



Estd. 1962  
"A++" Accredited by  
NAAC (2021)  
With CGPA 3.52

**SHIVAJI UNIVERSITY, KOLHAPUR - 416004,  
MAHARASHTRA**

PHONE: EPABX-2609000, [www.unishivaji.ac.in](http://www.unishivaji.ac.in), [bos@unishivaji.ac.in](mailto:bos@unishivaji.ac.in)

**शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र**

दूरध्वनी-ईपीएबीएक्स -२६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९४



**Ref./SU/BOS/Com & Mgt./262**

**Date : 03/05/2025**

**To,**

The Director,  
MBA Unit, Department of Commerce and Management,  
Shivaji University, Kolhapur

**Subject :Regarding syllabi of BBA-MBA Integrated Program Part-II (Sem. III & IV)  
degree programme under the Faculty of Commerce & Management**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the syllabi of **BBA-MBA Integrated Program Part-II (Sem. III & IV)** under the Faculty of Commerce & Management

This syllabi shall be implemented from the academic year **2025-2026** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Online Syllabus).

The question paper on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October/November 2025 & March/ April, 2026. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

  
(Dr. S. M. Kubal)  
Dy. Registrar

**Encl: As above**

**for Information and necessary action**

**Copy to:**

|   |  |    |                                 |
|---|--|----|---------------------------------|
| 1 | Dean, Faculty of Commerce & Management         | 6  | Appointment Section A & B       |
| 2 | Director, Board of Examinations and Evaluation | 7  | I.T.Cell /Computer Centre       |
| 3 | Chairman, Respective Board of Studies          | 8  | Eligibility Section             |
| 4 | O. E. 1 and B. Com. Section                    | 9  | Affiliation Section (T.1) (T.2) |
| 5 | Internal Quality Assurance Cell (IQAC Cell)    | 10 | P.G. Seminar Section            |

# **SHIVAJI UNIVERSITY, KOLHAPUR**



**Estd.1962**

**NAAC “A++” Grade**

**Faculty of Commerce and Management**

**Syllabus for**

**BBA/ MBA INTEGRATED**

**(BACHELOR OF BUSINESS ADMINISTRATION/ MASTER OF  
BUSINESS ADMINISTRATION INTEGRATED)**

**Part-II (Sem-III and IV)**

**In accordance with National Education Policy**

**with effect from Academic Year 2025-26**

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**BBA/ MBA INTEGRATED**  
**(BACHELOR OF BUSINESS ADMINISTRATION/ MASTER OF**  
**BUSINESS ADMINISTRATION INTEGRATED)**  
**Under the Faculty of Commerce and Management**  
**Part-II (Sem-III and IV) to be implemented from 2025-26**

**Re-entry Criteria in to Second Year (Third Semester)**

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA/MBA Integrated Program as per the University /Admitting Body schedule after earning requisite credits in the First year.

**Part – II/ Semester – III**

| Sr. No.      | Course Code | Course Title                         | L | T | P | Course Credit | Internal Evaluation | University Evaluation | Total Marks |
|--------------|-------------|--------------------------------------|---|---|---|---------------|---------------------|-----------------------|-------------|
| 1            | CC301       | Cost and Management Accounting       | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 2            | CC302       | Legal and Ethical Issues in Business | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 3            | CC303       | Human Resource Management            | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 4            | SEC301      | Management Information System        | 2 | 0 | 4 | 4             | 40                  | 60                    | 100         |
| 5            | VAC301      | Yoga/ Sports/ NCC/ NSS               | 0 | 0 | 4 | 2             | 50                  | -                     | 50          |
| 6            | MDE301      | Indian System of Health and Wellness | 1 | 1 | 0 | 2             | 20                  | 30                    | 50          |
| 7            | MDE302      | Information Technology               | 2 | 0 | 0 | 2             | 20                  | 30                    | 50          |
| <b>Total</b> |             |                                      | - | - | - | 22            | -                   | -                     | 550         |

**Part – II/ Semester – IV**

| Sr. No.      | Course Code | Course Title   | L | T | P | Course Credit | Internal Evaluation | University Evaluation | Total Marks |
|--------------|-------------|--|---|---|---|---------------|---------------------|-----------------------|-------------|
| 1            | CC401       | Entrepreneurship and Startup Ecosystem   | 1 | 1 | 0 | 2             | 20                  | 30                    | 50          |
| 2            | CC402       | Operations Management  | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 3            | CC403       | Financial Management   | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 4            | CC404       | Business Research Methodology  | 3 | 1 | 0 | 4             | 40                  | 60                    | 100         |
| 5            | CC405       | International Business   | 2 | 0 | 0 | 2             | 20                  | 30                    | 50          |
| 6            | VAC401      | Business Environment and Public Policy / Enterprise System and Platform / Geo Politics and Impact on Business / Public Health and Management | 2 | 0 | 0 | 2             | 20                  | 30                    | 50          |
| 7            | SEC401      | Design Thinking and Innovation   | 1 | 1 | 0 | 2             | 20                  | 30                    | 50          |
| 8            | AEC401      | Computer Applications for Business   | 1 | - | 2 | 2             | 20                  | 30                    | 50          |
| <b>Total</b> |             |  | - | - | - | 22            | -                   | -                     | 550         |

Note - At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

**Exit Criteria after Second Year of BBA/MBA Integrated Programme:**

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a UG Diploma in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility and Community Engagement – encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the University / Admitting Body. The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

**Nature of Question Paper and scheme of marking****QUESTION PAPER PATTERN****FOR ALL SEMESTERS****(For 4 credit courses)**

Duration: 2 Hours

Total Marks – 60

**Instructions: -****Note- Question No. 1 and 4 are compulsory.****Attempt any one from Question No 2 and 3**

Figures to the right indicate marks

Q.1 Case Study/ Exercise/Quantitative problems. 20 marks

Q.2 Decision making related Question/exercise/problem/case let/ etc. (Any 2 out of 3) 20 marks

Questions or exercise problems to check the decision making ability of student on the basis of contents of syllabus.

Q.3 Short notes (any four out of six) 20 marks

**Note:-**

- The above nature of question paper is applicable for the subjects **with 4 credits** for all ten semesters.
- Case study/Caselets should be included in questions as per the nature of subject.

**QUESTION PAPER PATTERN  
FOR ALL SEMESTERS  
(For 2 credit courses)**

Duration: 1 Hours

Total Marks – 30

**Instructions: -**

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

Q.1 Descriptive answer question (Attempt any 2 out of 3) 20 marks

Q.2 Write Short Answers (Any Two out of 4) 10 marks

**Note:-** The above nature of question paper is applicable for the subjects **with 2 credit** for all ten semesters.

**Internship (Sem - V) (Total Credit: 4)**

Internship should be completed after Sem - IV. Total duration of internship shall be 60 days (360 Hours). Evaluation of internship shall be done in Sem-V by the institute.

| <b>BBA/MBA Integrated Part-II- Sem-III (NEP)</b><br><b>COST AND MANAGEMENT ACCOUNTING</b><br><b>CC301</b> |   |  |                          |
|---|---|--|--------------------------|
| <b>Course Outcomes</b>  | After studying this course student should be able to:<br>1. Interpret the relevant theories of cost and management accounting and prepare Cost sheet and quotations.<br>2. Determine Material and Labour cost, allocation and apportionment of overheads.<br>3. Explain budgetary control<br>4. Analyse the financial statements for managerial decision making and preparation of management reports   |  |                          |
| <b>Total Hours of Teaching: 60</b>  |   | <b>Lecture(3)-Tutorial(1)-<br/>Practical(0)/Week: 04</b> | <b>Credit Points: 04</b> |
| <b>Total Marks:100</b>  |   | <b>Theory: 60</b>  | <b>Internal: 40</b>      |
| <b>Syllabus Contents:</b>   |   |  |                          |
| <b>Unit: I</b>  | <b>Introduction to cost and management accounting</b><br>Definitions, features, objectives, functions, scope, advantages and limitations. Relationship and differences between Cost accounting, Management accounting and Financial Accounting. Cost Concepts-Cost classification – Elements of cost - Preparation of cost sheet and quotation. Material cost- direct and indirect material cost, Inventory control techniques-stock levels, EOQ, ABC analysis. Issue of materials to production- pricing methods-FIFO, LIFO and Average methods. Labor cost: direct and indirect labour cost-methods of payment of wages including incentive plans -Halsey and Rowan plans, Tailors Piece Rate method. Overheads: features, classification, methods of allocation and apportionment of overheads, primary and secondary distributions. |  | 15 Hours                 |
| <b>Unit: II</b>   | <b>Marginal Costing and Budgetary control</b><br>Marginal Costing-Meaning - Importance - Marginal Cost Equation - Difference between Marginal costing and Absorption costing - Break Even Analysis-Meaning and Importance - Break even chart- P/V ratio - Cost Volume Profit Analysis- Margin of Safety-Angle of Incidence- Problems in Marginal costing. Budgets - Meaning and importance - Budgetary Control-Meaning and Importance-Types of Budgets, practical problems - Flexible Budget and cash Budget  |  | 15 Hours                 |
| <b>Unit: III</b>  | <b>Financial Statement Analysis</b><br>Comparative Income Statements and Balance Sheets- Common Size Income Statements and Balance Sheet analysis- Trend Analysis. Ratio Analysis – Introduction, Classification and Interpretation of Ratios-Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios and Turnover ratios.   |  | 15 Hours                 |
| <b>Unit: IV</b>   | <b>Cash flow statement and Management Reporting</b><br>Introduction- Concept of Cash- Sources of cash flow Cash from operation- cash from Financing and cash from investment- Inflow and outflow of cash- Preparation of cash flow statements with adjustments.<br>Management Reporting – Meaning and Definitions of reports- Objectives and  |  | 15 Hours                 |

|   |  |  |
|---|--|--|
|   | Purpose, Reports to top level management – Reports to lower level management- Sample Reports |  |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.   |  |  |
| <b>Suggested Fieldwork/ Assignment:</b> <ol style="list-style-type: none"> <li>1. Visit a manufacturing unit to identify elements of cost. Prepare cost sheet.</li> <li>2. Visit any manufacturing unit to identify elements of inventory and inventory control techniques used.</li> <li>3. Visit any manufacturing unit and learn inventory –material issue methods used and prepare report on it.</li> <li>4. Study application of standard costing practices in any manufacturing industry in nearby vicinity.</li> <li>5. Visit any business enterprise. Prepare Cash Budget, Flexible Budget and Capital Budget of it and submit a report.</li> <li>6. Prepare Master Budget for any organization and analyse it.</li> <li>7. Collect Annual Reports of any organisation for 5 years and calculate different ratios and analyze it and prepare report on it.</li> <li>8. Prepare comparative statement analysis and common-size statement analysis of any company with interpretation.</li> <li>9. Prepare cash flow statement for any industry for last 5 years with interpretation and prepare report on it.</li> <li>10. Prepare fund flow statement for any organization for last 5 years with interpretation and prepare report on it.</li> </ol> <p><b>Note:</b><br/> <i>Each student should prepare report for any 5 Fieldwork/ Assignment including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.</i></p> |  |  |
| <b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.</li> <li>2. Jain, S.P., and Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.</li> <li>3. Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.</li> <li>4. Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.</li> <li>5. Arora, M.N. Management Accounting, New Delhi: Himalaya Publishing House</li> <li>6. Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education</li> <li>7. Maheshwari, S.N. Cost and Management Accounting, New Delhi: S. Chand Publication</li> <li>8. Khan, M.Y., Jain, P.K. Management Accounting, New Delhi: Tata McGraw Hill Publication</li> <li>9. Pandey, I.M. Management Accounting, New Delhi: Vani Publication</li> <li>10. Maheshwari, S.N., Maheshwari S.K. A Text Book of Accounting for Management S.N., Noida: Vikas Publishing House Pvt. Ltd.,</li> </ol> <p><b>Additional Readings</b><br/> The Management Accountant<br/> Accounting Research Journal<br/> The Accounting Review<br/> Chartered Accountant<br/> Indian Journal of Accounting</p>  |  |  |



**BBA/MBA Integrated Part -II-Sem-III (NEP)**  
**LEGAL AND ETHICAL ISSUES IN BUSINESS**  
**CC302**

|                                    |   |                          |
|------------------------------------|---|--------------------------|
| <b>Course Outcomes</b>             | 1. Illustrate major laws, regulations and ethical principles that guide business conduct.<br>2. Analyse case studies to identify legal and ethical challenges within business operations.<br>3. Evaluate the effectiveness of existing legal frameworks in governing business practices<br>4. Propose solutions to ethical dilemmas based on ethical theories and principles that align with corporate social responsibility  |                          |
| <b>Total Hours of Teaching: 60</b> | <b>Lecture(3)-Tutorial(1)-<br/>Practical(0)/Week : 04</b>   | <b>Credit Points: 04</b> |
| <b>Total Marks:100</b>             | <b>Theory: 60</b>   | <b>Internal: 40</b>      |
| <b>Syllabus Contents:</b>          |   |                          |
| <b>Unit: I</b>                     | <b>Introduction to Business Law</b><br>Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity; Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law  | 15 Hours                 |
| <b>Unit: II</b>                    | <b>Sales and Leases</b><br>Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;<br>Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.   | 15 Hours                 |
| <b>Unit: III</b>                   | <b>Introduction to Business Ethics</b><br>The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business, Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment and business; Issues related to Business Ethics in marketing, finance and human resource functions. Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property. | 15 Hours                 |
| <b>Unit: IV</b>                    | <b>The Ethical Decision-making process</b><br>Philosophical approaches to ethical decision making; Ethics and Religious approaches; Moral and Legal aspects of ethical decision making; Ethical aspects in Bhagvat Gita; Kautaliya's Arthshastra; Swami Vivekanand on Ethics; Swami Vivekanand's message to the youth of India; Ethical Decision Making in Organizations: Individual and Organizational Factors Influencing Ethical Decisions; Karmyog, Indian philosophy of work ethics; Kautilya's Arthshastra; Introduction to Integral Humanism; Ethical Decision-Making Frameworks to  | 15 Hours                 |

|  |  |  |
|--|--|--|
|  | Improve Decision-Making Outcomes; Corporate Governance and its Impact on Ethical Decision-Making; Whistleblowing; Conflict Resolution. |  |
|--|--|--|

**Note:** Relevant case studies based on the above units should be discussed in the class.

**Suggested Fieldwork/ Assignment:**

1. Study any case related to Indian Contract Act and analyze it.
2. Study any case related to Sale of Goods Act and analyze it.
3. Visit to any lawyers' office and conduct interview about their business law work or profile.
4. Visit to any bank and collect information about negotiable instruments use.
5. Analyze recent 5 examples of a company that has been praised for its ethical practices and prepare a report on that.
6. Study the Corporate Social Responsibility practices of any organization and prepare a report.
7. Identify and analyze cases related to impact of ethical behavior on a company's reputation and long-term success and prepare a report on it.
8. Analyze and prepare a report on the message of the Swami Vivekananda's to youth and its relevance in the modern corporate world.
9. Identify and Analyze ethical challenges faced by 2-3 multinational companies in their global operations and prepare a report on it.
10. Select any company and study its Corporate Governance practices and prepare a report.

***Note:** Each student should prepare report for any 5 assignments including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.*

**Suggested Books-**

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Kapoor, N.D. Elements of Mercantile Law, Sultan Chand and Sons Publication
5. Kuchal, M.C. Business Law, Vikas Publication
6. Sheth, T. Business Law, Pearson Publication
7. Vivekanand, S. To the Youth of India. Advaita Ashrama.
8. Dua, A.K., Rai, S. Ratan Tata: Ethical Leadership, Ivey Publishing
9. Mascarenhas, A. J. O. et al. (2019). J.R.D. Tata: Orations on Business Ethics. Rupa Publications India
10. Holloway, J. E. (2023). The Foundation of the Theory of Law and Business. Am. U. Bus. L. Rev., 12, 51.
11. Vivekanand, S. (2022) Karam Yoga: The Yoga of action. Sanage Publishing House LLP
12. Vivekanand, S. (2015): Lectures on Bhagavad Gita. CreateSpace Independent Publishing Platform
13. Laasch, O. (2022). Principles of Management. Sage Textbook
14. Shukla, M. B. Business Ethics- Text and Cases, Himalaya Publishing House
15. Ghosh, B.N. Business Ethics and Corporate Governance, Tata McGraw Hill Publication
16. Khanka S.S. Business Ethics and Corporate Governance, Sultan Chand Publishing
17. Mathur, S.P. Business Ethics and Corporate Social Responsibilities, New Age International (P) Ltd.

## **Suggested Exercises and Cases**

### **Unit 1**

Cases:

1. Salomon Vs. Salomon & Co. Ltd
2. Balfour Vs. Balfour
3. Durga Prasad Vs. Baldeo

### **Unit 2**

Cases:

1. Mool Chand Ram Bhagat v. Harish Chandra
2. Coop. Cane Unions Federations v. West U.P. Sugar Mills Assn. (2004).
3. State of Maharashtra v. Champalal (1971).
4. Union of India v. Martin Lottery Agencies Ltd. (2009).
5. Camera House, Bombay v. State of Maharashtra (1969)

### **Unit 3**

1. Reflective exercise on ethics and morality in the context of Mahabharata.
2. Reflective exercise on integral humanism as given by Indian thought leaders.

**Cases:**

1. Corporate America and Sarbanes-Oxley Act: Costs Vs. Benefits
2. Apple: Privacy vs. Safety (A)| By: Henry W. McGee, Nien-he Hsieh, Sarah McAra, Christian Godwin| Harvard Business School| 321004-PDF-ENG  
<https://hbsp.harvard.edu/product/321004-PDF-ENG>
3. Quick Case: Is Legal Compliance Good Enough? By: Bonnie Peter| Harvard Business Publishing| <https://hbsp.harvard.edu/product/8268-HTML-ENG>

### **Unit 4**

Reflective and review Exercise: Karam Yog (Bhagvad Gita): lessons in ethics and selfleadership

**Cases:**

1. CEO Compensation and Corporate Governance at NYSE
2. ICICI Bank: Restoring Faith in Corporate Governance  
<https://hbsp.harvard.edu/product/W19323-PDF-ENG>
3. The Dance of Dharma: On the Difficulty of Being Good  
<https://hbsp.harvard.edu/product/821058-PDF-ENG>
4. Blind Spots: The Roots of Unethical Behaviour in Life and Work | Max H. Bazerman, Ann E. Tenbrunsel | Rotman Management | ROT140-PDF-ENG  
| <https://hbsp.harvard.edu/product/ROT140-PDF-ENG>
5. Leadership Simulation: Patient Zero <https://hbsp.harvard.edu/product/7215-HTML-ENG>
6. Eliot Spitzer: A Crusader of Corporate Reform
7. Sterlite copper plant shutdown
8. Facebook–Cambridge Analytica data scandal

| <b>BBA/MBA Integrated Part -II-Sem-III (NEP)</b><br><b>HUMAN RESOURCE MANAGEMENT</b><br><b>CC303</b>   |   |                          |
|--|---|--------------------------|
| <b>Course Outcomes</b>   | 1. Explain how Functional HRM contributes in organizational management.<br>2. Analyze all HR Functions like recruitment selection, performance management, compensation benefit, Training and Development and Career Management/Talent Management<br>3. Apply HR analytics, HR with innovation<br>4. Create sustainable goals with diversity, Inclusion and wellness  |                          |
| <b>Total Hours of Teaching:</b><br><b>60</b>   | <b>Lecture (3)-Tutorial (1)-</b><br><b>Practical (0)/Week: 04</b>   | <b>Credit Points: 04</b> |
| <b>Total Marks:100</b>   | <b>Theory: 60</b>   | <b>Internal: 40</b>      |
| <b>Syllabus Contents:</b>  |   |                          |
| <b>Unit: I</b>   | <b>The Nature of HRM Human Resource Management—</b><br>An Introduction; Human Resource Business Partnership HRM; HRM policies, HRM in globally competitive environment; Functional HRM; strategic human resource management   | 15 Hours                 |
| <b>Unit: II</b>  | <b>Plan, Acquire, Develop, Career Management</b><br>Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management; Career Management Talent Management, Managing the GIG employees and Virtual employees and team   | 15 Hours                 |
| <b>Unit: III</b>   | <b>Engagement, Performance, compensation management, Industrial Relations, Compliance, Employment relations</b><br>Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations; Employment Relations   | 15 Hours                 |
| <b>Unit: IV</b>  | <b>Technology, HR Analytics, Innovation</b><br>Human Resource Information and Analytics; Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership; Diversity, Equity and Inclusion; Workplace Wellness, sustainability goals and HRM, Green HRM and challenges. | 15 Hours                 |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.  |   |                          |
| <b>Suggested Fieldwork/ Assignment:</b> <ol style="list-style-type: none"> <li>1. Visit any large size business unit in your area and report on how human resource planning is done there.</li> <li>2. Prepare a report on recruitment process followed by an industrial unit for unskilled workers.</li> <li>3. Record the selection procedure followed by local Co-operative banks/sugar factories for various administrative posts.</li> <li>4. Report on training methods used in units in industrial estate or banks adopted for various staff.</li> <li>5. Study wage practices followed by any company for Gig employees.</li> <li>6. Visit any company and study their employee engagement practices.</li> </ol> |   |                          |

7. Visit any company and study its performance management system.
8. Prepare a report on implementation of work place laws by a company.
9. Visit any service organization, study its HRM practices and submit a report.
10. Select any company and study its policies regarding diversity, equity and inclusion.

**Note:**

*Each student should prepare report for any 5 assignments including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible*

**Suggested Books –**

1. DeNisi, A.S., Griffin, R.W and Sarkar, Anita Human Resource Management, Cengage Learning
2. Sengupta Amitabha, Human Resource Management: Concepts, Practices, and New Paradigms
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
6. Innovations in People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
7. Mukherjee A, and Bhatnagar J. (2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)
8. Rao, P.S. Personnel and Human Resource Management-text and Cases, Himalaya Publishing House
9. Gupta, C.B. Human Resource Management, Sultan Chand and Sons
10. Prasad, L.M. Human Resource Management, Himalaya Publishing House
11. Desslar, G. Human Resource Management, Pearson Education Asia
12. Khanka, S.S. Human Resource Management-Text and Cases, Sultan Chand and Sons.
13. Ashwatappa, K. Human Resource Management and Personnel Management, McGraw Hill Publication, New Delhi

**Relevant cases-**

1. Prabhjot, Kaur and Bhatnagar, Jyotsna (2022) The Happy Turtle: Womanpreneur and Talent in a Circular Economy, published, Richard Ivey School Case collection, Product Number Product# W25373
2. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A / FT 50)
3. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing green human resource management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

**Practical Exercises resources:**

1. Innovations In People Management, Bhatnagar, J, Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
2. Mukherjee A, and Bhatnagar J(2022) - Conceptualizing and theorizing Green Human Resource Management: a narrative review--International Journal of Manpower, Jul 2022;(ABDC/A)

| <b>BBA/MBA Integrated Part -II-Sem-III (NEP)</b><br><b>MANAGEMENT INFORMATION SYSTEM</b><br><b>SEC301</b> |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.<br>2. Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.<br>3. Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.<br>4. Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era. |                           |
| <b>Total Hours of Teaching :<br/>60</b>   | <b>Lecture(2)-Tutorial(0)-<br/>Practical(4)/Week : 06</b>   | <b>Credit Points : 04</b> |
| <b>Total Marks:100</b>  | <b>Theory : 60</b>  | <b>Internal : 40</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | <b>Fundamentals concepts of MIS</b><br>Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era, Applications of MIS in functional Areas: Financial Accounting, Human Resource, Manufacturing, Marketing  | 15 Hours                  |
| <b>Unit: II</b>   | <b>Data Base Management System:</b><br>Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Entity – Relationship (conceptual)  | 15 Hours                  |
| <b>Unit: III</b>  | <b>Information system applications:</b><br>MIS applications, Decision Support System (DSS) - Definition, Characteristics, Components of DSS, DSS applications in E enterprise. Group Decision Support Systems (GDSS) - Definition, Need, Components, Characteristics and significance, Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-   | 15 Hours                  |

|                 |   |          |
|-----------------|---|----------|
|                 | Business, E-Commerce, E-communication, Business Process Reengineering.  |          |
| <b>Unit: IV</b> | <b>Managing Projects</b><br>Objectives of project management, Fundamentals of project management information systems with agile methodologies -Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era. | 15 Hours |

**Note:** Relevant case studies based on the above units should be discussed in the class.

**Suggested Assignment:**

1. Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.
2. Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.
3. Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
4. Manage a mock project using agile methodologies, including roles, meetings, user stories, and risk management.
5. Analyze need of information system to hospital/bank etc. and prepare report on it
6. Determine role of information system in decision making in marketing department.
7. Visit any Government/Private organization and study different levels of information system working in it.
8. Study different types of information generated at different level in supermarket/retail shop etc.
9. Identify operational level and knowledge level information generated in any organization.
10. Identify role of information system in education institutions

**Note:**

*Each student should prepare report for any 5 assignments including detailed information as per guidelines and format of report given by subject teacher.*

**Suggested Books-**

1. Laudon, K. C., and Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson.
2. Coronel, C., and Morris, S.. Database systems: design, implementation, and management. Cengage Learning.
3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press.
4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.
5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDAN LAL PATARY
6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland
7. Stair, R., and Reynolds, G. Fundamentals of information systems. Cengage Learning.
8. Ravinath, B. Decision Support Systems and Data Warehouse, New Age International Publishers

### **Case Studies**

1. Developing MIS for National Innovation Foundation: Choosing Process, Product and Vendor, Sanjay Verma; Priyanka Sharma, <https://hbsp.harvard.edu/product/A00137-PDF-ENG?Ntt=MIS>
2. Enterprise-Wide Business-IT Engagement In An Empowered Business Environment: The Case Of FedEx Express EMEA, Stijn Viaene; Steven De Hertogh, <https://hbsp.harvard.edu/product/JIT025-PDF-ENG?Ntt=MIS>
3. From Products to Product-Service Systems: IT-Driven Transformation of a Medical Equipment Manufacturer, Jens Fahling; Felix Kobler; Jan Marco Leimeister; Helmut Krcmar, <https://hbsp.harvard.edu/product/JIT062-PDF-ENG?Ntt=MIS>



| <b>BBA/MBA Integrated Part -II-Sem-III (NEP)</b><br><b>YOGA</b><br><b>VAC301 (A)</b> |   |  |                           |
|--|---|--|---------------------------|
| <b>Course Outcomes</b>   | 1. Gain a comprehensive understanding of yoga and its modern applications for holistic well-being.<br>2. Demonstrate proficiency in yogic anatomy and physiology, enhancing yoga practice and promoting physical and energetic balance.<br>3. Master the Eight Limbs of Yoga and comprehend their psychological impact, fostering personal growth and self-realization.<br>4. Integrate yoga principles into sports and physical fitness activities to enhance performance and prevent injuries.  |  |                           |
| <b>Total Hours of Teaching : 30</b>  |   | <b>Lecture(0)-Tutorial(0)-<br/>Practical(4) /Week : 04</b> | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>  |   | <b>Theory : 0</b>  | <b>Internal : 50</b>      |
| <b>Syllabus Contents:</b>  |   |  |                           |
| <b>Unit: I</b>   | Yoga: Meaning and definition<br>Importance of yoga in 21st century Introduction to Yogic Anatomy and Physiology<br>Yoga and sports, Yoga for healthy lifestyle<br>Types of Yoga: - Hatha yaga, laya yoga, mantra yoga, bhakti yoga, karma yoga, jnana yoga, raj yoga<br>Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.<br>Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi : Benefits, Utilities and their psychological impact on body and mind.<br>According to yoga concept of normality in modern psychology, concept of personality and its development, yogic management of psycho-somatic ailments: frustration, anxiety, depression |  | 8 Hours                   |
| <b>Unit: II</b>  | Sports for Physical Fitness: Meaning and definition<br>Physical Activity – Concept, Benefits of Participation in Physical Activities<br>Components and Significance of Physical Fitness -Health, Skill and Cosmetic Fitness<br>Types of Physical Activities – Walking, Jogging, Running, Calisthenics, Rope Skipping, Cycling, Swimming, Circuit Training, Weight training, Adventure Sports<br>Principles of Physical Fitness, Warming Up, Conditioning, Cooling Down, Methods to Develop and Measure Health and Skill related components of Physical Fitness<br>Measurement of Health Related Physical Fitness (HRPF)   |  | 8 Hours                   |
| <b>Unit: III</b>   | Physical Wellness: Concept, Components<br>Types of wellness: psychological, social, emotional, and spiritual.<br>Significance with reference to Positive Lifestyle<br>Concepts of Quality of Life and Body Image<br>Factors affecting Wellness<br>Wellness Programmes   |  | 7 Hours                   |

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|---|---|---------|
| <b>Unit: IV</b>   | Nutrition and Weight Management - Concept of Nutrients, Nutrition, Balanced Diet, Dietary Aids and Gimmicks<br>Energy and Activity- Calorie Intake, Energy Balance Equation Obesity - Concept, Causes, Obesity Related Health Problems<br>Weight Management through Behavioural Modifications | 7 Hours |
| <b>Suggested Field Work or Practical Work :</b><br>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance.<br>(e.g. Individual or Group Activity/Presentation, Assignment, Role Play, Group Discussion, etc.)  |   |         |
| <b>References:</b> <ol style="list-style-type: none"> <li>1. Anand O. P. Yog Dawra Kaya Kalp. Sewasth Sahitya Perkashan. Kanpur.</li> <li>2. Brown, J.E. Nutrition Now Thomson-Wadsworth.</li> <li>3. Corbin et.al.Fitness &amp; Wellness-Concepts. McGraw Hill. Publishers. New York, U.S.A.</li> <li>4. Corbin, C. B., G. J. Welk, W. R. Corbin, K. A. Welk, Concepts of Physical Fitness: Active Lifestyle for Wellness. McGraw Hill, New York, USA.</li> <li>5. Hoeger, W. W. K. and S.A. Hoeger. Principles and Labs for Fitness and Wellness, Thomson Wadsworth, California, USA.</li> <li>6. Hoeger, W. W. &amp; S. Hoeger Fitness and Wellness. 7<sup>th</sup> Ed. Thomson Wadsworth, Boston, USA.</li> <li>7. Kamlesh, M. L. &amp; Singh, M. K., Physical Education (Naveen Publications).</li> <li>8. Kansal, D. K. Text book of Applied Measurement, Evaluation &amp; Sports Selection. Sports &amp; Spiritual Science Publications, New Delhi.</li> <li>9. Kumari, Sheela, S., Rana, Amita, and Kaushik, Seema, Fitness, Aerobics and Gym Operations, Khel Sahitya, New Delhi.</li> <li>10. Lumpkin, A. Introduction to Physical Education, Exercise Science and Sports Studies, McGraw Hill, New York, U.S.A.</li> <li>11. (Sarin N) Yoga Dawara Rogon Ka Upchhar. Khel Sahitya Kendra</li> <li>12. Savard, M. and C. Svec The Body Shape Solution to Weight Loss and Wellness: The Apples &amp; Pears Approach to Losing Weight, Living Longer and Feeling Healthier. Atria Books, Sydney, Australia.</li> <li>13. Siedentop, D. Introduction to Physical Education, Fitness and Sport, McGraw Hill Companies Inc., New York, USA.</li> <li>14. Sri Swami Ramas. Breathing. Sadhana Mandir Trust. Rishikesh.</li> <li>15. Swami Ram Yoga &amp; Married Life Sadhana Mandir Trust. Rishikesh.</li> </ol> |   |         |

| <b>BBA/MBA Integrated Part –II Sem-III(NEP)</b><br><b>SPORTS (B)</b><br><b>VAC301</b> |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Demonstrate a comprehensive understanding of sports management principles, including organizational structures, legal issues, and ethical considerations.<br>2. Evaluate marketing strategies and sponsorship opportunities in the sports industry, devising effective branding and promotional campaigns.<br>3. Apply financial management techniques to analyze revenue streams, control costs, and make informed investment decisions in sports organizations.<br>4. Utilize sports analytics tools and technology to enhance performance evaluation, strategic planning, and fan engagement initiatives.<br>5. Synthesize course concepts through practical applications, demonstrating the ability to address real-world challenges in sports management scenarios. |                           |
| <b>Total Hours of Teaching :<br/>30</b>   | <b>Lecture(0)-Tutorial(0)-<br/>Practical(4)/Week : 04</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 0</b>   | <b>Internal : 50</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | <b>Introduction to Physical Education in The Contemporary Context (Any Two)</b><br>Learn and demonstrate the technique of Suryanamaskar<br>Develop Physical Fitness through Calisthenics/ Aerobics / Circuit-Training and demonstrate the chosen activity<br>Select any one game available in the college and learn different techniques involved in the play   | 8 Hours                   |
| <b>Unit: II</b>   | <b>Core Physical Education: - Fitness, Wellness and Nutrition (Any Two)</b><br>Measurement of Fitness Components – Let-raise for Minimal Strength (Muscular Strength); Situps Muscular Endurance); Harvard Step Test, Run and Walk Test (Cardiovascular Endurance); Sit and Reach Test (Flexibility) Measuring height, weight, waist circumference and hip circumference Calculation of BMI (Body Mass Index) and Waist-Hip Ratio<br>Engage in at least one wellness programme and write a report on it.  | 7 Hours                   |
| <b>Unit: III</b>  | <b>Core Physical Education: - Posture, Athletic Care and First Aid (Any Two)</b><br>Demonstrate Stretching and Strengthening Exercises for Kyphosis, Scoliosis, Lordosis, Knock Knees, Bow Legs, Flat Foot, Back Pain and Neck Pain.<br>Illustration and Demonstration of Active and Passive Exercises<br>Asanas with Therapeutic Value (Any five asanas): Karnapeedasana, Padmasana, Dhanurasana, Sarvangasana, Paschimottanasana, Chakrasana, Halasana, Matsyasana, Ardhamatsyendrasana, Ushtrasana, Mayurasana, Shirshasana, Vajrasana, Practice P.R.I.C.E. in First Aid.  | 8 Hours                   |

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|---|---|---------|
| <b>Unit: IV</b>   | <b>Sports Administration &amp; Management (Any Two)</b> <ul style="list-style-type: none"> <li>• Demonstration of Supervision activities in Sports Management.</li> <li>• Demonstration of skills of Management.</li> <li>• Demonstration of fixtures of various kinds in sports competitions.</li> <li>• Demonstration of technical and non-technical purchase procedure.</li> </ul> | 7 Hours |
| <b>Suggested Field Work or Practical Work:</b><br>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance.<br>(e.g. Individual or Group Activity/Presentation, Assignment, Role Play, Group Discussion, etc.)   |   |         |
| <b>References:</b> <ol style="list-style-type: none"> <li>1. Teaching Children Physical Education: Becoming a Master Teacher. Graham, G., Human Kinetics, Champaign, Illinois, USA.</li> <li>2. Concepts of Physical Fitness: Active Lifestyle for Wellness, Corbin, C. B., G. J. Welk, W. R. Corbin, K. A. Welk, McGraw Hill, New York, USA.</li> <li>3. Teaching Today Health, Anspaugh, D. J., G. Ezell and K. N. Goodman, Mosby Publishers.</li> <li>4. Drug Education Handbook on Drug Abuse in Sports, Beotra, Alka, Applied Nutrition Sciences, Mumbai.</li> <li>5. Sports Facility Management, Ammon, R., Southall, R. M. and Blair, D.A., West Virginia, USA: Fitness Information Technology Publishers</li> </ol> |   |         |

| <b>BBA/MBA Integrated Part –II Sem-III(NEP)</b><br><b>NATIONAL CADET CORPS (NCC)</b><br><b>VAC301 (C)</b>   |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Mastery of Discipline and Leadership through Drill Learners would demonstrate the ability to effectively command a group, foster discipline, and work collaboratively towards achieving shared objectives.<br>2. Mastery of Grace and Dignity in Foot Drill Performance Learners would demonstrate an understanding of how these qualities enhance performance and foster teamwork within a group setting.<br>3. Proficient Weapon Handling and Safety Adherence Learners would showcase a thorough understanding of the criticality of safety measures, emphasizing accident prevention through strict adherence to safety protocols.<br>4. Enhanced Tactical Awareness and Strategic Decision-Making Learners would gain the ability to make informed decisions and effectively utilize terrain features to gain tactical advantage during operations. |                           |
| <b>Total Hours of Teaching :<br/>30</b>   | <b>Lecture(0)-Tutorial(0)-<br/>Practical(4)/Week : 04</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 30</b>  | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Overview of NCC, its history, aims, objectives, and organizational structure, Incentives and duties associated with NCC cadetship; Maneuvers: Foot drill, Word of Command, Attention, and stand at ease, and Advanced maneuvers like turning and sizing; Parade formations: Parade line, open line, and closed line; Saluting protocols, parade conclusion, and dismissal procedures. Marching styles: style march, double time march, and slow march   | 8 Hours                   |
| <b>Unit: II</b>   | Weapon Training, Handling firearms, Introduction and characteristics of the .22 rifle; Handling Firearm techniques, emphasizing safety protocols and Best practices.  | 7 Hours                   |
| <b>Unit: III</b>  | Map Reading (MR): Topographical forms and technical terms, including relief, contours, and gradients, crucial for understanding terrain features; Cardinal points , magnetic variation and grid convergence   | 8 Hours                   |
| <b>Unit: IV</b>   | Field Craft and Battle Craft (FC and BC): Fundamental principles and techniques essential for effective field and battle craft operations; Methods of judging distance, including estimation, pacing, and visual Cues   | 7 Hours                   |
| <b>Suggested Field Work or Practical Work:</b><br>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance.<br>(e.g. Individual or Group Activity/Presentation, Assignment, Role Play, Group Discussion, etc.) |   |                           |

**References:**

DGNCC Cadet's Hand Book - Common Subjects -All Wings

Tiwari, R. NCC: Grooming Feeling of National Integration, Leadership and Discipline among Youth. Edwin Incorporation.

Chhetri, R.S. Grooming Tomorrows Leaders, The National Cadet Corps.

[Directorate General National Cadet Corps](#) . National Cadet Corps, Youth in Action.

Vanshpal, Ravi The NCC Days, Notion Press.

| <b>BBA/MBA Integrated Part –II Sem-III(NEP)</b><br><b>NATIONAL SERVICE SCHEME (NSS)</b><br><b>VAC301 (D)</b>  |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Students will demonstrate an understanding of the history, philosophy, and objectives of the National Service Scheme (NSS), thereby fostering increased social awareness and patriotism among them.<br>2. Students will be able to organize and conduct various NSS programmes and activities effectively and through it understand the importance of leadership and team building.<br>3. Students will develop skills in community mobilization and partnership building.<br>4. Students will appreciate the importance of volunteerism and shramdan in societal development and thus, be able to understand role of community participation. |                           |
| <b>Total Hours of Teaching :<br/>30</b>   | <b>Lecture(0)-Tutorial(0)-<br/>Practical(4)/Week : 04</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 30</b>  | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Introduction and Basic Concepts of NSS<br>National Service Scheme (NSS) - history, philosophy, and fundamental concepts, aims and objectives, providing clarity on the organization's overarching goals. Symbols of NSS - Emblem, flag, motto, song, and badge; Organizational structure of NSS   | 8 Hours                   |
| <b>Unit: II</b>   | NSS Programmes and Activities<br>Diverse programmes and activities conducted under the aegis of the National Service Scheme (NSS); Significance of commemorating important days recognized by the United Nations, Centre, State Government, and University; Examination of the methodology for adopting villages/slums and conducting surveys; Financial patterns of the NSS scheme   | 7 Hours                   |
| <b>Unit: III</b>  | Community Mobilization<br>Dynamics of community mobilization within the framework of the National Service Scheme (NSS); Functioning of community stakeholders; The conceptual lens of community development   | 8 Hours                   |
| <b>Unit: IV</b>   | Volunteerism and Shramdan in the Indian Context: Roles and Motivations within the NSS Framework Ethos of volunteerism and shramdan (voluntary labor) within the cultural context of India and the framework of the National Service Scheme (NSS); Motivations and constraints shaping volunteer engagement; Role of NSS volunteers in initiatives such as the Swatch Bharat Abhiyan and Digital India   | 7 Hours                   |
| <b>Suggested Field Work or Practical Work:</b><br>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance.<br>(e.g. Individual or Group Activity/Presentation, Assignment, Role Play, Group Discussion, etc.) |   |                           |

**References:**

1. Ministry of Youth Affairs and Sports, Government of India. (2022). National Service Scheme (NSS) Manual.
2. Agarwalla, S. (2021). NSS and Youth Development. Mahaveer Publications
3. Bhattacharya, P. (2024). Stories Of NSS (English Version). Sahityasree.
4. Borah, R. and Borkakoty, B. (2022). NSS in Socioeconomic Development. Unika Prakashan.
5. Wondimu, H., and Admas, G. (2024). The motivation and engagement of student volunteers in volunteerism at the University of Gondar. Discover Global Society, 2(1), 1-16.
6. Saha, A. K. (2002). Extension Education–The Third Dimension Needs and Aspirations of Indian Youth. Journal of Social Sciences, 6(3), 209-214.
7. Mills, S. (2013). “An instruction in good citizenship”: scouting and the historical geographies of citizenship education. Transactions of the Institute of British Geographers, 38(1), 120–134. <http://www.jstor.org/stable/24582445>
8. Mishra, S. K., Sachdev, S., Marwaha, N., and Avasthi, A. (2016). Study of knowledge and attitude among college-going students toward voluntary blood donation from north India. Journal of blood medicine, 19-26.
9. Mukherji, B. (2007). Community Development in India. Orient Longmans.
10. History Background of NSS and its Philosophy, Aims and Objectives



| <b>BBA/MBA Integrated Part –II Sem-III (NEP)</b><br><b>INDIAN SYSTEM OF HEALTH AND WELLNESS</b><br><b>MDE301</b>  |  |                           |
|---|--|---------------------------|
| <b>Course Outcomes</b>  | 1. Explain the concept and nature of health, wellness and its various implications.<br>2. Illustrate Mind Body connection<br>3. Understand risk associated with lifestyle<br>4. Demonstrate adequate knowledge on well-being and promotion of healthy behavior.            |                           |
| <b>Total Hours of Teaching : 30</b>   | <b>Lecture(1)-Tutorial(1)-<br/>Practical(0)/Week : 02</b>  | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 30</b>   | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |  |                           |
| <b>Unit: I</b>  | <b>Introduction to Health and Wellness</b><br>Definition of Health, Importance of health in everyday life, Components of health – physical, social, mental, spiritual and its relevance, Concept of wellness, Mental health and wellness, Determinants of health behaviour | 8 Hours                   |
| <b>Unit: II</b>   | <b>Mind Body and Well-Being</b><br>Mind body connection in health – concept and relation, Implications of mind-body connection, Wellbeing – why it matters? Digital wellbeing  | 7 Hours                   |
| <b>Unit: III</b>  | <b>Deficiency and Diseases</b><br>Malnutrition, under nutrition and over nutrition, Body system and common diseases, Sedentary lifestyle and risk of disease, Modern lifestyle and associated health risks   | 8 Hours                   |
| <b>Unit: IV</b>   | <b>Indian system of well being</b><br>Health beliefs of India, Health systems in India – AYUSH. Perspective of indigenous people towards health, Happiness and well-being in India   | 7 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.   |  |                           |
| <b>Suggested Assignment:</b><br>1. Conduct interview of a dietitian and get information about Health and its components.<br>2. Identify and Analyse your own components of physical, social, mental and its relevance on health.<br>3. Identify and Analyse components of spiritual aspects and its relevance on health.<br>4. Analyse concept of Mental Health and wellness by visiting any Clinic in your vicinity.<br>5. Study cases with mental health and analyse it.<br>6. Visit to any Spiritual institute e.g. Vipasana in your area and analyse their principles and importance of mind, body connection in health.<br>7. Study Malnutrition cases in India. Analyse reasons of malnutrition and government schemes for minimising malnutrition.<br>8. Identify real examples associated with health risks and modern lifestyle.<br>9. Identify 5 examples related with Health beliefs of India. |  |                           |

10. Analyse techniques of Happiness explained in Indian Health System.

**Note:**

*Each student should prepare report for any 5 assignments/Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.*

**References:**

1. Carr, A Positive Psychology: A Science of Happiness and Human Strength. UK: Routledge
2. Nyambichu, S. and Jeff, L. Lifestyle Disease: Lifestyle Disease Management

| <b>BBA/MBA Integrated Part II-Sem-III (NEP)</b><br><b>INFORMATION TECHNOLOGY</b><br><b>MDE302</b>   |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Understand basics of computer technology.<br>2. Identify software and networking technology for business.<br>3. Understand E-commerce models used in a business.<br>4. Analyze impact of E-banking on the business.  |                           |
| <b>Total Hours of Teaching : 30</b>   | <b>Lecture(2)-Tutorial(0)-<br/>Practical(0)/Week : 02</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 30</b>  | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Computer- definition and meaning, characteristic, Generation of computers, Types of computer, Block diagram, Input- output devices, Memory, Types of memory, Storage devices.   | 7 Hours                   |
| <b>Unit: II</b>   | Components: Hardware, Software, Network: Types, Topology, Communication media, Overview of Internet, Intranet, Extranet, Search engine – concept and working of search engine   | 7 Hours                   |
| <b>Unit: III</b>  | E-Commerce: Introduction to E-Commerce- Defining E-Commerce; Benefits of ECommerce; Components of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; Pre-requisites of E-Commerce; Scope of E-Commerce   | 8 Hours                   |
| <b>Unit: IV</b>   | Electronic Banking: Introduction, Traditional Banking v/s E-Banking; Models for E-banking- Core Banking Solution (CBS), Features and subsystems of CBS; Advantages of E-Banking; Delivery channels, Limitations of E-Banking; Electronic Payment Systems: Prepaid and Postpaid Payment Systems (RTGS/NEFT/BHIM/E-cash); National Payments Corporation of India; Services of NPCI. | 8 Hours                   |
| <b>Suggested Assignment:</b><br>1. Identify various types of computer system (Desktop, Laptop etc.) available in market with its different parts and functions.<br>2. Identify various input, output devices, storage devices with its features and prices in market.<br>3. Visit to any nearest organization (Hospital/Bank/Industry/Institutes etc.) where network is in use and study a) Network topology b) Components of network.<br>4. Study use of Internet, Intranet, and Extranet in any Bank.<br>5. List various search options, advanced techniques used by Google/Yahoo search engine.<br>6. Visit any organization and study their IT infrastructure along with different applications used by organization.<br>7. Study application of E-Commerce of any popular organization (Amazon, Flipkart, Myntra etc.)<br>8. Identify how to send and receive money over UPI through any Mobile payment Systems like Google Pay, PayTm etc.<br>9. Visit a bank and Study their e-banking operations.<br>10. Study the recent developments in UPI payment system. |   |                           |

**Note:**

*Each student should prepare report for any 5 assignments/Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.*

**References:**

1. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited
2. Computer Fundamentals: Concepts, Systems and Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications
3. Computer Fundamentals. B. Ram, New Age Publications, 2003
4. Information Technology for Management: Advancing Sustainable, Profitable Business Growth- Turban , Volonino , Wood , O.P. Wali , Wiley Publication
5. Information Technology for Management, Ramesh Behl, McGraw Hill Publication
6. E-Commerce Fundamentals and Applications - Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley and Sons, Inc.
7. E-Commerce: concepts - Models – Strategies, C. S. V. Murthy, Himalaya Publishing House

| <b>BBA/MBA Integrated Part -II-Sem-IV (NEP)</b><br><b>ENTREPRENEURSHIP AND STARTUP ECOSYSTEM</b><br><b>CC401</b>   |  |                           |
|--|--|---------------------------|
| <b>Course Outcomes</b>   | 1. Explain basic building blocks of creating a venture<br>2. Illustrate a business opportunity and translate it into a viable business Model<br>3. Interpret the elements of the Indian entrepreneurship ecosystem and take relevant benefits from the constituents<br>4. Explain the legacy of family businesses and key differentiations from Entrepreneurship                                   |                           |
| <b>Total Hours of Teaching : 30</b>  | <b>Lecture(1)-Tutorial(1)-<br/>Practical(0)/Week : 02</b>  | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>  | <b>Theory : 30</b>   | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>  |  |                           |
| <b>Unit: I</b>   | Introduction to Entrepreneurship and Family Business<br>Definition and Concept of entrepreneurship<br>Entrepreneur Characteristics<br>Classification of Entrepreneurs<br>Role of Entrepreneurship in Economic Development –Start-ups<br>Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc. | 8 Hours                   |
| <b>Unit: II</b>  | Evaluating Business opportunity<br>Sources of business ideas and opportunity recognition<br>Guesstimating the market potential of a business idea<br>Feasibility analysis of the idea<br>Industry, competition and environment analysis  | 7 Hours                   |
| <b>Unit: III</b>   | Building Blocks of starting ventures<br>Low cost Marketing using digital technologies<br>Team building from scratch<br>Venture Funding<br>Establishing the value-chain and managing operations<br>Legal aspects like IPR and compliances   | 8 Hours                   |
| <b>Unit: IV</b>  | Start-up Ecosystem<br>Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc.<br>Know various govt. schemes like Start-up India, Digital India, MSME etc.,<br>Sources of Venture Funding available in India<br>Source of Technology, Intellectual Property management  | 7 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.  |  |                           |
| <b>Suggested Assignments/Fieldwork:</b> <ol style="list-style-type: none"> <li>1. Visit local enterprising unit</li> <li>2. Conduct interviews with local family business owners to understand their entrepreneurial journey.</li> <li>3. Conduct Idea generation exercise in the class</li> <li>4. Study of different venture funding avenues.</li> </ol> |  |                           |

5. Prepare a business plan and present in the class.
6. Conduct surveys to assess market potential for a proposed business idea.
7. Prepare a business model canvas for a selected idea to explore its feasibility.
8. Create and present a funding pitch for their startup ideas.
9. Design a low-cost digital marketing campaign for a hypothetical product or service.
10. Visit incubation center and prepare a report.

**Note:**

Each student should prepare report for any 5 practicals /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

**Text Books (Latest Editions):**

Startup India Learning Program by Start Up India available at

[www.startupindia.gov.in](http://www.startupindia.gov.in)

Entrepreneurship, Rajeev Roy, Oxford University Press

Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce

Barringer, Pearson Publishing

Family Business Management by Rajiv Agarwal, Sage Publishing

Anish Tiwari , “Mapping the Startup Ecosystem in India”, Economic and Political Weekly

Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series

| <b>BBA/MBA Integrated Part –II -Sem-IV (NEP)</b><br><b>OPERATIONS MANAGEMENT</b><br><b>CC-402</b> |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Illustrate the core principles of operations management and their significance in enhancing efficiency, quality, and customer satisfaction.<br>2. Analyze different production systems and develop strategies aligned with business objectives.<br>3. Identify operational processes through effective process design, layout decisions, and capacity planning.<br>4. Apply quality management principles to enhance product/service quality and reduce defects.<br>5. Evaluate emerging trends in operations management, such as sustainable operations and technological advancements. |                           |
| <b>Total Hours of Teaching : 60</b>   | <b>Lecture(3)-Tutorial(1)-<br/>Practical(0)/Week : 04</b>   | <b>Credit Points : 04</b> |
| <b>Total Marks:100</b>  | <b>Theory : 60</b>  | <b>Internal : 40</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Introduction to Operations Management<br>Operations management is the backbone of any organization, involving the planning, organizing, and supervision of processes. This unit covers the significance of operations management in achieving organizational success by enhancing efficiency, ensuring quality, and delivering customer satisfaction. Students will explore different production systems, the alignment of operations with business strategies, and the key functions of operations management, including planning, organizing, staffing, leading, and controlling          | 15 Hours                  |
| <b>Unit: II</b>   | Process Design and Analysis<br>This unit delves into the strategic decisions involved in selecting and designing processes and layouts. Students will learn to analyze processes using tools like flowcharts and process maps and explore various techniques for continuous improvement. The unit also covers capacity planning, providing strategies to balance capacity and demand effectively. Emphasis is placed on understanding process choices, layout decisions, and the importance of space utilization, flexibility, cost, safety, and comfort.                                   | 15 Hours                  |
| <b>Unit: III</b>  | Quality Management<br>Quality management is crucial for delivering products and services that meet customer expectations and adhere to industry standards. This unit explores essential quality concepts, the principles of Total Quality Management (TQM), and the implementation of Six Sigma and Lean Manufacturing. Students will learn various tools and techniques to enhance quality, reduce defects, and improve operational efficiency, leading to higher customer satisfaction and competitive advantage.   | 15 Hours                  |

|  |   |          |
|--|---|----------|
| <b>Unit: IV</b>  | <p>Emerging Trends in Operations Management</p> <p>The field of operations management is continuously evolving with new trends and technologies. This unit focuses on sustainable operations, the impact of technology, and the complexities of global operations. Students will understand the importance of integrating sustainable practices, leveraging advanced technologies like AI and IoT, and managing operations in a global context. These insights will prepare students to adapt to the dynamic business environment and drive operational excellence.</p> | 15 Hours |
| <p><b>Note:</b> Relevant case studies based on the above units should be discussed in the class.</p>   |   |          |
| <p><b>Suggested Assignments/Fieldwork:</b></p> <ol style="list-style-type: none"> <li>1. Study the application of core concepts of marketing in case of soft drinks and beverages</li> <li>2. Identify businesses in your vicinity with B2C, B2G, B2B, C2C. Study their marketing practices.</li> <li>3. Classify and compare different products on the basis of segmentation</li> <li>4. Conduct interview of consumers of different age groups and analyse their buying decision process and factors impacting on consumer behaviour.</li> <li>5. Visit any super market or big retail store in your area and study the 4 elements of marketing.</li> <li>6. Identify any 5 products and assess branding of it.</li> <li>7. Study any 5 products in market and analyse elements of packing and labelling used/mentioned.</li> <li>8. Compare the pricing policy of big organizational retail stores and small, local un-organized stores.</li> <li>9. Study and compare the Promotional tools used by leading Mobile phones.</li> <li>10. Identify practical issues related to application of Digital marketing tools.</li> </ol> <p><b>Note:</b></p> <p>Each student should prepare report for any 5 assignment /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.</p> |   |          |
| <p><b>References:</b></p> <p><b>Books (Latest Editions):</b></p> <ol style="list-style-type: none"> <li>1. Operations Management by William J. Stevenson</li> <li>2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman</li> <li>3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox</li> <li>4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield</li> </ol> <p><b>Case Topics:</b></p> <ul style="list-style-type: none"> <li>• Case study on Toyota's Production System: Exploring Lean Manufacturing.</li> <li>• Analysis of Amazon's supply chain operations for customer satisfaction and efficiency.</li> <li>• Case on Zara's fast fashion operations strategy and its global supply chain management.</li> </ul>  |   |          |



| <b>BBA/MBA Integrated Part –II Sem-IV (NEP)</b><br><b>FINANCIAL MANAGEMENT</b><br><b>CC403</b> |   |                           |
|--|---|---------------------------|
| <b>Course Outcomes</b>   | 1. Summarize the motives behind financial decision making.<br>2. Interpret the relevant theories and concepts of various practices of financial management and ethics in Finance.<br>3. Analyze the relationship among capital structure, cost of capital, dividend decisions, and value of the business.<br>4. Evaluate projects for profitability.  |                           |
| <b>Total Hours of Teaching : 60</b>  | <b>Lecture(3)-Tutorial(1)-<br/>Practical(0)/Week : 04</b>   | <b>Credit Points : 04</b> |
| <b>Total Marks:100</b>   | <b>Theory : 60</b>  | <b>Internal : 40</b>      |
| <b>Syllabus Contents:</b>  |   |                           |
| <b>Unit: I</b>   | Introduction to Financial Management<br>Meaning of finance and financial management, Types of finance, Objective and Scope of financial management– profit maximization and wealth maximization - merits and criticisms- Financial decisions, Internal relation of financial decisions, Factors influencing financial decisions, Functional areas of financial management, Functions of a finance manager, Agency Cost, Definition of ethics and the importance of ethics in Finance, Sources of Finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term and long term sources. Startup finance-Bootstrapping, Series Funding. | 15 Hours                  |
| <b>Unit: II</b>  | Capital Structure and Capitalization<br>Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems   | 15 Hours                  |
| <b>Unit: III</b>   | Cost of Capital, Leverages and Managing Working Capital<br>Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems. Managing working Capital - Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working capital-Practice problems. Management of cash. Management of inventory and debtors.  | 15 Hours                  |
| <b>Unit: IV</b>  | Capital Budgeting and Dividend policy<br>Meaning of Capital Budgeting, Importance, Need, Time value of money-Present and Future Value (Simple Problems), Capital budgeting process, project   | 15 Hours                  |

|  |   |  |
|--|---|--|
|  | appraisal by using traditional methods and modern methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR and MIRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution. |  |
| <p><b>Suggested Assignments:</b></p> <ol style="list-style-type: none"> <li>1. Estimate financial needs of small and tiny business</li> <li>2. Assess financial feasibility of a business venture.</li> <li>3. Identify different financial institution that provides sources of finance.</li> <li>4. Differentiate between Equity share capital, preference share capital &amp; Debenture on basis of its feature.</li> <li>5. Discuss the types of financial decisions involved in business.</li> <li>6. Conduct Comparative analysis of different determinants of capital structure.</li> <li>7. Determine need for optimal rational capital structure.</li> <li>8. Analysis of Real life capital budgeting decisions-some case studies.</li> <li>9. Demonstrate the benefit of trading on equity in capital structure by EBIT- EPS analysis.</li> <li>10. Any other assignment based on syllabus</li> </ol> <p><b>Note:</b></p> <p>Each student should prepare report for any 5 assignment /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.</p> |   |  |
| <p><b>Textbooks (Latest Editions):</b></p> <ol style="list-style-type: none"> <li>1. Khan, M, Y, and Jain, P, K . Financial Management. Tata Mc Graw Hill.</li> <li>2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.</li> <li>3. Pandey, I.M. Financial Management. New Delhi, India. Vikas Publishing House.</li> <li>4. Kumar, A. Financial Management, Khanna Publishing House.</li> <li>5. Gupta, S, K., Sharma, R.K. and Gupta, N . Financial Management. Kalyani Publishers.</li> <li>6. Khan, M, Y, and Jain, P, K . Financial Management. Tata Mc Graw Hill.</li> <li>7. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.</li> </ol>   |   |  |

| <b>BBA/MBA Integrated Part –II Sem-IV(NEP)</b><br><b>BUSINESS RESEARCH METHODOLOGY</b><br><b>CC401</b>  |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Prepare a detailed research plan covering all essential aspects of a research project.<br>2. Construct and administer effective research instruments like questionnaires.<br>3. Execute data collection strategically to gather relevant information.<br>4. Apply advanced statistical techniques for data interpretation.<br>5. Draft comprehensive research reports tailored to specific audience needs. |                           |
| <b>Total Hours of Teaching : 60</b>   | <b>Lecture(3)-Tutorial(1)-<br/>Practical(0)/Week : 04</b>   | <b>Credit Points : 04</b> |
| <b>Total Marks:100</b>  | <b>Theory : 60</b>  | <b>Internal : 40</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Introduction to Research<br>This unit explores the definition, history, evolution, and types of scientific inquiry and research. It addresses the ethical considerations in research, the process of research, and the characteristics and components of good research work.  | 15 Hours                  |
| <b>Unit: II</b>   | Formulating the Research Problem<br>Students will learn how to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. This unit also covers the process of creating effective research designs.   | 15 Hours                  |
| <b>Unit: III</b>  | Measurement and Data Collection<br>This unit focuses on measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques. It also covers various data collection methods, including questionnaires, interviews, and observations.   | 15 Hours                  |
| <b>Unit: IV</b>   | Data Analysis and Interpretation<br>Topics include sampling methods, data preparation (editing and coding), and hypothesis testing using parametric and non-parametric tests. This unit also discusses the tools and techniques for data visualization like charts, tables, and box plots.  | 15 Hours                  |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.   |   |                           |
| <b>Suggested Assignments or Field Work:</b>   |   |                           |
| 1. Enlist number of contemporary social and managerial problems for which research is required. Enlist questions raised out of every social and managerial problem. Discuss the research issues/problems in class for better comprehension. Prepare statement of a research problem for every social and managerial problems enlisted.<br>2. Select any one statement of research problem out of above enlisted social or managerial problems and prepare a detailed research design. Design the research for small sample size.<br>3. Design schedule align with hypothesis and objectives framed. Collect data of minimum 30 samples.<br>4. Feed data into Ms-Excel import the same into SPSS. Process the data to test hypothesis and to suffice set |   |                           |

objectives.

5. Prepare a comprehensive report of research under study. Use layout of project report containing five chapters for righting a report.

Note:

Students should prepare detailed report of the above assignments and Field Work and present in the class.

**Text Books (Latest Editions):**

1. Malhotra, N. K., Nunan, D., and Birks, D. F. , Marketing research. Pearson UK.
2. Ranjit Kumar, Research Methodology.
3. Sekaran. U, Research Methods for Business
4. Kothari. C.R., Methodology of Research
5. Saranwala, Research Methodology –
6. Michael. V.P., Research Methodology in Management
7. Bajpai, Methods of Social Survey Research
8. Mohan,S. Elangovan, R. Research Methodology in Commerce, Deep & Deep, New Delhi
9. Panneer Selvan, R. Research Methodology, PHI
10. Sharma, J.N. Research Methodology The Discipline & Its Dimensions, Deep & Deep

| <b>BBA/MBA Integrated Part –II Sem-IV (NEP)<br/>INTERNATIONAL BUSINESS</b>                    |  |                           |
|---|--|---------------------------|
| <b>Course Outcomes</b>  | 1. Demonstrate and interpret the fundamental theories of international business and trade.<br>2. Develop an understanding of the concept of Foreign Direct Investment and its impact on various world economy<br>3. Analyse the significance of economic Integration in International Business<br>4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement   |                           |
| <b>Total Hours of Teaching : 30</b>   | <b>Lecture(2)-Tutorial-(0)Practical(0)/Week : 02</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:100</b>  | <b>Theory : 30</b>   | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |  |                           |
| <b>Unit: I</b>  | Introduction to International Business<br>Introduction to International Business Stages of Internationalization – EPRG Framework - International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses   | 8 Hours                   |
| <b>Unit: II</b>   | Introduction of Foreign Direct Investment<br>Introduction Foreign Direct Investment in the World Economy, Trends in FDI Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.   | 7 Hours                   |
| <b>Unit: III</b>  | Economic Integration<br>Economic indicators and their impact on international business decisions, Regional<br>Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies.  | 8 Hours                   |
| <b>Unit: IV</b>   | Emerging Trends in International Business<br>International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR<br>Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business. | 7 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class. |  |                           |

**Suggested Assignments:**

1. Select one organization having international business and study the impact of FDI on it.
2. Case study on government policy on FDI.
3. Choose any one organization with international business activities and study the various functions to achieve global competitiveness.
4. Compare two products in different countries. Collect information such as labour costs, raw material costs, transportation costs, and technological capabilities etc.
5. Study recent developments in global environment and prepare a report presenting opportunities and threats for different industries globally.

**Note:** Each student should prepare report of every assignment including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written.

**References:**

1. Hill, W.L., International Business: Competing in the Global Marketplace
2. Sharan, V. International Business: Concept, Environment and Strategy, 3e. Pearson Education
3. Rakesh, M.J. International Business, New Delhi, Oxford University Press
4. Aswathappa, A. International Business, 2e. Tata McGraw Hill Education
5. Rao, P.S. International Business – Text and Cases, Himalaya Publishing House, Delhi
6. Cherunilam. F, International business – Test and Cases, PHI Learning Pvt. Ltd. New Delhi
7. Paul. J, International Business, PHI Learning Pvt. Ltd, New Delhi
8. Joshi R.M. International Business, Oxford Publication

**BBA/MBA Integrated Part –II Sem-IV(NEP)**  
**BUSINESS ENVIRONMENT AND PUBLIC POLICY**  
**VAC401 (A)**

|   |   |  |                           |
|---|---|--|---------------------------|
| <b>Course Outcomes</b>  | 1. Understand relationship between environment and business, different concepts and its implementation.<br>2. Integration of business environment principles and strategies into domestic and international business.<br>3. In-depth knowledge of public policies and reforms since independence.<br>4. Apply the knowledge to analyse the current situations and take prudent decisions.   |  |                           |
| <b>Total Hours of Teaching: 30</b>  |   | <b>Lecture(2)-Tutorial(0)-<br/>Practical(0) /Week : 02</b> | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   |   | <b>Theory : 30</b>   | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |   |  |                           |
| <b>Unit: I</b>  | Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment. Global Framework: EPRG Framework, Liberalization, Privatization and Globalization concept and its impact on Indian Economy. Significance of FDI and FII, IMF and WTO, Regional Economic Integrations in the development of the Nations. |  | 8 Hours                   |
| <b>Unit: II</b>   | Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA and FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.   |  | 8 Hours                   |
| <b>Unit: III</b>  | Problems and Challenges of Growth of Economy: Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges and Opportunities of Indian Business Environment.   |  | 7 Hours                   |
| <b>Unit: IV</b>   | Emerging Trends in Business: Concepts, Advantages and Limitations- Franchising, Aggregators, Business Process Outsourcing (BPO) and Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.   |  | 7 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.   |   |  |                           |
| <b>Suggested Assignments:</b>   |   |  |                           |
| 1. Visit any Exporter to identify practical issues related to Foreign Policies like FERA & FEMA.<br>2. Select one organization having international business and study the impact of FDI on it.<br>3. Visit manufacturing or service organization assess the impact of technology, social changes, economic policy changes (taxes, income of people) on the performance of their business.<br>4. Visit manufacturing and or service organization to understand the impact of customers' demand and competitors on business performance.<br>5. Visit a local start-up and explore the role of innovation and technological advancements in its growth. |   |  |                           |

***Note:** Each student should prepare report of every assignment including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written.*

**References:**

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam, Business Environment, Himalaya Publishing House.
3. A. C. Fernando, Business Environment, Pearson.
2. Dr. S Sankaran, Business Environment, Margham Publications.
3. Dr V Murali Krishna, Business Environment, Spectrum Publications.
4. Namitha Gopal, Business Environment, McGraw Hill.



| <b>BBA/MBA Integrated Part –II Sem-IV(NEP)</b><br><b>ENTERPRISE SYSTEM AND PLATFORM</b><br><b>VAC401 (B)</b> |   |                          |
|--|---|--------------------------|
| <b>Course Outcomes</b>   | 1. Students will understand the key concepts, components, and evolution of ERP systems, including the drivers for ERP implementation and the challenges and solutions associated with ERP systems.<br>2. Students will apply knowledge of ERP system design and architecture by using tools to create system diagrams, compare ERP solutions, and evaluate the integration of ERP with other systems.<br>3. Students will analyze and evaluate ERP implementation strategies, project management techniques, and risk management approaches, including the planning, execution, and post-implementation phases of ERP projects.<br>4. Students will create business intelligence reports and dashboards and assess the impact of advanced ERP features such as cloud-based solutions, IoT integration, and AI/ML on business strategy and digital transformation. |                          |
| <b>Total Hours of Teaching: 30</b>   | <b>Lecture(2)-Tutorial(0)-<br/>Practical(0)/Week : 02</b>   | <b>Credit Points: 02</b> |
| <b>Total Marks:50</b>  | <b>Theory: 30</b>   | <b>Internal: 20</b>      |
| <b>Syllabus Contents:</b>  |   |                          |
| <b>Unit: I</b>   | Introduction to Enterprise Resource Systems-<br>Overview of Enterprise Resource Planning (ERP), Definition and Evolution of ERP, Key Drivers for ERP Implementation, ERP Components and Architecture, Core Modules (Finance, HR, Supply Chain, etc.), Common Challenges and Solutions   | 8 Hours                  |
| <b>Unit: II</b>  | ERP System Design and Architecture-<br>ERP System Design, System Development Life Cycle (SDLC) for ERPs, Customization vs. Standardization, ERP Architecture, Three-Tier Architecture, Integration of ERP with Other Systems, ERP Vendors and Solutions, Overview of Major ERP Vendors (SAP, Oracle, Microsoft, etc.), Comparison of ERP Solutions  | 7 Hours                  |
| <b>Unit: III</b>   | ERP Implementation and Management-<br>Implementation Strategies, Planning and Preparation, Data Migration and Integration, Project Management for ERP Implementation, Project Planning and Execution, Risk Management and Mitigation, Post-Implementation Activities, Training and Support, Continuous Improvement and Maintenance  | 7 Hours                  |
| <b>Unit: IV</b>  | Advanced Topics and Future Trends in ERP-<br>Advanced ERP Features, Business Intelligence and Analytics, Cloud-Based ERP Solutions, Emerging Trends in ERP, Internet of Things (IoT) and ERP Integration, Artificial Intelligence and Machine Learning in ERPs, Impact of ERP on Business Strategy, Strategic Decision Making with ERP, ERP and Digital Transformation  | 8 Hours                  |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.                |   |                          |

**Suggested Assignments:**

1. Create a comprehensive report and presentation on the evolution, key drivers, core modules, technical architecture, and business benefits of ERP systems using any software or platform.
2. Explore an ERP system to understand core modules such as Finance, HR, and Supply Chain. Detail the benefits and challenges of using ERP systems in a demonstration report.
3. Design the architecture of an ERP system, illustrating the Three-Tier Architecture and integration with other systems, using any software or platform. Compare features, benefits, and costs of major ERP vendors. Prepare a comparison report and present findings.
4. Develop a detailed project plan for ERP implementation, including phases like planning, data migration, risk management, and post-implementation activities using any software or platform. Manage a mock ERP implementation project, including planning, execution, risk management, and progress tracking.
5. Explore cloud-based ERP solutions to understand their features and benefits. Create a report on the implementation and management of cloud ERP systems.

***Note:** Each student should prepare report of every assignment including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written.*

**References:****Text Books (Latest Edition):**

1. Leon, A, Enterprise Resource Planning
2. Bradford, M, Modern ERP: Select, Implement, and Use Today's Advanced Business Systems
3. Leon, A, ERP Demystified
4. Daniel E. O'Leary, Enterprise Resource Planning Systems: Systems, Life Cycle, Electronic Commerce, and Risk
5. Monk, E., Wagner, B. Fundamentals of Enterprise Resource Planning

**Case Studies -**

1. Radically Simple IT, David M. Upton and Bradley R. Staats,  
<https://hbr.org/2008/03/radically-simple-it>
2. Putting the Enterprise into the Enterprise System, Thomas H. Davenport,  
<https://hbr.org/1998/07/putting-the-enterprise-into-the-enterprise-system>
3. Delhivery: Leveraging the Platform, R. Srinivasan, Sreecharan Rachakonda, Raj Kovid KR,  
<https://hbsp.harvard.edu/product/IMB789-PDFENG?Ntt=Delhivery%3A%20Leveraging%20the%20Platform>

**BBA/MBA Integrated Part –II Sem-IV(NEP)**  
**GEO POLITICS AND IMPACT ON BUSINESS**  
**VAC401 (C)**

|                        |   |
|------------------------|---|
| <b>Course Outcomes</b> | 1. Demonstrate a comprehensive understanding of global events and their implications on geopolitics<br>2. Identify the role and impact of geopolitics on the International political economic variables in international business<br>3. Analyse and evaluate the application of knowledge of Global trade and monetary systems to develop competitive strategies in regional, and global markets<br>4. Assess and predict how emerging trends in geopolitics impact strategic decisions of international business |
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|-------------------------------------|---|---------------------------|
| <b>Total Hours of Teaching : 30</b> | <b>Lecture(2)-Tutorial(0)-<br/>Practical(0)/Week : 02</b> | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>               | <b>Theory : 30</b>  | <b>Internal : 20</b>      |

**Syllabus Contents:**

|                  |  |         |
|------------------|--|---------|
| <b>Unit: I</b>   | Introduction to Geopolitics<br>Definition, Nature and Scope of Geopolitics, Theories of Geopolitics- Mackinder's Heartland Theory, Sea Power (Alfred Thayer Mahan), Rimland Theory (Nicholas J Spykman), Robert D Kaplan.<br>Contemporary Issues in Geopolitics- Global Environmental Issues, Geopolitics of Energy and Natural Resources, Geoeconomics, Geopolitics of Technology, Globalization and geopolitics, Border Disputes, Popular Culture and Geopolitics, Geopolitics and Risk Analysis. Rise of Protectionism, and Geopolitical Tensions | 8 Hours |
| <b>Unit: II</b>  | Globalization and International Political Economy in geopolitical scenario<br>Post-War International Economic Order- IMF, World Bank, WTO; New International Economic Order- BRICS, North-South, South-South Cooperation; Globalization, National Differences in Political Economy.  | 7 Hours |
| <b>Unit: III</b> | Global Trade and Monetary Systems<br>Foreign Direct Investment, Foreign Exchange Market, Global Capital Market, International Monetary System, Supply Chain Disruptions and Management. Case studies on the Suez Canal, COVID Pandemic, US-China trade war, Russia-Ukraine, Israel-Palestine and China-Taiwan conflict.  | 7 Hours |
| <b>Unit: IV</b>  | Emerging Trends and Issues in Geopolitics and Business<br>Ethics and Culture in International Business, Differences and Challenges in International Business trade wars, unfair trade practices by developed and developing economies, anti-dumping, Tariff wars, MNCs and their lobbying and influence in domestic politics, Cyber Warfare and Cyber Attacks and anti-piracy law, Global and Sustainable Trade Practices and its impact on national economies, Issues in Brexit, World Recession, Inflationary Trends                               | 8 Hours |

**Note:** Relevant case studies based on the above units should be discussed in the class.

**Suggested Assignments:**

1. Study the impact of climate change on the different businesses.
2. Prepare a report on recent policies of IMF and World Bank.
3. Study any one case of Supply Chain Disruption in global context and present in the class.
4. Select any one geopolitical issue and study its impact on Indian business. Submit a report.
5. Identify businesses in your area having impact of culture and geo politics.

**Note:** Each student should prepare report of every assignment including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written.

**References:**

**Text Books (Latest Edition):**

1. Kline, J. Ethics for International Business: Decision-making in a global political economy. London: Routledge.
2. Dodds, Klaus Geopolitics in a Changing World, Prentice Hall: Essex, England.
3. Mearsheimer, J. J. The tragedy of great power politics. W. W. Norton & Company.
4. Kaplan, R. D. The revenge of geography: What the map tells us about coming conflicts and the battle against fate. Random House.
5. Black, J. Geopolitics and the Quest for Dominance. Bloomington: Indiana University Press.
6. Ikenberry, G. J. The Illusion of Geopolitics. Foreign Affairs, 93(3), 80.
7. Cavusgil, S.T., Knight, G., & Riesenberger, J.R., International Business: The New Realities, Prentice Hall

**Case Study**

1. Universal Pictures: Film Cut Dilemma Amid Geopolitical Conflict by Harvinder Singh; Rakesh Gupta, Harvard Business Publishing
2. Ukraine: On the Border of Europe and Eurasia by Rawi Abdelal; Rafael Di Tella; Sogomon Tarontsi, Harvard Business Publishing

| <b>BBA/MBA Integrated Part –II Sem-IV(NEP)</b><br><b>PUBLIC HEALTH AND MANAGEMENT</b><br><b>VAC401 (D)</b>   |  |                           |
|--|--|---------------------------|
| <b>Course Outcomes</b>   | 1. Understand the fundamental concepts, approaches, frameworks and key measures related to public health<br>2. Comprehend patterns of key public health indicators and respective policy efforts made by the Indian Government<br>3. Illustrate the process of developing evidence-based public health planning and nuances of policymaking<br>4. Develop effective public health system |                           |
| <b>Total Hours of Teaching :<br/>30</b>  | <b>Lecture(2)-Tutorial(0)-<br/>Practical(0)/Week : 02</b>  | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>  | <b>Theory : 30</b>   | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>  |  |                           |
| <b>Unit: I</b>   | Public Health - Key concepts, approaches, frameworks & measures<br>Concept of Public Health and its role in society Evolution of Public Health Global Health Framework - Understanding health and disease Health equity and social determinants of Health  | 8 Hours                   |
| <b>Unit: II</b>  | Health systems in India<br>History of public health in India, Organization of health systems in India, Health system in India: Key Issues<br>Major Contemporary Health Schemes and Programmes as case studies – National Health Mission, Integrated Child Development Services (ICDS), Janani Suraksha Yojana, Ayushman Bharat Scheme, POSHAN Abhiyan etc.                               | 7 Hours                   |
| <b>Unit: III</b>   | Concepts and practices of management and health planning<br>Basic concepts of planning – macro to micro Tool for planning<br>Health management in a district   | 7 Hours                   |
| <b>Unit: IV</b>  | Monitoring & Evaluation<br>Introduction to Monitoring & Evaluation Health system frameworks<br>Application of health system frameworks   | 8 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.  |  |                           |
| <b>Suggested Assignments:</b> <ol style="list-style-type: none"> <li>1. Visit any Public Health Center (PHC) and study its functioning.</li> <li>2. Conduct an interview of a PHC staff to understand the common health problems of the patients.</li> <li>3. Discuss with few patients regarding the facilities availed at PHCs.</li> <li>4. Select any PHC and study implementation of National Health Mission.</li> <li>5. Visit any civil hospital and study the health planning.</li> </ol> <p><i>Each student should prepare report of every assignment including detailed information as per guidelines and structure/format given by subject teacher. The report should be hand – written.</i></p> |  |                           |

**References:**

1. Goldsteen RL, Goldsteen K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company
2. Sen A , “Health in Development”, Bulletin of the World Health Organization, Vol. 77(8)
3. Balaraman Y, Selvaraj S, Subramanian SV, “Health care and equity in India”, The Lancet, Vol. 377(9764)
4. R N Batta (“Public health management in India: Concerns and optionsJ”, Journal of Public Administration and Policy Research, Vol. 7(3)
5. National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India

| <b>BBA/MBA Integrated Part –II Sem-IV(NEP)</b><br><b>DESIGN THINKING AND INNOVATION</b><br><b>SEC401</b>  |   |                           |
|---|---|---------------------------|
| <b>Course Outcomes</b>  | 1. Outline wicked problems and how to frame them in a consensus manner that is agreeable to all stakeholders using appropriate frameworks, strategies, techniques during prototype development.<br>2. Develop idea for the problem<br>3. Propose real-time innovative product designs and Choose appropriate frameworks, strategies, techniques during prototype development.<br>4. Analyze emotional experience and Inspect emotional expressions to better understand users while designing innovative products |                           |
| <b>Total Hours of Teaching :<br/>30</b>   | <b>Lecture(1)-Tutorial(1)-<br/>Practical(0)/Week : 02</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>   | <b>Theory : 30</b>  | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>   |   |                           |
| <b>Unit: I</b>  | Basics of Design Thinking<br>Concept of innovation and its significance in business, Creative thinking process and problem solving approaches, Design Thinking approach and its objective, Design Thinking and customer centricity – real world examples of customer challenges, use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product, Stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement    | 8 Hours                   |
| <b>Unit: II</b>   | Learning to Empathize and Define the Problem<br>Importance of empathy in innovation process – how can students develop empathy using design tools, Observing and assimilating information, Individual differences and Uniqueness, Wicked problems   | 7 Hours                   |
| <b>Unit: III</b>  | Ideate, Prototype and Implement<br>Ideation - brainstorming, systems thinking. Concept of brainstorming – how to reach consensus on wicked problems, Mapping customer experience for ideation, Methods of prototyping, purpose of rapid prototyping, Implementation   | 8 Hours                   |
| <b>Unit: IV</b>   | Feedback, Re-Design and Re-Create<br>Feedback loop, focus on User Experience, address ergonomic challenges, user focused design, Final concept testing, Final Presentation – Solving Problems through innovative design concepts and creative solution  | 7 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.   |   |                           |
| <b>Suggested Assignments:</b><br>1. Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc.<br>2. Group Discussion and Activities to encourage the understanding, acceptance and appreciation of individual differences.<br>3. Identifying wicked problems around us and the potential impact of their solutions.<br>4. Conduct interviews with diverse individuals to understand their needs and create empathy maps for a product or service.<br>5. Identify an innovative product already available in the market, conduct feedback of its |   |                           |

customers and analyse it.

*Note: Each student should prepare report of every assignment including detailed information as per guidelines and structure//format given by subject teacher. The report should be hand – written.*

**References:**

**Text Books (Latest Edition):**

1. E Balaguruswamy , Developing Thinking Skills (The way to Success), Khanna Book Publishing Company
2. Tim Brown,“Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation”, Harvard Business Review
3. 8 steps to Innovation by R T Krishnan and V Dabholkar, Collins Publishing
4. Design Thinking by Nigel Cross, Bloomsbury



| <b>BBA/MBA Integrated Part –II Sem-IV(NEP)</b><br><b>COMPUTER APPLICATIONS FOR BUSINESS</b><br><b>AEC401</b>   |   |                           |
|--|---|---------------------------|
| <b>Course Outcomes</b>   |   |                           |
| <b>Total Hours of Teaching :</b><br><b>30</b>  | <b>Lecture(1)-Tutorial(0)-</b><br><b>Practical(2)/Week : 03</b>   | <b>Credit Points : 02</b> |
| <b>Total Marks:50</b>  | <b>Theory : 30</b>  | <b>Internal : 20</b>      |
| <b>Syllabus Contents:</b>  |   |                           |
| <b>Unit: I</b>   | <b>MS-Word and PowerPoint:</b><br>MS-Word-Word Processing: Introduction to MS Office components, Introduction and working with MS Word, Word basic commands<br><b>Formatting Documents-</b> Setting Font style, alignment, Indent, paragraph setting, page setting, and document style.<br><b>Tables-</b> Creating and formatting table, Border setting, Merging, Splitting, Sorting, Insertion and deletion of row column.<br><b>Tools:</b> Word completion, spell check, Mail merge, Macros, Templates, using wizards document security,<br><b>Drawing:</b> Inserting picture, drawing, formatting picture, grouping, ordering, and rotating picture. | 8 Hours                   |
| <b>Unit: II</b>  | <b>Ms-PowerPoint:</b> Creating presentation, using templates, setting presentation layout.<br><b>Formatting Presentation:</b> Adding style, management objet, header and footer, slide background, slide layout.<br><b>Graphics and Effects:</b> Inserting, drawing pictures, setting animation and transition effect, Adding multimedia files to presentation.   | 7 Hours                   |
| <b>Unit: III</b>   | <b>Ms-Excel:</b><br>Introduction to spreadsheet, sorting, filtering of data, Relative reference, absolute reference and mixed reference formula, editing formula, Naming cell and range.<br><b>Formatting Worksheet:</b> Assigning and removing formats, using auto formats, custom formats, custom borders, controlling column height and width.<br>Analyzing Data: Entering Functions in worksheet, Mathematical functions, text functions, logical functions, and financial functions.   | 7 Hours                   |
| <b>Unit: IV</b>  | <b>Statistical Analysis:</b> Average, Median, Min, Max, Median, Mode, Standard deviation, variance, percentile function quartile function OUNT, COUNTA, COUNTIF, COUNTBLANK, SUM, SUMIF.<br>What-If-Analysis, Goal Seek, Solver, Scenario Manager, Pivot table, Pivot Chart.<br><b>Data Visualization:</b> Introduction to data visualization, Basic Charts in Excel, Creating Embedded charts, Creating charts and chart sheet. Different types of charts.   | 8 Hours                   |
| <b>Note:</b> Relevant case studies based on the above units should be discussed in the class.  |   |                           |
| <b>Suggested Assignments:</b> <ol style="list-style-type: none"> <li>1. Creating resume using Ms-Word. Create job application and send to different companies using mail merge.</li> <li>2. Create interactive power point presentation on any topic.</li> <li>3. Implementation of functions, charts, statistical analysis of Region wise product sale analysis</li> <li>4. Gender-wise Comparative study of result of your college.</li> </ol> |   |                           |

5. Case Study on stock market analysis.

*Note: Each student should prepare a report of every assignment including detailed information as per guidelines and structure//format given by subject teacher.*

**References:**

**Text Books (Latest Edition):**

1. Sinha, P.K. Fundamentals of Computer
2. Basundara, Computer Today
3. Rajaraman. V, Fundamentals of Computer
4. 2 MS – OFFICE -97 By Gini Courter and Annette Marquis, BCB publication
5. Panchal, S., Sabharwal, A. Foundations of Information Technology Coursebook 9: Windows 7 and MS Office 2007 (With MS Office 2010 Updates)-

**Additional Readings:**

<https://www.tutorialspoint.com/excel/>

Microsoft-office-training-manuals

Microsoft Office 2016- Joan Lambert Curtis Frye