

Assam Don Bosco University

Programme Project Report (PPR)

Bachelor of Business Administration

i. Programme's Mission and Objectives

A BBA Program conducted in the online mode is designed for the candidates aspiring to gain knowledge of business administration and inculcate the entrepreneurial skills. It seeks to develop socially and ethically responsible business leaders.

ii. Relevance of Program with the Assam Don Bosco University Mission & Goals

The programmes mission and objectives are in alignment with the University's mission, vision and goals, as detailed below.

Vision

The vision of Don Bosco University is:

'To mould young persons into intellectually competent, morally upright, socially committed and spiritually inspired citizens at the service of India and the world of today and tomorrow, by imparting holistic and personalized education.'

Guided by this vision and leveraging its century-old expertise in education in India and abroad, Don Bosco University is envisaged to be a centre of excellence in study and research focusing upon the following:

- Providing easier access to higher education for the under-privileged.
- Harmonizing technical excellence with human and religious values.
- Employment-oriented courses in emerging areas of contemporary technology and service.
- 'Teacher Education' as a privileged area of interest to accelerate the pace, reach and quality of education.
- Impetus to research initiatives with practical and social relevance.
- Providing a forum for debate and research on key human issues like religion & culture, peace & justice.
- Contributing to the socio-economic development of North-East India.
- Boosting international linkages and collaboration in university education.

The spirit of the university has been encapsulated in its emblem which has five distinct elements:

- The Cross' signifies its underlying Christian inspiration;
- 'The Profile of St. John Bosco' denotes its distinctive educational philosophy;

- 'The book emphasizes its commitment to academic excellence;
- 'The rays of the Rising Sun' stand for its dynamism and commitment to society; and,
- The motto, 'Carpe Diem' which meaning 'Seize the Day' challenging every Bosconian to grasp the opportunities presented by each new day and attain 'life in its fullness.'

Mission

*Built on a great legacy inherited from our founding fathers, our mission is to create an environment of stimulating intellectual dialogue across disciplines and harvest **knowledge with a cutting-edge through high quality teaching, research, and extension activities** leading to the generation of students who would provide leadership, vision and direction to society.*

Goal

*Our goal is to realize this vision by 2025. **Our strategy is to develop innovative programmes in basic and emerging disciplines** in a phased manner and to update them periodically so as to keep ourselves on track and on time. Our commitment is to involve the faculty and students in **interactive learning environment both within and outside the University through contextual and experiential programmes** so that they would be builders of a **worldwide-network of knowledge-sharing** and excel in their performance with a winning edge in the wider context of globalization.*

iii. Nature of Prospective Target Group of Learners

This Program is designed to target working individuals who wish to further their professional and academic qualifications, or wish to acquire domain specific knowledge and skills in their chosen profession or industry, in the field of 'management'.

iv. Appropriateness of Programme to be conducted in Online Learning mode to acquire specific skills and competence

A management program of this nature is apt for delivery in the online mode, given its theoretical nature. Its students, shall be able to:

- Demonstrate professional and team working skills.
- Understand and play a functional role in the business environment and operations.
- Comprehend and deal with the business affairs.
- Enriched with the technical approaches of business and management.
- Analyze, investigate, and solve critical business issues.

v. ***Instructional Design***

a. Curriculum Design

As per University Curriculum in place for campus programs.(Attached)

b. For Online Mode:

E-Learning Materials Quality Standard:

The online courses should comply with the following Quality standards, namely:-

(i) The courses should follow the following four quadrant approach, as per the SWAYAM Guidelines:-

(a) Quadrant-I is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.

(b) Quadrant-II is e-Content; which shall contain; self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.

(c) Quadrant-III is the Discussion forum; for raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team.

(d) Quadrant-IV is Assessment; which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

c. Duration of the Program

As per University duration policy for on campus programs, in conjunction with the UGC regulation in place.

d. Faculty and Support Staff Requirement

As per UGC Regulations

e. Instructional Delivery Mechanisms

Courses to be delivered in an 'online' mode with learning material in the

form of E-SLM's, and Self Assessments being available for the students. Additionally, virtual live lectures and recorded lecture sessions to be provided as per a fixed schedule towards the end of each term.

f. Student Support Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to E-Learning Library resources in the student portal.

vi. Procedure for admissions, curriculum transaction and evaluation

a. Admission Policy

Admissions to be conducted twice a year (January and July), and as per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

b. Minimum Eligibility

As per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

c. Fee Structure

As per fee structure in place for online programs, and as decided by fee committee from time to time.

d. Programme Delivery Methodology

Courses to be delivered under the 'online' mode of learning, with students being provided Self learning material in eBook format, along with access to online Self Assessment tools. Contact Programs Sessions to be conducted online once per semester.

e. Web Based Tools

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores / results
- eBook's of SLM's.

- Self Assessment Tests (unscored)
- Internal Assessments - IA1 & IA2
- Online PCP Lectures (Recorded or via Virtual Classroom session) as conducted each semester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.
- Access to online support in the form of web chat, ticketed email support etc.

f. Evaluation Methodology – Tools & Methods

Internal Assessment marks to comprise the results of Internal Assessment Tests (IA1 & IA2) over the duration of the Semester/Term towards 30% of the final marks, whereas the End Term Assessment , conducted at Examination centres (as per UGC Regulations) to comprise of the remaining 70%.

End Term Exam Regulations to be as per regulations governing on campus programs.

Being an online program, there shall be no provision or requirement to repeat or drop a year within the program.

vii. Requirement of the laboratory support and Library Resources

As per the syllabus / curriculum, no laboratory support required. Library resources can be accessed online.

viii. Cost Estimate of the Programme and the provisions

Upon receipt of approval from the UGC, the Finance Committee may set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.

ix. Quality Assurance mechanism and expected programme outcomes

The expected outcome from these programs is a measurable increase in the skills and knowledge of the student in his/her area of study, and that increase should be reflected in a proportional increase in available job opportunities / role or profile changes in his or her current job or industry, and a change / increment in earning capability .

A Centre for Internal Quality Assurance shall be setup within 1 year of the launch of these programs (as per UGC requirements). The CIQA, working in

collaboration with the Department , shall put in place a continuous quality measurement and improvement framework, using both student – teacher feedback, and outcome measurement on data gathered from students during and after completion of their programs via surveys. The findings, action taken report and results shall be published and made available via the CIQA each year in the form of a report.

Bachelor of Business Administration

Term	Course	Credits
1	Business Communications- I	4
1	Principles of Management	4
1	Computer Fundamentals	4
1	Indian Constitution	4
2	Business Communications -II	4
2	Managerial Economics	4
2	Environmental Studies	4
2	Business Statistics	4
3	Financial Accounting	4
3	Business Mathematics	4
3	Marketing Management	4
3	Organisational Behaviour	4
4	Financial Management	4
4	Human Resource Management	4
4	Operations Management	4
4	Management Information Systems	4
5	Entrepreneurship and Small Business Management	4
5	Personality Development	4
5	Business Policy and Strategic Management	4
5	E-commerce	4
6	Quantitative Techniques	4
6	Sales Management	4
6	Leadership and Team Effectiveness	4
6	Project Work	8

Bachelor of Business Administration
Syllabus- Semester I

Course Name- Business Communications- I

Course Outline-

Topics	Unit Reference (from Text)
Introduction to Business Communication; Process of Communication; Components of Communication; Factors of Communication	Unit 1- Basics of Communication
Introduction to Non-verbal Communication; Personal Appearance; Facial Expressions; Movements; Posture; Gestures; Eye Contact; Vocal Communication Techniques	Unit 2- Non-Verbal Communication
Introduction to Barriers to Communication; Physical Barriers; Psychological Barriers; Semantic Barriers; Organisational Barriers; Interpersonal Barriers	Unit 3- Barriers to Communication
Introduction to Effective Writing; Diction; Effective Sentences; Effective Paragraphs	Unit 12- Effective Writing
Purpose of Listening; Cognitive Process of Listening; Barriers to Listening; Overcoming Listening Barriers; Guidelines for Improving Listening Skills	Unit 22- Listening Skills
Introduction to Note-Making; Writing an Effective Note	Unit 23- Note-making
Types of Visuals; Use of Audio-Visuals; Principles to Use Audio-Visuals; Use and Applications of Audio-Visual Equipment	Unit 25- Audio-visual Aids
Preparing for the presentation; Structure of the Presentation; Plan the Presentation; Mastering the Techniques of Delivery; Impromptu Speaking; Rehearsing the Presentation; Guidelines for Final Speech; Handling Question-and-Answers Session	Unit 26- Oral Communication
Various Spelling Rules; Silent Consonant Letters in Some Words; Variant Spellings	Unit 28- Spelling Rules

Compound Words with Hyphens; Use of Hyphens with Numbers; Use of Hyphen with Prefixes; Compound Words without Hyphens; Prefixes without Hyphens	Unit 29- Hyphenation
Numbers Spelled out; Numbers Expressed in Figures; Large Numbers	Unit 30- Transcribing Numbers

Course Text- Professional Communication by Aruna Koneru.

Course Name- Indian Constitution

Course Outline-

Topics	Unit Reference (from Text)
Framing of Indian Constitution	Meaning of Term Constitution, Importance, Development of Indian Constitution <i>(Pages 1-38)</i>
Philosophy of the Constitution	Salient Features of Indian Constitution <i>(Pages 39-54)</i>
Preamble	Amendment of the Preamble, Importance of the Preamble <i>(Pages 55-63)</i>
Constitution and Amendments	Balance between Rigidity and Flexibility, Parliamentary Democracy with an Elected Principle, Procedure of Amending the Constitution <i>(Pages 116-144)</i>
Human Rights	Meaning and Importance, Universal Declaration of Human Rights, Development of Human Rights and Fundamental Rights, International Law and Position of India, Social and Gender Discrimination, Torture and Genocide, two Human Rights Covenants <i>(Pages 145-160)</i>
Specific Fundamental Rights	Fundamental Rights and Duties, Special Privileges for SC/STs, Backward Classes, Woman, Children and religious and Linguistic Minorities <i>(Pages 78-101)</i>
Directive Principles of State Policy	Distinction between Fundamental Rights and Directive Principles, Classification of the Directive Principles, Values and Limitations, Reorganization of States and National Integration <i>(Pages 180-193)</i>
Union Executive	President, Prime Minister, Council of Minister <i>(Pages 195-250)</i>
Union Legislature	Composition of Parliament, Chairman of the House, Lok Sabha, Rajya Sabha, Indian Federalism and Political Parties <i>(Pages 251-277)</i>
State Government	Legislatures, Governors, Chief Ministers and Council of Minister <i>(Pages 278-298)</i>

Central- State Relations	Legislative, Administrative and Financial, Adult Franchise and Election Commission (Pages 299-323)
Judiciary	Supreme Court and High Court (Pages 346-368)

Course Text- Indian Constitution by *Manoj Sharma*

Course Name- Computer Fundamentals

Course Outline-

Introduction, Evolution of Computers, Generation of Computers, Classification of Computers, Computing Concepts, The Computer System, Applications of Computers	Unit 1: Understanding the Computer
Introduction, Central Processing Unit, Internal Communications, Machine Cycle, The Bus, Instruction Set	Unit 2: Computer Organization and Architecture
Introduction, Memory Representation, Random Access Memory, Read Only Memory, Storage Systems, Classification of Storage Systems, Solid-state Storage Devices, Storage Evolution Criteria	Unit 3: Memory and Storage Systems
Introduction, Keyboard, Pointing Devices, Scanning Devices, Optical Recognition Devices, Digital Camera, Voice Recognition System, Data Acquisition Sensors, Media Input Devices	Unit 4: Input Devices

<p>Introduction, Display Monitors, Printers, Classification of Printers, Plotters, Voice Output Systems, Projectors, Terminals</p>	<p>Unit 5: Output Devices</p>
<p>Introduction, Decimal System, Binary System, Hexadecimal System, Octal System, 4-bit Binary Coded Decimal (BCD) Systems, 8-bit BCD Systems, 16-bit Unicode, Conversion of Numbers</p>	<p>Unit 6: Computer Codes</p>
<p>Different Types of Binary Arithmetic Operations, Signed/Unsigned Numbers, Complements of Binary Numbers, Binary Subtraction Using Complements, Representing Numbers, Integer Arithmetic, Floating-Point Arithmetic, Errors in Arithmetic, Laws of Arithmetic</p>	<p>Unit 7: Computer Arithmetic</p>
<p>Introduction, Elements of Boolean Algebra, Basic Postulates of Boolean Algebra, Boolean Operations, Principle of Duality, Basic Laws of Boolean Algebra, Demorgan's Theorem, Boolean Expressions, Venn Diagram</p>	<p>Unit 8: Boolean Algebra of Switching Circuits</p>

Introduction, Basic Logic Gates, Derived Logic Gates, Conversation of Boolean Functions, Adder Circuits, Flip-Flop Circuits, Application of Flip-Flops	Unit 9: Logic Gates and Digital Circuits
Introduction, Types of Computer Software, System Management Programs, System Development Programs, Standard Applications Programs, Unique Application Programs, Problem Solving, Structuring the Logic, Using the Computer	Unit10: Computer Software
Introduction, History of Operating Systems, Functions of Operating Systems, Process Management, Memory Management, File Management, Device Management, Security Management, Types of Operating Systems, Providing User Interface, Popular Operating Systems	Unit 11: Operating Systems
Introduction, MS-DOS, MS Word System, MS Excel System, MS PowerPoint System, MS Access System, MS Publisher	Unit 12: Microsoft Software

Course Text- Fundamentals of Computers by E Balagurusamy

Course Name- Principles of Management

Course Outline-

Topics	Unit Reference (from Text)
Introduction, Significance and Meaning of Management, Management Defined, Changes in Management Concepts, Management by Objectives (MBO), Nature of Management, Scope of Management, Need for Management, Management and Administration, Management: A Science, an art or a Profession, Functions of Management, Managerial Functions, Managerial Hierarchy, Management Skills, Managerial Responsibilities, Introduction, Approaches to Management, Max Weber's Bureaucracy, F.W Taylor's Scientific Management, Henri Fayol's Process and Operational Management, Human Relations Approach, Behavioral Approach, System Approach and Contingency Approach	Chapter 1- Managers and Management
Introduction, Concept, Nature and Elements of Planning, Planning: An Overview, Advantages and Potential Disadvantages of Planning, Principles of Effective Planning, Kinds of Plans, Levels of Planning, Various Steps in Planning, Decision-Making and Process of Rational Decision-Making,	Chapter 3- Planning Chapter 4- Decision Making
Concept of Organizational Structure, Formal and Informal Organizations, Determinants of Organizations, Types of Organizational Structure, Bases of Organizing, Importance of Organizing, Guidelines for Effective Organization, Bureaucracy, Steps in Organizational Structure, Benefits of a good Organization, Mechanistic and Organic Structures, Centralization and Decentralization, Span of Delegation and Decentralization of Authority	Chapter 5- Basic Organization Designs

Introduction, Leadership: Meaning and Significance, Leadership: An Overview, Formal and Informal Leadership, Functions of Leadership, Leadership Styles, Essentials of Successful Leadership	Chapter 7- Foundations of Individual and Group Behaviour
Introduction, Definition, Motives and Motivation, Understanding Behaviors, Causes of Human Behavior, Environmental Effect on Behavior, Changing Behavior, Understanding Motivation, Historical Development, Types of Motivation, Models of Motivation, Maslow's Need Hierarchy Model, McGregor's Participation Model, Herzberg's Model, Vroom's Model, Alderfer's and McClelland's Models	Chapter 9- Motivating and Rewarding Employees
Introduction, Communications: Importance and Process of Communication, Interpersonal Communication, Intrapersonal Communication, Process of Communication, Communication in Organization, Barriers to Communication and Overcoming these Barriers, Principles of Effective Communication	Chapter 10- Communication and Interpersonal Skills
Introduction, Definition and Elements of Control Process, Control: Definition and Elements, The Controlling Process, Kinds of Control System, Pre-Requisites of Effective Control System, Essentials of Effective Control Systems, Behavioral Implications of Control, Behavioral Guidelines for Effective Control, Challenges Created by Control, Overview of Budgetary and Non-Budgetary Control Devices, Budgetary Control, Benefits of Budgetary Control, Characteristics of Effective Budgetary Control Systems, Quality Control, Objectives of Quality Control, Benefits of Quality Control, Strategic Implications of Quality, Quality Assurance, Statistical Quality Control, Control Charts, Inventory Control	Chapter 11- Foundations of Control

Course Text- Principles of Management by Stephen P. Robbins, David A. DeCenzo, Sanghamitra Bhattacharyya, Madhushree Nanda Agarwal

Bachelor of Business Administration

Semester II

Course Name- Business Statistics

Course Outline-

Topics	Reference from Text Book
Reasons for Learning Statistics, Statistics Defined, Types of Statistical Methods, Importance and Scope for Statistics	Chapter 1- Statistics- An Overview
Need for Data, Principles of Management, Sources of Data	Chapter 2- Collection of Data
Classification of data, Organizing Data Using Data Array,	Chapter 3- Classification and Tabulation
Graphical Presentation of Data, Types of Diagrams	Chapter 4- Diagrammatic and Graphical Representation
Requisites of Measure of Central Tendency, Mathematical Averages, Geometric Mean, Harmonic Mean, Relationship Among A.M., G.M. And H.M. Partition Values-Quartiles, Deciles, Percentiles, Mode, Relationship between Mean, Median and Mode, Comparison between Measures of Central Tendency	Chapter 6- Measures of Central Tendency
Significance of Measuring Dispersion, Classification of Measures of Dispersion, Distance Measures, Average Deviation Measures	Chapter 7- Measures of Dispersion
Measures of Skewness, Moments, Kurtosis	Chapter 8 -Skewness, Moments and Kurtosis
Significance of Measuring Correlation, Correlation and Causation, Types of Correlation, Methods of Correlation Analysis	Chapter 9 –Correlation Analysis
Advantages of Regression Analysis, Parameters of Simple Linear Regression Model, Methods to Define Regression Coefficients	Chapter 10- Regression Analysis

Index Numbers, Types of Index Numbers, Characteristics and Uses of Index Numbers, Methods For Construction of Price Index, Unweighted Price Indexes, Weighted Price indexes, Quantity or Volume Index, Value Index	Chapter 11- Index Numbers
Forecasting Methods, Time Series Analysis, Time Series Decomposition Models, Quantitative Forecasting Models, Trend Projection Methods, Measurement of Seasonal Effects, Measurement of Cyclical Variations- Residual Method, Measurement of Irregular Variations	Chapter 12- Time Series Analysis

Course Text- Business Statistics by K Alagar.

Course Name- Environment Studies

Course Outline-

Topics	Reference from Text Book
Definition, Scope, Importance, Institutions in Environment, People In Environment	The Multidisciplinary Nature of Environmental Studies
Introduction and Natural Resources and Associated Problems a) Forest Resources: Use And Over-Exploitation, Deforestation, Case Studies. Timber Extraction, Mining, Dams and their Effects on Forests and Tribal People. b) Water Resources: Use And Over-Utilization Of Surface and Ground Water, Floods, Drought, Conflicts over Water, Dams – Benefits and Problems c) Mineral Resources: Use and Exploitation, Environmental Effects of Extracting and using Mineral Resources, Case Studies	Natural Resources
a) Food Resources: World Food Problems, Changes caused by Agriculture and Overgrazing, Effects of Modern Agriculture, Fertilizer/ Pesticide Problems, Water Logging, Salinity, Case Studies b) Energy Resources: Growing Energy Needs, Renewable/ Non-renewable Energy Sources, Use Of Alternate Energy Sources, Case Studies c) Land Resources: Land as a Resource, Land Degradation, Man-Induced Land-Slides, Soil Erosion and Desertification. (i) Role of an Individual in Conservation of Natural Resources (ii) Equitable Use of Resources for Sustainable Lifestyles	Food, Energy and Land Resources
Concept of an Ecosystem (i) Structure and Functions of an Ecosystem, (ii) Producers, Consumers and Decomposers (iii) Energy Flow in the Ecosystem (iv) Ecological Succession (v) Food Chains, Food Webs And Ecological Pyramids	Ecosystems

<p>Introduction, Types, Characteristic Features, Structure and Function of the Following Ecosystem:</p> <p>(i) Forest Ecosystem (ii) Grassland Ecosystem (iii) Desert Ecosystem (iv) Aquatic Ecosystems (Ponds, Lakes, Streams, Rivers, Estuaries, Oceans)</p>	Types of Ecosystem
<p>(i) Introduction – Definition: Genetic, Species, Ecosystem Diversity (ii) Biogeographic Classification of India (iii) Value Of Biodiversity: Consumptive, Productive Use, Social, Ethical, Aesthetic and Option Values (iv) Biodiversity at Global, National and Local Levels (v) India as a Mega Diversity Nation (vi) Hotspots of Biodiversity. Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-Wildlife Conflicts (vii) Endangered and Endemic Species of India (viii) Conservation of Biodiversity: In-Situ and Ex-Situ</p>	Biodiversity And Its Conservation
<p>Definition, Causes, Effects and Control Measures of:</p> <p>(i) Air Pollution (ii) Water Pollution (iii) Soil Pollution (iv) Marine Pollution (v) Noise Pollution (vi) Thermal Pollution (vii) Nuclear Hazards</p>	Environmental Pollution
<p>(i) Solid Waste Management: Types, Collection, Causes, Effects and Control Measures of Municipal Urban and Industrial Wastes. (ii) Role of an Individual in Prevention of Pollution (iii) Pollution Case Studies (iv) Disaster Management: Floods, Earthquakes, Cyclones, Landslides</p>	Solid Waste Management and Disaster Management

(i) From Unsustainable to Sustainable Development (ii) Urban Problems Related to Energy (iii) Water Conservation, Rain Water Harvesting, Watershed Management (iv) Resettlement and Rehabilitation of People; its Problems and Concerns. Case Studies	Social Issues and the Environment
(i) Environmental Ethics: Issues and Possible Solutions (ii) Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Nuclear Holocaust. Case Studies (iii) Wasteland Reclamation (iv) Consumerism and Waste Products	Environmental Issues
(i) Environment Protection Act (ii) Air (Prevention and Control of Pollution) Act (iii) Water (Prevention and Control of Pollution) Act (iv) Wildlife Protection Act (v) Forest Conservation Act (vi) Issues Involved in Enforcement of Environmental Legislation	Environmental Legislation
(i) Population Growth, Variation Among Nations (ii) Population Explosion – Family Welfare Program	Human Population and the Environment
(i) Human Rights (ii) Value Education (iii) HIV/AIDS (iv) Women and Child Welfare	Environmental and Human Health
Introduction, Role of Information Technology in Environment Education, Environment Awareness Programs, Role of Public In Environment Education	Environment Education
Environment Economics, Environment Impact Assessment, Environment Management System And Life Cycle Assessment	Environmental Management

Course Text: Environmental Studies by Erach Bharucha.

Course Name- Managerial Economics

Course Outline-

Topics	Reference from Text Book
Nature of Managerial Economics, Meaning and Nature of Managerial Economics, Scope of Managerial Economics, Significance of Managerial Decision-Making, Role and Responsibility of a Managerial Economist, Objectives of a Firm, Alternative Objectives of Business Firms, Basic Concepts—Short and Long Run, Firm, Plant and Industry, Classification of Goods and Markets, Opportunity Cost, The Concept of Present Value of Money and Discounting Principle, The Concept of Externalities, The Concept of Trade-off, Risk, Uncertainty and Profit, Risk and Uncertainty, Profit, Nature of Marginal Analysis, Marginalism and Incrementalism	Chapter 1- Economics: An Introduction Chapter 2- Business Economics: Definition, Nature, Scope and Concepts
Nature and Types of Demand, Types of Demand, Law of Demand	Chapter 3- Demand: Meaning and Determinants
Demand Elasticity, Point and Arc Elasticity of Demand, Determinants of Price Elasticity of Demand, Price Elasticity and Marginal Revenue, Cross-Elasticity of Demand, Income Elasticity of Demand, Elasticity of Substitution	Chapter 4- Elasticity of Demand
Law of Supply, Goods and Services— Tangible and Non-Tangible	Chapter 6- Supply: Law, Determinants and Equilibrium
Consumer's Equilibrium, Utility and Indifference Curve	Chapter 7- Theory of Consumer Behavior: Demand, Diminishing Marginal Utility

Approaches, Properties of Indifference Curves, Techniques of Demand Estimation, Survey Methods, Statistical Methods	and Equi-Marginal Utility Chapter 8- Theory of Consumer Behaviour: Indifference Curve Approach
Short-Run and Long-Run Production Functions, Laws of Production, The Laws of Returns to Scale Through Production Function, Cost Functions and Cost Curves, Line Cost Function, Quadratic Cost Function, Cubic Cost Function, Optimal Input Combination, Budgetary Constraint and Budget Line, Effect of Change in Input Price, Short-Run and Long-Run Cost Curves and Their Interrelationship, Cost Curves and the Law of Diminishing Returns, Long-Run Cost-Output Relations,	Chapter 9- Laws of Production
Engineering Cost Curves, The Modern Approach to the Theory of Cost, Economies of Scale, Equilibrium of Firm and Industry Under Perfect Competition, Derivation of Supply Curve of the Firm, Derivation of Supply Curve of the Industry, Price and Output Determination Under Perfect Competition, Price and Output Determination in the Long Run Long-Run Supply Curve of a Competitive Industry, Monopoly, Monopoly: Definition and Sources, Demand and Revenue Curves Under Monopoly, Cost and Supply Curves Under Monopoly, Profit Maximization Under Monopoly, Monopoly vs Perfect Competition: Comparison of Long-Run Price and Output, Measures of Monopoly Power, Monopolistic Competition, Foundations of the Monopolistic Competition Model, Price and Output Determination Under	Chapter 10- Cost and Break-Even Analysis

Monopolistic Competition, Oligopoly, Oligopoly Models, Price Discrimination	
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Course Text- Business Economics by K. Jothi Sivagnanam and R. Srinivasan.

Course Name- Business Communications- II

Course Outline-

Topics	Reference from Text Book
Introduction to letter-writing; the letterhead; inside address; layout of a business letter; forms of layout of letter	Unit 4- Letter Components and Layout
Selecting the suitable tone; stating the purpose; assembling relevant information; arranging the material	Unit 5- Planning a Letter
Purposes of business letters; writing naturally; writing concisely and directly; writing precisely and clearly; writing positively and courteously	Unit 6- Process of Letter Writing
Email as a popular form of business communication; problems in email communication; techniques for writing effective emails; email etiquette; typography	Unit 7- E-mail Communication
Usefulness of memos; the importance of context in memos; structure for memos	Unit 8- Memo and Memo Reports
Preparing the resume; attributes of a good resume; elements of a resume; formats of resume; preparation of the final copy; writing a job application letter; interview process – how to succeed in a job interview	Unit 9- Employment Communication
Introduction to meetings; notice of meeting; agenda of meeting; minutes of meeting; structure of minutes; delivery of minutes	Unit 10- Notice, Agenda and Minutes of Meeting
Introduction to report writing; features of a report; process of writing reports; importance of reports; types of reports	Unit 13- Business Reports
Report preliminaries; main body; report supplements	Unit 14- Structure of Reports
Principles of organisation; types of outline; format	Unit 16- Organisation of the Material
Introduction to digest, brief, synopsis and abridgement; explaining abstract; explaining summaries; suggestions for writing abstracts; procedure for writing abstracts; two forms of abstracts; difference between abstract and summary	Unit 17- Writing Abstracts and Summaries
Introduction to visual aids; guidelines for preparing visual aids; the placement of visual aids; types of visual aids	Unit 19- Visual Aids

Course Text- Professional Communication by Aruna Koneru.

Bachelor of Business Administration
Syllabus- Semester III

Course Name- Business Mathematics

Course Outline-

Topics	Reference from Text Book
Define Statistics, Variable and Attribute, Primary Data and Secondary Data, Population and Sample, Complete Enumeration and Sample Survey, Statistical Enquiry, Classification, Tabulation, Mechanical Tabulation	Unit 1- Introduction: Scope, Data Collection and Classification
Permutation, Fundamentals Rule of Counting, Results on Permutation	Unit 2- Permutation
Combination, Result of Combination	Unit 3- Combination
Set, Methods of Set Representation and Notation, Types of Sets, Venn Diagram, Set Operations, Union (Set Addition), Intersection (Set Multiplication), Complement, Difference, Set Operations, Laws of Algebra of Sets, Duality, Verification of Laws (Using Venn Diagram), Proof of the Laws of Set Algebra, Number of Elements in a Set	Unit 4- Set Theory
Define Logarithm, Laws of Logarithm, Common Logarithm and Natural Logarithm, Antilogarithm	Unit 5- Logarithm
Binomial Theorem, General Theorem of $(a+x)^n$, Middle Term (s) of $(a+x)^n$, Equidistant Terms and Coefficients, Greatest Binomial Coefficient (s), Properties of Binomial Coefficient (s)	Unit 6- Binomial Theorem
Simple Interest, Compound Interest, Interest Compounded Continuously, Rate of Interest, Nominal and Effective Rate of Interest,	Unit 7- Compound Interest

Growth and Depreciation	
Immediate Annuity or Ordinary Annuity, Annuity Due, Deferred Annuity, Perpetual Annuity or Perpetuity, Amortisation, Sinking Fund	Unit 8- Annuities
Rounding of Numbers, Absolute, Relative and Percentage Errors, Significant Figures, Short Processes of Calculation, Roots and Reciprocals Expressed as Power, A.P. Series and G.P. Series, Sum and Sum of the Squares of Numbers, Inequalities, Concept of 'Function', Polynomial, Sigma Notation, Simple Interpolation	Unit 9- Other Useful Mathematics Devices

Course Text- Business Mathematics by NG Das and JK Das.

Course Name- Financial Accounting

Course Outline-

Topics	Reference from Text Book
Manufacturing Accounts, Trading and Profit and Loss Accounts, Balance Sheet, Adjustment Entries, Closing Stock, Outstanding Expenses, Prepaid Unexpired Expenses, Depreciation and Bad Debts, Depreciation on Assets Acquired During the Course of the Year, Bad Debts, Provision for Bad Debts, Provision for Discount on Debtors and Creditors, Discount on Debtors, Reserve for Discount on Creditors, Interest on Capital and Drawings, Interest on Capital, Interest on Drawings, Treatment of Special Items	Unit 6- Final Accounts of Sole Trading Concerns
Meaning & Features, Computation of Profit, Net Worth Method, Conversion Method, Preparation of Trading and Profit and Loss Account	Unit 7- Accounts from Incomplete Records or Single Entry System
Sectional Balancing System, Self-Balancing System, Rectification of Errors	Unit 12- Self-balancing System
Hire Purchase System, Legal Provisions Regarding Hire Purchase Contracts, Termination of Hire Purchase Agreement, System of Accounting Records, Accounting Entries in the Books of Purchaser and Vendor, Books of the Hire Purchaser, Books of the Hire Vendor, Default and Repossession, Installment System, Difference between Hire Purchase System and Installment Purchase System, Accounting Entries in the Books of Purchaser and Seller	Unit 14- Hire Purchase and Installment Accounting
Branch Accounts: Objectives and Types, Accounting for Dependent Branches, Debtors System, Ascertainment of Branch Stock and Branch Debtors, Stock and Debtors System, Adjustment for Depreciation of Fixed Assets, Provision for Petty Expenses, Reconciliation of Transit Items, Trading Results of Independent Branches, Reconciliation Entries, Adjustment Entries, Incorporation of Branch Trial Balance in the Head Office Book	Unit 15- Branch Accounts
Departmental Accounts, Utility of Departmental Accounts, Maintenance of Columnar Subsidiary Books, Departmentalization of Expenses, Types of Problems, Interdepartmental Transfers	Unit 16- Departmental Accounts

Royalties, Minimum Rent, Short workings and Recovery, Entries in the Books of Lessee and Lessor, Books of the Lessee, Books of the Lessor, Sub-Lease	Unit 18- Royalty Accounts
Insolvency Accounts: Meaning, Statement of Affairs and Deficiency Account, Statement of Affairs, Deficiency Account (List H), Insolvency of Firm, Preferential Creditors	Unit 22- Insolvency of Individual and Partnership Firm
Amalgamation of Partnership, Dissolution of Partnership Firms, Modes of Disolution of a Firm, Settlement of Accounts, Accounting Entries, Insolvency of Partners, Garner vs Murray, Insolvency of All Partners, Piecemeal Distribution, Basis of Distribution	Unit 27- Dissolution, Insolvency of Firm, Piecemeal Distribution and Amalgamation of Firms

Course Text- Financial Accounting by S John Gabriel and A Marcus.

Course Name- Marketing Management

Course Outline-

Topics	Reference from Text Book
Marketing Concepts and Orientations, Marketing Tasks, Marketing in Modern Context. Marketing Planning & Marketing Process, Strategic Planning, Marketing System & Marketing Environment.	Unit 1: Defining Marketing for the Twenty-First Century Unit 2: Developing and Implementing Marketing Strategies and Plans Unit 3: Understanding Markets, Market Demand and the Marketing Environment
Consumer Behaviour: Factors Influencing Consumer Buying Behaviour, Buying Process. Organising for Marketing, Marketing Implementation & Control.	Unit 4: Creating Customer Value, Satisfaction, and Loyalty Unit 5: Analyzing Consumer Markets
Market Segmentation & Targeting.	Unit 7: Identifying Market Segments and Targets
Product Decisions: Product Mix, Differentiation & Positioning, New Product Development, Consumer Adoption Process, Product Life Cycle and Strategies, Branding. Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Pricing Strategies. Channel Decisions: Channel Design and Channel Management Decisions, Promotion Decisions: Promotion Mix, Advertising, Sales Promotion, Public Relations.	Unit 9: Crafting the Brand Positioning and Dealing with Competition Unit 10: Setting Product Strategy and Marketing through the Life Cycle Unit 12: Developing Pricing Strategies and Programs Unit 13: Designing and Managing Integrated Marketing Channels

Course Text: Marketing Management by Philip Kotler and Kevin Lane Keller.

Course Name- Organisational Behaviour

Course Outline-

Topics	Reference from Text Book
Introduction: What is Organizational Behaviour? Its Relevance in Today's Business Environment. Individual Behaviour in Organization Perception: Nature and Importance, Perceptual Selectivity, Stereotyping, Halo Effect.	Unit 1- Managing Organizational Behaviour Unit 3- Perception
Learning and Behaviour Modification, Attitudes. Personality: Meaning, Self Concept, Self Esteem, Major Determinants of Personality. Motivation: Types of Motivation, Theories of Work Motivation given by Maslow, Herzberg McGregor, Vroom and Porter-Lawler.	Unit 2- Personality Unit 4- Work Motivation
Group Behaviours in Organization: Group Dynamics; Type of Groups, Group Norms and Roles, Group Cohesiveness, Group Development and Facilitation. Dynamics of Managerial Leadership: Leadership Styles, Trait Approach, Behavioural Approaches, Managerial Grid. Inter-personal Behaviour in Organization: Transactional Analysis, Management of Conflict. Stress Management.	Unit 5- Work Stress Unit 7- Managing Group Dynamics Unit 8- Leadership Unit 9- Managing Conflicts and Negotiations Unit 10- Decision Making and Problem Solving

Course Text- Organizational Behaviour by Kavita Singh.

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Syllabus Semester IV

Course Name- Human Resource Management

Course Outline-

Topics	Reference from Text Book
Introduction: Meaning, scope, objectives and importance of Human Resource Management, Personnel Management, its functions, policies & roles. Organizing the Human Resource Management department in the organisation.	Unit 1: Introduction to Human Resource Management
Human Resource Planning: Definition, objectives, process and importance of Human Resource Planning, Job analysis, description, specification,	Unit 2: Job Analysis and Design Unit 3: Human Resource Planning
Recruitment, Selection, Placement and Induction process.	Unit 4: Recruitment Unit 5: Selection Unit 6: Orientation, Socialization and Placement
Personnel Development Program: Employee training, executive development and career planning & development, performance appraisal.	Unit 7: Career Planning and Guidance Unit 8: Employee Training
Job Compensation: Job evaluation, wage & salary administration, incentive plans & fringe benefits, variable compensation individual & group. Promotions, demotions, transfers, separation, absenteeism & turnover.	Unit 10: Performance and Job Evaluation Unit 11: Compensation Administration Unit 12: Incentives and Benefits Unit 16: Job Rotations
Quality of work life & quality circles, job satisfaction and morale. Social security, health and safety, employee welfare	Unit 13: Employee Well-Being Unit 14: Employee Welfare and Social Security
Human Relations: definition, objectives & approaches to human relations, employee grievances and discipline, participation & empowerment, Introduction to collective bargaining.	Unit 15: Worker's Participation and Empowerment Unit 18: Discipline and Disciplinary Action

Course Text: Human Resource Management by Pravin Durai.

Course Name- Management Information Systems

Course Outline-

Topics	Reference from Text Book
Introduction Concepts of Data and Information—Management Process and Information Needs, Systems Approach to Problem Solving—Levels, Classification and Capabilities of Information Systems.	Unit 1: Foundations of Information Systems in Business
Information Systems and Strategies, Information Management for Competitive Advantage, Levels and Capabilities of Information Systems, Business Process Re-Engineering	Unit 2: Competing with Information Technology
Modern Data Bases, Concept of Database, Differences from Traditional File Organization Systems, DBMS and its Advantages, Classification of Database Systems, Schema and Subschema, Data Dictionary and Data Manipulation Language etc., Modern and Advanced Databases, Data Warehousing and Data Mining.	Unit 5: Data Resource Management
Introduction in Networking, World Wide Web and Internet.	Unit 6: Telecommunications and Networks
Application of Information Systems in Functional Areas—HRIS, FIS, Manufacturing Information System, Marketing Information System, Application in Banking and other Services.	Unit 7: e-Business Systems
System Analysis and Implementation—Information System Building, Traditional Life Cycle Method, Other Methodologies, like Prototyping, for Systems Development, Tools Used for System Design Such as Data Flow Diagrams, Entity Relationship Diagram, Context Diagram, System Flow Charting, Input-Output Chart etc., System Development and Implementation, System Operational Phase.	Unit 12: Developing Business/ IT Solutions
Decision Support Systems, Expert Systems, Concepts of ERP, SCM, CRM and E-Business Knowledge Management, Information Security Aspects	Unit 8: Enterprise Business Systems Unit 10: Decision Support Systems Unit 13: Security and Ethical Challenges

Course Text: Management Information Systems by James A O’ Brien, George M Marakas, Ramesh Behl.

Course Name- Operations Management

Course Outline-

Topics	Unit Reference (<i>from SLM*</i>)
Introduction: Concept of planning for production, technology importance of production functions.	Unit 1: Production and Operations Management
Manufacturing Systems: Process design and process selection adoption of appropriate technology as per market requirements.	Unit 2: Manufacturing Systems
Planning and Control: Functions of production planning and control, routing and scheduling of planning, production automation technology, concept and importance of product design, production, and quality.	Unit 3: Production Planning and Control Unit 4: Product Design and Forecasting
Project Analysis: Introduction PERT/CPM, concept of critical path.	Unit 5: Project Analysis – PERT/CPM
Capacity Planning and Work Study: Plant location, plant layout, importance of maintenance management, objectives of work study, importance of method study and work management.	Unit 6: Plant Location and Layout Unit 7: Capacity Planning and Maintenance Management Unit 8: Work Study
Objectives of: Supply chain management, just in time system forecasting, computer system and packages.	Unit 9: JIT and Quality Unit 10: Supply Chain Management, Computer Systems and Packages
	Unit 11: Random Variables and Probability Distributions Unit 12: Inventory Management

Course Text: Self Learning Material (*SLM) provided by University.

Reference Material: Production and Operations Management by S N Chary.

Course Name- Financial Management

Course Outline -

Topics	Reference from Text Book
Evolution of Financial-management, Scope and Objectives of Financial Management.	Unit 1: Nature and Goal of Financial Management
Capital Budgeting: Capital Budgeting Process, Project Formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.	Unit 5: Principles of Capital Budgeting Unit 6: Capital Budgeting in Practice
Working Capital: Concepts, Factors affecting Working Capital Requirements, Determining Working Capital Requirements, Sources of Working Capital.	Unit 8: Working Capital Policy
Recent Developments —Introduction to Concepts of EVA, MVA, and CAPM.	Unit 12: Concept of Risk and Return
Sources of Long Term Funds: Equity Shares, Preference Shares, Debentures, Public Deposits, Factors Affecting long Term Funds Requirements	Unit 15: Corporate Securities
Lease Financing: Concept, Types. Advantages and Disadvantages of Leasing.	Unit 16: Term Loans and Leases
Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.	Unit 14: Capital Structure Unit 7: Cost of Capital Unit 21: Leverage
Management of Retained Earnings: Retained Earnings & Dividend Policy, Consideration in Dividend Policy, Forms of Dividends, Dividend Theories, Bonus Shares.	Unit 17: Dividend Theories and Policy
Corporate Restructuring: Reasons and Factors Affecting Mergers, Acquisitions, Takeovers and Sell-offs'.	Unit 23: Corporate Combinations

Course Text: Fundamentals of Financial Management by Vyuptakesh Sharan.

Bachelor of Business Administration

Syllabus Semester V

Course Name- Business Policy and Strategic Management

Course Outline-

Topics	Reference from SLM
Introduction to Strategy, Understanding the Competitive Nature of Strategy, Analyzing a Company's External Environment, Analyzing a Company's Internal Environment	Unit 1- Environmental Scanning
Strategy at Business-Level, Strategy at Corporate-Level, Cooperative Strategic Management, Acquisitions and Mergers	Unit 2- Strategy Formulation
Corporate Governance, Organizational Structure, Leadership, Entrepreneurship	Unit 3- Strategy Implementation
Tradeoffs among Behaviour, Output and Input Controls, Activity-Based Costing (ABC) for Evaluating Value-Added Activities, Shareholder Value Measures, such as EVA and MVA, Balanced Scorecard (BSC) Approach	Unit 4- Strategy Evaluation

Course Text- Self Learning Material Provided by University.

Course Name- E-Commerce**Course Outline-**

Topics	Reference from SLM
History and Overview of E-commerce, Types of E-Commerce, E-Commerce Transactions	Unit 1- Introduction to E-Commerce
Introduction to the Web, Web Architecture, The Web and Electronic Commerce, The Web and the Internet, Use of the Web in E-Commerce	Unit 2- The World Wide Web: An Introduction
Advantages of E-Commerce: An Overview, Accepting Orders, Selling Advertising Space, Selling of Software of Other Downloadable Goods, Charging Visitors for Access to Your Website	Unit 3- Advantages of E-Commerce
Taking Existing Business to the Web, Getting Software for Business	Unit 4- Business and Finances
Design Your Website, Steps for Developing Your Site, Basic Layout of Your Site, Choosing the Content and Colour, Art and Fonts	Unit 5- Planning your Website
Understanding Domain Names, Choosing Domain Names	Unit 6- Registering your Domain Name
Going Online	Unit 7- Checking, Hosting, Promoting and Publicizing Your Site
Digital Signature, Digital Certificates, Implementation and Management	Unit 8- E-Commerce Security Issues

Course Text- Self Learning Material Provided by University.

Course Name- Entrepreneurship & Small Business Management

Course Outline-

Topics	Reference from SLM
Foundations of Entrepreneurship, Power of Small Business, Failure and Avoiding Pitfalls, Creativity and Entrepreneurship	Unit 1- The Challenge of Entrepreneurship
Strategic Management and Entrepreneur, Forms of Business Ownership, Franchising, Buying an Existing Business	Unit 2- Making the Business Plan: Beginning Considerations
Building a Powerful Marketing Plan, E-Commerce and the Entrepreneur, Integrated Marketing Communications, Pricing Strategies	Unit 3- Making the Business Plan: Marketing Considerations
Managing Cash Flow, Creating a Successful Financial Plan, Crafting a Winning Business Plan, Financing Small Business	Unit 4- Making the Business Plan: Financial Considerations
Nature of Women Entrepreneurs, Women Entrepreneurship in India, Self Help Groups- Bangladesh Grameen Bank	Unit 5- Women Entrepreneurship

Course Text- Self Learning Material provided by University.

Course Name- Personality Development

Course Outline-

Topics	Reference from Text Book
Learnings about Personality Development from the Three Cases, Personality Analysis, Freudian Analysis of Personality Development, Swami Vivekananda's Concept of Personality Development, Personality Begets Leadership Qualities, Interpersonal Skills, The Personality Attribute of Talking Bold Decisions, Personality Types and Leadership Qualities, Personality Tests	Unit 1- Personality Development: A Must for Leadership and Career Growth
Soft Skills as a Competitive Weapon, Antiquity of Soft Skills, Classification of Soft Skills	Unit 2- Soft Skills: Demanded by Every Employer
Code and Content, Stimulus and Response, Speaking Skills, Effective Speaking Guidelines, Pronunciation Etiquette, Phonetics, Syllabus, Stress, Accent, Rhythm, Intonation	Unit 3- Communication Skills: Spoken English, Phonetics, Accent, Intonation
Difference between a Resume and a CV, Strategy of Resume Writing, Favourable First Impression, Main Body of the Resume, Fresher's Resume	Unit 4- Your Resume or Curriculum Vitae- The First Step Forward
Ability to Work as a Team, Communication Skills, Including Active Listening, Nonverbal Communication, Leadership and Assertiveness, Reasoning, Ability to Influence, Innovation, Creativity, and Lateral Thinking, Flexibility, Steps to Succeed in a Group Discussion, Group Discussion Types, Topics for Group Discussion, Responsibility of the First Speaker	Unit 5- Group Discussion: A Test of Your Soft Skills
Types of Interviews, Groundwork before the Interview, Abide by the Dress Code, Importance of Body Language in Interviews, Need for Proper Articulation, Interview Questions, Telephonic or Video Interview, Mock Interview	Unit 6- Job Interviews: The Gateway to the Job Market
Emotions Displayed by Body Language, Most Common Body Language- Handshake, Eyes, Entry to Space- Personal Zones may Vary, Body Language Exhibited during Different Professional Interactions	Unit 7- Body Language: Reveals Your Inner Self and Personality
Principles to Increase Clarity of Communication, Edit-Edit-Edit	Unit 8- Enhance your Writing Skill to Create an Impression
Fog Index or Clarity Index, Passages with High and Low Fog Index, Infogineering Clarity Rating, Flesch Kincaid Reading Ease Index, Readability Indices, Checking Grammar, Spelling and Voice, Clarity of Verbal Communication	Unit 9- Fog Index: Provides Guidance for Proper Writing
Perplexing Propositions, Proper Pronouns, Valid	Unit 10- Beware of Pitfalls- Avoid

Verbs, Articles, Power of Punctuation, Capital Check, Words that are Single or Couple, Similar but not Quite the same, Self-Check, Questions about Question Tags, Sound Spellings, Indianisms in English, Common Errors in the World, Comparatives	Errors
Advantages of Language Laboratory, Language Laboratory Lesson Types, Improving Listening Skills and Speaking Skills, Language Laboratory Session, Advanced Language Laboratory, Language Laboratory Material, E-Learning, Soft Skills and Personality Development through E-Learning, Advantages of E-Learning	Unit 11- Language Laboratory and Modern Methods of Learning

Course Text- Personality Development and Soft Skills by Barun K. Mitra.

Bachelor of Business Administration

Syllabus Semester VI

Quantitative Techniques				
Unit	Topic	Content	Reference from book	Weightage % for questions
Unit-1	Overview of Quantitative techniques	Meaning, Classification, Survey techniques, Types of research, Role of Quantitative techniques in business & Industry, Limitations of Quantitative Techniques.	Ch-1 & 2	10
Unit-2	Probability Theory	Approaches to probability; types of Probability, Addition Multiplication and Bayes theorems: Mathematical expectation, Permutations & combinations.	Ch-3	20
Unit-3	Probability Distributions	Meaning of Probability distributions, Mean & standard deviation of random variable, types of probability distributions, Binomial, Poisson, and Normal distributions	Ch-4	20
Unit-4	Sampling theory	Benefits of sampling, Methods of sampling; Sampling distribution and its standard error; Point estimation and interval estimation; Properties of an estimator, sampling of variables, Test of significance, t-test, z-test, & F-test	ch-5	20
Unit-5	Non-parametric Test	Chi – square test, sign test, median test and rank correlation	ch-6	10
Unit-6	Statistical Quality control-	Introduction, Statistical quality control techniques, Statistical process control, control charts, acceptance sampling, sampling plans ,Advantages of SQC.	Ch-20	20
Book: C.R. Kothari by Vikas Publication				

Course Name- Leadership

Course Outline-

Topics	Unit Reference (<i>from SLM*</i>)
Introduction, Unit Objectives, What is Leadership? What is a Team? Leadership in Teams, Team Leadership and Social Identification, Need for Team Balance, Team Assessment, Using Team Wheels	Unit : Introduction to Leadership and Team Effectiveness
Introduction, Unit Objectives, Leadership Traits, Types of Leadership, Styles of Leadership, Leadership Skills, Participative Leadership	Unit 2: Leadership: Type, Style and Behaviour
Introduction, Unit Objectives, Fiedler's LPC Contingency Theory, Hersey and Blanchard's Situational Leadership Theory, Path-Goal Theory of Leadership, Leadership Substitute Theory, Applying Situational Models	Unit 3: Leadership Contingency Theories: Propositions and Applications
Introduction, Unit Objectives, Full Range Leadership Approach, Transactional Leadership, Laissez-faire Leadership: Non-Transactional Behaviours, Transformational Leadership, Charismatic Leadership, Ethical Leadership	Unit 4: Recent Developments In Leadership Approaches
Introduction, Unit Objectives, Leadership in the Fast Changing World, Attitudes and Skills, Major Changes in Indian Organizations, Organizational Intelligence, Empowerment, Innovation and Learning	Unit 5: Team as a Medium of Learning, Development and Change
Introduction, Unit Objectives, Motivation, Counseling	Unit 6: Role of Leadership

Performance Appraisal, Useful Habits for Leaders, Self-Leadership, Managing Self, Time, Emotions and People	
Introduction, Unit Objectives, Making a Good Team, Building a Cohesive Team, Enhancing Interpersonal Trust, Interdependence of Groups Nature of Conflict in Organizations, Conflict Management Negotiation, Johari Window Model	Unit 7: Role of Leadership: Interpersonal Trust and Intergroup Conflicts
Introduction, Unit Objectives, Concept of Team and Group Group Norms, Team Norms Group and Team Cohesion, Team Management Wheel, Advantages of Group Decision-Making, Techniques of Group Decision-Making, Significance of Cross-cultural Research, Cultural Influence on Leadership Behaviour, Models of Culture The Globe Project Obstacles to Effective Leadership	Unit 8: Leadership Effectiveness: Power Dynamics In Groups and Cross-cultural Influence

Course Text: Self Learning Material (*SLM) provided by University.

Course Name- Sales Management

Course Outline-

Topics	Reference from Book
Sales Management: Marketing Management and the New Economy, Sales Management, The Scope of Sales Management, Sales-Related Marketing Policies, The Sales Management Process, Key Account Management, Tactics of Relationship Selling	Unit 1: The Sales Management Game: The Nature and Scope of Sales Management
Understanding the Business Environment, Organizational Readiness for Change, Technology and Environment in Personal Selling, Sales Culture Variables	Unit 2: The Sales Environment Today
Objectives of a Sales Organization, Structure of a Sales Organization	Unit 3: Sales Organization
Recruitment, Organization for Recruiting and Selection, Selection of the Salesperson, Job Description	Unit 4: Recruitment and Selection of Sales Personnel
Building a Sales Training Programme, Content of Training, Methods of Training, Evaluation of Training Programmes, Objectives of Sales Training	Unit 5: Training and Development of Sales Personnel
Objectives of Salespersons' Performance Evaluation Evaluation of Salespersons' Performance Key Issues in Evaluating and Controlling Salespersons' Performance, Methods of Performance Evaluation, Using Performance Information	Unit 6: Monitoring and Performance Appraisal
Policies for Account Management, The Account Management Planning Process, Territory Management, Sales Forecasting	Unit 7: Sales Territories, Quotas and Managing Accounts
What is a Sales Budget? The Budgeting Process, Methods of Sales Budgeting, Preparing the Sales Budget, Sales Control, Nature of Control	Unit 8: Sales Budget and Control
What is Distribution?	Unit 9: Distribution Cost Control and

<p>The Distribution System, The Structure of the Distribution System, The Functions of a Distribution System, Outsourcing and Distribution, Value Enhancement through the Distribution Function: Motivation Tools of Channel Members, Distribution Channel Strategy</p>	<p>Service</p>
<p>Objectives of Logistics Logistics, Logistics Functions, Merchandizing Techniques of Managing the Channel, Supplier-Trade Relationships, Transportation Decisions</p>	<p>Unit 10: Warehousing and Transportation Decisions</p>
<p>What is a Marketing Channel? Role and Functions of Marketing Channels, Channel Design Segmentation, Channel Design Positioning, Channel Design Targeting Channel Design: Establishing New Channels or Refining Existing Channels, Channel Conflicts, Channel Coordination, Service Outputs, Segmenting the Market by Service Output Demands</p>	<p>Unit 11: Managing Channel Structure, Design and Functions</p>
<p>Self-Image: An Important Dimension of the Relationship Strategy Self-Image and Success, Customer Service Methods that Strengthen the Partnership, Logistic Planning: Channel Relationship, Why Do We Need Inventories? The Distribution Resources Planning System The Core Elements of a Channel, Capability Building Programmes, Incentive Programmes, Channel Influence Strategies, Exercising Influence Strategies, Conflict Management Methods, Conflict Resolution Mechanisms</p>	<p>Unit 12: Distribution Channels and Logistic Planning</p>

Course Text: Self Learning Material (*SLM) provided by University.

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