

BBASE301T	COMPUTER APPLICATION	C
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COURSE OBJECTIVES:

The overall objective of the course is to provide an understanding of the Fundamental concepts and application of MS- word, power point and excel.

Unit I: Text Basics and Text Formatting

Various functions under the tab Home – Clipboard, Font, Paragraph, Styles and Editing. Insert – Pages, Tables, Illustrations, Links, Comments, Header, Footer, Text, and Symbols. Design – Documents Formatting, and Page Background. Page Layout – Page Setup, Paragraph, and Arrange. Functions under File tab.

Unit II: Working with Objects, Bullets & Numbering, List and Tables

Various functions under the tab references – Table of contents, Footnote, Citations & Bibliography, Captions, Index. Mailings – Creating Envelopes and Labels, Mail Merge. Review – Proofing, View – Various view options.

Unit III: PowerPoint Slides, Themes

Various functions under the tab Home- Clipboard, Slides, Font, Paragraph, Drawing, Editing. Insert – Slides, Tables, Images, Illustrations, Text, Symbols, and Media. Design – Themes, Variants, & Customize options. Functions under file tab.

Unit IV: Working with Objects, Movies, Sounds, SmartArt, Animation and Slide Transition

Various functions under the tab – Transition & timings. Animations - Animation, Advance animations and timings. Slide show –Setup. View – Presentation views, Master Views.

Unit V: Basics of Workbook

Workbook and worksheets- Navigation with keyboard, Tabs and ribbons, file menu, quick access toolbar, create print and save workbook, worksheet basics, protecting excel workbook and worksheet, importing and exporting data, co-authoring; Data and Formatting-Adding Data ,Cut Copy Paste , Data fill ,Data Movement , Cell Formatting ,Conditional Formatting, Cell Operations , Reusable Lists , Data Validation , Sorting And Filtering , Tables.

TEXTBOOK:

1. MICROSOFT WORD 2021 FOR BEGINNERS & POWER USERS: The Concise Microsoft Office Word A-Z Mastery Guide for All Users by James Jordan
2. The Microsoft Office 365 Bible: The Most Updated and Complete Guide to Excel, Word, PowerPoint, Outlook, OneNote, One Drive, Teams, Access, and Publisher from Beginners to Advanced by James Holler
3. Microsoft PowerPoint: From Zero to Hero by Ken Shepard

COURSE OBJECTIVES:

The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

UNIT I

Defining Marketing in 21st Century-Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions – E- Marketing – Direct Marketing

UNIT II

Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior – understanding the consumer, consumer markets and business market - Market segmentation – Need and basis of Segmentation – Targeting – Positioning.

UNIT III

Sales Forecasting – Various methods of sales forecasting The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle-Branding-Packaging-Labeling-Warranties & Guarantees

UNIT IV

Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems-Salesmanagement: Motivation, Compensation and Control of salesman.

UNIT V

A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion.

TEXT BOOKS

1. Philip Kotler, Kevin Lane, Abraham Koshy-Marketing Management – A South Asian Perspective- Pearson/Prentice Hall India Ltd
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, " Principles Of Marketing", Prentice Hall (Pearson), 2010.
3. Rajan Saxena – Marketing Management-Tata McGraw Hill
4. Ramaswamy & Nmakumary-Marketing Management-Global Perspective- Indian Context-Mac Millon India Ltd



BBAMI303T	MANAGERIAL ECONOMICS	C
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Course Objective: To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

UNIT I

Meaning, Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

UNIT II

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand and its uses in Business decisions.

UNIT III

Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions.
Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run, LAC and Learning Curve.

UNIT IV

Market Analysis: Price-output determination in different markets, Perfect competition, Monopoly, Price discrimination under monopoly, Monopolistic competition, Duopoly and Oligopoly markets, Different pricing policies.

UNIT V

Introduction to Macro Economics. National Income Aggregates. Concept of Inflation- Inter-Sectoral Linkages: Macro Aggregates and Policy Interrelationships – Tools of Fiscal and Monetary Policies. Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies.

TEXT BOOKS

1. Agarwal M.K. (2015), Industrial Economics, New Age International.
2. Thomas & Maurice (2015), Managerial Economics, Tata McGraw Hill
3. Koutsoyiannis.A. (2013) Modern Micro Economics. Mc Millan
4. Peterson H.C & Lewis (2003) Managerial economics, Tata McGraw Hill



COURSE OBJECTIVES:

- To familiarize the students with the modern Banking system.
- To make them understand the relevance of financial markets.
- To help them be equipped with customer relationship strategies.

Unit I:

Commercial banking -- meaning, nature, structures and functions of commercial banks in India, balance sheet of a bank, portfolio management in banks, credit creation, risk perception - management & mitigation, Rising NPAs of Commercial Banks- causes and consequences –Bank mergers- Bank Marketing.

Unit II:

Central banking – Nature functions, credit control methods – RBI and its monetary policy - Role of RBI- Banking sector reforms-Need for coordination between Government and RBI-Autonomy for RBI.

Unit III:

Financial markets- Money and capital markets - constituents - features -defects - instruments - development banks, SBI, RRB, EXIM bank, NABARD, organization, functions and performance; NBFIs-Role of microfinance in Financial inclusion-globalization versus financial markets-reasons for globalization of financial markets-benefits and risks.

Unit IV:

Banker and Customer Relationship - general and special, Customer Relationship Management-importance and benefits CRM-strategies adopted in banking sector - New Age Banking-E-banking-Types-case for – Challenges- E-wallets - operations-Role and rise of Fin tech sector in Banking system- Tax Heavens - KYC norms Anti money laundering measures.

Unit V: Loans and Advances

Principles of bank lending, Methods of granting advances: cash credit, overdrafts, bill discounting and purchasing, letter of credit, loans, Forms of securities: Lien, pledge, mortgage, hypothecation. Guarantees: contract of guarantee and indemnity. Kinds of Guarantees

References:

1. Jaiswal B. & Vidyarthi A. (2013), Banking Operations, Sahitya Bhawan.
2. Shekhar, K.C. and Shekhar, L. (2015). Banking: Theory and Practice, Vikas Publishing, 21st Edition
3. Varshney, P.N. (2017). Banking Law & Practice, Sultan. Chand Publishing, 24th Edition
4. Toor, N. S. (2021). Handbook of Banking Information, Skylark Publication, 50th Edition



Unit I: Introduction to Event Management

Definition of Event, Characteristics of Events, Type of Events, Meaning and Definition of Event Management, Five C's of Event Management, Need for Event Management, Analysis of Events, SWOT Analysis in Event Management, Key Decision Makers, Managing Technical Staff, Establishing policies and procedures of an event, Procedures to be followed in conducting of events, Record keeping systems, Benefits of record keeping system, Types of record keeping system, Steps for Developing record keeping systems.

Unit II: Event Management Procedure

Principles for Holding an Event, General Details, Permissions – Policies, Government and Local Authorities – Phonographic Performance, License, Utilities – Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.

Unit III: Conduct of an event

Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.

Unit IV: Public relations:

Introduction to Public Relations – Concept – Nature – Importance – Limitations – Media – Types of Media – Media Management, Public Relation Strategy and Planning. Brainstorming Sessions, Writings for Public Relations.

Unit V: Corporate events

Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.

TEXT BOOKS:

1. Chhabra (SS) & Ahuja (BN), Public Relations and Advertising, Surjeet Publication, First Edition.
2. Cutlip Scott M. & Center Allen H, Effective Public Relations (Practice), Prentice Hall, 2000.
3. Sam Black, Public Relations Practice, Pitman Publisher, 1st Edition.
4. Savita Mohan, Event Management & Public Relations, Enkay Publishing House, 2012, 1st Edition.
5. Shone (A) & Parry B, Successful Event Management, Cengage Learning, 2nd Edition, 2008.
6. Swarup K. Goyal, Event Management, Adhyayan Publishers and Distributors, 2010.

The image shows four distinct handwritten signatures or initials in blue ink. From left to right: the first is a stylized 'SK' with horizontal lines underneath; the second is a circled 'SA' with a horizontal line; the third is a cursive signature that appears to be 'Swarup' with a horizontal line; and the fourth is a circled 'S' with a horizontal line.

BBAGE304CT	BUSINESS ANALYTICS	C
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Course Outcomes

- The student will be able to understand the basic concepts of Business Analytics
- The student will be able to understand the basic concepts of Descriptive Analytics
- The student will be able to develop model for forecasting and analysis using the basic concepts of Predictive Analytics
- The student will be able to apply the tools of optimization for improving models.

Unit I: Introduction to Business Analytics

Terminology of Business Analytics, Business Analytics Process, Relationship of Business Analytics and organization, Business Analytics and decision making process.

Unit II: Descriptive Analytics

Meaning of descriptive analytics, visualizing and exploring data, Sampling and Estimation, Sampling Methods,

Unit III: Predictive Analytics I

Predictive Modeling and Analysis, Forecasting Techniques, Simulation and Risk Analysis, Introduction to Data Mining.

Unit IV: Predictive Analytics II

Linear Optimization, Applications of Linear Optimization, Integer Optimization, Nonlinear and Non-Smooth Optimization, Optimization Models with uncertainty.

Unit V: Multivariate Analysis

Logistic Regression, Factor Analysis, Discernment analysis, Cluster Analysis, Conjoint Analysis, Analysis of Covariance, MANOVA.

TEXT BOOKS:

1. Business Analytics, R. Evans James. Pearson Education.
2. Business Analytics Principles, Concepts, and Applications, What, Why, and How, Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Pearson Education

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BBAGE304DT	CONTENT WRITING	C
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Course Outcomes

- The student will be able to **understand** basic concepts of content writing.
- The student will be able to **gain** knowledge regarding types of content writing and editing.
- The student will be able to **acquire** knowledge on various writing styles.
- The student will be able to **create** plagiarism-free content.
- The student will be able to **understand** and **write** effective content without plagiarism.

Unit I: Basics of Content Writing

Concept of Content Writing and its relevance, Role and functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of Content Writing.

Unit II: Types of Content Writing

Process of Content Writing: getting the brief, ideating, researching, structuring, formatting; editing and Proof-Reading: following company style sheet, grammar, copy flow, restructuring, market research,

Unit III: Writing Styles

Writing Styles: Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, Case Studies and White Papers.

Unit IV: Corporate Communications

Writing for business to business (B2B), business to consumer (B2C), press releases; Newsletters: focus on language, jargon, writing style, and target audience, formal and informal language.

Unit V: Plagiarism and Content Writing

Introduction to plagiarism, rules of plagiarism, techniques of writing plagiarism-free content.

TEXT BOOKS:

1. Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003
2. Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century. Penguin Books, Reprint edition, 2015
3. Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005

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Course objectives:

The course INDIAN CONSTITUTION (22ICO17 / 27) will enable the students,

To know about the basic structure of Indian Constitution.

To know the Fundamental Rights (FR's), DPSP's and Fundamental Duties (FD's) of our constitution.

To know about our Union Government, political structure & codes, procedures.

To know the State Executive & Elections system of India.

To learn the Amendments and Emergency Provisions, other important provisions given by the constitution.

Unit I

Indian Constitution: Necessity of the Constitution, Societies before and after the Constitution adoption. Introduction to the Indian constitution, Making of the Constitution, Role of the Constituent Assembly.

Unit II

Salient features of India Constitution. Preamble of Indian Constitution & Key concepts of the Preamble. Fundamental Rights (FR's) and its Restriction and limitations in different Complex Situations. building.

Unit III

Directive Principles of State Policy (DPSP's) and its present relevance in Indian society. Fundamental Duties and its Scope and significance in Nation, Union Executive : Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet.

Unit IV

Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Judicial System of India, Supreme Court of India and other Courts, Judicial Reviews and Judicial Activism.

Unit V

State Executive and Governor, CM, State Cabinet, Legislature - VS & VP, Election Commission, Elections & Electoral Process. Amendment to Constitution, and Important Constitutional Amendments till today. Emergency Provisions.

Reference Books:

1. Constitution of India, Professional Ethics and Human Rights” by Shubham Singles, Charles E. Haries, and et al: published by Cengage Learning India, Latest Edition – 2019.
2. The Constitution of India” by Merunandan K B: published by Merugu Publication, Second Edition, Bengaluru.
3. Samvidhana Odu” - for Students & Youths by Justice HN Nagamohan Dhas, Sahayana, kerekon.
4. M. Govindarajan, S. Natarajan, V.S. Senthilkumar, “Engineering Ethics”, Prentice –Hall, 2004.



Course Objective:

To bring awareness about export business activities and its potential for business occupation for students.

Unit I:

Meaning of International Trade –Benefits of International Trade for the nation –for the business firm and to the individual citizens. Trends in India's foreign trade. Balance of Payments –Disequilibrium in BOP –Kinds of Disequilibrium in BOP-Causes, Methods to correct disequilibrium in BOP

Unit II:

Export Promotion Measures. Main export incentives available to Indian Exporters. Institutional setup –Export Promotion Council –Board of Trade –Export Promotion Agencies, Chamber of Commerce and industries, ITPO ,FIEO, IIFT, Indian Council of Arbitration ,STC-Objectives ,Functions, Deficits of STC –MMTC –Export Houses / Trading Houses –Free trade zones -100% EOU's -SEZ's.

Unit III:

Export Management –Features –Scope –Functions and Principles. Export trade procedure – documents used in foreign trade –substantive documents –Bill of Lading –Classification of BL-Airway Bill –Marine Insurance Policy. Types of marine insurance, Insurance Claim Procedure for Filing Marine Insurance, Documents for claims, ISO-9000.

Bill of exchange –Type of Bill of Exchanges. Auxiliary documents –Commercial Invoice, Consular Invoice, Customs Invoice-Certificate of Origin, Inspection Certificate, Packing List, Trust Receipt.

Unit IV:

International Marketing –Features, Problems-Scope, Methods of Export Marketing. International distribution system/Channels –Types of Export Marketing Organization. Trade Barriers/Restrictions – Tariffs-Non Tariff Barriers - GATT - WTO -Trade blocks – ASEAN - NAFTA.

Unit V:

Export Pricing –Objectives-Importance –Types. Export pricing strategies. Export Finance-Terms of Payment, Packing Credits-Pre-shipment finance and post shipment finance. FEMA- Role of Commercial banks and EXIM Bank. Functions of ECGC.

Books for Reference

1. Aseem Kumar, Export and Import Management. - Excel Books. First Edition 2007.
2. D C Kapoor, Export and Import Management - Vikas Publishing House Pvt. Ltd
3. D.M Mithani, International Economy - Himalaya Publishing House.2016
4. Francis Cherunilam, International Trade & Export Management - Himalaya Publishing House. Sixteenth Edition 2008.
5. Jose Paul and MS Nirmala Radha Krishnan An Introduction to Export and Import Management. – Himalaya Publishing House. Fourth Edition 1996

