



MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

**CURRICULUM
AND
SCHEME OF EXAMINATION**

**(BACHELOR OF BUSINESS ADMINISTRATION-
GENERAL)**

**(ONLINE DEGREE PROGRAMME)
BATCH: 2023-26 ONWARDS**

PREAMBLE

The Centre for Distance and Online Education has adopted the curriculum that has relevance to the local, national, regional and global developmental needs with well-defined Program Educational Objectives (PEOs), Program Objectives (POs) and Program Specific Objectives (PSOs) at the program level and Course Outcomes (COs) at individual course level.

The unique and vibrant curriculum of undergraduate and postgraduate programs offered by the Centre for Distance and Online Education is committed to a liberal education philosophy and promotes quality teaching as well as research on the contemporary demand. The vision of the department is to attain the standard of excellence by imparting knowledge in areas of fundamental importance and pushing frontiers of research to address emerging global challenges through holistic development of students into ethical and socially responsible competent economists. The mission of the department is to offer curriculum which prepares students for acquiring theoretical knowledge and applied skills to deal with the economic enquiries; engage students in research on economic and public-policy issues for attaining development in a sustainable manner and to impart holistic education by producing socially responsible and internationally competitive economists.

The Business Administration & Management PEOs and POs aim to create globally competent economists by extending frontiers to meet the current and future needs, introduce research for addressing the economic challenges to build up a sustainably developed world. It will help inculcate national ethos and values to the ignited minds for serving community on economic or policy issues. The curriculum will enable students to apply analytical framework for economic enquiry and decision-making by appropriate consideration of social and environmental welfare at local, regional, national and global level. The curriculum is regularly reviewed for any revisions or new courses which will help address the need of the academics, industry and society. Regular feedback on the curriculum is taken from all stakeholders' i.e. students, parents, faculties and industry experts. The curriculum is benchmarked with reputed national and international institutions/Universities.

The robust curriculum aims to narrow down the gap between academics and industry to increase employment opportunities and at the same time aims at pushing frontiers of research to meet the local, regional, national and global demand for new forms of knowledge.

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

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CENTRE FOR DISTANCE AND ONLINE EDUCATION

VISION

Through online education, Manav Rachna stands tall to bring the most efficacious environment for providing higher quality academic and research oriented education to the aspirants. Manav Rachna Online Education facilitate the goal of increasing access to enduring learning prospects to students and providing opportunities to make efficient use of scarce resources in light of the new economic realities of higher education.

MISSION

To provide an exclusive learning environment to students with flexible and meticulous online learning opportunities that will guide students to acquire the knowledge and skills as per the requirements of society at large. The aim of Manav Rachna Online Education is:

- To develop emerging skills through online learning methodologies to pursue their Academic and Professional goals.
- To impart profound knowledge and understanding of conceptual aspects of multidisciplinary learning.

ABOUT THE DEPARTMENT:

The ultimate touchstone of quality education is the quality culture permeating in any education Institution. In today's world of digitization, technical education stands at the crossroads of keeping pace with the emerging needs of humankind along with fast changing trends in governance and scientific development. The global transformation, trend of learning by doing, relevance to people and nation development – Manav Rachna International Institute of Research and Studies is the right place to gear up with a world class competitive edge. We are trusted to nurture juvenile minds and prepare them to deal with challenges of their future endeavors. Continuing the Legacy of our Founder Dr. O.P Bhalla, Manav Rachna has launched "Manav Rachna Centre for Distance and Online Education" to provide quality programmes to those students who are not able to draw benefits from conventional systems of Education. Seven programmes in different streams namely Computer Applications, Management, Commerce, Business Administration and Economics will be offered by University in online mode with specialization in different domains.

In Today's opportunistic world specialized education is essential for successful professional life. Manav Rachna Centre for Distance and Online Education has collaboration with prominent industry partners to provide global career opportunities to the students and

prepare the students to acquire the increased technology intensive needs of today. In addition, Manav Rachna Centre for Distance and Online Education provides a multidisciplinary approach for the students to shape their career inside and outside their domain of education and to meet the evolving needs of the society. The commitment of multidisciplinary education is to broaden the participation of students in higher education and leads to a more diverse community. In a multidisciplinary approach, students are inspired to select diverged courses from different disciplines to expand their knowledge, discover themselves through creative thinking and learn the skills of collaboration. The online programmes will help the students to achieve an academic degree along with flexibility and relaxation. These online programs hold equal academic value to as on-campus degree and help students in developing themselves into an industry ready as equivalent to a conventional degree. Students can perfectly reshape their career and future through impeccably designed online programmes. The renowned faculty, cutting –edge advanced curriculum, technology driven and a remarkable content delivery will be helpful in the successfully implementation of online programs.

ABOUT THE BBA PROGRAMME:

Bachelor of Business Administration Online Degree Programme is the specialized course in business administration, a 3-year programme. It is accepted & recognized worldwide because of its general as well as specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions.

In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The course is rigorously designed to provide evolving practices and knowledge in the field of Business Administration and Entrepreneurship. The students of BBA Online Degree Programme course are given immense opportunity to grow horizontally in the upcoming contemporary field.

Programme Educational Objectives – BBA Online Degree Programme

The graduates of BBA Online Degree Programme are expected to attain the following Programme Educational Objectives:

- PEO 1:** The graduates will pursue higher education in management and other related fields of Digital Marketing.
- PEO 2:** The graduates will have successful professional careers in industry, government, academia and their other chosen professions. Some will become entrepreneurs.
- PEO 3:** The graduates will be active members ready to serve the society locally and internationally.
- PEO 4:** Over a period, the graduates will acquire positions of leadership in reputed organisations.

Programme Outcomes and Programme Specific Outcomes - BBA Online Degree Programme

Programme Outcomes

After completing BBA Online Degree Programme, the students will be able to achieve the following Programme Outcomes (POs).

- PO 1:** **Critical Thinking:** Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.

- PO 2:** **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.

- PO 3:** **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

- PO 4:** **Effective Citizenship:** Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.

- PO 5:** **Ethics:** Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.

- PO 6:** **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

- PO 7:** **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Programme Specific Outcomes (PSOs)

- PSO 1:** Gain knowledge about the business practices in the country and become ready to take up the entry level management positions.
- PSO2:** Analyse business situations and recommend managerial responses.
- PSO3:** Develop effective oral and written communication and produce professional quality presentations.

MAPPING OF PEOs WITH POs and PSOs

Programme Outcome(PO)/ Programme Specific Outcome (PSO)		PEOs that are attained through concerned PO
PO1	Critical Thinking: Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.	2,4
PO2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.	1,3
PO3	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.	1,3
PO4	Effective Citizenship: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.	3,4
PO5	Ethics: Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.	2, 4
PO6	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.	4
PO7	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.	3
PSO1	Gain knowledge about global business practices and be ready for successful careers in management in global economy.	1,3
PSO2	Get exposure to different cultures which will help students understand the global context for business operations.	1
PSO3	Develop understanding of the social responsibility and business ethics necessarily needed to succeed in international business.	2, 4

Semester and Choice Based Credit System

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, and laboratory practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfilment of award of degree.

b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however, it shall be mandatory to pass as a partial fulfilment of award of degree.

For Award of Degree of BBA Online Degree Programme, he/she has to earn minimum 120 credits during the three-year duration of the programme in 6 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". **The total 85 credits required to be earned under "Compulsory Courses Basket" and remaining credits under "Elective Courses Basket, Open Electives/MOOCs's.**

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration. However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, **the maximum limit in a semester shall be 32 credits.**

STUDY SCHEME OF BBA Online Degree Programme (BATCH 2023 onwards)

SEMESTER- I

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	OBBA-DS-101	Business Mathematics	30	70	100	3 hrs	3
	OBBA-DS-102	Business Organization and Management	30	70	100	3 hrs	3
	OBBA-DS-103	Computer Fundamentals (Theory)	30	70	100	3 hrs	3
	OBBA-DS-153	Computer Fundamentals (Practical)	30	70	100	2 hrs	1
Core	OBBA-DS-104	Business Communication	30	70	100	3 hrs	3
	OBBA-DS-105	Financial Accounting	30	70	100	3 hrs	3
	OBBA-DS-106	Managerial Economics	30	70	100	3 hrs	3
Total							19

SEMESTER- II							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	OBBA-DS-201	Business Statistics	30	70	100	3 hrs	3
	OBBA-DS-202	Database Management System (Theory)	30	70	100	3 hrs	3
	OBBA-DS-252	Database Management System (Practical)	30	70	100	3 hrs	1
	OCH-202B	Environmental Studies	30	70	100	2 hrs	4
Core	OBBA-DS-204	Company Accounts	30	70	100	3 hrs	3
	OBBA-DS-205	Human Resource Management	30	70	100	3 hrs	3
	OBBA-DS-206	Macro Economics	30	70	100	3 hrs	3
TOTAL							20
ELECTIVE COURSES							
Domain Specific Elective	OBBA-DS-312	Entrepreneurship Development and Practices	30	70	100	3hrs	3
	OBBA-DS-410	Business Content Writing	30	70	100	3hrs	

SEMESTER- III							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	OBBA-DS-301	Organization Behaviour and development	30	70	100	3 hrs	3
Core	OBBA-DS-302	Advanced Excel	30	70	100	3 hrs	2
	OBBA-DS-203	Business Environment	30	70	100	3 hrs	3
	OBBA-DS-304	Operations Management	30	70	100	3 hrs	3
	OBBA-DS-305	Cost and Management Accounting	30	70	100	3 hrs	4
	OBBA-DS-306	Retail Management	30	70	100	3 hrs	3
Total							18
ELECTIVE COURSES							
Domain Specific Elective	OBBA-DS-404	Indian Financial Systems	30	70	100	3 hrs	3
	OBBA-DS-311	Principles Of Banking	30	70	100	3 hrs	

SEMESTER- IV							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Core	OBBA-DS-412	Business Law	30	70	100	3 hrs	3
	OBBA-DS-401	Business Research Methods	30	70	100	3 hrs	3
	OBBA-DS-402	Financial Management	30	70	100	3 hrs	3
	OBBA-DS-107	Marketing Management	30	70	100	3 hrs	3
TOTAL							12
Domain Specific Elective	OBBA-DS-207	Sales and Distribution Management	30	70	100	3 hrs	3
	OBBA-DS-416	Social Media for Promotion	30	70	100	3 hrs	

SEMESTER- V							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
CORE	OBBA-DS-502	Internship/Training Project	30	70	100	3 hrs	3

	OBBA-DS-513	Taxation Law and practices	30	70	100	3 hrs	3
	OBBA-DS-411	Service Marketing	30	70	100	3 hrs	3
TOTAL							9
ELECTIVE COURSES							
Domain Specific Electives	OBBA-DS-509	Business Negotiation Skills	30	70	100	3 hrs	3
	OBBA-DS-510	Money and Banking	30	70	100	3 hrs	
	OBBA-DS-403	E-Commerce	30	70	100	3 hrs	

SEMESTER- VI							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
CORE	OBBA-DS-601	Corporate Governance and Ethics	30	70	100	3 hrs	3
	OBBA-DS-604	Family Business Management	30	70	100	3 hrs	4
TOTAL							7
Domain Specific Electives	OBBA-DS-514	Computer Networking and Internet	30	70	100	3 hrs	3
	OBBA-DS-507	Media Photography	30	70	100	3 hrs	
	OBBA-DS-210	Data Mining for Business Analytics (Practical)	30	70	100	3 hrs	
<p>*To get BBA (General) Degree, the student has to earn minimum 120 credits. The break-up of the credits is minimum 85 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.</p> <p>** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.</p>							

Curriculum

BBA Online Degree Programme
2023-26

Semester I

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-101: BUSINESS MATHEMATICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

OBBA-DS-101.1: Apply the basic mathematical tools and concepts of proportion and variation.

OBBA-DS-101.2: Acquire practical knowledge of calculations of EMIs of different types of loans.

OBBA-DS-101.3: Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.

OBBA-DS-101.4: Evaluate problem-solving strategies and use various mathematical tools in business scenarios for developing scientific solutions.

PART – A

Unit 1: Principle of Counting

- 1.1 Concept of Factorial
- 1.2 Principle of Counting
- 1.3 Arithmetic Progression
- 1.4 Geometric Progression

Unit 2: Mathematics for Finance

- 2.1 Interest Calculation: Simple and Compound Interest
- 2.2 Loan Calculation: Different types of Bank Loans
- 2.3 Annuity: Present and Future Value

Unit 3: Ratio and proportion

- 3.1 Definition of Ratio
- 3.2 Continued and Inverse Ratio
- 3.3 Continued, Direct and Inverse Proportion
- 3.4 Inverse and Joint Variation

PART – B

Unit 4: Linear programming problem

- 4.1 Linear programming problem; objective and assumptions of L.P.P.
- 4.2 Formulation of a L.P.P.
- 4.3 Graphical solution of L.P.P.

Unit 5: Transportation problem

- 5.1 Mathematical model of Transportation problem
- 5.2 Methods of finding initial solutions; North-West corner method, Least cost entry method and Vogel's approximation method.

Unit 6: Assignment problem

- 6.1 Mathematical statement of Assignment problem
- 6.2 Solution of Assignment problem; Hungarian method
- 6.3 Maximization case in Assignment problem

Recommended Readings:

1. Anthony, M. and N. Biggs. Mathematics for Economics and Finance. Cambridge University Press New Delhi.
2. Vohra N. D., Quantitative Management, Tata McGraw Hill.
3. Sharma J. K., Operations Research Theory & Applications, Macmillan India Ltd.
4. Sharma J.K., "Business Mathematics", ANE Books Pvt. Ltd. New Delhi.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-101.1	1		2			3	3	2		2
OBBA-DS-101.2	1	1		3	2			2	3	1
OBBA-DS-101.3						2		1	3	
OBBA-DS-101.4	1		2	3	2		3		2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

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OBBA-DS-102: BUSINESS ORGANIZATION AND MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student should be able to:

- OBBA-DS-102.1:** Understand the evolution of the business organization and management thoughts;
- OBBA-DS-102.2:** Identify the interconnections between various developments in these areas;
- OBBA-DS-102.3:** Evaluate the significance of contemporary issues in business and management;
- OBBA-DS-102.4:** Discuss the multidisciplinary nature of business and management studies.

PART - A

Unit 1

- 1.1 Concept, Nature and Scope of business
- 1.2 Definition, characteristics and objectives of business organization
 - 1.2.1 Business and Environment interface
- 1.3 Business Objectives
- 1.4 Social Responsibility of Business

Unit 2

- 2.1 Concept and Nature of Entrepreneurship
- 2.2 Forms of Business Organizations: Sole Proprietorship, Partnership Joint Stock Companies
- 2.3 Co-operatives organizations
- 2.4 Choice of form of organization

Unit 3

- 3.1 Meaning of Business combinations
- 3.2 Chambers of commerce and Industry in India
- 3.3 Types and forms of Mergers
- 3.4 SEBI

PART - B

Unit 4

- 4.1 Concept, Nature and Significance of Management
- 4.2 Functions and Role
- 4.3 Management Vs Administration

Unit 5

- 5.1 Concept of MBO
- 5.2 Decision Making Process and its techniques
- 5.3 Concept, nature, process and significance of Organizing
- 5.4 Principles of an Organization
- 5.5 Span of Control

Unit 6

- 6.1 Concept, Nature and Importance of Staffing
- 6.2 Nature and Importance of Motivation
- 6.3 Nature and Scope of Control

- 6.4 Types of Control
- 6.5 Control Process and its techniques

Reference Books:

1. Thelma. J.Tallo, Business Organisation and Management, Tata Mcgraw- Hill Publishing Company Limited
2. Basu, C. R., Business Organization and Management, McGraw Hill Education
3. Gupta, C.B., Modern Business Organization and Management, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., Business Organisation And Management, Dhanpat Rai & Sons

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-102.1	1	2			2		3		2	
OBBA-DS-102.2	2								3	2
OBBA-DS-102.3	1	2	2	2	3	2	3	2	3	
OBBA-DS-102.4	2	2	2	2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

- Degree of Correlation:**
- 1 – Low**
 - 2 – Medium**
 - 3 – High**

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OBBA-DS-103: COMPUTER FUNDAMENTALS (Theory)

Periods/week Credits:

2

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-103.1: Demonstrate technical skills and knowledge of the subject.

OBBA-DS-103.2: Apply basic tools of computer including data analysis and interpretation.

OBBA-DS-103.3: Use the concept of networking as per business requirements.

OBBA-DS-103.4: Evaluate the several applications of computers in business fields and suggest the appropriate ones.

PART - A

Unit 1: Introduction

- 1.1 Digital and analog computers
- 1.2 Characteristics of Computer: speed, storage, Accuracy
- 1.3 Generations of computers
- 1.4 Categories of computer: Micro Computers, Mini Computers, Main Frames, Super Computers
- 1.5 Major components of a digital compute

Unit 2: Data Representation

- 2.1 Decimal, Binary, Octal and Hexadecimal number system
- 2.2 1's and 2's Complement
- 2.3 Binary addition and subtraction
- 2.4 Character representation: ASCII, EBCDIC

Unit 3: Hardware Systems and Software Systems

- 3.1 Input devices and Output Devices
- 3.2 Primary and Secondary Memory
- 3.3 Software Systems: System software and Application software
- 3.4 Operating Systems: Need of OS, Functions of OS

PART - B

Unit 4: MS Office

- 4.1 MS Word: Interface, Document views, Creating and editing documents, formatting Text and documents, performing a mail merge, printing documents
- 4.2 MS Excel: Creating and editing worksheets, working with formulas and functions, printing Worksheets.
- 4.3 MS PowerPoint: Creating and formatting a presentation, using templates, Inserting Charts and tables, printing presentation

Unit 5: Emerging Computing Technologies and Security

- 5.1 Internet, Intranet and Extranet.
- 5.2 Mobile Computing.
- 5.3 Cloud Computing.
- 5.4 Internet of Things.

- 5.5 Introduction to Big Data.
- 5.6 Artificial Intelligence.
- 5.7 Security: Network and Cyber Security.

Unit 6: Computer Applications

- 6.1 Computer applications in offices.
- 6.2 Use of computers in books publication.
- 6.3 Desktop publishing system.
- 6.4 Application of computers for data analysis.
- 6.5 Application of computer in education.
- 6.6 Application of computer in banks.
- 6.7 Medical field.

Recommended Readings:

1. Computer Fundamentals: P. K. Sinha, BPB Publications.
2. Introduction to Computers: Alexis Leon, Vikas Publishing House Pvt Ltd.
3. Fundamentals of Computer: by Rajaraman and Neeharika.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-103.1			2			3	1	1		2
OBBA-DS-103.2	2	1			2				3	
OBBA-DS-103.3	1		3			2	2	3		
OBBA-DS-103.4		2		3	1		3		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DA-153: COMPUTER FUNDAMENTALS (Practical)

Periods/week Credits

P: 2 1

Duration of Examination: 2 Hrs

Max. Marks: 30

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DA-153.1:** Demonstrate knowledge of computers and software and their respective use in day-to-day life.
- OBBA-DA-153.2:** Apply basic research methods of data analysis and its interpretation and use spreadsheets to create charts with the statistics.
- OBBA-DA-153.3:** Evaluate problem-solving techniques and demonstrate proper file management to manipulate files and folders in a networked business environment.
- OBBA-DA-153.4:** Create cohesive and apply proper formatting techniques to a document draft.

Unit 1: Word Processor

- 1.1 All the editing and formatting options
- 1.2 Create your Resume using Resume
- 1.3 Mail Merge
- 1.4 Organization charts and use of tables
- 1.5 Create a newsletter with a headline and two columns in portrait orientation, including at least one image.
- 1.6 Prepare a certificate in landscape orientation with a border around & background image.
- 1.7 Use of image and text. Create a flyer for dance competition to be held in your college soon.

Unit 2: Creating Basic Workbooks

- 2.1 Creating, saving, closing and opening workbook
- 2.2 Selecting cells, entering text and numbers into cell
- 2.3 Auto complete
- 2.4 Renaming workbooks

Unit 3: Creating Formulas

- 3.1 Ranged formula syntax
- 3.2 Simple formula syntax
- 3.3 Writing formulas
- 3.4 Using AutoSum
- 3.5 Inserting functions
- 3.6 AutoCorrect
- 3.7 Auto Calculate

Unit 4: Columns and Rows

- 4.1 Selecting columns and rows
- 4.2 Adjusting column width and row height
- 4.3 Hiding and unhiding columns and rows
- 4.4 Inserting and deleting columns and rows

Unit 5: Formatting Worksheets

- 5.1 Formatting cells
- 5.2 Clearing all formatting from cells
- 5.3 Copying all formatting from cells to another area

Unit 6: Worksheet Tools

- 6.1 Moving between worksheets
- 6.2 Selecting multiple worksheets
- 6.3 Inserting and deleting worksheets
- 6.4 Renaming worksheets
- 6.5 Copying or moving worksheets
- 6.6 Coloring worksheet tabs

Unit 7: Setting Worksheet Layout and Printing Documents

- 7.1 Using page break preview
- 7.2 Using page layout view
- 7.3 Page setup dialog box
- 7.4 Using print preview
- 7.5 Printing worksheets

Unit 8: Power Point Presentations

- 8.1 Slide layouts and slide designs
- 8.2 Use of image in presentation
- 8.3 Use of sounds and animation effects in presentation

Unit 9 Internet and html

- 9.1 Use of internet and composing mail
- 9.2 Use of search engine
- 9.3 Design a web page using HTML using font tag
- 9.4 Design a web page using HTML using paragraph formatting tag
- 9.5 Design a web page using HTML using tables

Reference Books:

1. Curtis D. Frye, "Step by Step Microsoft Excel 2010", PHI.
2. BAYROSS IVAN, "HTML, JavaScript, DHTML and PHP", BPB publications

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DA-153.1	1	2	2			3		1		2
OBBA-DA-153.2		2		3	2				2	1
OBBA-DA-153.3	1		2			2	3	2	3	
OBBA-DA-153.4	1	2		3	2		3	3		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-104: BUSINESS COMMUNICATION

Periods/week	Credits	Max. Marks:	100
L: 3	3	Internal/Continuous Assessment:	30
Duration of Examination:	3 Hrs	End Semester:	70

Course Outcomes:

By the end of course, the students should be able to:

- OBBA-DS-104.1:** Gain an in-depth knowledge of how formal communication is done at the workplace;
- OBBA-DS-104.2:** Understand the impact of communication skills in a professional scenario;
- OBBA-DS-104.3:** Hone their formal writing skills;
- OBBA-DS-104.4:** Deliver effective presentations;
- OBBA-DS-104.5:** Create impressive first impressions at the workplace by writing good business reports.

PART-A

Unit 1: Introduction: Business Communication

- 1.1 Nature, process and types of communication
- 1.2 Role of communication skills in business

- 1.3 Communication networks
- 1.4 Barriers to communication
- 1.5 How to make communication effective

Unit 2: Communication Skills

- 2.1 Listening skills –process and types of listening
- 2.2 Barriers to listening
- 2.3 Reading skills
- 2.4 Body Language

Unit 3: Written Communication

- 3.1. Email
- 3.2 Layout of Business Letter Writing
- 3.3 Notices,circulars, Memos
- 3.4 Agenda and minutes of a meeting

PART-B

Unit 4: Presentation Skills

- 4.1 Audience Analysis
- 4.2 Creation of PPT
- 4.3 How to deliver presentation
- 4.4 Do's and Don't's of ppt delivery

Unit 5: Report Writing

- 5.1 Format of a business report
- 5.2 Types of business reports

SUGGESTED READINGS:

- 1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
- 2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
- 3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
- 4. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs

30%

Subjective (Short/Long) 40%
 Discussion/Presentation 15%
 Projects/Group Activities etc 15%
 For Summative assessment (End Semester Examination or End-Term Examination):
 Minimum: 70 percent. Categorization for the same is:
 Objective Type Questions: 30%
 Short/Long Questions: 70%

Assessment Tools:

Assignment/Tutorials
 Sessional tests
 Surprise questions during live lectures
 Term end examination

Course Articulation Matrix

CO-STATEMENT OBBA-DS-104	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-104.1	2	3	3	2	2	1	2	2	2	3
OBBA-DS-104.2	2	3	3	2	1	1	2	2	2	3
OBBA-DS-104.3	2	3	3	2	1	1	2	2	2	3
OBBA-DS-104.4	2	3	2	1	-	-	-	1	1	2
OBBA-DS-104.5	2	3	2	1	-	-	-	1	1	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-105: FINANCIAL ACCOUNTING

Periods/week Credits Max. Marks: 100
 L: 3 03 Internal/Continuous Assessment: 30
 Duration of Examination: 3 Hrs End Semester: 70

Course Outcomes: By the end of this course, students will be able to:

- OBBA-DS-105.1:** Demonstrate good comprehension of financial accounting and its different applications.
- OBBA-DS-105.2:** Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.
- OBBA-DS-105.3:** Ascertain problem solving strategies in the prevailing business environment.
- OBBA-DS-105.4:** Evaluate appropriate information from various sources and implement the theoretical, analytical and applied knowledge based on accountancy.

PART - A

Unit 1: Introduction to financial accounting

- 1.1 Accounting principles, process
- 1.2 Accounting Equation
- 1.3 Users of accounting information
- 1.4 Double entry system

Unit 2: Recording classification and summarization of transaction

- 2.1 Accounting Transactions
- 2.2 Steps in the Recording Process (Journals and Ledger Postings)
- 2.3 Preparation of trial balance

Unit 3: Rectification of errors

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

PART- B**Unit 4: Capital and revenue**

- 4.1 Capital and Revenue: Expenditure and Receipts
- 4.2 Deferred Revenue Expenditure

Unit 5: Depreciation

- 5.1 Concept of Depreciation
- 5.2 Accounting treatment for depreciation: Written down value method and straight line method

Unit 6: Final Statements:

- 6.1 Concept of Financial Statements
- 6.2 Final accounts with adjustments

Recommended books:

1. Monga J.R., Advanced , Mayoor Paperbacks , Noida.
2. Gupta. R.L., Advanced Financial Accounting, S.Chand and Co. New Delhi.
3. Maheshwari , S.N., Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
4. Shukla, M.C, and T.S.Grewal, Advanced Accountancy, Sultan Chand Co. New Delhi.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-105.1			2			3		1	2	
OBBA-DS-105.2	1			3	2					2
OBBA-DS-105.3	1					2		1	3	
OBBA-DS-105.4		2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-106: MANAGERIAL ECONOMICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

- OBBA-DS-106.1:** Understand nature of economics in dealing with the issue of scarcity;
- OBBA-DS-106.2:** Recognize the difficulties in managerial decision making today;
- OBBA-DS-106.3:** Perform supply and demand analysis to analyze the impact of economic events on markets;
- OBBA-DS-106.4:** Evaluate the factors affecting firm behavior, such as production and costs;
- OBBA-DS-106.5:** Analyze the performance of firms under different market structures.

PART - A

Unit 1: Economic Concept and Issues

- 1.1 Socialist economy /command economy
- 1.2 Capitalist economy /Free market economy
- 1.3 Mixed economy
- 1.4 Scarcity and choice
- 1.5 Production possibility curve
- 1.6 Opportunity cost
- 1.7 Isoquant curve

Unit 2: Demand Supply and Price

- 2.1 Concept of demand
- 2.2 Law of demand and elasticity
- 2.3 Concept of supply
- 2.4 Law of supply
- 2.5 Market Equilibrium
- 2.6 Consumer Surplus

Unit 3: Consumer Theory

- 3.1 Marginal utility theory
- 3.2 Indifference Curve
- 3.3 Consumer Equilibrium
- 3.4 Incomeeffect; Price effect, Substitution effect
- 3.5 Pricing strategies

PART – B

Unit 4: Theory of Production

- 4.1 Production and production function
- 4.2 Law of variable proportion or diminishing return
- 4.3 Law of return to scale

Unit 5: Cost, Revenue and Profit

- 5.1 Cost concept
- 5.2 Short run cost curves
- 5.3 Long run cost curves

- 5.4 Relationship between production and cost curves
- 5.5 Revenue
- 5.6 Profit

Unit 6: Market Morphology

- 6.1 Perfect competition
- 6.2 Monopolistic competition
- 6.3 Monopoly pricing
- 6.4 Oligopoly
- 6.5 Pricing policy

Unit 7: Marginal Productivity Theory of Distribution

- 7.1 Marginal productivity theory of distribution
- 7.2 Modern theory of rent
- 7.3 Wages
- 7.4 Interest
- 7.5 Profit

Recommended Books:

1. Koutsayiannis,A., Modern Microeconomics, Macmillan Publications.
2. Salvatore, D., Principles of Microeconomics, Oxford university press.
3. Mehta,P L., Managerial Economics, Sultan Chand.
4. Dwivedi,D.N., Microeconomics: Theory & Applications, Pearson Education.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-106.1	1	1					3		2	
OBBA-DS-106.2	1								3	2
OBBA-DS-106.3	1	2	2	2		2	3	1	3	
OBBA-DS-106.4	1			2	2	2	3	1	2	
OBBA-DS-106.5	1			2		2	3	1	2	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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 2 – Medium
 3 – High

Curriculum

BBA Online Degree Programme
2023-26

Semester II

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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OBBA-DS-201: BUSINESS STATISTICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

- OBBA-DS-201.1:** Enhance the knowledge of statistics in business management;
- OBBA-DS-201.2:** Get familiarized with various statistical tools and the software;
- OBBA-DS-201.3:** Impart the practicality of statistics in order to suffice business objectives;
- OBBA-DS-201.4:** Develop analytical and logical thinking in various aspects of business.

PART-A

Unit I: Introduction

- 1.1 Definition, Nature, Scope and Objectives
- 1.2 Collection of data: Primary and secondary data
- 1.3 Classification: geographical, chronological and quantitative classification
- 1.4 Tabulation: Parts of a table, Types of tables

Unit II: Statistical Data and Descriptive Statistics I

- 2.1 Presentation of data: Diagrams; One dimensional, two dimensional and Pie diagrams
- 2.2 Graphs: Histogram, Frequency curve, Frequency polygon and ogive curves
- 2.3 Measures of Central Tendency
- 2.4 Mathematical averages including arithmetic mean, geometric mean and harmonic mean.
- 2.5 Properties and applications

Unit III: Descriptive Statistics II

- 3.1 Positional Averages: Mode and Median (other partition values including quartiles, deciles, 3.2 and percentiles)
- 3.3 Measures of Variation: absolute and relative
- 3.4 Range, quartile deviation, mean deviation
- 3.5 Standard deviation and coefficient of variation

PART - B

UNIT IV: Correlation and Regression

- 4.1 Meaning of Correlation: simple, multiple and partial; linear and non-
- 4.2 linear
- 4.3 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation
- 4.4 Rank Correlation
- 4.5 Regression Analysis; Principle of least squares and regression lines, Regression equations and estimation
- 4.6 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

Unit V: Index Numbers

- 5.1 Meaning and uses of index numbers
- 5.2 Construction of index numbers: fixed and chain base: univariate and composite
- 5.3 Aggregative and average of relatives
- 5.4 Tests of adequacy of index numbers
- 5.5 Problems in the construction of index numbers

Unit VI: Time Series Analysis

- 6.1 Time Series Data: Components of time series
- 6.2 Additive and multiplicative models (proof not required)
- 6.3 Trend analysis-Graphical method, Semi-average method and Moving average method
- 6.4 Fitting of trend line using principle of least squares
- 6.5

Recommended Readings:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. *Statistics for Management*. Pearson Education.
2. Thukral J. K., *Business Statistics*. Taxmann's Publications
3. Sharma J. K., *Operations Research*. Macmillan India Ltd.

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

- i. Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

- ii. For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-201.1:	1	1			2		3		2	
OBBA-DS-201.2	1								3	2
OBBA-DS-201.3	1	2	2	2	3	2	3	1	3	
OBBA-DS-201.4	1	2	2	2		2	2	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-202: DATABASE MANAGEMENT SYSTEM (Theory)

Periods/week Credits

L: 2 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student should be able to:

OBBA-DS-202.1: Have knowledge of DBMS, both in terms of use and implementation/design;

OBBA-DS-202.2: Get experience with SQL;

OBBA-DS-202.3: Work with increased proficiency of higher programming languages;

OBBA-DS-202.4: Gain experience with analysis and design of (DB) software;

OBBA-DS-202.5: Describe how to manage data for the use of managerial functions.

PART - A

Unit 1: Introduction to Database Systems

- 1.1 Data versus information
- 1.2 Database
- 1.3 DBMS : Components, Advantages, Limitations
- 1.4 File-oriented system versus database system
- 1.5 Data Dictionary

Unit 2: Database Design and Languages

- 2.1 Schemas, sub schemas and instances
- 2.2 Roles and responsibilities of database administrator
- 2.3 Database architecture
- 2.4 Data Definition Language
- 2.5 Data Manipulation Language
- 2.6 4-GL: Fourth Generation Language

Unit 3: Data Model

- 3.1 Data model concepts
- 3.2 Types of Data Model: Record, Object and Physical Model
- 3.3 Record Base: Hierarchical, Network and Relational

PART - B

Unit 4: ER Model

- 4.1 Introduction and Concepts
- 4.2 Types of Attribute
- 4.3 Types of Entity
- 4.4 Relationship Sets and Mapping Constraints
- 4.5 Keys
- 4.6 ER Diagram

Unit 5: Data Warehouse and Data Mining

- 5.1 Difference between database and data warehouse
- 5.2 Characteristics of data warehouse
- 5.3 Advantages and Limitations
- 5.4 Knowledge Discovery Process and Data mining
- 5.5 Goals and Elements of Data Mining
- 5.6 Applications of Data Mining
- 5.7 Advantages, Disadvantages and Scope of Improvement

Unit 6: Database Security and Recovery

- 6.1 Security Violations
- 6.2 Views and Granting of Privileges
- 6.3 Audit Trails
- 6.4 Backup and recovery techniques

Recommended Books:

1. Elmasri, Shamkant B. Navathe, "Data Base System Concepts", McGraw Hill New Delhi.
2. Korth, "Data Base Management System", New Delhi.
3. Dr. Satinder Bal Gupta, "Introduction to Database Management System", University of Science Press, New Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-202.1	1	1	1				1		1	
OBBA-DS-202.2	1	1	1				1		1	
OBBA-DS-202.3	2	2	2				2	1	3	
OBBA-DS-202.4	2	2	2				2	1	2	1
OBBA-DS-202.5	3	2	2				2	2	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: 1 – Low

2 – Medium

3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-252: DATABASE MANAGEMENT SYSTEM (PRACTICAL)

Periods/week Credits

2

Max. Marks: 100

Internal/Continuous Assessment:30

Duration of Examination: 2Hrs

End Semester: 70

Course Outcomes

By the end of the course, a student should be able to:

OBBA-DS-252.1: Get experience with SQL.

OBBA-DS-252.2: Work with increased proficiency of database languages.

OBBA-DS-252.3: Gain experience with analysis and design of (DB) software.

OBBA-DS-252.4: Describe how to manage data for the use of managerial functions.

Unit 1: Create a table and write the queries to carry out the following operations

1.1 Describe the table

1.2 Add 20 new records to the database

1.3 Delete 5 records from the database

1.4 Add another column phone No. to this database

1.5 Add values to the column phone No

1.6 Change the data type of column phone No from number to var char2

1.7 Delete a row from the table

Unit 2: Select operations on student table

Unit 3: Concept of Dual table and execute the functions

3.1 Grouping functions

3.2 Date and time functions

3.3 Mathematical functions

3.4 Character functions

Recommended Books:

1. Elmasri, Shamkant B. Navathe," Data Base System Concepts", McGraw Hill New Delhi.

Only latest available editions of the books are recommended.

3.5

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-252.1	1	1	1				1		1	
OBBA-DS-252.2	1	1	1				1		1	
OBBA-DS-252.3	2	2	2				2	1	3	
OBBA-DS-252.4	2	2	2				2	1	2	1

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

1 – Low

2 – Medium

3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OCH-202B: ENVIRONMENTAL STUDIES & WASTE MANAGEMENT

Periods/week Credits

L:3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Continuous Evaluation: 30

End Semester Examination: 70

Pre-Requisite: The learners should have the knowledge of environment, biodiversity, atmospheric pollution and importance of environmental studies. They should have the knowledge of causes and effects of disasters and various environmental problems.

Course Type: Fundamentals

Learning Outcomes: At the end of the course, learners will be able to

OCH202B.1: Understand the significance of equitable use of natural resources and will be able to utilize the knowledge

of biodiversity conservation and protection of environment.

OCH202B.2: Learn about atmospheric pollution and global issues related to environment like natural disasters and will be able to understand the different acts for pollution control.

OCH202B.3: Able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate.

OCH202B.4: Have the knowledge of different ecosystems and energy flow in ecosystem.

OCH202B.5: Gain knowledge of disaster management.

PART- A

Unit 1: Multidisciplinary Nature of Environmental Studies

1.1 Definition, scope and importance.

1.2 Need for Public awareness.

Unit 2: Natural Resources

2.1 Natural resources and associated problems.

2.2 Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

2.3 Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

2.4 Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

2.5 Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

2.6 Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

2.7 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

2.8 Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

3.1 Concept of an ecosystem, Structure and function of an ecosystem

3.2 Producers, consumers and decomposers, Energy flow in the ecosystem

3.3 Ecological succession

- 3.4 Food chains, food webs and ecological pyramids
- 3.5 Introduction, types, characteristic features, structure and function of the following eco-system: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit 4: Biodiversity and its Conservation

- 4.1 Introduction – Definition: Genetic, species and ecosystem diversity
- 4.2 Biogeographical classification of India,
- 4.3 Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- 4.4 Biodiversity at global, National and local levels
- 4.5 India as a mega-diversity nation, Hot-spots of biodiversity
- 4.6 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India
- 4.7 Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

PART-B

Unit 5: Environmental Pollution

- 5.1 Definition, causes, effects and control, measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal Pollution
- 5.2 Nuclear hazards
- 5.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 5.4 Role of an individual in prevention of pollution.
- 5.5 Pollution case studies.
- 5.6 Disaster management: Floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment

- 6.1 From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management
- 6.2 Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.3 Environmental ethics: Issues and possible solutions.
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.4 Wasteland reclamation.
- 6.5 Consumerism and waste products.
- 6.6 Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.7 Issues involved in enforcement of environmental legislation, Public awareness.

Unit 7: Human Population and the Environment

- 7.1 Population growth, variation among nations
- 7.2 Population explosion – Family Welfare Programme
- 7.3 Environment and human health. Human Rights
- 7.4 Value Education. HIV/ AIDS, Woman and Child Welfare
- 7.5 Role of Information Technology in Environment and human health, Case Studies.

Unit 8: Chemistry for peaceful purposes

- 8.1 The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
- 8.2 Dual – use nature of toxic and precursor chemicals
- 8.3 Weapons of mass destructions, disarmament

Unit 9: Field work*

- 9.1 Visit to a local area to document environmental assets river/ Forest/grassland/hill/mountain
- 9.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- 9.3 Study of common plants, insects, birds
- 9.4 Study of simple ecosystems-pond, river, hill slopes, etc.

Suggested Readings:

1. Sarita Sachdeva, 2009, Text book of Environmental Studies, Manav Rachna Publishing House Pvt. Ltd.
2. Erach Bharucha, 2017, Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission Publication.
3. R. Rajagopalan, 2015, Environmental Studies, Oxford University Press.
4. A.K. De, 2016, Environmental Chemistry, Wiley Eastern Ltd.
5. M. James, Lynch & Alan Wiseman, 2011, Environmental Bio-monitoring: The Biotechnology Eco-toxicology Interface, Cambridge University Press.
6. R.K. Morgan, 2012, Impact Assessment: A Methodological Perspective, Kluwer Academic Publications, Boston.
7. V. Subramanian, 2011, A Text Book in Environmental Science, Narosa Pub.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-204: COMPANY ACCOUNTS

Periods/week Credit

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester:70

Course Outcomes:

By the end of this course, a student should be able to:

- OBBA-DS-204.1 :** Demonstrate their knowledge of fundamental and technical aspects of company accounts;
- OBBA-DS-204.2 :** Interpret the accounting standards;
- OBBA-DS-204.3 :** Identify and apply the techniques of valuation of assets and shares;
- OBBA-DS-204.4 :** Develop critical thinking and problem-solving skills relating to financial decisions.

PART-A

UNIT: 1

- 1.1 Company, Kinds of Companies
- 1.2 Prospectus
- 1.3 Memorandum of Association & Articles of Association

UNIT : 2

- 2.1 Shares, Kinds of Shares
- 2.2 Debentures, Issues of Debentures, Debentures vs Shares
- 2.3 Methods of redemption of Debentures

UNIT: 3

- 3.1 Buy-back of Shares
- 3.2 Book-building

PART-B

UNIT: 4

- 4.1 Basic features of Accounting Standards 4, 5, 15, 17, 18 and 29
- 4.2 Preparation of Final Accounts of a Company as per requirements of schedule VI of the Companies Act.

UNIT: 5

- 5.1 Company Liquidation
- 5.2 Method of Liquidation; Final Liquidator Account; Liquidator's Remuneration

UNIT: 6

- 6.1 Valuation of Goodwill and Shares
- 6.2 Profit prior to Incorporation
- 6.3 Acquisition of Business

Recommended Books:

1. Gupta, R.L., Advanced Accounting Vol. II, S. Chand and Sons, New Delhi.
2. Grewal, T.S. and Shukla, M.C., Advanced Accounting, Kalyani Publishers, New Delhi.
3. Jain, S.P. and Narang, K.L., Advanced Accounting, Kalyani Publishers, New Delhi.
4. Maheshwari, S. N., Advanced Accounting, Vikas Publications.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-204.1	2	1					3	1	2	
OBBA-DS-204.2	1	2	1	1	1	1	3	2		2
OBBA-DS-204.3	1	2	2			2		1	3	
OBBA-DS-204.4	2	2	3	2	2	2	3	2	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-205: HUMAN RESOURCE MANAGEMENT

Periods/week Credits	Max. Marks: 100
L: 3 3	Internal/Continuous Assessment: 30
Duration of Examination: 3 Hrs	End Semester: 70

Course Outcomes:

By the end of this course, students should be able to:

- OBBA-DS-205.1:** State and demonstrate the fundamental aspects of human resource management and understand its functions in contemporary organizations;
- OBBA-DS-205.2:** Apply and examine the contextual issues of various policies, practices and problem-solving techniques of human resource management;
- OBBA-DS-205.3:** Identify the challenges of right sizing, training need assessment, performance appraisal and develop scientific solutions for human resource development;
- OBBA-DS-205.4:** Evaluate, integrate and comprehend the wage system, employee issues and trends in human resource management and industrial relations.

PART – A

Unit 1: Human Resource Management

- 1.1 Introduction: Nature; scope, objectives and functions of HRM
- 1.2 HRM policies
- 1.3 HRM in globally competitive environment
- 1.4 Strategic human resource management

Unit 2: Acquisition of Human Resource

- 2.1 Human resource planning
- 2.2 Job analysis and job design
- 2.3 Recruitment and selection
- 2.4 Placement and induction, right sizing

Unit 3: Human Resource Development

- 3.1 Concept, scope and significance of HRD
- 3.2 Employee training: Training need assessment, training methods and evaluation, cross-cultural training
- 3.3 Executive development programmes
- 3.4 Career planning and development

PART – B

Unit 4: Performance Appraisal

- 4.1 Performance Appraisal: Process and importance
- 4.2 Methods of performance appraisal
- 4.3 Tools of performance appraisal
- 4.4 Case study

Unit 5: Employee Issues

- 5.1 Wages and salary administration: Necessity and importance
- 5.2 Wage payment systems
- 5.3 Employee involvement, flexible working schedule
- 5.4 Social security and welfare measures

Unit 6: Industrial Relation

- 6.1 Industrial relations: Meaning, nature, scope, importance and functions
- 6.2 Trade unions
- 6.3 National trade unions

Reference Books:

1. Aswathappa K., Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
2. Dessler G. and Varkkey B., Human Resource Management, Pearson Education, Delhi
3. Gupta C.B., Human Resource Management, Sultan Chand & Sons, Delhi
4. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-205.1	1	1	1	3	1		1			1
OBBA-DS-205.2	2	2	2		3		2	3	1	2
OBBA-DS-205.3	2	2	2			2	2		3	
OBBA-DS-205.4	2	2	2	2		3	2	3	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-206: MACRO ECONOMICS

Periods/week Credits		Max. Marks: 100
L: 3	3	Internal/Continuous Assessment: 30
Duration of Examination: 3 Hrs		End Semester: 70

Course Outcomes:

By the end of the course, a student should be able to:

- OBBA-DS-206.1:** Explain and describe the behaviour and working of the economy as a whole;
- OBBA-DS-206.2:** Apply the relationships among broad aggregates;
- OBBA-DS-206.3:** Analyse the reasoning of economics to problems of business and public policy.

PART - A

Unit 1

- 1.1 National Income: Meaning, definition and importance of macroeconomics;
- 1.2 National Income: GNP, NNP, GDP, NDP, personal income, disposable income, per Capita income, real national income.

Unit 2

- 2.1 Theories of Employment: Classical theory of employment, Say's law of markets, Keynesian theory of employment;
- 2.2 Consumption Function: APC, MPC factors influencing consumption function;
- 2.3 Investment Function: Marginal efficiency of capital (MEC) and rate of interest.

Unit 3

- 3.1 Money and Theories of Money: Meaning, classification and function;
- 3.2 RBI Classification of Money: M1, M2, M3 and M4 measures of money supply, Fisher's Quantity theory of money.

PART - B

Unit 4

- 4.1 Trade Cycle: Meaning and definition, phases of trade cycle;
- 4.2 Inflation: Definition, types, its causes and effects, measures to control inflation.

Unit 5

- 5.1 Banking: Functions of commercial banks, process of credit creation, concept of non-Banking finance companies.

Unit 6

- 6.1 Concept of SEBI Stock Market: Meaning, function and its importance;
- 6.2 Primary and secondary markets;
- 6.3 Concepts of debentures and shares;
- 6.4 Function of RBI: Quantitative and qualitative methods of credit control.

Recommended Books:

1. Shapiro, Edward; Macro-Economics Analysis, Tata McGraw Hill
 2. Dwivedi D. N; Macro Economics, McGraw Hill Education.
 3. Jhingan M. L. – Macro Economic Theory: Vrinda Publications
- Only latest available editions of the books are recommended.*

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-206.1	1	1					3		2	
OBBA-DS-206.2	1				3				3	2
OBBA-DS-206.3	1	2	2	2		2	3	1	3	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INTSTITUTE OF RESESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-312: ENTREPRENEURSHIP DEVELOPMENT AND PRACTICES

Periods/week Credits

L : 3 3

Duration of Examination: 2 Hrs

Max. Marks : 100

Internal/Continuous Assessment: 30

External examination: 70

Course Outcomes:

By the end of this course, a student should be able to:

OBBA-DS-312.1: To provide a space and platform for discovery, both self-discovery and opportunity discovery.

OBBA-DS-312.2: Develop strengths in terms of an entrepreneurial forming team and learn the basics, such as opportunity discovery, value proposition, prototyping, competition analysis, and early customer insights.

PART A

Unit 1: Self-Discovery

- 1.1 Role Model
- 1.2 Finding your flow
- 1.3 Entrepreneurial CV
- 1.4 Final action plan

Unit 2: Idea Generation and Idea Evaluation

- 2.1 Mind mapping for ideas
- 2.2 Build your own idea bank
- 2.3 Idea Evaluation: 5Q framework, decision matrix analysis, paired comparison analysis

Unit 3: Entrepreneurial Outlook

- 3.1 Effectuation
- 3.2 Lean startup: lean startup process
- 3.3 Team formation

PART B

Unit 4: Customer Discovery

- 4.1 Segmentation and targeting, niche marketing
- 4.2 Mapping the consumption chain
- 4.3 Drawing the consumption map
- 4.4 Why customers won't buy
- 4.5 Outcome-driven innovation

Unit 5: Value Proposition Design

- 5.1 Value proposition design, value proposition and assessing fit
- 5.2 Competition Analysis, refine your value proposition
- 5.3 Blue Ocean Strategy

Unit 6: Prototyping

- 6.1 Introduction to prototyping
- 6.2 Designing and presentation of MVP

Recommended readings:

1. Barringer, Bruce R., and Ireland, Duane R., Entrepreneurship, Pearson Education, New Delhi.
2. Roy Rajeev, Entrepreneurship, Oxford Higher Education, New Delhi.
3. Mullins, John, The new business road test, Financial Times Prentice Hall, Britain

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

- i. Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

- ii. For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-312.1	1	2			3	3		1		2
OBBA-DS-312.2	1	2	1		2		1		2	1

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-410: BUSINESS CONTENT WRITING

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, students will be able to:

OBBA-DS-410.1: Understand the impact of the business objectives and promotional messages

OBBA-DS-410.2: To Adopt tested techniques for effective content writing

OBBA-DS-410.3: To understand the impact of mass media promotion

OBBA-DS-410.4: To Differentiate content development for different media purposes

PART - A

Unit 1: Introduction to Content Writing

- 1.1 What is Content Writing? , Essentials of Content Writing
- 1.2 Breaking the Ice and Building the Blocks
- 1.3 Content Writing Life Cycle, Process of Information Collection
- 1.4 Need and Scope of Content Writing

Unit 2: Types of Content Writing and Ideology

- 2.1 Types-Web Content, Technical, Creative, Research, Scientific, Travel, Media etc.
- 2.2 Portraying Business Objectives through Content
- 2.3 Branding and its impact on writing and Content Requirement

Unit 3: Blog and Website Content Writing

- 3.1 Selecting a Topic and Outline -Undertaking related Research -Writing Headlines -Writing the Blog Draft- Rewriting/Editing the Blog Post- Optimizing the Blog Post
- 3.2 Introduction to Website -Developing Sitemaps -Structuring Wireframes -Writing Content for Website -Rewriting/Editing Content

PART- B

Unit 4: SEO Content Writing

- 4.1 Introduction to Common Terms for SEO Based Writing
- 4.2 Searching Relevant Keywords with Google Ad Words Tool
- 4.3 Incorporating Keywords in Content and Writing SEO Optimized Content
- 4.4 Introduction to Plagiarism Checking Tool and Importance of Unique Content

Unit 5: PR Writing and Social Media

- 5.1 Introduction to Public Relations -Importance of Writing for Public Relations - Writing Media Briefs - Writing Press Notes / Press Releases - Writing Content for Media / Press Kits
- 5.2 Introduction to Social Media Posts -Writing for Facebook Posts, Pages, and Events - Writing for WhatsApp - Writing for Twitter - Writing for Instagram - Writing for LinkedIn Pages

Unit 6: Content Marketing and Project work

- 6.1 Introduction to Content Marketing Online and its Promotion
- 6.2 Project Work and its real life application

Recommended books:

1. Word Castle – Vaibhav Kakkar
2. Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland
3. Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love by Chris Carter
4. Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport
5. F#ck Content Marketing: Focus on Content Experience to Drive Demand, Revenue & Relationships by Randy Frisch

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:		
Objective Type Questions:		30%
Short/Long Questions:	70%	

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-410.1	2	2			3	3		1		2
OBBA-DS-410.2	1	2	3		2		1		2	1
OBBA-DS-410.3	3		2	3		2	3	1		
OBBA-DS-410.4	1	2	1	3	3		3	2	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
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Curriculum

BBA Online Degree Programme
2023-26

Semester III

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-301: ORGANIZATION BEHAVIOUR AND DEVELOPMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: Students who successfully complete the course will be able to:

OBBA-DS-301.1: Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.

OBBA-DS-301.2: Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.

OBBA-DS-301.3: Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.

OBBA-DS-301.4: Explain the importance of good leadership in organisations and approaches to leadership in organisations.

PART – A

Unit 1: Overview of Organizational Behaviour

- 1.1 What is OB
- 1.2 Challenges and opportunities in OB

Unit 2 The Individual

- 2.1 Individual behaviour
- 2.2 Values and personality
- 2.3 Perception and learning in organizations

Unit 3: Motivation and Stress Management

- 3.1 Motivation in the workplace
- 3.2 Work related stress
- 3.3 Stress management

PART – B

Unit 4: Group Theory

- 4.1 Foundation of group behaviour
- 4.2 Foundation of team dynamics
- 4.3 Communication in organizations

Unit 5: Power and Leadership

- 5.1 Power and influence in the workplace
- 5.2 Conflict and negotiation in the workplace
- 5.3 Leadership in organizational settings

Unit 6: The Organization System

- 6.1 Organization change
- 6.2 Organization structure

6.3 Organization culture

Reference Books:

1. Elkin, G., Jackson, B., and Inkson, K. (2005). *Organisational Behaviour in New Zealand*. (2nd ed.). Auckland: Pearson Education New Zealand.
2. Luthans, F. (2005) *Organizational Behavior*. (10th ed.). N.Y.: McGraw-Hill/Irwin.
3. Wood, J., Zeffane, R. M., Fromhotz, M., and Fitzgerald, J. (2006). *Organisational Behaviour: Core Concepts and Applications*. Milton: John Wiley and Sons.
4. Robbins S P (2008), *Organizational Behavior*, Pearson Education.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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Short/Long Questions:	70%

Assessment Tools:

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 Sessional tests
 Surprise questions during live lectures
 Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-301.1	1	1					3		2	
OBBA-DS-301.2	1								3	2
OBBA-DS-301.3	1	2	2	2		2	3	1	3	
OBBA-DS-301.4	1	2	2	2		2	2	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-302: ADVANCED EXCEL

Periods/week Credits

2

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: On successful completion of this course, the students will be able to:

OBBA-DS-302.1: Create, edit, and analyse data that is organised into lists or tables.

OBBA-DS-302.2: Perform calculations including scientific, statistical, business, and financial data.

OBBA-DS-302.3: Identify problem-solving strategies and develop science-based solutions.

OBBA-DS-302.4: Evaluate, integrate, and apply appropriate information from various sources to create cohesive and persuasive arguments.

PART – A

Unit 1: Getting acquainted with Excel

- 1.1 Creating a basic worksheet
- 1.2 Saving and opening files
- 1.3 Adding information to worksheets
- 1.4 Moving data
- 1.5 Managing worksheets
- 1.6 Formatting cells
- 1.7 Viewing and printing worksheets

Unit 2: Formulas and Functions

- 2.1 Building basic formulas
- 2.2 Using a function in a formula
- 2.3 Formula shortcuts
- 2.4 Math and statistical functions
- 2.5 Financial functions
- 2.6 Manipulating dates, times and text
- 2.7 VLOOKUP and HLOOKUP
- 2.8 Conditions in formulas

PART B

Unit 3: Organising Worksheets

- 3.1 Creating, formatting, and editing a table
- 3.2 Performing table calculations
- 3.3 Basic data grouping
- 3.4 Creating basic charts
- 3.5 Inserting graphics

Unit 4: Advanced Data Analysis

- 4.1 Building pivot tables
- 4.2 Pivot charts

Reference Books

1. Harvey Greg. (2018). Excel 2019 All-in-One for Dummies. John Wiley & Sons.
2. Alexander, Michael and Richard Kusleika, et al. (2018). Excel 2019 Bible. Wiley.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-302.1	1		2			3		1		
OBBA-DS-302.2		1		3		2			2	
OBBA-DS-302.3		2			2		3			3
OBBA-DS-302.4	2	2			2		3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-203: BUSINESS ENVIRONMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student should be able to:

- OBBA-DS-203.1:** Demonstrate good comprehension of business environment.
OBBA-DS-203.2: Apply basic research methods and understanding of economic policies in India and policy formulation.
OBBA-DS-203.3: Identify environmental problems, evaluate problem-solving strategies, develop and implement economic policies effectively.
OBBA-DS-203.4: Evaluate appropriate information from various sources to work through social responsibilities of business.

PART– A

Unit 1: Introduction

- 1.1 Factors affecting business environment
- 1.2 Importance of business environment
- 1.3 Socio-cultural, economic, political, technological and legal environment
- 1.4 Impact of environment scanning on policy formulation

Unit 2: Economic Reforms

- 2.1 Introduction to economic reforms in India
- 2.2 Effect of economic reforms on the business environment
- 2.3 Special Economic Zones

Unit 3: Business Policy Formation

- 3.1 Business policy and corporate strategy: Policies, strategies and tactics
- 3.2 Alternatives of corporate strategy
- 3.3 Strategic choice and implementation

PART - B

Unit 4: Economic Policy

- 4.1 Fiscal Policy
- 4.2 Monetary Policy
- 4.3 India's Balance of Payments

Unit 5: Economic Structure

- 5.1 Public and Private Sectors in India
- 5.2 Small Sector in India
- 5.3 Sickness in Indian Industry

Unit 6: Social Responsibility of Business

- 6.1 Business Ethics
- 6.2 Social responsibilities of business
- 6.3 Business power social accountability

Recommended Books:

1. Cheruunilam, Francis, Business Environment, Himalaya Publishing House.
2. Ghosh, P.K., Business Environment, Sultan Chand and Sons.
3. Aswathappa, K., Business Environment. Himalaya Publishing House.
4. Datt, Ruddar and Sundharam, K.P.M., Indian Economy, Sultan Chand.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

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MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
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For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Only latest available editions of the books are recommended.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-203.1	1		2			3		1		2
OBBA-DS-203.2		1		3	2				2	1
OBBA-DS-203.3	1		2			2	3	1	3	
OBBA-DS-203.4	1	2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-304: OPERATIONS MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student should be able to:

- OBBA-DS-304.1:** Understand how the operations have strategic importance and provide competitive advantage.
- OBBA-DS-304.2:** Examine the types of transformation processes occurring within operations.
- OBBA-DS-304.3:** Evaluate techniques used in operations management for decision-making.
- OBBA-DS-304.4:** Discuss relationship between operations and other business functions.

Part A

Unit 1 – Introduction to Operations Management and Linear Programming

- 1.1 Introduction to Operations Management
- 1.2 Introduction to Linear Programming: Meaning, assumptions, advantages, scope, and its Limitations
- 1.3 Formulation of Linear Programming Problems
- 1.4 Graphical Method of Solving Linear Programming Problems

Unit 2 – Transport and Assignment Problems

- 2.1 Transportation Problems and Their Formulation
- 2.2 Special Cases in Transportation Problems: Unbalanced Problems, and Multiple Optimal Solutions
- 2.3 Assignment Problems

Unit 3 – Game and Queuing Theories

- 3.1 Game Theory: Concept of Game and Principles
- 3.2 Pure and Mixed Strategy Games, Two Person Zero Sum Game
- 3.3 Queuing Theory: Concept, Assumptions and Applications

Part B

Unit 4 – Project Evaluation Review Technique

- 4.1 PERT/CPM: Concept and Difference Between PERT and CPM
- 4.2 Network Construction, Calculating EST, EFT, LST, LFT and Floats

Unit 5 – Decision Theory

- 5.1 Decision Theory: Decision Making Under Uncertainty and Risk
- 5.2 Economic Order Quantity Model in Decision Making

Recommended Text and Reading:

1. Krajewski and Srivastava. (2015). Operations Management. Pearson Education India.
2. Mahadevan, B. (2015). Operations Management: Theory and Practice. Pearson Education India.
3. Sharma, J.K. (2017). Operations Research: Theory and Applications. Laxmi Publications.

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-304.1	1		2			3		1		2
OBBA-DS-304.2		1		3	2				2	1
OBBA-DS-304.3	1		2			2	3	1	3	
OBBA-DS-304.4	1	2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-305: COST AND MANAGEMENT ACCOUNTING

Periods/week Credits	Max. Marks: 100
L: 3 3	Internal/Continuous Assessment: 30
Duration of Examination: 3 Hrs	End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

- OBBA-DS-305.1:** Demonstrate the practical aspects of cost accounting.
- OBBA-DS-305.2:** Apply cost accounting methods to evaluate and analyze business performance.
- OBBA-DS-305.3:** Identify business environmental problems and apply management accounting principles and concepts to provide scientific solutions to the management.
- OBBA-DS-305.4:** Critically evaluate the relevance and applicability of traditional management accounting techniques to the management of modern organizations.

PART – A

Unit 1: Overview

- 1.1 Meaning and difference between cost accounting and financial accounting
- 1.2 Limitations of cost Accounting , elements of cost
- 1.3 Installation of a costing system
- 1.4 Role of a cost accountant in an organization

Unit 2: Material and Labour Cost Control

- 2.1 Material, Stock level
- 2.2 EOQ
- 2.3 Methods of pricing of materials issues – FIFO, LIFO, simple average, weighted average
- 2.4 FIFO Vs LIFO
- 2.5 Techniques of Material Control , Time keeping Vs Time Booking , Idle Time

Unit 3: Overhead Cost Control

- 3.1 Classification, allocation, Apportionment Vs Absorption of overhead
- 3.2 Under and over absorption of Overheads
- 3.3 Methods of Unit costing

PART – B

Unit 4: Management Accounting

- 4.1 Meaning, Nature, Scope of Management Accounting
- 4.2 Fixed and flexible budget costing with practical problems

Unit5: Standard Costing

- 5.1 Introduction and concept of standard costing
- 5.2 Standard costing applications
- 5.3 Variance analysis-material, labour, overhead and sales variance

Unit 6: Marginal Costing

- 6.1 Cost volume profit analysis
- 6.2 Break even analysis
- 6.3 Costs for decision making

Recommended Books:

1. Nigam, B.M. and Jain, I.C., Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.
2. Arora, M.N., Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
3. Shukla, M. C., T. S. Grewal and M. P. Gupta, Cost Accounting: Text and Problems. S. Chand, New Delhi.
4. Maheshwari, S.N. and Mittal, S. N. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.
5. R.S .Singhal , Cost & Management Accounting, Anand Publication

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-305.1	1	2	2			3		1		2
OBBA-DS-305.2	1	1		3	2		3		2	1
OBBA-DS-305.3	1	2	2			2	3	1	3	
OBBA-DS-305.4	1	2		2	1		3	1	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
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2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-306: RETAIL MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: Students who successfully complete this course will be able to:

- OBBA-DS-306.1:** Explain and describe the types of retailers and multichannel retailing.
- OBBA-DS-306.2:** Appraise customer relationship management and its importance in retailing.
- OBBA-DS-306.3:** Evaluate selection of retail locations.
- OBBA-DS-306.4:** Compare merchandise management and pricing plans.

PART – A

Unit 1: An Introduction to Retailing

- 1.1 Definition and scope
- 1.2 Types of retailers
- 1.3 Multichannel retailing
- 1.4 Retailing institutions

Unit 2: Retail Strategy

- 2.1 Customer buying behaviour
- 2.2 Customers' information gathering and processing
- 2.3 Customer analytics
- 2.4 Customer relationship management

PART – B

Unit 3: Merchandising Management

- 3.1 Merchandise planning process & plans
- 3.2 Supply chain management
- 3.3 Managing a store
- 3.4 Mall management

Unit 4: Retail Promotion

- 4.1 Establishing retail image
- 4.2 Managing retail image
- 4.3 Retail communication mix

Recommended Reading

1. Levy, Michael, & Barton Weitz. Retailing Management. McGraw Hill Education.
2. Berman, Barry, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Hammond, Richard. Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-306.1	1						2			2
OBBA-DS-306.2	1									2
OBBA-DS-306.3	1	2	2	3	3	3	3		3	2
OBBA-DS-306.4	1	2	2		3				3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-404: INDIAN FINANCIAL SYSTEMS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-404.1 : Explain the various new financial instruments;

OBBA-DS-404.2 : Describe the vital role financial system plays in the economic growth of a country;

OBBA-DS-404.3 : Analyze rapid changes and innovations in the financial service sector;

OBBA-DS-404.4 : Appraise the need of reforms in the financial system.

PART - A

Unit 1

- 1.1 Concept of financial system
- 1.2 Formal and informal financial systems
- 1.3 Function of financial system
- 1.4 Nature and role of the financial institutions and financial markets
- 1.5 Financial system and the economy

Unit 2

- 2.1 Money market: emerging structure of Indian money market
- 2.2 Instruments of money market
- 2.3 Mutual funds – An overview and regulatory guidelines
- 2.4 Commercial banks - Role in industrial finance and working capital finance

Unit 3

- 3.1 Capital market: concept
- 3.2 Structure and functions of capital market
- 3.3 Primary market – Instruments of issues and methods of floatation
- 3.4 Secondary market – Concept, market players, trading system and settlement

PART - B

Unit 4

- 4.1 Institutional structure – Indian financial institutions
- 4.2 Development banks: investment institutions–UTI and other mutual funds
- 4.3 Insurance organization - Life Insurance Corporation of India
- 4.4 SEBI - scope and functions, and its objectives

Unit 5

- 5.1 Financial products: leasing, hire purchase
- 5.2 Factoring and forfeiting

Unit 6

- 6.1 Credit rating: meaning, functions and importance
- 6.2 Derivatives - Meaning and types

Recommended Books:

1. Pathak, V. Bharti, the Indian Financial System, Dorling Kindersley.
2. Gopal, C.Rama, Management Of Financial Services, Vikas Publishing House.
3. Khan, M.Y., Indian Financial System, Mc Graw Hill Education.
4. Machiraju, H.R., Indian Financial Sytem, Vikas Publishing House.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

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Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
Objective Type Questions: 30%
Short/Long Questions: 70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-404.1	1	2			3	3		1		2
OBBA-DS-404.2	1	2	1		2		1		2	1
OBBA-DS-404.3	1		2	3		2	3	1		
OBBA-DS-404.4	1	2	1	3	3		3	1	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)
OBBA-DS-311: PRINCIPLES OF BANKING

Periods/week Credits		Max. Marks:
100		
L: 3	3	Internal/Continuous
Assessment: 30		
Duration of Examination: 3 hours		End Semester:
70		

Course Outcomes:

- OBBA-DS-311.1:** Explain the functioning of Indian banking system;
- OBBA-DS-311.2:** Identify and describe the relative importance of financial intermediaries and financial markets;
- OBBA-DS-311.3:** Understand the detailed knowledge of banking and finance in order to meet the changing needs of financial markets.

PART - A

Unit 1:

- 1.1 An introduction to financial system, its components-financial markets and institutions
- 1.2 Financial intermediation
- 1.3 Flow of funds matrix; financial system and economic development
- 1.4 An overview of Indian financial system

Unit 2:

- 2.1 Financial markets: money market: Functions, organisation and instruments
- 2.2 Role of central bank in money market
- 2.3 Indian money market-an overview

Unit 3:

- 3.1 Capital markets: Functions, organization and instruments
- 3.2 Indian debt market
- 3.3 Indian equity market: primary and secondary markets
- 3.4 Role of stock exchanges in India; SEBI and investor protection

PART - B

Unit 4:

- 4.1 Financial institutions: commercial banking; role in project finance and working capital finance.
- 4.2 Development financial institutions; role in Indian economy
- 4.3 Life and non-life insurance organizations in India

Unit 5:

- 5.1 Mutual funds concept and role in capital market development
- 5.2 Non-banking financial companies

Unit 6:

- 6.1 Overview of financial services industry
- 6.2 Merchant banking: Pre and post issue management; underwriting
- 6.3 Regulatory framework relating to merchant banking in India

Recommended Books:

1. Basu A.K., Fundamentals of Banking-Theory and Practice, A. Mukherjee and Co., Calcutta.
2. Sayers R.S, Modern Banking, Oxford University Press.
3. Panandikar S.G. and Mithani D.M, Banking in India, Orient Longman.

4. Reserve Bank of India: Functions and Working.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-311.1	1	2			3	3		1		2
OBBA-DS-311.2	1	2	1		2		1		2	1
OBBA-DS-311.3	1		2	3		2	3	1		

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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1 – Low
2 – Medium
3 – High

Curriculum

BBA Online Degree Programme
2023-26

Semester IV

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-412: BUSINESS LAW

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-412.1: Demonstrate business laws practices prevailing in India.

OBBA-DS-412.2: Apply basic research methods, data analysis and interpretation to have a better understanding of legal business issues.

OBBA-DS-412.3: Identify environmental problems and develop abilities for identifying the laws suitable to specific businesses.

OBBA-DS-412.4: Evaluate appropriate information from various sources and develop an understanding of legal framework of business.

PART – A

Unit 1:

- 1.1 Introduction to Company, Features of Company
- 1.2 Types of Companies
- 1.3 Public Company vs Private Company
- 1.4 Memorandum of Association vs Articles of Association

UNIT 2:

- 2.1 Prospectus
- 2.2 Dividends, Factors considered for dividend decision making;
- 2.3 Equity shares Vs Preference Shares

UNIT 3:

- 3.1 Winding up of company
- 3.2 Procedure of winding up of a Company
- 3.3 Duties of Company Liquidator
- 3.4 Rights of a Liquidator

PART – B

UNIT 4:

- 4.1 Law of Contract
- 4.2 Offer & Acceptance
- 4.3 Quasi Contract
- 4.4 Breach of Contract & its Remedy

UNIT 5:

- 5.1 Contract of Sale
- 5.2 Essentials of a Contract of Sale
- 5.3 Comparison between Sale & Agreement to sell
- 5.4 Duties of a Buyer

UNIT 6:

- 6.1 Negotiable Instrument Act
- 6.2 Types of Negotiable Instruments
- 6.3 Ways of getting a discharge on a Negotiable Instrument

Recommended Books

1. Company Law& Practice by Dr G.K. Kapoor &Dr. Sanjay Dhamija, Taxmann Publications
2. Business Law by N.D . Kapoor, Sultan Chand & Sons
3. Mercantile Law by M.C .Kuchhal, Vikas Publishing Pvt Ltd
4. Tulsian's Business Laws, McGraw Hill Education

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

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For Summative assessment (End Semester Examination or End-Term Examination):

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Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-412.1			2		3	3	3	1		2
OBBA-DS-412.2	1	1		3	2				2	3
OBBA-DS-412.3	1	2	2		3	2	3	1	2	
OBBA-DS-412.4	1		2	3	1		3		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-401: BUSINESS RESEARCH METHODS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student will be able to:

- 1. OBBA-DS-401.1:** Explain the basic concepts of business research methods;
- 2. OBBA-DS-401.2:** Execute the Collection, analysis, presentation and interpretation data;
- 3. OBBA-DS-401.3:** Identify and analyse the problem;
- 4. OBBA-DS-401.4:** Create relevant literature and data for analysis.

PART - A

Unit 1: Introduction

- 1.1 Scope of research in business
- 1.2 Purpose of research
- 1.3 Components, concepts, constructs, definition, variables, proposition and hypothesis
- 1.4 Unit of Analysis-Individual, organization, groups and data series
- 1.5 Deductive and inductive theory
- 1.6 Types of research

Unit 2: Research Problem and Research Proposal

- 2.1 Problem identification process
- 2.2 Literature review
- 2.3 Types of variables
- 2.4 Meaning of research proposal
- 2.5 Types of researchproposal
- 2.6 Ingredients of researchproposal

Unit 3: Research Design ,Data Collection and Scaling

- 3.1 Classification of research designs
- 3.2 Data collection methods
- 3.3 Types of Measurement Scales

PART - B

Unit 4: Questionnaire Designing and Sampling Considerations

- 4.1 Criteria for questionnaire designing
- 4.2 Questionnaire design procedure
- 4.3 Sampling Concepts
- 4.4 Meaning of sampling design
- 4.5 Types of Sampling

Unit 5: Hypothesis Testing and Analysis of data

- 5.1 Role of hypothesis in research
- 5.2 Features of good hypothesis
- 5.3 Null hypothesis and alternate hypothesis
- 5.4 Types of Analysis
- 5.5 Statistical devices used in research

Unit 6: Report Writing

- 6.1 Importance of report writing
- 6.2 Types of research report
- 6.3 Layout of research report
- 6.4 Steps in organization of research report
- 6.5 Guidelines for effective report-writing

Text Books:

1. Kothari C.R., Research Methodology, VishwaPrakashan
2. Research Methodology, Deepak Chawla, NeenaSondhi, Vikas Publishing
3. Thukral J. K., Business Statistics. Taxmann's Publications

Only latest available editions of the books are recommended.

Course Articulation Matrix

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-401.1	2	2			3	3		1		2
OBBA-DS-401.2	1	2	3		2		1		2	1
OBBA-DS-401.3	3		2	3		2	3	1		
OBBA-DS-401.4	1	2	1	3	3		3	2	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-402: FINANCIAL MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, a student should be able to:

OBBA-DS-402.1: Describe the fundamental principles of financial management.

OBBA-DS-402.2: Apply basic research methods and interpret the application of financial management for decision making.

OBBA-DS-402.3: Analyse today's dynamic business environment with techniques of financial management.

OBBA-DS-402.4: Evaluate appropriate information from various sources to determine knowledge about decisions and its variables in financial management and implement it ethically.

PART – A

Unit 1: Introduction

- 1.1 Financial management: Concept, scope and objectives
- 1.2 Process of financial management

Unit 2: Capital Structure and Cost of Capital

- 2.1 Capital Structure: Concept
- 2.2 Theories of Capital Structure
 - 2.2.1 Net Income approach
 - 2.2.2 Net Operating Income approach
 - 2.2.3 Modigliani-Miller approach
- 2.3 Cost of Capital: Concept and classification of cost
- 2.4 Weighted average cost of capital

Unit 3: Financing Decisions: Leverage

- 3.1 Concept of Leverage
- 3.2 Operating Leverage
- 3.3 Financial Leverage
- 3.4 Combined Leverage

PART – B

Unit 4: Capital Budgeting

- 4.1 Capital Budgeting: Concept
- 4.2 Process of capital budgeting
- 4.3 Techniques of capital budgeting

Unit 5: Management of Working Capital

- 5.1 Working Capital: Concept, nature and need
- 5.2 Classification of working capital

Unit 6: Dividend Decision

- 6.1 Dividend Decision : Concept and significance

6.2 Types of Dividend Policy

6.3 Forms of Dividend

Recommended books:

1. Khan M Y, Jain P K, Financial Management, Tata McGraw Hill Education.
2. Rustagi R.P., Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
3. Gupta Shashi K and Sharma R.K, Financial Management: Theory, Concepts and Problems, Kalyani Publishers.
4. Horne, James Van, Financial Management & Policy.
5. Chandra Prasanna, Financial Management. Tata McGraw Hill.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Course Articulation Matrix

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-402.1	1	2		3		3		1	2	3
OBBA-DS-402.2			2		2				1	2
OBBA-DS-402.3			3			2		1	3	
OBBA-DS-402.4	1	2		3	1		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-107: MARKETING MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes

By the end of the course, the students should be able to:

- OBBA-DS-107.1:** Describe the conceptual framework of marketing and its applications in decision making.
- OBBA-DS-107.2:** Examine the dynamic nature of marketing environment.
- OBBA-DS-107.3:** Demonstrate the distribution network and promotional aspects in marketing for various product type
- OBBA-DS-107.4:** Design the latest marketing approaches to develop a better orientation of marketplace.

PART A

Unit 1: Introduction to Marketing Management

- 1.1 Nature, scope, and importance of marketing
- 1.2 Marketing mix elements
- 1.3 Marketing environment
- 1.4 Market research; process and methods of market research

Unit 2: Consumer and Business Markets

- 2.1 Consumer behaviour; process and factors influencing consumer buying behaviour
- 2.2 Business buying behaviour; process and factors influencing business buying behaviour

Unit 3: Market Segmentation, Targeting and Positioning

- 3.1 Market segmentation
- 3.2 Market targeting
- 3.3 Market positioning strategies
- 3.4 Product life cycle (PLC); stages of PLC, marketing strategies at various stages of PLC

PART B

Unit 4: Product and Pricing

- 4.1 New product development
- 4.2 Product line and product mix decisions
- 4.3 Pricing; objectives of pricing, factors influencing pricing of a product, pricing strategies
- 4.4 Branding, packaging, and labeling

Unit 5: Distribution and Promotion

- 5.1 Channel of distribution; definition, types and role of distribution channel
- 5.2 Factors affecting choice of distribution channel
- 5.3 Wholesaling and retailing
- 5.4 Promotion mix; Advertising, personal selling, sales promotion, direct marketing and public relation

Unit 6: Recent Issues and Developments

- 6.1 Social marketing, sustainable marketing, digital marketing, green marketing
- 6.2 Ethical issues in marketing
- 6.3 Customer relationship management

Recommended Books

1. Kotler, Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileswar, Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
2. Michael, J Etzel., Bruce J Walker and W. J. Stanton. Marketing. 13th edition. McGraw Hill, New York.
3. McCarthy, E. Jerome., and William D. Perreault. Basic Marketing. Richard D. Irwin.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-107.1	1		2	3			2			2
OBBA-DS-107.2	1			3		2		2		2
OBBA-DS-107.3	1	2	2	3	3	3	3		3	2
OBBA-DS-107.4	1	2	2		3			3	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-207: SALES AND DISTRIBUTION MANAGEMENT

Periods/week Credits		Max. Marks: 100
L: 3	3	Internal/Continuous Assessment: 30
Duration of Examination: 3 hours		End Semester: 70

Course Outcomes: Students who successfully complete this course will be able to:

OBBA-DS-207.1: Understand & appreciate diverse variables affecting the sales & distribution function.

OBBA-DS-207.2: Develop sales and distribution plans.

OBBA-DS-207.1: Plan and implement an effective sales strategy.

OBBA-DS-207.1: Design and implement distribution channel strategy.

PART – A

Unit 1: Sales Management

- 1.1 Introduction to sales management
- 1.2 Nature, scope, and objectives of personal selling
- 1.3 Sales planning and budgeting

Unit 2: Organising and Directing Sales Effort

- 2.1 Estimating market potential and sales forecasting
- 2.2 Setting the sales territories and quotas

Unit 3: Recruitment

- a. Recruiting,
- b. Training,
- c. Compensating,
- d. Motivating, and leading salesforce

PART – B

Unit 4: Distribution Management

- 3.1 Managing logistics and channels
- 3.2 Channel management and integration
- 3.3 Channel policies

Unit 5: Channel Performance Evaluation

- 5.1 Channel information systems
- 5.2 Evaluating channel performance

Unit 6: Trends and Challenges

- 6.1 Future trends in sales and distribution management
- 6.2 Challenges in sales and distribution management

Recommended Reading

1. Panda, Tapan K & Sunil Sahadev. Sales and Distribution Management. Oxford University Press.
2. Havaladar, Krishna K, & Vasant M. Cavale. Sales and Distribution Management. McGraw Hill Education.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
Objective Type Questions: 30%
Short/Long Questions: 70%

Course Articulation Matrix:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-207.1	1	1	1	3	1		1			1
OBBA-DS-207.2	2	2	2		3		2	3	1	2
OBBA-DS-207.3	2	2	2			2	2		3	
OBBA-DS-207.4	2	2	2	2		3	2	3	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under Section 3 of the UGC Act 1956)

OBBA-DS-416: SOCIAL MEDIA FOR PROMOTION

Periods/week Credits
L: 3 3
Duration of Examination: 3 hours

Max. Marks: 100
Continuos Evaluation :30
End Semester Examination: 70

Course Outcomes: Students who successfully complete this course will be able to:

- OBBA-DS-414 .1:** Analyse social media's usefulness for businesses as a vehicle for facilitating customer communication and interactions;
- OBBA-DS-414.2:** Understand the use of social media marketing and promotional tools in order to effectively communicate tactics, strategies and decisions related to social media marketing;
- OBBA-DS-414.3:** Develop an understanding and learn to use various e-Commerce sites and develop basic understanding of conventional marketing over digital marketing;
- OBBA-DS-414.4:** Integrate knowledge and scholarly approaches across social media and its approaches.

PART-A

Unit 1: Introduction to social media promotion

- 3 Defining social media
- 4 Importance and role of social media
- 5 Global and local trends in social media
- 6 Implications for business and marketing-B2B and B2C
- 7 Tips for social media marketing–do's and don'ts

Unit 2: Social Media tools and techniques

- 4 Social Media consumers and digital consumers
- 5 Major channels like Facebook and Twitter
- 6 Growing channels like Google+, you tube, LinkedIn and geo-location and other upcoming social media.
- 7 Other channels like photo-sharing networks like Instagram, Pinterest and mobile apps
- 8 Keywords research and analysis
- 9 Search Engine Optimization (SEO)
- 10 Careers in social media marketing

Unit 3: Social media promotion strategy and tactics

1. Social media promotion mix
2. Social media market analysis
3. Social media marketing segmentation, targeting and positioning
4. Social media advertising
5. Web marketing and Ad words

PART - B

Unit 4: Social Commerce and E-commerce

- 4.1 Social Media for customer support
- 4.2 Types of e-commerce sites
- 4.3 Popular e-commerce sites like Flip kart, Amazon, ebay, Myntra, Jabong, Snapdeal
- 4.4 Marketing products on e-commerce sites
- 4.5 Impact of e-commerce
- 4.6 Integrated social media campaign

Unit 5: Social media measurement and metrics

- 5.1 Quantifying success
- 5.2 Data mining and social media
- 5.3 The role of social media in marketing research
- 5.4 Social media measurement techniques
- 5.5 Metrics and ROI

Unit 6: Ethical and Legal issues of Social Media

- 6.1 Ethical and Legal guidelines
- 6.2 Copyright and Trademark implications
- 6.3 Social media and privacy/ethics
- 6.4 Internet security issues and management
- 6.5 Online reputation management

Course Articulation Matrix:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-414.1	1	1	1	3	1		1			1
OBBA-DS-414.2	2	2	2		3		2	3	1	2
OBBA-DS-414.3	2	2	2			2	2		3	
OBBA-DS-414.4	2	2	2	2		3	2	3	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-406: SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, students will be able to:

- OBBA-DS-406.1:** To explain the various technological aspects that are described in the different logistical background
- OBBA-DS-406.2:** To describe the real time description updated technologies in the logistics sector and supply chain industry
- OBBA-DS-406.3:** Ascertain problem solving strategies in the prevailing logistics models
- OBBA-DS-406.4:** Evaluate the framework for managing supply chain information.

PART - A

Unit 1: INTRODUCTION OF SUPPLY CHAIN

- 1.1 Service and manufacturing supply chain dynamics
- 1.2 Evolution of supply chain management
- 1.3 Service supply chains - Manufacturing supply chains
- 1.4 Measures of supply chain performance - Bullwhip effect

Unit 2: SUPPLY CHAIN PROCESSES AND STRATEGIES

- 2.1 Drivers of supply chain performance
- 2.2 Logistics drivers (Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing)
- 2.3 Forecasting introduction - Framework for a forecast system - Choosing right forecasting technique - Judgment methods
- 2.4 Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR

Unit 3: RESOURCE PLANNING AND SCHEDULING

- 3.1 Enterprise resource planning - Planning and control systems for manufacturers
- 3.2 Materials requirement planning - Drum – Buffer – Rope system
- 3.3 Scheduling - Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees - Operations scheduling.

PART- B

Unit 4: INTRODUCTION LOGISTICS

- 4.1 Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics
- 4.2 Logistical integration hierarchy; Integrated Logistics; operating objectives; Barriers internal integration; Logistical performance cycles
- 4.3 Supply chain relationships – Channel participants, Channel structure, Basic functions, Risk, power and leadership.

Unit 5: LOGISTICS STRATEGY AND PLANNING

- 5.1 Logistics planning triangle, Network appraisal
- 5.2 Guidelines for strategy formulation – total cost concept, setting customer service level, Setting number of warehouses in logistics system
- 5.3 Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

Unit 6: Inventory and Location:

6.1 Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis

6.2 Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis

Recommended books:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson 6th Edition, 2016.
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd Edition 2016
3. Li tong group announces global framework agreement with VEON. 2018
4. Paul Schönsleben, Integral Logistics Management: Planning and Control of Comprehensive Supply, ACRC Press Company, 2016.
5. David Frederick Ross, Distribution Planning and Control: Managing in the Era of Supply Chain last edition, Springer, 2015

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-406.1			2			3		1	2	
OBBA-DS-406.2	1			3	2					2
OBBA-DS-406.3	1		3			2		1	3	
OBBA-DS-406.4		2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

Curriculum

BBA Online Degree Programme
2023-26

Semester V

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-502: INTERNSHIP/TRAINING PROJECT

Periods/week Credit

3

Duration of Examination: 3 hrs

Max. Marks: 100

Written Report: 50

Presentation & Viva: 50

Course Outcomes: By the end of the course, students will be able to

BBA-DS-502.1: Know about the area of their interest in industry.

BBA-DS-502.2: Develop research temperament.

BBA-DS-502.3: Work in the practical industrial environment.

BBA-DS-502.4: Develop skills of original writing.

Summer training is offered as a core course to students of fifth semester. Students will write the summer training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the summer training report.

The training report carries 3 credits, and 100 marks, out of which 50 marks each will be internal and external marks, comprising of report writing and viva. Internal marks will be awarded by the concerned supervisor(s) on the basis of progress of their student throughout the term.

Recommended Readings: To be prescribed by the concerned supervisor.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DS-502.1	1	1	2			3		1		2
BBA-DS-502.2		1		3	2				2	1
BBA-DS-502.3	1		2			2	3	1	3	
BBA-DS-502.4	1	2		3	1		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

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Guidelines for Summer Training Report

A summer training report is a documentation of a student's work - a record of the original work done by the student. The duration of summer internship is 4-6 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

Course Requirements

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

Operational Guidelines

- i. The student will study a particular business process, function or problem.
- ii. He will interact with concerned industry guide to gain practical understanding of process and issues.
- iii. He will analyze the processes and issues from the point of view of efficiency and effectiveness.
- iv. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- v. He will seek additional information about solving the problem and improving the business process.
- vi. Length of the report should be between 70 to 80 pages.
- vii. 2 spiral copies and 1 soft copy of report will be submitted.
- viii. Plagiarism check: The original matter must be 80% and above.

Format of Project Report

- i. Font: Times New Roman
- ii. Font size: 12 point
- iii. Line spacing: 1.5
- iv. Center justification
- v. Right margin: 1.5 inches
- vi. Left margin: 1.5 inches
- vii. Top margin: 1.5 inches
- viii. Bottom margin: 1.5 inches
- ix. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- x. Use design elements (bold, *italic*, underline) sparingly
- xi. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xii. Bibliography: Alphabetic order, single-spaced, blank line between entries, end with a full stop

Layout of Project Report

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables

- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
 1. Introduction to company and topic
 2. Literature Review
 3. Methods of Study
 4. Data collection and analysis
 5. Findings of the study
 6. Conclusion and suggestions
- References
- Appendices

Title Page

- i. Name of the University and the Institute
 - ii. Title of the topic
 - iii. Name of student, semester, roll number
- *sample attached

Dates to Remember

The following are deadlines for your project:

Date (Summer Training Project)	Item
1 June to 20 July	Training period
30 August	Report submission
5 September to 10 September	Departmental presentation
Between 25 November and 10 December	Final viva voce examination

Evaluation Procedure

Once the summer training report is submitted, the evaluation procedure shall be as follows:

- i. The supervisor will give internal marks out of 100, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- ii. External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

Sample Title Report
Training Project Report
A Study of the Recruitment Process in Escorts



Submitted to
Controller of Examinations

Submitted by
Name of student
Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business Administration
at
Centre for Distance and Online Education- (CDOE)
Manav Rachna International Institute of Research and Studies
Sector 43, Surajkund Badkal Road,
Faridabad, Haryana - 121004

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-515: TAXATION LAW AND PRACTICES

Credits

3

Duration of Examination: 3 Hrs

Examination:70

Max. Marks: 100

Continuous Evaluation: 30

End Semester

Course Outcomes: By the end of this course, a student should be able to:

OBBA-DS-515.1: Demonstrate good comprehension of income tax laws prevailing in India;

OBBA-DS-515.2: Apply basic concepts of TDS and GST in the real-life situations;

OBBA-DS-515.3: Develop abilities for income tax planning;

OBBA-DS-515.4: Identify and quote the important income tax laws as per the different heads.

PART-A

Unit 1:

- 1.1 Basic Concepts: Income, Gross Total Income, Total Income, Person, Assesses, Assessment year, previous year and Financial Year
- 1.2 Importance and need of Income Tax
- 1.3 Residential Status, Exempted incomes

UNIT 2:

- 1.1 Income under the five heads: Salary; Income from House Property; Profits and Gains of Business or Profession; Capital Gains; Income from Other Sources (in brief)

UNIT 3:

- 3.1 Tax planning and Tax -Management
- 3.2 Clubbing of income
- 3.3 Set off and carry forward of losses

PART-B

UNIT 4:

- 4.1 Agriculture Income: Meaning and computation
- 4.2 Assessment of Individual
- 4.3 Assessment of HUF

UNIT 5:

- 5.1 Advance payment of tax
- 5.2 Tax deducted at source
- 5.3 Provisions for filing of return

UNIT 6:

- 6.1 Brief introduction to GST
- 6.2 Introduction to GST Rates;
- 6.3 Merits & Demerits of GST Rates

Recommended Books:

1. Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic Approach to Taxation Bharat Law House Pvt Ltd.
2. Dr. Vinod K Singhania & Dr. Monica Singhania, Students Guide to Income Tax including GST Taxmann Publications, New Delhi .
3. Dr. H C Mehrotra & Dr. SP Goyal, Income Tax Law & Accounts Sahitya Bhawan Publications, Agra

4. Dr. B K Agarwal & Dr Rajeev Agarwal, Income Tax Law & Accounts Published by Nirupam Sahitya Sadan, Agra

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Tools:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix:

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-515.1	1	1	1	3	1		1			1
OBBA-DS-515.2	2	2	2		3		2	3	1	2
OBBA-DS-515.3	2	2	2			2	2		3	
OBBA-DS-515.4	2	2	2	2		3	2	3	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-411: SERVICE MARKETING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students should be able to:

OBBA-DS-411.1: Identify the services matrix and explain the various components involved in service marketing.

OBBA-DS-411.2: Discuss the role and involvement of people, process, and physical evidence in service industry.

OBBA-DS-411.3: Develop and promote a service-oriented mind-set.

OBBA-DS-411.4: Analyse practical problems which are confronted in delivery of services and suggest broad course of action.

PART A

Unit 1: Foundation for Marketing of Services

- 1.1 Introduction to services
- 1.2 Different types of services
- 1.3 Services marketing mix
- 1.4 Overview of gaps model of service quality

Unit 2: Understanding Customers

- 2.2 Customer behaviour in service encounters
- 2.2 Customer expectations and perception of service
- 2.3 Understanding customer relationship
- 2.4 Managing relationships & building loyalty

PART B

Unit 3: Service Design and Standards

- 3.1 Planning & creating services
- 3.2 Customer-defined service standards, physical evidence and the service scape
- 3.3 Managing employees' and customers' role in service delivery
- 3.4 Balancing demand and capacity

Unit 4: Service Marketing Key Elements

- 4.1 Designing the communications mix for services
- 4.2 Branding & communications

Recommended Books

1. Zeithami, Valarie A., Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit. Services Marketing. McGraw Hill Education.
2. Jochen, Wirtz, Lovelock Christopher and Jayanta Chatterjee. Services Marketing. Pearson Education.

- Christopher H Lovelock, Services Marketing, Prentice Hall
2. Jha, SM, Services Marketing, Himalaya Publishing Co.
3. Payna, Adrim, An essence of Services Marketing, Prentice Hall

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:
 Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-411.1	1			2			2			2
OBBA-DS-411.2	1		3			2		3		2
OBBA-DS-411.3	1	2	2	3	3	3	3		3	2
OBBA-DS-411.4	1	2	2		3			2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-509: BUSINESS NEGOTIATION SKILLS

Periods/week Credits		Max. Marks: 100
L: 3 3		Internal/Continuous Assessment: 30
Duration of Examination: 3 hours		End Semester: 70

Course Outcomes

By the end of the course, students will be able to:

- OBBA-DS-509.1:** Identify personal negotiation style.
- OBBA-DS-509.2:** Recognize professional methods and tools used by negotiators.
- OBBA-DS-509.3:** Formulate and apply the instruments of negotiation strategy and tactics.
- OBBA-DS-509.4:** Identify different negotiation scenarios.

Part A

Unit 1: Introduction

- 1.1 Definition of negotiation
- 1.2 Negotiation versus other social interactions
- 1.3 Aspects of negotiation research and practice

Unit 2: Preparing for negotiations and its phases

- 2.1 Goal settings, identifying best alternative and zone of possible agreement
- 2.2 Learning about catalysts and barriers of successful collaboration
- 2.3 Three phases of actual negotiations and tactics for promoting constructive negotiation climate
- 2.4 Instruments of negotiations, reaching agreement and types of agreements

Part B

Unit 3: Negotiation strategies and countering manipulation

- 3.1 Principles of negotiations, positioned bargaining, mixed negotiation, etc
- 3.2 Methods and algorithms of revealing and countering manipulation
- 3.3 Transactional analysis in negotiations

Unit 4: Post negotiation stage and special negotiation cases

- 4.1 Implementation and compliance
- 4.2 Post negotiation assessment and evaluation
- 4.3 International and cross-cultural negotiations

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Recommended Readings

- 1. Cohen, Steven. Negotiating Skills for Managers. Tata McGraw Hill Education.
- 2. Malhotra, Deepak. Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts. Collins. Pub.

Only latest available edition books are recommended.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs

30%

Subjective (Short/Long) 40%
 Discussion/Presentation 15%
 Projects/Group Activities etc 15%
 For Summative assessment (End Semester Examination or End-Term Examination):
 Minimum: 70 percent. Categorization for the same is:
 Objective Type Questions: 30%
 Short/Long Questions: 70%

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-509.1	1			2			2			2
OBBA-DS-509.2	1		3			2		3		2
OBBA-DS-509.3	1	2	2	3	3	3	3		3	2
OBBA-DS-509.4	1	2	2		3			2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-510: MONEY AND BANKING

Credits

3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students will be able to:

OBBA-DS-510.1: Demonstrate good comprehension of the subject and its main elements.

OBBA-DS-510.2: Apply basic research methods including research design, data analysis and interpretation and analyse a range of current monetary issues.

OBBA-DS-510.3: Identify environmental problems and apply both micro and macro theories to the real-world situations in the areas of money and banking.

OBBA-DS-510.4: Evaluate appropriate information from various sources to formulate and evaluate views about pertinent monetary and fiscal issues

PART-A

UNIT 1:

- 1.1 An overview of the financial system
- 1.2 Money; inflation; interest
- 1.3 Money supply process

UNIT 2:

- 2.1 Financial markets
- 2.2 Financial instruments and their characteristics
- 2.3 Banking and non-banking financial intermediaries

UNIT 3:

- 3.1 Understanding Interest rates
- 3.2 Risk and term structure of interest rates
- 3.3 Independence of markets and interest rates

PART-B

UNIT 4:

- 4.1 Banking institutions: Revenues, costs and profits
- 4.2 Basic issues and performance of depository institutions
- 4.3 Bank management

UNIT 5:

- 5.1 Central Banking: Regulations; monetary policy
- 5.2 RBI: Structure, functions and working
- 5.3 Reforms in the banking sector

UNIT 6:

- 6.1 Essentials and objectives of monetary theory
- 6.2 Monetary theories: Classical; Keynesian; modern theories
- 6.3 Conduct of monetary policy and interlinkages; international monetary regimes

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Tools:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
Objective Type Questions: 30%
Short/Long Questions: 70%

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-510.1	1			2			2			2
OBBA-DS-510.2	1		3			2		3		2
OBBA-DS-510.3	1	2	2	3	3	3	3		3	2
OBBA-DS-510.4	1	2	2		3			2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-403: E-COMMERCE

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous assessment: 30

External examination: 70

Course Outcomes:

By the end of the course, a student should be able to:

- OBBA-DS-403.1:** Explain the concept of integrated e-mail, integrated online chat, conferences for sharing documents, publishing news or participating in discussions;
- OBBA-DS-403.2:** Develop tools for creating a corporate website;
- OBBA-DS-403.3:** Comprehend with the corporate portal, giving access through a browser to e-mails, tasks and calendar items, reports or other information;
- OBBA-DS-403.4:** Learn inflexible technology base causing high efforts to mix components of different scenarios in a true multi-channel scenario, e.g. a webshop with E-Marketing features plus E-Service for FAQ, complaints, service tickets and returns management.

PART - A

Unit 1: Introduction to E-commerce

- 1.1 Defining E-commerce
- 1.2 The development of E-commerce
- 1.3 Impact of e-commerce in market and retailer
- 1.4 The social impact of E-commerce
- 1.5 E-commerce organization model based on transaction type

Unit 2: Electronic Commerce Providers

- 2.1 On-line commerce options
- 2.2 Company profiles
- 2.3 Electronic payment systems
- 2.4 Digital payment systems
- 2.5 Online commercial environment

Unit 3: E- Governance and E-strategy

- 3.1 Introduction to E-governance
- 3.2 Limitations & scope
- 3.3 E-strategy overview
- 3.4 Strategic methods for developing e-commerce
- 3.5 Four C's: (convergence, collaborative computing, content management & call center)

PART - B

Unit 4: E-Payment Mechanism

- 4.1 Payment through card system
- 4.2 E-cheque
- 4.3 E-cash
- 4.4 E-payment
- 4.5 Threats and protections

Unit 5: Risk and Security Issues in E-Commerce

- 5.1 Overview
- 5.2 Security for E-commerce
- 5.3 Security standards
- 5.4 Firewall
- 5.5 Cryptography
- 5.6 Key management
- 5.7 Password systems
- 5.8 Digital certificates
- 5.9 Digital signatures

Unit 6: E-Commerce services

- 6.1 Online goods and services
- 6.2 Retail services
- 6.3 Marketplace services
- 6.4 Mobile commerce
- 6.5 Customerservices

Recommended Readings:

1. O'Leary, Enterprise Resource Planning Systems: Systems, Life Cycle, Electronic Commerce, and Risk: 2000, Cambridge University Press
2. Avraham S., Enterprise Resource Planning (ERP): The Dynamics of Operations Management, IBM Press
3. Loshin, Peter, Electronic Commerce, Charles River Media, U.K.
4. Wallace, T. F. and Kremzar M. H., The Implementers' Guide to Success with Enterprise Resource Planning, John Wiley & Sons, US Inc.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

- Assignment/Tutorials
- Sessional tests
- Surprise questions during live lectures
- Term end examination

Course Articulation Matrix:

CO STATEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PS01	PS02	PS03
OBBA-DS-403.1	2	3						2	
OBBA-DS-403.2					2		2		3
OBBA-DS-403.3	2								2
OBBA-DS-403.4			2			3			2

Curriculum

BBA Online Degree Programme

2023-26

Semester VI

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-601: CORPORATE GOVERNANCE AND ETHICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of the course, students should be able to:

OBBA-DS-601.1: Identify and relate the importance of business ethics and corporate governance.

OBBA-DS-601.2: Estimate and execute the emerging trends in corporate governance norms and framework.

OBBA-DS-601.3: Examine the best practices of business ethics in the Indian and global context.

OBBA-DS-601.4: Measure role of various committees appointed for enforcing corporate governance and business ethics.

PART– A

Unit 1: Corporate Governance

- 1.1 Evolution of corporate governance
- 1.2 Regulatory framework of corporate governance in India
- 1.3 Green governance; E-governance
- 1.4 Internal constituents of corporate governance
- 1.5 Chairman, CEO, CFO, Auditor – Their roles and responsibilities

Unit 2: Business Ethics

- 2.1 Concept and importance of business ethics
- 2.2 Corporate code of ethics
- 2.3 Ethics in Marketing, Finance and HRM

PART- B

Unit 3: Globalization and Business Ethics

- 7.1 Globalization: Meaning and importance
- 7.2 Impact of globalization on Indian and social culture
- 7.3 International codes of business conduct

Unit 4: Corporate Social Responsibility (CSR)

- 10.1 CSR and business ethics
- 10.2 CSR and corporate governance
- 10.3 CSR models; drivers of CSR

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during live lectures

Term end examination

Recommended Books

1. Balasubramanian, N, Corporate Governance and Stewardship, Tata McGrawHill, New Delhi.
2. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
3. Blowfield, Michael, and Murray, Alan Corporate Responsibility, Oxford University Press.
4. Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

Only latest available editions of the books are recommended.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-601.1	1	2		3	2		2	2	3	2
OBBA-DS-601.2	1					2		3	2	2
OBBA-DS-601.3	1	2	2	3	3	3	3		3	2
OBBA-DS-601.4	1	2	2	2	3			2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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OBBA-DS-604: FAMILY BUSINESS MANAGEMENT

Periods/week Credits

L: 3 T: 3

Duration of Examination: 3 Hrs

Max. Marks : 100

Internal/Continuous Assessment: 30

External examination: 70

Course Outcomes:

By the end of the course, a student should be able to:

- OBBA-DS-604.1:** Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms.
- OBBA-DS-604.2:** Improve communication, family council meetings, conflict resolution and lead family members towards positive changes for the family and business.
- OBBA-DS-604.3:** Learn parallel strategic planning for the family and business.

PART - A

Unit 1:

- 1.1 Family and family systems
- 1.2 Concept of healthy family
- 1.3 Individual roles in the family
- 1.4 Conflicts and their resolutions

Unit 2:

- 2.1 Importance of planning for business families
- 2.2 Challenges faced by business family
- 2.3 Balancing family and business demands
- 2.4 Need, benefits and obstacles of family business planning
- 2.5 Challenge of creating a family business legacy
- 2.6 Parallel planning process for family, business and business system.

Unit 3:

- 1.1 Securing family commitment
- 1.2 Encouraging family participation
- 1.3 Preparing for next generation of family managers and leaders
- 1.4 Decision making in family business

PART - B

Unit 4:

- 4.1 Developing effective ownership
- 4.2 Family business governance
- 4.3 Assessing the firm's strategic potential
- 4.4 The external analysis

Unit 5:

- 5.1 Exploring possible business strategies
- 5.2 Evaluating the basic business strategies
- 5.3 Final strategy and reinvestment decision
- 5.4 Reinvestment issues

Unit 6: Integrating family and business plans

- 6.1 Affirming family and strategic commitment
- 6.2 Supporting the family enterprise continuity plan
- 6.3 Contributing to the business strategy plan
- 6.4 Business continuity and succession planning in family business

Recommended Books:

- 1. Carlock, Randel R ,Ward, John L, Strategic planning for family business, Palgrave macmillan
- 2. Zellewer, Thomas, Managing the family business: Theory and Practice, Edward Elgar Publishing
- 3. Ponzi Michael, The family business, Pegasus books.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-604.1	1	2		3	2		2	2	3	2
OBBA-DS-604.2	1					2		3	2	2
OBBA-DS-604.3	1	2	2	3	3	3	3		3	2
OBBA-DS-604.4	1	2	2	2	3			2	3	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-514: COMPUTER NETWORKING AND INTERNET

Periods/week Credits:3

Max. Marks: 100

L: 3

Internal/Continuous Assessment: 30

Duration of Examination: 3Hrs

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

OBBA-DS-514.1: Demonstrate good comprehension of the subject and compare different topologies.

OBBA-DS-514.1: Apply basic research methods including research design, data analysis.

OBBA-DS-514.1: Interpretation and comprehend network devices working on particular layer of OSI model.

OBBA-DS-514.1: Propose design concepts and learn utilities and functions of firewall for secure networking.

PART - A

Unit 1: Introduction to Network

- 1.1 Network concepts
- 1.2 Advantages and disadvantages of network
- 1.3 Network topologies
- 1.4 Simplex, duplex and half duplex transmission
- 1.5 Types of Networks

Unit 2: Network Models

- 2.1 OSI model
- 2.2 TCP/IP model

Unit 3: Protocols

- 3.1 Defining Protocols
- 3.2 TCP and UDP in detail
- 3.3 IP Addressing and DNS

PART - B

Unit 4: Network Security

- 4.1 Overview
- 4.2 Virus
- 4.3 Firewalls
- 4.4 Cryptography

Unit 5: Internet

- 5.1 Overview
- 5.2 Features and working of internet
- 5.3 World Wide Web
- 5.4 Internet Service Provider
- 5.5 Search Engines

Unit 6: Intranet

- 6.1 Concepts
- 6.2 Architecture
- 6.3 Intranet infrastructure
- 6.4 Intranet as a business tool

Recommended Readings

1. Forouzan, "Data Communication & Networking", TMH, N.Delhi.
2. Norton, "Computer Networks", TMH, New Delhi.
3. Tannenbaum, "Computer Networks", PHI, N.Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 14 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-514.1			2			3		1	2	3
OBBA-DS-514.2		1		3	2					1
OBBA-DS-514.3	1		2			2	3	1	3	
OBBA-DS-514.4	1	2			1		3		2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

OBBA-DS-507 MEDIA PHOTOGRAPHY

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student will be able to:

- OBBA-DS-507.1:** Define the process, uses, principles and advantages of digital photography
- OBBA-DS-507.2:** Develop the concept of the basics of digital imaging, Raster & Vector Graphics, Resolution, Pixel depth, Aspect Ratio, Dynamic Range, File Formats, File Size, Image Compression etc.
- OBBA-DS-507.3:** Visualize the concept of digital platform and various methods of image capture.
- OBBA-DS-507.4:** Develop the method of basic image editing techniques.

PART - A

UNIT 1 Introduction to Digital Photography

- 1.1 Understanding film and paper photography
- 1.2 Learning about the digital revolution
- 1.3 Advantages and disadvantages of digital photography over film photography
- 1.4 Computers as photographic tools
- 1.5 How photos are used today. 4L+2T

UNIT 2 Digital Basics

- 2.1 Digital image method of storing and processing digital image: Raster and Vector method
- 2.2 Representation of digital image: Resolution – Pixel Depth 8L+2T – PixelAspect Ratio – Dynamic Colour Range – File Size – Colour Models – Image Compression – File Formats – Calculating image resolution for outputs.

UNIT 3 Digital Platform

- 3.1 Hardware and System Software
- 3.2 Windows Operating System
- 3.3 Concept of Internet
- 3.4 Image transportation through floppy, CD, zip and Internet. 6L+2T Group - B

PART - B

UNIT 4 Digital Capture

- 4.1 Digital Image formation – Image Sensors – Different Capturing Method: Digital camera – Scanner – Frame Grabber
- 4.2 DIGITAL CAMERA: Understanding how digital cameras work – Digital camera types: Floppy Disc type, Flash Card type, Hard Disc type – Overview of current digital cameras. 4L+2T

UNIT 5 Scanning and Image Editing

- 5.1 SCANNING: Scanners as input devices- Workingof a Scanner– Scanning procedure – Scanning resolution.
- 5.2 IMAGE EDITING: Image editing through image editing softwares like Adobe Photoshop – Adjustment of Brightness, Contrast, Tonal and Colour Values – Experimenting with Level and Curve. 4L+2T

UNIT 6 Digital Output

- 6.1 Placing photos in other documents – Using photos on the web.
- 6.2 Printers as output devices – Different types of Print, Proofing, Photo quality printing.
- 6.3 How can a digital image be printed?

Recommended Readings

1. Laurence King Publishing | **Author:** Henry Carroll
2. **Publisher:** Amphoto | **Author:** Jim Miotke | **Pages:** 240
3. **Publisher:** Mason Press | **Author:** Tony Northrup | **Pages:** 233

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
OBBA-DS-507.1	1			2			2			2
OBBA-DS-507.2	1		3			2		3		2
OBBA-DS-507.3	1	2	2	3	3	3	3		3	2
OBBA-DS-507.4	1	2	2		3			2	3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University)

OBBA-DS-210: DATA MINING FOR BUSINESS ANALYTICS (Practical)

Credits
3

Duration of Examination: 3 Hrs

Max. Marks: 100

Continuous Evaluation: 30

End Semester Examination: 70

Pre-Requisite: Not Required

Course Type: Core

Course Outcomes: At the end of the course, learners will be able to:

- OBBA-DS-210.1** Apply machine learning and data mining for better data management
OBBA-DS-210.2 Work on KNIME Analytics platform and for classification and regression algorithms
OBBA-DS-210.3 Utilise clustering and segmentation algorithm- K-Means

PART A

Unit I

- 1.1 Basics of Data Mining- Concept and Definition
- 1.2 Machine Learning and AI: Definitions and Applications
- 1.3 Types of Data Mining- Supervised and Unsupervised learning

Unit II

- 2.1 Introduction to KNIME Analytics Platform
- 2.2 Components of KNIME
- 2.3 Classification Algorithms

Unit III

- 3.1 Random Forest Classification and Regression
- 3.2 Gradient Booster Classification and Regression
- 3.3 Application of Classification Algorithms on Decision Tree

PART B

Unit IV

- 4.1 Logistic Regression on Sample Datasets
- 4.2 Algorithm Accuracy
- 4.3 Truth Table

Unit V

- 5.1 Text Mining: An introduction to Text Analytics
- 5.2 Application of Text Mining- Social Sentiment Analysis

Unit-VI

- 6.1 Application of Text Mining Algorithms

Tools required for the course:

- 1. KNIME Advanced Analytics Platform (Open source tool)- <https://www.knime.com/>

Recommended texts and readings:

- 1. E. Siegal, 2016, Predictive Analytics: The Power to Predict who will click, buy, lie or die, John Wiley& Sons
- 2. KNIME, 2019, Analytics Platform Documentation

Notes:

- 1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
- 2. Only latest available editions of the above books are recommended.
- 3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Evaluation Tools:

The evaluation will include two types of assessments:

- (i) Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

- (ii) For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Instructions for setting question paper: The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt.

Course Articulation Matrix

CO Statement	PO1	PO2	PO3	PO4	PO5
OBBA-DS-210.1	2	3	2	2	3
OBBA-DS-210.2	1	2	3	2	
OBBA-DS-210.3	3	2	2	2	2

Appendix-I Course Focus on regional, national and global development

Subject Code	Course Name	Regional	National	Global
OBBA-DS-101	Business Mathematics		✓	
OBBA-DS-102	Business Organization and Management			✓
OBBA-DS-103	Computer Fundamentals (Theory)	✓		
OBBA-DS-151	Computer Fundamentals (Practical)	✓		
OBBA-DS-104	Business Communication	✓	✓	✓
OBBA-DS-105	Financial Accounting		✓	
OBBA-DS-107	Marketing Management			✓
OBBA-DS-201	Business Statistics		✓	
OBBA-DS-202	Database Management System (Theory)			✓
OBBA-DS-252	Database Management System (Practical)		✓	✓
OCH-202B	Environmental Studies	✓		
OBBA-DS-203	Company Accounts		✓	
OBBA-DS-205	Human Resource Management	✓		
OBBA-DS-206	Macro Economics		✓	
OBBA-DS-301	Organisation Behaviour and Development			✓
OBBA-DS-302	Advanced Excel			✓
OBBA-DS-203	Business Environment		✓	
OBBA-DS-305	Cost and Management Accounting		✓	
OBBA-DS-304	Operations Management	✓		
OBBA-DS-404	Indian Financial Systems		✓	
OBBA-DS-311	Principles of Banking		✓	
OBBA-DS-412	Business Law		✓	
OBBA-DS-401	Business Research Methods	✓		
OBBA-DS-402	Financial Management		✓	
OBBA-DS-107	Marketing Management			✓
OBBA-DS-411	Service Marketing			✓
OBBA-DS-502	Internship/Training Project	✓		
OBBA-DS-510	Money and Banking	✓		
OBBA-DS-403	E-Commerce		✓	
OBBA-DS-601	Corporate Governance and Ethics		✓	

APPENDIX-II COURSE FOCUSES ON ENVIORNMENT SUSTAINABILITY, PROFESSIONAL ETHICS AND GENDER EQUALITY

Course code	Course Name	Environment and Sustainability	Professional Ethics	Human Values	Gender Equality
OBBA-DS-102	Business Organization and Management	√	√		
OBBA-DS-103	Computer Fundamentals (Theory)	√			
OBBA-DS-107	Marketing Management	√	√		
OCH-202B	Environmental Studies	√			
OBBA-DS-205	Human Resource Management		√	√	√
OBBA-DS-301	Organisation Behaviour and Development		√	√	√
OBBA-DS-502	Internship/Training Project		√	√	
OBBA-DS-403	E-Commerce		√	√	√

APPENDIX –III COURSE FOCUSES ON EMPLOYABLILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Course code	Course Name	Employability	Entrepreneurship	Skill development
OBBA-DS-101	Business Mathematics	√	√	√
OBBA-DS-102	Business Organization and Management	√	√	√
OBBA-DS-103	Computer Fundamentals (Theory)	√	√	√
OBBA-DS-153	Computer Fundamentals (Practical)	√	√	√
OBBA-DS-104	Business Communication	√	√	√
OBBA-DS-105	Financial Accounting	√	√	
OBBA-DS-107	Marketing Management	√	√	
OBBA-DS-201	Business Statistics		√	
OBBA-DS-202	Database Management System (Theory)	√		
OBBA-DS-252	Database Management System (Practical)	√		
OBBA-DS-204	Company Accounts		√	
OBBA-DS-301	Organisation Behaviour and Development			√
OBBA-DS-302	Advanced Excel	√	√	√
OBBA-DS-203	Business Environment		√	
OBBA-DS-305	Cost and Management Accounting		√	
OBBA-DS-304	Operations Management	√	√	
OBBA-DS-306	Retail Management	√	√	
OBBA-DS-404	Indian Financial Systems	√	√	
OBBA-DS-311	Principles of Banking	√	√	

OBBA-DS-402	Financial Management	√	√	
OBBA-DS-107	Marketing Management		√	
OBBA-DS-207	Sales & Distribution Management		√	
OBBA-DSE-403	E-Commerce		√	