



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)

AS PER NEP 2020

(ONLINE DEGREE PROGRAMME)

BATCH: 2024-27 AND 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 122 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 97 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 2024 onwards)

SEMESTER- I

| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
|------------------|------------------------|--------------------------------------|---------------------|-------------------|-------|------------------|-----------|
| | | | Internal Assessment | End Term External | Total | | |
| Foundation | O4.5LM U100C0 0 | Business Information System | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5LM U101C0 0 | Business Mathematics | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5LM U102C0 0 | Business Organization and Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5LM U103C0 1 | Business Economics | 30 | 70 | 100 | 2 hrs | 3 |
| Core | O4.5LM U104C0 1 | Financial Accounting | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5LM U105C0 1 | Fundamentals of Financial Planning | 30 | 70 | 100 | 3 hrs | 4 |
| | O4.5LM U106C0 5 | Business Communication | 30 | 70 | 100 | 3 hrs | 3 |
| Knowledge System | O4.5SBS S100C 04 | Indian Knowledge System | 30 | 70 | 100 | 3 hrs | 2 |
| Total | | | | | | | 24 |

SEMESTER- II

| Course Type | Course Code | Title of Course | Marks | | | Duration of Exam | Credits |
|--------------------------|-----------------------|--|---------------------|-------------------|-------|------------------|-----------|
| | | | Internal Assessment | End Term External | Total | | |
| Foundation | O4.5L MU20 0C00 | Business Statistics | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5L MU20 1C00 | Database Management System | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5L MU20 2C01 | Company Accounts | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5L MU20 3C01 | Organisational Behaviour and Development | 30 | 70 | 100 | 2 hrs | 3 |
| Core | O4.5L MU20 4C01 | Business Laws | 30 | 70 | 100 | 3 hrs | 3 |
| | O4.5L MU20 5C04 | Environmental Studies | 30 | 70 | 100 | 3 hrs | 4 |
| TOTAL | | | | | | | 19 |
| ELECTIVE COURSES | | | | | | | |
| Domain Specific Elective | O4.5L MU20 0E03 | Business Content Writing | 30 | 70 | 100 | 3hrs | 3 |
| | O4.5L MU20 1E03 | Excel for Decision Making | 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 | O5.0L MU10 0C00 | Operations Management | 30 | 70 | 100 | 3 hrs | 3 |
| Core | O5.0L MU10 1C01 | Cost and Management Accounting | 30 | 70 | 100 | 3 hrs | 4 |
| | O5.0L MU10 2C01 | Marketing Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU10 3C01 | Human Resource Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU10 4C01 | Indian Business Environment | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0S AHS1 00C09 | Sports and Yoga | 100 | ---- | ---- | ---- | 0 |
| Total | | | | | | | 16 |
| ELECTIVE COURSES | | | | | | | |
| Domain Specific Elective | O5.0L MU100 E03 | Indian Financial Systems | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU101 E03 | 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 | O5.0L MU20 0C00 | Business Research Method | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU20 1C00 | Financial Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU20 2C01 | Customers Relationship Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU20 3C01 | Retail Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0S BSS10 0C04 | Universal Human Values | 30 | 70 | 100 | 3 hrs | 2 |
| TOTAL | | | | | | | 14 |
| Domain Specific Elective | O5.0L MU20 0E02 | Sales & Distribution Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.0L MU20 1E03 | Business Negotiation Skills | 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 | O5.5L MU10 0C01 | Strategic Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU10 1C01 | Taxation Laws and Practices | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU10 2C01 | Supply Chain Management | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU10 3C06 | Summer Training Project | 100 | ---- | ---- | ---- | 3 |
| TOTAL | | | | | | | 12 |
| ELECTIVE COURSES | | | | | | | |
| Domain Specific Electives | O5.5L MU10 0E02 | Basics of Consumer Buying Behaviour | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU10 1E03 | Data Visualization | 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 | O5.5L MU200 C01 | Corporate Governance and Ethics | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU201 C01 | Service Marketing | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU202 C05 | Business Analytics for Managerial Decisions | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU203 C07 | Project Report & Presentation | 100 | ---- | ---- | ---- | 3 |
| TOTAL | | | | | | | 12 |
| Domain Specific Electives | O5.5L MU200 E03 | Money and Banking | 30 | 70 | 100 | 3 hrs | 3 |
| | O5.5L MU201 E03 | Leadership & Team Building | 30 | 70 | 100 | 3 hrs | |

CURRICULUM & COURSE CONTENT

BACHELOR OF BUSINESS ADMINISTRATION

GENERAL

BATCH 2024-27

Semester I

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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O4.5LMU100C00: BUSINESS INFORMATION SYSTEMS

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:

O4.5LMU100C00.1: Describe the use and function of Information Technology and Information Systems in Business

O4.5LMU100C00.2: Identify and describe the different roles of people in information systems.

O4.5LMU100C00.3: Explain the strategic value of information systems in the organization.

O4.5LMU100C00.4: Describe the impact of information systems in the larger context of ethics and globalization.

PART - A

Unit 1: Introduction to IT and IS

- 1.1 An overview of information technology and information systems
- 1.2 Hardware – Information systems hardware and its function.
- 1.3 Software – Understand software and the role it plays in an organization.
- 1.4 Data and Databases – Using information systems to turn data into information that can then be used for competitive advantage.

Unit 2: Networking, Communication and Information Systems Security

- 2.1 Overview of Networking and Communication
- 2.2 The function of the Internet work, and the use of networks in organizations today.
- 2.3 Information Systems Security – The information security triad of confidentiality, integrity, and availability. Explore the different security technologies.

Unit 3: Role of IT in Organization

- 3.1 The impact of information systems on an organization.
- 3.2 Role of IT in the company in gaining competitive advantage.
- 3.3 Different functional technologies for different industries and how they support delivering results.
- 3.4 Examples and benefits of Information Systems: CRM, SCM, ERP, MIS

PART – B

Unit 4: Using MS Office with Artificial Intelligence add-ins

- 4.1 MS Word: Interface, Document views, Creating and editing documents, formatting text and documents, performing a mail merge, printing documents, Exploring some popular AI add-ins for MS Word.
- 4.2 MS Excel: Creating and editing worksheets, working with formulas and functions, printing Worksheets, Exploring some popular AI add-ins for MS Excel.
- 4.3 MS PowerPoint: Creating and formatting a presentation, using templates, Inserting charts and tables, printing presentation, Exploring some popular AI add-ins for MS PowerPoint.

Unit 5: Business Processes and People in Information Systems

- 5.1 Business Processes
- 5.2 Business Process Management
- 5.3 Business Process Reengineering
- 5.4 The People in Information Systems – An overview of the different types of people involved in information systems.

Unit 6: Globalization, Digital Divide, Ethical, Legal Implications and Future Trends in Information Systems

- 6.1 Globalization and the Digital Divide –Investigate the impact of the Internet on the globalization of business and the issues that firms must face because of it.
- 6.2 Explore the concept of the digital divide and some of the steps being taken to alleviate it.
- 6.2 The Ethical and Legal Implications of Information Systems
- 6.3 Future Trends in Information Systems – An overview of some of the modern technologies that are on the horizon. From the Internet of Things (IoT), Virtual Reality and Augmented Reality, Artificial Intelligence (AI), 3-D printing and Digital twins.

Text Books / Reference Books:

- 1. David T. Bourgeois, Biola University, James L. Smith, Shouhong Wang, Joseph Mortati, Information Systems for Business & Beyond, Saylor Foundation
- 2. P. K. Sinha, Computer Fundamentals, BPB Publications.
- 3. Alexis Leon, Introduction to Computers, Vikas Publishing House Pvt Ltd.
- 4. Turban Ephraim, Ephraim McLean, James Wetherbe, Information Technology for Management– Transforming organizations in the digital economy, Wiley India.

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% |

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 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU100C00.1 | 1 | | 2 | | | 3 | 3 | 1 | | 2 |
| O4.5LMU100C00.2 | 1 | 1 | | 3 | 2 | | | 2 | 3 | 1 |
| O4.5LMU100C00.3 | | | | | | 2 | | 1 | 3 | |
| O4.5LMU100C00.4 | 1 | | 2 | 3 | 1 | | 3 | | 1 | 3 |

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O4.5LMU101C00: 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:

O4.5LMU101C00.1: Apply the basic mathematical tools and concepts of proportion and variation.

O4.5LMU101C00.2: Acquire practical knowledge of calculations of EMIs of different types of loans.

O4.5LMU101C00.3: Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.

O4.5LMU101C00.4: 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.
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:

- iii. 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% |

- iv. 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 |
|------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU101C00.1 | 1 | | 2 | | | 3 | 3 | 1 | | 2 |
| O4.5LMU101C00.2 | 1 | 1 | | 3 | 2 | | | 2 | 3 | 1 |
| O4.5LMU101C00.3 | | | | | | 2 | | 1 | 3 | |
| O4.5LMU101C00.4 | 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

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O4.5LMU102C00: 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:

- O4.5LMU102C00.1** Understand the evolution of the business organization and management thoughts;
O4.5LMU102C00.2 Identify the interconnections between various developments in these areas;
O4.5LMU102C00.3 Evaluate the significance of contemporary issues in business and management;
O4.5LMU102C00.4 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
- 1.3 Business and Environment interface
- 1.4 Business Objectives
- 1.5 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

Recommended 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.

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.

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| 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 |
|------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU102C00.1 | 1 | 1 | | | | | 3 | | 2 | |
| O4.5LMU102C00.2 | 1 | | | | | | | | 3 | 2 |
| O4.5LMU102C00.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| O4.5LMU102C00.4 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU103C01: BUSINESS ECONOMICS

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 will be able to:

O4.5LMU103C01.1:Analyze the economic environment and its influence on business operations and strategy.

O4.5LMU103C01.2: Apply microeconomic and macroeconomic concepts to solve business problems.

O4.5LMU103C01.3: Evaluate market structures and their implications for competitive strategy and Pricing.

O4.5LMU103C01.4: Understand the role of government policies and their impact on the business economy.

PART A

Unit 1: Introduction to Economics

- 1.1 Definition, nature, and scope of economics
- 1.2 Microeconomics vs. Macroeconomics
- 1.3 Basic economic problems: scarcity and choice
- 1.4 Economic systems: capitalism, socialism, and mixed economy
- 1.5 Role of economic policies in business decisions

Unit 2: Demand and Supply Analysis

- 2.1 Determinants of demand and supply
- 2.2 Elasticity of demand and supply
- 2.3 Consumer behavior and utility maximization
- 2.4 Market equilibrium and price mechanism
- 2.5 Applications of demand and supply in business scenarios

Unit 3: Production and Costs

- 3.1 Production function and returns to scale
- 3.2 Short-run and long-run Cost analysis
- 3.3 Cost-output relationships
- 3.4 Economies and diseconomies of scale
- 3.5 Cost minimization strategies for businesses

PART B

Unit 4: Market Structures and Pricing

- 4.1 Characteristics of different market structures: perfect competition, monopoly, monopolistic competition, and oligopoly
- 4.2 Price determination and output decisions in various markets
- 4.3 Pricing strategies and tactics
- 4.4 Role of non-price competition in product differentiation

Unit 5: Macroeconomic Environment and Policies

- 5.1 National income accounting and economic indicators
- 5.2 Aggregate demand and aggregate supply analysis
- 5.3 Fiscal and monetary policies and their effects on business
- 5.4 Inflation, unemployment, and economic growth
- 5.5 International trade and exchange rates

Unit 6: Contemporary Economic Issues and Trends

- 6.1 Impact of globalization on business economics
- 6.2 Environmental economics and sustainable development
- 6.3 Digital economy and e-commerce
- 6.4 Role of innovation and technology in economic growth
- 6.5 Emerging market dynamics and challenges

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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| 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 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU103C01.1 | 1 | 1 | | | | | 3 | | 2 | |
| O4.5LMU103C01.2 | 1 | | | | | | | | 3 | 2 |
| O4.5LMU103C01.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| O4.5LMU103C01.4 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU104C01: FINANCIAL ACCOUNTING

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:

O4.5LMU104C01.1: Demonstrate good comprehension of financial accounting and its different applications.

O4.5LMU104C01.2: Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.

O4.5LMU104C01.3: Ascertain problem solving strategies in the prevailing business environment.

O4.5LMU104C01.4: 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 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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| Objective Type Questions: | 30% |
| Short/Long Questions: | 70% |

Course Articulation Matrix:

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|------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU104C01.1 | | | 2 | | | 3 | | 1 | 2 | |
| O4.5LMU104C01.2 | 1 | | | 3 | 2 | | | | | 2 |
| O4.5LMU104C01.3 | 1 | | | | | 2 | | 1 | 3 | |
| O4.5LMU104C01.4 | | 2 | | 3 | 1 | | 3 | | | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU106C04: BUSINESS COMMUNICATION

Periods/week Credits

L: 03 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

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

O4.5LMU106C04.1: Gain an in-depth knowledge of how formal communication is done at the workplace;

O4.5LMU106C04.2: Understand the impact of communication skills in a professional scenario;

O4.5LMU106C04.3: Hone their formal writing skills;

O4.5LMU106C04.4: Deliver effective presentations;

O4.5LMU106C04.5: 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 Speaking skills

Unit 3: Speech Delivery

- 3.1. Voice modulation
- 3.2 Body language
- 3.3 Oral presentation
- 3.4 Seven Cs of effective communication

PART-B

Unit 4: Writing Skills of Intra-office Communication

- 4.1 Types of intra-office communication
- 4.2 Notices and circulars
- 4.3 Agenda and minutes of a meeting
- 4.4 Memo

Unit 5: Inter-office Communication

- 5.1 Layout of business letters
- 5.2 Claim and sales letters
- 5.3 Employment letters
- 5.4 Complaint letters
- 5.5 E mail etiquettes

Unit 6: Report Writing

- 6.1 Format of a business report
- 6.2 Types of business reports
- 6.3 Long reports
- 6.4 Short reports

Recommended Books:

- 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.

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

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

| | |
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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 |
|------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU106C04.1 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 |
| O4.5LMU106C04.2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| O4.5LMU106C04.3 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| O4.5LMU106C04.4 | 2 | 3 | 2 | 1 | - | - | - | 1 | 1 | 2 |
| O4.5LMU106C04.5 | 2 | 3 | 2 | 1 | - | - | - | 1 | 1 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU105C01: FUNDAMENTALS OF FINANCIAL PLANNING

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| L:3 T:0 P:0 | 3 | Continuous Evaluation | 30 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 70 |

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

O4.5LMU105C01.1: Develop proficiency in conducting comprehensive data gathering for effective financial planning.

O4.5LMU105C01.2: Learn to prioritize financial goals based on importance and timelines for efficient planning.

O4.5LMU105C01.3: Gain insight into various financial instruments and market structures to understand their impact on trading activities.

O4.5LMU105C01.4: Understand the regulatory compliance requirements in banking, insurance, and consumer protection laws for financial institutions.

PART – A

Unit 1: Financial Planning process

- 1.1 Data Gathering
- 1.2 Goal Setting.
- 1.3 Prioritizing goals based on timelines.
- 1.4 Reviewing and Monitoring
- 1.5 Key performance indicators for monitoring

Unit 2: Overview of Financial Markets

- 2.1 Types of Financial Markets
- 2.2 Market Participants
- 2.3 Financial Instruments
- 2.4 Market Structures

Unit 3: Debt Management

- 3.1 Types of Debt
- 3.2 Debt-to-Income Ratio
- 3.3 Strategies for Debt Reduction
- 3.4 Credit Score Management
- 3.5 Debt Consolidation Options

PART –

Unit 4: Financial Mathematics

- 4.1 Time Value of Money
- 4.2 Compound Interest
- 4.3 Present Value and Future Value
- 4.4 Annuities and Perpetuities
- 4.5 Loan Amortization

Unit 5: Economic Environment and Behavioral Finance

- 5.1 Macroeconomic Indicators
- 5.2 Market Sentiment and Investor Behaviour
- 5.3 Behavioural Biases in Decision Making
- 5.4 Economic Policy and its Impact on Financial Markets
- 5.5 Socioeconomic Factors and Financial Decision Making

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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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 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU105C01.1 | 2 | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 3 |
| O4.5LMU105C01.2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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O4.5SBSS100C04-: INDIAN KNOWLEDGE SYSTEM

Credits

2

Duration of Examination: 3Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes

After completion of this course, the students will be able to:

O4.5SBSS100C04.1: This course will provide the scientific value of the traditional knowledge of Bhārata.

O4.5SBSS100C04.2: To sensitize the students to the contributions made by ancient Indians schools.

O4.5SBSS100C04.3: The course will promote the youths to do research in the various fields of Bhāratiya knowledge system.

O4.5SBSS100C04.4: It will introduce the relevance of the Indian Knowledge System to the world.

O4.5SBSS100C04.5: Know the contribution of the Indian Knowledge system in science, engineering, and technology.

Module 1: Introduction to IKS

- 1.1. What is Indian Knowledge System
- 1.2. Indian Culture & Civilization
- 1.3. Indian Architecture
- 1.4. Indian Philosophical System

Module 2: Kalas and Vidyas of Ancient India

- 2.1. 64 Kalas
- 2.2. 14 Vidyas (Vedas, UpaVedas, Vedangas)

Module 3: Introduction to Health Regimen

- 3.1. Understanding Swastha vritta
- 3.2. Healthy regimen to maintain state of wellbeing Dinacharya
- 3.3. Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene
- 3.4. Ritu charya, the seasonal regimen
- 3.5. Sadvritta and the concept of social wellbeing
- 3.6. Concept of Shadrasa in choosing appropriate nourishment to the body and mind.

Module 4: Introduction to Indian Psychology

- 4.1. Concept of Manas in Ayurveda and understanding Mind Body harmony
- 4.2. Triguna based Psychology in Ayurveda and Yoga
- 4.3. Influence of Tri dosha on Mind, Mind body intellect and consciousness complex
- 4.4. Understanding Consciousness and solution to issues within Human Mind

Module 5: Engineering, Technology and Architecture

- 5.1. Pre-Harappan and Sindhu Valley Civilization
- 5.2. Laboratory and Apparatus, Juices, Dyes
- 5.3. Paints and Cements
- 5.4. Glass and Pottery

List of Suggested Textbooks/Reference Books

- Mahadevan, B., Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), “Introduction to Indian Knowledge System: Concepts and Applications”, PHI Learning Private Ltd. Delhi.
- Pride of India: A Glimpse into India’s Scientific Heritage, Samskrita Bharati, New Delhi.
- Sampad and Vijay (2011). “The Wonder that is Sanskrit”, Sri Aurobindo Society, Puducherry.
- Acarya, P.K. (1996). Indian Architecture, Munshiram Manoharlal Publishers, New Delhi.

- Kapoor Kapil, Singh Avadhesh (2021). “Indian Knowledge Systems Vol – I & II”, Indian Institute of Advanced Study, Shimla, H.P.
- Dasgupta,S. (1975). A History of Indian Philosophy- Volume 1, Motilal Banarsidass, New Delhi.
- P Lofker, K. (1963). Mathematics in India, Princeton University Press, New Jersey, USA"

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Course Articulation Matrix:

| Cos | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|-------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5SBSS100C04.1 | 1 | 1 | 1 | 3 | 1 | | 1 | | | 1 |
| O4.5SBSS100C04.2 | 2 | 2 | 2 | | 3 | | 2 | 3 | 1 | 2 |
| O4.5SBSS100C04.3 | 2 | 2 | 2 | | | 2 | 2 | | 3 | |
| O4.5SBSS100C04.4 | 2 | 2 | 2 | 2 | | 3 | 2 | 3 | 3 | 3 |

CURRICULUM & COURSE CONTENT

BACHELOR OF BUSINESS ADMINISTRATION

GENERAL

BATCH 2024-27

SEMESTER II

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

O4.5LMU200C00: BUSINESS STATISTICS

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU200C00.1: Enhance the knowledge of statistics in business management;

O4.5LMU200C00.2: Get familiarized with various statistical tools and the software;

O4.5LMU200C00.3: Impart the practicality of statistics in order to suffice business objectives;

O4.5LMU200C00.4: Develop analytical and logical thinking in various aspects of business.

PART-A

Unit I: Introduction

- 1.1 Definition, Nature, Scope and Objectives of Statistics
- 1.2 Implication of Statistics
- 1.3 Collection of data: Primary and secondary data
- 1.4 Classification: Geographical, chronological and quantitative classification
- 1.5 Tabulation: Parts of a table, Types of tables
- 1.6 Formation of Bivariate Table

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 Hands on Excel for Graph and Presentations
- 2.4 Measures of Central Tendency-Mean, Median (Including Percentile, Decile, Quartiles) and Mode
- 2.5 Mathematical averages including arithmetic mean, geometric mean and harmonic mean.
- 2.6 Properties and applications

Unit III: Descriptive Statistics II – Measure of Dispersion & Skewness

- 3.1 Range and Coefficient of Range
- 3.2 Quartile Deviation and Its Coefficient
- 3.3 Mean Deviations and Its Coefficient
- 3.4 Standard Deviation and Its Properties
- 3.5 Coefficient of Variations and its Concept, Symmetrical vs Asymmetrical Distribution
- 3.6 Skewness and Measure Skewness by Karl Pearson.

PART - B

UNIT IV: Correlation and Regression

- 4.1 Meaning of Correlation: simple, multiple and partial; linear and non-linear
- 4.2 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation and Concept of R Square, Application on Excel and Data Analysis
- 4.3 Spearman Rank Correlation
- 4.4 Regression Analysis; Principle of least squares and regression lines
- 4.5 Regression equations and estimation

4.6 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

Unit V: Index Numbers and Time Series

- 5.1 Meaning and uses of index numbers –n Construction of index numbers: fixed and chain base
- 5.2 Weighted vs Unweighted Price Index – Methods and Applications
- 5.3 Tests of adequacy of index numbers – Unit Test, Time Reversal Test and Factor Reversal Test
- 5.4 Time Series Data: Components of time series-Additive and multiplicative models (proof not required)
- 5.5 Trend analysis-Graphical method, Semi-average method and Moving average method
- 5.6 Fitting of trend line using principle of least squares(Linear Method)

Unit VI: Introduction to Probability and Bayes Theorem

- 6.1 Definitions of probability, sample space, and events.
- 6.2 The axioms of probability and basic properties.
- 6.3 Calculation of probabilities using classical, relative frequency, and subjective approaches
- 6.4 Definition and calculation of conditional probability
- 6.5 The concept of independence between events
- 6.6 Bayes' theorem and its applications.

Text Books / Reference Books:

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.”
4. Sharma, Ishwar; Garg, Manju. “Statistical Analysis” “Mahavir 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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| COS | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU200C00.1 | 1 | 1 | | | | | 3 | | 2 | |
| O4.5LMU200C00.2 | 1 | | | | | | | | 3 | 2 |
| O4.5LMU200C00.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| O4.5LMU200C00.4 | 1 | 2 | 2 | 2 | | 2 | 2 | 1 | | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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O4.5LMU201C00: DATABASE MANAGEMENT SYSTEM

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU201C00.1: Have knowledge of DBMS, both in terms of use and implementation/design;

O4.5LMU201C00.2: Get experience with SQL;

O4.5LMU201C00.3: Work with increased proficiency of higher programming languages;

O4.5LMU201C00.4: Gain experience with analysis and design of (DB) software;

O4.5LMU201C00.5: 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 Attributes
- 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%

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 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU201C00.1 | 1 | 1 | 1 | | | | 1 | | 1 | |
| O4.5LMU201C00.2 | 1 | 1 | 1 | | | | 1 | | 1 | |
| O4.5LMU201C00.3 | 2 | 2 | 2 | | | | 2 | 1 | 3 | |
| O4.5LMU201C00.4 | 2 | 2 | 2 | | | | 2 | 1 | 2 | 1 |
| O4.5LMU201C00.5 | 3 | 2 | 2 | | | | 2 | 2 | 2 | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU203C01: ORGANIZATION BEHAVIOUR AND DEVELOPMENT

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU203C01.1: Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.

O4.5LMU203C01.2: Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.

O4.5LMU203C01.3: Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.

O4.5LMU203C01.4: 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

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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 - 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 |
|------------------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU203C01.1 | | | 2 | | | 3 | | 1 | | 2 |
| O4.5LMU203C01.2 | | 1 | | | 2 | | | | 2 | |
| O4.5LMU203C01.3 | 1 | | | | | 2 | | 1 | | |
| O4.5LMU203C01.4 | | 2 | | 3 | 1 | | 3 | | 3 | 3 |

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

O4.5LMU204C01: BUSINESS LAWS

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU204C01.1: Understand the fundamental principles of business law and their application in various business scenarios.

O4.5LMU204C01.2: Analyze legal issues related to company formation, operations, and dissolution.

O4.5LMU204C01.3: Evaluate the legal aspects of contracts, sales, and negotiable instruments in business transactions.

O4.5LMU204C01.4: Apply legal knowledge to solve business-related legal problems and make informed decisions.

PART - A

Unit 1: Introduction to Business Law

- 1.1 Nature and sources of business law
- 1.2 Legal environment of business
- 1.3 Classification of laws: substantive law and procedural law
- 1.4 Role and functions of judiciary in business law
- 1.5 Legal rights and duties of businesses

Unit 2: Company Law

- 2.1 Characteristics and types of companies
- 2.2 Formation of a company: steps and legal requirements
- 2.3 Memorandum of Association and Articles of Association
- 2.4 Share capital: types of shares and share allotment
- 2.5 Corporate governance and management

Unit 3: Contract Law

- 3.1 Essentials of a valid contract
- 3.2 Offer, acceptance, and consideration
- 3.3 Capacity to contract and free consent
- 3.4 Void and voidable contracts
- 3.5 Discharge of contracts and remedies for breach

PART - B

Unit 4: Sale of Goods and Consumer Protection

- 4.1 Contract of sale: formation and terms
- 4.2 Conditions and warranties
- 4.3 Transfer of ownership and delivery of goods
- 4.4 Consumer rights and consumer protection laws
- 4.5 Redressal mechanisms for consumer grievances

Unit 5: Negotiable Instruments

- 5.1 Characteristics and types of negotiable instruments
- 5.2 Negotiation and endorsement
- 5.3 Dishonour of negotiable instruments
- 5.4 Liability of parties and discharge from liability
- 5.5 Recent amendments in the Negotiable Instruments Act

Unit 6: Emerging Trends in Business Law

- 6.1 E-commerce and digital contracts
- 6.2 Intellectual property rights in the business context
- 6.3 Competition law and its impact on businesses
- 6.4 Corporate social responsibility and legal compliance
- 6.5 International business law and cross-border transactions

Text Books / Reference Books:

1. Kapoor, N.D. (Latest Edition). Elements of Mercantile Law. Sultan Chand & Sons.
2. Singh, Avtar. (Latest Edition). Company Law. Eastern Book Company.
3. M.C. Kuchhal, Business Law, Vikas Publishing House
4. N.D. Kapoor, Business Law, Sultan Chand & 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.

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Course Articulation Matrix

| COs | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU204C01.1 | | | 2 | | | 3 | | 1 | | 2 |
| O4.5LMU204C01.2 | | 1 | | | 2 | | | | 2 | |
| O4.5LMU204C01.3 | 1 | | | | | 2 | | 1 | | |
| O4.5LMU204C01.4 | | 2 | | 3 | 1 | | 3 | | 3 | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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O4.5LMU205C04: Environmental Studies

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 4 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU205C04.1: The students will be able to understand the significance of equitable use of natural resources and will be able to utilize the knowledge of biodiversity conservation and protection of environment;

O4.5LMU205C04.2: The students will 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;

O4.5LMU205C04.3: The students will be able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate;

O4.5LMU205C04.4: The students will have the knowledge of different ecosystems and energy flow in ecosystem;

O4.5LMU205C04.5: The students will 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 -Renewable and non-renewable 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:
- 3.6. Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, 5.7 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 an 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,
- 5.2. Marine pollution, Noise pollution, Thermal Pollution
- 5.3. Nuclear hazards
- 5.4. Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 5.5. Role of an individual in prevention of pollution.
- 5.6. Pollution case studies.
- 5.7. 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
- 6.2. conservation, rain water harvesting, watershed management
- 6.3. Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.4. Environmental ethics: Issues and possible solutions.
- 6.5. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.6. Wasteland reclamation.
- 6.7. Consumerism and waste products.
- 6.8. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.9. 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.

Text Books / Reference Books:

1. Sarita Sachdeva, Text book of Environmental Studies, Manav Rachna Publishing House Pvt. Ltd.
2. Erach Bharucha, Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission Publication.
3. R. Rajagopalan Environmental Studies, Oxford University Press.
4. A K De, Environmental Chemistry, Wiley Eastern Ltd.

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:

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 - Subjective (Short/Long) 40%
 - Discussion/Presentation 15%
 - Projects/Group Activities etc 15%
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 - Minimum: 70 percent. Categorization for the same is:
 - Objective Type Questions: 30%
 - Short/Long Questions: 70%

Course Articulation Matrix

| COS | PO | PO | PO | PO | PO | PO | PO | PSO | PSO | PSO |
|-----------------|----|----|----|----|----|----|----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 |
| O4.5LMU205C04.1 | 1 | 1 | | | | | 3 | | 2 | |
| O4.5LMU205C04.2 | 1 | | | | | | | | 3 | 2 |
| O4.5LMU205C04.3 | 1 | 2 | 2 | 2 | | 2 | 3 | 1 | 3 | |
| O4.5LMU205C04.4 | 1 | 2 | 2 | 2 | | 2 | 2 | 1 | | 2 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

O4.5LMU200E03: BUSINESS CONTENT WRITING

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU200E03.1: Understand the impact of the business objectives and promotional messages

O4.5LMU200E03.2: To Adopt tested techniques for effective content writing

O4.5LMU200E03.3: To understand the impact of mass media promotion

O4.5LMU200E03.4: 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 Role and Functions of Content Writers
- 1.3 Breaking the Ice and Building the Blocks
- 1.4 Content Writing Life Cycle, Process of Information Collection
- 1.5 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: Tools of content writing

- 2.1 Plagiarism laws in Content Writing
- 2.2 What is plagiarism, rules on plagiarism
- 2.3 How to write plagiarism-free copies
- 2.4 Use of Grammarly

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 Selecting a Topic and Outline -Undertaking related Research -Writing Headlines –
- 4.5 Blog Draft-Witing- Rewriting/Editing the Blog Post- Optimizing the Blog Post

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, newsletters – focus on language, jargon, writing style, target audience, formal and informal language
- 5.2 Introduction to Social Media Posts -Writing for Facebook Posts,forWhatsApp, Twitter, Instagram and LinkedIn Pages,
- 5.3 Infographics- Importance and relevance, Images, Videos, Memes, GIFs, 30 degree videos

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
- 6.3 Interactive Content- Quizzes, Polls, Interactive white papers

Text Books / Reference Books:

1. VaibhavKakkar, Word Castle-BUILDING A CONTENT MARKETING COMPANY, Kindle edition, Amazon Asia-Pacific Holdings Private Limited
2. Rory Sutherland, Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life by Rory Sutherland, William Morrow, 2021
3. Chris Carter , Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love, INFINITE BOOKS
4. Cal Newport , by Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport, Penguin Books Ltd
5. Randy Frisch , F#ck Content Marketing: Focus on Content Experience to Drive Demand, Revenue & Relationships , GIFTOPATHY

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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Course Articulation Matrix

| COs | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO | | |
|------------------------|------|------|------|------|------|------|------|-----|---|---|
| | | | | | | | | 1 | 2 | 3 |
| O4.5LMU200E03.1 | 3 | 2 | 3 | | | 1 | 2 | 2 | | |
| O4.5LMU200E03.2 | 1 | | 3 | 2 | 2 | | | | 2 | |
| O4.5LMU200E03.3 | 1 | | | 2 | | | 1 | | | 3 |
| O4.5LMU200E03.4 | | 2 | 3 | 1 | 1 | | 3 | | | 3 |

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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O4.5LMU201E03: EXCEL FOR DECISION MAKING

| | | | |
|--------------------------------|---------|--------------------------|-----|
| Periods/week | Credits | Max. Marks | 100 |
| | 3 | Continuous Evaluation | 70 |
| Duration of Examination: 3 Hrs | | End Semester Examination | 30 |

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

O4.5LMU201E03.1: Apply fundamental Excel functions and formulas.

O4.5LMU201E03.2: Utilize advanced Excel techniques and visualization.

O4.5LMU201E03.3: Automate repetitive tasks and create efficient workflows using Excel macros and VBA.

O4.5LMU201E03.4: Collaborate effectively and integrate data from various sources.

PART – A

Unit 1: Basics of Microsoft Excel

- 1.1 Introduction to Microsoft Excel
- 1.2 Understanding the Excel Interface
- 1.3 Data Entry and Formatting
- 1.4 Basic Formulas and Functions
- 1.5 Cell Referencing
- 1.6 Working with Rows, Columns, and Cells
- 1.7 Data Validation and Sorting

Unit 2: Advanced Functions in Excel

- 2.1 Advanced Formulas: IF, VLOOKUP, HLOOKUP, INDEX, MATCH etc.
- 2.2 Conditional Formatting
- 2.3 Data Filtering and Advanced Sorting
- 2.4 PivotTables and Pivot Charts
- 2.5 Data Tables and What-If Analysis
- 2.6 Statistical Functions: COUNT, COUNTIF, SUMIF, AVERAGEIF etc.
- 2.7 Error Handling and Troubleshooting in Excel: Debugging #DIV/0! , #VALUE!, and #REF!

Unit 3: Dashboards in Excel

- 3.1 Creating Charts
- 3.2 Customizing Charts and Graphs
- 3.3 Sparklines and Data Bars
- 3.4 Introduction to Dashboards
- 3.5 Designing Interactive Dashboards
- 3.6 Dynamic Charts and Linked Data

PART-B

Unit 4: Advanced Data Analysis Techniques

- 4.1 Advanced PivotTable Techniques
- 4.2 Power Query and Data Cleaning
- 4.3 What-If Analysis using Scenario Manager
- 4.4 Solver Tool for Optimization Problems
- 4.5 Data Analysis with Excel's Regression Tool
- 4.6 Introduction to Monte Carlo Simulation

4.7 Using Excel for Forecasting and Trend Analysis

Unit 5: Automation and Macros

- 5.1 Introduction to Macros and VBA (Visual Basic for Applications)
- 5.2 Working with Macro Security
- 5.3 Creating Custom Functions with VBA
- 5.4 Automating Routine Tasks

Unit 6: Collaboration and Data Integration

- 6.1 Data Import and Export Techniques
- 6.2 Linking and Embedding Data from External Sources
- 6.3 Working with Multiple Worksheets and Workbooks
- 6.4 Protecting Data and Workbook Structure
- 6.5 Integration with Applications (Word, PowerPoint, ChatGPT)

Text Books / Reference Books:

1. 'Michael Alexander and Richard Kusleika', Excel 2019 Bible, Wiley publication.
2. 'Michael Alexander and John Walkenbach', Excel Dashboards and Reports, Wiley publication.
3. 'Michael Alexander, Harvey, and Geiselbrecht', Excel Power Pivot and Power Query for Dummies, Wiley publication
4. 'Michael Alexander and John Walkenbach', Excel VBA Programming for Dummies, For Dummies publication
5. 'DR. K. ARUNACHALAM, Dr R. VARALAKSHMI', Microsoft Excel and access for beginners, Sakthi publication
6. Lokesh Lalwani', Excel 2019 All-In-One: Master the new features of Excel 2019, BPB

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.

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Course Articulation Matrix

| COs | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 |
|-----------------|------|------|------|------|------|------|------|-------|-------|-------|
| O4.5LMU201E02.1 | 1 | | 2 | | | 3 | | 1 | | |
| O4.5LMU201E02.2 | | 1 | | 3 | | 2 | | | 2 | |
| O4.5LMU201E02.3 | | 2 | | | 2 | | 3 | | | 3 |
| O4.5LMU201E02.4 | 2 | 2 | | | 2 | | 3 | 1 | 2 | 2 |