Measurement /Assessment process	T1,R 4	CO 3		LecturePPT	
	L17		Module 3	Introduction of the concept of Performance Appraisal	T2,R 1	CO 3		LecturePPT	
	L18		Module 3	Objective of Performance Appraisal	T2,R 2	CO 3		LecturePPT	
7	L19		Module 3	Performance Appraisal Process	T2,R 3	CO 3		LecturePPT	
	L20,L21		Module 3	Traditional methods of Performance Appraisal	T2,R 4	CO 3		Lecture PPT,Case	
8	L22,L23		Module 3	Modern methods of Performance Appraisal,	T1	CO 3		LecturePPT	
8	L24		Module 3	Importance of Performance Appraisal	T2	CO 3		Lecture PPT ,Assignment	
9	L25		Module 3	Need for Employee Development	T1	CO 4		LecturePPT	
9	L26		Module 3	Methods of Employee Development	T2	CO 4		LecturePPT	

9	L27		Module 4	Introduction of Compensation & Compensation Management	T2,R 2	CO 4		Lecture PPT, case	
10	L28		Module 4	, Objectives of Compensation Management	T2,R 2	CO 4		Lecture PPT	
	L29		Module 4	Principles of Compensation Management	T2,R 2	CO 4		Lecture PPT, Assignment	
10	L30		Module 4	Importance of good compensation system	T2,R 2	CO 4		Lecture PPT	
11	L31		Module 4	Factors influencing compensation levels.	T1	CO 4		Lecture PPT	
11	L32		Module 4	Job Evaluation: Meaning of Job Evaluation	T2	CO 4		Lecture PPT	
11	L33		Module 4	Features of Job Evaluation	T1	CO 4		Lecture PPT	
12	L34		Module 4	Importance of Job Evaluation	T1	CO 4		Lecture PPT	

12	L35		Module 4	Methods of Job Evaluation	T2	CO 4		Lecture PPT	
12	L36		Module 5	Introduction of Wage & Salary	T1	CO 4		Lecture PPT Case	
13	L37		Module 5	Difference between Wage & Salary	T1	CO 5		Lecture PPT, Assignment	
13	L38		Module 5	Time & Piece Wage concept  Components of pay: Basic pay	T1	CO 5		Lecture PPT	
13	L39		Module 5	Dearness allowance	T2	CO 5		Lecture PPT	
14	L40		Module 5	Incentive plans: Features	T2	CO 5		Lecture PPT	
14	L41		Module 5	Individual & Group incentive plans & fringe benefits	T2	CO 5		Lecture PPT	
14	L42		Module 5	Executive Compensation: Meaning	T2	CO 5		Lecture PPT Case	
15	L43		Module 5	Components of Pay system	T2	CO 5		Lecture PPT	