Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA201 FUNDAMENTALS OF ORGANIZATION BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA201	MAJ/MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to familiarize the students with Organizational, Group and Individual Behavior. The course educates the concept and theories of Motivation, Leadership and Teamwork. Importance of Learning Concepts and Process are shared to students.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To explain human behavior and contribution in an organizational structure.
2. To understand importance of group/team processes and its management.
3. To develop ability to lead and work by examples with people in the organization.

COURSE CONTENT

UNIT I: Introduction to Organizational Behavior (OB)
1. Definition and contributing disciplines to the OB field
2. Need, Importance and significance ofOB
3. Framework of Organizational Behavior
4. Challenges and Opportunities for OB

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA201	MAJ/MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN**-Major/ Minor
*Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Personality, Perception and Learning
1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Personality – Types, Factors Affecting Personality
3. Perception – Definition, Factors Affecting Perception, Errors in Perception
4. Learning – Conceptand Process

UNIT III: Motivation
1. Concept, Process and Importance
2. Theories: Process and Content Theories
3. Applications to Management
4. Conflict: Nature of Conflict & Conflict Resolution Techniques

UNIT IV: Leadership
1. Leadership – Meaning and Importance
2. Role and functions of a leader
3. Leadership Approaches and styles, Effective Leadership Traits
4. Leaders Vs Managers

UNIT V: Group Behavior
1. Definition and classification of Groups
2. Process of Group Formation
3. Teams Vs Groups
4. Group decision making

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA201	MAJ/MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN**-Major/ Minor

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Stephens, R.,Judge, T. and Sanghi, S. (2011).*Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). *Positive Organizational Behavior.* Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective.* Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations.* Pearson Prentice Hall,

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA203 FUNDAMENTALS OF CONSUMER BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA 203	MAJ/MIN	Fundamentals of Consumer Behaviour	60	20	20	0	0	3	0	0	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. To develop an understanding about the aspects of consumer behavior.
2. To understand application of consumer behavior in marketing and current environment.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Identify the key terms, concepts, and theories of consumer behavior.
2. Apply consumer behavior concepts to real world marketing and develop better marketing programs and strategies.
3. Analyze the current trends in consumer behavior; and apply them to the marketing of product or service.

COURSE CONTENT

UNIT I: Introduction to Consumer Behavior
1. Defining Consumer Behavior
2. Scope and nature of Consumer Behavior
3. Consumer Behavior's Applications

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA 203	MAJ/MIN	Fundamentals of Consumer Behaviour	60	20	20	0	0	3	0	0	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Factors affecting Consumer Behavior
1. External Influences – Culture, Subculture, Social Class, Reference Groups, Family
2. Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.
3. Psychological and Sociological Influence on consumer behavior.

UNIT III: Consumer Decision Making Process
1. Types of consumer decisions
2. Process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Selection and Post purchase Evaluation.
3. Buying pattern in the new digital era.

UNIT IV: Consumer Behavior Model
1. Nicosia Model
2. Howard Sheth Model
3. Engel Blackwell and Miniard Model
4. Sheth Family decision making Model

UNIT V:Consumer Research and Marketing Strategy
1. Consumer Behavior and Product Strategy
2. Consumer Behavior and Pricing Strategy
3. Consumer Behavior and Distribution Strategy
4. Consumer Behavior and Promotion Strategy

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA203	MAJ/MIN	Fundamentals of Consumer Behaviour	60	20	20	0	0	3	0	0	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:
1. Batra, Satish, K.and Kazmi. S. H. H. (2008).*Consumer Behavior.* Excel Books: New Delhi.
2. Schiffman, Kanuk and S. Ramesh Kumar.(2018). *Consumer Behavior*. Pearson: Latest Edition.
3. Loudon and Bitta*Consumer Behavior, Concepts and Applications.* TMH: Latest Edition
4. Peter, J.P. and Olson. *Consumer Behavior and Marketing Strategy*. TMH: Latest Edition.
5. Majumudar,Ramanuj. *Consumer Behavior - Insights from Indian Market* PHI: 2nd Edition.
6. Blackwell and Engel. (2017).*Consumer Behavior.* Cengage Publication: Indian Edition.

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA204 BASICS OF TRAINING AND DEVELOPMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA204	MAJ/MIN	Basics of Training and Development	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective is to understand conceptual as well as practical dimensions of Training and its need. It also focuses on designing, evaluation and management of training programs.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To understand the need assessment of training.
2. To assess the ROI on training programs.
3. To design the training program for diverse workforce.

COURSE CONTENT

UNIT I: Conceptual Framework of Training
1. Introduction to Training, Development and Education
2. Importance, Purpose and Issues in Training
3. Organizational Characteristics influencing Training

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	L	T	P	CREDITS
BBA204	MAJ/MIN	Basics of Training and Development	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Strategic Training
1. Approaches to Training: Proactive, Reactive and Systemic
2. Strategic Training and Development Process
3. Training needs in different Business Strategies
4. Competency Based Training

UNIT III: Training Need Assessment and Designing Effective Training
1. Training Need Assessment (TNA): Organisational Analysis, Personal Analysis and Task Analysis, Methods of Need Assessment Techniques
2. Designing Effective Training – Concept, Design Process, ADDIE Model, ISD Model
3. Considerations in Designing Effective Programs

UNIT IV: Transfer of Training and Methods of Training
1. Transfer of Training: Concept and Importance
2. Factors Facilitating Transfer of Training
3. Training Methods and their pros and cons

UNIT V: Evaluation of Training
1. Training Evaluation – Concept and Reasons for Evaluation
2. Outcomes used in evaluation of Training Programs - Reactions, Cognitive, Behavior and Skill Based, Affective, Results and ROI
3. Recent Practices in Training and Development
4. Cases in Indian and Global Scenario

Suggested Readings
1. Noe, A. R and Kodwani A. D (2016). *Employee Training & Development.* McGraw-Hill Education: India.
2. Sahu, R.K. (2009) *Training for Development*. Excel Books: India
3. Bhatia, S.K. (2008). *Training and Development*. Deep and Deep Publications: India

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA205 FUNDAMENTALS OF COST ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA205	MAJ/MIN	Fundamentals of Cost Accounting	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. Identify and calculate different types of costs (direct, indirect, variable, and fixed costs).
2. Distinguish between job-costing, process-costing, and joint-costing systems.
3. Determine the product cost by means of full- costing

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semesterExamination will be worth 60 Marks. The question paper and semester exam will consist of twosections A and B. Section A will carry 24 Marks and consist of three questions, out of whichstudent will be required to attempt any two questions. Section B will comprise of five questions,out of which student will be required to attempt any three cases / problems worth 36 marks.

Course Outcomes
1. Familiarity with concept, processes used to determine product cost.
2. Will demonstrate skill for controlling cost and decision making

COURSECONTENT

UNIT I: Basics of Costing
1. Meaning and definition of Cost accounting
2. Concept of Cost and Classification of Cost
3. Cost Accounting relationship with other Branches of Accounting
4. Cost Center v/s Profit Center

UNIT II: Unit Costing
1. Preparation of Simple Cost Sheet
2. Preparation of Multiple Product Cost Sheet
3. Tender

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BBA205 FUNDAMENTALS OF COST ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA205	MAJ/MIN	Fundamentals of Cost Accounting	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT III: Material Cost
1. Meaning and Types of Material Cost
2. Material Pricing Methods: FIFO, LIFO, Simple Average Method&Weighted AverageMethod
3. Inventory Control Techniques: ABC Analysis,JIT&VED
4. Inventory Control Techniques:Levels of Inventory, EOQ

UNIT IV: Labour Cost
1. Meaning and Types of Labour Cost
2. Labour Remuneration Methods
3. Differential Bonus Plan (Halsey plan, Rowan Plan & Taylor's differential Piece)
4. Labour Turnover Ratios

UNIT V: Basics Concept of Overheads Cost
1. Basics Concepts of Overhead Cost, Nature & Classification
2. Theory of Allocation, Apportionment and Absorption of Overheads

Suggested Readings
1. Jawahar, L. (2009). Cost Accounting. Tata McGraw- Hill Education, India.
2. Maheshwari, S.N. (2013). Cost and management Accounting. Sultan Chand and Sons. Latest Edition
3. M.N. Arora(2016)Cost and Management Accounting. Himalaya Publishing House; Third Edition
4. RBD Cost Accounting by Oswal and Maheshwari. RBD Publication Jaipur and Delhi.

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA206 BASICS OF OPERATIONS RESEARCH

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA206	MAJ/MIN	Basics of Operations Research	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.
*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The course is intended to help students understand basics of some of the quantitative methods used in managerial decision making.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

After successfully completing this course, the students will be able to
CO1:   Identify and develop operations research models describing a real-life problem.
CO2:   Understand the mathematical tools that are needed to solve various optimization problems.
CO3:   Solves various linear programming, transportation, assignment, replacements, game problems related to real life.

COURSE CONTENT

UNIT I: Introduction
1. Definition of operations research (OR), models of operations research
2. Scientific methodology of operations research
3. Scope and importance of operations researchdecision making
4. Role of operations management, limitations of OR.

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Choice Based Credit System (CBCS) in Light of NEP-2020
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA206	**MAJ/MIN**	**Basics of Operations Research**	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Linear Programming Problems (LPP)
1. Mathematical formulation of a problem
2. Graphical method
3. Simplex method for maximization and minimization problems
4. M-Technique (Duality in Linear Programming Problem Excluded).

UNIT III:Transportation & Assignment Problems
1. Transportation problem – Introduction
2. Initial basic feasible solution (NWC method,Least cost method, Vogel's method)
3. Optimal solution (MODI method).
4. Assignment problem – Algorithm, Hungarian method, simple problems.

UNITIV:Replacement Models
1. Replacement of items that deteriorate,whose maintenance costs increase with time without change in the money value
2. Replacement of Items that fail suddenly-individual replacement policy, group replacement policy.

UNIT V:Game Theory & Simulation
1. Game Theory: two-person zero sum game, game with saddle points, the rule of dominance;
2. Algebraic, graphical and linear programming methods for solving mixed strategy games.
3. Concept of Simulation.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA206	MAJ/MIN	Basics of Operations Research	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.

****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Sharma S. D and Sharma Himanshu (2002). *Operations Research: Theory, Methods and Applications.*KedarNath, Ram Nathand Company, Latest Edition.
2. Taha H. A (2008). *Operations Research: An Introduction.* PHI, Latest Edition.
3. Sharma J. K. (2006). *Operations Research: Theory and Applications.*Macmilan India, Latest Edition.
4. Vohra N. D. (2007). *Quantitative Techniques*. Tata McGraw Hill, Latest Edition.
5. Sharma Anand (2009). *Operations Research*. Himalaya Publishing House, Latest Edition.
6. Anderson (2008). *Introduction to Management Science.*Cengage Learning, Latest Edition.

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA - II SEMESTER (2023-2027)

BBA207 Computer and IT Fundamentals

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA207	MAJ/MIN	Computer and IT Fundamentals	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN-** Major/Minor Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. To familiarize students with the basics of computers.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which students will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Understand basic concepts of computer and Information Technology
2. Comprehending the importance of computer security and ethics in decision-making for social responsibility
3. Developing skills to become effective business managers

COURSE CONTENT

UNIT I: Number System and Computer Arithmetic
1. Number System and its types (Non-positional and Positional)
2. Binary Number System, Octal Number System, Hexadecimal Number System)
3. Converting from another base to decimal
4. Converting from base to another decimal
5. Conversion from binary to octal, octal to binary, binary to hexadecimal and hexadecimal to binary

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA207	MAJ/MIN	Computer and IT Fundamentals	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN**-Major/Minor Course

*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Computer Arithmetic and Gates
1. Binary
2. Binary Arithmetic (addition, subtraction, Multiplication, Division)
3. Logic Gates (AND, OR, NOT, NAND, NOR)
4. The Universal NAND Gate, The Universal NOR Gate

UNIT III: Data Communications
1. Basic Elements of Communication system
2. Data Transmission Modes (Simplex, Half-duplex, Full-duplex)
3. Data transmission speed (narrow band, Voice-band, Broad-band
4. Data transmission media (Twisted pair wire, Coaxial cable, microwave system, communication satellite, optical fibers)
5. Digital and Analog Data Transmission
6. Data transmission services (dial-up line, leased line, Integrated services digital network

UNIT IV: Computer Networks
1. Computer Network: Definition, Importance
2. Network Topologies (Star, Ring, Completely connected, Multi-access bus, Hybrid)
3. Advantages and Disadvantages of different network topologies
4. Network types (PAN, LAN, CAN, MAN, WAN
5. Internet Working Tools (Bridge, Router, Gateway)
6. Wireless Networks (Fixed wireless system, Mobile wireless system)
7. Issues in Wireless Computing System

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA207	MAJ/MIN	Computer and IT Fundamentals	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN**-Major/Minor Course

*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT V: Internet, Intranet and Security
1. Internet and Intranet: Introduction
2. Cryptography, Computer Ethics and its significance
3. Computer Security, Viruses, Bombs and Worms
4. Applications of Information Technology (Business and Industry, Home, Education and Training, Entertainment, Mobile Computing

Suggested Readings
1. Alexis Leon and Mathews Leon (1999). *Fundamentals of Information Technology.* Vikas Publishing House Pvt Ltd, New Delhi.
2. Pradeep K. Sinha and Priti Sinha (2021). *Computer Fundamentals (Concepts, Systems & Applications).* BPB Publications, New Delhi
3. Dinesh Maidasani. (2016). *Learning Computer Fundamentals, MS Office and Internet & Web Technology.* Firewall Media, New Delhi.
4. Sanjay Saxena (2013). *A First Course in Computers (Based on Windows and Office).* Vikas Publishing House Pvt Ltd, Noida.
5. Senthil Kumar, D. and Senthil A.R. (2008). *Business Ethics and Values.* Himalaya Publishing House: Mumbai
6. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press

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BBA208 INTRODUCTION TO FINTECH

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BBA208	MAJ/MIN	Introduction to Fintech	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
Financial technology (FinTech) is revolutionary and rapidly changing the financial services industries. This graduate course provides an introduction to FinTech such as blockchain, crypto currencies (e.g., Bitcoin and Ethereum), alternative lending, machine learning, and robo-advising.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To understand recent FinTech developments and analyze their impact on the financial services industries
2. To describe the technologies underlying cryptocurrencies and blockchains.
3. To understand alternative lending, P2P technologies, and assess their impact on traditional banking and payment industries
4. To apply machine learning in robo-advising and FinTech
5. To understand the process of FinTech innovation

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA208	MAJ/MIN	Introduction to Fintech	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction to FinTech
1. Overview and evolution
2. Payments
3. Regulation

UNIT II: Essentials of Fintech
1. Fintech investments
2. Fintech Technologies
3. Regulatory Changes

UNIT III: Cryptocurrency and Blockchain
1. Introduction
2. Legal and Regulatory Implications of Cryptocurrencies
3. Foundation and implementation of Block chain

UNIT IV: Digital Payments
1. Understand new paradigm of payment systems
2. Advantages of Digital Payment system
3. Challenges

UNIT V: Application of AI and RPA
1. Introduction
2. Business Process Reengineering
3. Reforms through AI and RPA

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA208	MAJ/MIN	Introduction to Fintech	60	20	20	-	-	3		-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **MAJ/MIN** – Major/Minor Course.

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings
1. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction Princeton University Press, ISBN-13: 978-0691171692.
2. Henning Diedrich, CreateSpace,*Ethereum: Blockchains, Digital Assets, Smart Contracts, Decentralized Autonomous Organizations,* Independent Publishing Platform, ISBN-13: 978-1523930470.
3. ArshdeepBahga and Vijay Madisetti,*Blockchain Applications: A Hands-on Approach,* Vpt, ISBN-13: 978-0996025560.
4. *Paul D. Stallard, Robert Lempka,Next Generation Finance: Adapting the financial services industry to changes in technology, regulation and consumer behavior*.
5. Agustin Rubini, *Fintech in a Flash: Financial Technology Made Easy.*
6. Chandan Sengupta,*Financial Analysis and Modeling using Excel and VBA*, Wiley
7. Wilson Jr., Jay D., *Creating Strategic Value through Financial Technology.* WileyFinance.
8. Paul D. StallardandRobertLempka,*Next Generation Finance: Adapting the financial services industry to changes in technology, regulation and consumer behavior,* Harriman house.

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ML307 ENVIRONMENTAL MANAGEMENT AND SUSTAINABILITY

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory Course

*****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. To create awareness towards various environmental problems.
2. To create awareness among students towards issues of sustainable development.
3. To expose students towards environment friendly practices of organizations.
4. To sensitize students to act responsibly towards environment.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. The course will give students an overview of various environmental concerns and practical challenges in environmental management and sustainability.
2. Emphasis is given to make students practice environment friendly behavior in day-to-day activities.

COURSE CONTENT

UNIT I: Introduction to Environment Pollution and Control
1. Pollution and its types (Air, Water, and Soil): Causes, Effects and Control measures
2. Municipal Solid Waste: Definition, Composition, Effects
3. Electronic Waste: Definition, Composition, Effects
4. Plastic Pollution: Causes, Effects and Control Measures

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC**- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Climate Change and Environmental Challenges
1. Global Warming and Green House Effect
2. Depletion of the Ozone Layer
3. Acid Rain
4. Nuclear Hazards

UNIT III: Environmental Management and Sustainable Development
1. Environmental Management and Sustainable Development: An overview
2. Sustainable Development Goals (17 SDGs)
3. Significance of Sustainable Development
4. Environment Friendly Practices At Workplace and Home (Three Rs' of Waste Management, Water Conservation, Energy Conservation)

UNIT IV: Environmental Acts
1. The Water (Prevention and Control of Pollution) Act, 1974: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
2. The Air (Prevention and Control of Pollution) Act, 1981: Objectives, Definition of Pollution under this act, Powers and Functions of Boards
3. The Environment (Protection) Act, 1986: Objectives, Definition of important terms used in this Act, Details about the act.
4. Environmental Impact Assessment: Concept and Benefits

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME							
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
ML307	AECC	Environmental Management and Sustainability	60	20	20	0	0	4	0	0	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **AECC-** Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT V: Role of Individuals, Corporate and Society
1. Environmental Values
2. Positive and Adverse Impact of Technological Developments on Society and Environment
3. Role of an individual/ Corporate/ Society in environmental conservation
4. Case Studies**:** The Bhopal Gas Tragedy, New Delhi's Air Pollution, Arsenic Pollution in Ground Water (West Bengal), Narmada Valley Project, Cauvery Water Dispute, Fukushima Daiichi Disaster (Japan), Ozone Hole over Antarctica, Ganga Pollution, Deterioration of Taj Mahal, Uttarakhand flash floods

Suggested Readings:
1. Rogers, P.P., Jalal, K.F. , Boyd, J.A.(Latest Edition) . **An Introduction to Sustainable Development.** Earthscan
2. Kalam, A.P.J. (Latest Edition) . *Target 3 Billon: Innovative Solutions Towards Sustainable Development.* Penguin Books
3. Kaushik , A. and Kaushik (Latest Edition). *Perspectives in Environmental Studies*. New Delhi:
   New Age International Publishers.
4. Dhameja, S.K. (Latest Edition). *Environmental Studies*. S.K. Kataria and Sons.New Delhi
5. Bharucha, E. (Latest Edition). *Environmental Studies for Undergraduate Courses.* New Delhi: University Grants Commission.
6. Wright, R. T. (Latest Edition). *Environmental Science: towards a sustainable future* .New Delhi: PHL Learning Private Ltd.
7. Rajagopalan, R. (Latest Edition). *Environmental Studies*. New York: Oxford University Press.

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