

Semester-1 (Study Scheme)

Sr.No.	Course Code	Course Name	Hours per week			C
			L	T	P	
1	25C1BAP-101	Foundations of Management	4	0	0	4
2	25C1BAP-102	Managerial Economics	4	0	0	4
3	25C1BAP-103	Quantitative Techniques	4	0	0	4
4	25C1BAP-104	Accounting for management and Reporting	4	0	0	4
5	25C1BAP-105	Business Environment and Indian Economy	4	0	0	4
6	25C1BAP-106	Business Ethics and CSR	4	0	0	4
7	25C1BAP-107	Business communication for Managerial Effectiveness	4	0	0	4
Total Credits						28

Semester-II (Study Scheme)

Sr.No.	Course Code	Course Name	Hours per week			C
			L	T	P	
1	25C1BAP-201	Business Analytics for Decision Making	4	0	0	4
2	25C1BAP-202	Legal Environment for Business	4	0	0	4
3	25C1BAP-203	Marketing Management	4	0	0	4
4	25C1BAP-204	Human Resource Management	4	0	0	4
5	25C1BAP-205	Production and Operations Management	4	0	0	4
6	25C1BAP-206	Corporate Finance and Policy	4	0	0	4
7	25C1BAP-207	Entrepreneurship and Project Management	4	0	0	4
8	25C1BAP -208	Computer Applications for Business	2	0	0	2
Total Credits						30

Course title	Foundations of Management				
Course Code:	25C1BAP-101				
Scheme and Credits	L	T	P	C	Semester – I
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	develop fundamental concepts and principles of management with significance of manager's role.
CO2	demonstrate the evolution of management thought and contribution of various management thinkers.
CO3	apply various tools used in the planning and decision making skills amongst the students.
CO4	determine with the knowledge of staffing, organizing and coordination so that students can work in teams.
CO5	identify the control areas and selecting the appropriate controlling methods/techniques.

Detailed contents:

Unit 1: Evolution of management thought and Management thinkers (19 hours)

Introduction: Definition, nature, scope, importance, Functions of management and manager, Managerial roles and skills.

Evolution of management thought and Management thinkers: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor.

Unit 2: Planning(13 hours)

Planning: Importance, types of plans, and process of planning, business forecasting, MBO: Concept, importance, process, benefits and limitations.

Strategic management: Nature, importance, purpose, types, process and major kinds of strategies, McKinsey's 7-S Approach.

Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, Decision tree.

Unit 3:Organising(14hours)

Organizing: Concept and process of organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization. **Line &Staff:** concept, line-staff conflict.

Authority & Power: concept, responsibility and accountability. **Delegation:** concept, importance, factors affecting delegation, effective delegation, Span of Management, Decentralization and centralization, **Staffing,** importance and process.

Coordination: Concept, importance, difficulties and techniques to ensure effective coordination.

Unit 4: Control(14 hours)

Control: Concept, importance, characteristics, process of control, types and techniques of control. **Comparative study:** Japanese Management and Z-culture of American Companies, Chinese Style Management,

Modern management techniques: an overview of various latest techniques: Business process Re-engineering, Business outsourcing, knowledge management, E-Business Management

Note: Relevant Case Studies should be discussed in class.

Suggested Readings/Books:

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007. Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearson, 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books P.Subba Rao, *Principles of Management*, Himalaya Publishing Dubrin, *Management: Concepts & Cases*, Cengage Learning Ferrell, *Business: A Changing World*, Tata McGraw Hill
- Mukherjee, *Principles of Management and Organisationalbehaviour*, Tata McGraw Hill.
- Bateman, T. S., and Snell, S. A. (2008). *Management*

Course title	Managerial Economics
Course Code:	25C1BAP-102
Scheme and Credits	<div>L T P C Semester – I</div> <div>4 0 0 4</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	examine fundamental economic principles, their intersections with various disciplines, and underscore the significance of economics in guiding managerial decision-making processes.
CO2	analyze the demand and supply conditions of firm and industry.
CO3	identify production cost structure and concept of revenue under different stages of production.
CO4	formulate and investigate different forms of market and determine their price and output.
CO5	determine the basic concepts of macroeconomics and national income.

Detailed contents:

Unit 1: Managerial Economics (18hours)

Introduction to Managerial Economics: Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation. **Demand forecasting,** Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit 2: Production Function (15 hours)

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function. **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function. **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit 3: Market Structure (14 hours)

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non- collusive oligopoly, Price leadership model. **Supply:** Introduction to supply and supply curves. **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices. **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

Unit 4: Product market: (13 hours)

Product market: Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier. **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium. **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications, **Inflation:** Meaning, Types, Theories, Causes, Effects and Control, Unemployment Trade off, **Trade Cycles:** Concept and Theories of trade cycles.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings/Books:

D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication

Peterson and Lewis, *Managerial Economic*, Prentice Hall of India

Gupta, *Managerial Economics*, Tata McGraw Hills Geetika, *Managerial Economics*, Tata McGraw Hills Froeb, *Managerial Economics*, Cengage Learning

Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi. 2.

Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,

Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.

Shapiro, *Macro Economics*, Galgotia Publications.

H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7. G.S Gupta, *Managerial Economics*, Tata McGraw Hill.

Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi

K.K. Dewett, *Modern Economic Theory*, S. Chand Publication

Course title	Quantitative Techniques				
Course Code:	25C1BAP-103				
Scheme and Credits	L	T	P	C	Semester – I
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	analyze the fundamental concepts of statistics in business decisions making.
CO2	measure the concepts of central tendency and variation in managerial decision making.
CO3	evaluate the correlation, regression analysis and their applications in data analysis.
CO4	examine various probability distribution methods to analyze the data.
CO5	identify the operations techniques in business problems.

Detailed contents:

Unit 1: Introduction to Statistics (16 hours)

Introduction to Statistics: Meaning, Definition in singular and plural sense, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance. Moments Concept, calculation and Significance. Skewness: Meaning, Measurement using Karl Pearson and Bowley Measures. Concept of Kurtosis.

Unit 2: Simple Correlation Analysis, Simple Regression Analysis and Theory of Probability (14 hours)

Simple Correlation Analysis: Meaning of Correlation: Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient, calculation and properties of coefficient, Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Theory of Probability: Meaning of Probability, Approaches to the calculation of Probability. Calculation of event probabilities, Addition and Multiplication Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

Unit 3: Probability Distribution, Linear Programming and Game Theory (16 hours)

Probability Distribution: Binomial Distribution, Poisson Distribution and Normal Distribution with their properties and applications. **Linear Programming:** Formulation of linear programming problems. Solution by Graphic method and by using Simplex method algorithm including Big-M method. Business applications of LP. Degeneracy. Duality. Post-optimality analysis. **Game Theory:** Two-person zero-sum games. Games of pure strategies and Games of mixed strategies. Rule of dominance. Graphic solution to games. Business applications.

Unit 4: Transportation, Assignment Problems and Project Scheduling (14 hours)

Transportation: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method.

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method. **Project Scheduling:** PERT/CPM: Project networks. Scheduling of projects with known activity times – Critical path and scheduling of activities.

Suggested Readings/Books:

- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.
- Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, An *Introduction to Management Science*, South-Western.
- Taha, Hamdy A, *Operations Research – An Introduction*, Prentice-Hall of India Private Ltd., New Delhi.
- Hillier, Frederick S. and Gerald J. Lieberman, *Introduction to Operations Research*, McGraw Hill India (Pvt) Ltd.
- Vohra, N.D., *Quantitative Techniques in Management*, McGraw Hill Education Private Limited, New Delhi.
- Sharma, J. K., *Operations Research; Theory and Applications*, Macmillan Indian, New Delhi.
- Winston, Wayne L., S. Christian Albright and Mark Broadle, *Practical Management Science*, Duxbury – Thompson learning, Australia.
- Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, 23rd Edition (1995), Vikas Publications.

Note: Latest edition of the readings may be used.

Course title	Accounting for Management and Reporting				
Course Code:	25C1BAP-104				
Scheme and Credits	L	T	P	C	Semester – I
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	apply the basic accounting principles to solve the various business related situations using different kinds of costing.
CO2	analyze various decision-making tools relating cost accounting.
CO3	determine the financial health using tools of financial statement analysis..
CO4	measure recent advancements in accounting and apply them to effectively manage different types of assets amidst evolving market conditions.
CO5	elaborate the international standards for maintaining the financial statements and comparing the financial results.

Detailed contents:

Unit 1: Introduction to Accounting (17hours)

Introduction to Accounting: Accounting as an information system, Accounting Process, concepts, convention and principles of Accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter-relationships, Exposure to format of schedule VI of Public Limited, Banking and Insurance Companies.

Unit 2: Cost Accounting & Standard Costing (15 hours)

Cost Accounting: Meaning, Objectives, Scope and Classification of costs, Preparation of Cost Sheet. **Marginal Costing** –Concept of Marginal Cost; Marginal Costing Vs Absorption Costing; **Cost-Volume-Profit Analysis;** Break-Even Analysis; Assumptions and its practical applications for managerial Decision making with special reference to pricing, make or buy decisions, selection of Sales-Mix.

Standard Costing: Introduction, Variance Analysis, types of Variances- Materials and Labour Variances. **Budgetary Control-** Types of Budgets Master budget Zero base budgeting, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.

Unit 3: Financial Statement Analysis (14 hours)

Financial Statement Analysis: Concepts and objectives, **Tools of Financial Analysis:** trend analysis, common size statements, comparative statements, Ratio analysis- Liquidity, solvency, profitability, turnover ratios, Cash flow statements and funds flow statements.

Unit 4: Recent Developments in Accounting & Financial Reporting and Regulations (14 hours)

Recent Developments in Accounting: Introduction to concept of Price Level Accounting, Human Resource Accounting, Transfer Pricing. Target Costing, Kaizen costing, Activity based costing, Life Cycle Costing.

Financial Reporting and Regulations: Meaning, objectives, principles and environment of financial reporting; Introduction to Accounting Standards issued by ICAI, US GAAPs, International Accounting Standards, IFRS, Applicability of various accounting standards, comparison and the process of harmonization.

Suggested Readings/Books:

- Ahuja, N. L. and Dawar, V. 'Financial Accounting and Analysis' Taxmann Publishers
- Khan and Jain, 'Management Accounting', Tata McGraw.
- J. Madegowda, 'Accounting for Managers', Himalaya Publishing.
- Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.

- Ramchandran, 'Financial Accounting for Management', Tata McGraw
- Jawahar Lal, 'Accounting for Management', Himalaya Publishing
- Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.
- Sehgal, A. and Sehgal, D., 'Advanced Accounting – Financial Accounting I, Taxmann Publications
- Shukla, M.C. and Grewal, T.S. *Advanced Accounts Vol. I & Vol. II*, S. Chand and Co.
- Horngren, C. T., Sundem, G. L. and Stratton, W. O., '*Introduction to Management Accounting*', Pearson Education
- Elliott, B. and Elliott, J., '*Financial Accounting and Reporting*', Pearson
- Gibson, C. H., '*Financial Reporting Analysis (Using Financial Accounting Information)*', South-Western Publications
- Christopher, N. and Parker, R., '*Comparative International Accounting*', Prentice Hall
- Bhattacharya, S.K. and John Dearden, "Accounting for Management – Text and Cases", Vikas Publishing House.
- Arora, M.N., "Cost Accounting – Principles and Practice", Vikas Publishing House.

Course title	Business Environment and Indian Economy				
Course Code:	25C1BAP-105				
Scheme and Credits	L	T	P	C	Semester – I
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	examine the impact of a dynamic business environment on business entities.
CO2	interpret different macro business environments.
CO3	analyze the impact of dynamics of business environment on business enterprise
CO4	evaluate the way various types of economic systems, play a significant role in the success of a business.
CO5	outline the attributes of the Indian economy and assess its influence on the business environment.

Detailed contents:

Unit 1: Business Environment (16 hours)

Business Environment: Meaning, Types: Internal Environment; External Environment; Micro and Macro Environment, Components of Business Environment. **Political Environment:** Three political institutions: Legislature, Executive and Judiciary, Fundamental rights, Directive Principles, Rationale and extent of state intervention.

Economic Environment: Concept, features of various economic systems, New Industrial policy and industrial licensing, new economic policies, aspects of economic reforms and their effects on business and emerging economies. Effect of recession on Business and remedies for that, Economic Planning in India: Objectives, Strategies and Evaluation of current five year plan, Monetary and Fiscal Policy.

Unit 2: Legal Environment(14 hours)

Legal Environment: Company Regulatory Legislations in India, FEMA, EXIM policy, Competition Law, Right to Information Act 2005.

Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatisation, Joint sector and Cooperative sector in India, Deficit Financing and its implications for the Indian Economy; Analysis of current year Annual Budget.

Consumerism: Role of Consumer Groups with Special Reference to India; Consumer Protection Act, 1986 with Latest Amendments. Ecological Environment: Concepts of Green Management, Global Warming, Carbon Foot Printing, The Environment Protection Act 1986.

Unit 3: Technological Environment (16hours)

Technological Environment: Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Appropriate Technology, Problems in Technology Transfer.

International Environment: Emergence of Globalisation, Control of Foreign Direct Investment, Benefits and Problems from MNCs. WTO, its role and functions, Implications for India. Trading Blocks, Foreign Trade: SEZ (Special Economic Zones), EPZ (Export processing zone), EOU (Export Oriented Units), Dumping and Anti- Dumping measures.

Introduction to Indian Economy: Colonialism and Development of Indian Economy, Framework of Indian Economy, Demographic Features and Indicators of Economic Growth and Development, Rural-Urban Migration and issues related to Urbanization, Poverty debate and Inequality, Nature, Policy and Implications

Unit 4: Unemployment and Development Strategies in India (14 hours)

Unemployment-Nature, Central and State Government's policies, policy implications, Employment trends in Organized and Unorganized Sector

Development Strategies in India: Agricultural- Pricing, Marketing and Financing of Primary Sector, Changing structure of India's Foreign Trade. The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, Issues and policies in Financing Infrastructure Development.

Suggested Readings/Books:

- Paul Justin, Business Environment, Latest Edition, McGraw Hill Education, New Delhi.
- V.K. Puri & S.K. Misra, Economic Environment of Business, Latest Edition, Himalaya Publishing House, New Delhi.
- A.C. Fernando, Business Environment, Latest Edition, Pearson Publication, New Delhi.
- V. Neelamegam, Business Environment, Latest Edition, Vrinda Publications, Delhi.
- Francis Cherunilam, Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- K. Aswathappa, Essentials of Business Environment, Latest Edition, Himalaya Publishing House, New Delhi.
- Govt. of India, Five Years Plan Documents.

Course title	Business Ethics and CSR
Course Code:	25C1BAP-106
Scheme and Credits	L T P C Semester – I 4 0 0 4
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	conceptualize the measuring of business ethics and contemporary ethical issues in a business context
CO2	evaluate ethical decision making, ethical reasoning, the dilemma resolution process and application of ethics contemporary business practices.
CO3	evaluate the drivers of corporate social responsibility and its models.
CO4	develop the key perspectives of corporate sustainability and its reporting framework guidelines.
CO5	determine the concept of corporate governance and measure the application of governance models in business practices.

Detailed contents:

Unit 1: 1 Business Ethics and Social Responsibilities of the firm (16hours)

Business Ethics: Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism versus Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Code of Ethics.

Business Ethics and Social Responsibilities of the firm - relationship of the firms with customers, competitors, stockholders, dealers and suppliers. Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics.

Unit 2: Ethical Dilemma (14 hours)

Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process. Ethical Considerations in Marketing, Ethics in Accounting and Finance, Ethical Implications at Top Level. Ethical considerations in Human Resource Management, Environmental Ethics.

Note: Relevant Case Studies regarding ethical issues in Marketing, HRM, Accounting and Finance and Environment Management should be discussed in the class

Unit 3: Corporate Social Responsibility and Corporate Sustainability (15hours)

Corporate Social Responsibility: Concept, Definition, Need, Arguments in favour of and against CSR. Historical Phases of Corporate Social Responsibility, Perspectives of CSR. Models of CSR, Drivers of CSR, Corporate Governance, Business Ethics and CSR. **Corporate Social Responsibility and Corporate Sustainability:** Meaning, Need and importance of Sustainability, Sustainability Case Studies-Triple Bottom Line (TBL).

Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

Unit 4: Corporate Social Responsibility within the organisation(15 hours)

Corporate Social Responsibility within the organisation, CSR and Society, Strategic Planning and CSR, Environmental Aspects of CSR, CSR under the Companies Act, 2013, CSR Practices in India, Case Studies of Major CSR Initiatives. Corporate Governance: Introduction, Need, Models.

Suggested Readings/Books:

- Fernando, A. C. (2010). *Business Ethics and corporate governance*. Pearson Education.
- Velasquez, M. G. (2011). *Business Ethics: Concepts and Cases*. PHI Learning.
- Gosh, B. N. (2009). *Business Ethics and Corporate Governance*. Tata McGraw Hill.
- Thomas M. Garrett - *Business Ethics* - The times of India Press Bombay.
- Peter Pratley - *The essence of Business Ethics* - prentice Hall of India (P) Ltd., New Delhi.
- Chackraborty S.K. - *Ethics in Management - Vedantic Perspectives* - Oxford University Press, Delhi.
- Keith Davis *Business and Society* Mc Graw Hill.

Course title	Business Communication for Managerial Effectiveness				
Course Code:	25C1BAP-107				
Scheme and Credits	L	T	P	C	Semester – I
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	elaborate the core concepts of business communication
CO2	Implement the listening skills, non-verbal communication skills and business etiquettes
CO3	Recognize the importance of social networking technologies in business communication
CO4	apply the collaborative skills of writing effective business messages, letters and reports
CO5	develop the presentation skills and interview skills using visual aids

Detailed contents:

Unit 1: Understanding the Foundations of Business Communication (16hours)

Understanding the Foundations of Business Communication: Business Communication concept, Communication Models, Communication Process, Characteristics of effective business communication, Barriers in communication environment, Communication and Ethics, Cross Cultural Communication;

Guidelines for successful collaborative writing, Social networking technologies in business communication, Importance of listening, business etiquette & nonverbal Communication

Unit 2: The Three-Step Writing Process (13 hours)

The Three-Step Writing Process: Importance of analyzing the situation before writing a message, Information-gathering options, Information organization, Writing Business Communication: Adapting to your audience, Crafting brief messages, Crafting messages for electronic media, Writing routine and positive messages, Writing negative messages; Planning, Writing, and Completing Reports and Proposal and Emails.

Unit 3: Designing and Delivering Oral and Online Presentations (16hours)

Designing and Delivering Oral and Online Presentations: Developing oral and online presentations, Enhancing presentations with slides and other visual aids, Just-A-Minute Presentation, Individual/Group Presentations, Feedback and overcoming Glossophobia, Group discussion

Unit 4: Writing Employment Messages and Interviewing for Jobs (15 hours)

Writing Employment Messages and Interviewing for Jobs: Employment strategy, Planning, writing and completing your resume, Applying and Interviewing for Employment: Understanding, preparing and follow-up, Role Play and Simulation games
– Employer - employee and Interviewer – interviewee relationship.

Suggested Readings/Books:

- Penrose/Rasberry/Myers *Business Communication for Managers (5th edition)* Cengage
- Learning.
- Courtland/John/Roshan *Business Communication Today (13th edition)*
- Pearson
- Rizvi *Effective Technical Communication* Tata Mcgraw Hills
- Raymond/Marie/Kathryn/Neerja *Business Communication* Tata Mcgraw Hills

Course title	Business Analytics for Decision Making				
Course Code:	25C1BAP-201				
Scheme and Credits	L	T	P	C	Semester – II
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	develop a deeper and rigorous measuring of fundamental concepts in business decision making under subjective conditions.
CO2	equip with an ability to select, measure and apply appropriate analytical tools of quantitative data.
CO3	prepare and evaluate the model through multiple regressions and multiple correlations.
CO4	create a good quantitative purpose statement and good quantitative research questions and hypotheses.
CO5	criticize the concept and procedure of sampling, data collection, data analysis, interpretation of output and reporting.
CO6	analyze the future trajectory of sales by employing time series analysis techniques.

Detailed contents:

Unit 1: Introduction to Statistics(17 hours)

Introduction to Statistics: Meaning, Importance, Applications of inferential statistics in managerial decision making. **Collection of Data:** concept of primary data and secondary data, sources of primary data and secondary data, **Classification and Tabulation of Data:** Concept and types of classification, construction of frequency distributions, tabulation of data: role of tabulation, parts of table, rules of tabulation, review of table, types of table.

Sampling: Concept, definitions, census and sampling, probability and non-probability methods of sampling, relationship between sample size and errors.

Unit 2: Sampling Distributions (14 hours)

Sampling Distributions: Concept and standard error.

Hypothesis Testing: Formulation of hypothesis, procedure of hypothesis testing, errors in testing of hypothesis, tests of significance for large samples, tests of significance for small samples, application of t-test, Z-test, F-test and Chi-square test and Goodness of fit, ANOVA.

Techniques of association of attributes

Unit 3: Business Forecasting(14hours)

Business Forecasting: Introduction, Role of forecasting in business, Steps in forecasting and methods of forecasting.

Correlation: Partial and Multiple correlation.

Regression Analysis: Multiple regression analysis, Testing the assumptions of regression: multicollinearity, heteroscedasticity and autocorrelation.

Unit 4: Index Number and Time Series Analysis(15 hours)

Index Number: Definition, importance of index number in managerial decision making, methods of construction, tests of consistency, base shifting, splicing and deflation, problems in construction.

Time Series Analysis: Meaning, component and methods of time series analysis. Trend analysis: Least square method, linear and non linear equations, applications of time series in business decision making.

Suggested Readings/Books:

- Levins, Krehbiel, *Business Statistics*, Pearson Berenson
- Levin & Rubin, *Statistics for Management*, Prentice Hall
- S P Gupta, *Statistical Methods*, Sultan Chand
- Beri, *Business Statistics*, Tata Mc Graw Hill

- Croucher, *Statistics: Making Business Decisions*, Tata McGraw Hill
- C.R. Reddy, *Quantitative Techniques for Management Decisions*, Himalaya Publishing
- Anderson *Statistics for Business & Economics*, Cengage Learning
- Levin, Richard and David S. Rubin. “*Statistics for Management*”. 7th Edition, Prentice Hall of India, New Delhi.
- Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, 7th Edition, Prentice–Hall of India, New Delhi.
- Siegel, Andrew F, *Practical Business Statistics*. International Edition, 5th Edition (2001), McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., “*Business Statistics: A First Course*”, 4th Edition (2008), Pearson Education.

Course title	Legal Environment for Business				
Course Code:	25C1BAP-202				
Scheme and Credits	L	T	P	C	Semester – II
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	outline the legal and regulatory framework of business environment and transactions.
CO2	determine the fundamental legal principles behind contractual agreements.
CO3	infer with the legal provisions of sales of goods act.
CO4	conceptualize rules of negotiable instruments in legal environment.
CO5	examine the legal rules governing admission, retirement and death of a partner and dissolution of partnership firm.
CO6	apply the legal framework relating to the process of incorporation of a joint stock company in real life situations.

Detailed contents:

Unit 1: Introduction to Business Laws (18hours)

Introduction to Business Laws: - Business Management and Jurisprudence; Structure of the Indian Legal Systems: sources of Law. **Law of Contract:** Definition, features of a valid contract, offer and Acceptance, Consideration, Capacity of parties, Free consent, Legality of Object, Performance and Discharge of Contract, breach of a contract and its remedies. Meaning and types of agents. Special Contracts-Laws of Agency; Principal-Agent Problem-Bailment, Pledge, Guarantee and Indemnity.

Unit 2: Sales of Goods Act (12 hours)

Sales of Goods Act- Principles of Sales of Goods- Transfer of Ownership& Property– Performance of contract.

Unit 3: Partnership Act (15hours)

Partnership Act: Introduction to Partnership Act, admission of partner, retirement and death of partner, dissolution of partnership firm.

Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques, Dishonour of cheques and liability of banker and drawer.

Unit 4: Company law (15 hours)

Company law: Definition and features of company; concept of corporate veil; distinction between company and partnership firm; type of companies, Process of formation and incorporation of Company, Memorandum of Association and Articles of Association, Definition, qualification, rights, duties and position of Directors, Constitution of Board of Directors, Chairman of Board, independent and executive directors, Introduction to meetings and resolution.

Suggested Readings/Books:

- Bansal, C. L. 'Business Laws' Taxmann Publishers (Edition-2011)
- Kuchhal, M. C. and Kuchhal, Vivek- 'Business Legislations for Management' Vikas Publications (4th Edition 2014).
- Maheshwari, S.N. and Maheshwari, S.K.-A Manual of Business Laws- Himalya Publishing House Pvt. Ltd. (7th Edition-2018)
- Singhanian, V. and K., Singhanian, K. and Singhanian, M. 'Direct Taxes – Law & Practice', Taxmann's Publication, Pvt. Ltd. (60th Edition 2018-19)
- Swain, Dr. Anil Kumar and Agrawal, Mr. Gopal Prasad, GST Concepts and Applications, Himalya Publishing House Pvt. Ltd. (1st Edition-2018)
- Tulsian, P.C. and Tulsian, Bharat, Business Laws, McGraw Hills Education, (3rd Edition-2014)

Course title	Marketing Management
Course Code:	25C1BAP-203
Scheme and Credits	<div>L T P C Semester – II</div> <div>4 0 0 4</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	explain the key concepts of marketing management.
CO2	classify and analyze the complexities of marketing environment.
CO3	implement market segmentation, targeting and positioning strategies for effective decision making.
CO4	measure and use the concepts of product mix, product life cycle and the new product development process.
CO5	evaluate, design and develop the marketing mix strategies.
CO6	illustrate knowledge about the emerging trends in marketing.

Detailed contents:

Unit 1: Understanding Marketing and Consumers(17hours)

Understanding Marketing and Consumers: Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, techniques and relevance. **Marketing Environment and Competition:** Analyzing Marketing Environment-Micro, Macro, Impact of environment on marketing. **Corporate Strategic Planning:** Defining role of marketing strategies, marketing planning process. **Marketing Information System:** Concept and Components. **Consumer Behaviour:** Consumer buying process, Factors Influencing Consumer Buying Behaviour

Unit 2: Market Segmentation &Targeting(13 hours)

Market Segmentation & Targeting: Product differentiation, Positioning for competitive advantage, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand value & Brand Equity. **New Product Development,** Consumer Adoption Process, Product Life Cycle and marketing mix strategies. Services Marketing and 7Ps framework.

Unit 3: Pricing Decisions(15hours)

Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

Promoting Product: Concept of Personal Selling Personal Selling Process, Managing the Sales Force. **Promotion Mix:** Advertising, Sales Promotion, Public Relations.

Unit 4: Unit 4 Supply Chain Decisions and Emerging Trends in Marketing (15 hours)

Supply Chain Decisions Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E- Commerce, Understanding Digital Marketing, Understanding **Bottom of Pyramid Marketing**

Suggested Readings/Books:

- Kotler & Koshy, *Marketing Management*, Pearsons Education
- Ramaswamy & Namakumari, *Marketing Management*, McMillian.
- McMetzel, Walker, Stanton, and Pandit, *Marketing Management*, Tata
- McGraw Hill
- Kurtz & Boone, *Principles of Marketing*, Cengage Learning
- Kotler & Armstrong, *Principles of Marketing*, Prentice Hall
- Biplab S. Bose, *Marketing Management*, Himalaya Publications
- Subhash c. Jain, *Marketing Management*, Cengage Learning
- Rajan Saxena,,*Marketing Management*, Tata McGraw Hill.

Course title	Human Resource Management
Course Code:	25C1BAP-204
Scheme and Credits	<div>L T P C Semester – II</div> <div>4 0 0 4</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	illustrate the fundamentals, environmental analysis and evolution of Human Resource Management
CO2	determine Human Resource Management functions as planning, job analysis, recruitment, and selection to facilitate employee hiring.
CO3	outline the significance of training, development, career planning, wage and salary administration.
CO4	examine the concerns of government wards provisions of employee health, safety and welfare and measuring the concept of industrial relations.
CO5	assess mechanisms adopted by the organizations for settlement of disputes via collective bargaining and grievance redressal procedures.

Detailed contents:

Unit 1: Human Resource Management (HRM) (16 hours)

Human Resource Management (HRM): Nature, Scope, Objectives and functions of HRM. Evolution of HRM, HR as a factor of competitive advantage. Organization of HR department, Line and staff responsibility of HR managers, competencies of HR Manager. Personnel Policies and Principles. **Strategic HRM:** Introduction, Integrating HR strategy with Business Strategy, Difference between SHRM and HRM. HRM Environment and Environment Scanning. **Human Resource Planning:** Meaning, Process and importance, factors affecting Human Resource Planning. **Job Analysis:** Process, methods of Job Description & Job Specification.

Unit 2: Recruitment & Selection (14 hours)

Recruitment & Selection: Meaning & Concept, Process & Methods Recruitment & Selection, Induction & Placement. **Training & Development:** Meaning & Concept of Training & Development, Methods of Training & Development, Evaluating training effectiveness. HRM vs. HRD. **Career Planning & Development:** concept of career, career planning, career development, process of career planning and development, factors affecting career choices, responsibilities of Employers / managers, organization and employees in career planning and development, career counseling. **Internal Mobility:** Promotion, Transfer, Demotion, Separation, downsizing and outplacement.

Unit 3: Performance Appraisal (16 hours)

Performance Appraisal: Meaning & Concept of Performance Appraisal, Methods & Process of Performance Appraisal, Issues in Performance Appraisal, Potential Appraisal. **Compensation Management-** Concept and elements of compensation, Job evaluation, Wage / Salary fixation, Incentives Plans & Fringe Benefits. **Quality of work life (QWL):** Meaning, Concept, Techniques to improve QWL. Health, Safety & Employee Welfare, Social Security. Quality Circles: Concept, Structure, Role of Management, QCs in India.

Unit 4: Industrial Relations (14 hours)

Industrial Relations: Government's concerns, Union's concerns, Management concerns; Approaches of IR; Dispute Resolution Machinery. **Collective Bargaining:** Meaning, Scope, Objectives, Issues and Strategies, steps of collective bargaining, negotiation skills. Participative Management, Grievance Handling, Disciplining and Counseling of employees, HRIS, HR Audit. Ethical Issues in HRM. Human Resource Management practices in India.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings/Books:

- Dessler, Gary, “Human Resource Management”, New Delhi, Pearson Education Asia. 2017 15th Edition
- Aswathappa, K.. Human Resource Management, Text and Cases (7th ed.). Mc Graw Hill.
- Flippo, E. Human Resource Management (5th ed.). McGraw Hill.
- Ivancevich, J. Human Resource Management (12th ed.). Tata Mc Graw Hill.
- Gomez Mejia, L. Managing Human Resources (8th ed.). Pearson Education.
- Bratton, J. and Gold, J. Human Resource Management: Theory and Practice (6th ed.). Palgrave.
- Mirza S. Saiyadain. Human Resources Management (4th ed.). Tata McGraw Hill.
- Dale Yoder, Personal Management & Industrial Relations, Tata McGraw Hill

Course title	Production and Operations Management				
Course Code:	25C1BAP-205				
Scheme and Credits	L	T	P	C	Semester – II
	4	0	0	4	
Pre-requisite (if any)	Graduation				
Internal Marks	40				
External Marks	60				
Total Marks	100				

Course Outcomes:

At the end of this course, students will be able to

CO1	illustrate the importance of production and operations management in a business environment.
CO2	measure the concept of facility layout, capacity planning, work measurement and production planning and control.
CO3	develop the knowledge of quality management through Total Quality Management, statistical quality control and acceptance.
CO4	demonstrate the concept of Just In Time and inventory management to eliminate the wastages in production.
CO5	determine the concepts of purchase management and value analysis.

Detailed contents:

Unit 1: Operations management (18 hours)

Operations management: concept, functions, transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, contribution of Henryford, Deming, Crossby, Taguchi.

Facility Location – importance, factors in location analysis, location analysis techniques.

Product Design and Development – product design and its characteristics, product development process (technical), product development techniques. Process selection- project, job, batch, mass and process types of production systems. operations management in corporate profitability and competitiveness

Unit 2: Facility Layout (14 hours)

Facility Layout – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout.

Production Planning & Control (PPC): –Concepts, Objectives, and Functions, work study – Productivity: Method study; Work measurement. Capacity Planning – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions.

Unit 3: Quality Management(14hours)

Quality Management: Introduction, Meaning, Quality Characteristics of Goods and Services, Juran's Quality Trilogy, Deming's 14 principles, Tools and Techniques for Quality Improvement, Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application. **Acceptance Sampling** – Meaning, Objectives, Single Sample, Double Sample and Multiple Sample Plans with sated risk, Control charts for variables – Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective.

Unit 4: JIT and Lean Production System (14 hours)

JIT and Lean Production System: JIT Approach, Implementation requirements, Services, Kanban System. **Inventory Management:** Concepts, Classification, Objectives, Factors affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis. Logistics and Franchising. **Purchasing Management** – Objectives, Functions, Methods, Procedure.

Value Analysis: Concepts, Stock Control Systems, Virtual Factory Concept.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings/Books:

- Mahadevan B, Operations Management: Theory and Practice (2nd Ed.).
- Pearson Education
- Krajewski & Ritzman, Operations Management (5th Ed.) Pearson Education
- Buffa & Sarin, Modern Production/Operations Management, (8th Ed.) John
- Wiley
- Chary, Production and Operations Management, Tata McGraw-Hill
- Johnston R et al , Cases in Operations Management, Pitman
- McGregor D, Operations Management, McGraw-Hill
- Nair, Production & Operations Management. Tata McGraw

Course title	Corporate Finance and Policy
Course Code:	25C1BAP-206
Scheme and Credits	<div>L T P C Semester – II</div> <div>4 0 0 4</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	illustrate the evolution, objectives and functions of corporate finance and recognize the interface of corporate finance with other functional areas.
CO2	identify the concept of time values of money and valuation of securities.
CO3	evaluate the significance of cost of capital while framing up the capital structure and appraising the various theories of capital structure for taking various decisions.
CO4	design the optimal capital budget while devastating the various capital expenditure techniques and extracting the best plan while using the concept of leverage.
CO5	measure the Indian financial markets and its reevaluation over the time.

Detailed contents:

Unit 1: Introduction to Financial Management and Corporate Finance(16 hours)

Introduction to Financial Management and Corporate Finance: Meaning, evolution, objectives, functions and scope of corporate finance. Interface of financial management with other functional areas, Role of financial manager.

Time Value of Money-Introduction, types of cash flows, future value of single cash flow, multiple flows and Annuity. **Valuation of Securities:** Concept of Valuation, Methods for valuation of equity, debt and hybrid securities.

Sources of Finance–Different sources of finance; long term and Short term.

Unit 2: Cost of capital (16 hours)

Cost of capital: concept, significance of cost of capital, specific costs and weighted average cost of capital.

Capital Structure Decision-Capital Structure Theories: Meaning and features of capital structure decision, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Hypotheses with special reference to the process of arbitrage and Agency Cost. Determinants of Capital Structure Decision Approach to Estimating the Target Capital Structure, EBIT / EPS Analysis and ROI / ROE Analysis

Unit 3: Leverage and Capital Budgeting Decision (14hours)

Leverage–Business Risk and Financial Risk– Operating and financial leverage, Trading on Equity.

Capital Budgeting Decision: Nature of investment decisions; process of capital budgeting, investment evaluation criteria: Discounted and Non-Discounted Methods (Pay-Back Period, Average rate of return, Net Present Value, Benefit Cost Ratio and Internal Rate of Return). Risk analysis in capital budgeting and Capital rationing.

Unit 4: Dividend Decision and Management of Working Capital (14 hours)

Dividend Decision-: Issues in dividend decisions. forms of dividend, theories of relevance and irrelevance of dividends.

Management of Working Capital: Meaning, nature, objectives and Approaches of Working Capital (Conservative, Matching and Aggressive approaches), Static vs. Dynamic View of Working Capital. Factors determining the amount and composition of Working Capital .Methods for financing of working capital.

Suggested Readings/Books:

- Pandey, I. M. (2015). Financial Management, 11th Edition. Vikas Publishing House.
- Khan, MY. and Jain, PK. (2014). Financial Management, 7th Edition. Tata McGraw Hill, New Delhi.
- Chandra, Prasanna. (2015). Financial Management: Theory and Practice, 9th Edition. Tata McGraw Hill, Delhi.
- Van Horne. J.C. and J.M. Wachowicz. (2015). Fundamentals of Financial Management, 13th Edition. Prentice Hall, Delhi.
- Brealey, Richard A; Stewart, C. Myers and Allen, F. (2017). Principles of Corporate Finance, 11th Edition. McGraw Hill, New York.
- Bhole, L. M. (2017). Financial Institutions and Markets, 6th Edition. McGraw Hill.
- Srivastava, R. M and Divya, N. (2014). Management of Indian Financial Institutions, 9th Edition. Himalaya Publishing House.
- Varshney, P. N. and Mittal, DK. (2010). Indian Financial System, 11th Edition. Sultan Chand & Sons.

Course title	Entrepreneurship and Project Management
Course Code:	25C1BAP-207
Scheme and Credits	<div>L T P C Semester – II</div> <div>4 0 0 4</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	outline the characteristics, functions, traits and types of entrepreneurs.
CO2	develop entrepreneurial motivation and idea generation through creativity, innovation and exploring new entry opportunities.
CO3	measure the concept of intellectual property for safeguarding business ideas and develop business plans.
CO4	determine with the ways of ending ventures and reasons for failure of entrepreneurial ventures.
CO5	estimate the basic concepts of project management and analyze different phases of project management.

Detailed contents:

Unit 1: Introduction to Entrepreneur (18 hours)

Introduction to Entrepreneur: Concept, Characteristics, functions of an entrepreneur, Entrepreneur Vs Manager, Types of entrepreneurs, Entrepreneurial Mind Set, Key attributes of an entrepreneur, desirable and acquirable traits and behaviours, Readiness of the entrepreneur: Right age, right time and right conditions, Myths and Realities of entrepreneurship. **Entrepreneurship and Intrapreneurship:** Similarities and variance, Developing Corporate Entrepreneurship.

Women entrepreneurs: Meaning, role, problems for women entrepreneurs, **Rural entrepreneurship, social entrepreneurship,** Entrepreneurship Development, Entrepreneurial support systems and role of government in Entrepreneurship Development.

Unit 2: Entrepreneurial Motivation(14 hours)

Entrepreneurial Motivation: Concept and Theories, **Entrepreneurial Strategy: Generating and Exploiting New Entry Opportunities,** Generation of new Entry Opportunity, entry Strategy, Risk reduction strategies for New Entry Exploitation.

Creativity and Business Idea Generation: Concept of creativity, ideas from trend analysis, sources of new ideas, Methods of generating new ideas, Creative problem solving, creativity and entrepreneurship. Entrepreneurial Innovation: Concept and types, Opportunity Recognition and opportunity assessment plan, product planning and development process.

Unit 3: Protecting Ideas and Legal issues for the entrepreneur (14hours)

Protecting Ideas and Legal issues for the entrepreneur. Concept of IPR, Patents, Trademarks, Copyrights, Licensing, Product Safety, Other Legal Issues in Setting Up An Organisation. **Business Plan Creating and Starting the Venture:** Concept of Business Plan, Scope and Value, Writing the business plan, Using and implementing business plan. **Succession Planning and Strategies for Harvesting and Ending Venture:** Exit Strategy, succession of Business, Selling off, bankruptcy Reasons of failure of business plan, Reasons for the failure of entrepreneurial ventures.

Unit 4: Project Management(14 hours)

Project Management: Concept, facets and Key Issues of project management. **Generation and screening of project ideas, Project Analysis:** Market and demand analysis, Technical analysis, Financial estimates and projection, **Project Selection:** Investment criteria, Risk analysis, Social Cost Benefit analysis.

Project Financing: Financing of projects, Concept of Venture Capital in detail, Difference between Venture Capital and Private Equity. **Project Implementation:** Project planning and control, Network techniques for project management: PERT and CPM Models, **Project Review:** Post Audit and Administrative Aspects.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings/Books:

- Chandra, P. (2017). *Projects: Preparation, Appraisal, Budgeting and Implementation*. New Delhi: 8th Edition, Tata McGraw .
- Desai, V. (2017). *Project Management and Entrepreneurship*. New Delhi: 2nd Edition, Himalaya Publishing House.
- Fyffe, D. S. (2001). *Project Feasibility Analysis*. New York: John Wiley and Sns.
- Hisrich, R. D, Peters, M.P, and Shephers, D.A.(2016). *Entrepreneurship*. New Delhi: 10th Edition, Tata mc graw.
- Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*, Revised Edition, PHI Learning Pvt Ltd.
- Natrajan, K. and Gordon, E. (2017). *Entrepreneuership Development*. New Delhi: 6th Edition, Himalaya Publishing House.

Course title	Computer Applications for Business
Course Code:	25C1BAP-208
Scheme and Credits	<div>L T P C Semester – II</div> <div>2 0 0 2</div>
Pre-requisite (if any)	Graduation
Internal Marks	40
External Marks	60
Total Marks	100

Course Outcomes:

At the end of this course, students will be able to

CO1	develop measuring of computer fundamentals, functions and their classifications.
CO2	integrate computer technology with decision-making and problem solving skills.
CO3	demonstrate proficiency in microsoft word & excel.
CO4	apply formatting and editing features to enhance worksheets.
CO5	operate a variety of styles, themes, and conditional formats customize worksheets.
CO6	construct database, reports and labels, multiple tables for data management.

Detailed contents:

Unit 1: Introduction to Computer (7 hours)

Introduction to Computer: Definition of Computer, Features of Modern Computer, Classification of Computer on the Basis of Generation.

Components of Computer: Input Unit, Output unit, Central Processing Unit Various Input Devices and Output Devices, Internal and External Memory Storage, RAM, ROM, PROM, EPROM, Hard Disc, Magnetic Tapes

Unit 2: Operating System(7 hours)

Operating System: Concepts, Definition of Operating System (as Resource Manager, Processor Manager and Information Manager) **Window:** Introduction to Window (Working of Windows, Manipulation of Icon, Menus and opening different applications simultaneously), Various Versions of Windows, Basic commands of windows (Creating, Moving, Renaming, Deleting Files/Folders). **MS- Office:** Introduction, Components of Office.

Unit 3: MS-Word & MS-PowerPoint (8 hours)

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit 4: MS-Excel & MS Access (8 hours)

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

MS Access: Introduction to Data Base and Access: Viewing and Editing Data; Sorting and Indexing Printing Reports and Labels, Managing Multiple Tables. Forms, Queries, Reports.

Suggested Readings/Books:

- Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010).*Microsoft Access 2010*. Delhi: Pearson Education.
- Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.