MODIFIED CBCS CURRICULUM OF

BACHELOR OF BUSINESS ADMINISTRATION (BBA) HONOURS PROGRAMME

SUBJECT CODE = 86

FOR UNDER GRADUATE COURSES UNDER RANCHI UNIVERSITY

Implemented from
Academic Session 2019-2022

Members of Board of Studies of CBCS Under- Graduate Syllabus as per Guidelines of the Ranchi University, Ranchi.

Chairman-

>   Dr. V.S Tiwary
>   Principal, Doranda College
>   Ranchi.

Internal Members:-

>   1. **Dr. Deepika Toppo**
>   Co-Ordinator, Deptt. Of Management
>   Doranda College, Ranchi.
>
>   2. **Dr. Kunal Kumar**
>   Asst. Prof. Deptt. Of Management
>   Doranda College, Ranchi.
>
>   3. **Dr. Neeraj**
>   Asst. Prof. Deptt. Of Chemistry
>   & O.S.D. Examinations
>   Ranchi University, Ranchi.
>
>   4. **Dr. A.K. Choudhary**
>   Coordinator Vocational Courses
>   Ranchi University, Ranchi.

Expert:

>   1. **Dr. B.P. Bhagat**
>   Associate Professor
>   PG Department of Commerce & Business Management
>   Ranchi University, Ranchi.

"Submitted for Publication at R. U Website"

Dr. V.S Tiwary
Principal, Doranda College

For R.U. website
Verified on 21.08.2021

Contents

COURSE STUCTURE FOR UNDERGRADUATE 'HONOURS' PROGRAMME

Table AI-1: Distribution of 164 Credits [*wherever there is a Practical there will be no tutorial and vice –versa.]

Course	Papers	Credits Theory + Practical	Credits Theory + Tutorial
I. Core Course	**(CC 1 to 14)**		
Theory	14 Papers	14X4=56	14X5=70
Practical/Tutorial*	14 Papers	14X2=28	14X1=14
II. Elective Course (EC)			
A. Discipline Specific Elective	**(DSE 1 to 4)**		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 Papers	4X2=8	4X1=4
B. Generic Elective/ Interdisciplinary	**(GE 1 to 4)**		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 papers	4X2=8	4X1=4
III. Ability Enhancement Compulsory Courses (AECC)			
1. English/ Hindi Communication	1 Paper	1X2=2	1X2=2
2. Environmental Science	1 Paper	1x2=2	1x2=2
3. Skill Enhancement Course of the Core Course opted	**(SEC 1 & 2)** 2 Papers	2X2=4	2X2=4
	Total Credit = 140 + 24 =164		**140 + 24 = 164**

Note:

In the Academic Council Meeting of Ranchi University, Ranchi, held on 29.06.2019, it is resolved that Students will be offered **Two Generic Elective Subjects** (GE-A & GE-B) in C.B.C.S. U.G. Honours Courses of all streams, so that their 'Eligibility for Admission' in P.G., Vocational & Technical Courses in various Institutions is not hampered.

Table AI-1.1: Course structure for B.Sc./ B.A./ B.Com./B.Voc. (Hons. Programme)

Semester	Honours (Core Courses) 14 Papers	Allied (Elective Courses) 8 Papers	Ability Enhancement (Compulsory Courses) 4 Papers	Total Credits
Sem-I	C-1, C-2 (6+6=12 Credits)	GE-1A, GE-1B (6+6=12 Credits)	English Comm./ Hindi Comm. (02 Credits)	**26 Credits**
Sem-II	C-3, C-4 (6+6=12 Credits)	GE-2A, GE-2B (06 Credits)	EVS (02 Credits)	**26 Credits**
Sem-III	C-5, C-6, C-7 (6+6+6=18 Credits)	GE-3A, GE-3B (06 Credits)	SEC-1 (02 Credits)	**32 Credits**
Sem-IV	C-8, C-9, C-10 (6+6+6=18 Credits)	GE-4A, GE-4B (06 Credits)	SEC-2 (02 Credits)	**32 Credits**
Sem-V	C-11, C-12 (6+6=12 Credits)	DSE-1, DSE-2 (6+6=12 Credits)		**24 Credits**
Sem-VI	C-13, C-14 (6+6=12 Credits)	DSE-3, DSE-4 (6+6=12 Credits)		**24Credits**
			Total = 164 Credits	

COURSES OF STUDY FOR UNDERGRADUATE 'B.B.A. Hons' PROGRAMME

Table AI-2 Subject Combinations allowed for B.B.A. Hons. Programme (164 Credits)

Honours/Core Subject CC 14 Papers	Discipline Specific Elective Subject DSES 4 Papers	Skill Enhancement Course SEC 2 Papers	Compulsory Course AECC 1+1=2 Papers
BBA	BBA Specific	SEC in BBA	Language Communication + EVS

Table AI-2.1 Semester wise Examination Structure for Mid Sem & End Sem Examinations:

Sem	Code	Papers	Mid Semester Theory (F.M.)	End Semester Theory (F.M.)	End Semester Practical/ Viva (F.M.)
I	C1	Organizational Behaviour- I + **T**	25	75	---
	C2	Financial Accounting & Analysis + **T**	25	75	---
	GE1A	Micro Economics +T	---	100	---
	GE1B	Business Organisation +**T**	---	100	---
	AECC	Language Communication	---	100	---
II	C3	Organizational Behaviour- II + **T**	25	75	---
	C4	Cost & Management Accounting + **T**	25	75	---
	GE2A	Business Statistics +**T**	---	100	---
	GE2B	Business Management +**T**	---	100	---
	AECC	EVS	---	100	---
III	C5	Principle of Economics + **T**	25	75	---
	C6	Principles of Marketing + **T**	25	75	---
	C7	Indian Economy- Sectoral Issues + **T**	25	75	---
	GE3A	Macro Economics +**T**	---	100	---
	GE3B	Monetary Economics +**T**	---	100	---
	SEC 1	Elementary Computer Application Software	---	100	---
IV	C8	Management of Human Resource- I + **T**	25	75	---
	C9	Advertising & Sales Promotion+ **T**	25	75	---
	C10	Financial Management + **T**	25	75	---
	GE4A	Indian Economy - Performance and Policies +**T**	---	100	---
	GE4B	Indian Banking system +**T**	---	100	---
	SEC 2	Entrepreneurship	---	100	---
V	C11	Research Methodology + **T**	25	75	---
	C12	Management of Human Resource - II + **T**	25	75	---
	DSE 1	A. Investment Banking & Finance + **T OR** B. Rural Marketing + **T OR** C. Industrial Relation+ **T**	25	75	---
	DSE 2	A. Forensic Analysis & Fraud Investigation + **T** **OR** B. Retail Management + **T OR** C. Labour Development in India + **T**	25	75	---
VI	C13	E-Commerce + **T**	25	75	---
	C14	Operation Research for Managers + **T**	25	75	---
	DSE 3	A. Tax Planning + **T OR** B. International Business Markets + **T OR** C. Legislative Labour Welfare + **T**	25	75	---
	DSE 4	Project Work (**Finance +HR +Marketing**)	---	---	100

Session 2019-22 onwards

SEMESTER I   **5 Papers**

Total 100 x 5 = 500 Marks

I.   ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

(Credits: Theory-02)

योग्यता संवर्धन अनिवार्य पाठ्यक्रम :

(क्रेडिट: सैद्धान्तिक -02)

ENGLISH COMMUNICATION

Theory: 30 Lectures

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for
End Semester Examination (ESE):

There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

OBJECTIVE: To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English Communication.

Unit I: Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening- Meaning, Nature and importance, Principles of Good Listening.

Unit II: Class-presentation (Oral for five minutes) on any of the above-mentioned topics: Descriptive writing, expansion of an idea.

Unit III: Writing skills –, notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter

Unit IV: Vocabulary building: One word substitution, synonyms and antonyms, idioms and phrases

Suggested Reading:
- *Technical Communication*, M.H. Rizvi, Tata Mc Grawhill
- *Effective Business Communication*, Asha Kaul
- *Developing Communication Skills*, Krishnamohan
- *Functional Grammar and Spoken and Written Communication in English*, Bikram K. Das, Orient Blackswan
- *Precis, Paraphrase and Summary,* P.N. Gopalkrishnan, Authors Press
- *Communication Skills,* Sanjay Kumar and Pushplata, Oxford Publication

Note: Latest edition of text books may be used.

OR
HINDI COMMUNICATION
Theory: 30 Lectures

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

प्रश्न पत्र के लिए निर्देश

<u>छमाही परीक्षा :</u>

प्रश्नों के दो समूह होंगे। **खण्ड 'A' अनिवार्य है** जिसमें तीन प्रश्न होंगे। **प्रश्न संख्या 1** में दस **अत्यंत लघु उत्तरीय** 1 अंक के प्रश्न होंगे। **प्रश्न संख्या 2 व 3 लघु उत्तरीय** 5 अंक का प्रश्न होगा। **खण्ड 'B'** में छ: में से किन्हीं चार 20 अंको के **विषयनिष्ठ / वर्णनात्मक प्रश्नों** के उत्तर देने होंगे।

नोट : थ्योरी परीक्षा में पूछे गए प्रत्येक प्रश्न में उप–विभाजन हो सकते हैं।

हिन्दी व्याकरण एवं संप्रेषण
सैद्धान्तिक: 30 व्याख्यान

इकाई–1   **हिन्दी व्याकरण और रचना,**
संज्ञा, सर्वनाम, विशेषण, क्रिया, अव्यय, कारक, वचन, संधि,उपसर्ग, प्रत्यय तथा समास, लिंग निर्णय, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के लिए एक शब्द, शब्द शुद्धि, वाक्य शुद्धि, मुहावरे और लोकोक्तियां, पल्लवन एवं संक्षेपण।

इकाई –2   **निबंध कला तथा समसामयिक एवं राष्ट्रीय विषयों पर निबंध लेखन**

इकाई –3   **संप्रेषण (संचार)**
–संप्रेषण की अवधारणा और महत्व, संप्रेषण के लिए आवश्यक शर्तें, संप्रेषण के प्रकार, संप्रेषण का माध्यम, संप्रेषण कला, संप्रेषण की तकनीक, वाचन कला, समाचार वाचन, साक्षात्कार कला, रचनात्मक लेखन का लक्ष्य, रचनात्मक लेखन का आधार, भाव और विचारों की प्रस्तुति, वाक् कला की उपयोगिता।

अनुशंसित पुस्तकें :–

☐ वृहत व्याकरण भास्कर	: डॉ0 वचनदेव कुमार
☐ वृहत निबंध भास्कर	: डॉ0 वचनदेव कुमार
☐ आधुनिक हिन्दी व्याकरण और रचना	: डॉ0 वासुदेव नन्दन प्रसाद
☐ रचना मानस	: प्रो0 रामेश्वर नाथ तिवारी
☐ व्यवहारिक हिन्दी	: डॉ0 जंग बहादुर पाण्डेय
☐ रचनात्मक लेखन	: डॉ0 रमेश गौतम
☐ राजहंस हिन्दी निबंध	: प्रो0 आर0 एन0 गौड़
☐ सफल हिन्दी निबंध	: रत्नेश्वर
☐ निबंध सहचर	: डॉ0 लक्ष्मण प्रसाद
☐ उपकार मुहावरे और लोकोक्तियाँ	: प्रो0 राजेश्वर प्रसाद चतुर्वेदी
☐ कहानियों कहावतों की	: प्रताप अनम
☐ सम्प्रेषणपरक हिन्दी भाषा शिक्षण	: डॉ0 वैशना नारंग
☐ शैली विज्ञान	: डॉ0 सुरेश कुमार
☐ शैली विज्ञान प्रतिमान और विश्लेषण	: डॉ0 पांडेय शशिभूषण 'शीतांशु'
☐ शैली विज्ञान का इतिहास	: डॉ0 पांडेय शशिभूषण 'शीतांशु'

II. **GENERIC ELECTIVE (GE 1A)**   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for
End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

MICRO ECONOMICS   **Theory: 75 Lectures; Tutorial: 15 Lectures**

Objective: *The objective of the course is to acquaint the students with the concepts of microeconomics dealing with customer behavior. The course also make the student understand the supply side of the market through the production and cost behavior of firms.*

Learning Outcomes : *The student would be able to apply tools of customer behavior and firm theory to business situations.*

Unit I : Demand and Customer Behavior
Concepts of revenue: marginal and Average Revenue under conditions of Perfect and imperfect competition, Elasticity of demand: price, income and cross. Consumer's Behavior: Indifference curve analysis of consumer behavior; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects.   **Lectures: 15**

Unit II : Production and Cost
Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, return to scale using isoquants. Cost of production: Social and Private cost of production, long run and short run costs of production. Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope.   **Lecture: 15**

Unit III : Perfect Competition
Perfect Competition: Assumptions. Equilibrium of the firm and the industry in the short and long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition.
                    Lectures :15
Unit IV: Monopoly
Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of supply curve. Measurement of monopoly power.   **Lectures: 15**

Unit V: Imperfect Competition
Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence. Kinked demand Curve model.   **Lectures:15**

Suggested Readings:
☐ Pindyck, R.S. , D.L. Rubinfield and P.L. Mehta; Microeconomics, Pearson Education.
☐ N. Gregory mankiw, Principles of Micro Economics, Cengage Learning
☐ Browining E.K. and J.M. Browining: Microeconomics Theory and Applications, Kalyani Publishers, New Delhi.
☐ Gould, J.P and E.P. Lazear: Microeconomics Theory, All India Traveller Bookseller New Delhi

- Lipsey R.G. and K.A. Chrystal; Economics Oxford University Press.
- Maddala G.S. and E. Miller, Microeconomics: Theory and Application, McGraw-Hill, International Edition.
- Salvatore. D. Schaum's Outline of Theory and Problems of microeconomic Theory McGraw-Hill, International Edition.
- Bilas, Richard A. Microeconomic Theory: A Graphical Analysis, McGraw-Hill Book Co. Kogakusha Co. Ltd.
- Amit Sachdeva, Micro Economics Kusum Lata publishers.

III. <u>GENERIC ELECTIVE (GE 1B)</u>   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

BUSINESS ORGANISATION   Theory: 75 Lectures; Tutorial: 15 Lectures

Unit-I: Business System – Evolution of business, Nature of Business & Launching of Business enterprises.   **(Lectures 15)**

Unit-II: Business Ownership – Sole proprietorship, Partnership, Joint stock company – characteristics, advantages & disadvantages, various types of companies, management of Joint stock company, Oligarchy in Company Management.   **(Lectures 15)**

Unit-III: Large Scale Retailing – Departmental Stores, Multiple Shops, Mail Order Business, Super Bazaar – Characteristics, merits & demerits, Organization & Management. **(Lectures 15)**

Unit-IV: The Economic Size – Meaning, Method of measuring size of business unit, Optimum Firm – Factors responsible for optimum Firm.   **(Lectures 15)**

Unit-V: Financing New Venture: Methods of financing – Equity financing, venture Capital, Debt Financing and Govt. Grants, Functions and objectives of Specialized Financial Institutions.   **(Lectures 15)**

Suggested Readings:

- Drucker P.F – Management Challenges of the 21st century Butterworth Heinimann Oxford.
- Y.K Bhushan –Fundamentals of Business Organization and Management, Sultan Chand.
- Dinkar Pagare – Business Organization, Sultan Chand.
- M.C Shukla – Business Organizations, S. Chand (P) Ltd. New Delhi.

IV. CORE COURSE –C 1:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

ORGANISATIONAL BEHAVIOUR-I

Theory: 60 Lectures; Tutorial: 10 Lectures

Objective: *The objective of this paper is to help students to acquire conceptual knowledge of the Management concepts and to impart skills for practicing various kind of organizational Behaviour.*

Unit: 1 Organization: Overview of the concept and relevance of organizational Behaviour: meaning, Nature, Scope, features, approaches, model, challenges and opportunities, functions & Role of manager, Planning process, Decision making Process.   **Lectures: 15**

Unit: 2 Foundation of individual Behaviour: Biography, ability, personality (determinants and models), perception (definition, components, factors affecting, perception in decision making), Values, Beliefs etc.   **Lectures: 15**

Unit: 3 Individual Behaviour- Attitude: Definition, importance, Types, Attitude regarding- Job satisfaction, involvement, commitment, effects of employee attitude, changing attitudes.
Learning: Definition, nature, theories classical conditioning, operant conditioning, cognitive learning, social learning.   **Lectures: 10**

Unit: 4 Motivation: Concept and theories (Maslow, McGregor, Herzberg, ERG), merits & demerits.
Group dynamics & Team work: Nature, theories, types of group, Definition, Stages of Group Development effectiveness, potential problems, Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.   **Lectures: 20**

Suggested Readings:
- Luthans, Fred, Organization Behaviour, Mc Graw Hill, India.
- Mishra M.N., Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi.
- Newstrom W. John, Davis Keith Organization Behaviour, McGraw Hill, India.
- L.M Roy, Organisational Behaviour, S. Chand Publication.
- Dr. F.C. Sharma, Organisational Behaviour, SBPD Publications.
Note: Latest edition of text books may be used.

V.   CORE COURSE- C 2:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):
There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

BUSINESS ACCOUNTING & ANALYSIS   Theory: 60 Lectures; Tutorial: 10 Lectures

Unit I: Introduction To Accounting: Definition, scope, objectives, limitations, **Conceptual Frame Work:** Accounting Concepts, Principles and Conventions, **Accounting standards-** Concept, objectives and benefits. Book-Keeping, Double Entry System, rule of debit and credit and its uses. **Recording process:** Rules of Debit & Credit, Journal, Ledger and Trial Balance and Errors in Trial Balance. Cash Book and subsidiary books of accounting, kinds of Cash Book, Purchase Book, Sales Book.   **Lectures: 13**

Unit II: Final Accounts with Adjustments - Trading Account, Profit & Loss A/c and Balance Sheet. Asset with Classification, Liabilities & their classification, uses and Limitations.   **Lectures:15**

Unit III: **Depreciation:** Meaning, need, Determinant factors, importance and methods of charging depreciation: straight line method and written down value method with practical problems.
                                                                                                   Lectures:07
Unit IV: Shares: Issue of Shares, Debentures, Forfeiture and re-issue. (Theory with Practical)
                                                                                                   Lectures: 10
Unit V: Hire Purchase: Basic Concepts of hire purchase & installments. **Accounting for Non-profit organization:** Accounting Procedures, Receipts & payment accounts, income & expenditure account (Theory).   **Lectures:03**
Unit VI: Partnership-Preliminary, definition, features and partnership deed (Only Theory)
                                                                                                   Lectures: 03
Unit VII: Financial Statement Analysis: Objective of financial statement analysis, sources of Information; Techniques of financial statement analysis: Horizontal & Vertical analysis Ratio Analysis: Financial Ratios; Meaning and Usefulness of Financial Ratios, Analysis of ratios from the perspective of Stakeholders like Investors, Lenders, and Short- term Creditors. Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratios.
                                                                                                   Lectures:09

Suggested Readings:
   - S.A. Siddiqui- Comprehensive Accounting
   - Financial Account for BBA, Maheshwari, S. N, S. Chand Publications
   - S.N. Maheshwar- Introduction to Accounting, (Vikas Publication)
   - C.A.C. Rama Gopal, Accounting For Managers, (New Age)
   - Dr. S.K Singh, Book-Keeping & Basic Management, SBPD Publications.

Note: Latest edition of text books may be used.

<div align="center">

SEMESTER II   **5 Papers**
</div>

<div align="right">

Total 100 x 5 = 500 Marks
</div>

I.   ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)

<div align="right">

(Credits: Theory-02)
</div>

Marks : 100 (ESE: 3Hrs) =100	**Pass Marks Th ESE = 40**

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **objective type test** consisting of hundred questions of 1 mark each. Examinees are required to mark their answer on **OMR Sheet** provided by the University.*

AECC – ENVIRONMENT STUDIES   Theory: 30 Lectures

Unit 1 : Introduction to environmental studies
Multidisciplinary nature of environmental studies;
Scope and importance; Concept of sustainability and sustainable development.

<div align="right">

(2 lectures)
</div>

Unit 2 : Ecosystems
What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem:
food chains, food webs and ecological succession. Case studies of the following ecosystems :

> Forest ecosystem
> Grassland ecosystem
> Desert ecosystem
> Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

<div align="right">

(2 lectures)
</div>

Unit 3 : Natural Resources : Renewable and Non--renewable Resources
Land resources and landuse change; Land degradation, soil erosion and desertification.
Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
Water : Use and over--exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter--state).
Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

<div align="right">

(5 lectures)
</div>

Unit 4 : Biodiversity and Conservation
Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
India as a mega--biodiversity nation; Endangered and endemic species of India
Threats to biodiversity : Habitat loss, poaching of wildlife, man--wildlife conflicts, biological invasions; Conservation of biodiversity : In--situ and Ex--situ conservation of biodiversity.

Session 2019-22 onwards

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

(5 lectures)

Unit 5 : Environmental Pollution

Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution

Nuclear hazards and human health risks

Solid waste management : Control measures of urban and industrial waste.

Pollution case studies.

(5 lectures)

Unit 6 : Environmental Policies & Practices

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

(4 lectures)

Unit 7 : Human Communities and the Environment

Human population growth: Impacts on environment, human health and welfare.

Resettlement and rehabilitation of project affected persons; case studies.

Disaster management : floods, earthquake, cyclones and landslides.

Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.

Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

(3 lectures)

Unit 8 : Field work

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site--Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems--pond, river, Delhi Ridge, etc.

(Equal to 4 lectures)

Suggested Readings:

☐ Raziuddin, M.., Mishra P.K. 2014, *A Handbook of Environmental Studies*, Akanaksha Publications, Ranchi.

☐ Mukherjee, B. 2011: *Fundamentals of Environmental Biology*.Silverline Publications, Allahabad.

☐ Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.

☐ Gadgil, M., & Guha, R.1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.

☐ Gleeson, B. and Low, N. (eds.) 1999.*Global Ethics and Environment*, London, Routledge.

☐ Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.

☐ Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll.*Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.

☐ Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science,* 339: 36---37.

☐ McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29---64). Zed Books.

☐ McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.

☐ Odum, E.P., Odum, H.T. & Andrews, J. 1971.*Fundamentals of Ecology*. Philadelphia: Saunders.

☐ Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.

☐ Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.

☐ Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012.*Environment*. 8th edition. John Wiley & Sons.

☐ Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India. Tripathi 1992*.

☐ Sengupta, R. 2003. *Ecology and economics*: An approach to sustainable development. OUP.

☐ Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.

☐ Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology*: *Voices from the Tropics*. John Wiley & Sons.

☐ Thapar, V. 1998. *Land of the Tiger*: *A Natural History of the Indian Subcontinent*.

☐ Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.

☐ Wilson, E. O. 2006.*The Creation: An appeal to save life on earth*. New York: Norton.

☐ World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University

----

II.   GENERIC ELECTIVE (GE 2A):   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for
End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

BUSINESS STATISTICS   Theory: 75 Lectures; Tutorial: 15 Lectures

Objective: *The objective of the course is to familiarize students with the basic statistical tools used to summarized and analyze quantitative information for decision making.*

Expected learning outcomes: *The student is expected to be equipped with the tools of processing and description of statistical data. In addition, the student would develop competence to use computer for statistical calculation especially for comparatively large size problems.*

Unit I: Statistical data and descriptive statistics:
1.1 Measurement of central tendency
   a) Mathematical average including arithmetic mean, Geometric mean and Harmonic mean. Properties and applications.
   b) Positional average
       Mode and Median (and other partition values including quartiles, deciles and percentiles including graphic determination).
1.2 Measures of variation: Absolute and relative.
       Range, Quartile Deviation, Mean Deviation, Standard Deviation and their coefficient, properties of standard deviation/variation.
1.3 Skewness: Meaning, measurement using Karl Pearson and Bowley's measure.
                                                                    Lectures: 25

Unit II: Probability:
2.1 Theory of probability, Approaches to the calculation of probability.
2.2 Calculation of event probabilities, Addition and multiplication laws of probability (proof not required).
2.3 Conditional probability and Bayes theorem (proof not required)
                                                                    Lectures: 15

Unit III: Simple correlation and regression analysis:
 3.1 Correlation analysis- Meaning of correlation: Simple, Multiple and partial, Linear and nonlinear, correlation and causation, Scatter diagram, Pearson's co-efficient of correlation, calculation and properties (proof not required). Correlation and probable error, Rank correlation
3.2 Regression analysis. Principles of least square and regression lines, Regression equation and estimation, properties of regression co-efficient, relationship between correlation regression coefficient, Standard error of Estimate
                                                                    Lectures: 12

Unit IV: Index Numbers:

4.1 Meaning and use of Index Numbers. Constructions of Index Numbers: Fixed and chain base: Aggregative and average of relatives/simple and weighted.

4.2 Tests of adequacy of Index numbers, Base shifting, splicing and deflating, Problems in the constructions of Index numbers.

4.3 Constructions of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY.

Lectures: 12

Unit V: Time series analysis:

5.1 Component of time series. Additive and multiplicative models.

5.2 Trend analysis. Fitting of trend line using principle of least square- linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice – versa, Moving averages

5.3 Seasonal variation. Calculation of seasonal indices using simple averages, ratio to trend, and ratio to moving averages methods. Using of seasonal indices.

The student will be familiarized with software and the statistical and other functions contained therein related to formation of frequency distributions and calculation of averages , measures of variation, correlation and regression coefficient.

Lectures: 11

Suggested Readings:

- Levin, Richard, David S. Rubin, Rastogi and Sidduiqui. Statistics for Management 7th Edition Pearson Education
- Berenson and Levine. Basic Business Statistics: Concepts and Applications. Pearson Education.
- Siegel Andrew F. Practical Business Statistics McGraw Hill.
- Vohra N.D. Business Statistics McGraw Hill.
- Spiegel M.D. Theory and Problems of Statistics. Schaum's Outlines Series. McGraw Hill Publishing
- Gupta S.P. and Archana Gupta Statistics Methods. Sultan Chand and Sons, New Delhi.
- Gupta S.C. Fundamentals of Statistics. Himalaya Publishing House.
- Anderson Sweeney and William, Statistics for Student of Economics and Business, Cengage Learning.
- Thakural J.K. Business Statistics.

III.   GENERIC ELECTIVE (GE 2B)   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

BUSINESS MANAGEMENT   **Theory: 75 Lectures; Tutorial: 15 Lectures**

Unit-I: An overview – Introduction, concept, nature, process and significance of Management. Principles of Management Function of Management, difference between organization, Administration & Management.   **Lectures 15**

Unit-II: Organization – Meaning, principles, types of organization, merits & demerits of various types of organization.   **Lectures 15**

Unit-III: Personnel Functions – Methods of Wages payment, incentive methods of wage payment, merits & demerits of various methods.   **Lectures 10**

Unit-IV: Scientific Management & Rationalization – Meaning, Principle, objectives, limitation & suggestion, Difference between Scientific Management & Rationalization.   **Lectures 15**

Unit-V: Business Combination – Meaning & definition, causes of combination, types of combination, Forms of combination, advantage and disadvantages of combination.   **Lectures 10**

Unit-VI: Securities Market – Stock Exchange, Functions – importance, various transactions, regulation of stock exchanges & SEBI.   **Lectures 10**

Suggested Readings:

- Drucker P.F – Management Challenges of the 21st century Butterworth Heinimann Oxford.
- Y.K Bhushan –Fundamentals of Business Organization and Management, Sultan Chand.
- Dinkar Pagare – Business Organization, Sultan Chand.
- M.C Shukla – Business Organizations, S. Chand (P) Ltd. New Delhi.

IV. CORE COURSE -C 3:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

ORGANIZATIONAL BEHAVIOUR – II

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives:
The objective of the course is to provide a foundation for understanding individual, group and organizational behavior, which is essential for better management of human resources in an organization.

Unit I : Working with others-
Leadership : Meaning, skills needed, basic leadership styles, theories of leadership - Trait, behavioral & contingency Theories.
Power and politics: Concepts, bases of power, power and leadership, causes and consequences of politics.
Conflict: Meaning, process, types.
Negotiation: Concept, process, approaches- Traditional & Modern   **Lectures: 25**

Unit II: Life in organizations
Change: Forces stimulating change, resistance to change, managing change.
Stress management: Nature, potential sources, consequences.   **Lectures:15**

Unit III: Organizational System
Organizational culture: Definition, types, maintaining and changing cultures, organizational
Organizational Climate - features, dimensions, significance.
Organizational Development: Concept, importance, techniques.   **Lectures: 20**

Suggested Readings:
- Luthans, Fred, Organization Behaviour, Mc Graw Hill, India.
- Mishra M.N., Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi.
- Newstrom W. John, Davis Keith Organization Behaviour, McGraw Hill, India.
- L.M Roy, Organisational Behaviour, S. Chand Publication.
- Dr. F.C. Sharma, Organisational Behaviour, SBPD Publications.

V.   CORE COURSE -C 4:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):
There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.
Note: There may be subdivisions in each question asked in Theory Examinations.

COST & MANAGEMENT ACCOUNTING

Theory: 60 Lectures; Tutorial: 10 Lectures

Unit: I- Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting, Cost and Costing, Cost Control, and Cost Reduction; elements of cost; Components of Cost sheet. Classification of costs: Fixed, Variable, Semi-variable; Product, and Period costs; Direct, and Indirect costs; Relevant, and Irrelevant costs; Shut-down, and Sunk costs; Controllable, and Uncontrollable costs; Avoidable, and Unavoidable costs; Imputed / Hypothetical costs; Out-of-pocket costs; Opportunity costs; Expired, and Unexpired costs; Conversion cost.   **Lectures:05**

Unit: II   - Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting; merits & demerits.   **Lectures: 05**

Unit: III- Analysis & Interpretation Financial Statements: Common size, comparative statement, Trend Analysis. **Ratio Analysis:** Definition, Types Uses & Limitations, Profitability, & Liquidity Ratios (Practical)   **Lectures: 20**

Unit: IV- Break-even Point- Definition, Assumptions, merits & Demerits.   **Lectures: 05**

Unit: V- Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget.   **Lectures: 05**

Unit: VI- Fund Flow Statement- Definition & concept; Uses, merits & Demerits, Sources of Fund flow statement' used by different parties; **Cash Flow Statement (AS-3)-** Definition & concept; Uses, merits & Demerits, Sources of Fund flow statement' used by different parties.   **Lectures: 15**

Unit: VII- Working Capital Management, Responsibility accounting (Concept), Management Audit.   **Lectures: 05**

Suggested Readings:
- C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler: Introduction to Management Accounting, Pearson.
- M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.
- M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.
- Management Accounting, Dr. B.K. Mehta, SBPD Publications.
- Management Accounting, pillai R.S.N, S. Chand Publications.

Note: Latest edition of text books may be used

SEMESTER III   6 Papers

Total 100 x 6 = 600 Marks

I.   SKILL ENHANCEMENT COURSE SEC 1:   (Credits: Theory-02)

Marks : 100 (ESE: 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **objective type test** consisting of hundred questions of 1 mark each. Students are required to mark their answer on **OMR Sheet** provided by the University.*

ELEMENTARY COMPUTER APPLICATION SOFTWARES:
A Common Syllabus Prescribed by Ranchi University   **Theory: 30 Lectures**

Objective of the Course
The objective of the course is to generate qualified manpower in the area of Information Technology (IT) and Graphic designing which will enable such person to work seamlessly at any Offices, whether Govt. or Private or for future entrepreneurs in the field of IT.

A. INTRODUCTION TO COMPUTER SYSTEM
Basic Computer Concept
Computer Appreciation - Characteristics of Computers, Input, Output, Storage units, CPU, Computer System.   **(1 Lecture)**

Input and Output Devices
Input Devices - Keyboard, Mouse, joystick, Scanner, web cam,
Output Devices- Soft copy devices, monitors, projectors, speakers, Hard copy devices, Printers – Dot matrix, inkjet, laser, Plotters.   **(4 lectures)**

Computer Memory and Processors
Memory hierarchy, Processor registers, Cache memory, Primary memory- RAM, ROM, Secondary storage devices, Magnetic tapes, Floppy disks, hard disks, Optical Drives- CD-ROM, DVD-ROM, CD-R, CD-RW, USB Flash drive, Mass storage devices: USB thumb drive. Managing disk Partitions, File System. Basic Processor Architecture, Processor speed, Types of processor.
                                                                                 (5 lectures)

Numbers Systems and Logic Gates
Decimal number system, Binary number system, Octal number system, Hexadecimal number system, Inter-conversion between the number systems. Basic Logic gates-AND, OR, NOT, Universal logic gates- NAND, NOR
                                                                                 (3 lectures)

Computer Software
Computer Software- Relationship between Hardware and Software, System Software, Application Software, Compiler, Names of some high level languages, Free domain software.
                                                                                 (2 Lectures)

Internet & its uses

History of Internet, WWW and Web Browsers: Web Browsing software, Surfing the Internet, Chatting on Internet, Basic of electronic mail, Using Emails, Document handling, Network definition, Common terminologies: LAN, WAN, MAN, Node, Host, Workstation, Bandwidth, Network Components: Severs, Clients, Communication Media. Wireless network

(3 Lectures)

Operating system-Windows

Operating system and basics of Windows, The User Interface, Using Mouse and Moving Icons on the screen, The My Computer Icon, The Recycle Bin, Status Bar, Start and Menu & Menu-selection, Running an Application, Windows Explorer Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows, Windows Setting, Control Panels, Wall paper and Screen Savers, Setting the date and Sound, Concept of menu Using Help, Advanced Windows, Using right Button of the Mouse, Creating Short cuts, Basics of Window Setup, Notepad, Window Accessories

(2 Lectures)

B. MICROSOFT OFFICE 2007 AND LATEST VERSIONS

Word Processing

Word processing concepts: saving, closing, Opening an existing document, Selecting text, Editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Checking. Correcting spellings. Handling Graphics, Creating Tables and Charts, Document Templates and Wizards, Mail merge and Macros.

(3 Lectures)

Microsoft Excel (Spreadsheet)

Spreadsheet Concepts, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae, Functions: Mathematical, Logical, statistical, text, financial, Date and Time functions, Using Function Wizard. Formatting a Worksheet: Formatting Cells changing data alignment, changing date, number, character or currency format, changing font, adding borders and colors, Printing worksheets, Charts and Graphs – Creating, Previewing, Modifying Charts. Integrating word processor, spread sheets, web pages. Pivot table, goal seek, Data filter and scenario manager

(4 Lectures)

Microsoft Power Point (Presentation Package)

Creating, Opening and Saving Presentations, Creating the Look of Your Presentation, Working in Different Views, Working with Slides, Adding and Formatting Text, Formatting Paragraphs, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations. Creating photo album, Rehearse timing and record narration. Master slides.   **(3 Lectures)**

Reference Books

- ☐ Nishit Mathur, Fundamentals of Computer , Aph publishing corporation(2010)
- ☐ Misty E. Vermaat,.Microsoft word 2013 1st Edition (2013).
- ☐ Satish Jain, M.Geeta, MS- Office 2010 Training Guide, BPB publication (2010)
- ☐ Joan Preppernau, Microsoft PowerPoint 2016 step by step, Microsoft press(2015)
- ☐ Douglas E Corner, The Internet Book 4th Edition, prentice –Hall(2009)
- ☐ Faithe wempen, word 2016 in depth 1st edition, que publishing(2015)
- ☐ Steven welkler, Office 2016 for beginners, Create Space Independent publishing Plateform (2016)

SKILL ENHANCEMENT LAB- SEC 1 LAB   **30 Lectures**

A. <u>MS-WORD LAB ASSIGNMENT</u>

1. Write down the following Paragraph OR any one provided by your teacher;

  Without a doubt, the Internet is one of the most important inventions of modern times. The Internet is a global interconnected computer networks which allow each connected computer to share and exchange information with each other. The origins of the Internet can be traced to the creation of Advanced Research Projects Agency Network (ARPANET) as a network of computers under the auspices of the U.S. Department of Defense in 1969.

  Apply following effects on The paragraph:
  - i. Paragraph **font-size** and **font-type** must be 12 Verdana.
  - ii. Paragraph **alignment** must be justified and double line spacing.
  - iii. **Highlight** the "(ARPANET)" with green color.
  - iv. Make the "Internet" keywords **Bold and Italic**.
  - v. Insert any "**WordArt**" and a **symbol** to your document.
  - vi. Insert a **clipart** to your document.
  - vii. Add following lines to your document:
    Internet, Intranet, Extranet, URL, WWW, Networking, Protocols, HTTP, TCP/IP

2. Create a Table of following fields:
  Name, Surname, Age, Gender, Job and apply the following effects
  - i. Insert 10 records
  - ii. Font size should be 12
  - iii. Title size should be 14
  - iv. Font type should be Times new Roman
  - v. Title color should be blue
  - vi. Text color should be black
  - vii. Table border should be 2

3. Write a letter on 'Road Safety' and send to 'Multiple Recipients' using mail merge.

4. Type the paragraph given below:

  Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks. Technically, what distinguishes the Internet is its use of a set of protocols called TCP/IP (for Transmission Control Protocol/ Internet Protocol). Two recent adaptations of Internet technology, the intranet and the extranet, also make use of the TCP/IP protocol.

Apply the following:
   i.   Change Internet into Internets at a time
   ii.   Heilight TCP/IP in red color
   iii. Replace protocol into protocols
   iv.   Find the word "Public"

B. MICROSOFT EXCEL LAB ASSİGNMENT

Basic Formatting and Spreadsheet Manipulation
1. Add rows and columns to an existing spreadsheet
2. Reformat data (center, comma and currency styles, bold, text color)
3. Work with a simple formula (product) and function (sum)

Assignment
1. Create a workbook as shown below.
2. To enter new rows or columns, simply click on the row or column header to select the whole row or column. Then right click with the mouse and choose insert.
3. Add the new row for S Spade with the data that's shown below (between the original rows 7 and 8).
4. Add a column for gender and the data as shown below (between the original columns A and B). Enter the appropriate gender for yourself in the last row.

A	B	C	D
Name	Male/Female	Genre	Number of Songs
J Smith	F	Blues	50
B Doe	M	Country	110
S Spade	F	Country	200
F Zappa	M	Blues	1400
F Zappa	M	Alternative	2300
J Smith	F	Alternative	150
S Spade	F	Blues	1000
B Doe	M	Blues	75
yourname	M	Blues	800

5. Center the data in columns B and C. Do this by selecting the whole column and click the center icon on the ribbon.
6. Bold the data in row 1, the column headings (ensure that the data all remains visible within the column boundaries).
7. Change the font color for row 1 to Blue.
8. Change the format of the data in column D to comma style (no decimal places showing). There is an icon on the home tab that sets it to comma style easily.
9. Add two new column labels to the right of the current columns; **Unit Price** and **Total Cost**. (They will be in columns E and F.) These two columns of data should be currency type so that the dollar sign is shown. There is an icon to quickly format the selected column as currency type.
10. All tunes are $.99, so enter that value for all rows in Column E. You can copy quickly by using the **Auto Fill** handle and drag that amount down. When you over your mouse over the tiny square in

the bottom right hand corner of the active cell, your mouse shape will become a skinny plus sign, and you can click and drag that cell to make a copy.
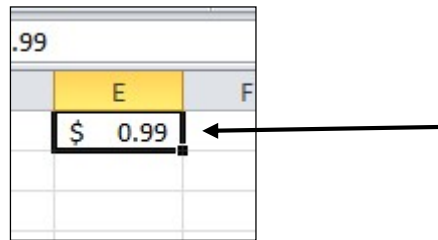
11. Calculate Total Cost (column F) as *column D times Column E*. You will type in a formula like this into cell F2: **=D2*E2** (Be sure to begin the formula with an equal sign)

12. Use the AutoFill (skinny plus sign) again to copy the formula down column F; down to F10. Double check the picture below to make sure yours has the correct values

13. Add a border to all of the cells (A1-f10) using the Borders tool in the Fonts group on the Home Tab.

14. Change the page layout to landscape. Do this by clicking the Page Layout tab on the ribbon and then to Orientation to Landscape.

15. Save the file.

16. Click in cell F11 and Use the sum function or the shortcut icon that looks like $\sum$ to get the total of the Total Cost column.

17. Ensure that the data is all visible within the column boundaries. Make the columns wider if needed.

18. Save the workbook. Your final spreadsheet should look like the following when printed.

Name	Male/Female	Genre	Number of Songs	Unit Price	Total Cost
J Smith	F	Blues	50	$ 0.99	$ 49.50
B Doe	M	Country	110	$ 0.99	$ 108.90
S Spade	F	Country	200	$ 0.99	$ 198.00
F Zappa	M	Blues	1,400	$ 0.99	$ 1,386.00
F Zappa	M	Alternative	2,300	$ 0.99	$ 2,277.00
S Spade	F	Blues	1,000	$ 0.99	$ 990.00
J Smith	F	Alternative	150	$ 0.99	$ 148.50
B Doe	M	Blues	75	$ 0.99	$ 74.25
yourname	M	Blues	800	$ 0.99	$ 792.00

$ 6,024.15

Create a sample table given below in Excel

➢ Using formula find Total
➢ Find the maximum value using MAX function from the **Units** column
➢ Find minimum value from **Total** column

Order Date	Region	Rep	Item	Units	Unit Cost	Total
1/6/2016	East	Jones	Pencil	95	1.99	189.05
1/23/2016	Central	Kivell	Binder	50	19.99	999.50
2/9/2016	Central	Jardine	Pencil	36	4.99	179.64
2/26/2016	Central	Gill	Pen	27	19.99	539.73
3/15/2016	West	Sorvino	Pencil	56	2.99	167.44
4/1/2016	East	Jones	Binder	60	4.99	299.40
4/18/2016	Central	Andrews	Pencil	75	1.99	149.25
5/5/2016	Central	Jardine	Pencil	90	4.99	449.10
5/22/2016	West	Thompson	Pencil	32	1.99	63.68
6/8/2016	East	Jones	Binder	60	8.99	539.40
6/25/2016	Central	Morgan	Pencil	90	4.99	449.10
7/12/2016	East	Howard	Binder	29	1.99	57.71
7/29/2016	East	Parent	Binder	81	19.99	1,619.19
8/15/2016	East	Jones	Pencil	35	4.99	174.65
9/1/2016	Central	Smith	Desk	2	125.00	250.00
9/18/2016	East	Jones	Pen Set	16	15.99	255.84
10/5/2016	Central	Morgan	Binder	28	8.99	251.72
10/22/2016	East	Jones	Pen	64	8.99	575.36
11/8/2016	East	Parent	Pen	15	19.99	299.85
11/25/2016	Central	Kivell	Pen Set	96	4.99	479.04
12/12/2016	Central	Smith	Pencil	67	1.29	86.43
12/29/2016	East	Parent	Pen Set	74	15.99	1,183.26

C. MS-POWERPOINT LAB ASSIGNMENT

Activity 1 : Using Text & Background/Themes
  i.   Create one new slide and insert any text.
  ii. To make your slide more attractive, use the themes or background.
  iii. Make sure it apply for every slide not only one slide.

Activity 2 : Apply Custom Animation On Text
  i.   Use the custom animation to add effects on your text. Set the text move after you click the mouse.
  ii. If you have more than one text, add effects for each of text.

Activity 3 : Insert Image & WordArt
  i.   Insert one new blank slide.
  ii. Choose one pictures or clip art from any source and insert in your new slide.
  iii. Using the WordArt, make a note or title on your picture.
  iv. Use the custom animation again to add effects on your picture and WordArt.

Activity 4 : Insert Text Box
  i.   Insert one new blank slide.
  ii. Use the text box to insert one paragraph of text and adjust your text.

Activity 5 : Insert Smart Art
  i.   Insert one new blank slide.
  ii. Insert the Smart Art and put your text on the Smart Art.

Activity 6 : Insert Audio
  i.   Back to your first slide and insert one audio on that slide. The audio must play automatically when you show your slide.
  ii. Make sure the speaker also not appear when you show your slide. (the icon).
  iii. The audio must play when you show alls your slide, not only one slide.

Activity 7 : inserting Video
  i.   Insert one new slide and insert one short video

Activity 8 : Save File
  i.   Save your file

Activity 9 : Create Photo Album & Hyperlink
  i.   Insert one new slide and put a text ex: "My Photo Album"
  ii. Create one photo album and adjust your text and your photos
  iii. Save your photo album with a new file
  iv. Make a hyperlink to your photo using the text "My Photo Album"

Reference Books:

☐ Faithe wempen, word 2016 in depth 1st edition, que publishing(2015)
☐ steven welkler, Office 2016 for bignners, Create Space Independent publishing plateform(2016)
☐ Elaine Marmel, office 2016 simplified, 1st Edition, John wiley and sons Inc(2016)
☐ Patrice-Anne Rutledge, Easy office 2016 1st edition, Que publishing(2016)

II. GENERIC ELECTIVE (GE 3A)   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for
End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

MACRO ECONOMICS   Theory: 75 Lectures; Tutorial: 15 Lectures

Objectives: *The course aims with providing the students with knowledge of basic concepts of The macro economics. The modern tools of macro - economic analysis are discussed and the policy framework is elaborated, including the open economy.*

Unit I :
Introduction – concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure. Static macroeconomic analysis short and the long run – determination of supply, determination of demand, and conditions of equilibrium.

Lectures: 5

Unit II :
Economy in the short run – IS- LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand, aggregate supply analysis.

Lectures: 20

Unit III :
Inflation, causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, frictional and wait unemployment.

Lectures: 20

Unit IV :
Labour market and its interaction with production system, Phillips Curve, the trade-off between inflation and unemployment, sacrifice ratio, role of expectations, adaptive and rational.

Lectures: 10

Unit V :
Behavioural Foundations – Investment – determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money – Portfolio and transaction theories of demand for real balances, interest and income elasticity of demand for real balances. Supply of money.

Lectures: 20

Suggested Readings:
☐ Mankiw, N.Gregory. Principle Macroeconomics. Cengage Learning
☐ Dombusch, Rudiger, and Stanley. Fischer, Macroeconomics. McGraw-Hill.
☐ Dombusch, Rudiger., Stanley. Fischer and Richard Startz, Macroeconomics.Irwin/McGraw Hill.
☐ Deepashree, Macroeconomics, Scholar Tech. New Delhi
☐ Barro, Robert.J. Macroeconomics, MIT Press, Cambridge MA.
☐ Burda Michael, Wyplosz. Macroeconomics A European Text. Oxford University Press, Oxford.
☐ Salvatore, Dominick. International Economics. John Wiley & Singapore.
☐ Branson, William. H Macroeconomic Theory and Policy. Harper Collins India Pvt. Ltd.
Note: Latest edition of text books may be used.

III.   GENERIC ELECTIVE (GE 3B)   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

MONETARY ECONOMICS   **Theory: 75 Lectures; Tutorial: 15 Lectures**

Unit-I: Money – An introduction, definition and classification of money, function and importance of money in capitalism, socialism & Mixed economy, merits & demerits of money.   **(Lectures 15)**

Unit-II: Monetary Standard, Value of money – The supply and demand theory of money, Quantity theory of Money, Income theory of money.   **(Lectures 15)**

Unit-III: Inflation, Deflation & Reflation – Causes and effects on different classes of people, Money Market   **(Lectures 15)**

Unit-IV: Foreign Exchange – Determination of rate of Exchange, a brief outline of purchasing power Parity Theory (PPP), Gold Standard, Break down of Gold Standard.   **(Lectures 15)**

Unit-V: International Monetary Fund – its working & present position, Balance of Payment, Free Trade Vs. Protection.   **(Lectures 15)**

Suggested Readings:

☐ M.Y. Khan – Indian Financial System, T.M.H. New Delhi.
☐ Dr. Harish chandra Sharma – Money & Banking, SBPD Publications.
☐ Suraj B. Gupta – Monetary Economics, S.Chand Publications.
☐ H.L Ahuja – Monetary Economics, S.Chand Publications.

IV. **CORE COURSE -C 5:**   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

PRINCIPLES OF ECONOMICS   Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives:
This course intends to expose the student to the basic concepts in Microeconomics, Which is the study of the economic behaviour of small economic groups such as families and firms. The broad subject matter of Microeconomics is making decisions on the allocation of limited resources available with individuals, firms and organizations. Typically, it applies to the markets where goods and services are bought and sold with a goal of maximizing benefits.

Unit- I Introduction: Definition given by different economists, Nature & Scope, merits and demerits.

Unit-II Demand and Supply: Law of demand, determinants of demand, shifts of demand curve versus movements along a demand curve, market demand; **Law of supply:-** Determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium. Applications of demand and supply: price rationing, price floors.

Elasticity of Demand: price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

Unit-III Consumer Theory:. Concept of utility, Diminishing marginal utility, Equi-marginal utility, Indifference curves, budget constraint, Price, income and substitution effects. Consumer Surplus, & Producer surplus.

Unit-IV Production and Costs: production functions, law of variable proportions, returns to scale, isoquant and iso-cost lines, producer equilibrium. **Costs:** costs in the short run, costs in the long run, revenue and profit maximizations, economies and diseconomies of scale.

Unit-V Market Structures: Perfect Competition: theory of a firm under perfect competition, equilibrium of the firm in the short run and long run. **Imperfect Competition-** Monopoly: short run and long run equilibrium; comparison of perfect competition and monopoly, price discrimination; wages payment concept.

Suggested Readings:
- Lipsey, R. and Alec Chrystal: Economics, Oxford University Press, Twelfth Edition, 2011.
- Case, Karl E. & Ray C. Fair: Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
- Barro, Robert.J. Macroeconomics, MIT Press, Cambridge MA.
- Burda Michael, Wyplosz. Macroeconomics A European Text. Oxford University Press, Oxford.
- Salvatore, Dominick. International Economics. John Wiley & Singapore.

V.   **CORE COURSE -C 6:**   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	**Pass Marks (MSE + ESE) =40**

Instruction to Question Setter for
Mid Semester Examination (MSE):
There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):
There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.
Note: There may be subdivisions in each question asked in Theory Examinations.

PRINCIPLES OF MARKETING   **Theory: 60 Lectures; Tutorial: 10 Lectures**

Objective : *To provide basic knowledge and equip students with application of principles and and functions of marketing.*

Unit 1: Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation-Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing environment: Nature, types & strategies to deal with internal & external environment (Indian context); Marketing Planning.   **Lectures: 15**

Unit 2: STP: Segmentation, Targeting and Positioning: Concept, & Importance, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Target Market Selection; **Market Positioning:** concept & importance, Market Repositioning. Product Differentiation Vs. Market Segmentation. **Consumer Buying Behaviour**: buying process, factors affecting buying decision Process.
          Lectures: 15

Unit 3: Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods.
          Lectures: 10

Unit 4:Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services-Unique Characteristics of Services, Marketing strategies for service firms –7Ps **.**   **Lectures:10**

Unit 5:Promotion Mix: Factors determining promotion mix, Promotional Tools-basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.   **Lectures: 05**

Unit 6: Marketing System: Types Of Marketing; **Marketing Information System;** Definition and Components; **Marketing Research;** Definition, Objective, Process & Significance; **Marketing Audit.**
          Lectures: 05

Suggested Readings:-
   ☐ Kotler, P. & Keller, K. L Koshy, Jha .: Marketing Management, Pearson.
   ☐ Rajan Saxena: Marketing Management, Tata McGraw-Hill
   ☐ Principle of marketing, Mahajan S.P and Mahajan Anupama, S. Chand Publications
   ☐ Sherleker, Marketing Management, Himalaya Publishing House
   ☐ Dr. F.C Sharma, Principles of Marketing, SBPD Publications.

VI. **CORE COURSE -C 7:**   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

INDIAN ECONOMY–SECTORAL ISSUES

Theory: 50 Lectures; Tutorial: 10 Lectures

Objectives: *This paper provides an overview of the development of the different sectors and their interrelations of the Indian economy. The study of the three broad sectors namely agriculture, industry and services would help the students understand the developments in different policy environment.*

Unit-I Agriculture: Trends in production and productivity, land reforms, land tenure system, land distribution. Agricultural labour, wages and employment and issue of under-employment. Capital investment, credit, Irrigation and supply of other inputs.   **Lectures: 15**

Unit-II Agricultural Policies- Green revolution, pricing and procurement policies, PDS and support price.   **Lectures:07**

Unit–III Industry: Growth and Structure of industry. Industrial and licensing policies, large, small and cottage industries, problems and solution.   **Lectures:08**

Unit-IV Source of Finance: Industrial finance, capital and multinationals. Cost of each source of finance.   **Lectures:10**

Unit–V Service Sector: Growth and Structure of service sector– major components, linkages with other sectors, and importance in the national economy, informal sector.   **Lectures:10**

Suggested Readings:

- ☐ Uma Kapila Indian Economy: Performance and Policy: Performance and Policy.
- ☐ Dutt & Sundaram - Indian Economy

SEMESTER IV   6 Papers

Total 100 x 6 = 600 Marks

I.   SKILL ENHANCEMENT COURSE SEC 2:   (Credits: Theory-02)

Marks : 100 (ESE: 3Hrs) =100	**Pass Marks ESE = 40**

Instruction to Question Setter for

End Semester Examination (ESE):

There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

ENTREPRENEURSHIP PROGRAMME   **Lectures: 60; Tutorials: 10**

Objective: *This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.*

Unit I:- Introduction: Definition & concept of Entrepreneurship, classification & types, nature & importance of entrepreneurs, Entrepreneurship: Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Corporate Entrepreneurship; Entrepreneurship & its environment & problems.   **Lectures: 12**

Unit II:- Choice of business: Size of a business unit; 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; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies;, optimum firm, representative firm.
                Lectures: 12

Unit III :- Social Entrepreneurship Development- Introduction, characteristics and Role of social entrepreneurs; issues in creating social entrepreneurship, **Risks involved;** Business strategies; Role of EDI's, NIESBUD, NSIC and DIC'S in promoting entrepreneurs; the entrepreneurial process, Entrepreneurial decision making.   **Lectures:08**

Unit IV: Entrepreneurship Creativity & Innovation – Stimulating Creativity; Organisational actions that enhance/hinder creativity, process, project writing, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity; Innovation vs. Invention.   **Lectures:10**

Unit V: **Sources of Finance-** Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions.   **Lectures: 08**

Unit VI:-**Family Business and Entrepreneurship-** Steps involved in setting up of a small business; **Entrepreneur Role and personality in Family Business:** Concept, structure and kinds, culture and evolution, 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.
             Lectures: 10

References:-

- Vasant Desai, Dynamics of Entrepreneurial Development, Himalaya Publishing.
- David H Holt, Entrepreneurship & New Venture Creation, Prentice Hall of India
- Entrepreneurship, Hisrich Peters, TMH Publication.
- S.S Khanka, Entrepreneurship Development, S.Chand Publications.
- Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.

Note:- The list of cases and other specific references including recent articles will be announced by the instructor at the time of launching the course.

II GENERIC ELECTIVE (GE 4A)   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

INDIAN ECONOMY - PERFORMANCE AND POLICIES
Theory: 75 Lectures; Tutorial: 15 Lectures

Unit I:
Basic Issues in Economic Development: Concept and Measures of Development and Underdevelopment, Human Development.

(Lecture 15)

Unit II:
Basic Features of the Indian Economy at Independence: Composition of national income and occupational structure, the agrarian scene and industrial structure.

(Lecture 15)

Unit III: Policy Regimes:
a) The evolution and planning and import substituting industrialization.
b) Economic reform and liberalization.

(Lecture 10)

Unit IV: Growth, Development and Structural Change
a) The experience of Growth Development and Structural Change in different Phases of growth and policy regimes across sectors and regions.
b) The Institutional Framework: Patterns of assets ownership in agriculture and Industry, Policies for restructuring agrarian relations and for regulating concentration of economic power.
c) Changes in the policy perspectives on the role of institutional framework after 1991.
d) Growth and Distribution, Unemployment and Poverty, Human Development, Environmental concerns.
e) Demographic Constraints: Interaction between population change and economic development.

(Lecture 15)

Unit V: Sectoral Trends and Issues:
a) Agriculture: Agrarian growth and performance indifferent phases of policy regimes i.e., pre green revolution and the two phases of green revolution, Factors influencing productivity and growth, the role of technology and Institutions, price policy, the public distribution system and food security.

b) Industry and Services: Phases of Industrialization – the rate and pattern of Industrial growth across alternative policy regimes, Public sector – its role, Performance and reforms, The small scale sector, Role of Foreign Capital.

The Financial Sector: Structure, Performance and reforms. Foreign Trade and balance of Payments: Structural changes and performance of India's Foreign Trade and Balance of Payments, Trade Policy Debate, Export Policies and performance, Macro Economic Stabilisation and Structural Adjustment, India and the WTO.

(Lecture 20)

Suggested Readings:

☐ Mishra and Puri, Indian Economics, Himalaya Publishing House
☐ Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
☐ Deepashree, "Indian Economy, Performance and Policies", Scholar Tech. New Delhi
☐ Bettleheim. Charles India Independent. Chapters 1, 2 and 3.
☐ Bhagwati.J and Desai, P. India: Planning for Industrialization, OUP. Ch.2
☐ Patnaik, Prabhat. Some Indian Debates on Planning. T.J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
☐ Ahluwalia, Montek S. State-Level Performance under Economic Reforms in India in A.O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
☐ Nagaraj, R. Indian Economy since 1980: Vitrious Growth of Polarisation?
☐ Ray, S.K. Land Systems and its Reforms in India. Sections II & III, Indian Journal of Agricultural Economics. Vol. 6. No. 3.
☐ Visaria, Pravin. Demographic Aspects of Development: The Indian Experience. Indian Journal of Social Sciences. Vol. 6. No.3.
☐ Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. OUP.
☐ Vaidyanathan, A. India's Agriculture Development Policy. Economic and Political Weekly.
☐ Sawant, S.D. and C. V. Achuthan. Agricultural Growth Across Crops and Regions: Emerging Trends and Patterns. Economic and Political Weekly. Vol. 30 A2-A13.
☐ Krishnaji, N. Agricultural Price Policy: A Survey with Reference to Indian Food grain Economy. Economic and Political Weekly. Vol. 25. No. 26.
☐ Chaudhari Sudip , Debates On Industrialisation in T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
☐ Chandra Nirmal. K , Growth of Foreign Capital and its Importance in Indian Manufacturing. Economic and Political Weekly. Vol. 26. No. 11.
☐ Khanna Sushil, Financial Reforms and Industrial Sector in India. Economic and Political Weekly. Vol. 34. No. 45.
☐ Vaidyanathan. A, Poverty and Development Policy. Economic and Political Weekly.
☐ Deaton. A and Jean Dreze. Poverty and Inequality In India. Economic and Political Weekly.
☐ Planning Commission. Task Force on Employment Opportunities. Ch 1 and 2
☐ Uma Kapila (ed.), "Indian Economy since Independence", Relevant Articles.
☐ Rangarajan, C. and N. Jadhav. Issues in Financial Sector Reform, Bimal Jalan. (ed.) The Indian Economy. Oxford University Press, New Delhi.
☐ Chakravarty, Sukhmoy. Development Planning – The Indian Experience. Oxford University Press, Delhi

----

III. GENERIC ELECTIVE (GE 4B)   (Credits: Theory-05, Tutorial-01)

Marks : 100 (ESE 3Hrs) =100	Pass Marks Th ESE = 40

Instruction to Question Setter for

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain three questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 & 3 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of 20 marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

INDIAN BANKING SYSTEM   Theory: 75 Lectures; Tutorial: 15 Lectures

Unit-I: Nature of Banking- types of Banks- Unit Banking and branch banking their functions.

Lectures 15

Unit-II: Commercial Banks- Creation of credit and other functions of commercial Bank.

Lectures 10

Unit-III: Investment Policy of Commercial Banks.   **Lectures 10**

Unit-IV: Central Bank – Functions of Central Bank, credit control methods and tools of monetary policy.   **Lectures 15**

Unit-V: R.B.I and its functions, success and failure of R.B.I and Agricultural credit, NABARD.

Lectures 15

Unit-VI: Co-operative Bank and Rural Banks.   **Lectures 10**

Suggested Readings:

☐ M.Y. Khan – Indian Financial System, T.M.H. New Delhi.
☐ Dr. Harish chandra Sharma – Money & Banking, SBPD Publications.
☐ Suraj B. Gupta – Monetary Economics, S.Chand Publications.

IV.   CORE COURSE -C 8:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

MANAGEMENT OF HUMAN RESOURCE-I   Lectures: 60; Tutorials: 10

Objectives: *The objective of the course is to acquaint the student with the growth and operations of human resource management and its functions within an organization.*

Unit-I: Human Resource Management: Evolution and growth of human resource management (with special reference to Scientific management and Human relations approach), role of HR in strategic management, nature. objective, scope, and functions of HR management.   **Lectures: 12**

Unit–II: Challenges of HR: Changing environment (the changing profile of the workforce - knowledge workers, employment opportunities in BPOs, IT and service industries, Flexi options), Workforce diversity (causes, paradox, resolution of diversity by management).   **Lectures: 12**

Unit–III: HRD: Human resource management as a profession. Concepts of line-staff in the structure of human resource department and the role of human resource manager.   **Lectures: 12**

Unit–IV: Manpower planning: objectives, elements, advantages, process. Job design- (simplification, rotation, enlargement, enrichment and approaches}. Job analysis, Job evaluation. **Lectures: 12**

Unit–V: Orientation: Recruitment (factors affecting, sources, policy, evaluation), Selection (procedure, tests, interviews), Placement and induction.   **Lectures: 12**

Suggested Readings:
- Aswathappa K. (2002) Human Resource and Personnel Management, TataMcGraw-Hill, New Delhi.
- Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
- Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life Profits, Tata McGraw Hill, New York.
- H.R.M, Dr. F.C. Sharma, SBPD Publications
- A M Sheikh, Human Resource Development & Management 3e, S.chand Publications
Note: Latest edition of text book may be used

V.   CORE COURSE -C 9:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be **two** group of questions. **Group A is compulsory** *and will contain five questions of* **very short answer type** *consisting of 1 mark each.* **Group B will contain descriptive type** *six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

There will be **two** group of questions. **Group A is compulsory** *and will contain two questions.* **Question No.1 will be very short answer type** *consisting of ten questions of 1 mark each.* **Question No.2 will be short answer type** *of 5 marks.* **Group B will contain descriptive type** *six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

ADVERTISING AND SALES PROMOTION   Lectures: 60; Tutorials: 10

Objectives: *To provide the working knowledge of Advertising and sales promotion.*

Unit I: Advertising: Meaning, features, types, functions & setting of advertising objectives. Advertising budget, approaches of Advertising- DAGMAR & AIDA model (defining Advertising Goals for Measured Advertising Results), social & economic aspects of advertising.   **Lectures: 12**

Unit II: Advertising Copy: concepts and elements. Requisites of a good and effective advertising copy. Advertising appeals, measuring advertising effectiveness. **Advertising Agencies:** Concept, role, types and selection of advertising agencies. **Regulating Agencies:** Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI).   **Lectures: 12**

Unit III: Advertising Planning: Product personality Receptions, objective, Research, /measuring awareness Attitude: Brand Usage copy Testing; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement, internet advertising, evaluation of advertising.   **Lectures: 12**

Unit IV: Media planning & scheduling: Introduction to broadcast & non-broadcast media Key factors influencing media planning; Media decisions: media class, media vehicle & media option Management of sales promotion: Importance & need for sales promotion, different types of consumer schemes and other methods of promotion.   **Lectures: 12**

Unit V: Sales Promotion: Concept, Objectives, Schemes and Importance, exhibition and trade fairs. Sales Planning and Control: Selection, Training, Motivation and Compensation of Sales personnel. Ethical and legal aspects of advertising and sales promotion.   **Lectures: 12**

Suggested readings:
- ☐ Wells, Moriarity & Burnett: Advertising Principles & practices, Prentice Hall.
- ☐ Jethwaney and Jain: Advertising Management, Oxford Publishers, New Delhi.
- ☐ Chunnawala, Advertising, Himalaya Publishing House, New Delhi
- ☐ Advertising, Jay Bansal, SBPD Publications
- ☐ Advertising principles and Practices, Gupta Ruchi, S. Chand Publications

Note: Latest edition of text book may be used

Session 2019-22 onwards

VI. <u>CORE COURSE -C 10:</u>   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

FINANCIAL MANAGEMENT   Theory: 60 Lectures; Tutorial: 10 Lectures

Course Objective:
To provide financial knowledge for BBA students and to enhance the student's understanding of usefulness of information of business finance for business operations.

Unit I: Nature of Financial Management:; Scope & Objectives of Financial Management; Profit Maximization, Wealth Maximization-Traditional and Modern Approach; Functions of finance Manager.
Lectures: 05

Unit II: Capital Budgeting: Definition, Nature, Scope & Objective Concept of Time Value of Money, Discounting & Non-discounting Cash Flow Technique, Comparison   **Lectures: 12**

Unit III: Concept and Measurement of Cost of Capital: Definition & Objective: Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Computation of over-all cost of capital based on Historical and Market weights.   **Lectures: 10**

Unit IV: Capital Structure: Definition, nature & scope, Traditional approach & Modern Approach., optimum capital Structure. Factors affecting capital Structure, Under Capitalization & Over-Capitalization.   **Lectures: 05**

Unit V: Leverage Analysis: Operating Financial Leverage and Combined leverage, Significance & Impact of Leverage on Profit, Degrees of Leverages.   **Lectures: 10**

Unit VI: Working Capital Management: working Capital & its role, Risk –Return Trade Off, Types and sources of Working Capital, Factors affecting its estimation, Determination of Working Capital.
Lectures: 05

Unit VII: Inventory Management- Objectives, Cost & Analysis of Inventory, Inventory Control-Traditional & Scientific techniques, EOQ, ABC Analysis, etc.   **Lectures: 07**

Unit VIII: Cash Management: Meaning, need & Importance in an organization, merits & Demerits.
Lectures: 05

Readings:
  ☐ M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd.
  ☐ R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
  ☐ P C Tulsian & Bharat Tulsian: Financial Management, 5e S.Chand Publications
  ☐ J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall.
  ☐ Financial Management, Dr.Sharma and Mittal, SBPD Publications.
Note: Latest Edition of the Text Books should be followed.

SEMESTER V   4 Papers

Total 100 x 4 = 400 Marks

I.   B.B.A. SPECIFIC (DSE 1A):

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

INVESTMENT BANKING & FINANCE   Theory: 60 Lectures; Tutorial: 10 Lectures

Objective: *The objective of course is to expose students to the concept, importance dynamics of investment Finance & Banking. The course also discusses theoretical foundations investment to the extent these are relevant to understand the mechanics of global business operations and development.*

UNIT: I Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers.   **Lectures: 15**

UNIT: II Issue Management: Public Issue, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, Book Building process, designing and pricing, Right Issue: promoter's contribution, minimum subscription, advertisements, Investor protection, Broker, sub broker and underwriters.   **Lectures: 15**

UNIT: III Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. **Insurance:** concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance. **Credit Ratings:** Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology.   **Lectures: 15**

UNIT: IV Banking concepts: Different types of banking systems, an overview of Indian banking system, Evolution of commercial banks, Meaning & definition of Banking - features, Classifications; **Commercial Bank-**concept & role, definition of customer to commercial banks. RBI - its importance, Objective, Credit Control Function; **E-Banking:** Concept, ATM, Core Banking, Virtual Banking, Electronic Payment System (EPI), Electronic Data Interchange (EDI).   **Lectures: 15**

Suggested Readings:
- ☐ M.Y.Khan, Financial Services, Tata McGraw Hill.
- ☐ J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House.
- ☐ K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- ☐ Pandian P., Financial services and Market, S. Chand Publications.
- ☐ Dr. F.C. Sharma, Fundamentals of Investment, SBPD Publications.

OR
B.B.A. SPECIFIC (DSE 1B):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

RURAL MARKETING   Theory: 50 Lectures; Tutorial: 10

Objectives: *To give basic understanding of different concepts relating to Rural marketing*

Unit I: Concept of Rural Marketing- Meaning, Concept, Phased Evolution, Significance factors, environmental structure and characteristics of the Rural Markets. Rural Vs. Urban Marketing rural marketing in India.   **Lectures: 13**

Unit II: Rural Marketing Challenges and Opportunity- Rural Consumer, Characteristics, Significance of consumer behavior, Factors influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping habits of Rural Consumer. **Lectures: 13**

Unit III: Rural Marketing Mix Strategies- Need, Types, Product Life Cycle, New Product Development, Brand Management and Channel Management, Marketing-mix strategies for Indian Rural Markets, Shift in Strategic Perspective for Rural Marketing.   **Lectures: 12**

Unit IV: Emerging Issues in Marketing: Green Marketing, Sports marketing and Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).   **Lectures: 12**

Suggested Readings:

   ☐ C.S.G. Krishnamacharyulu, LalitaRamakrishnan, "Rural Marketing– Text and Cases" Pearson education
   ☐ Pradeep Kashyap, Siddhartha Raut " The Rural Marketing" Biz tantra
   ☐ BalramDogra, KarminderGhuman "Rural Marketing" Tata Mcgraw Hill
   ☐ Shukla A.K. "Marketing Management" Vaibhav Laxmi Prakashan
   ☐ VelayudhanSanal Kumar " Rural Marketing" Response Books (Sage Publication)
   ☐ Gopalaswamy T.P: Rural Marketing; Wheeler Publishers, New Delhi
   ☐ Moria C.B: Agricultural Marketing: Himalaya Publishing House, New Delhi.
   ☐ K.S. Habibur Rahman: Rural Marketing in India, Himalaya Publishing House, New Delhi.
   ☐ Krishnamacharyulu: Rural Marketing: Text & Cases, Pearson Education.

Note: Latest Edition of the Text Books should be followed.

OR
B.B.A. SPECIFIC (DSE 1C):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (HR)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

INDUSTRIAL RELATION

Theory: 60 Lectures; Tutorial: 10 Lectures

Objectives: *The objective of the course is to enable the student to become familiar with the concept of industrial relations and its approaches as well as key institutions.*

Unit I: Nature, concept, scope and environment, evolution of IR and models (confrontation, collaboration). **Lectures:12**

Unit II: Contemporary issues: quality circles, labour and ILO, WTO, reports of the National Labour Commission. **Lectures:12**

Unit III: Causes and effects- Methods of settling disputes (conciliation, mediation, arbitration, adjudication). Collective bargaining: concepts, necessity and significance, process, limitations, productivity types of bargaining, negotiation. **Lectures:12**

Unit IV: Nature (structure and leadership) role, emergence, functions, problems, relevance and evolution of trade union movement (including in management in India, contemporary role of trade union in service sector organizations). **Lectures:12**

Unit V: Empowerment and worker participation (including reference to India). Future direction of IR (implications of contractual labour). **Lectures:12**

Suggested Readings:
- Ajay Gong, Labour Laws, Nabhi Publications
- Richard Henderson: Compensation management in a knowledge based world, Prentice. Hall.
- Industrial Law, Anju Agrawal, SBPD Publications
- Industrial relation and Labour laws 6e, Srivastava S.C, S. Chand Publications.
- Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co.Delhi.
- Memoria C.B. (1995) Dynamics of Industrial Relations in India, Himalaya Publishing House, Mumbai.
- Government of India : Relevant Bare Acts on Specified Labour Acts.
- Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw- Hill, New Delhi.
- Gupta, C.B. (2007) Personnel Management, Sultan Chand & Sons, New Delhi.

Note: Latest Edition of the Text Books should be followed

II.   **B.B.A. SPECIFIC (DSE 2A):**   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

FORENSIC ANALYSIS AND FRAUD INVESTIGATION
Theory: 60 Lectures; Tutorial: 10

Objective: *To understand the various aspects of Accounting and financial frauds, their reason of occurrence, detection and preventive measures so that an overall healthy and trustworthy financial environment should be created.*

Unit I: Introduction to fraud: Nature of fraud, why commit fraud, fighting frauds-An overview.
Lectures: 15

Unit II: Types of Fraud: Frauds against organization, consumer frauds, bankruptcy, divorce and tax fraud, fraud in e-commerce, security fraud, bank fraud, financial statement fraud, revenue and inventory related fraud, liability, assets and corporate disclosure frauds.   **Lectures: 15**

Unit III: Fraud Investigation: Investigating theft acts, investigating concealments, conversion investigation methods, inquiry method, business intelligence and fraud reports.   **Lectures: 15**

Unit IV: Fraud detection: Recognizing the symptoms of fraud; Data driven fraud detection using predictive analytics and forensic analytics (Nigrini approach).   **Lectures: 15**

Case Study:

1. Two Indian.
2. Two international cases.

Reading:

   ☐ Mark J. Nigrini, Forensic Analytics: Methods and Techniques for Forensic Accounting Investigation.
   ☐ Hoboken, Nj: John Wiley & Sons Inc.: Forensic Accounting and Fraud Examination, Cengage Learning.

NOTE: latest edition of text books may be used.

OR
B.B.A. SPECIFIC (DSE 2B):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

RETAIL MANAGEMENT   Theory: 60 Lectures; Tutorial: 10
Objective: *Retail is an emerging area in marketing. The basic objective is to provide basic understanding of retail business.*

Unit I: Introduction to Retailing: Definition, Characteristics, Emerging Trends in Retailing, factors behind the change of Indian Retail Industry. **Retail Formats:** Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non- traditional selling, retailing strategy, contribution of Retailing to Indian Economy, Foreign Direct Investment (FDI).   **Lectures: 12**

Unit II: Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix. **Retail Location-** Meaning, Importance, Process and Factors Affecting Location.   **Lectures: 12**

Unit III: Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management, Factors Affecting Buying Decision, roles and responsibilities of Merchandising. Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.   **Lectures: 12**

Unit IV: Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager–Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security, **Types of Retailing Formats:** Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E- Retailing: Credit Card Transaction, Smart Card and E-Payment.   **Lectures: 12**

Unit V: Future of Retailing: Customer Service strategies, Retail Sales Promotion, Retail Communication, Building Customer Relationship. **Franchising-** Definition, Types and Evolution, Franchising Law in India. Outsourcing: Definition, Scope and Importance, introduction of the Concept of VAT in Retailing. **CRM in Retail:** Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.   **Lectures: 12**

Suggested Readings:
   ☐ Cullen & Newman: Retailing–Environment & Operations, Cengage Learning EMEA.
   ☐ Berman & Evarv: Retail Management, Perntice Hall.
   ☐ Bajaj, Tuli & Srivastava: Retail Management-Oxford University Publications.
   ☐ Harjit Singh: Retail Management, S. Chand Publication.
Note: Latest Edition of the Text Books should be followed

Session 2019-22 onwards

OR
B.B.A. SPECIFIC (DSE 2C):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (HR)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

LABOUR DEVELOPMENT IN INDIA   Theory: 60 Lectures; Tutorial: 10

Objectives: *The course is intended to equip the students with conceptual, legal, and empirical issues pertaining to Labour in India. The focus of the course would be on the changing profile and position of Labour in modern India. The role of the state, nation and International Labour organization will be emphasized.*

Unit-I: Patterns of development and changing forms of Labour in India, Labour, employment and work – Meanings and changing forms.   **Lectures: 12**

Unit-II: Pre and post-colonial pattern of development:

- industrialization, planned development

- pre and post reforms, Regulation of labour. Workers in unorganized sector

- agricultural, Rural, Migrant, Bonded, Child and Women etc. Workers in Organized sectors.

- Industrial-Blue and White collar workers.

- Workers in Tertiary sector.   **Lectures: 12**

Unit-III: Labour protest and Trade Union Movement- Evolution of Trade Union Movement, Trade Union Movement in India. Labour protest and Industrial action.   **Lectures: 12**

Unit-IV: State and Labour: Labour administration   **Lectures: 12**
Union Govt. and State Govt., Mechanism of wage settlement, National commission on Labour

Unit-V: International Labour Organization in India: Role and structure of ILO, India and ILO
                    Lectures: 12

Suggested Readings:
   ☐ Report of second National commission on Labour (2002).
   ☐ SukomalSen, Working Class movement in India.
   ☐ Empowering Rural labour in India (ed), 1998, New Delhi, R. RadhaKrishna and A.N Sharma.
   ☐ Rehabilitation of Child labour in India V.V Giri National Labour Institute, NOIDA.
Note: Latest Edition of the Text Books should be followed.

III.   <u>CORE COURSE -C 11:</u>   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

RESEARCH METHODOLOGY

Theory: 60 Lectures; Tutorial: 10 Lectures

Objective: *To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners to give them an understanding of the basic techniques and tools of business research.*

Unit I: Introduction to Research Methodology: Nature and Scope of Research, Role of Research in decision- Making, Applications of Business Research; Research process–Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.   **Lectures: 15**

Unit II: Research Design: Exploratory, Descriptive & Causal validity in experimentation- internal validity and external validity.   **Lectures: 10**

Unit III: Sampling: Sampling techniques, Types of Sampling, uses, importance & Limitations.
          Lectures: 05

Unit IV: Data Collection: Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. **Qualitative Research Tools:** Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement, **Secondary Data Research:** sources of data, advantages & disadvantages of secondary data, Criteria for evaluating secondary sources.   **Lectures: 13**

Unit V: Processing of Data: Data and the Methods of Analysis, Analysis of Variance (ANOVA) One-Way & Two-Way, Chi square test (goodness of Fit). Multivariate Data Analysis: Factor Analysis (Principal Component Analysis), Discriminant Analysis.   **Lectures: 09**

Unit VI: Research Report & Presentation.   **Lectures: 08**

Suggested Readings :
- ☐ Zikmund, Babin & Carr: Business Research Methods, South-Western.
- ☐ Cooper & Schindler: Business Research Methods McGraw-Hill Education,
- ☐ Churchill: Marketing Research: Methodological Foundations, Cengage Learning.
- ☐ Naresh Malhotra–Marketing Research, Pearson.
- ☐ Singh and Sahu, Research Methodology, SBPD Publications
- ☐ Chawla Deepak and Neena sodhi, Research Methodology, S. Chand Publications

Note: Latest Edition of the Text Books should be followed.

IV. CORE COURSE -C 12:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):
*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):
*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

MANAGEMENT OF HUMAN RESOURCE-II   Theory: 60 Lectures; Tutorial: 10

Objectives: *The objective of the course is to acquaint the student with the role of human resource management in the development and compensation of human resources in an organization and contemporary developments in HR.*

Unit I: Development, Retention: Training of operatives and executives, Emotional Quotient and mentoring, Career planning and development, Absenteeism, turnover, grievances, counseling.
Lectures:12

Unit II: Quality of work life: Concept, significance / benefits of QWL (to employees, organization, and society) Issues in QWL (job content, job context and relational factors), Mobility (transfer, promotion) separation.
Lectures:12

Unit III: Performance Appraisal: Concept, nature, methods – Traditional, MBO, 360 degrees, potential appraisal, Necessity.
Lectures:12

Unit IV: Compensation: elements– base and supplementary, factors affecting, principles and problems in wage administration, sound wage policy, package, financial and non -financial incentives, incentive plans for executives- ESOPs and variable pay). Maintenance (employee safety, health and welfare- type of working environment safety in industry, types of welfare services, agencies, concept and scope of social security). Morale and productivity.
Lectures:18

Unit V: Contemporary developments: HR information systems, HR research and audit. Globalisation and HR.
Lectures:06

Suggested Readings:
- ☐ Aswathappa K. (2002) Human Resource and Personnel Management, Tata Mc Graw-Hill, New Delhi.
- ☐ Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
- ☐ Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life Profits, Tata McGraw Hill, New York.
- ☐ Chadha, N.K. Human Resource Management - issues, case studies, experiential exercises, Sri Sai Printographers, New Delhi.
- ☐ Chadha, N.K. (2004) Recruitment and Selection - A Practical Approach, Galgotia, New Delhi.
- ☐ Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi.
- ☐ Tripathi, P.C., (2006) Human Resource Development, Sultan Chand & Sons, New Delhi.

Note: Latest Edition of the Text Books should be followed.

SEMESTER VI   4 Papers

Total 100 x 4 = 400 Marks

I. **BUSINESS ADMINISTRATION (DSE 3A):**   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Finance)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

TAX PLANNING   Theory: 50 Lectures; Tutorial: 10 Lectures

Objectives: *The course aims with providing the students with knowledge of basic concepts of The Tax Planning.*

Unit I: (Only Theory) Income tax concepts: Previous Year, Assessment Year, Person, Assesse, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.
                                           Lectures: 08

Unit II: (Theory and Practical) Tax Planning under the head Salary.   **Lectures: 18**

Unit III: (Only Theory) Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.   **Lectures: 10**

Unit IV: (Only Theory) Clubbing of Income, Set-off and carry-forward of losses, Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.   **Lectures:10**

Unit V: (Only Theory) GST: A brief introduction.   **Lectures: 04**

Suggested Readings:
- Ahuja& Gupta. Simplified Approach to Income Tax Flair, Publications Pvt. Ltd.
- Mahesh Chandra &Shukla, D.C. Income Tax Law & Practice Pragati Publications.
- Goyal, S.P. Tax Planning and Management. Sahitya Bhawan Publications.
- Singhania, V.K .Student Guide to Income Tax. (University ed.). Taxmann Publications Pvt. Ltd.

Online Readings/Supporting Material:
- Finance Act for the relevant assessment year.
- CBDT Circulations.

Note: Latest Edition of the Text Books should be followed.

OR
BUSINESS ADMINISTRATION (DSE 3B):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (Marketing)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

INTERNATIONAL BUSINESS MARKETS   Theory: 60 Lectures; Tutorial: 10

Unit: I- Scope of International Market: Meaning, definition, evolution of commerce & industry after Industrial Revolution, - its effects-emergence on world, Growth of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium, India's foreign trade, Balance of Payment, World Trade & Exchange Rate   .
                                                                    Lectures: 10
Unit: II- Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability. **Selection of Market -** Process & determinant of market selection, Appraisal of Markets.
                                                                    Lectures: 12
Unit: III- Mergers & Acquisitions- Mergers in India with foreign companies, Networking, Franchising, BPOs & KPOs, E-commerce, On-line marketing, patents, trademarks & copyright; Product Policy- Concept of product, product–mix, Product life cycle in international market, packaging (concept, factors & package design).   **Lectures:12**

Unit: IV- Changing Concepts & Objective of Business and Society, Management of Risk-commercial, political, legal, Technological, Social, and cargo risk   **Lectures: 5**

Unit V- Export Incentives & Documentation: Exemption on duty and other incentives, production and marketing assistance; documents required in international trade- Commercial Invoice; letter of credit; bill of Lading; shipping bill; Bill of Exchange; Relevant Government Policies -SEZ (Special Economic Zone) policy etc.   **Lectures: 11**

Unit: VI- Organization of Intermediaries-recent trends in wholesale & retailing (Foreign Intermediaries), Export- import trade procedure & their organization, Surface Vs. Air Transport.
                                                                    Lectures: 10
Suggested Readings:
  ☐ Cherunilam, F. International Business.
  ☐ Vashney, R.L and Bhattacharya, B. International Marketing Management.
  ☐ Business Organization and Management By Dr. C. B. Gupta, Publisher Sultan Chand & Co. Delhi.
  ☐ Business Organization and Management, Sanjay Gupta, SBPD Publications
Note: Latest Edition of the Text Books should be followed.

OR
BUSINESS ADMINISTRATION (DSE 3C):   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100 (HR)	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

LEGISLATIVE LABOUR WELFARE   **Theory: 60 Lectures; Tutorial: 10**

Objectives: *The objective of the course is to enable the student to understand the significance of labour welfare and labour legislation in maintaining industrial relations.*

Unit I: Labour Welfare: Concept of Labour Welfare, Importance, Types of Welfare services, Labour Welfare in India.   **Lectures: 12**

Unit II: Wages and Bonus: Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965.   **Lectures: 12**

Unit III: Social Security of Employees: The Employees Provident Funds and Miscellaneous Provisions Act, 1952.The Employees State Insurance Act, 1948, Payment of Gratuity Act, 1972.
Lectures: 12

Unit IV: IR and Working Conditions of Employees: The Industrial Employment (Standing Orders) Act, 1946, The Factories Act, 1948, The Employees Compensation Act, 1923.   **Lectures: 12**

Unit V: IR and Working Conditions of Employees: The Trade Unions Act, 1926, The Industrial Disputes Act, 1947.   **Lectures: 12**

Suggested Readings :
- Sharma, J.P., Simplified Approached to Labour Laws, Bharat law House (P) Ltd., New Delhi.
- Barya J.K., Industrial Law, Galgotia Publishing House, New Delhi.
- Chhabra T.N., Human Resource Management, Dhanpat Rai and Co.Delhi.
- Malik P.L., Industrial Law, Eastern, Lucknow.
- Memoria C.B., Dynamics of Industrial Relations in India, Himalaya Publishing House, Mumbai.
- Punekar, S.D., Deodhar, S.B. Sankaran, S.Labour Welfare Trade Unionism and Industrial Relations, Himalaya Publishing House, New Delhi.
- Ramaswami E.A. and Ramaswami V., Industry and Labour, Oxford publications, New Delhi.
- Taxmann's Industrial Laws, Taxmann Allied Service, New Delhi.
- Verma Pramod, Labour Economics and Industrial Relations, Tata McGraw Hill, New Delhi.

Note: Latest edition of books may be used

Session 2019-22 onwards

II.   BUSINESS ADMINISTRATION SPECIFIC (DSE 4):   (Credits: -06)

Marks : 50+50= 100	Pass Marks ESE = 40

Guidelines to Examiners for

End Semester Examination (ESE Pr):

Evaluation of project dissertation work (Finance/HR/Marketing) may be as per the following guidelines:

Overall project dissertation may be evaluated under the following heads by External & Internal Examiners Separately:

- *Motivation for the choice of topic* = 05 marks
- *Project dissertation design* = 05 marks
- *Methodology and Content depth* = 10 marks
- *Results, Discussion & Future Scope* = 05 marks
- *Presentation style* = 10 marks
- *Viva-voce* = 15 marks
  Total Marks =50 x 2 =100

PROJECT WORK

All student related to Specific discipline will undergo 'Training/Project' of minimum 6 weeks duration in Semester-VI, related to area of their specialization.

Student alone or in a group of not more than three, shall undertake one Project Dissertation approved by the Subject Teacher/H.O.D. of the Department/College concerned. The progress of the Project Dissertation shall be monitored by the faculty members at regular intervals, and followed by internal and external viva exam of 50 marks each.

Training Schedule:
The students will be allowed to work on any project based on the concepts studied in core /elective or skill based elective courses.

Total weeks: 06-08 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade. It may please be noted that for this semester the number of credits assigned is 06.

Academic Credits for training shall be based on following:
Log books and attendance, Appraisals, Report and presentation, as applicable. For distribution of marks refer to details on Course structure/ Credit Distribution during the tenure of Industrial Exposure, apart from carrying out the assigned jobs.

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in their specialization in Semester-VI on completion of training in that respective department.

A **Power Point presentation** (based on the report) for duration of **10 minutes** should be make. This will be presented in front of a select panel from the institute and the industry. The presentation should

express the student's experiences in the department and what has he learned/ observed. Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute.

Students have to submit the following on completion of industrial training to the concern faculty at the college:

1. Synopsis submission
2. Synopsis Approval will be given within a week from the date of submission.
3. Synopsis will be approved by concerned department faculty member.
4. Faculty members will be the internal guide of particular group of Students.
5. The group size will be minimum of 1 candidate and maximum of 3 candidates.
6. Group will present power point presentation in front of panel and submit the project status Report within the 15 to 20 days from the date of approval.
7. Final Project Submission contains Hard copy, Soft copy & leave letter.
    Project hard copy contains
    a) Front page
    b) Certificate of Authenticity
    c) Certificate of job Trainings
    d) Declaration
    e) Acknowledgement
    f) Preface
    g) Table of content/index
    h) Objective of the project
    i) Scope of the Project
    j) project guidelines (These points are mandatory)
        (i).   Introduction with Company profile.
        (ii).   Vision, mission & objective.
        (iii).   SWOT Analysis.
        (iv).   Chronology of Achievements.
        (v).   Topic introduction & discussion.
        (vi).   Its relevance & implication in company.
        (vii).   Findings.
        (viii). conclusion
        (ix).   Further enhancement (Suggestion).
        (x).   Bibliography
        (xi).   Reference Website
        (xii).   CD (compact Disc)
    k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.
8. Leave Letter from Company.

III.   <u>CORE COURSE -C 13:</u>   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for
<u>*Mid Semester Examination (MSE):*</u>

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

<u>*End Semester Examination (ESE):*</u>

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*
Note: There may be subdivisions in each question asked in Theory Examinations.

E-COMMERCE   Theory: 60 Lectures; Tutorial: 10

Objectives: *To give on hand knowledge on the issues related to E-Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means.*

Unit I: Introduction- Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.
                                                   Lectures: 12

Unit II: Technology- Technologies used in E-commerce, the dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website).   **Lectures: 12**

Unit III: Security and encryption- Need and concepts, **E-commerce security environment:** dimension, definition and scope of E-security, security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)   **Lectures: 12**

Unit IV: E-payments system- Models and methods of E–payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.   **Lectures: 12**

Unit V: Online business transactions- meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online earning, publishing and entertainment.
                                                   Lectures: 12

Suggested Readings:
- Management Information System: Jawadekar
- Management Information System: Laudon & Laudon
- The Essential Guide to Knowledge management: Amrit Tiwana
- Internet (Use of Search Engines Google & yahoo etc)
- E–Commerce: C.V.S. Murty

NOTE: Latest Edition of books may be used.

IV. CORE COURSE -C 14:   (Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100	Pass Marks (MSE + ESE) =40

Instruction to Question Setter for

Mid Semester Examination (MSE):

*There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

End Semester Examination (ESE):

*There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.*

Note: There may be subdivisions in each question asked in Theory Examinations.

OPERATION RESEARCH FOR MANAGERS

Theory: 60 Lectures; Tutorial: 10 Lectures

Unit I: Introduction: Basics of Operation Research, Objective Scope & Use in Business.
Lectures:10

Unit II: Matrices & Determinants: Introduction, Definition, Addition & Multiplication of Matrix, Sub-matrix,
Determinant: important properties of determinant cofactors, Rank of a Matrix, Inverse of a Matrix.
Lectures: 12

Unit III: Linear Programming: Introduction, Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)**.**   **Lectures: 10**

Unit IV: Simplex Methods; Introduction, definition, Slack & Surplus Variables (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution.   **Lectures: 10**

Unit V: Network Analysis: Construction of the Network diagram, Critical Path-float and slack analysis (Total float, free float, independent float) and Crashing. PERT: Probability of project completion.
Lectures: 08

Unit VI: Permutation & Combination.   **Lectures: 10**

References:

- N. D. Vohra: Quantitative Management, Tata McGraw Hill.
- Shrma Ananda. Quantitative Techniques for Decision Making, Himalaya Publishing House.
- K. Kapoor: Operations Research, Sultan Chand & Sons.
- J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.
- Operation Research, Mishra and mourya, SBPD Publications
- Operation Research, kalavathy S, S. Chand Publications
Note: Latest Edition of the Text Books should be followed.

SAMPLE CALCULATION FOR SGPA & CGPA FOR UNDERGRADUATE
'B.Sc./B.A./B.Com/B.Voc. Honours' PROGRAMME

Distribution of Credits Semester wise for Undergraduate Honours Courses

Table B-1: UG (B.A./ B.Sc./B.Com. /B.Voc Hons. Programme)

Semester wise distribution of 164 Credits

	CC	AECC	GE-A	GE-B	SEC	DSE	Total credits
Semester I	12	02	06	06			20
Semester II	12	02	06	06			20
Semester III	18		06	06	02		26
Semester IV	18		06	06	02		26
Semester V	12					12	24
Semester VI	12					12	24
	84	**04**	**24**	**24**	**04**	**24**	**140 + 24 = 164**

CC=Core Course; AECC=Ability Enhancement Compulsory Course; GE=Generic Elective; SEC=Skill Enhancement Course; DSE=Discipline Specific Elective

Table B-2: Sample calculation for SGPA for B.Sc./B.A./B.Com/B.Voc. Honours Programme

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
Semester I					
C-1	06	A	8	48	
C-2	06	B+	7	42	
AECC-1	02	B	6	12	
GE-1A	06	B	6	36	
GE-1B	06	B+	7	42	
Total	**26**			**180**	**6.92 (180 / 26)**
Semester II					
C-3	06	B	6	36	
C-4	06	C	5	30	
AECC-2	02	B+	7	14	
GE-2A	06	A+	9	54	
GE-2B	06	B+	7	42	
Total	**26**			**176**	**6.76 (176 / 26)**
Semester III					
C-5	06	A+	9	54	
C-6	06	0	10	60	
C-7	06	A	8	48	
SEC-1	02	A	8	16	
GE-3A	06	0	10	60	
GE-3B	06	B+	7	42	
Total	**32**			**280**	**8.75 (280 / 32)**
Semester IV					
C-8	06	B	6	36	
C-9	06	A+	9	54	
C-10	06	B	6	36	
SEC-2	02	A+	9	18	
GE-4A	06	A	8	48	
GE-4B	06	B+	7	42	
Total	**32**			**234**	**7.31 (234 / 32)**
Semester V					
C-11	06	B	6	36	
C-12	06	B+	7	42	
DSE-1	06	0	10	60	
DSE-2	06	A	8	48	
Total	**24**			**186**	**7.75 (186 / 24)**
Semester VI					
C-13	06	A+	9	54	
C-14	06	A	8	48	
DSE-3	06	B+	7	42	
DSE-4	06	A	8	48	
Total	**24**			**192**	**8.0 (192 / 24)**
CGPA					
Grand Total	**140+24=164**			**1248**	**7.61 (1248 / 164)**

Table B-3: Sample calculation for CGPA for B.Sc./B.A./B.Com/B.Voc. Honours Programme

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit:26; SGPA:6.92	Credit:26; SGPA: 6.76	Credit:32; SGPA: 8.75	Credit:32; SGPA: 7.31	Credit:24; SGPA: 7.75	Credit:24; SGPA: 8.0

Thus CGPA= (26x6.92+26x6.76+32x8.75+32x7.31+24x7.75+24x8.0)/164=**7.61**

Session 2019-22 onwards

MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS

Marks Distribution of Mid Semester Theory Examinations:

Table No. C1: Marks distribution of Theory Examinations of Mid Semester

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem*	T15	15	---	1 Hr	5 x1 =5	2 (out of 3) x5 =10	5	3
	T25	25	---	1 Hr	5 x1 =5	4 (out of 6) x5 =20	5	6

Marks Distribution of End Semester Theory Examinations:

Table No. C2: Marks distribution of Theory Examinations of End Semester

Topic	Code	Full Marks	Pass Marks including Mid Sem	Time	Group-A$^\#$ (Very short answer type Compulsory Questions) No. of Questions x Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions x Marks = F.M.	Total No. of Questions to Set	
							Group A$^\#$	Group B
End Sem	T60	60	30	3 Hrs	Q.No.1 (10x1) + 1x5 =15	3 (out of 5) x15 =45	2	5
	T75	75	40	3 Hrs	Q.No.1 (10x1) + 1x5 =15	4 (out of 6) x15 =60	2	6
	T100	100	40	3 Hrs	Q.No.1 (10x1) + 2x5 =20	4 (out of 6) x20 =80	3	6
	T50 +T50	50X2=100	20	3 Hrs	2 x5 =10	2 (out of 3) x20 =40	2	3

\# Question No.1 in Group-A carries 10 very short answer type 1 Mark Questions.

Marks Distribution of Mid/End Semester Practical Examinations:

Table No. C3: Marks distribution of Practical Examinations of End Semester

Topic	Code	Full Marks	Pass Marks	Time	Distribution of Marks			Total No. of Questions to Set
					Experiment	Record	Viva	
End Sem	P25	25	10	3 Hrs	15	5	5	
	P50	50	20	3 Hrs	30	10	10	Pr. with components of both papers
	P75	75	30	3 Hrs	45	15	15	Pr. with components of all three papers
	P100	100	40	3 Hrs	60	20	20	Pr. with components of all four papers

Abbreviations : **T**= Theory Examination, **P**= Practical Examination.

Mid Sem* : There will be 15 Marks Theory Examination in Practical Subjects and 25 Marks Theory Examination in Non-Practical Subjects/ Papers. 25 Marks Theory Examination may include 10 Marks questions from Assignment/ Project/ Tutorial where ever applicable.

Note : There may be subdivisions in each question asked in Theory Examinations.

Session 2019-22 onwards

FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION

OF

SUBJECTS WITHOUT PRACTICAL

Ranchi University, Ranchi

Mid Sem <u>No.</u>   Exam <u>Year</u>

Subject/ Code

F.M. =25   **Time**=1Hr.

General Instructions:
समान्य निर्देश :

   i.   **Group A** carries very short answer type compulsory questions.
        (खंड 'A' में अत्यंत लघु उत्तरीय अनिवार्य प्रश्न हैं।)
  ii.   **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.
        (खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ / वर्णनात्मक प्रश्नों के उत्तर दें।)
 iii.   Answer in your own words as far as practicable.
        (यथासंभव अपने शब्दों में उत्तर दें।)
  iv.   Answer all sub parts of a question at one place.
        (एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
   v.   Numbers in right indicate full marks of the question.
        (पूर्णांक दायीं ओर लिखे गये हैं।)

Group A
1. ....   [5x1=5]
2. ....
3. ....
4. ....
5. ....

Group B
6. ....   [5]
7. ....   [5]
8. ....   [5]
9. ....   [5]
10. ....   [5]
11. ....   [5]

Note: There may be subdivisions in each question asked in Theory Examination.

FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

OF

SUBJECTS WITHOUT PRACTICAL

Ranchi University, Ranchi

End Sem <u>No.</u>   Exam <u>Year</u>

Subject/ Code

F.M. =75   **P.M.**=40 (Including Mid Sem)   **Time**=3Hrs.

General Instructions:
  i. **Group A** carries very short answer type **compulsory** questions.
  ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.
       (खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ / वर्णनात्मक प्रश्नों के उत्तर दें।)
  iii. Answer in your own words as far as practicable.
       (यथासंभव अपने शब्दों में उत्तर दें।)
  iv. Answer all sub parts of a question at one place.
       (एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
  v. Numbers in right indicate full marks of the question.
       (पूर्णांक दायीं ओर लिखे गये हैं।)

Group A

1.   [10x1=10]

   i.   ....
   ii.   ....
   iii.   ....
   iv.   ....
   v.   ....
   vi.   ....
   vii.   ....
   viii.   ....
   ix.   ....
   x.   ....

2. ....   [5]

Group B

3. ....   [15]

4. ....   [15]

5. ....   [15]

6. ....   [15]

7. ....   [15]

8. ....   [15]

Note: There may be subdivisions in each question asked in Theory Examination.

Session 2019-22 onwards

FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION

OF

GE, SEC, GENERAL & AECC HINDI/ ENGLISH COMMUNICATION

Ranchi University, Ranchi

End Sem <u>No.</u>   Exam <u>Year</u>

Subject/ Code

F.M. =100   **P.M.**=40   **Time**=3Hrs.

General Instructions:
  i. **Group A** carries very short answer type **compulsory** questions.
  ii. **Answer 4 out of 6** subjective/ descriptive questions given in **Group B**.
       (खंड 'B' के छः में से किन्हीं चार विषयनिष्ठ / वर्णनात्मक प्रश्नों के उत्तर दें।)
  iii. Answer in your own words as far as practicable.
       (यथासंभव अपने शब्दों में उत्तर दें।)
  iv. Answer all sub parts of a question at one place.
       (एक प्रश्न के सभी भागों के उत्तर एक साथ लिखें।)
  v. Numbers in right indicate full marks of the question.
       (पूर्णांक दायीं ओर लिखे गये हैं।)

Group A

1.   [10x1=10]

      i. ....
      ii. ....
      iii. ....
      iv. ....
      v. ....
      vi. ....
      vii. ....
      viii. ....
      ix. ....
      x. ....

2. ....   [5]

3. ....   [5]

Group B

4. ....   [20]

5. ....   [20]

6. ....   [20]

7. ....   [20]

8. ....   [20]

9. ....   [20]

Note: There may be subdivisions in each question asked in Theory Examination.