

FULL TIME GRADUATE PROGRAMME

BBA-E Commerce

**THREE YEAR FULL TIME BACHELOR'S
DEGREE PROGRAMME**



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND
COMMUNICATION, BHOPAL**

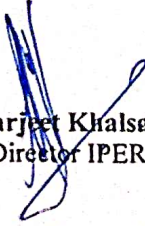
**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM & COMMUNICATION, BHOPAL**
MEETING MINUTES OF THE BOARD OF STUDIES

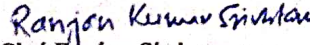
Department of Management (14.12.2020)

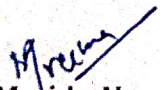
The meeting of Board of Studies of Department of Management was held virtually from time to time due to pandemic situation and detail syllabus of BBA (ECOM) was discussed. The syllabus of BBA (ECOM) course (3 year-6 semester) was revised as per discussion with following members of BOS

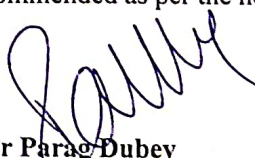
1. **Dr. Avinash Bajpai,**
Head Deptt. of Management , Chairman BOS , MCU Bhopal
2. **Dr Amarjeet Khalsa**
Group Director IPER Bhopal
3. **Dr. Deepak Shrivastava**
Director, IMS, DAVV, Indore
4. **Dr Parag Dubey**
Professor, NITTTR
5. **Shri Ranjan Shrivastava**
Chief of Bureau , HT
6. **Prof. Kanchan Bhatia**
Professor, Deptt. of Management
MCNUJC, Bhopal
7. **Dr. Kapil Chandoriya**
Assistant. Professor, Deptt. of Management
MCNUJC, Bhopal
8. **Ms Manisha Verma**
Asst. Professor Deptt. of Management
MCNUJC, Bhopal
9. **Dr. K.Mani Kandhan Nair**
Asst. Professor, Deptt. of Journalism
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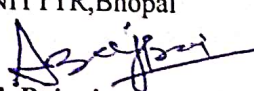
After discussion the detailed Syllabus of BBA (E Com) full time (3year-6 Semester) of. (CBCS) is approved .The Attached Syllabus is recommended as per the norms for further implementation.

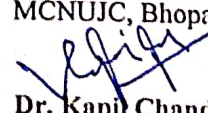

Dr Amarjeet Khalsa
Group Director IPER Bhopal


Shri Ranjan Shrivastava
Chief of Bureau, HT

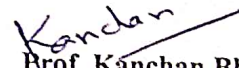

Ms Manisha Verma
Asst. Professor
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MCNUJC, Bhopal

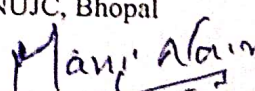

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MARHANLAI CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM & COMMUNICATION, BHOPAL
MEETING: MINUTE OF THE BOARD OF STUDIES


Department of Management (14.12.2020)

The meeting of Board of Studies of Department of Management was held virtually from time to time due to pandemic situation and detail syllabus of BBA (E COM) was discussed. The syllabus of BBA (E COM) course (Year 6 semester) was finalized as per discussion with following members of BOS


1. Dr. Avinash Bajpai,
Head Dept. of Management, Chairman BOS, MCNUC Bhopal
2. Dr. Anuraj Chandra
Group Director IPRI Bhopal
3. Dr. Deepak Shivastava
Director, IMS, DAVV, Indore
4. Dr. Parag Dubey
Professor, NITRR
5. Shri. Hanuman Shivastava
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After discussion the detailed syllabus of BBA (E Com) full time (3year-6 Semester) of (CBCS) is approved. The Attached Syllabus is recommended as per the norms for further implementation.



Dr. Anuraj Chandra
Group Director IPRI Bhopal

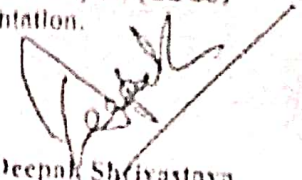

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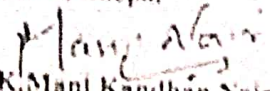

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(DEPARTMENT OF MEDIA MANAGEMENT)

BBA E-COMMERCE

	No.	CORE COURSES (Compulsory) (CCC) (6 Credits Each)	Core Course (Elective) (CCE) (6 Credit, Any One)	Ability Enhancement Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) (3 Credit)	Open Elective (3 Credits Each)
SE 1	CCC-1	Science of Communication		AEC-1 Communicative English and Hindi		OE1 Business Environment
	CCC-2	Commerce and E-commerce				
	CCC-3	Economics				
SE 2	CCC-4	Principles and Practices of Management		AEC-2 Environmental Studies		OE-2 Consumer Behaviour
	CCC-5	Basic Accountancy ✓				
	CCC-6	Internet and E-commerce				
SE 3	CCC-7	Marketing Management ✓	CCE-1 Business Organization OR CCE-2 Statistics		SEC-1 Financial and Cost Accounting ✓	OE-4 Corporate Communicat on Advertising and PR
	CCC-8	Network Infrastructure for E-Commerce				
SE 4	CCC-9	Business Laws and Ethics ✓	CCE-3 Introduction to IT OR CCE-4 Human Resource Management		SEC-2 Digital Marketing	OE-5 Retail Management OE-6 Event Management
	CCC-10	Organizational Behavior ✓				
SE 5	CCC-11	Research Methodology	CCE-5 E- Commerce Technologies OR CCE-6 Brand ✓ Management		SEC-3 Entrepreneurs hip and Small Business Management	
	CCC-12	International Trade ✓				
SE 6	CCC-13	Project-I	CCE-7 Management Information System		SEC-4 Database Management System ✓	
	CCC-14	Project-II				

1BBA (E-Com) CCC-1 : Science Of Communication

Total Marks : Theory(80) Internal (20)

COURSE OBJECTIVES

Credits : 6

- To describe the students about different elements of communication
- To outline various approaches to students in context to communication
- To explain the students basics of communication in today's scenario.
- To summarize the importance of various models in communication.
- To explain the importance of Mass Communication & Mass Media.

LEARNING OUTCOMES

- Students would develop within him/her self the communication skills required in today's world.
- Students would be able to evaluate the importance of communication in current scenario
- Students would derive what it takes to make a communication strategy successful.
- Student would be able to develop an insight into various Mass Comm. platforms.

Unit-1	Introduction	L	T	P
1.1	Evolution of social groups in society (Class room lectures)	11	3	-
1.2	Essentiality of communication in social groups (PPTs & class lectures)			
1.3	Concepts, Definitions & Elements of Communication (Class room lectures & PPTs)			
1.4	Functions of Communication (PPTs & class lectures)			
1.5	Role of Communication in Socialization (PPTs)			

Unit-2	Types of Communication	L	T	P
2.1	Process & Elements of Communication (class room lectures & PPTs)	10	4	1
2.2	Interpersonal & Intrapersonal communication (PPTs & Lectures)			
2.3	Group & Public communication (PPTs)			
2.4	Mass communication (PPTs & case study of amazon.com communication strategy)			
2.5	Verbal, Non-Verbal, Written & Oral communication (PPTs & Class room lectures, GDs)			

Unit-3	Communication & listening skills	L	T	P
3.1	Visual Communication (PPTs)	10	4	-
3.2	Sign, Symbols & code systems (PPTs & class room lectures)			
3.3	Listening: Importance & Developing Effective Listening Skills (PPTs & GDs)			
3.4	Barriers in Communication (PPT, GDs & class room lectures)			
3.5	Dress codes, Mannerism, accent & Etiquettes. (Class room lectures& demos)			

Unit-4	Models of Communication	L	T	P
4.1	Lasswell model , Wilbur Schramm's participatory model of communication (PPTs & Class room lectures)	11	3	-
4.2	Osgood's model of communication (PPTs)			
4.3	Dance model of communication (PPTs)			
4.4	Communication flows: one step, two step, multi step flow of Communication (PPT & Class room lectures)			
4.5	Indian Theories of Communication. (class room lectures& discussions)			

Unit-5	Communication Technologies	L	T	P
5.1	Mass communication: Concept , Process ,Types & Role (Class room lectures)	12	2	-
5.2	Public opinion, Propaganda, Publicity (Class room lectures)			
5.3	Communication Technologies (class room lectures & PPT)			
5.4	Mass Media : Print , Electronic & New Media (PPT & lectures)			
5.5	Strength & Weakness of Mass Media (Class room lectures & PPT)			

Practical / Projects / Assignments :

- Study of communication Strategies of Amazon.com.
- Enactment of Models of Communication on a given topic.

Suggested Readings :

- Belch, G. E., & Belch, M. A. (2014). *Advertising & Promotion : An Integrated Marketing Communication Perspective*. New Delhi: Tata McGraw Hills.
- Chunawalla, S. A. (2008). *Foundations of Advertising : Theory & Practice*. New Delhi: Himalaya Publishing House.
- Kenneth, C., & Donald, B. (2015). *Integrated Advertising, Promotion & Marketing Communications*. New Delhi: Pearson Education Limited.
- Sengupta, S. (2011). *Business & Managerial Communication*. New Delhi: PHI.
- Sirgy, M. J., & Rahtz, D. R. (2006). *Strategic Marketing Communications : A System Approach to IMC*. New Delhi: Thomson Publications

E- Resources:

1. <https://bookboon.com/en/business-communication-2-ebook>
2. https://is.muni.cz/el/1456/jaro2016/MPV_COMA/um/E-book_II_Business-Communication.pdf
3. <https://open.umn.edu/opentextbooks/textbooks/business-communication-for-success>

1BBA(E-Com) CCC-1:Science Of Communication

	PEO	PO1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO 10	PO1 1	PO 12
1BBA(E-com) CCC -1.1		1		2							3		2
1BBA(E-com) CCC -1.2			2	1	2			1					1
1BBA(E-com) CCC- 1.3		2		2									
1BBA(E-com) CCC -1.4					2		2						3

BBA-E-Commerce: 1st Semester

IBBA(E-Com)CCC-2: Commerce and E-Commerce

COURSE OBJECTIVE

Credits :6

- To provide the conceptual knowledge of all the Industry basics and Commerce
- To acquaint the students with the Fundamentals of E-Commerce
- To understand working of Electronic Payment System
- To give an overview of Web and Web Security
- To understand the concept of E-Governance

LEARNING OUTCOMES

- Students to learn understanding the Fundamentals E-Commerce
- Students to learn the workings of EPS
- Students to understand Web Security
- Students to understand Cyber Crimes and Law

Unit- 1	Industry & Commerce	L	T	P
1.1	Classification of Business activities-Industry & Commerce (PPTs & Class room lectures)	11	4	-
1.2	Industry & its types (PPTs & Class room lectures)			
1.3	Commerce-Trade & its Auxiliaries (PPTs & Class room lectures)			
1.4	Types of Trade (PPTs & Class room lectures)			
1.5	Forms of Business Organization (PPTs & Class room lectures)			

Unit-2	What is E-Commerce	L	T	P
2.1	E-Commerce- An Introduction, Concept, Advantages and Disadvantage (PPTs & Class room lectures)	10	3	2
2.2	Evolution of E-Commerce: History and Impact of E-Commerce (PPTs & Class room lectures)			
2.3	Difference between E-Commerce and E-Business (PPTs & Class room lectures)			
2.4	Models of E-Commerce (PPTs & Class room lectures)			
2.5	Elements of E-commerce (PPTs & Class room lectures)			

Unit-3	Electronic payment System	L	T	P
3.1	Electronic payment System-Introduction (PPTs & Class room lectures)	6	3	5
3.2	Types of Electronic Payment Systems (PPTs & Class room lectures)			
3.3	Smart Cards and Electronic Payment Systems (PPTs & Class room lectures)			
3.4	Credit Card-Based Electronic Payment Systems (PPTs & Class room lectures)			
3.5	Risk and Electronic Payment Systems (PPTs & Class room lectures)			

Unit-4	Introduction to E- Security	L	T	P
4.1	E-Security Network, Encryption: Encryption Techniques, Symmetric Encryption: Keys and Data Encryption Standard, Triple Encryption, Secret key Encryption; Asymmetric Encryption: Public and Private Pair Key Encryption, Digital Signatures. (PPTs & Class room lectures)	8	7	1
4.2	Network Security and Network Security Tools, Virtual Private Network. (PPTs & Class room lectures)			
4.3	Firewall and Importance of Firewall, Advantages and Limitation of Firewalls, types of Firewall. (PPTs & Class room lectures)			
4.4	Web Security: Security Issues on Web, Types. (PPTs & Class room lectures)			
4.5	Information Technology Act. 2000 and its Highlights. (PPTs & Class room lectures)			

Unit-5	E- Governance and E-Democracy	L	T	P
5.1	E-Governance, E-democracy, Government Efforts to Encourage E-Governance. (PPTs & Class room lectures)	8	7	2
5.2	Privacy and Security Issues, Information Security Management (PPTs & Class room lectures)			
5.3	Applications in Governance and E-Government, Government-to-business Model (PPTs & Class room lectures)			
5.4	E-Governance Models (PPTs & Class room lectures)			
5.5	Cyber Crime & Modes and Manner of committing a Cyber Crime (PPTs & Class room lectures)			

- **Practical / Projects / Assignments :**
- Project report on Electronic Payment System (How to make online payment)
- Presentation on Online shopping lifecycle

Suggested Readings:

Chan Henry, Raymond Lee, Dillon Tharam, Chang (2007), E-Commerce: Fundamentals and Applications, Wiley

Gupta Gaurav, Gupta Sarika 2015, E-Commerce Second Edition, Khanna Publishing

Joseph P. T. S. J. 2012, E-Commerce: An Indian Perspective

Timmers Paul (1999); Electronic Commerce: Protocols, Strategies and Models for Business-to-Business Trading, John Wiley & Sons

Trivedi MuneshChandra(2010)Electronic Commerce:A Simplified Approach, JAICO Publication House

Whiteley David 2017, E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education

E-Resources:

<https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>

https://www.tutorialspoint.com/e_commerce/e_commerce_edi.htm

<https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

IBBA(E-Com)CCC-2: Commerce and E-Commerce

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
IBBA- E-Com(CCC2)2.1	3	1	1			3	1		2	2		3
IBBA- E-Com(CCC2)2.2	3	2	1		3	3		1		1		3
IBBA- E-Com(CCC2)2.3	3	2	2		2				2	3		2
IBBA- E-Com(CCC2)2.4	3	2			1	3	3		3			2

1 BBA (E-Com) CCE-3 : Basic Economics

Total Marks 100 : [Theory(80), Internal (20)]

Credit Points – 6

COURSE OBJECTIVE

- To introduce Basic Economics Concept
- To understand Demand Analysis
- To understand Supply Process
- To aware students about Market Types and Pricing in Different Markets
- To make the Students aware about Macro Economics Concept

LEARNING OUTCOMES

- Understanding the basics of Economics
- Understanding the Demand Concept
- Understanding the Supply and Cost Concept
- Analyze the Markets and Price and Output Determination
- Understand National and International Economics

Unit – 1	Introduction to Economics	L	T	P
1.1	Introduction, Meaning, Definition of Economics (classroom lectures, PPT)	11	3	-
1.2	Nature, Scope and Limitation of economics (PPT, Classroom Lecture)			
1.3	Economics as an Art or Science (PPT, Lectures)			
1.4	Economics in Business Management (Lectures & PPT)			
1.5	Difference between Micro and Macro Economics (PPTs, Lectures)			

Unit – 2	Demand Analysis	L	T	P
2.1	Meaning & Theory of Demand (PPTS, Classroom lectures)	11	4	
2.2	Demand Schedule & Curves (PPTs, Classroom lectures)			
2.3	Law of Demand (PPT, lectures, Lectures)			
2.4	Demand Forecasting (PPTs, Lectures)			
2.5	Elasticity of Demand (PPTs, Lectures)			

Unit – 3	Supply & Cost Analysis	L	T	P
3.1	Introduction & Meaning of Supply (PPTs, Lectures)	11	4	-
3.2	Supply Schedule & Curves (PPTs & Classroom Lectures)			
3.3	Law of Supply (PPTs & Classroom Lectures)			
3.4	Cost Concept (Classroom Lectures, PPTs)			
3.5	Elements and Types of Cost (Classroom Lectures, PPTs)			

Unit - 4	Markets & Pricing	L	T	P
4.1	Introduction, Concept of Markets (PPTs, Lectures)	11	3	-
4.2	Classification of Market, Types of Market Competition (PPTs & Classroom Lectures)			
4.3	Introduction and Meaning of Pricing (PPTs, Lectures)			
4.4	Pricing Methods & Policies (PPTs & classroom lectures)			
4.5	Price and Output Determination Under Perfect Competition (Classroom Lectures, PPTs)			

Unit - 5	Macro Economics	L	T	P
5.1	National income: Meaning, Concept (PPTs, Classroom Lectures)	12	2	-
5.2	Methods of Measurement of National Income (PPTs & classroom lectures)			
5.3	GDP, GNP (PPT, Classroom lectures)			
5.4	Inflation, Deflation (PPT, classroom lectures)			
5.5	Globalization and Indian Economic Condition (PPTs, Lectures)			

Practical / Projects / Assignments

Case Studies: On Markets, Economic Conditions
Presentation and Group Discussions
Field Visit and assignments

Suggested Readings

- Stretton Hugh (2000) Economics: A New Introduction, London: Pluto Press London
- Sowell Thomas (2015) International Economy (A Common Sense Guide to the Economy), New York: NY, Basic Books Publication
- Gupta, G.S. (2011) Managerial Economics, New Delhi; Tata McGraw Hill Education Private Limited
- Hazlitt Henry (1979) Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics, New York: The Crown Publishing Group
- Ahlawat Surendra (2016) International Trade Operations, New Delhi: Excel Books
- Veseth Michael (2014) Introductory Economics, London: Academic Press

Banerjee Abhijit V. and Duflo Esther (2012), Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty, Penguin Random House India Pvt. Ltd

Dwivedi D.N, Managerial Economics, New Delhi: Vikas Publications

Agarwal S K Microeconomics, New Delhi: - Excel Books

Atmanand Managerial Economics, New Delhi: Excel Books,

E-Resource

<http://www.freeeconomicsbooks.com/>

<https://www.pfw.edu/dotAsset/142427.pdf>

<https://www.icsi.in/Study%20Material%20Foundation/BE.pdf> [https://fcaib.edu.ng/books/AEM/%5BSubhendu%20Dutta%5D%20Introductory%20Economics%20\(Micro%20and%20BookFi.org\).pdf](https://fcaib.edu.ng/books/AEM/%5BSubhendu%20Dutta%5D%20Introductory%20Economics%20(Micro%20and%20BookFi.org).pdf)

1 BBA (E-Com) CCE-3 : Basic Economics

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1BBACCC-3.1	3				3	2	2					
1BBACCC-3.2	2		2	2	2			2		3		3
1BBACCC-3.3	2		2	2	3						2	2
1BBACCC-3.4	3	3	3		3					2		2
1BBACCC-3.5	3				3	2	2	1				2

**BBA-Ecommerce, First Semester
AEC1 - Communicative English and Hindi**

Course Objectives:

- To understand the basics of language and its application.
- To inculcate the reading skills among the students.
- To discuss the introduction of Hindi language.
- To describe word culture, history and related knowledge.
- To explain the translation, its types and related problems.

Learning Outcomes:

- Students would able to use language effectively.
- Able to understand and interpret written communication.
- Students would able to understand Hindi language associated problems and solutions.
- Able to understand use of word in sentences and grammar.
- Develop translation skills among the students.

Unit-1	Language Skills and Presentation	L	T	P	T
1.1	Speaking Skills and Presentation: Presentation Design and Delivery.	2	-	1	3
1.2	Monologue Dialogue, Group Discussion.	3	-	-	3
1.3	Effective Communication/Mis-Communication.	5	-	-	5
1.4	Interview, Public Speech.	3	-	2	5
1.5	Effective Writing, Report Writing, Resume, Circular, Notice and letter Writing.	2	-	1	3

Unit-2	Reading and Understanding	L	T	P	T
2.1	Importance of English as a vehicle of Spoken and written Communication.	3	-	-	3
2.2	Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation.	2	-	1	3
2.3	Translation (from Indian language to English and vice-versa).	3	-	2	5
2.4	Introduction to Articles of eminent Indian authors.	3	-	2	5
2.5	Short Stories of eminent Indian authors.	-	-	-3	3

Unit-3	हिन्दी भाषा का परिचय	L	T	P	T
3.1	भाषा की विकास यात्रा।	3	-	-	3
3.2	हिन्दी भाषा की संवैधानिक स्थिति: समस्याएँ और समाधान।	3	-	-	3
3.3	भाषा: विभिन्न बोलियाँ व स्वरूप।	2	-	3	5
3.4	भाषा परिवार और भारतीय भाषाएँ।	2	-	3	5
3.5	वर्तमान संदर्भों में हिन्दी की उपादेयता।	3	-	-	3

Unit-4	भाषा	L	T	P	T

4.1	शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज।	2	-	1	3
4.2	हिंदी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएं।	2	-	1	3
4.3	संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।	2	-	3	5
4.4	वाक्य, रचना एवं प्रकार।	3	-	2	5
4.5	वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियां।	1	-	2	3

Unit-5	टनुवाद	L	T	P	T
5.1	अनुवाद का अर्थ और परिभाषा।	3	-	-	3
5.2	अनुवाद के प्रकार।	2	-	1	3
5.3	अनुवाद के उपकरण एवं समस्या।	3	-	2	5
5.4	भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख।	2	-	3	5
5.5	अनुवाद Hindi to English and English to Hindi.	-	-	3	3

Suggested Readings:

- Pathway to Greatness : APJ Abdul kalam, अनुवाद विकास एवं संप्रेषण : डॉ. हरिमोहन
- Wise and Otherwise: Sudha Murthy, अनुवाद कला सिद्धांत और प्रयोग : डॉ. कैलाश भाटिया
- The Serpents Revenue: Sudha Murthy, व्यावहारिक हिंदी : डॉ. माखेन्द्र पाठक
- World Myths and Legends : Anita Nair, परिष्कृत हिंदी व्याकरण : बदरीनाथ
- The Mother I Never Knew: Sudha Murthy, अच्छी हिंदी : रामचंद्र वर्मा
- The Jungle Book : R Kipling, प्रेम चन्द्र एवं जयशंकर प्रसाद की कहानियाँ
- Malgudi Days : R K Narayana

Collected Stories : The Adventure of Rusty Ruskin Bond

BBA-Ecommerce, First Semester AEC1 - Communicative English and Hindi

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1BBA-ECom AEC1.1	3				1	1			1	1	1	2
1BBA-ECom AEC1.2	1	2		2	3	2				1	2	3
1BBA-ECom AEC1.3			3			3	2		3		3	1
1BBA-ECom AEC1.4	2	3			3			1	2	1	2	1
1BBA-ECom AEC1.5		2	3	2	3		3					1

2 BBA CCC-4 - Principles and Practices of Management

Course Objective:

- To make the students familiar with Basic principles of Management and the recent developments of Management practice in an organization.
- To acquaint students with Management process, Functions , Skills and Role of Managers
- To provide adequate basic understanding about the Managerial functions like Planning, Organizing, Staffing, Leading and Controlling
- To inculcate Leadership skills, Communication skills and Team Building approaches in an Organization
- To provide a basis of understanding to the students with reference to working of Business Organization through the process of Management.

Learning Outcomes :

- Exhibit understanding of broad Business concepts and Principles to Students
- Understand fundamental concepts and principles of management, including the Basic Roles, Skills, and Functions of Management
- Analyze effective application of PPM knowledge to diagnose and solve organizational problems and to develop Management Skills
- Demonstrate Leadership, Teamwork, Social skills and effective Communication skills in an Organization

Unit-1	Concept of Management	L	T	P
1.1	Nature of Management, Functions of Management, Levels of Management (Lecture, PPT)	11	2	1
1.2	Qualities of a Manager, Difference between Management and Administration, Management Process (Lecture, PPT)			
1.3	Evolution of Management thoughts: Classical Neoclassical and Modern approaches Bureaucratic, Scientific and Administrative approach. (Lecture, PPT)			
1.4	Human Relation approach, Behavioral science approach. (Lecture, PPT)			
1.5	System and Contingency approach (Lecture, PPT)			

Unit-2	Functional areas of Management	L	T	P
2.1	Planning: Meaning, Features, Nature and Importance of planning. (Lecture, PPT, Case study)	10	2	1
2.2	Purpose and Procedure (Lecture, PPT)			
2.3	Principles of planning (Lecture, PPT, Case study)			
2.4	Types of planning and it's Techniques (Lecture, PPT)			
2.5	Management by Objective (MBO), Benefits and weaknesses of MBO. (Lecture, PPT)			
Unit-3	Organizing	L	T	P
3.1	Nature and Purpose of Organizing (Lecture, PPT, Case study)	11	2	1
3.2	Bases of Departmentalization, Types of organization Structure. Lecture, PPT, Case study)			
3.3	Authority and Responsibility, (Lecture, Role Play)			
3.4	Delegation: Bases of Delegation, Kind of Delegation (Lecture, PPT)			
3.5	Centralization and Decentralization, Methods of Decentralization. (Lecture, PPT)			

Unit-4	Staffing and Direction	L	T	P
4.1	Staffing - Nature and Purpose (Lecture, PPT)	11	2	1
4.2	Recruitment and Selection, Performance Appraisal (Lecture, PPT)			
4.3	Direction, Nature of Direction, Communication Process and its Types (Lecture, PPT, Case study)			
4.4	Leadership Qualities and Styles (Lecture, PPT)			
4.5	Motivation – Morale and Discipline. (Lecture, PPT)			

Unit-5	Control	L	T	P
5.1	Concept and Process of Control (Lecture, PPT).	9	2	1
5.2	Controlling Techniques. (Lecture. PPT)			
5.3	Human Aspects of Control (Lecture, PPT)			
5.4	Role of Information in Control- Performance standard, Measurement of performance, Remedial act and Integrated control system in an Organization. (Lecture, PPT, Case study)			
5.5	Control as a Feedback system, Feed forward Control, Preventive Control (Lecture, PPT)			

Practical/Projects/Assignments:

- Case Studies: Related to Management problems , Study of Management Strategies of Any Corporate Undertaking.
- A Study Related to Management of Any one industry
- Enactment of Some Management Games.
- Field Visit and Role Play

References:

- Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective, 1998, Tata Mc Graw Hill.
- Kreitner, Management Theory and Applications Cengage Learning, India, 2009
- Koontz and Weihrich Principles of Management, Tata Mc Graw Hill. New Delhi
- Robbins, Management, 9th edition Pearson Education, 2008.
- Rao VSP & Krishna Hari Management text and cases Excel Books, New Delhi
- Satya Raju & Parthasarthy, Management: Text & Cases, Prentice Hall of India

E-Resource

- https://www.managementstudyguide.com/leadership_basics.htm
- <https://smallbusiness.chron.com/organizational-leadership-concepts->
- <http://www.businessmanagementideas.com/organisation-structure>
- <https://www.amazon.in/Principles-Management-Durai-Pravin-ebook>

2BBA CCC -2: Principles and Practices of Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA (EC) CCC-2.1	3	1									2	1
2BBA (EC) 2.2		3				2	1					1
2BBA (EC) - 2.3		2	3		1							1
2BBA (EC) 2.4		1		3	2						1	

2BBA(E-Commerce)CCC-5 - Basic Accountancy
Total Marks: 100 [Theory 80, Internal 20]

Credits: 6

Objectives:

- To enable students to understand the basic concept of accounting.
- To develop the skills to prepare financial statement.
- To acquire the knowledge of depreciation concept and its relevance in financial statements.
- To understand the ownership pattern under partnership.
- To illustrate the different types of shares and Goodwill Concept.

Learning Outcomes:

- Students would understand the concept and principles of Accounting.
- Students will able to prepare Financial Statement.
- Students would able to understand treatment and calculation of Depreciation.
- Knowledge of different types of partners and their accounting treatment.
- Understands the types of Shares in business and concept of Goodwill.

Unit-1	Fundamental Principle of Accounting	L	T	P
1.1	Introduction and Definition of Accounting <i>(Lecture & PPT)</i>	2	1	-
1.2	Concepts of Accounting <i>(Lecture & PPT)</i>	2	1	-
1.3	Accounting Conventions <i>(Lecture & PPT)</i>	2	1	-
1.4	Golden rules of Accounting <i>(Lecture & PPT)</i>	2	1	1
1.5	Accounting Process & Equation <i>(Lecture & PPT)</i>	2	2	-

Unit-2	Financial Statements	L	T	P
2.1	Types of Accounts <i>(Lecture & PPT)</i>	2	1	-
2.2	Accounting Cycle, Journals <i>(Lecture & PPT)</i>	2	1	-
2.3	Ledgers, Trial Balance <i>(Lecture & PPT)</i>	2	1	-
2.4	Financial Statement Performa in details <i>(Lecture & PPT)</i>	2	1	1
2.5	Final Accounts without Adjustment <i>(Lecture & PPT & Numerical)</i>	2	2	-

Unit-3	Depreciation	L	T	P
3.1	Meaning and Definition of Depreciation <i>(Lecture & PPT)</i>	2	1	-
3.2	Causes of Depreciation <i>(Lecture & PPT)</i>	2	1	-
3.3	Methods of accounting for Depreciation <i>(Lecture & PPT)</i>	2	1	1

3.4	Straight Line Method: Accounting treatment (Lecture & PPT & Numerical)	2	1	1
3.5	Written Down Value Method: Accounting treatment (Lecture & PPT & Numerical)	2	1	-

Unit-4	Partnership	L	T	P
4.1	Introduction, Definition and Features, Types of Partner (Lecture & PPT)	2	1	-
4.2	Advantages and Disadvantages of Partnership (Lecture & PPT)	2	1	-
4.3	Partnership Deed and its contents (Lecture & PPT)	2	1	1
4.4	Registration Procedure of Partnership (Lecture & PPT)	2	1	-
4.5	Dissolution of Partnership (Lecture & PPT)	1	-	3

Unit-5	Shares & Goodwill	L	T	P
5.1	Concept of Shares and Definition (Lecture & PPT)	2	-	-
5.2	Different types of Shares, Difference between Equity and Preference Shares (Lecture & PPT)	2	-	1
5.3	Concept and Definition of Goodwill (Lecture & PPT)	2	-	-
5.4	Features of Goodwill (Lecture & PPT)	2	-	-
5.5	Types of Goodwill (Lecture & PPT)	2	-	-

Suggested Reading

1. Gowda J., Made Accounting for Managers, Himalaya Publishing House
2. Grewal T. S. & Gupta S. C., Chand S., Introduction to Accountancy, 8th Edition
3. Modern Accountancy - Hanif Mukerji - TMH
4. Financial Accounting by Dr. Kaustubh Sontake - 1st Edition - Himalaya Publishing House
5. Saxena V.K. & Vashist C.D., Cost and Management Accounting, Sultan Chand & Sons, 23, Daryaganj New Delhi -110 002.
6. Maheshwari S.N., Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj New Delhi -110 002.

E-Resource

1. <https://companion.sauda.com/pdf/cma/CMA%20Foundation/Sample%20Chapter/jan2017/Part-2.pdf>
2. <http://cms.geg11.ac.in/attachments/article/281/Accounting%20concepts%20and%20conventions.pdf>
3. <https://www.profitbooks.net/what-is-depreciation/>

2BBA(E-Commerce)CCC-5 - Basic Accountancy

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA(E-com)-CCC5.1	3		2		1					1		1
2BBA(E-com)-CCC5.2				2		3		1			2	
2BBA(E-com)-CCC5.3		2			3				2	2		
2BBA(E-com)-CCC5.4	2	1		2				3				3
2BBA(E-com)-CCC5.5	1		3		2	1				3	1	

BBA- E-commerce, 2nd Semester**2BBA(E-Com)CCC-6:Internet and E-Commerce****COURSE OBJECTIVE****Credits :6**

- To give an overview of the evolution and impact of the Internet
- To provide the knowledge of Transmission Protocol/Internet Protocol
- To provide the programming knowledge of HTML
- To enable the student to know the Development of E-Commerce websites
- To create the basic knowledge of E-Commerce

LEARNING OUTCOMES

- Students to learn the concept and workings of Internet
- Students to understand Transmission Protocol/Internet Protocol
- Students to apply the knowledge of HTML Programming and create WebPages
- Understand the Development Process of E-commerce Websites
- Students to understand the basic concept of E-commerce

Unit-1	Internet	L	T	P
1.1	Internet: Evolution, Internet vs Intranet, Advantages and Disadvantages of Internet. (PPTs & Class room lectures)	14	-	2
1.2	Growth of Internet, ISP: The Purpose and Function of ISP, Connectivity - Dial-up, Leased line, Broadband VSAT etc. (PPTs & Class room lectures)			
1.3	Domain names, Portals, URL, Applications of Internet. (PPTs & Class room lectures)			
1.4	Internet and E-Commerce, Basic generation of Internet (PPTs & Class room lectures)			
1.5	Communication Services: Blogs, Social Networking Sites, Message Board, Internet chatting -Voice chat, text chat, Video Chat etc. (PPTs & Class room lectures)			

Unit-2	Transmission Protocols	L	T	P
2.1	Need of Data Transmission Protocols, Client/Server Architecture & its Characteristics. (PPTs & Class room lectures)	15	-	-
2.2	FTP & its usages. Telnet and Remote Logging Concept. (PPTs & Class room lectures)			
2.3	TCP/IP Protocol and its usage. (PPTs & Class room lectures)			
2.4	Working principle of HTTP. (PPTs & Class room lectures)			
2.5	E-Mail: Concepts, POP and WEB Based E-mail, SMTP and other Email protocols (PPTs & Class room lectures)			

Unit-3	World Wide Web (WWW) & HTML	L	T	P
3.1	World Wide Web (WWW) - Introduction, working of WWW, Web Pages (PPTs & Class room lectures)	11	-	4
3.2	Web Browsers and Its functions, Web Server and its Working (PPTs & Class room lectures)			
3.3	Search Engines, its Components and its Working (PPTs & Class room lectures)			
3.4	HTML: Table layout and presentation, Use of font size & Attributes List types and its tags. Use of Frames and Forms in web pages. (PPTs & Class room lectures)			
3.5	Creating Web Pages using HTML, HTML editors, Elements of HTML syntax, Head & Body Sections, Inserting texts, Images, Hyperlinks, Backgrounds and Color controls. (PPTs & Class room lectures)			

Unit-4	Website Development	L	T	P
4.1	Website Introduction, Websites Types (PPTs & Class room lectures)	14	-	1
4.2	Web Development Process, Website Designing and Web Hosting (PPTs & Class room lectures)			
4.3	Web publishing Concepts, Domain name Registration, Space on Host Server for Web site, Selecting Web Servers (PPTs & Class room lectures)			
4.4	URL concept, Websites URL Registration (PPTs & Class room lectures)			
4d.5	Website Security (PPTs & Class room lectures)			

Unit-5	E-Commerce	L	T	P
5.1	E-Commerce: Introduction, E-Commerce Applications. (PPTs & Class room lectures)	14	-	-
5.2	E-Business: Types of E-Business, Features (PPTs & Class room lectures)			
5.3	E-Business vs Traditional business (PPTs & Class room lectures)			
5.4	Types of E-Commerce goods - Tangible goods, Digital goods, Services. (PPTs & Class room lectures)			
5.5	E-Commerce Business model - Business to Consumer (B2C), consumer to Consumer (C2C), Business to Business (B2B) (PPTs & Class room lectures)			

Practical/Project/Assignment:

Presentation on TCP/IP Protocol (How TCP/IP Works)

Assignment on WWW and Websites

Creating HTML Page(Project)

Suggested Readings:

Comer Douglas E, 2006, The Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works

Hanson Ward, 2012, Internet Marketing & e-Commerce 2 edition, Cengage;

Greenlaw R; Hepp E, 2007 "Fundamentals of Internet and WWW" 2nd Edition, Tata McGraw-Hill,

Kumar Vinay, 2012, Internet and e-commerce Second Edition edition, Prakhar Books;

Trivedi Munesh Chandra (2010) Electronic Commerce: A Simplified Approach, JAICO Publication House

E-Resource:<https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>https://www.tutorialspoint.com/e_commerce/e_commerce_edition.htmhttps://www.tutorialspoint.com/internet_technologies/internet_overview.htmhttps://www.tutorialspoint.com/internet_technologies/internet_overview.htm**2BBA(E-Com)CCC-6:Internet and E-Commerce**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA- E-Com(CCC6)6.1	3	2	1		2	3	1		2	2	1	2
2BBA- E-Com(CCC6) 6.2	3	1	1	1	2	1		1		1	2	3
2BBA- E-Com(CCC6) 6.3	3	3	3	2	3	2	1		2	1	2	3
2BBA- E-Com(CCC6) 6.4	3	1	1			3	1		2	2		3
2BBA- E-Com(CCC6) 6.5	3	2		3	3	3	1	2	3	2	2	3

2BBA(E-Com) SEC 2: Environmental Studies

Total Marks : Theory(40) Internal (10)

COURSE OBJECTIVE

Credits : 3

- To demonstrate a congenial learning of Environment Factors to students.
- To generate in students the awareness about Environmental Problems.
- To define the types of Environmental Ecosystems & its formation to students.
- To associate the knowledge of various Environmental Ethics to students.
- To illustrate to the students problems relating to Human Population on Environment.

LEARNING OUTCOMES

- The students would learn to develop understanding for various Environmental Factors.
- The students would be able to develop a professional approach & sensitivity towards various Environmental Problems .
- The students would develop attributes required to understand various Ethical Issues.
- The student would understand Human Population effects on Environment.

Unit-1	The Multidisciplinary nature of environmental studies and Natural resources	L	T	P
1.1	Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people) (Class room lectures)	10	4	1
1.2	Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems (PPTs)			
1.3	Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. (PPTs & Class room lectures)			
1.4	Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies (PPTs & case study of Microsoft)			
1.5	Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles (Class room lectures)			

Unit-2	Ecosystems, Biodiversity and its Conservation	L	T	P
2.1	Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids (Class room lectures & PPTs)	10	4	1
2.2	Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). (PPTs)			
2.3	Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity. (PPTs & Class room lectures)			
2.4	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India (PPTs & Case study related to Kanha Wild life reserve)			
2.5	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity (PPTs & Class room lectures)			

Unit-3	Environmental Pollution	L	T	P
3.1	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards. (PPTs)	11	3	1
3.2	Solid waste Management: Causes, effects and control measures of urban and industrial wastes. (PPTs & Class room Lectures)			
3.3	Role of an individual in prevention of pollution (PPTs & Class room lectures,)			
3.4	Pollution case studies (Case Study)			
3.5	Disaster management: floods, earthquake, cyclone and landslides (PPTs & Class room lectures)			

Unit-4	Social Issues and the Environment	L	T	P
4.1	From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. (PPTs & Case Studies related to watershed management)	12	3	-
4.2	Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. (PPT)			
4.3	Wasteland reclamation, Consumerism and waste products (PPT & class room lectures)			
4.4	Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act. (PPT & class room lectures)			
4.5	Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness (PPT)			

Unit-5	Human Population and the Environment	L	T	P
5.1	Population growth, variation among nations (PPT & class room lectures)	11	4	1
5.2	Population explosion-Family welfare Programme (PPTs)			
5.3	Environment and human health (PPTs , class room lectures& GDs)			
5.4	Human Rights, Value Education, HIV/AIDS, Women and Child Welfare (PPTs & Class room lectures)			
5.5	Role of information Technology in Environment and human health, Case Studies (Class room lectures)			

Practical / Projects / Assignments :

- Project report on ill effects of environmental pollution.
- Group Study on biotic & abiotic components of environment..

Suggested Readings :

- Srivastava, Smriti.(2009). Environmental Studies. New Delhi: S.K. Kataria & Sons
- Dhankar, Rajesh.(2006). Environmental Studies. New Delhi: Daya Books Pvt. Ltd.
- Kanagasabai, S.(2010). Environmental Studies. New Delhi: PHI Learning Pvt. Ltd
- Bagad, Anjali.(2009). Environmental Studies. New Delhi: Technical Publications.

E- Resources:

- <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
- <https://www.kopykitab.com/Environmental-Studies-by-J-P-Sharma>
- https://www.tutorialspoint.com/environmental_studies/environmental_studies_tutorial.pdf
- https://www.ametuniv.ac.in/exam_attachment/Question%20Bank/UG/Marine-Bio-Technology/EVS.pdf

2BBA(E-Com) SEC 2: Environmental studies

	PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA(E-com)SEC-2.1				3			2				2		
2BBA(E-com) SEC-2.2			1	3				2					2
2BBA(E-com) SEC-2.3										3			
2BBA(E-com) SEC-2.4		2	2	3				2					1

COURSE OBJECTIVE

Credits: 6

- To explain the students various underlying concepts involved in Marketing.
- To describe the students various factors of Global, International & Domestic Market.
- To explain the students how Pricing affects Marketing Decisions.
- To discuss with students various differences between Product & a Brand.
- To describe various channels of distribution to & their relative importance in Marketing to students.

LEARNING OUTCOMES

- The students would eventually generate within themselves ability of Decision making.
- The students would conclude how Pricing is done & also that it is not merely a Production Cost plus Profit term.
- The students would eventually develop within themselves the importance of Brand concept over the Product concept.
- The students would be able to compare between Domestic & International Marketing approaches.

Unit-1	Introduction	L	T	P
1.1	Introduction, ,Nature & Functions of Marketing. (Class room Lecture)	11	4	-
1.2	Core Concepts of Marketing (Class room lecture & PPT)			
1.3	Marketing Orientations (PPTs)			
1.4	Marketing Planning, Implementation & Control (Class Room Lecture)			
1.5	International & Global Marketing (PPTs& Case study of Gillete Inc.)			

Unit-2	Marketing Environment	L	T	P
2.1	Introduction, Environmental Scanning (Classroom Lecture)	12	3	-
2.2	Techniques of Environment Scanning(PPT)			
2.3	Micro & Macro Environment (Classroom lecture & PPT)			
2.4	Factors affecting Marketing Environment (PPTs)			
2.5	Understanding Consumers & Industrial Market (PPT)			

Unit-3	Marketing Mix	L	T	P
3.1	Introduction, Marketing Mix-The Traditional 4Ps (PPT)	10	4	1
3.2	The Modern Component of the Mix- The Additional 3 Ps			
3.3	Marketing Segmentation, Factors & its Importance (Classroom lectures)			
3.4	Market Targeting : Need & Importance (PPT)			
3.5	Market Positioning , Need & Factors for Positioning (PPT)			

Unit-4	Product Management	L	T	P
4.1	Levels of product, Classification of Products (PPT)	12	3	-
4.2	Product Life Cycle& Product Mix (PPT)			
4.3	Brand & Branding, Advantages & Disadvantages of Branding (PPT)			
4.4	Brands : USP, EVP ; Brand equity , Brand Positioning (Classroom lectures & PPTs)			
4.5	Nature of Pricing, Factors affecting Pricing & Steps in Price Determination (PPTs)			

Unit-5	Distribution Management	L	T	P
5.1	Introduction & Need for Marketing channels (PPTs)	9	3	1
5.2	Decisions involved in setting up the Channel (Class room lectures)			
5.3	Channel Management Strategies (PPTs)			
5.4	Promotion Mix & its Elements (Class room lectures)			
5.5	Logistics Management, Introduction to Retailing & Wholesaling (Class room lectures)			

Practical / Projects / Assignments :

- Project Report : On Marketing strategy of AIRTEL
- Study of distribution channel networks of CADBURY .

Suggested Readings :

Kotler, P. (1994). *Marketing Management Analysis, Planning, Implementation & Control*. New Delhi: Prentice Hall of India.

Kotler, P., & Armstrong, G. (1997). *Principles Of Marketing*. New Delhi: Prentice Hall of India.

Ramaswamy, V., & Namakumari, S. (2010). *Marketing Management*. New Delhi: MacMillan.

Saranghi, S. K. (2011). *Marketing Management*. New Delhi: Asian Books Pvt. Ltd.

Sontakki, C. N. (2011). *Marketing Management*. New Delhi: Kalyani Publication

E- resources:

1. <https://www.slideshare.net/walbert35/marketing-management-ebook>
2. dl.ueb.edu.vn/bitstream/1247/.../1/Marketing_Management_-_Millenium_Edition.pdf
3. <https://bookboon.com/en/essentials-of-marketing-ebook>
4. <https://www.penguinrandomhouse.com/books/.../this-is-marketing.../9780525540830/>
5. <https://www.goodreads.com/book/show/3328127-a-framework-for-marketing-management>

BBA: III Sem (E-Com) CCC7: Marketing Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4BBACCC 7.1		2	3	1								
4BBACCC 7.2		2	3			1	1					
4BBACCC 7.3	2			3		2				2		
4BBACCC 7.4	3	1		1		2	2					2

COURSE OBJECTIVE

Credits: 6

- To provide an overview of the basic concept of Network
- To help students to get conceptual knowledge of all the networking basics
- To provide the knowledge of Transmission Media
- To aware students of the Data communication
- To explore the concept of Network addressing

LEARNING OUTCOMES

- Students to understand the fundamentals of Network and its applications
- Students to understand the workings of OSI and TCP/IP
- Students to learn the concept of Transmission Technology and its types
- Students to understand the workings of Data Communication and Network Addressing

Unit-1	Introduction to Network	L	T	P
1.1	Introduction To Network and its types (PPTs & Class room lectures)	11	5	-
1.2	Importance of Computer Networks and its Applications (PPTs & Class room lectures)			
1.3	Introduction to Network Topology and its type (PPTs & Class room lectures)			
1.4	Networking Devices, Type of Networking devices and its use in Networking (PPTs & Class room lectures)			
1.5	Introduction to Broadcast and point to point networks and its applications. (PPTs & Class room lectures)			

Unit-2	OSI and TCP/IP Model	L	T	P
2.1	Introduction to ISO-OSI reference model, Function of each layer (PPTs & Class room lectures)	10	4	2
2.2	TCP/IP Protocol suit model and its working (PPTs & Class room lectures)			
2.3	Connection oriented and Connection less Network services (PPTs & Class room lectures)			
2.4	Application of OSI and TCP/IP (PPTs & Class room lectures)			
2.5	Comparison of TCP/IP and ISO-OSI reference model (PPTs & Class room lectures)			

Unit-3	Transmission Media	L	T	P
3.1	Introduction to Transmission Media (PPTs & Class room lectures)	11	1	2
3.2	Twisted pair, Coaxial and Fiber Optics Cable (PPTs & Class room lectures)			
3.3	Circuit Switching, Message Switching & Packet Switching (PPTs & Class room lectures)			
3.4	Standard Cable Category 5,6 and 7 (PPTs & Class room lectures)			
3.5	Cable Coding Standards- Cross Connection, Straight Connection (PPTs & Class room lectures)			

Unit-4	Data communication	L	T	P
4.1	Introduction to Data communication (PPT's & Class room lectures)	10	5	1
4.2	Parallel and serial transmission Data transmission (PPT's & Class room lectures)			
4.3	Synchronous, and Asynchronous transmission (PPT's & Class room lectures)			
4.4	Transmission mode-Simplex, Half Duplex and Full Duplex. (PPT's & Class room lectures)			
4.5	Modulation and Demodulation (PPT's & Class room lectures)			

Unit-5	Network addressing	L	T	P
5.1	Introduction to Network Addressing (PPT's & Class room lectures)	11	5	1
5.2	Logical Addressing and Physical Addressing (PPT's & Class room lectures)			
5.3	Working of ARP and RARP Protocol (PPT's & Class room lectures)			
5.4	Introduction to Internet Protocol addressing (IPv4 and IPv6) (PPT's & Class room lectures)			
5.5	Concept of Routing in Network (PPT's & Class room lectures)			

Practical/Project/Assignment:

Project report on Network Topologies
Presentation on TCP/IP and OSI Model

Suggested Readings:

FOROUZAN, 2017, Computer Networks: A Top - Down Approach, 1st edition, McGraw Hill Education;

Kurose James F, Ross Keith W, 2017, Computer Networking: A Top-Down Approach Paperback Sixth edition , Pearson Education

Pal Ajit, 2013, DATA COMMUNICATION AND COMPUTER NETWORKS, PHI Learning Pvt. Ltd.

Peterson, 2011, Computer Networks - A System Approach, Fifth edition, Elsevier

SINGH BRIJENDRA, 2014, DATA COMMUNICATIONS AND COMPUTER NETWORKS, PHI Learning Pvt. Ltd.

Tanenbaum Andrew S., 2013, Computer Networks, 5e (5th Edition), Pearson Education India

E-Resource:

https://www.tutorialspoint.com/data_communication_computer_network/index.htm

<https://www.studytonight.com/computer-networks/overview-of-computer-networks>

<https://www.javatpoint.com/computer-network-tutorial>

3BBA(E-Com)CCC-8: Network Infrastructure for E-Commerce

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3BBA- E-Com(CCC8)8.1	3	2		1	1	2	2		2	1	1	3
3BBA- E-Com(CCC8)8.2	3	1	1	1	2	1		1		1	2	3
3BBA- E-Com(CCC8)8.3	2	1	3	2	2	2	3		2	3	2	2
3BBA- E-Com(CCC8)8.4	3	2	3	2	2	1	3		3			2

3BBA(E-Com)CCE 1: Business Organization
Total Marks : Theory(80) Internal (20)

COURSE OBJECTIVE

Credits :6

- To demonstrate a congenial learning environment to students for pursuing careers in various business enterprises.
- To generate in students the in depth knowledge of Business & associated challenges.
- To define the types of Companies & its formation to students.
- To associate the knowledge of Public Enterprise among students.
- To illustrate to the students Capital Budgeting concepts & process.

LEARNING OUTCOMES

- The students would learn to develop Effective skills for Business
- The students would be able to Develop a Professional approach & Sensitivity to Business approaches.
- The students would Develop the attributes required to pursue a successful career in the Government companies.
- The students would learn to formulate the connectivity between Business & Capital budgeting.

Unit-1	Business Organization	L	T	P
1.1	Nature & scope of Business (PPTs & Class room lectures)	10	4	1
1.2	Characteristics of Business (PPTs)			
1.3	Economic activity- Meaning & Objectives (PPTs & Class room lectures)			
1.4	Essentials of Successful Business (PPTs & case study of Microsoft)			
1.5	Indian Business environment (Class room lectures)			

Unit-2	Forms of Business organizations	L	T	P
2.1	Forms of Business organizations (Class room lectures & PPTs)	10	4	1
2.2	Sole proprietorship, Partnership: Types , Formations , Rights & Duties of Partners (PPTs)			
2.3	Ownership : Joint Hindu family firm & Joint Stock Company (PPTs & Class room lectures)			
2.4	Cooperative Organizations : Types & formations (PPTs & Case study related to Amul)			
2.5	Factors influencing choice of a suitable type. (PPTs & Class room lectures)			

Unit-3	Promotion of a company	L	T	P
3.1	Formation & Incorporation of a company (PPTs)	11	3	1
3.2	Capital Subscription (PPTs & Class room Lectures)			
3.3	Memorandum & Articles of Association & Prospectus (PPTs & Class room lectures,)			
3.4	Types of Companies (PPTs & Case study of Vodafone)			
3.5	Classification , Exemptions , Privileges of Private companies (PPTs & Class room lectures)			

Unit-4	Public Enterprise	L	T	P
4.1	Role of Govt. in regulation of Economic Activities , Rationale of Govt. (PPTs & group discussion)	12	3	-
4.2	Role & form of Public Enterprises , Public Corporations , Govt companies, Joint sector companies & Public Utilities. (PPT)			
4.3	Small Business : Definition , Scope , Role & Govt policy (PPT & class room lectures)			
4.4	Operating problems of Small Business (PPT & class room lectures)			
4.5	Functions of SIDBI, MNCs & Indian Transnational Corporations (PPT & case study of SIDBI & SBI)			

Unit-5	Social responsibilities of Business	L	T	P
5.1	Concepts , Business Ethics & Values (PPT & class room lectures)	11	4	1
5.2	Social Responsibility of Business in India (PPTs& case study of Tata charitable trust)			
5.3	Corporate Governance: Definition , Need , Importance & Principles (PPTs , class room lectures& GDs)			
5.4	Forms of Business Organizations in New Millinium. (PPTs & Class room lectures)			
5.5	Corporate Sustainability by Indian Business Groups (Class room lectures)			

Practical / Projects / Assignments :

- Project report on business strategy of an Indian Govt enterprise.
- Group Study on functional strategy of any MNC & TNC of India.

Suggested Readings :

- Basu, C.R.(1998). Business organization & management. New Delhi: Tata McGraw – Hill Education
- Mahajan, J.P., & Maheshwari, R.(2011). Business organization & management. New Delhi: International book house pvt.ltd
- Reddy, P.N., & Gulshan, S.S.(2010). Principles of Business organization & management. New Delhi: S Chand Publications
- Tulsian, P.C.(2002). Business organization & management. New Delhi: Pearson Publication

E- Resources:

- <http://www.ebooksread.com/authors-eng/h-e-morgan/business-organisation-hci.shtml>
- <https://www.readwhere.com/book/sbpd-publications-/Business-Organization-and-Management/ebook/541807>
- https://www.academia.edu/36718682/Business_Organization_and_Management
- <http://rnreducation.com/uploads/Business%20Organisation%20and%20Management%20English.pdf>

3BBA(E-Com)CCE 1: Business Organization

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3BBA (E-com) CCE-1.1			3			2				2		
3BBA(E-com) CCE-1.2		1	3				2					2
3BBA(E-com) CCE-1.3									3			
3BBA(E-com) CCE-1.4	2	2	3				2					1

Course Objectives

- To provide the Conceptual as well as Mathematical knowledge of Correlation
- To understand framework of Regression analysis of different Data
- To understand Graph Designing by using the Time series Analysis
- To give an overview of Chi-square with assumption towards Categorical Variables
- To understand modern Statistical Tools for Data analysis also Presentation of Research

Learning Outcome

- Student to learn uses of Correlation analysis in Research Project/Reports
- Student to learn uses of Regression Analysis and how it differ to Correlation
- Students to learn various Time Series Analysis along with interpretation of all analysis
- Students understand the Calculation methods of Chi-square analysis with Interpretation
- Students to learn uses of new Statistical Software and preparation of Draft Research Report

Unit-1	Correlation Analysis	L	T	P
1.1	Meaning & Functions of Correlation (Board Lecture & PPTs)	1	0	1
1.2	Types & Degree of Correlation (Board Lecture & PPTs)	1	0	1
1.3	Correlation Measurement (Board Lecture & PPTs)	1	0	2
1.4	Multiple Correlation (Board Lecture & PPTs)	1	0	1
1.5	Partial Correlation (Board Lecture & PPTs)	0	0	1

Unit-2	Regression Analysis	L	T	P
2.1	Meaning & Limitations of Regression (Board Lecture & PPTs)	1	0	1
2.2	Functions of Regression (Board Lecture & PPTs)	1	0	1
2.3	Difference between Correlation & Regression (Board Lecture & PPTs)	1	0	1
2.4	Calculation Methods of Standard Deviations (Board Lecture & PPTs)	1	0	1
2.5	Calculations Techniques for Regression Equation & Line (Board Lecture & PPTs)	1	0	1

Unit-3	Time Series Analysis	L	T	P
3.1	Meaning & Types of Time Series Analysis (Board Lecture & PPTs)	1	0	2
3.2	Functions of Time Series Analysis (Board Lecture & PPTs)	1	0	1
3.3	Semi-Average Methods for Calculations of Time Series (Board Lecture & PPTs)	1	0	2
3.4	Moving Average Methods for Calculations of Time Series (Board Lecture & PPTs)	1	0	2
3.5	Least Square Methods for Calculations of Time Series (Board Lecture & PPTs)	1	0	2

Unit-4	Association of Attributes & Chi-Square	L	T	P
4.1	Theory of Attributes (Board Lecture & PPTs)	1	0	1
4.2	Introduction of Chi-Square Analysis (Board Lecture & PPTs)	1	0	1
4.3	Chi-square Assumptions (Board Lecture & PPTs)	1	0	1
4.4	Functions of Chi-Square (Board Lecture & PPTs)	1	0	1
4.5	Methods of Calculation of Chi-Square (Board Lecture & PPTs)	1	0	1

Unit-5	Analysis from Software & Report Writing	L	T	P
5.1	Introduction of SPSS (Board Lecture & PPTs)	0	1	1
5.2	Advantages and Limitation of SPSS (Board Lecture & PPTs)	3	1	3
5.3	Calculations of Central Tendency & Inferential Analysis (Board Lecture & PPTs)	3	1	3
5.4	Precaution for Draft Report Preparation (Board Lecture & PPTs)	1	1	3
5.5	Final Reports and Bibliography (Board Lecture & PPTs)	3	1	3

Practical / Projects / Assignments

- Individual Presentation
- Assignment and Data Presentation

Suggested Readings

- Gupta B. N. & Silawat S. T. (2012), Principles of Statistic, Sahitya Bhawan Publishing House; Agra
- Swift L. & Piff S. (2010) Quantitative Methods: for Business Management and Finance, Palgrave MacMillan 3rd Edition
- Shukla & Sahay (2013), Principles and Practice of Statistics, Sahitya Bhawan Publishing House; Agra
- Gupta S. L. & Gupta H. (2014), SPSS for Researchers, International Book House Pvt. Limited; New Delhi
- Bhome S. M., Prajapati N., Ghate D. D. & Ghosh A. (2008), Research Methodology: Tools and Analysis, Himalaya Publishing House; New Delhi

E-Resource

- <http://egyankosh.ac.in/bitstream/123456789/11719/1/Section-2.pdf>
- https://www.fd.cvut.cz/department/k611/PEDAGOG/THO_A/A_soubory/statistics_firstfive.pdf

3BBA(CCE) -2: Statistics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBA(CCE) 4.1	3	-	-	-	-	2	-	-	1	-	-	-
2MBA(CCE) 4.2	-	2	3	-	-	-	-	-	1	-	-	-
2MBA(CCE) 4.3	3	-	-	-	-	-	-	-	2	-	1	-
2MBA(CCE) 4.4	-	1	2	-	3	-	-	-	-	-	-	-

3BBA(E-Commerce)SEC1 - Financial & Cost Accounting
Total Marks: 50 [Theory 40, Internal 10]

Credits: 3

COURSE OBJECTIVES:

- To explain the basic concepts of Financial Accounting.
- To describe the Time value concept & Present Value concept of Money.
- To discuss the different methods of Financial Statement Analysis.
- To help students to understand different types of Costs and its treatment.
- To illustrate different types of Budgets under any costing units.

LEARNING OUTCOMES

- Understanding the concepts of Financial Accounting and its relation with other accounting.
- Determination of Present value of money and Time value of money.
- Enable to interpret the Financial results through different techniques.
- Knowledge of different types of Cost and Techniques of costing.
- Preparation of different types of Budgets with their relevance.

Unit-1	INTRODUCTION	L	T	P
1.1	Meaning, Definition and Objectives of Financial Management (Lecture & PPT)	2	1	-
1.2	Scope and Goal of Financial Management (Lecture & PPT)	1	-	1
1.3	Functions of Financial Management (Lecture & PPT)	1	-	1
1.4	The role of a Finance Manager (Lecture & PPT)	1	1	-
1.5	An Overview of Financial Markets and its types (Lecture & PPT)	1	1	-

Unit-2	Money Value and Sources of Finance	L	T	P
2.1	Concept of Time Value of Money (Lecture & PPT)	2	1	-
2.2	Compounding Technique of Time value of money (Lecture & PPT)	1	-	1
2.3	Discounting Technique of Time value of money (Lecture & PPT)	1	-	1
2.4	Short-term sources of Finance (Lecture & PPT)	1	1	-
2.5	Long-term sources of Finance (Lecture & PPT)	1	1	-

Unit-3	Analysis of Financial Statements	L	T	P
3.1	Financial Statements: Meaning, Nature and importance (Lecture & PPT)	2	-	-

3.2	Objectives and Limitations of Financial Statement Analysis (Lecture & PPT)	1	1	-
3.3	Methods of Financial Statement Analysis (Lecture & PPT)	1	-	2
3.4	Ratio Analysis: Meaning, Utility and Limitations (Lecture & PPT)	2	-	1
3.5	Classification of Accounting Ratios. (Lecture & PPT)	2	-	-

Unit-4	Introduction of Cost Accounting	L	T	P
4.1	Meaning, Definition and Nature of Cost Accounting (Lecture & PPT)	2	1	-
4.2	Nature of Cost Accounting and Concept of Cost (Lecture & PPT)	1	-	-
4.3	Elements of Cost (Lecture & PPT)	1	-	1
4.4	Methods and Techniques of Costing (Lecture & PPT)	2	1	-
4.5	Role of Cost Accountant in Decision Making (Lecture & PPT)	1	-	1

Unit-5	Cost Sheet and Budget	L	T	P
5.1	Concept of Cost –sheet (Lecture & PPT)	2	-	-
5.2	Different overheads of Cost- sheet (Lecture & PPT)	2	-	1
5.3	Budget Concept and Definition (Lecture & PPT)	1	-	-
5.4	Types of Budgets (Lecture & PPT & With Numerical example)	1	-	-
5.5	Importance of Budget (Lecture & PPT)	1	-	-

Suggested Readings

- Anthony robert n., hawkins f., merchant kenneth n. (2007), accounting text & cases, tata mc graw hill publication, new delhi, 12th ed
- Banerjee(2009), Financial Accounting, phi,.
- Chandra Prasanna,(2004) Financial Management, new delhi
- Pandey I. M(2009), Financial Management, vikas publication
- P. C. Tulsian (2008), Financial Accounting .
- Maheshwari S.N.,Cost and Management Accounting; Sultan Chand & Sons, 23, Daryaganj New Delhi -110 002.

E-Resource

- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Design%20Management/Sem%20I/Financial%20Management/Financial%20Management.pdf>

- <http://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>
- <http://www.boekhandelkrings.nl/images/boeken/90/018/5/6/9789001856717.pdf>
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>

3BBA(E-Commerce)SEC1 - Financial & Cost Accounting

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3BBA(E-Com)SEC1.1	2		1	1		1		1		2		3
3BBA(E-Com)SEC1.2		1										
3BBA(E-Com)SEC1.3	1		2	3	1	1	1		2	1		1
3BBA(E-Com)SEC1.4											3	
3BBA(E-Com)SEC1.5		2		3		2		1		1		2

4BBA(ECOM)CCC-9: Business Laws & Ethics

Course Objectives

- To provide the conceptual knowledge of all the Indian contract Act 1872 in Indian Business
- To acquaint the students with the fundamentals of Sale of Goods in Indian scenario
- To understand of Company Act in India Manufacturing Business
- To give an overview of Consumer Protection Rules, Regulations and Laws
- To understand the concept of Foreign exchange of goods as well as money

Learning Outcome

- Students to learn term and conditions of contract and how to overcome various challenges related to partnership
- Student to get information related to Sales and Purchase of Good as well as raw materials for industrial production
- Students to learn the setup of a Company and related laws, terms and conditions
- Students to learn about patent, Copyright and Trademarks for their products and company
- Student understand laws behind Import and Export policy of various countries before selling and purchasing good from beyond the boundaries

Unit-1	Indian Contract Act 1872	L	T	P
1.1	Formation & Essential Element of a Valid Contract (Board Lecture & PPTs)	1	1	0
1.2	Classification of Contract (Board Lecture & PPTs)	1	1	0
1.3	Discharge of Contract and Remedies for breach of Contract Agency. (Board Lecture & PPTs)	2	1	0
1.4	Offer, Acceptance, Consideration, Capacity, Free Consent and Law full agreement (Board Lecture & PPTs)	1	1	0
1.5	Partnership Act 1932: Definition, Nature & Kinds of Partnership (Board Lecture & PPTs)	1	0	0

Unit-2	Sale of Goods Act, 1930			
2.1	Formation of contract of Sale of Goods, Condition and Warranty & Transfer of Property in goods (Board Lecture & PPTs)	1	1	0
2.2	Performance of Contract of Sales & Unpaid Seller (Board Lecture & PPTs)	1	1	0
2.3	Negotiable Instrument Act 1981: Definitions and Characteristics (Board Lecture & PPTs)	1	1	0
2.4	Holder and Holder in due Courses & Crossing of Cheque (Board Lecture & PPTs)	1	1	0
2.5	Dishonor and Discharge of Negotiable Instruments. (Board Lecture & PPTs)	1	1	0

Unit-3	Company Law Act 1956 & 2013			
3.1	Definition of Company, Types of Companies, Formation of Company (Board Lecture & PPTs)	2	1	0
3.2	Share and Share Capital (Board Lecture & PPTs)	1	1	0
3.3	Meetings Statutory Meeting, Annual General Meeting and Extra-ordinary General Meeting; (Board Lecture & PPTs)	2	1	0
3.4	Directors – Definition, Types, Appointment, Powers, Functions and Duties. (Board Lecture & PPTs)	2	1	0
3.5	Intellectual Property Right: Patent Act 1970, Copyright Act 1957 & Trade Mark Act 1999 (Board Lecture & PPTs)	2	1	0

Unit-4	Consumer Protection Act 1986			
4.1	Object of the Act , Salient features of the Act, Definitions of Consumer & Complaint, Service (Board Lecture & PPTs)	1	1	0
4.2	Unfair Trade practice & Central and State Consumer Protections Councils, (Board Lecture & PPTs)	1	1	0
4.3	Rules regarding Registration, Right and Duties of Partnership Dissolution (Board Lecture & PPTs)	1	1	0
4.4	Consumer Dispute Redressal Agencies: Power and functions. (Board Lecture & PPTs)	1	1	0
4.5	Role of Consumer Forum (Board Lecture & PPTs)	1	1	0

Unit-3	Foreign Exchange Management Act, 1999			
5.1	Object of FEMA; Definitions-Capital account transaction, Currency, Current account transaction. (Board Lecture & PPTs)	.	1	0
5.2	Foreign Exchange and its Regulation (Board Lecture & PPTs)	3	1	3
5.3	Management of Foreign Exchange. (Board Lecture & PPTs)	3	1	3
5.4	Business Ethics (Board Lecture & PPTs)	3	1	1
5.5	Managerial ethics and Employee Ethics (Board Lecture & PPTs)	3	1	3

Practical / Projects / Assignments

Individual Presentation

Assignment and Data Presentation

Suggested Readings

- Press Vidhi, Dr N.K. Taka Vishwavidyalaya Prakashan Varanas
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, GoI, New Delhi
- K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC
- Press law, DD Basu prentice hall publication
- Journalistic ethics by PK Bandopadhyay and Kuldeep Arora

E-Resource

- <http://egyankosh.ac.in//handle/123456789/48204>
- http://icsi.in/Study%20Material%20Foundation/ELEMENTS_OF_BUSINESS_LAWS_AND_MANAGEMENT.pdf
- <https://thebusinessprofessor.com/wp-content/uploads/2016/07/Business-Law-An-Introduction.pdf>

4BBA(ECOM)CCC-9: Business Laws & Ethics

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBA(OE) 2.1	3	-	-	-	-	2	-	-	-	-	-	1
2MBA(OE) 2.2	-	2	-	-	-	3	-	-	-	-	1	-
2MBA(OE) 2.3	-	1	2	-	3	-	-	-	-	-	-	-
2MBA(OE) 2.4	3	-	-	-	-	-	2	-	-	-	1	1

4BBA (E-Com) CCC-10 -Organizational Behavior

Course objectives:

- To understand the concepts, significance and challenges of Organization Behaviour
- To understand Management and Organizational behavior, concepts associated with continuous improvement in individual and Group processes
- Discuss approaches for stimulating employee Motivation and describe the development of Organizational Leadership Theories
- To understand basics of Interpersonal Communication, Group Behaviour, Conflict Resolution
- To make the students aware about Organizational Change and Development

Learning Outcomes:

- Apply basic knowledge of aspects affecting the behavior of individuals in an Organisation
- Analyze individual human behavior in the workplace as influenced by Personality, Values, Perceptions, and Motivations.
- Outline the elements of Group behavior including Group Dynamics, Communication, Leadership, Power & Politics and Conflict & Negotiation
- Demonstrate an understanding of successful methods for understanding Group behavior conflict resolution and Organizational change and Development

Unit-1	Introduction to Organizational Behavior	L	T	P
1.1	Concept of OB, Nature and Scope of OB (Lecture, PPT)	11	2	1
1.2	Importance of OB (Lecture, PPT)			
1.3	Challenges and opportunities for OB. (Lecture, PPT)			
1.4	Role of Managers in OB- Interpersonal Roles, Informational Roles, Decisional Roles (Lecture, PPT, Case study)			
1.5	Models of OB ((Lecture, PPT)			

Unit-2	Individual Behavior	L	T	D
2.1	Individual Behavior – Individual Decision Making ((Lecture, PPT)	9	2	1
2.2	Motivation and Learning (Lecture, PPT)			
2.3	Maslow Need Hierarchy theory , Herzberg theory (Lecture, PPT)			
2.4	Alderfer ERG Theory, Mc Gregor Theory X and Y (Lecture, PPT)			
2.5	Perception – Importance – Factors influencing perception (Lecture, PPT, Case study)			

Unit-3	Behavior Dynamics	L	T	P
3.1	Interpersonal behavior, Nature and Scope (Lecture, PPT)	8	2	
3.2	Communication, Process and Types (Lecture, PPT)			
3.3	Transactional Analysis, Benefits and Uses of TA (Lecture, PPT, Case study)			
3.4	The Johari Window (Lecture, PPT)			
3.5	Leadership, Theories and Styles (Lecture, PPT, Role Play)			

Unit-4	Group Behavior	L	T	P
4.1	Introduction to Group Behavior, Foundations of Group Behaviour, Group Dynamics (Lecture, PPT)	9	2	
4.2	Types of Groups, Formal and Informal Groups, Types of Group Structures (Lecture, PPT)			
4.3	Group Decision making Techniques (Lecture, PPT, Role Play)			
4.4	Power and politics, Conflict and Negotiation. (Lecture, PPT, Role Play)			
4.5	Management of Conflict (Lecture, PPT)			

Unit-5	Organization Change and Development	L	T	P
5.1	Management of Change: Change and Organizational development (Lecture, PPT)	11	2	1
5.2	Resistance to change Approaches to manage Organizational Change. (Lecture, PPT)			
5.3	Models of Change (Lecture, PPT)			
5.4	Organizational Effectiveness, Organizational Culture , Types of Culture (Lecture, PPT, Case study)			
5.5	Organizational Citizenship Behavior(OCB) (Lecture, PPT)			

Projects/Practical/Assignments

Student presentations, Expert Lecture

Field Visit, Role Play, Case studies and Management Games

Research on organisation behaviour of any organisation with respect to different characteristics of organization behaviour

References:

- Aswathappa, K. Organizational Behaviour, Text and Problem, Himalaya Publication
- Pardeshi, P. C. Organizational Behaviour & Principles & Practice Of Management, Nirali publication
- Mc Shane & Von Glinov, Organizational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- Robbins, S. P/ Judge, T. A/ Sanghi, S. Organizational Behavior Pearson Publication, 2006
- Udai Pareek, Understanding Organizational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
- Stephen P. Robbins, Organizational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.

E-Resource

- http://www.damits.ac.in/library_doc/Organizational_Behaviour.pdf
- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
- https://www.macmillanihe.com/resources/sample-chapters/9781137429445_sample.pdf

4BBACCC-4: Organizational Behaviour

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4BBACCC-4.1	3					2			1			
4BBACCC- 4.2		2	3						1			
4BBACCC- 4.3	3								2		1	
4BBACCC- 4.4		1	2		3							

4BBA(E-Com)CCE-3:INTRODUCTION TO INFORMATION TECHNOLOGY

COURSE OBJECTIVE

Credits: 6

- To understand the fundamentals of Computer Organization
- To provide an overview of the Basic concept Information Technology
- To aware students of Operating System and its working
- To give an overview of Emerging Trends in IT
- To make students understand Cloud computing

LEARNING OUTCOMES

- Students to remember Evolution and Organization of Computer
- Students to learn the basics of Information Technology
- Students to understand Operating system and how it functions
- Students to understand Emerging Trends in IT
- Students to learn the workings of Cloud computing

Unit-1	Computer Organization	L	T	P
1.1	Organization of computers, File Organization, System Software and Application Software (PPTs & Class room lectures)	10	3	3
1.2	History of Computers, Classification of Computers, The System Bus Architecture (PPTs & Class room lectures)			
1.3	Computer Devices: Input/Output Devices, Storages Devices (PPTs & Class room lectures)			
1.4	Number system, Boolean algebra, gates (PPTs & Class room lectures)			
1.5	Combinational Blocks: Adders-Half Adder, Multiplexer, Sequential Building Blocks: Flip-Flops, Registers (PPTs & Class room lectures)			

Unit-2	Information Technology Basics	L	T	P
2.1	Basic concept of Information Technology, Difference b/w Data and Information (PPTs & Class room lectures)	11	4	-
2.2	Need for Information Storage and Processing (PPTs & Class room lectures)			
2.3	Information Technology Components (PPTs & Class room lectures)			
2.4	Role of Information Technology (PPTs & Class room lectures)			
2.5	Information Technology and the Internet (PPTs & Class room lectures)			

Unit-3	Operating System	L	T	P
3.1	Introduction to Operating System, Function provided by O.S. (PPTs & Class room lectures)	10	2	3
3.2	Types of Operating System (PPTs & Class room lectures)			
3.3	Operating System – Properties (PPTs & Class room lectures)			
3.4	DOS: Function of DOS, Structure Booting, Simple Internal External Command (PPTs & Class room lectures)			
3.5	Operating System- Services (PPTs & Class room lectures)			

Unit-4	Emerging Trends in IT	L	T	P
4.1	Introduction toMultimedia (PPTs & Class room lectures)	10	3	2
4.2	Internet Protocol TV (PPTs & Class room lectures)			
4.3	Mobile Communication (PPTs & Class room lectures)			
4.4	Smart Cards (PPTs & Class room lectures)			
4.5	The Internet of Things (IoT), Big data, Cyber security (PPTs & Class room lectures)			

Unit-5	Cloud computing Basics	L	T	P
5.1	Cloud Computing Overview (PPTs & Class room lectures)	12	3	-
5.2	Cloud Computing Technologies (PPTs & Class room lectures)			
5.3	Cloud Computing Architecture and Planning (PPTs & Class room lectures)			
5.4	Cloud Computing Infrastructure (PPTs & Class room lectures)			
5.5	Public, Hybrid and private Cloud Deployment Model (PPTs & Class room lectures)			

Practical/Project/Assignment:
Assignment on Mobile communication
Presentation on Cloud computing

Suggested Readings:

Learning Emergent, 2015, Introduction to Computers and Information Technology 2 edition, Pearson;
Rajaraman V., 2018, Introduction to Information Technology, Third edition, PHI Learning Pvt. Ltd.;;
Ravichandran A., 2014, Fundamentals of Information Technology First edition, Khanna Book Publishing;
SailajaShekhar, Fundamentals of Information Technology, Ukaaz Publications
Schwalbe Kathy, 2013, Information Technology Project Management, 7th edition edition, Cengage Learning Australia

E-Resource:

http://books.mhprofessional.com/computing/oleary/pdf/ole65985_ch01_web.pdf
http://sbmu.ac.ir/uploads/Oxford_English_for_Infomation_Technology.pdf
https://www.tutorialspoint.com/fundamentals_of_science_and_technology/information_technology.htm
https://www.tutorialspoint.com/computer_fundamentals/index.htm

4BBA(E-Com)CCE-3: INTRODUCTION TO INFORMATION TECHNOLOGY

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4BBA E-Com(CCE3)3.1	3	2	1		2	3	1		2	2	1	2
4BBA E-Com(CCE3) 3.2	3	1	1	1	2	1		1		1	2	3
4BBA E-Com(CCE3) 3.3	3	3	3	2	3	2	1		2	1	2	3
4BBA E-Com(CCE3) 3.4	3	1	1			3	1		2	2		3
4BBA E-Com(CCE3) 3.5	3	2		3	3	3	1	2	3	2	2	3

BBA-E-Commerce Fourth Semester

CCE4 - Human Resource Management 6 CREDIT

Theory 80 Practical 20

Course Objective

- To make the students understand about relevance of modern Human Resource requirements and challenges in the dynamic Business environment
- To have an understanding of the basic concepts, functions and processes of human resource management
- To be aware of the role, functions and functioning of human resource department of the organizations.
- To Design and formulate various HRM functions such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.
- To understand the significance of Industrial Relations and Trade Union in India

Learning Outcome

- Developing the understanding of the concept of human resource management and to understand its relevance in organizations.
- Analyze the strategic issues and strategies required to select and develop manpower resources.
- Application of Various HRM functions in an Organization
- Evaluate the developing role of human resources in the global arena.

Unit-1	Introduction to HRM	L	T	P
1.1	Concept of HRM, objectives, Nature and Scope, Significance of HRM (Lecture, PPT)	11	2	1
1.2	HRM vs. Personnel Management, Functions of HRM (Lecture, PPT)			
1.3	Concept and scope of HRD, Objectives of HRD, Functions of HRD Managers (Lecture, PPT)			
1.4	Strategic HRM, Benefits of SHRM (Lecture, PPT)			
1.5	Evolution and Development of HRM (Lecture, PPT)			

Unit-2	Human Resource Planning	L	T	P
2.1	Introduction to HRP, Process of HRP, Levels of Human Resource Planning (Lecture, PPT)	9	1	
2.2	Need and Importance of HRP, Barriers and Suggestions for effective HRP (Lecture, PPT)			
2.3	Job analysis & Job design, Process of Job Analysis, Techniques of Job Analysis (Lecture, PPT)			
2.4	Recruitment Concept, Techniques and Sources of Recruitment(Lecture, PPT)			
2.5	Selection Process, Placement and Induction (Lecture, PPT)			

Unit-3	Human Resource Development	L	T	P
3.1	Career Planning, Career Development , Career Management (Lecture, PPT)	9	2	1
3.2	Training and Development, Techniques of Training (Lecture, PPT)			
3.3	Employee Development, Process of Development (Lecture, PPT)			
3.4	Performance Appraisal, Process and Techniques of Performance Appraisal (Lecture, PPT)			
3.5	Potential Appraisal, Promotion and Transfer (Lecture, PPT)			

Unit-4	Wage and Salary Administration	L	T	P
4.1	Employee Compensation: Objectives of Wage and Salary administration, Principles of Wage and Salary administration. (Lecture, PPT)	11	2	1
4.2	Wage differentials, Wage policy, Wage determination Factors (Lecture, PPT)			
4.3	Components of wage/salary-DA, incentives, bonus, fringe benefits etc. (Lecture, PPT)			
4.4	Job evaluation, Process and Techniques of Job Evaluation (Lecture, PPT)			
4.5	Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965. (Lecture, PPT)			

Unit-5	Employee relations	L	T	P
5.1	Industrial Relations: Conceptual Analysis (Lecture, PPT)	10	2	
5.2	Importance of IR, Objectives of IR, IR in India (Lecture, PP, Case study)			
5.3	Industrial Dispute, Grievance and Discipline (Lecture, PPT)			
5.4	Types of trade unions, problems of trade unions. (Lecture, PPT, Case study)			
5.5	Collective Bargaining, Workers Participation in Management. (Lecture, PPT, Role Play)			

Practical/Projects/Assignments:

- Case Studies Related to HR strategies, Designing compensation system
- . Team building exercises , Industrial Visit
- Role play of Collective Bargaining Strategy
- Enactment of Some Management Games.

References

Dowling, International Human Resource Management Cengage Learning, India, 2007
Dessler, Verkey Human Resource Management, Pearson Education, 2009
Flippo, Edwin B., Personnel Management, Tata McGraw Hill Publishing Co, 2007, New Delhi
K. Asawatthapa International Human Resource Management , TMH, 2001
Subba Rao, Essential of HRM and Industrial Relation 2008, Himalaya Pub. House

4BBA (EC) -:CCE Human Resource Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4BBA(CCE) 4.1	1				3	2			1			
4BBA(CCE) 4.2		2	3		2							
4BBA(CCE) 4.3		3	2		1					3		
4BBA(CCE) 4.4		1			1	2				3		

4BBA(E-Com)SEC-2:Digital Marketing

COURSE OBJECTIVE

Credit: 3

- To understand the Fundamental of Digital Marketing
- To learn the Channels of Digital Marketing required in the E-Commerce
- To acquaint students with the Social Media Marketing
- To help students to get knowledge of Google AdSense and Affiliate Marketing
- To describe the concept of Google Analytics and Online Reputation Management

LEARNING OUTCOMES

- Understand an overview of Digital Marketing to make Business easy through Digital Platform
- Understand various aspects of Marketing through Digital Channels
- Explain marketing through Social Media Channels
- Understand Google AdSense and Types of Affiliate Marketing

Unit-1	Introduction and Fundamental of Digital Marketing	L	T	P
1.1	Introduction, Advantages & Disadvantages (Lecture, Presentation)			
1.2	Nature and Scope of Digital marketing (Lecture, Presentation)	11	3	1
1.3	Digital Marketing vs Traditional marketing (Lecture through PPT, case discussion, Presentation)			
1.4	Functions and Responsibilities of Marketing Managers (Lecture through PPT, case discussion, Presentation)			
1.5	Future of Digital marketing (Lecture through PPT, case discussion, Presentation)			

Unit-2	Channels of Digital Marketing	L	T	P
2.1	Overview of Channels of Digital Marketing (Lecture through PPT, case discussion, Presentation)			
2.2	Search Engine Optimization (Lecture through PPT, case discussion, Presentation)	10	4	1
2.3	Search Engine Marketing (Lecture through PPT, case discussion, Presentation)			
2.4	E-Mail Marketing, Video Marketing (Lecture, case discussion, Presentation)			
2.5	Inbound and Outbound Marketing (Lecture through PPT, case discussion, Presentation)			

Unit-3	Social Media Marketing	L	T	P
3.1	Introduction to Social Media Marketing (PPTs)			
3.2	Facebook Marketing, Facebook Advertising (PPTs & Class room Lectures)			

3.3	Twitter Marketing, Instagram Marketing (PPTs & Class room lectures)	11	3	1
3.4	YouTube Marketing, Pinterest marketing (PPTs & Class room lectures)			
3.5	LinkedIn Marketing, Quora Marketing (PPTs & Class room lectures,)			

Unit-4	Google AdSense and Affiliate Marketing	L	T	P
4.1	Introduction to Adsense, Types of Bidding (Class room lectures & PPTs)	11	4	-
4.2	What is Affiliate Marketing, Types of Affiliate Marketing (Lecture, PPTs)			
4.3	Popular Affiliate Networks(Lecture)			
4.4	Making Money using Affiliate Marketing (PPTs & Class room lectures)			
4.5	Success stories of Online Entrepreneurs (PPTs)			

Unit-5	Google Analytics and Online Reputation Management	L	T	P
5.1	Purpose of Website Analytics, Tools for Website Analytics (PPT & class room lectures & GDs)	11	4	1
5.2	Google Tag Manager, How to use Google Tag Manager (Class room lectures)			
5.3	Introduction to Online Reputation Management (PPT & class room lectures)			
5.4	Why business needs Online Reputation (PPT & class room lectures)			
5.5	ORM strategy, Tools for ORM (PPT & Class room lectures)			

Practical / Projects / Assignments:

- Case Study on Facebook Advertisements and Instagram Advertisement
- Practical: Google AdSense

Suggested Readings :

Burbary Ken, Hemann Chuck, Digital Marketing Analytics, 2019, Second edition, Pearson Education

Ryan Damian Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 2016, 4 edition, Kogan Page

Das Abhishek Applications of Digital Marketing: For Success in Business, 2018, 1st Edition, BPB Publications

Kumar Karthik, T. N. Swaminathan, Digital Marketing - From Fundamentals to Future, 2019, Cengage Learning India Pvt. Ltd.

Bhatia Puneet, Fundamentals of Digital Marketing, Second Edition, 2019, Pearson Education

Gupta Seema, Digital Marketing, Edition: 1, 2017, McGraw Hill

E-Resource:

https://www.tutorialspoint.com/digital_marketing/index.htm

https://www.tutorialspoint.com/social_media_marketing/index.htm

<https://blog.hubspot.com/marketing/what-is-digital-marketing>

<https://neilpatel.com/what-is-digital-marketing/>

3BBA(E-Com)SEC-2:Digital Marketing

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3BBA E-Com(SEC2)2.1	3	2	1		2	3	1		2	2	1	2
3BBA E-Com(SEC2)2.2	3	1	1	1	2	1		1		1	2	3
3BBA E-Com(SEC2)2.3	3	3	3	2	3	2	1		2	1	2	3
3BBA E-Com(SEC2)2.4	3	1	1			3	1		2	2		3
3BBA E-Com(SEC2)2.5	3	2		3	3	3	1	2	3	2	2	3

Course Objectives

- To provide the essential knowledge of Research along with various steps which is required for conducting good quality of Research
- To understand, how make differ and better Research to others by using Hypothesis & Objectives
- To understand the importance of Sample size in Collection and Data
- To understand the needs of Research in Media as well as Advertising fields and Process for done it.
- To provide the knowledge of various Statistical Solution for Research Problems

Learning Outcome

- Students is to learn and understand Research its needs and types for their problems
- Students is to learn and understand role of background studies, Hypothesis and Ethics of Research
- To help among the students for selecting suitable Sample size and perfect tools for Primary as well as Secondary Data Collection
- Student to learn and understand various type of Media Research and easily Differentiate among all
- Students learn and understand suitable Analysis method and Hypothesis testing for their Research

Unit-1	Introduction of Research	L	T	P
1.1	Research: Meaning Importance (Board Lecture & PPTs)	1	1	0
1.2	Needs of Research & Areas of Research (Board Lecture & PPTs)	1	1	0
1.3	Research Process (Board Lecture & PPTs)	2	1	0
1.4	Types of Research (Board Lecture & PPTs)	1	1	0
1.5	Essential Elements of Research Report Writing (Board Lecture & PPTs)	1	0	0

Unit-2	Research Elements	L	T	P
2.1	Variable: Meaning & Types (Board Lecture & PPTs)	1	1	0
2.2	Review of Literature: Meaning & Process (Board Lecture & PPTs)	1	1	0
2.3	Qualitative & Quantitative Research. (Board Lecture & PPTs)	1	1	0
2.4	Hypothesis & Research Design (Board Lecture & PPTs)	1	1	0
2.5	Ethical issues in Research (Board Lecture & PPTs)	1	1	0

Unit-3	Sampling & Data Collection	L	T	P
3.1	Sampling: Population & Sample. (Board Lecture & PPTs)	2	1	0
3.2	Methods: Probability & Non Probability Sampling (Board Lecture & PPTs)	1	1	0
3.3	Data Collection: Importance & Types (Board Lecture & PPTs)	2	1	0
3.4	Measurement Scale: Primary & Secondary (Board Lecture & PPTs)	2	1	0
3.5	Tools-Questionnaire, Schedule, Interview & Observation (Board Lecture & PPTs)	2	1	0

Unit-4	Media Research & Marketing Research	L	T	P
4.1	Survey & Content Analysis for Media (Board Lecture & PPTs)	1	1	0
4.2	Advertising Research: Meaning & Needs (Board Lecture & PPTs)	1	1	0
4.3	Readership vs. Circulation & Rating Vs Ranking (Board Lecture & PPTs)	1	1	0
4.4	Marketing Research: Needs & Importance (Board Lecture & PPTs)	1	1	0
4.5	Applications of Research, Digital Platforms for Marketing Data Collection (Board Lecture & PPTs)	1	1	0

Unit-5	Statistical Analysis & Report Writing	L	T	P
5.1	Statistics: Meaning & Limitation (Board Lecture & PPTs)	1	1	0
5.2	Graphical Presentation: Types & Importance (Board Lecture & PPTs)	3	1	3
5.3	Central Tendency: Mean, Median & Mode (Board Lecture & PPTs)	3	1	3
5.4	Standard deviation & Mean Deviation (Board Lecture & PPTs)	3	1	1
5.5	Report Writing Techniques & Bibliography (Board Lecture & PPTs)	3	1	3

Practical / Projects / Assignments

- Project: Research based Study
- Assignment & power-point presentation in classroom

Suggested Readings

- Gupta B. N. & Silawat S. T. (2012), Principles of Statistic, Sahitya Bhawan Publishing House; Agra
- Kothari C. R. (2004), Research Methodology Text & Cases, New Age Publication House; New Delhi
- Shukla & Sahay (2013), Principles and Practice of Statistics, Sahitya Bhawan Publishing House; Agra
- Taylor B., Sinha G. & Ghoshal T. O., Research Methodology: A Guide for Researchers in Management & Social Sciences, PHI Learning Publications
- Bhome S. M., Prajapati N., Ghate D. D. & Ghosh A. (2008), Research Methodology: Tools and Analysis, Himalaya Publishing House; New Delhi

E-Resource

- <http://www.himpub.com/documents/Chapter582.pdf>
- http://dinus.ac.id/repository/docs/ajar/Kothari_-_Research_Methodology_Methods_and_Techniques_-_2004.pdf
- http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf

CCE - Research Methodology

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBA(CCC) 2.1	3	1	-	-	-	-	-	-	-	-	2	1
5BBA(CCC) 2.2	-	3	-	-	-	2	1	-	-	-	-	1
5BBA(CCC) 2.3	-	2	3	-	1	-	-	-	-	-	-	1
5BBA(CCC) 2.4	-	1	-	3	2	-	-	-	-	-	1	-

COURSE OBJECTIVES

- To introduce the International Trade Concepts
- To understand the relationship Between Economic Growth and Trade
- To understand the Export Import Documentation Process
- To aware students about different Economic Institution
- To make the student aware about new Trends in International Trade

LEARNING OUTCOMES

- Understanding the Basics of International Trade
- Analyze impact of International Trading on Countries Economic Growth
- Understand the Export Import Documentation Process
- Analyze working of Regional and International Economic Institution
- Create Relationship between Globalization, Technology and Trading

Unit – 1	Introduction to International Trade	L	T	P
1.1	Definition - Concepts and Meaning of International Trade (classroom lectures, PPT)	11	3	-
1.2	Scope of International Trade Activities (PPT, Classroom Lecture)			
1.3	History of International Trade (PPT, Lectures)			
1.4	Theories of International Trade (Lectures & PPT)			
1.5	Drivers of International Trade (PPTs, case study)			

Unit – 2	Trade and Economic Growth	L	T	P
2.1	Foreign Trade and it's Impact on Economic Growth (Classroom lecture)	10	4	-
2.2	Balance of Payments (PPTs, Lecture)			
2.3	Free Trade (classroom lectures, PPT)			
2.4	Forms of International Trade (PPT, Classroom lectures)			
2.5	Restrictions of International Trade (Classroom Lectures & PPT)			

Unit – 3	Export Import Documents & International Support	L	T	P
3.1	Export Import Documents: An Overview (PPTS, Classroom lectures)	11	4	-
3.2	Processing of an order in IT (PPTs, Classroom lectures)			
3.3	Terms of Payments in IT (PPT, lectures, Case study)			
3.4	Export Financing & Import Finance (PPTs, Lectures)			
3.5	Institute for Export Promotion in India and Export Assistance in India (PPTs, Lectures)			

Unit - 4	Regional and International Economic Environment	L	T	P
4.1	India and WTO (PPTs, Lectures, A CASE ANALYSIS ON WHOSE BASMATI IT IS?)	11	3	-
4.2	India and IMF (PPTs & Classroom Lectures)			
4.3	India and World Bank (PPTs, Lectures)			
4.4	EU, NAFTA, SAFTA (PPTs & classroom lectures)			
4.5	ASEAN, SAARC (Classroom Lectures PPTs)			

Unit - 5	Recent Development in International Trade	L	T	P
5.1	Globalization and its Impact on Indian Economy (PPTs, Classroom Lectures)	12	2	-
5.2	Global Competitiveness (PPTs & classroom lectures)			
5.3	Technology Advantage and Trade (PPT, Classroom lectures)			
5.4	Recent Trends in Indian Foreign Trade (PPT, classroom lectures)			
5.5	India's Trade Policies (PPTs, Lectures)			

Practical / Projects / Assignments

- Case Studies: A CASE ANALYSIS ON WHOSE BASMATI IT IS?
- Presentation and Group Discussions
- Field Visit and assignments

Suggested Readings

- Aswathappa K (2015) International Business New Delhi, Delhi: McGraw Hill Education (India) Private Limited
- Cherunilam Francis (2010) International Business Text and Cases, New Delhi, Delhi: Phi Learning Private Limited
- Rao.Subba. P.(2001) International Business Text and Cases, Himalaya Publishing House
- Paul Jastin, Kapoor Ramneek (2008) international Marketing Text and Cases, Delhi: Tata McGraw Hill Companies
- Sing Dr. Ram (2009) International Trade Operations. New Delhi: Excel Books

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<https://open.umn.edu/opentextbooks/textbooks/international-trade-theory-and-policy>
http://164.100.133.129:81/econtent/Uploads/International_Business.pdf
<http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Network%20Infrastructure%20Management/Sem%20IV/International%20Business%20Management/International%20Business%20Management.pdf>

5BBA (E-Com) CCC-12 : International Trade

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBACCC -12.1	2		1	3		2					2	3
5BBACCC-12.2	3	3	2	2		1					1	
5BBACCC-12.3	3		2	2	3				2		3	2
5BBACCC-12.4	2		3		3	3	2					2
5BBACCC-12.5	3	1	2	2	3	2	2	1				2

COURSE OBJECTIVE

Credits :6

- To create conceptual understanding of the workings of E-commerce
- To acquaint students with Electronic Data Interchange
- To provide the knowledge of Mobile Commerce
- To aware students of Enterprise Resource Planning and Strategies
- To explore the service models of various Online industries

LEARNING OUTCOMES

- Students to remember the basics of E-Commerce
- Students to understand the Functioning of EDI
- Students to apply the knowledge of Mobile Marketing in industry
- Students to learn the skills of ERP used in the E-commerce industry
- Students to know the Service Models being used in Online industries

Unit-1	Software and hardware for E-Commerce	L	T	P
1.1	Web server - Software, Hardware. (PPTs & Class room lectures)	14	-	1
1.2	Web Site and Internet Utility Programs. (PPTs & Class room lectures)			
1.3	E-Commerce Software: Basic Functions of Electronic Commerce Software. (PPTs & Class room lectures)			
1.4	Advanced Functions of Electronic Commerce Software. (PPTs & Class room lectures)			
1.5	Electronic Commerce Software for Small and Midsize Companies, Midsize to Large Businesses. (PPTs & Class room lectures)			

Unit-2	Electronic Data Interchange (EDI)	L	T	P
2.1	Introduction to EDI, Steps in EDI System, Advantages and Disadvantages of EDI (PPTs & Class room lectures)	13	2	-
2.2	Components of Electronic Data Interchange (PPTs & Class room lectures)			
2.3	EDI Layered Architecture (PPTs & Class room lectures)			
2.4	Application of EDI in Business (PPTs & Class room lectures)			
2.5	EDI Vs E-MAIL (PPTs & Class room lectures)			

Unit-3	Mobile Commerce	L	T	P
3.1	Introduction to Mobile (M) Commerce, Challenges emerging in Mobile Commerce, Growth of Mobile Commerce. (PPTs & Class room lectures)	13	3	-
3.2	Application areas of Mobile Commerce: Mobile Computing Application, Mobile Information Devices, Emerging applications. (PPTs & Class room lectures)			
3.3	Different players in M-Commerce, M-Commerce Life Cycle. (PPTs & Class room lectures)			
3.4	Wireless Application Protocols, WAP Technology, Technologies for Mobile Commerce, Wireless Spectrum, Origins of WAP, WAP Architecture, Wireless Datagram Protocol (WDP), Short Message Services, Circuit Switched Data (CSD), Unstructured Supplementary Services Data (USSD), General Packet Radio Service (GPRS), Wireless Technology (AMPS, TDMA, CDMA, GSM), Different generations in Wireless Communication, Security issues in cellular technology (PPTs & Class room lectures)			
3.5	Mobile commerce and its future in India. (PPTs & Class room lectures)			

Unit-4	Enterprise Resource Planning (ERP) :	L	T	P
4.1	Features, Evolution, Need, Scope of ERP and Overview of Commercial Software (PPTs & Class room lectures)	15	-	-
4.2	Business Engineering with IT. (PPTs & Class room lectures)			
4.3	Business Process Redesign. (PPTs & Class room lectures)			
4.4	Knowledge Engineering and Data Warehouse. (PPTs & Class room lectures)			
4.5	ERP and competitive strategy (PPTs & Class room lectures)			

Unit-5	E-Commerce and Online service industries:	L	T	P
5.1	Financial services. (PPTs & Class room lectures)	15	-	-
5.2	Online travel Services. (PPTs & Class room lectures)			
5.3	Online career services. (PPTs & Class room lectures)			
5.4	Online retail services. (PPTs & Class room lectures)			
5.5	Online Health service. (PPTs & Class room lectures)			

Practical/Project/Assignment:

Project Report on Online services Industry
Case study on any E-Commerce Organization
Presentation on ERP System

Production:

Detailed tasks related to subject

Suggested Readings:

Chan Henry, Raymond Lee, Dillon Tharam, Chang 2007, E-Commerce: Fundamentals and Applications, Wiley

Gupta Gaurav, Gupta Sarika 2015, E-Commerce Second Edition, Khanna Publishing

Joseph P. T. S. J. 2012, E-Commerce: An Indian Perspective, PHI

Timmers Paul (1999). Electronic Commerce: Protocols, Strategies and Models for Business-to-Business Trading, John Wiley & Sons

Trivedi Munesh Chandra (2010) Electronic Commerce: A Simplified Approach, JAICO Publication House

Whiteley David 2017, E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education

E-Resource:

https://www.tutorialspoint.com/e_commerce/index.htm

<https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>

<https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

5BBA(E-Com)CCE-5: E-Commerce Technologies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBA-E-Com(CCC5)5.1	3	1	1	2	1	2	3	1	2	2	1	3
5BBA-E-Com(CCC5)5.2	2	1	2	1	1	3	3	2	1	2		3
5BBA-E-Com(CCC5)5.3	3	2	3	2	3	2	1			1	2	3
5BBA-E-Com(CCC5)5.4	3	3	3	2	1	3	2	2	1		3	2
5BBA-E-Com(CCC5)5.5	1			2		3	3	1		3	2	3

CCC5: E-Commerce Technologies

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBA-EC(CCC5)5.1	3	1	1	2	1	2	3	1	2	2	1	3
35BBA-EC(CCC5)5.2	2	1	2	1	1	3	3	2	1	2		3
5BBA-EC(CCC5)5.3	3	2	3	2	3	2	1			1	2	3
5BBA-EC(CCC5)5.4	3	3	3	2	1	3	2	2	1		3	2
5BBA-EC(CCC5)5.5	1			2		3	3	1		3	2	3

5BBA(E-Com)CCE-6 : Brand Management
Total Marks : Theory(80) Internal (20)

COURSE OBJECTIVE**Credits : 6**

- To explain the students various underlying concepts involved in Branding.
- To describe the students various factors of International & Domestic Brands.
- To explain the students how Positioning affects Branding.
- To discuss with students various differences between Product & a Brand.
- To describe various Integrated Brand Marketing strategies to students.

LEARNING OUTCOMES

- The students would eventually generate within themselves ability of Decision making regarding Branding decisions.
- The students would conclude what is Brand Equity & Brand Value.
- The students would eventually develop within themselves the importance of Brand concept over the product concept.
- The students would be able to compare between Domestic & International Branding Strategies

Unit-1	Principles of branding	L	T	P
1.1	Nature, scope & Core concepts of Branding. (Class room Lecture)	11	3	1
1.2	Brand importance & Evolution of Brands (Class room lecture & PPT)			
1.3	Anatomy of a Brand (PPTs)			
1.4	Brand Potential, Brand Recognition & awareness (Class Room Lecture)			
1.5	Branding challenges & opportunities (Classroom Lecture& case study of Lux Brand of HLL)			

Unit-2	Language of Branding	L	T	P
2.1	Brand Architecture , Brand Image & Brand Personality (Classroom Lecture& case study of Gillete)	12	3	1
2.2	Brand Identity, Brand Association & Brand Power (PPT)			
2.3	Brand Positioning , Brand Awareness & Brand Royalty (Classroom lecture & PPT)			
2.4	Brand Essence, Brand Promise & Brand Portfolio. (PPTs.)			
2.5	Brand Portfolio (PPT)			

Unit-3	Brand Planning Strategies	L	T	P
3.1	New Brand Launchings , Brand Overtime (PPT)	10	4	1
3.2	Brand Extensions (PPT))			
3.3	Global Branding (Classroom lectures			
3.4	Brand Visioning (PPT)			
3.5	Retailer Branding Strategies (PPT)			

Unit-4	Brand Equity	L	T	P
4.1	Understanding Brand Equity : Meaning & Concepts (PPT)	12	2	1
4.2	Brand Equity vs Customer Equity (PPT)			
4.3	Developing Brand Equity (PPT)			
4.4	Specific Brand Equity Activities (PPT)			
4.5	Problems in developing Brand Equity (PPT)			

Unit-5	Integrated Brand Marketing	L	T	P
5.1	Understanding Integrated Brand Marketing (PPTs)	9	3	1
5.2	Tools of Integrated Brand Marketing (Class room lectures)			
5.3	Buying systems (PPTs)			
5.4	Building Brands on Internet (Class room Lectures)			
5.5	Successful Brands in Media History (PPT)			

Practical / Projects / Assignments :

- Project Report : On Marketing strategy of Lux.
- Study of branding strategy of Coca-Cola.

Suggested Readings :

Aaker , David. (2009). *Brand Leadership*. Noida: Simon & Schuster India
 Keller, Kevin. (2012). *Strategic Brand Management*. New Delhi: Pearson education.

Panda, Tapan. (2016). *Product & Brand management*. New Delhi: Oxford Publication.
 Kotler, P., & Armstrong, G. (1997). *Principles Of Marketing*. New Delhi: Prentice Hall of India.
 Sarangi, S. K. (2011). *Marketing Management*. New Delhi: Asian Books Pvt. Ltd.

E- resources:

- <https://www.pdfdrive.com/new-strategic-brand-management-1pdf-e11425402.html>
- <https://www.pdfdrive.com/b2b-brand-management-e25120066.html>
- <https://www.ebooks.com/en-us/95916056/brand-management/michael-beverland/>
- http://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT

5BBA(E-Com)CCE-6: Brand Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBA(E-com) CCE-6.1		2	3	1								
5BBA(E-com) CCE-6.2		2	3			1	1					
5BBA(E-com) CCC-6.3	2			3		2				2		
5BBA(E-com) CCC-6.4	3	1		1		2	2					2

5BBA(E-Com) SEC-3 : Entrepreneurship & Small Business Management

Total Marks : Theory(40) Internal (10)

Credits : 3

COURSE OBJECTIVE

- To describe students regarding Entrepreneurship&its Management.
- To explain the students difference between Entrepreneurs & Managers.
- To outline the students about importance of E.D.Programmes.
- To illustrate students Practical problems related to Transportation.
- To determine various Project Appraisal methods to the students .

LEARNING OUTCOMES

- Students would be able to develop the concept of Entrepreneurship Management.
- By analyzing the importance of E.D programmes, students would be able to integrate the various factors leading to success of Entrepreneurship.
- Student would be able to summarize various concepts Leading to Small Businesses & would learn to integrate them into a concrete Business Approach.
- Applying Transportation concepts would enable the students to find out the Optimum way to solve the problems.

Unit-1	Entrepreneurship	L	T	P
1.1	Entrepreneurship: Nature & Scope (Class room lectures & PPT)	5	3	-
1.2	Role & Importance in Indian economy (PPT & class room lectures)			
1.3	Traits of Entrepreneurs (PPT)			
1.4	Entrepreneurs vs Professional Managers (Role Play, PPT)			
1.5	Problems faced by Entrepreneurs (Class room Lectures)			

Unit-2	Environmental analysis	L	T	P
2.1	Factors affecting External Environment (PPT)	4	4	-
2.2	Significance & Role of Environmental Infrastructure Network (PPT & Class room Lectures)			
2.3	Environmental Analysis (class room lectures)			
2.4	E.D programmes (E.D.P) (PPT , Class room lectures)			
2.5	Problems of E.D.P (Class room Lectures)			

Unit-3	Transportation problems	L	T	P
3.1	North West Corner method (practical)	4	-	4
3.2	Matrix Minima & VAM Method (practical)			
3.3	Degenerating (practical)			
3.4	MODI method (practical)			
3.5	Assignment Problems (practical)			

Unit-4	Project Appraisal	L	T	P
4.1	Project & Project Reports (PPTs)	4	3	1
4.2	Search for Business Idea (PPTs & Class room Lectures)			
4.3	Projects& Classifications : Idea into Reality (PPTs)			
4.4	Identification of Projects, Project Design & Network Analysis (PPTs &group discussions)			
4.5	Project Appraisal & Plant Layout (Class Room Lectures)			

Unit-5	Types of organizations	L	T	P
5.1	Small Industry Setup (Class room Lectures)	6	2	-
5.2	Types of Organization: Sole Proprietorship, Partnership , Joint Stock Company, Co-operative Organization, Merits , Limitations , Suitability (PPTs & class room lectures)			
5.3	Organizational Locations (Role Play , Class room lectures)			
5.4	Steps in Starting a Small industry (PPTs)			
5.5	Incentives & subsidies available , Export Possibilities (PPTs)			

Practical / Projects / Assignments :

- Case Studies: Related to real life entrepreneurs (Kabadwala.com)
- Practical solving of transportation problems.

Suggested Readings :

- Burns, Paul.(2016). Entrepreneurship & Small Business Development. New Delhi: Palgrave Macmillan Publishers
- Chakraborty, K.(2006). Entrepreneurship & Small Business Development. New Delhi: Mittal Publishers
- Charantimath, Poornima.(2005). Entrepreneurship & Small Business Development. New Delhi: Pearson education
- Khanka, S.K. (2006). Entrepreneurial Development . New Delhi: S.Chand publishing
- Nirjhar, A. (2011) . Entrepreneurial Development. New Delhi: Sanbun Publishers

E-resources:

- <https://www.slideshare.net/esmatullahamini1/entrepreneurial-developmentbook-pdf>
- <http://ncert.nic.in/ncerts/l/lebs213.pdf>
- http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf

5BBA(E-Com) SEC-3:Entrepreneurship & Small Business Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
5BBA(E-com) SEC-3.1			3			2				2		
5BBA(E-com) SEC-3.2		2	3			1	1					
5BBA(E-com) SEC-3.3	2			3		2				2		
5BBA(E-com) SEC-3.4	3	1		1		2	2					2

6BBA (E-Com) CCE-7: Management Information System

Total Marks 100: [Theory(80), Internal (20)]

Credit Points - 6

COURSE OBJECTIVES

- To Introduce the Basic concept of Information System
- To aware student about Information System
- To understand Decision Making and Planning Process
- To know about Process and Implementation of MIS
- To aware students about new field of MIS

LEARNING OUTCOMES

- Understand the Management Information System
- Classify different Information and its Quality
- Use MIS in Planning and Decision making in any Organization
- Application and Implementation of MIS in Organization
- Understand New Era of Information System

Unit – 1	Introduction	L	T	P
1.1	Concept of MIS (PPTs & Class room lectures)	11	4	-
1.2	History of MIS (PPTs, Lectures)			
1.3	Why MIS? Its Role, Impact of MIS (PPTs & Class room lectures)			
1.4	Characteristics of MIS (PPTs & Class room lectures)			
1.5	MIS – A support to the management (Classroom lectures, PPTs)			
Unit – 2	Information & System Concept	L	T	P
2.1	Introduction, Meaning and Types of Information (Class room lectures & PPTs)	10	4	1
2.2	Dimension of Information (PPTs, Class room lectures)			
2.3	Information Quality (PPTs & Class room lectures)			
2.4	Concept and Definition of System (PPTs & Class room lectures)			
2.5	Kinds and Elements of System (PPTs & Class room lectures)			
Unit – 3	Decision Making and Planning	L	T	P
3.1	Mis and Decision-Making Concept (PPTs, Class room lectures)	11	3	1
3.2	Decision Making Process in MIS (Phases) (PPTs & Class room Lectures)			
3.3	System approach to Problem Solving in MIS (PPTs & Class room lectures)			
3.4	System Approach of Planning MIS (PPTs & Class room lectures)			
3.5	System approach in Organizing and Controlling MIS (PPTs & Class room lectures)			

Unit - 4	Development and Implementation	L	T	P
4.1	Process of MIS (PPTs & Class room lectures)	12	3	-
4.2	Development of MIS with in Organization (PPTs & class room lectures)			
4.3	Implementation of MIS (PPT & class room lectures)			
4.4	Stages and Evolution of the System (PPT & class room lectures)			
4.5	Maintenance of the System (PPT & Class room lectures)			

Unit - 5	New Trends in MIS	L	T	P
5.1	Decision Support System (DSS) Introduction and Concept (PPT & class room lectures)	11	4	1
5.2	Components of DSS (PPTs, Lectures)			
5.3	MIS and Role of DSS (PPTs, class room lectures)			
5.4	Artificial Intelligence (PPTs& Class room lectures)			
5.5	Future of AI In India (Class room lectures, PPTs)			

Practical / Projects / Assignments

- Case study
- Presentation and Group Discussion
- Field Visit

Suggested Readings

- Gupta Hitesh (2011) Management Information System , New Delhi : International Book House PVT. LTD.
- Bagad Vilas. S. (2008) Management Information System, Pune: Technical Publication
- Gupta Avadesh, Malik Anurag (2005) Management Information System, New Delhi: Firewall Media
- Jawadekar Waman S (2007) Management Information System Text and Cases, New Delhi Tata McGraw-Hill
- Chatterjee Indrajit (2010) Management Information System, New Delhi: PHI Learning Pvt. Ltd.

E-Resource

- <https://www.sigc.edu/department/mba/studymet/ManagmentInformationSystem.pdf>
http://164.100.133.129:81/econtent/Uploads/Management_Information_System.pdf
http://ebooks.lpude.in/management/mba/term_4/DMGT505_MANAGEMENT_INFORMATION_SYSTEM.pdf
<http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-MIS.pdf>

6BBA (E-Com) CCE-7: Management Information System

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
6BBACCC-7.1	2		1	3	2			1	2		2	3
6BBACCC-7.2	2	3	3		2					2	2	2
6BBACCC-7.3	3	2	1	2	3				3	3	3	2
6BBACCC-7.4	1		3		3		2		3	2		2
6BBACCC-7.5			3	2	3	2	2	1	3			2

BBA - E-Commerce 6th Semester

6BBA(E-Com)SEC-4:Database Management System

COURSE OBJECTIVE

Credits: 3

- To provide an overview of the Basic concept of Database management system
- To provide the understanding of the Fundamental Dependencies, Key and Normalization
- To give an overview of Structured Query Language (SQL)
- To aware students of Data storage and File Organisation
- To make students understand the workings of DBMS

LEARNING OUTCOMES

- Students to understand the basics of DBMS
- Students to learn the skills of SQL
- Students to use the knowledge of data storage and File Organisation in jobs
- Students to acquaint with the Architecture and Functioning of DBMS

Unit-1	Introduction to Database Management System	L	T	P
1.1	Operational Data, Purpose of database system, Views of Data (PPTs & Class room lectures)	13	1	1
1.2	Data Models: Relational, Network, Hierarchical, Instances & Schemes, Data Dictionary, (PPTs & Class room lectures)			
1.3	Types of Database languages : DDL, DML (PPTs & Class room lectures)			
1.4	Structures of a DBMS, Advantages & Disadvantages of a DBMS (PPTs & Class room lectures)			
1.5	3-level Architecture Proposal; Entity Relationship Model as a tool of conceptual design: Entities & Entity Set, Relationship & Relationship set, Attributes, Mapping Constraints, Keys, Entity-Relationship diagram (E-R diagram) (PPTs & Class room lectures)			

Unit-2	Fundamental Dependencies, Key and Normalization	L	T	P
2.1	Set Theory Concepts and Fundamentals: Relations, Domains, Attributes, Tuple, (PPTs & Class room lectures)	13	1	1
2.2	Types of Keys: Candidate Key, Primary Key, Alternate Key, Super Key, Foreign Key (PPTs & Class room lectures)			
2.3	Fundamental Integrity Rules: Entity Integrity, Referential Integrity, Extension & Intention (PPTs & Class room lectures)			
2.4	Functional Dependencies, Good & Bad Decomposition, Anomalies as a Database: A consequences of Bad Design, Universal Relation (PPTs & Class room lectures)			
2.5	Normalization: 1NF, 2NF, 3NF, BCNF, 4NF 5NF. (PPTs & Class room lectures)			

Unit-3	Structured query language (SQL)	L	T	P
3.1	Relational Algebra: Select, Project, Cross product, (PPTs & Class room lectures)	11	4	-
3.2	Different types of Joins: Theta Join, Equi-Join, Natural Join, Outer Join, Set Operations (PPTs & Class room lectures)			
3.3	Structured Query Language(SQL),Using MS Access, Implementing SQL (PPTs & Class room lectures)			
3.4	Functions, Integrity, Indexing, View Using MS Access. (PPTs & Class room lectures)			
3.5	DBA – Role, Functionality and Importance (PPTs & Class room lectures)			

Unit-4	Storage and File Structure	L	T	P
4.1	Failure Classification, (PPTs & Class room lectures)	11	3	-
4.2	The Storage Hierarchy, Transaction Model (PPTs & Class room lectures)			
4.3	Storage and File Structure, RAID, Storage Access (PPTs & Class room lectures)			
4.4	File Organization, Organisation of Records in File (PPTs & Class room lectures)			
4.5	Data Dictionary Storage (PPTs & Class room lectures)			

Unit-5	Database functionality	L	T	P
5.1	Database functionality and Importance. (PPTs & Class room lectures)	10	5	-
5.2	Database system architectures-centralized system, (PPTs & Class room lectures)			
5.3	Client Server System, Parallel System (PPTs & Class room lectures)			
5.4	Distributed System. (PPTs & Class room lectures)			
5.5	Overview Database on Web-concepts of ODBC, DSN (PPTs & Class room lectures)			

Practical/Project/Assignment:

Assignment on Database System working

Presentation on Client Server, Parallel and Distributed System

Suggested Readings:

Gillenson Mark L., Ponniah Paulraj, Kriegel Alex, Trukhov Boris M., Taylor Allen G., Powell Gavin, 2008, Introduction to Database Management, Wiley

Gillenson Mark L., 2012, Fundamentals of Database Management Systems 2nd edition, John Wiley & Sons;

Gupta Satinder Bal, Mittal Aditya, 2015, Introduction to Database Management System Second Edition, Laxmi Publications Pvt Ltd;

Kahate Atul, 2004, Introduction to Database Management Systems 1st Edition, Pearson;

Silberschatz, 2013, Database System Concepts Sixth edition, McGraw Hill Education;

E-Resource:

http://www.kciti.edu/wp-content/uploads/2017/07/dbms_tutorial.pdf

<http://www.ddegjust.ac.in/studymaterial/mca-3/ms-11.pdf>

<https://www.tutorialspoint.com/dbms/index.htm>

6BBA(E-Com)SEC-4:Database Management System

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
6BBAE-Com (SEC4) 4.1	3	3	3	2	3	2	1		2		2	3
6BBAE-Com (SEC4)4.2	3	3	3	2	1	1	2		1			3
6BBAE-Com (SEC4)4..3	3	2		3	2	3	2	1	2		2	3
6BBAE-Com (SEC4)4.4	3	3	3	2	3	2	1		2		2	3

1 BBA (E-Com)) OE-1
Business Environment
Total 50 Theory (40) Internal (10)
Credit :3

COURSE OBJECTIVES:

- To develop understanding and provide knowledge about Business environment to students
- To promote Basic Understanding on the concepts of Economic Environment
- To provide knowledge about the Socio Cultural Environment.
- To understand Political and Legal Environment
- To describe the concepts of Natural and Technological Environment.

LEARNING OUTCOMES:

- Students will get Proficiency in the Concepts and Impact of Business Environment
- Improving the knowledge about Fiscal and Monetary Policy and Economic elements
- Develop the skills required to take effective and timely Business decisions
- Ability to identify Technological impact and its Management in Globalization

Unit-1	An Overview of Business Environment	L	T	P
1.1	Definition, Characteristics of Business, Scope of Business (Lecture, PPT)	4	3	-
1.2	Concept and Nature of Business Environment, Characteristic of Environment (Lecture)			
1.3	Types of Environment-Internal, External, Micro and Macro Environment (Lecture, Case study)			
1.4	Impact of Business Environment on Business Decision (Lecture)			
1.5	Objectives and the uses of study, Process and Limitations of Environmental Analysis (Lecture, PPT)			

Unit-2	Economic Environment	L	T	P
2.1	Concept and nature of Economic Environment (Lecture, PPT)	6	1	1
2.2	Critical elements of Economic Environment (Lecture)			
2.3	Economic Policies-New Industrial Policy (Lecture, Case study)			
2.4	FEMA, Monetary and Fiscal Policies (lecture, PPT)			
2.5	Liberalization, Privatization and Globalization of Indian Economy. (Lecture, PPT)			

Unit-3	Socio Cultural Environment	L	T	P
3.1	Nature and impact of Culture on Business (Lecture, PPT)	5	2	
3.2	Culture and Globalization (Lecture, PPT)			
3.3	Social Responsibilities of Business (Lecture, PPT)			
3.4	Social Audit (Lecture)			
3.5	Demographic Environment: Population size, Migration and Ethnic aspects, Birth rate, Death rate and Age structure (Lecture, Case study)			

Unit-4	Political and Legal Environment	L	T	P
4.1	Functions of state, economic roles of government (Lecture ,PPT)	5	1	-
4.2	Government and legal environment. (Lecture, PPT)			
4.3	Indian constitution and Business (Lecture, PPT)			
4.4	Rationale and extent of state intervention. (Lecture, PPT)			
4.5	Consumer Protection Act and Patent Laws (Lecture, PPT)			

Unit-5	Natural and Technological Environment	L	T	P
5.1	Natural Environment: Meaning and its Impact on Business (Lecture,PPT)	6	1	1
5.2	Technological Environment: Meaning, Concept and Nature (Lecture,PPT)			
5.3	Elements of Technological Environment (Lecture)			
5.4	Impact of Technology on Globalization, Technology Transfer (Lecture)			
5.5	Management of Technology (Lecture, PPT)			

Practical / Projects / Assignments:

- Case study
- Assignments and Industrial visit

Suggested Readings :

Aswathapa K : Essentials of Business Environment, Himalaya Publication, Mumbai

Adhikari: Economic Environment of Business, Sultan Chand and Sons, New Delhi

Dhar P.K. Business Environment, Kalyani Publishers, New Delhi

Shaikh: Business Environment, Pearson, New Delhi

William F. Frederic :Business and Society, TMH, New York

E-Resource:

[http:// tyrocity.com/topic/business-environment-concept and components-internal and external /](http://tyrocity.com/topic/business-environment-concept-and-components-internal-and-external/)

<http://www.oreilly.com/lib/view/business/-environment/>

<https://marketbusinessnews.com/financial-glossary/economic-environment/amp>

Business Environment

1 BBA(Ecom) OE-1

	PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
IBBA (OE) 1		3			1						2		2
IBBA(OE) 2		2		3			1	1			3		
IBBA (OE) 3		2	1				2			2	2		1
1(BBA OE) 4		3					2	2			3		2

2BBA(E-Com) OE-5 : Consumer Behavior

Total Marks : Theory(40) Internal (10)

Credits : 3

COURSE OBJECTIVE

- To describe students regarding Consumer Decision making & Buying Process.
- To explain the Students difference between Rural & Urban Consumer Psychology
- To outline the students about importance of Group Dynamics in Consumer Behavior.
- To illustrate students Consumer Perception & its influence on their Behavior.
- To determine various Customer satisfaction scales to the students .

LEARNING OUTCOMES

- Students would be able to develop the concept “knowing its Consumer improves any industry’s Credibility”.
- By analyzing the importance of Group Dynamics, students would be able to Integrate the various factors leading to success of Decision Making process.
- Student would be able to summarize various concepts leading to Customer Satisfaction & would learn to Integrate them into a concrete Marketing Approach.
- Analyzing various social concepts would enable students to develop in depth under standing of Consumer Behavioral Process.

Unit-1	Introduction to Consumer Behavior	L	T	P
1.1	Consumer Behavior : Meaning, Scope & Importance (Class room lectures & PPT)	5	3	-
1.2	Role of Consumers in Marketing Function (PPT & class room lectures)			
1.3	Understanding Rural & Urban Consumers (PPT)			
1.4	Consumers Decision Making Process (Role Play, PPT)			
1.5	Innovation & Diffusion process (Class room Lectures)			

Unit-2	Consumer needs & motivation	L	T	P
2.1	Personality & Consumer Behavior (PPT)	4	4	-
2.2	Nature of Consumer Attitude (PPT & Class room Lectures)			
2.3	Strategies of Attitude Change (class room lectures)			
2.4	Communication & Consumer Behavior : Persuasion (PPT)			
2.5	Consumer Protection Laws (Class room lectures)			

Unit-3	Customer Satisfaction	L	T	P
3.1	Customer Satisfaction: Meaning & scope (Industrial Visit , Class room lectures)	4	4	-
3.2	Components of Customer satisfaction & its Rationale (PPT & class room lectures)			
3.3	Measuring customer satisfaction & cases (case study of DainikBhaskar& class room lectures)			
3.4	Customer Satisfaction Practices (PPTs)			
3.5	Customer Retention & its Strategies (role playing, PPTs)			

Unit-4	Social surrounding of consumer	L	T	P
4.1	The family, Functions of a Family (PPTs)	4	4	
4.2	Family Decision Making, Family Life Cycle (PPTs & Class room Lectures)			
4.3	Changing Female Consumer (PPTs)			
4.4	Social Class: Lifestyle Profiles (PPTs & class room lectures)			
4.5	Social Class Mobility: Affluent & Non affluent consumer (Class Room Lectures)			

Unit-5	Consumer decision making & perception	L	T	P
5.1	Consumer Decision Making : Concept & Process (Class room Lectures)	6	2	-
5.2	Customer Loyalty Building Strategies (PPTs & class room lectures)			
5.3	Consumer Rights, Protection & Education (Role Play , Class room lectures)			
5.4	Dynamics of Perception & its Imagery (PPTs)			
5.5	Customer Relationship Management (PPTs)			

Practical / Projects / Assignments :

- Case Studies: Related to consumer decision making process & loyalty creation
- Study of Management Strategies of Service industry major.

Suggested Readings :

Anderson, K. (2001). *Carol Kerr .Customer Relationship Management*. New Delhi: Mc Graw Hill Education(1st edition).

Dyche, J. (2001). *The CRM Handbook*. Addison-Wesley Professional(1st edition).

Efraim, T., Jae, L., King, D., & Chung, M. (2000). *ELECTRONIC COMMCRCE: Managerial Perspective*. New York: Pearson Education Inc.

Kumar, V., & Werner, R. (2012). *Customer Relationship Management: concepts, strategy & tools*. New York: Springer(2nd ed).

Majumdar, R. (2011). *CONSUMER BEHAVIOUR*. New Delhi: Prentice Hall of India.

Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India

E-resources:

1. <https://www.mheducation.co.uk/9780077144012-emea-ebook-consumer-behavior>
2. <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.pdf>
3. <https://www.studydrive.net/courses/maastricht-university/consumer-behaviour/other/11th-edition-consumer-behaviour-book/viewfile/187804>
4. <https://www.kobo.com> > ... > Business & Finance > Economics > Microeconomics
5. https://dl.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf

2BBA(E-Com) OE-5 : Consumer Behavior

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2BBA (E-Com) OE-5.1	2		3	1							2	2
2BBA (E-Com) OE-5.2	2	3			1							
2BBA (E-Com) OE-5.3	1	3		2								2
2BBA (E-Com) OE-5.4	2				2				2		2	

Credits : 3

COURSE OBJECTIVE

- To understand the concepts, significance and challenges of CRM
- To describe students regarding CRM and E- CRM
- To explain the students about Strategies of Formulating CRM
- To illustrate students consumer about CRM implementation and its limitations
- To develop understanding of E commerce Technologies and Sales force automation

LEARNING OUTCOMES

- Students would be able to develop the concept of Customer Relationship Management
- By analyzing the key features of CRM and E-CRM students would be able to integrate the various factors in an Organisation
- Application of various techniques for successfully formulating and implementing CRM strategies .
- Analyzing various factors that are responsible for sales force automation and how CRM is significant in E commerce industries

Unit-1	Introduction to CRM	L	T	P
1.1	CRM : Concepts and Evolution (Lecture, PPT)	5	3	-
1.2	4 C's of CRM, Process of CRM (Lecture, PPT)			
1.3	Correspondents of CRM (Lecture, PPT)			
1.4	Goal of CRM (Lecture, PPT)			
1.5	Types of CRM (Lecture, PPT)			

Unit-2	CRM and e -CRM	L	T	P
2.1	e-CRM: Concepts and Significance (PPT)	4	4	-
2.2	e-CRM Architecture (PPT & Class room Lectures)			
2.3	Five engines of e-CRM (class room lectures)			
2.4	Challenges involved in formulating and implementing E-CRM (PPT , Class room lectures)			
2.5	Customer life Style & Technology Case studies			

Unit-3	CRM strategy	L	T	P
3.1	CRM in business Strategy (Industrial Visit , Class room lectures)	4	4	-
3.2	Understanding Service quality : Technical/Functional (PPT & class room lectures)			
3.3	Dimensions of Service quality (case study and class room lecture)			
3.4	Managing Customer Communication (PPTs, Lecture)			
3.5	Customer Retention strategies (Role playing, PPTs)			

Unit-4	CRM Implementation	L	T	P
4.1	Choosing the right CRM Solution (PPTs)	4	4	
4.2	CRM Implementation Process (PPTs & Class room Lectures)			
4.3	Five Phases of CRM Projects. (PPTs)			
4.4	Impact of CRM on Marketing (PPTs & class room lectures)			
4.5	Challenges in implementing CRM (Class Room Lectures)			

Unit-5	Sales Force Automation & Business	L	T	P
5.1	Sales Process (Class room Lectures)	6	2	-
5.2	Activity, Contact, Lead and Knowledge Management. (PPTs & class room lectures)			
5.3	Field Force Automation (Role Play , Class room lectures)			
5.4	E commerce Automation (PPTs)			
5.5	CRM and E-Commerce (PPTs)			

Practical / Projects / Assignments:

- Case Studies: Related to CRM & loyalty creation
- Study of Customer Retention strategies in any E commerce Industry

Govinda.K., Bhat, Customer Relation Management, Himalaya, New Delhi.

Kotler Philip , Marketing Management –Pearson Education

Murthy CSV, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House

Saxena Rajan, Marketing Management – Tata Mc Graw Hill

Venkata Ramana G. Somayagulu Customer Relationship Management — Excel Book
eResources

<https://managementstudyguide.com/importance-of-crm.htm>

<https://iconflux.com/blog/significance-of-crm-in-todays-business-environment>

<https://www.salesforce.com/crm/what-is-crm/>

3 BBA (OE) CRM

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
3BB OE- 3.1	3					2			1		1	
3BBOE- 3.2		2	3						1			
3BBB OE 3.3	3								2		1	
3BBA OE- 4.4		1	2		3							

Credits :3

COURSE OBJECTIVE:

- To understand the key concepts of Public Relation
- To make the students aware about functioning of various PR Organizations
- To know the significance of Corporate communication, Corporate identity, Image Building and CSR
- To enable the students to understand the concept of Advertisement and its relevance in Marketing
- To describe the selection of Advertising Medium and Budget

Learning Outcome

- Students will get Proficiency in the concepts of Public Relation and its functioning
- Improving the knowledge of Corporate Communication, Corporate image and Corporate Social responsibility
- Application of Advertising knowledge in Market scenario
- Ability to identify Advertising Medium and appropriate Budget

Unit-1	Public Relations – Concept & Process	L	T	P
1.1	Public Relation, Importance & significance.	4	3	-
1.2	History & Development of PR in India, Process of Public Relations.			
1.3	PR Consultancies & Department.			
1.4	Tools of PR			
1.5	Types of PR			

Unit-2	PR Organizations	L	T	P
2.1	Public Relations setup & Structure.	6	1	1
2.2	News Agency, PIB, Public Relations Organizations such as IPRA, PRSA, PRSI, PRCI			
2.3	Global Public Relations.			
2.4	PR practitioners: Responsibilities & Duties.			
2.5	Ethics in Public Relations			

Unit-3	Corporate Communication	L	T	P
3.1	Definition, Importance & Objectives of Corporate Communication.	5	2	
3.2	Concept of Identity & Image.			
3.3	Corporate Identity: Policy Planning, Core Communication elements in corporate Identity Programme.			
3.4	Corporate Social Responsibility			
3.5	Corporate Citizenship.			

Unit-4	Introduction to Advertising	L	T	P
4.1	Advertising : Objectives, Concepts and features			
4.2	Types of Advertisement			
4.3	Creativity in Advertising.			
4.4	Corporate and Public service Advertisement			
4.5	Advertising Agency and Ethics.			
		5	1	-

Unit-5	Advertising Communication	L	T	P
5.1	Medium of Advertising	6	1	1
5.2	Advertising Campaigns			
5.3	Selection of Media			
5.4	Advertising Budget			
5.5	Copy of Advertisement of various Mediums and their differences			

Practical / Projects / Assignments:

- Case study
- Assignments and Industrial visit
- Preparation of Creative Advertisement

Suggested Readings :

Cornelissen, J. P. (2014). Corporate Communication (4 edition.). Los Angeles: Sage Publications Ltd.

Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House

C. Rayendu & K.R. Balan , Principles of Public Relations, , Himalaya Publication

Rossetti/Percy Advertising Communication: Ideas and Promotion Management –Tata McGraw Hill

Hauled, Anand , Planning for Power Advertising, Sage Publication

E-Resource:

<https://www.cpdcourses.com/modules/public-relations/concepts-of-public-relation>

<https://www.managementstudyguide.com/corporate-communication.htm>

https://in.pinterest.com/redland_fi/advertising-concepts/

BBA 4(OE) Corporate Communication, Advertising & PR

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
4(OE) 1	3			1						2		2
4(OE) 2	2		3			1	1			3		
4(OE) 3	2	1				2			2	2		1
4(OE) 4	3					2	2			3		2

BBA : (EC)OE-5 : Retail Management

Total Marks : Theory(40) Internal (10)

Credits : 3

COURSE OBJECTIVE

- To describe students regarding Retail Management concepts & process.
- To explain the students difference between Indian & Global Retail scenario.
- To outline the students about importance of Retail Store location in Retailing.
- To illustrate students how Retail Layout & design affects Retailing decisions.
- To determine various Retail communication mix to the students .

LEARNING OUTCOMES

- Students would be able to develop the various marketing concepts in Retail Mgt.
- By analyzing the various Retail scenarios, student would be able to outline the rise of Retailing in India
- Student would be able to summarize the relative importance of store design while selecting the retail store location.
- Analyzing various retail communication elements would enable students to develop an insight into relationship management in Retailing.

Unit-1	Introduction to Retail management	L	T	P
1.1	Introduction to Retail management (Class room lectures & PPT)	5	3	-
1.2	The concept of Retailing (PPT & class room lectures)			
1.3	Nature & Scope of Retailing (PPT)			
1.4	Functions of Retailers (Role Play, PPT)			
1.5	Planning & Forecasting in Retailing (Class room Lectures)			

Unit-2	Evolution of Retailing in India	L	T	P
2.1	Indian & Global retail environment (PPT)	4	3	1
2.2	The evolution of Retail in India (PPT & Class room Lectures)			
2.3	The Rise of the Retailer (class room lectures)			
2.4	Challenges & changes Imapcting Retail Development in India. (PPT , Class room lectures)			
2.5	Case study (Case study of Best Price)			

Unit-3	Retail Stores & Models	L	T	P
3.1	Retail Stores : concept & importance of stores (Class room lectures)	4	4	-
3.2	Types of retail stores (PPT & class room lectures)			
3.3	Factor affecting store location (class room lectures)			
3.4	Retail Models (PPTs)			
3.5	The future of Retailing (role playing, PPTs)			

Unit-4	Organizational design in Retail	L	T	P
4.1	Organizational design & structure in Retail (PPTs)	4	4	-
4.2	Retail Formats (PPTs & Class room Lectures)			
4.3	Retail Layout & Design (PPTs)			
4.4	Theories of Retail Development (PPTs & class room lectures)			
4.5	Space Management (Class Room Lectures)			

Unit-5	Communication mix in Retail	L	T	P
5.1	Retail Communication Mix (Class room Lectures)	6	2	-
5.2	Retail Information system (PPTs & class room lectures)			
5.3	CRM in Retailing (Role Play , Class room lectures)			
5.4	Supply chain management in Retailing (PPTs)			
5.5	Financial aspect of Retail Management (PPTs)			

Practical / Projects / Assignments :

- Case Studies: Related to Reliance Retail
- Project report on Retail Strategies of Shoppers Stop.

Suggested Readings :

- Mathur, U.C. (2010). *Retail management*. New Delhi: I K International Publishing House.
- Vedamani, G. (2018). *Retail Beyond Detail*. New Delhi: Sage Publications Pvt. Ltd
- Bajaj, C., Tuli, R., & Shrivastava, N. (2010). *Retail management*. New Delhi: Oxford Publication.
- Seshanna, S., & Prasad, Raghu. (2012). *Retail management*. New Delhi : McGraw Hill Publication
- Berman, B. (2011). *Retail Management*. New Delhi: Pearson Education.
- Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India

E-resource:

- http://ebooks.lpude.in/management/bba/term_5/DMGT305_RETAIL_MANAGEMENT.pdf
- https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
- <https://www.kobo.com/us/en/ebook/retail-management>

BBA (EC) OE5 : Retail Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
BBA(EC) OE5.1		2	3	1								
BBA(EC) OE5.2		2	3			1	1					
BBA(EC) OE5.3	2			3		2				2		
BBA(EC) OE5.4	3	1		1		2	2					2

6BBA(E-com)OE6 -Event Management
Total Marks:50 [Theory 40, Internal 10]

Credits:3

COURSE OBJECTIVES

- To enable the students with the essentials of Event Management
- To make the students understand the basics of event planning.
- To acquire the knowledge and competencies required to design effective sponsorship strategies.
- To inculcate the marketing and promotional strategies among the students.
- To develop the managerial skills evaluate the enable students to organise a successful event.

LEARNING OUTCOMES

- Students would understand the concept of event management and its applicability
- Able to analyse the financial aspect of conducting an event
- Knowledge of various aspects of planning events from the perspective of execution
- Learnt to effective marketing and promotional strategy as per specific event they also understand which PR strategy successfully works for a particular event
- Students would acquire the knowledge and competencies required to promote, implement and conduct successful events

Unit-1	Event Management Introduction	L	T	P
1.1	Concept & Definition of Event (Lecture & PPT)	2	1	-
1.2	Types of Event (Lecture & PPT)	2	1	-
1.3	Introduction of Event Management (Lecture & PPT)	2	1	-
1.4	Feasibility Study of Event (Lecture & PPT)	2	1	-
1.5	Event Proposal: Content & Importance (Lecture & PPT)	2	1	-

Unit-2	Event Planning	L	T	P
2.1	Planning Concept & Definition (Lecture & PPT)	2	1	-
2.2	Event Planning Process (Lecture & PPT)	2	1	-
2.3	Pre-Planning for Event (Lecture & PPT)	2	1	-
2.4	Post Planning for Event (Lecture & PPT)	2	1	-
2.5	Characteristics of a good planner (Lecture & PPT)	2	1	-

Unit-3	Event Sponsorship Management	L	T	P

3.1	Sponsorship & its types (Lecture & PPT)	2	1	-
3.2	Sponsorship Proposal & Agreement (Lecture & PPT)	2	1	-
3.3	Importance of Sponsorship (Lecture & PPT)	2	1	-
3.4	Event Sponsorship Strategies (Lecture & PPT)	2	1	-
3.5	Audience Acquisition & Participation Management (Lecture & PPT)	2	1	-

Unit-4	Event Venue Management	L	T	P
4.1	Decoration and Entertainment & Arrangement for Performance (Lecture & PPT)	2	1	-
4.2	Venue Selection and Feasibility Study of Venue (Lecture & PPT)	2	1	-
4.3	Vendor Management & Registration Process (Lecture & PPT)	2	1	-
4.4	Venue Layout (Lecture & PPT)	2	1	-
4.5	Safety & Security Requirement Venue	2	1	-

Unit-5	Event Evaluation	L	T	P
5.1	Assessment & Measurement of an Event Success, Customer Satisfaction (Lecture & PPT)	2	1	-
5.2	Post-Event Evaluation and Its Written Analysis (Lecture & PPT)	2	1	-
5.3	Demonstrate Problem-Solving Skills in Various Situations, Importance of Skilled Employee in an Event (Lecture & PPT)	2	1	-
5.4	Career Opportunities in Event Management (Lecture & PPT)	2	1	-
5.5	Ethics in Event Management & Role of ISES (International Special Events Society) (Lecture & PPT)	2	1	-

Suggested Readings:

- Nayak, Atul Fundamentals of Marketing, New Delhi, Excel Book.
- Dimitri Jasssiopoules, Event Management, a Professional & Development Approach, Juta Academic
- Krynparry, Antonshone, Successful Event Management, a Practical Handbook.
- Syanverder Wagen, Br Carlo, Event Management for Tourism Cultural Business Sporting Events, Pearson Education, 2008.
- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management by Anton Shone & Bryn Parry

E-Resource

- https://www.google.com/url?sa=t&ret=j&q=&esrc=s&source=web&cd=18&ved=2ahUKewj7j8Oeo63mAhXUbSsKHdypB9wQFjARegQICBAC&url=http%3A%2F%2Fnewhorizonindia.edu%2Fnhc_kasturinagar%2Fwp
- <http://hndeeventmanagement.weebly.com/classification--types-of-events.html>

6BBA(E-com)OE6 Event Management

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
6BBA(E-com)-OE6.1	3		2	1		3	2		2	1		3
6BBA(E-com)-OE6.2		1			1						2	
6BBA(E-com)-OE6.3	2			1			3			3		1
6BBA(E-com)-OE6.4		2			2			2			2	1
6BBA(E-com)-OE6.5	1		2	1		1				2		