



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION
(A Statutory body of the Government of Andhra Pradesh)

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**SYLLABUS UNDER CBCS FRAMEWORK WITH EFFECT
FROM 2021-22**

PROGRAMME: THREE –YEAR

Bachelor of Business Administration (Business Analytics)
(Human Resource, Marketing, Finance, Statistics and Computer Disciplines)

(With learning outcomes Unit-wise Syllabus, References, Internships Activities
& Model QPs) for Fifteen courses of 1, 2, 3, 4, 5 & 6 semesters)
(To be implemented from Academic Year 2021-22)

KRISHNA UNIVERSITY, MACHILIPATNAM
Bachelor of Business Administration (Business Analytics)
Course structure and Syllabi under CBCS for the batch admitted in the year 2021-22
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Course Objectives

- To develop individuals with conceptual knowledge in the multiple disciplines of analytics comprising of mathematics, statistics, information technology and management
- To develop individuals who can pursue career in the area of analytics and continue their professional development by obtaining masters degree specializing in different domains related to analytics.
- To develop individuals who can apply analytics tools and techniques to solve business analytics problems.
- To imbibe value based education to the students that will help them to function effectively in their business analytics career.

Course Outcomes

- Ability to understand the business problems with their knowledge in different functional areas of management.
- Integrate with structured, semi – structured and unstructured data.
- Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
- Ability to apply analytics techniques to analyze and interpret the data.
- Incorporate the descriptive, predictive and prescriptive analytics.
- Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.

BBA (Business Analytics) Course Details

The BBA (Business Analytics) programme aims at creating transformed, future ready individual who can take up any business challenge head-on with a continuous emphasis on practical knowledge.

BBA (Business Analytics) Subjects & Syllabus

The **BBA (Business Analytics)** syllabus entails an immersive approach towards subjects like Fundamentals of Business Analytics, Database management systems, Human Resource Management, Marketing Management, Customer Relationship Management, Data Analysis with python, Statistical Quality control and 6 Sigma. Here it's aimed to teach students nuances of interplay between various

factors in the business sphere. The students are taught to analyze the impact of economy, laws and technology on business.

In the latter half of the programme, BBA (Business Analytics) subjects are extremely varied in nature. From writing skills, negotiation and dispute resolution, HR Analytics, Talent management, Marketing Management, Customer Analytics, Machine learning with Python, Big data Analytics social media and digital marketing all are imbibed in the students with theoretical study and practical application.

BBA (Business Analytics) Elective course subjects (Skill Enhancement subjects)

Elective courses aim to make the student to become an expert in their chosen specialization. The elective courses are offered in the Fifth semester of BBA.

BBA Skills Development

Life Skills and Skill development subjects are from Semester I to III

Life Skills

Life Skills Subject examination will be held conducted by concern University.

Skills Development Subjects

Skill Development subjects are inserted in the syllabus for the students to learn the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.

Admission

The admission policy and procedure shall be decided from time to time by the APSCHE of the University based on the guidelines issued by the UGC/Ministry of Human Resource Development (MHRD), Government of India.

Eligibility for Admission

The Candidate should have qualified in 10 + 2 examination and should have obtained at least 40% Marks.

Student Discipline

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige /reputation of the Institute.

Any act of indiscipline of a student reported to the Principal (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated.

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishment. Once the involvement of a student is established in ragging, offending fellow students / staff, harassment of any nature to the fellow students / staff etc, the student (s) will be liable to be dismissed from the Institute. The students along with their parents shall give an undertaking every year in this regard and the same should be submitted at the time of registration.

Attendance

The teacher handling a course must finalize, the attendance 3 calendar days before the last instructional day of the course. A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester. The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports/Minor Medical Conditions etc. Irrespective of the reason for the short fall of the attendance, a student with a cumulative attendance of less than 75% will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as “DE”, meaning Detained due to shortage of attendance. The students with “DE” category cannot proceed to the subsequent semester.

Such students shall register for all the courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee. Additional condonation may be considered in rare and genuine cases which include, approved leave for attending select NCC /Sports Campus, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub-committee on the merit of the case and put up recommendation to the Principal. Such condonation is permitted only twice for a student in the entire duration of the programme.

The Principal, based on the recommendation of the attendance sub-committee may then give condonation of attendance, only if the principal deems it fit and deserving, but in any case, the condonation cannot exceed 10%.

Examination Assessment Procedure

Every course shall have two components of assessment namely,

Continuous internal assessment (CIA): This assessment will be carried out throughout the semester as per the Academic Schedule with an internal examination of 25 marks.

Attendance	Activities & Events	Behavior	Internal Exam
4 Marks	4 Marks	4 Marks	13 Marks

Total: 25 Marks

End Semester Examination (ESE): This assessment will be carried out at the end of the Semester as per the Academic Schedule

Semester end Theory exam	75 Marks
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BBA Internship Guidelines**Social Immersion Internship**

All first-year students are required to undergo an internship in an NGO or a company in social development for a period of five to six weeks during the summer vacation at the end of the Second semester of the Program.

The objective of this internship is to help students appreciate the social needs of the society, understand how technology and a good business model can help to address those issues and come up with a self-sustainable solution. The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability.

The internship has a partial credit of 4 and 100 marks. The placement Office will assist the students in finding suitable summer internships. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They will also be required to make peer group presentations and discuss their learning with their fellow students. A 'Certificate of Completion' from the host organization is an essential requirement. The Social Immersion Internship shall be credited as approved in the curriculum.

S. No	Course	Total Marks	Credits
1	Two Months Social Immersion Internship	100	04

Marks Break up

Attendance	20 Marks
Training certificate	20 Marks
Report evaluation	10 Marks
Report Presentation	10 Marks
Viva Voce	40 Marks
Total	100 Marks

*Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

*Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated industry related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format.

Title Section – This includes the name of the author(s) and the data of report preparation.

Summary – There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

Introduction - The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section and explain how the details of the report are arranged.

Body – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.

Conclusion – This is where everything comes together, Keep this section free of Jargon as most people will read the Summary and Conclusion.

Corporate Internship (End of Fourth Semester)

At the end of the Fourth Semester every student shall undertake an internship in an organization / company for a period of six to eight weeks during the summer vacation. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / Projects.

The summer placement aims at achieving the following objectives:

- (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year.
- (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously. They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e., being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their

learning points with their fellow students. A ‘certificate of completion’ from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

S.No	Course	Total Marks	Credits
1	Two Months Corporate Internship	100	04

MARKS BREAKUP

Attendance	20 Marks
Training Certificate	20 Marks
Report evaluation	10 Marks
Report Presentation	10 Marks
Viva Voce	40 Marks
Total	100 Marks

- ❖ Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the College concerned.
- ❖ Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated corporate related expert selected by the Principal of the College concerned.

Report Writing Format

Here are the main sections of the standard report writing format:

- Title Section – This includes the name of the author(s) and the date of report preparation.
- Summary There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- Introduction – The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- Body – This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- Conclusion – This is where everything comes together, Keep this section free of jargon as most people will read the Summary and Conclusion.

Specialization internship (sixth Semester) Sixth Semester:

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty-four weeks in the sixth semester. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives; (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year. (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e., being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

SIX MONTHS ON JOB SPECILIZATION INTERNSHIP

S. No	Course	Total Marks	Credits
1	SIX Months on Job specialization Training	400	30

MARKS BREAK UP

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voice	100 Marks
Total	400 Marks

PROJECT CONTENTS AND GUIDELINES

Total	Page No
Certificate	
Acknowledgement	
Executive summary	

Chapter 1 : Introduction	
Chapter 2 : Review of Literature	
Chapter 3 : Research Methodology	
Chapter 4: Data Reduction, Presentation & Analysis	
Chapter 5 : Data Interpretation	
Chapter 6 : Summary & Conclusions	
References / Bibliography	
Appendices	
List of Tables	
List of Figures	

Viva Voce and Report evaluation, Report presentations and project report will be evaluated by the externals nominated by intercollegiate committee.

Committee is instructed to nominate externals from professionals from organizational/Industry professional/academia.

If the student is employed during the Job training and unable to attend the Viva voce, Externals are recommended to conduct online evaluation of students to allocate the marks.

MODEL FORMAT FOR QUESTION PAPER RECOMMENDATIONS TO THE PAPER SETTERS

1. The paper setter may him/herself prepare a blue print assigning appropriate weight age to all learning outcomes as per Blooms Taxonomy and specified in the syllabus (if no design is prescribed)
2. All units may be fairly covered and even the learning outcomes may fairly be distributed.
3. Action verbs specific to the learning outcome to be tested may be used.
4. There may be no ambiguity in the question. The wording may be carefully framed.
5. Weightage to the difficulty level may also be determined in such a way neither the paper is too difficult nor too easy. Even an average learner shall be able to pass the examination with minimum marks.

SECTION – A

Write Short Answer any FIVE of the following. Each question carries 5 marks
(5 X 5 = 25 Marks)

1	
2	
3	
4	
5	
6	
7	
8	

(Total 8 Questions in Section A)

SECTION – B

Answer the following questions. Each question carries 10 marks (5 X10 = 50 Marks)

9	A or B
10	A or B
11	A or B
12	A or B
13	A or B

(Total 10 Question in Section-B. Internal choice for all question from 9 to 13 (Two question given under choice shall be from the same unit)

KRISHNA UNIVERSITY, MACHILIPATNAM**Bachelor of Business Administration (Business Analytics)**

Course structure and Syllabi under CBCS for the batch admitted in the year 2021-22

B.B.A (BUSINESS ANALYTICS) – SEMESTER – I

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/Sans/Urdu/ French/Arabic	100	25	75	4	3
3.	Life Skills	1.Human Values and professional Ethics 2. Computer Applications 3. Environmental studies	50		50	2	2
4.	Skill Development Courses	1. Secretary ship 2. Insurance Promotion	50		50	2	2
5.	1A	Principles of Management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative methods for Managers	100	25	75	5	4
Total			600	125	475	27	18

B.B.A (BUSINESS ANALYTICS) – SEMESTER – II

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/sans/Urdu/ French/Arabic	100	25	75	4	3
3.	Life Skills	1. Information Communication Technology (ICT) 2. Indian Culture and science 3. Entrepreneurship Development	50		50	2	2
4.	Skill Development Courses	1. Business Communication (English) 2. Data analysis using R programming 3. Programming in C (LAB) 4. Digital Marketing	50 50		50 50	2 2	2 2
5.	1B	Fundamentals of Marketing	100	25	75	5	4
6.	2B	Fundamentals of Business Analytics	100	25	75	5	4
7.	3B	Human Resource Management	100	25	75	5	4
8.		Two months Social Immersion Internship	100	-	-		4
Total			750	125	525	29	28

B.B.A (BUSINESS ANALYTICS) – SEMESTER – III

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/sans/Urdu/ French/Arabic	100	25	75	4	3
3.	Life Skills	1. Analytical Skills 2. Personality Enhancement 3. Health & Hygiene 4. Innovation & Creativity	50 50		50 50	2 2	2 2

4.	Skill Development Courses	1. Online Business 2. Retail Analytics 3. Statistical Analysis using SPSS (LAB)	50		50	2	2
5.	1C	Database management System	100	25	75	5	4
6.	2C	Accounting for Managers	100	25	75	5	4
7.	3C	Excel for Business Applications	100	25	75	5	4
Total			650	125	525	29	24

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	1D	Financial Management	100	25	75	5	4
2.	2D	Sales and distribution management	100	25	75	5	4
3.	3D	Customer Relationship Management	100	25	75	5	4
4.	4D	Data Analysis With Python	100	25	50	5	4
5.	5D	Statistical Quality Control and Six Sigma	100	25	75	5	4
6.	6D	Business Research methods	100	25	75	5	4
7.		Corporate Internship	100	-	-	-	4
Total			700	150	425	30	28

B.B.A (BUSINESS ANALYTICS) – SEMESTER – V

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	Skill Enhancement Course	HR Analytics	100	25	75	4	3
		Talent Management	100	25	75		
2.	Skill Enhancement Course	Marketing Analytics	100	25	75	4	3
		Customer Analytics	100	25	75		
3.	Skill Enhancement Course	Big Data Analytics	100	25	75	4	3
		Machine Learning with Python	100	25	75		

4.	Skill Enhancement Course	Finance and Risk Analytics	100	25	75	4	3
		E-Payment systems	100	25	75		
5.	Skill Enhancement Course	Data Mining	100	25	75	4	3
		Data Visualization	100	25	75		
	Total		600	150	450	20	15
*Student shall choose any 3 clusters out of 5 clusters given.							

B.B.A BUSINESS ANALYTICS – SEMESTER – VI

1	Six months Job Specialization Internship	Total	400	---	30
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B.B.A (BUSINESS ANALYTICS) – SEMESTER – I

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/Sans/Urdu/French/Arabic	100	25	75	4	3
3.	Life Skills	1.Human Values and professional Ethics 2. Computer Applications 3. Environmental studies	50		50	2	2
4.	Skill Development Courses	1. Secretary ship 2. Insurance Promotion	50		50	2	2
5.	1A	Principles of Management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative methods for Managers	100	25	75	5	4
Total			600	125	475	27	18

KRISHNA UNIVERSITY
English Syllabus-Semester-I

English Praxis Course-I

A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to :

Use grammar effectively in writing and speaking.

Demonstrate the use of good vocabulary

Demonstrate an understating of writing skills

Acquire ability to use Soft Skills in professional and daily life.

Confidently use the tools of communication skills

I. UNIT: Listening Skills

i. Importance of Listening

ii. Types of Listening

iii. Barriers to Listening

iv. Effective Listening

II. UNIT: Speaking Skills

a. Sounds of English: Vowels and Consonants

b. Word Accent

c. Intonation

III. UNIT: Grammar

a) Concord

b) Modals

c) Tenses (Present/Past/Future)

d) Articles

e) Prepositions

f) Question Tags

g) Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)

h) Error Correction

IV. UNIT: Writing

i. Punctuation

ii. Spelling

iii. Paragraph Writing

V. UNIT: Soft Skills

a. SWOC

b. Attitude

c. Emotional Intelligence

d. Telephone Etiquette

e. Interpersonal Skills

బి.ఏ., బి.కాం., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-1

కోర్సు-1 : ప్రాచీన తెలుగు కవిత్వం

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

✦ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగుసాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్-I

రాజనీతి - నన్నయ
మహాభారతం-సభాపర్వం-ప్రథమాశ్వాసం-(26-57 పద్యాలు)

యూనిట్-II

దక్షయజ్ఞం - నన్నెచోడుడు
కుమారసంభవం-ద్వితీయాశ్వాసం-(49-86 పద్యాలు)

యూనిట్-III

ధౌమ్య ధర్మోపదేశము - తిక్కన
మహాభారతం-విరాటపర్వం-ప్రథమాశ్వాసం-(116-146) పద్యాలు

యూనిట్-IV

పలనాటి బెబ్బలి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర-ద్విపద కావ్యం పుట 108-112
'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..
..... వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం
ముద్రణ.వి.కె.స్వామి, బెజవాడ 1911.

యూనిట్-V

సీతారావణ సంవాదం - మొల్ల
రామాయణము-సుందరకాండము-(40-87 పద్యాలు)

♦వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ,ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్చ, అనునాసిక సంధులు.

సమాసాలు: అవ్యయాభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు : ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు : అనుప్రాస (వృత్తనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస)

ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

జాతులు : కందం, ద్విపద; ఉపజాతులు : ఆటవెలది, తేటగీతి, సీసం మరియు ముత్తాలసరాలు

KRISHNA UNIVERSITY

MACHILIPATNAM

B.A. / B.Sc. / B.Com. / B.B.A. / B.C.A. Degree

Hindi Syllabus 2020-21

Semester- I

No. of Hours per week: 4

Max. Marks: 100

No. of Credits: 3

External: 75

Internal: 25

Unit	I Semester
1. गद्य संदेश	1.साहित्य की महत्ता 2.सच्ची वीरता 3.मित्रता
2. कथा लेख	1.मुक्तिधन 2.गूढ़ साई 3.उसने कहा था
3. व्याकरण	कार्यालयीन हिन्दी शब्दावली(हिन्दी से अंग्रेजी में बदलना तथा अंग्रेजी से हिन्दी में बदलना)
4. व्याकरण	लिंग, वचन, उल्टे शब्द, काल, वाच्य, वाक्य शुद्ध कीजिए
5. पत्र-लेखन	पत्र-लेखन (मित्र को पत्र, पिताजी को पत्र)

Recommended Books :

1. गद्य संदेश -Dr. V.L.Narasimham Siva Koti
2. कथा लोक - Dr. Ghana Shyam

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – I

PAPER – I : POETRY, PROSE & GRAMMAR . (w.e.f. 2020-21)

UNIT – I OLD POETRY: 1. "Arya Padukabhishekaha",

Valmiki Ramayanam- Ayodhya Kanda, Sarga-100 Geetha Press,

Gorakhpur.

2. "YakshaPrasnaha", Mahabharatam of Vedavyasa, Vanaparva, Adhyaya -313, Geeta Press, Gorakhpur.

UNIT – II MODERN POETRY:1. "Mevada Rajyastapanam" 4th Canto, Srimat Pratapa

Ranayanam, Mahakavyam, Pt.Ogeti Parikshit sarma, Published by, Pt.Ogeti Parikshitsarma, 10/11, Sakal nagar, Pune, 1989.

2. "VivekanandaSuktayaha", Vivekanandasuktisudha by Dr.SamudralaLakshmanaiah, Published by Author, 18-1-84, Yasoda Nagar, Tirupati. Selected Slokas 25.

UNIT – III PROSE:

1. "Atyutkataihi papapunyairihaiva phalamasnute",

Hitopadesaha-Mitralabha 2 & 3 stories, Pages 61-84.

2. "Sudraka -Veeravarakatha", Hitopadesaha-Vigraham, 8th story, Pages 63-70, Chowkhamba krishadas academy, Varanasi, 2006.

UNIT - IV GRAMMAR:1.DECLENSIONS Nouns ending in vowels

Deva, Kavi, Bhanu, Dhatru, Pitru, Go, Ramaa, Mati.

2.CONJUGATIONS

1st Conjugation - Bhoo, Gam, Shtha, Drusir, Labh, Mud.

2nd Conjugation - As. 10th Conjugation – Bhaash.

UNIT – V GRAMMAR:

1. SANDHI - Swara Sandhi : Savarnadeergha, ayavayava, Guna, Vruddhi, yaanadesa.

-Halsandhi: Schutva, Stutva, Anunasika. 2. SAMASA

Dwandwa, Tatpurusha, Karmadharaya,, Dwigu.

OBJECTIVES AND OUTCOMES
For
First Year Degree Course – Second Language
Part - 1(b) Paper – I: Urdu Poetry (Semester – 1)
Objectives and Outcomes for The Course Urdu Poetry

*Objectives as per the Bloom's Taxonomy: Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing, Evaluating and Creating.***

By the end of the course the students will demonstrate the following on completion of this course, the students will be able to:

- Know about Urdu new and old poets and their poetry of Ghazals.
- Remember all the basic concepts of Urdu Ghazal.
- Read, understand and enjoy Urdu poems.
- To Create interest among students in literature.
- Developing communication skills.
- Creating awareness in the students about life attitude and environment.

OUTCOMES
of
First year Degree Course Second Language
Part - 1(b) Paper – I: Urdu Poetry (Semester – 1)

At the end of the course, the student is expected to demonstrate the following Cognitive abilities (thinking skill) and Psychomotor Skills as per the Bloom's Taxonomy: *Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing Evaluating and Creating.***

- A. Remember all the basic concepts (Knowledge)
 1. Contributions of the poets in Literature
- B. Explains (Understanding)
 2. Beauty of the Urdu Ghazals
 3. Beauty and theme of the Urdu poems
- C. Critically examines, (Analysis and Evaluation)
 4. Thinking and Creativity of the deferent poets.
- D. Appraises (Evaluate)
 5. Urdu Ghazal and Nazm
 6. The Rise and Growth of Ghazal and Nazm
- E. Examines (Analyze)
 7. Differs between New and old Ghazal and Nazm
- F. Investigates (Create)
 8. Creating awareness int students about life attitude and environment.
- G. Writes Ghazal and Nazm in their own words (Practical skills)

Syllabus for (B.A./ B.Com. / B.Sc.) U.G. under CBCS
Second Language – Urdu
First year Degree Course Second Language Part - 1(b)

Paper – I: URDU POETRY

SEMESTER - I

- | | |
|-------------------|---|
| UNIT – I | 1. GHAZAL
MEER – <i>Raah-e-Daur-e-Ishq me Roota hai kya</i>
2. NAZM
Nazeer Akbarabadi – <i>Kaljug</i> |
| UNIT – II | 1. GHAZAL
GHALIB – <i>Dard Minnat kash-e-Dawa na hua</i>
2. NAZM
SHIBLI – <i>Adl-e-Farooqi</i> |
| UNIT – III | 1. GHAZAL
MOMIN – <i>Who jo Hum me Tum me Qaraar tha</i>
2. NAZM
IQBAL – <i>Chaand aur Tare</i> |
| UNIT – IV | 1. GHAZAL
DAGH DEHLAVI – <i>Duniya me Aadmi ko Museebat Kahan nahi</i>
2. NAZM
AKBAR – <i>Naseehat-e-Akhlaqi</i> |
| UNIT – V | 1. GHAZAL
JIGAR MURADABADI – <i>Koi Ye Kehde Gulshan Gulshan</i>
2. NAZM
FAIZ – <i>Lauh-o-Qalam</i> |

SUGGESTED READING:

URDU SHAIRY KA FANNI IRTEQA – FARMAN FATEHPOOR
URDU GHAZAL – KAAMIL QURAISHI
URDU SHAIRI KA TANQEEDI MUTA’A – SUMBUL NIGAAR

LIFE SKILLS

HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

Learning Outcome:

On completion of this course, the UG students will be able to Understand the significance of value inputs in a classroom and start applying them in their life and profession

Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

Understand the value of harmonious relationship based on trust and respect in their life and profession

Understand the role of a human being in ensuring harmony in society and nature.

Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

UNIT: 1 Introduction – Definition, Importance, Process & Classifications of Value Education

Understanding the need, basic guidelines, content and process for Value Education

Understanding the thought provoking issues; need for Values in our daily life

Choices making – Choosing, Cherishing & Acting

Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT: 2 Harmony in the Family – Understanding Values in Human Relationships

Understanding harmony in the Family- the basic unit of human interaction

Understanding the set of proposals to verify the Harmony in the Family;

Trust (Vishwas) and Respect (Samman) as the foundational values of relationship

Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.

Understanding the Problems faced due to differentiation in Relationships

Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals

Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj),

Universal Order (SarvabhaumVyawastha)- from family to world family.

UNIT: 3 Professional Ethics in Education

Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.

Understanding the concepts; Positive co-operation, Respecting the competence of other professions.

Understanding about Taking initiative and Promoting the culture of openness.

Depicting Loyalty towards Goals and objectives.

Text Books:

R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References:

Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, U
E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered,
Blond & Briggs, Britain.

Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991

Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972,
Limits to Growth – Club of Rome's report, Universe Books.

A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak.

P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.

A N Tripathy, 2003, Human Values, New Age International Publishers.

LIFE SKILLS
BASIC COMPUTER APPLICATIONS

Objectives:

This course aims at providing exposure to students in skill development towards basic office applications.

Course Learning Outcomes:

After successful completion of the course, student will be able to:

1. Demonstrate basic understanding of computer hardware and software.
2. Apply skills and concepts for basic use of a computer.
3. Identify appropriate tool of MS office to prepare basic documents, charts, spreadsheets and presentations.
4. Create personal, academic and business documents using MS office.
5. Create spreadsheets, charts and presentations.
6. Analyze data using charts and spread sheets.

Unit-I: (08 hrs)

Basics of Computers: Definition of a Computer - Characteristics of computers, Applications of Computers – Block Diagram of a Digital Computer – I/O Devices, hardware, software human ware, application software, system software, Memories - Primary, Auxiliary and Cache Memory. MS Windows – Desktop, Recycle bin, My Computer, Documents, Pictures, Music, Videos, Task Bar, Control Panel.

Unit-II: (08 hrs)

MS-Word : Features of MS-Word - MS-Word Window Components - Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge.

Unit-III: (10 hrs)

MS-Excel : Overview of Excel features – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns –Changing column widths and row heights, Formulae, Referencing cells , Changing font sizes and colors, Insertion of Charts, Auto fill, Sort. **MS-PowerPoint:** Features of PowerPoint – Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video -

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside
a. the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz, Group Discussion
4. Solving MCQ's available online.
5. Suggested student hands on activities:

Create two folders, Rename the folder, create two files each using notepad and paint, move the files from one folder to another folder, delete a file you have created, copy and paste text within notepad.

Create a letter head for your college with watermark, your resume, visiting card, brochure for your college activity, organization chart for your college, any advertisement, Prepare your Class time table.

Prepare your mark sheet, Prepare your class time table, Prepare a salary bill for an organization, Sort the bill as per the alphabetical order of the names, Get online weather data and analyze it with various charts.

Create a PowerPoint presentation for a student seminar.

LIFE SKILLS

ENVIRONMENTAL STUDIES

(Total hours of Teaching – 30 Hrs. @ 02 Hrs. per Week)

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

Learning outcomes: On completion of this course the students will be able to

1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit 1: Environment and Natural Resources - 06 Hrs.

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
 - a. Levels of Biodiversity: genetic, species and ecosystem diversity.

Unit-2: Environmental degradation and impacts - 10Hrs

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.
7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit 3: Conservation of Environment 10 Hrs

1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
3. Solid waste management: Control measures of urban and industrial waste.
4. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
5. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
6. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book:

ErachBarucha (2004) Text book of Environmental Studies for Undergraduate courses
(Prepared for University Grants Commmission) Universities Press.
PurnimaSmarath (2018) Environmental studies Kalyani Publishers, Ludhiana

Reference books:

Odum, E.P., Odum, H.T. & Andrews, J. (1971) Fundamentals of Ecology. Philadelphia: Saunders.

Pepper, I.L., Gerba, C.P. &Brusseau, M.L. (2011). Environmental and Pollution Science. Academic Press.

Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) Environment. 8th edition. John Wiley & Sons.

Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

Sengupta, R. (2003) Ecology and economics: An approach to sustainable development. OUP.

Wilson, E. O. (2006) The Creation: An appeal to save life on earth. New York: Norton.

Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) Principles of Conservation Biology. Sunderland: Sinauer Associates,

SKILL DEVELOPMENT COURSE
OFFICE SECRETARYSHIP

Learning Outcomes:

By the successful completion of course, the student will be able to;

1. Understand the organizational hierarchy and outlines of functioning
2. Comprehend the role of office secretaryship in a small and medium organization
3. Acquire knowledge on office procedures and interpersonal skills
4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

UNIT I: 06 hrs

Introduction – Organizational structure of a small and medium organization – Types of offices - Kinds of secretaries - The scope of office secretaryship

UNIT II: 10 hrs

The role of an office secretary -Duties and responsibilities- Usage of different devices - Flowchart and office manuals – Coordinating different wings of an office/organization – Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

UNIT III: 10hrs

Office procedures – Filing– Circulating files - Preparation of notes, circulars, agenda and minutes of meetings – Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Co curricular Activities: 04 hrs

1. Visit various organizations (Hospitals, Hotels, Hospitality centers)
2. Preparation of appointment letters, dismissal letters, memos, Issue of appreciation/ motivation letters,
3. Releasing of Press notes, notices and circulars
4. Arranging invited lectures from office executives, auditors and managers
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Rapidex Professional course - PustalMahal Group
2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association
3. M.C.Kuchal, Secretarial Practice - S.Chand Publications
4. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
5. Websites on Office secretaryship

SKILL DEVELOPMENT COURSE
INSURANCE PROMOTION

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

1. Understand the field level structure and functioning of insurance sector and it's role in protecting the risks
2. Comprehend pertaining skills and their application for promoting insurance coverage
3. Prepare better for the Insurance Agent examination conducted by IRDA
4. Plan 'promoting insurance coverage practice' as one of the career options.

SYLLABUS:

Section I: 06 Hrs

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

Section II: 10 Hrs

Life Insurance plans. Health insurance plans. Products and features. Contents of documents– Sales Promotion methods - Finding prospective customers –Counseling – Helping customers in filing - Extending post-insurance service to customers.

Section III : 10 Hrs

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining products to customers - Promoting Customer loyalty. Maintenance of records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

B.B.A (BUSINESS ANALYTICS) – SEMESTER – I
PRINCIPLES OF MANAGEMENT

Course Introduction:

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course Objectives:

- 1) To enable the students to study the evolution of Management,
- 2) To study the functions and principles of management.
- 3) To learn the application of the principles in an organization.
- 4) To enable the effective and barriers communication in the organization
- 5) To study the system and process of effective controlling in the organization

Course Outcomes:

Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, organizing, and demonstrate the ability to directing, leadership and communicate effectively. Further they will analysis isolate issues and formulate best control methods.

Unit – I

Introduction of Management:

Definition – Management – functions of management – Principles of management- levels of management- Trends and challenges of Management in Global Scenario.

Unit – II

Planning:

Nature and purpose of planning – Planning process – Types of plans- Objectives – Managing by objective (MBO) Strategies – Types of Strategies.

Unit – III

Organizing:

Nature and purpose of Organizing – Organizing structure – Formal and informal groups organization – Line and staff authority – Centralization and Decentralization – Delegation of authority.

Unit – IV

Directing:

Motivation – Motivation Theories – Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V

Controlling:

Process of controlling – Types of control – Budgetary and non-budgetary control techniques – Managing Productivity – Cost Control – Purchase Control – Maintenance Control – Quality Control.

Recommended books:

- 1) Gupta, Sharma and Bhalla: Principles of Business Management; Kalyani Publications; 1st edition
- 2) L.M. Prasad; Principles of Management; Sultan Chand and Sons 6th edition.
- 3) Harold Koorin & Heinz Weihrich “Essentials of Management” Tata Mc Graw Hill
- 4) Tripathi, Reddy, Principles of Management, Tata Mcgraw Hill
- 5) J.S. Chandan, Management: Concept and Strategies, Vikas Publishing.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – I
MANAGERIAL ECONOMICS

Course Introduction:

This course Managerial Economics provides students with the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized. Topics include decision making criteria and procedures, demand and cost theory and estimation, pricing theory and practice (including price positioning) pricing new products and competitive bids and price quotes.

Course Objectives:

The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Learning Outcomes:

- a) Apply the knowledge of the mechanics of supply and demand to explain working of markets
- b) Describe how changes in demand and supply affect markets
- c) Understand the choices made by a rational consumer
- d) Explain relationships between production and costs
- e) Define key characteristics and consequences of different forms of markets

Unit – I**Introduction to Managerial Economics:**

Nature, scope and definitions of Managerial Economics, Application of managerial economics, Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost principle, Incremental Principle, Principle of time perspective, Discounting principle.

Unit – II**Consumer behavior, demand and supply analysis:**

Law of demand, Theory of demand, shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand.

Unit – III**Consumer behavior Utility Approach:**

Cardinal utility approach, Diminishing marginal utility, Law of equi-marginal utility, Ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium, Law of supply, shift in supply curve.

Unit – IV

Theory of Production, Cost and firm's behavior:

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost functions, short run cost, long run cost, Economics and diseconomies of scale, Explicit cost and implicit cost, private and social cost, perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structure

Unit – V

Macro Economics Analysis:

Circular flow of income, national income concepts, Theory of income and employment Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts.

Recommended books:

- 1) Managerial Economics by Ivan Png, Blackwell Publishers
- 2) Managerial Economics in a Global economy by Dominick Salvotare, Thomson South Western Publications.
- 3) Economics by Lipscy, Oxford University Press
- 4) Managerial Economics by L. Varshney and K.L. Maheshwari, Sultan Chand and sons.
- 5) Managerial Economics, D.N. Dwivedi, Vikas Publishing Co.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – I **QUANTITATIVE METHODS FOR MANAGERS**

Course Introduction:

This course provides an introduction to the mathematical and statistical tools used in managerial decision making. The course focuses on algebra and graphs, financial mathematics and optimization methods including linear programming, developing quantitative data analysis skills through probability, descriptive statistics, correlation and linear regression (simple regression).

Course Objectives:

The main objective of the course is to help develop and enhance quantitative approach & knowledge. This course is intended: 1. to provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions, 2. to enable better reporting for decision making, 3. to highlight the benefits as well as the limits of quantitative analysis in a real-world context.

Learning Outcomes:

On successful completion of this module learners will be able to:

1. Distinguish between different mathematical techniques and applications

2. Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving
3. Extrapolate from data the important trends in order to forecast as accurately as possible
4. Employ appropriate mathematical tools to solve problems
5. Calculate and interpret numerous statistical values and appreciate their value to the business manager

Unit-I

Business Mathematics:

Matrix Algebra - Definition, types of matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method

Elementary Calculus – Differentiation: Definition, rules of differentiation, partial differentiation of first and second order, maxima & minima, Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost.

Unit-II

Probability:

Probability and Probability Distributions: Concepts of Probability – Conditional Probability, Binomial distribution – Poisson distribution – Normal Distribution

Unit-III

Business Statistics:

Definition, Importance & Limitations, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram, – Measures of Central Tendency: Mean, Median and Mode; Measures of variation: mean deviation, standard deviation, Skewness and Kurtosis.

Unit- IV

Linear Programming Problems:

Introduction, formulation of LPP, graphical procedure, graphical solutions of LPP. Slack and surplus variables, solutions of LPP, basic solution, basic feasible solution, unbounded solution, assumption in LPP, limitations of LPP, advantages of LPP, procedure and solutions of simplex method.

Unit-V

Transportation & Assignment Problem:

Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI – moving towards optimality – solution procedure without degeneracy – Assignment problem – Algorithm – Hungarian method – simple problems

RECOMMENDED BOOKS:

1. Vohra, N.D., (5th Ed., 2017) Quantitative Techniques in Management, McGraw Hill Education

2. Gupta, SP and Gupta, P.K. (1st Ed., 2014), Quantitative Technique and Operations Research, Sultan Chand.
3. Rajagopalan, S. & Sattanathan, R., (2nd Ed., 2013) Business Statistics & Operations Research, McGraw Hill Education
4. Sharma, J.K., (5th Ed., 2012) Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Badri, (12th Ed., 2014) Quantitative Analysis for Management, Pearson Education
6. Bajpai, Naval (1st Ed., 2014) Business Statistics, Pearson Education

B.B.A (BUSINESS ANALYTICS) – SEMESTER – II

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/sans/Urdu/ French/Arabic	100	25	75	4	3
3.	Life Skills	1. Information Communication Technology(ICT) 2. Indian Culture and science 3. Entrepreneurship Development	50		50	2	2
4.	Skill Development Courses	1.Business Communication(English) 2. Data analysis using R Programming 3. Programming in C (LAB) 4. Digital Marketing	50 50		50 50	2 2	2 2
5.	1B	Fundamentals of Marketing	100	25	75	5	4
6.	2B	Human Resource Management	100	25	75	5	4
7.	3B	Fundamentals of Business Analytics	100	25	75	5	4
8.		Two months Social Immersion Internship	100	-	-		4
Total			750	125	525	29	28

English Syllabus-Semester-II

English Praxis Course-II

A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to :

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

I. UNIT

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

Skills : 2. Vocabulary: Conversion of Words

- 3.** One Word Substitutes
- 4.** Collocations

II. UNIT

Prose : 1. The Doll's House Katherine Mansfield

Poetry : 2. Ode to the West Wind P B Shelley

Non-Detailed Text : 3. Florence Nightingale Abrar Mohsin

Skills : 4. Skimming and Scanning

III. UNIT

Prose : 1. The Night Train at Deoli Ruskin Bond

Poetry : 2. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

- 4.** Note Making/Taking

IV. UNIT

Poetry: 1. Coromandel Fishers Sarojini Naidu

Skills: 2. Expansion of Ideas

- 3.** Notices, Agendas and Minutes

V.UNIT

Non-Detailed Text : 1. An Astrologer's Day R K Narayan

Skills : 2. Curriculum Vitae and Resume

- 3.** Letters
- 4.** E-Correspondence

బి.ఏ., బి.కా., బి.యస్.సి., తదితర ప్రోగ్రాములు

అంశం: జనరల్ తెలుగు

సెమిస్టర్-2

కోర్సు-2 : ఆధునిక తెలుగు సాహిత్యం

యూనిట్ల సంఖ్య:5

పీరియడ్ల సంఖ్య:60

♦ అభ్యసన ఫలితాలు:-

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, దాని విశిష్టతను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన “వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ” లపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవితాలక్ష్యాలను గూర్చిన జ్ఞానాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, ఆవశ్యకతను గుర్తిస్తారు.
4. కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

KRISHNA UNIVERSITY
MACHILIPATNAM

B.A. / B.Sc. /B.Com. / B.B.A. / B.C.A. Degree
Hindi Syllabus 2020-21

Semester- II

No. of Hours per week: 4
No. of Credits: 3

Max. Marks: 100
External: 75
Internal: 25

Unit	II Semester
1. गद्य संदेश	1. साहित्य और संस्कृति का परस्पर संबंध 2. भारत एक है 3. हेच.आई.वी / एड्स
2. कथा लेख	1. जरिया 2. भूख हड़ताल 3. परमात्मा का कुत्ता
3. व्याकरण	कार्यालयीन हिन्दी शब्दावली(हिन्दी से अंग्रेजी में बदलना तथा अंग्रेजी से हिन्दी में बदलना)
4. व्याकरण	संधि-विच्छेद, वाक्य प्रयोग
5. पत्र-लेखन	आवेदन पत्र, पुस्तक विक्रेता के नाम पत्र

Recommended Books :

1. गद्य संदेश -Dr. V.L.Narasimham Siva Koti
2. कथा लोक - Dr. Ghana Shyam

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – II

PAPER – II : POETRY, PROSE & GRAMMAR.

- UNIT – I OLD POETRY: 1."Indumateeswayamvaram", Raghuvamsam of kalidasa, 6thcanto, Chowkhamba krishadas academy, Varanasi-2012.
2. "Deekshaapradanam", Buddacharitam of Aswagosha, 16thcanto. Selected verses.
- UNIT – II MODERN POETRY: 1. "Gangavataranam", Bhojas Champu Ramayanam, Balakanda.
2. "Mohapanodaha", 4th cant. Dharma Souhrudam by P.Pattabhi Ramarao, , Published by Author, Ramanth Nagar.
3. "VandeKasmeerabharatam", by Doolypala Ramakrishna from Samskrita pratibha, sahitya academy , New Delhi -2018.
- UNIT – III PROSE: 1. "Avantisundarikatha", 5th Chapter. Dasakumara Charitam, Purva peetika.
2. "Charudattacharitam", Bhasakathasaraha by Y.Mahalingasastry.
- UNIT - IV GRAMMAR: 1. DECLENSIONS :Nouns ending in vowels Nadee, Janu, vadhoo, Matru, Phala, Vaari & Madhu.
2. CONJUGATIONS III Conjugation- Yudh, IV Conjugation- Ish, VIII Conjugation- Likh, Kru, IX Conjugation-Kreen X, Conjugation-Kath, Ram, Vand.
- UNIT – V GRAMMAR: 1. SANDHI - Halsandhi : Latva, Jastva -Visarga sandhi: Utva, Visargalopa, Rephadesa, Ooshma.
- 2.SAMASA Avyayeebhava, Bahruvrihi.

OBJECTIVES AND OUTCOMES

For

First year Degree Course Second Language

Part - 1(b) Paper – II: Urdu Poetry (Semester – 2)

Objectives and Suggested Outcomes for The Course Urdu Poetry

*Objectives as per the Bloom's Taxonomy: Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing, Evaluating and Creating.***

By the end of the course the students will demonstrate the following on completion of this course, the students will be able to:

- Know about the Classical and Modern Poets of Urdu and their poetry.
- Remember all the basic concepts of Urdu Masnavi.
- To create interest and awareness about the Indian Heritage and culture.
- To train the students in speaking, reading and writing skills.
- To create interest in Poetry Recitation among the students.
- Developing the Research skills in literature.

OUTCOMES

of

First Year Degree Course Second Language

Part - 1(b) Paper – II: Urdu Poetry (Semester – 2)

At the end of the course, the student is expected to demonstrate the following Cognitive abilities (thinking skill) and Psychomotor Skills as per the Bloom's Taxonomy: *Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing Evaluating and Creating.***

- A. Remember all the basic concepts (knowledge)
 - 1. Contributions of the poets in literature
- B. Explains (Understanding)
 - 2. Theme of the of the Urdu Masnavi, Marsiya, Qasida and Rubayee
 - 3. Beauty and theme of the Urdu poems
- C. Critically examines, (Analysis and Evaluation)
 - 4. Thinking and Creativity of the deferent poets of Masnavi, Marsiya and Qasida
- D. Appraises (Evaluate)
 - 5. Urdu Masnavi, Marsiya, Qasida, Rubayee and Nazm
 - 6. The Rise and Growth of Masnavi, Marsiya, Qasida and Rubayee
- E. Examines (Analyze)
 - 7. Differs between Masnavi, Marsiya, Qasida and Rubayee
- F. Investigates (Create)
 - 8. Creating awareness int students about life attitude and environment.
- G. Writes Masnavi, Marsiya, Qasida and Rubayee in their own words (Practical skills)

**Syllabus for (B.A./ B.Com. / B.Sc.) U.G. under CBCS
Second Language – Urdu
First Year Degree Course Second Language Part - 1(b)**

Paper – II: URDU POETRY

SEMESTER - II

- UNIT – I** **MASNAWI**
MEER HASAN – *Aaghaaz-e-Dastaan* (Sehrul Bayan)
- UNIT – II** **MARSIYA**
**MEER ANEES – *Jab Qataa Ki Masafat-e-Shab Aaftaab ne*
(Ibtedayi 6 Bandh)**
- UNIT – III** **QASEEDA**
**GHALIB – *Dar Madh-e- Bahadur Shah Zafar*
(Haan Mahe Nau Sunen Hum Uska Naam)**
- UNIT – IV** **RUBAIYAAT**

AMJAD HYDERABADI
1. *Rutba Jise Duniya me Khuda Deta hai*
2. *Har Cheez Mussabab-e-Sabab se Maangoo*
SAGHAR JAYYEDI
1. *Tareef ki Meezan pe Tul jate hain*
2. *Zulmat ka Toofan Utha deta hai*
- UNIT – V** **TA'ARUF**
Muthtasar Ta'aruf aur Sawanehi Haalat
1. *Amjad Hyderabad*
2. *Saghar Jayyedi*

SUGGESTED READING:

URDU SHAIRI KA TANQEEDI MUTA'A – SUMBUL NIGAAR
TAREEK-E-ADAB-E-URDU – NOORUL HASAN NAQUI
MUKHTASAR TAREEK-E-ADAB-E-URDU – EJAZ HUSSAIN

LIFE SKILLS COURSE

INFORMATION & COMMUNICATION TECHNOLOGY

Objectives:

This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes:

After completion of the course, student will be able to;

1. Understand the literature of social networks and their properties.
2. Explain which network is suitable for whom.
3. Develop skills to use various social networking sites like twitter, flickr, etc.
4. Learn few GOI digital initiatives in higher education.
5. Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
6. Get acquainted with internet threats and security mechanisms.

SYLLABUS:

UNIT-I: (08 hrs)

Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing –Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser –Types of Browsers, Introduction to Social Networking: Twitter, Tumbler, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp .

UNIT-II: (08 hrs)

E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III: (10 hrs)

Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures,

Copyright issues.

What are GOI digital initiatives in higher education? (SWAYAM, SwayamPrabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, eacharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: (04 hrs)

(Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/independent and group learning)

1. Assignments(in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
 1. Quiz and Group Discussion

2. Slip Test
3. Try to solve MCQ's available online.
4. Suggested student hands on activities :
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books :

1. In-line/On-line : Fundamentals of the Internet and the World Wide Web, 2/e – by Raymond Greenlaw and Ellen Hepp, Publishers : TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH

LIFE SKILL COURSE **INDIAN CULTURE & SCIENCE**

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Understand the evolution of India's culture
2. Analyze the process of modernization of Indian society and culture from past to future
3. Comprehend objective education and evaluate scientific development of India in various spheres
4. Inculcate nationalist and moral fervor and scientific temper

Syllabus:

Unit – I

Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity, The Bhakti (Vishnavite and Saivaite) and Sufi Movement, The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments Cultural diversity, Monogamy, Family system, Important seasonal festivals.

Unit – II

Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurramJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III

Science and Technology: ((09 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages.

Co-curricular Activities Suggested: (03 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Visit to a scientific institutions, local heritage sites, museums, industries etc

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen & J.A. Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K. Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications

LIFE SKILL COURSE **ENTREPRENEURSHIP DEVELOPMENT**

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

Understand the concept of Entrepreneurship, its applications and scope.

Know various types of financial institutions that help the business at Central, State and Local Level

Understand Central and State Government policies, Aware of various tax incentives, concessions

Applies the knowledge for generating a broad idea for a starting an enterprise/start up

Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

Syllabus:

Unit-I

Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs – Role of Entrepreneurship in Economic Development – Start-ups.

Unit-II

Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III

Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities(As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.

SKILL DEVELOPMENT COURSE BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

1. Understand the types of business communication and correspondence
2. Comprehend the processes like receiving, filing and replying
3. Acquire knowledge in preparing good business communications
4. Acquaint with organizational communication requirements and presentations.

SYLLABUS:

UNIT I: 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organizational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations–Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication- Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-Curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

SKILL DEVELOPMENT COURSE **DATA ANALYSIS USING R PROGRAMMING**

Introduction to the Course:

R is an open source language and environment for statistical computing, data mining, modeling, and data graphics. This course will equip students with the skills needed to apply to introductory-level data analyst jobs. In this course, students will learn about the programming language known as R. Students will find out how to use R Studio. This course will also cover the software applications and tools that are unique to R, such as R packages. Students will discover how R lets you clean, organize, analyze, visualize, and report data in new and more powerful ways.

Objectives of the Course:

- a) Learn fundamentals of R.
- b) Covers how to use different functions in R, how to read data into R, accessing R packages, writing R functions, debugging, and organizing data using R functions.
- c) Cover the basics of statistical data analysis with examples

Learning Outcomes of the Course:

By the end of this course, Students will:

- 1) Examine the benefits of using the R programming language.
- 2) Discover how to use RStudio to apply R to your analysis.
- 3) Explore the fundamental concepts associated with programming in R.
- 4) Explore the contents and components of R packages.
- 5) Gain an understanding of dataframes and their use in R.
- 6) Discover the options for generating visualizations in R.

Unit-I

Introduction to Data Analysis

Overview of Data Analytics, Need of Data Analytics, Nature of Data, Classification of Data: Structured, Semi-Structured, Unstructured, Characteristics of Data, Applications of Data Analytics

Unit-II

Introduction to R Ecosystem:

Overview of R Programming, Downloading and installing R, History of R, R Commands, Variables and Data Types, Control Structures, Array, Matrix, Vectors, Factors, Functions, R packages.

Unit-III

Data Inputting in R:

Data Types, Subsetting, Writing data, Reading from csv files, Creating a vector and vector operation, Initializing data frame, Control structure, Installing and loading packages, Setting up your working directory, Downloading and importing data, Working with missing data, Writing R scripts, Adding comments and documentation, Creating reports.

Reference Text Books:

1. Sandip Rakshit, R Programming for Beginners, McGraw Hill Education (India), 2017
2. Seema Acharya, Data Analytics using R, McGrawHill Education (India), 2018
3. Tutorials Point (I) simply easy learning, Online Tutorial Library (2018).
4. R Programming, Retrieved from https://www.tutorialspoint.com/r/r_tutorial.pdf.
5. Andrie de Vries, Joris Meys, R for Dummies A Wiley Brand, 2nd Edition, John Wiley and Sons, Inc, 2015.
6. An Introduction to R, Notes on R: A Programming Environment for Data Analysis and Graphics. W. N. Venables, D.M. Smith and the R Development Core Team. Version 3.0.1 (2013-05-16). URL: <https://cran.r-project.org/doc/manuals/r-release/R-intro.pdf>
7. Jared P Lander, R for everyone: advanced analytics and graphics, Pearson Education, 2013
8. Dunlop, Dorothy D., and Ajit C. Tamhane. Statistics and data analysis: from elementary to intermediate. Prentice Hall, 2000.
9. G Casella and R.L. Berger, Statistical Inference, Thomson Learning 2002.
10. P. Dalgaard. Introductory Statistics with R, 2nd Edition. (Springer 2008).
9. Mark Gardener, "Beginning R - The Statistical Programming Language", John Wiley & Sons, Inc., 2012.

SKILL DEVELOPMENT COURSE

PROGRAMMING IN C (LAB)

Objectives: This course aims to provide exposure to problem-solving through programming. It introduces the concepts of the C Programming language.

Course Learning Outcomes: Upon successful completion of the course, a student will be able to:

1. Apply logical skills to analyze a given problem
2. Understand 'C' language constructs like Iterative statements, Array processing, etc.
3. Apply 'C' language constructs to the algorithms to write a 'C' language program.

UNIT -I

Introduction to Algorithms and Programming Languages:

Algorithm – Key features of Algorithms, Flow Charts, Programming Languages – Generations of Programming Languages – Structured Programming Language- Design and Implementation of Correct, Efficient and Maintainable Programs. Introduction to C: Introduction – Structure of C Program – Writing the first C Program – File used in C Program – Compiling and Executing C Programs – Using Comments – Keywords – Identifiers – Basic Data Types in C – Variables – Constants – I/O Statements in C- Operators in C-

UNIT-II

Programming Examples:

Decision Control and Looping Statements: Introduction to Decision Control Statements– Conditional Branching Statements – Iterative Statements – Nested Loops – Break and Continue Statement – Goto Statement UNIT III Arrays: Introduction – Declaration of Arrays – Accessing elements of the Array – Storing Values in Array– Operations on Arrays – one dimensional, two dimensional and multi dimensional arrays, character handling and strings.

UNIT III

Functions:

Introduction – using functions – Function declaration/ prototype – Function definition – function call – return statement – Passing parameters – Scope of variables – Storage Classes – Recursive functions. Structure, Union, and Enumerated Data Types: Introduction – Nested Structures – Arrays of Structures – Structures and Functions– Union – Arrays of Unions Variables – Unions inside Structures – Enumerated Data Types.

REFERENCE BOOKS

1. E Balagurusamy – Programming in ANSIC – Tata McGraw-Hill publications.
2. Brain W Kernighan and Dennis M Ritchie - The 'C' Programming language” - Pearson publications.
3. Ashok N Kamthane: Programming with ANSI and Turbo C, Pearson Edition Publications.
4. YashavantKanetkar - Let Us 'C' – BPB Publications.

SKILL DEVELOPMENT COURSE

DIGITAL MARKETING

Course Objectives: The course The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content.

Unit-1

Introduction to Digital Marketing:

What is digital marketing-Importance of digital marketing – Difference between traditional and digital marketing – Discuss the recent trends and current scenario of the industry – How digital marketing has been a tool of success for companies?

Unit- II

Website Planning and Structure:

Understanding a website, What is a website–Levels of websites –Diff b/w Blog, Portal and Website– Diff b/w websites- static or dynamic, –Domains, Buying a Domain Website Language & Technology Core Objective of Website and Flow,- One Page Website, Strategic Design of Home Page Strategic Design of Products & Services Page Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page Call to Action (Real Engagement Happens) Designing Other Pages.

Unit- III

Search Engine Marketing:

Introduction to Search Engine Marketing Tools used for Search engine Marketing PPC /Google Adwords Tool, – Display advertising techniques, – Report generation Search Engine Optimization (SEO) – On page optimization techniques, Off page Optimization techniques Reports–Email Marketing.

Reference Text Books:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.
3. Chaffey, Chadwick, Johnston, Mayer, Internet Marketing,3rd edition, 2009, Pearson Publication
4. Strass, El-Ansary, Frost , e-Marketing, 5th edition, Pearson Publication
5. Carter-Brooks-Catalano-Smith, Digital Marketing for Dummies, Wiley Publication
6. Godfrey Parkin, Digital Marketing: Strategies for Online Success, 2009, New Holland
7. Urban, Digital Marketing Strategy: Text and Cases,1/e, 2004 Prentice Hall

B.B.A (BUSINESS ANALYTICS) – SEMESTER – II

FUNDAMENTALS OF MARKETING

Course Introduction:

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects

Course Objectives:

1. To understand the concepts of marketing management
2. To learn about marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations
4. To understand the marketing environment

Course Outcomes:

On completion of this course, the students will be able to

1. Demonstrate strong conceptual knowledge in the functional area of marketing management.
2. Demonstrate effective understanding of relevant functional areas of marketing management and its application.
3. Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

Unit – I

Concept of marketing:

Market, Marketing, Marketer – Selling concept, marketing concept, Social marketing concept – Identifying market segments – Basis for market segmentation for consumer and industrial market and requirement of effective segments.

Unit – II

Product and Product lines:

Product hierarchy, Product classification, Product mix decisions – Product line decisions- product attribute decisions, decision – Product life cycle, marketing strategies for different stages of the product life cycle.

Unit – III

Pricing:

Setting the price, pricing process, pricing methods, Adapting price, Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit – IV

Marketing channels: The importance of marketing channels – Channel Design decisions-channel management decisions-channel conflict-Types, Causes and Managing the conflict.

Unit – V

Promotion mix:

Advertisement – Meaning, Objectives – Types of Media – Sales promotion: Objectives and Tools– Public relation-Meaning and tool – personal selling –Process.

Recommended Text Books:

1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi.
3. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill.
4. Kotler P., and Armstrong, Principles of Marketing, Pearson, 12th edition., 2008,

B.B.A (BUSINESS ANALYTICS) – SEMESTER – II
HUMAN RESOURCES MANAGEMENT

Course Introduction:

Human Resource Management is an important function of any organization. It encompasses the management of people in organizations from a macro perspective i.e. managing people in the form of a collective relationship between management and employees

Course Objectives:

- To develop a meaningful understanding of HRM theory, functions and practices;
- To apply HRM concepts and skills across various types of organizations.
- This course helps students to understand changing role of HR manager in the globalized era.

Course Outcomes:

At the end of the course, the students will be acquainted with the functions of HRM like recruitment, selection, training, and performance appraisal and compensation management. The students also learn about the changing role of HR manager and the challenges of HR manager in the globalized era.

Unit 1**Introduction to HRM:**

Introduction – Characteristics – Evolution of HRM – scope – Objectives & importance of HRM – Functions of HRM–Role of HR Executive.

Unit 2**Human Resource Planning:**

Concept of Human Resource Planning, Objectives, Need and importance – process of Human Resource Planning – Problems in Human Resource Planning – Prerequisites for successful Human Resource Planning.

Unit 3**Recruitment & Selection:**

Introduction to recruitment – Factors governing Recruitment – Process & Sources of recruitment – Selection- Meaning of Selection, steps in selection process, Selection Tests & Interviews–Placement and Induction.

Unit 4**Training & Development:**

Concept and importance of training – Training Vs Development –Methods of training; On the job & Off the job Training –Advantages and Disadvantages– Executive Development process and techniques.

Unit 5

Compensation & Performance Appraisal:

Introduction to Compensation Management – Objectives – Components of Compensation – **Performance Appraisal:** Concept, importance, process of performance appraisal-Methods of Performance Appraisal.

RECOMMENDED BOOKS:

1. Monappa, A., and Saiyaddin.M., Personnel Management, Tata McGraw Hill.
2. DeCenzo and Robbins, Stephen, P., Personnel/ Human Resource Management, Prentice Hall of India.
3. Dessler, Human Resource Management, Pearson Education.
4. Singh. N. K., Human Resources Management, Excel Books.
5. Subba Rao, P., Human Resource Management and Industrial Relations, Himalaya Publishing House.
6. Aswathappa. K., Human Resource and Personnel Management, Tata McGraw Hill.
7. V.S.P.Rao, Human Resources Management, Excel Books.
8. Pattanyak, Human Resource Management, Prentice Hall of India.
9. Flippo E.E., Personnel Management, McGraw Hill.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – II **FUNDAMENTALS OF BUSINESS ANALYTICS**

Introduction to course:

Business analytics is a process of making sense of data that can help companies make informed decisions on the future of business. Business analytics deals with the study, analysis and interpretation of big data of organizations whether, profit making or non-profit making. Business Analytics as a discipline is emerging as an important part of management science. In the Organisation, decision making process is by and large data-driven.

Course Objectives:

1. To provide knowledge of data science, data analytics
2. To equip students with the ability to solve complex problems using different analytical tools and techniques in business

Course Outcomes:

The course will enable the students to acquire knowledge about different analytical tools used for model building, to establish relationship among different variables that effect business decision making.

By the end of the course, students will be able to understand a Problem(s) in Business, explore and analyze the problem(s); make better decisions, to improve policy making, to develop strategy and to improve day to day performance of organizations; explore data to find new patterns and relationships (Data Mining); predict the relationship between different variables (Predictive Analytics and Predictive Modeling); estimate the value created using business analytics to address an opportunity/Problem; and understand and use statistical techniques for analysis of research data.

UNIT -I

Introduction: Meaning, Definition and Importance of Business Analytics – Analytics v/s Analysis –Business Analytics v/s Business Intelligence and Data Mining – Applications of Analytics – Different Kinds of Analytics – Types of Analytical Tools – Identifying Problems & Opportunities through Data Analytics – Framing a Business Problem as an Analytical Problem

UNIT -II

Descriptive Analytics Tools and Techniques: Concept of Descriptive Analytics – Meaning, Nature, Importance and Applications – Data Analysis – Data visualization – visualization techniques – Tables, Charts, Cross-tabulations, Dash boards.

UNIT-III

Predictive Analytics Tools & Techniques: Concept of Predictive Analytics: – Linear Regression (**Theory and Problems**) – Factor Analysis (**Theory**) – Cluster Analysis (**Theory**) – Econometrics and Time Series Forecasting (**Theory and Problems**).

UNIT-IV

Prescriptive Analytics: Concept of Descriptive Analytics – Meaning, Nature, Importance and applications – Decision tree analysis –Risk Analytics – Text Analytics – Web Analytics (**Theory**).

UNIT-V

Contemporary Analytics: Financial Analytics, HR Analytics, Customer Analytics for New Product Development, Retail Analytics, Sales force Analytics, Web and Social Media Analytics, and Supply Chain and Logistics Analytics (**Theory**).

Reference Books:

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. Powell and Baker, Management Science: The Art of Modeling with Spreadsheets, Wiley.
3. Williams, Data Mining with Rattle and R: The Art of Excavating Data for Knowledge Discovery, Springer.
4. Ledolter, Data Mining and Business Analytics with R, Wiley.
5. Danielle Stein Fairhurst, Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals + website, Wiley, 2013.
6. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling, Microsoft Press, USA.
7. James Evans, Business Analytics, Pearson, 2nd Edition, 2017.
8. Naresh K Malhotra, Marketing Research, 5th Edition, Pearson Education /PHI 2007

B.B.A (BUSINESS ANALYTICS) – SEMESTER – III

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	First Language	General English	100	25	75	4	3
2.	Second Language	Tel/Hindi/sans/Urdu/ French/Arabic	100	25	75	4	3
3.	Life Skills	1. Analytical Skills	50		50	2	2
		2. Personality Enhancement 3. Health & Hygiene 4. Innovation & Creativity	50		50	2	2
4.	Skill Development Courses	1. Online Business 2. Retail Analytics 3. Statistical Analysis using SPSS (LAB)	50		50	2	2
5.	1C	Database management System	100	25	75	5	4
6.	2C	Accounting for Managers	100	25	75	5	4
7.	3C	Excel for Business Applications	100	25	75	5	4
	Total		650	125	525	29	24

English Syllabus-Semester-III

English Praxis Course-III

A Course in Conversational Skills

Learning Outcomes

By the end of the course the learner will be able to :

Speak fluently in English

Participate confidently in any social interaction

Face any professional discourse

Demonstrate critical thinking

Enhance conversational skills by observing the professional interviews

I. UNIT

Speech : 1. Tryst with Destiny Jawaharlal Nehru

Skills : 2. Greetings

3. Introductions

II. UNIT

Speech : 1. Yes, We Can Barack Obama

Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India Knowledge at Wharton

Skills : 3. Requests

III. UNIT

Interview : 1. Nelson Mandela's Interview With Larry King

Skills : 2. Asking and Giving Information

3. Agreeing and Disagreeing

IV. UNIT

Interview : 1. JRD Tata's Interview With T.N.Ninan

Skills : 2. Dialogue Building

3. Giving Instructions/Directions

V. UNIT

Speech : 1. You've Got to Find What You Love Steve Jobs

Skills : 2. Debates

3. Descriptions

4. Role Play

బి.ఏ., బి.కాం., బి.యస్.సి., తదితర ప్రోగ్రాములు
అంశం: జనరల్ తెలుగు సెమిస్టర్-3
కోర్సు-3 : సృజనాత్మక రచన

యూనిట్ల సంఖ్య:5

పీరియడ్ల సంఖ్య:60

✦ **అభ్యసన ఫలితాలు:-**

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజికవ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-వదం-వాక్యా'ల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప-లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మెరుగుపరచుకోగలరు.
3. భాషానైపుణ్యాలను అలవరచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం, మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
5. సృజన రంగం, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
6. అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

KRISHNA UNIVERSITY
MACHILIPATNAM
B.A. / B.Sc. / B.Com. / B.B.A. / B.C.A. Degree
Hindi Syllabus 2020 – 21

Semester- III

No. of Hours per week: 4
No. of Credits: 3

Max. Marks: 100
External: 75
Internal: 25

Unit	III Semester
1. काव्य दीप	कबीरदास – साखी-1-10, सूरदास - बालवर्णन, मात्रु भूमि-मैथिलीशरण गुप्त, तोड़ती पत्थर - सूर्यकांत त्रिपाठी निराला गीत फरोश - भवानी प्रसाद मिश्र
2. हिन्दी साहित्य का इतिहास	काल विभाजन- आचार्य रामचन्द्र शुक्ल जी के अनुसार, भक्ति काल: ज्ञानाश्रयी शाखा – कबीर, प्रेमाश्रयी शाखा - जायसी
3. साधारण निबन्ध	समाचार पत्र, पर्यावरण और प्रदूषण, बेकारी की समस्या, कंप्यूटर.
4. अनुवाद	अनुवाद अभ्यास
5. प्रयोजनमूलक हिन्दी	परिपत्र, कार्यालय ज्ञापन, राष्ट्रभाषा हिन्दी

CBCS SEMESTER WISE SYLLABUS

Part I (B) Subject : SANSKRIT

SEMESTER – III

PAPER – III : Drama, Upanishad, Alankara and History of Literature.

UNIT – I : OLD DRAMA

1. "Madhyamavyayogaha". Bhasa Natakachakram.
krishadas academy, Varanasi 1998.

UNIT – II : MODERN DRAMA

"Sankalpabalam" by Prof.G.S.R.Krishna Murthy,
Published by Semushi, R.S.Vidyapeetam, Tirupati-2019.

UNIT – III : UPANISHAD

1. "Sishyanusasanam" – Sikshavalli of Taittireeyopanishad.
2. "Sraddatrayavibhagayoga",
17th Chapter, Bhagavadgita, Geetapress, Gorakhpur.

UNIT – IV : 1. ALANKARAS:

1. Upama 2. Ananvaya 3. Utpreksha 4. Deepakam
5. Aprastutaprasamsa 6.Drushtanta 7. Prateepa.

2.HISTORY OF SANSKRIT LITERATURE

- 1.Panini 2.Kautilya 3.Bharatamuni 4. Bharavi 5.Magha
6.Bhavabhuti 7. Sankaracharya, 8.Jagannatha. 9. Dandi.

UNIT – V : HALANTA SABDAS

- 1.Jalamuch 2.Vaach 3.Marut 4.Bhagavat 5.Bhavat
6.Pachats 7. Naman 8.Rajan 9.Gunin 10.Vidwas 11. Manas.

OBJECTIVES AND OUTCOMES

For

Second year Degree Course Second Language

Part - 1(b) Paper – III: Urdu Prose Fiction (Semester – 3)

Objectives and Suggested Outcomes for The Course Urdu Prose – Fiction

*Objectives as per the Bloom's Taxonomy: Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing, Evaluating and Creating.***

By the end of the course the students will demonstrate the following on completion of this course, the students will be able to:

- Know about the Urdu Novel, Drama, Afsana and Dastan
- Remember all the basic concepts of Urdu Novel, Drama, Afsana and Dastan
- To provide basic and essential knowledge of Urdu Fiction.
- To train the students in speaking, reading and writing skills.
- To create interest in Writing own essay in Urdu among the students.

OUTCOMES

of

Second Year Degree Course Second Language

Part - 1(b) Paper – III: Urdu Prose Fiction (Semester – 3)

At the end of the course, the student is expected to demonstrate the following Cognitive abilities (thinking skill) and Psychomotor Skills as per the Bloom's Taxonomy: *Knowledge, Comprehension, Application, Analysis, Synthesis, and Evaluation for the **Remembering, Understanding, Applying and Analyzing Evaluating and Creating.***

- A. Remember all the basic concepts (knowledge)
 1. Contributions of the Writers in Urdu literature
- B. Explains (Understanding)
 2. Theme of the Urdu Novel, Drama, Afsana and Dastan
 3. Heritage and Culture of the Urdu Novel, Drama, Afsana and Dastan
- C. Critically examines, (Analysis and Evaluation)
 4. Creative Thinking in view of the Novel, Drama, Afsana and Dastan
- D. Appraises (Evaluate)
 5. Urdu Novel, Drama, Afsana and Dastan.
 6. The Rise and Growth of Urdu Novel, Drama, Afsana and Dastan
- E. Examines (Analyze)
 7. Differs between Urdu Novel, Drama, Afsana and Dastan
- F. Investigates (Create)
 8. Creating awareness in the students about life attitude and environment.
- G. Create interest in Writing own essay in Urdu among the students (Practical skills)

Syllabus for (B.A./ B.Com. / B.Sc.) U.G. under CBCS
Second Language – Urdu
Second Year Degree Course Second Language Part - 1(b)

Paper – III: Urdu Prose Fiction

SEMESTER - III

- UNIT – I** **AFSANAWI ADAB KA TA'ARUF**
- UNIT – II** **DASTAN**
Shuru Qisse ka (Baagh-oBahar: Meer Amman)
- UNIT – III** **NOVEL**
Kaleem ka Mirza Zahirkaar Baig ke yahan Mehmaan Jana
(Taubatun Nasooah: Dy. Nazeer Ahmed)
- UNIT – IV** **DRAMA**
Gud Ki Makhkhiyaan (Dr. Kareem Roomani)
- UNIT – V** **AFSANA**
Ek Aur Din (Abdus Samad)

SUGGESTED READING:

URDU SHAIRI KA TANQEEDI MUTA'A – SUMBUL NIGAAR
TAREEK-E-ADAB-E-URDU – NOORUL HASAN NAQUI
MUKHTASAR TAREEK-E-ADAB-E-URDU – EJAZ HUSSAIN

LIFE SKILLS COURSE

ANALYTICAL SKILLS

Syllabus Total 30 Hrs

Course Objective: Intended to inculcate quantitative analytical skills and reasoning as an inherent ability in students.

Course Outcomes:

After successful completion of this course, the student will be able to;

1. Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
2. Acquire competency in the use of verbal reasoning.
3. Apply the skills and competencies acquired in the related areas
4. Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.

UNIT – 1: (10 Hours)

Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD (HCF). Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2: (10 Hours)

Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance – speed. Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

UNIT – 3: (07 Hours)

Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Recommended Co-Curricular Activities (03 hrs)

Surprise tests / Viva-Voice / Problem solving/Group discussion.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.

LIFE SKILLS COURSE
PERSONALITY ENHANCEMENT & LEADERSHIP

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

Learning Outcomes:

By successful completion of the course, students will be able to:

1. Develop comprehensive understanding of personality
2. Know how to assess and enhance one's own personality
3. Comprehend leadership qualities and their importance
4. Understand how to develop leadership qualities

Syllabus:

Unit – I: (7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II: (8 hrs)

Assessment of Personality - Projective & Self Report Techniques - Building Self Confidence – Enhancing Personality Skills

Unit – III: (10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D. Tata

Co-curricular Activities Suggested: (05 hrs)

1. Assignments, Group discussions, Quiz etc
2. Invited Lecture by a local expert
3. Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018

Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013

Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012

Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998

LIFE SKILLS COURSE **HEALTH & HYGIENE**

(Total teaching hours – 30 Hrs. @ 02 Hrs. per Week)

The course is designed to provide a complete guidance on health and hygiene systems, guidelines for implementing and role of government and public in maintaining a healthy life.

At the end of the course the student shall be able to understand –

- The importance of health and hygiene in life
- The importance of nutrition for a healthy life
- Different health care programmes of India
- Basic concept of health impact assessment as a means of assessing the policies, plans and projects using quantitative and qualitative techniques
- Importance of community and personal health & hygiene measures
- Importance of food, social tenets, mental condition, physical activity on health

Learning Objectives:

- To provide knowledge on different health indicators and types of hygiene methods
- To impart knowledge on different health care programmes taken up by India
- To make student understand the latest concepts of health such as HIA, EIA, SIA and SEA
- To enable student with disaster mitigation strategies
- To create awareness on community health and hygiene
- To enrich knowledge on communicable and non-communicable diseases and their control
- To aware the student on the importance of food, social strategies, mental status and physical activities on health
- To introduce different community-based mobile apps on health to student and thereby to the Community

Learning / Course Outcomes: On completion of this course, the students will be able to understand -

- What is a healthy diet?
- How can we use available information to optimize our diet?
- Can nutrition be used for a healthy life?
- Is there a one-size-fits-all “good” diet or should we individualize our dietary goals?
- Disaster management and responsiveness of public in pandemic and epidemic diseases
- Assess the impact of policies on health and hygiene Health measures to consider while travelling
- Awareness in public through digital media viz., mobile apps

Unit I: Basics of Nutrition 10 Hrs.

1. Nutrition – definition, importance, Good nutrition and mal nutrition; Balanced Diet: Basics of Meal Planning
2. Carbohydrates –functions, dietary sources, effects of deficiency.
3. Lipids –functions, dietary sources, effects of deficiency.
4. Proteins –functions, dietary sources, effects of deficiency.
5. Brief account of Vitamins- functions, food sources, effects of deficiency,
6. Macro and micro minerals –functions, effects of deficiency; food sources of Calcium, Potassium and Sodium; food sources of Iron, Iodine and Zinc
7. Importance of water– functions, sources, requirement and effects of deficiency.

Unit II: Health 10 Hrs.

1. Health - Determinants of health, Key Health Indicators, Environment health & Public health; Health-Education: Principles and Strategies
2. Health Policy & Health Organizations: Health Indicators and National Health Policy of Govt. of India-2017; Functioning of various nutrition and health organizations in India viz., NIN (National Institution of Nutrition), FNB (Food and Nutrition Board), ICMR (Indian Council of Medical Research), IDA (Indian Dietetics Association), WHO-India, UNICEF-India
3. National Health Mission: National Rural Health Mission (NRHM) Framework, National Urban Health Mission (NUHM) Framework
4. Women & Child Health Care Schemes: Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+); Janani Shishu Suraksha Karyakaram (JSSK); Rashtriya Bal Swasthya Karyakram(RBSK); India Newborn Action Plan (INAP); Adolescent Health- Rashtriya Kishor Swasthya Karyakram (RKSK)
5. Disaster Management – Containment, Control and Prevention of Epidemics and Pandemics – Acts, Guidelines and Role of Government and Public

Unit III: Hygiene 10 Hrs.

1. Hygiene – Definition; Personal, Community, Medical and Culinary hygiene; WASH (Water, Sanitation and Hygiene) programme
2. Rural Community Health: Village health sanitation & Nutritional committee (Roles & Responsibilities); About Accredited Social Health Activist (ASHA); Village Health Nutrition Day, Roji Kalyan Samitis
3. Community & Personal Hygiene: Environmental Sanitation and Sanitation in Public places
4. Public Awareness through Digital Media - An Introduction to Mobile Apps of Government of India: NHP, Swasth Bharat, No More Tension, Pradhan Mantri Surakshit Mantritva Abhiyan (PM Suman Yojana), My Hospital (Mera aspaatal), India fights Dengue, JSK Helpline, Ayushman Bhava, Arogya Setu, Covid 19AP

REFERENCE TEXT BOOKS:

Bamji, M.S., K. Krishnaswamy & G.N.V. Brahmam (2009) Textbook of Human Nutrition (3rd edition) Oxford and IBH Publishing Co. Pvt. Ltd., New Delhi

Swaminathan (1995) Food & Nutrition (Vol I, Second Edition) The Bangalore Printing & Publishing Co Ltd., Bangalore

Vijaya Khader (2000) Food, nutrition & health, Kalyan Publishers, New Delhi

Srilakshmi, B., (2010) Food Science, (5th Edition) New Age International Ltd., New Delhi

Weblinks: <https://nhm.gov.in/>

National Rural Health Scheme:

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=969&lid=49>

National Urban Health Scheme:

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=970&lid=137>

Village health sanitation & Nutritional committee

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=149&lid=225>

About Accredited Social Health Activist (ASHA)

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=150&lid=226>

Village Health Nutrition Day

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=152&lid=228>

Rogi Kalyan Samitis

<https://nhm.gov.in/index1.php?lang=1&level=1&sublinkid=153&lid=229>

Health Impact Assessment - <https://www.who.int/hia/about/faq/en/> (suggested information only)

http://www.euro.who.int/__data/assets/pdf_file/0011/261929/Health-inImpact-Assessments-final-version.pdf?ua=1

Healthy Living <https://www.nhp.gov.in/healthylivingViewall>

Note: The above web links are from MoHFW, GoI. Teachers can prepare their notes from other resources also.

LIFE SKILLS COURSE
INNOVATION AND CREATIVITY

Introduction to the Course:

Innovation and creativity are at the heart of business development, growth and sustainability. In this applied course, students learn how to apply innovation and creativity concepts, techniques and principles in new ventures and within existing organizations.

Objectives of the Course:

1. To provide insights into the fundamental concepts of creativity and innovation.
2. To develop, lead and manage innovation teams
3. To apply creativity techniques and design thinking to solve problems, ideate, prototype and test product/service ideas
4. Apply innovation techniques across organizational settings and in decision making processes

Learning Outcomes of the Course:

Upon completion of the course, students will be to:

1. Identify the drivers of creativity and innovation
2. Develop effective creative projects that provide an innovative solution to real-world problems based on inquiry such as class discussion, critical analysis, integrative collaboration, observing, and using technology.
3. Evaluate materials relevant to innovations in educational and business settings based on case studies presented in class and explored independently.
4. Analyze strategies for creative innovation, including product and pedagogical design.
5. Apply effective strategies for designing innovative projects in collaboration with team members to develop an effective creative project, product, or practice, in conjunction with other offices on campus.
6. Apply the design of the creative process to educational experiences and the creative endeavor generally.
7. Understand innovation and creativity management from the perspective of obtaining a sustainable competitive advantage and integrating innovation into the business strategy

Unit-I

Introduction to Creativity:

Concept- Convergent and Divergent Thinking-Creativity Intelligence Creativity Techniques - Determinants of Creativity – Characteristics of creative of creative organization – Creativity in problem solving: problem definition, understanding and representing — Discovering Consumer Trends — Creativity Techniques.

Unit-II

Fundamentals of Innovation:

Invention, Creativity, and Innovation – Invention vs. Innovation — Components of Innovation – Characteristics of Innovation – Types of Innovations – Sources of Innovation – Key drivers of Innovation– Factors influencing Innovation.

Unit-III

Measures of Innovation:

Input measures, output measures, and econometric analysis Types of Measures of Innovation: Firm Level, Organizational Level, and Political Level – Innovation Measurement Tools: Index of Corporate Innovation, and Balanced Score Card (Customer Perspective and Developmental Perspective).

Reference Text Books:

- 1) Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.
- 2) Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001.
- 3) Brown, T. (2019). Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation. HarperCollins Publishers.
- 4) David Newton, 2011. Business Models for Entrepreneurial Ventures. E3 Free Market Press.
- 5) Hill, L., Brandeau, G., Truelove, E., Lineback, K. (2014). Collective Genius: The Art and Practice of Leading Innovation. Harvard Business Press.
- 6) Kaplan, S. (2014). The Business Model Innovation Factory. John Wiley & Sons
- 7) Michaelko, Michael, 2001. Cracking Creativity: The Secrets of Creative Genius. Ten Speed Press.
- 8) Osterwalder & Pigneur (2014). Value Proposition Design: How to Create Products and Services Customers Want. John Wiley & Sons, Inc.
- 9) The Seven Habits of Highly Effective People, by Stephen R. Covey
- 10). Ten Faces of Innovation, by Tom Kelley
- 11). The art of Innovation, by Tom Kelley and the Deep Dive story

SKILL DEVELOPMENT COURSE
ONLINE BUSINESS

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

1. Understand the online business and its advantages and disadvantages
2. Recognize new channels of marketing, their scope and steps involved
3. Analyze the procurement, payment process, security and shipping in online business
4. Create new marketing tools for online business
5. Define search engine, payment gateways and SEO techniques.

SYLLABUS:

Section-I:

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business Challenges- Differences between off-line business, e-commerce and Online Business.

Section-II:

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Section-III:

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested: (4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, “E-Commerce”, Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.

SKILL DEVELOPMENT COURSE

RETAIL ANALYTICS

Introduction to the Course:

Retail analytics is the process of measuring, managing, and analyzing marketing performance to maximize effectiveness and optimize investment return. This supports the business to improve its operations and customer experience by providing a 360-degree view of the customer's needs. The course provides a tutorial on analyzing the retail data to win more sales and customers in the market. Retail data analytics is the process of collecting and studying retail data (like sales, inventory, pricing, etc.) to discover trends, predict outcomes, and make better business decisions.

Objectives of the Course:

- 1) To provide insights into all functional areas of retailing
- 2). To give an account of essential principles of retailing.
- 3). To learn the role of analytics in retail functions.
- 4).To learn the applications of analytics in retail business.

Learning Outcomes of the Course:

Upon successful completion of this course, the student should be able to:

1. Understand the main functional areas of retailing
2. Use the analytics effectively
3. Apply descriptive, predictive and prescriptive analytics in retailing.

Unit-I

Introduction to Retailing:

Introduction to retailing: Definition and Scope, Evolution of retailing, Benefits of retailing, retailing environment – Growing importance of retailing – Types of retail – Retail Channel and Formats – Trends in retailing industry,

Unit-II

Retail Management process:

Functions and Activities of Retailing – Strategic retail management process – Stores Location – Steps in choosing a retail location – Merchandise category its uses and Functionality in retail environment – Retail Assortment basics – Retail promotions and Pricing.

Unit-III

Retail service and operations:

Services & Quality in Retailing – Factors constituting retailing the service – classification of service and quality – Implementation of service management – Elements & Components of Retail Operation –Managing Inventory & Display.

Unit-IV

Introduction to Retail Analytics:

Definition, importance, functions, types of analytics, Role and applications of analytics in retailing – In-store Analytics – Inventory and product assortment analytics – Customer analytics.

Unit-V

Descriptive and Predictive Retail Analytics:

Descriptive analytics in understanding retail consumer behavior – Predictive analytics in understanding retail consumer purchase decision making – Diagnostic and Prescriptive analytics in service quality and service recovery.

Reference Text Books:

- 1) Gibson G. Vedamani, (2012), Retail Management: Functional Principles and Practices, 4th Edition, Jaico Publishing, Bengaluru.
- 2) Michael Levy and Barton AWeitz, (2019), Retailing Management, 10th Revised edition, McGraw-Hill Inc., US, (ISE Editions).
- 3) R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

SKILL DEVELOPMENT COURSE

STATISTICAL DATA ANALYSIS USING SPSS

Introduction to the Course:

SPSS (Statistical Package for Social Science) is a tool for the statistical analysis of data. It allows to perform a wide variety of statistical procedures. This course introduces students to the power and functionality of IBM SPSS Statistics as a data.

Objectives of the Course:

- 1) To introduce the basic concepts in SPSS,
- 2) To train students in SPSS Software
- 3) To expose the students to the analysis of statistical data
- 4) To learn how to analyze data using SPSS

Learning Outcomes of the Course:

Upon successful completion of this course, the student should be able to:

- 1) Understand the main features of SPSS
- 2) Use the SPSS GUI effectively
- 3) Perform descriptive analyses with SPSS
- 4) Perform common parametric and non-parametric tests
- 5) Perform simple regressions and multivariate analyses (factor and cluster)
- 6) Know where to find help

Unit-I

Introduction to SPSS:

An Overview of SPSS, Data handling: open SPSS data file – save – import from other data source – data entry – labeling for dummy numbers - recode in to same variable – recode in to different variable – transpose of data – insert variables and cases – merge variables and cases.

Unit-II

Data handling:

Split – select cases – compute total scores – table looks – Changing column - font style and sizes - Data Transformation - Syntax files and scripts - Output management.

Unit-III

Diagrammatic representation:

Simple Bar diagram – Multiple bar diagram – Sub-divided Bar diagram - Percentage diagram - Pie Diagram – Frequency Table – Histogram – Scatter diagram – Box plot.

Unit-IV

Descriptive Statistics:

Mean, Median, Mode, SD- Skewness- Kurtosis. Correlation – Karl Pearson's and Spearman's Rank Correlation, Regression analysis: Simple and Multiple Regression Analysis.

Unit-V

Testing of Hypothesis:

Parametric – One sample – Two sample Independent t– test – Paired t–test - Non – parametric: One sample KS test- Mann-Whitney U test – Wilcoxon Signed Rank test - Kruskal Wallis test – Friedman test- Chi- square test. Analysis of variance: One way and Two way ANOVA.

Reference Text Books:

1. George, D. 2011. SPSS for Windows Step-by-Step: A Simple Guide and Reference 18.0 Update. Eleventh Edition. Allyn and Bacon, Boston, MA, USA.
2. Green, Samuel B. and Neil J. Salkind. 2010. Using SPSS for Windows and Macintosh: Analysing and Understanding Data. Sixth Edition. Prentice Hall, New York, USA
3. Ho, Robert. 2006. Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS. Chapman & Hall/CRC, New York, USA
4. Clifford E. Lunneborg (2000). Data analysis by resampling: concepts and applications. Duxbury Thomson learning. Australia.
5. Everitt, B.S and Dunn, G (2001). Applied multivariate data analysis. Arnold London.
6. Jeremy J. Foster (2001). Data analysis using SPSS for windows. New edition. Versions 8-10. Sage publications. London.
7. Michael S. Louis – Beck (1995). Data analysis an introduction, Series: quantitative applications in the social sciences. Sage. Publications. London.
8. Pallant, J. 2010. SPSS Survival Manual. McGraw Hill, Berkshire, England.
9. Field A., Discovering Statistics Using SPSS, Fourth Edition, SAGE, 2013

DATA BASE MANAGEMENT SYSTEMS

Course Objective:

The objective of the course is to introduce the design and development of databases with special emphasis on relational databases.

Course Learning Outcomes:

On completing the subject, students will be able to:

1. Gain knowledge of Database and DBMS.
2. Understand the fundamental concepts of DBMS with special emphasis on relational data model.
3. Demonstrate an understanding of normalization theory and apply such knowledge to the normalization of a database
4. Model database using ER Diagrams and design database schemas based on the model.
5. Create a small database using SQL.
6. Store, Retrieve data in database.

UNIT I

Overview of Database Management System: Introduction to data, information, database, database management systems, file-based system, Drawbacks of file-Based System, database approach, Classification of Database Management Systems, advantages of database approach, Various Data Models, Components of Database Management System, three schema architecture of data base, costs and risks of database approach.

UNIT II

Entity-Relationship Model: Introduction, the building blocks of an entity relationship diagram, classification of entity sets, attribute classification, relationship degree, relationship classification, reducing ER diagram to tables, enhanced entity-relationship model (EER model), generalization and specialization, IS A relationship and attribute inheritance, multiple inheritance, constraints on specialization and generalization, advantages of ER modelling.

UNIT III

Relational Model: Introduction, CODD Rules, relational data model, concept of key, relational integrity, relational algebra, relational algebra operations, advantages of relational algebra, limitations of relational algebra, relational calculus, tuple relational calculus, domain relational Calculus (DRC), Functional dependencies.

UNIT IV

Structured Query Language: Introduction, History of SQL Standard, Commands in SQL, Data Types in SQL, Data Definition Language, Selection Operation, Projection Operation, Aggregate functions, Data Manipulation Language, Table Modification Commands, Join Operation, Set Operations, View, Sub Query.

UNIT V

PL/SQL: Introduction, Shortcomings of SQL, Structure of PL/SQL, PL/SQL Language Elements, Data Types, Operators Precedence, Control Structure, Steps to Create a PL/SQL, Program, Iterative Control, Procedure, and Functions.

RECOMMENDED BOOKS:

1. Database System Concepts by Abraham Silberschatz, Henry Korth, and S. Sudarshan, McGrawhill
2. Database Management Systems by Raghu Ramakrishnan, McGrawhill
3. Principles of Database Systems by J. D. Ullman
4. Fundamentals of Database Systems by R. Elmasri and S. Navathe
5. SQL: The Ultimate Beginners Guide by Steve Tale

B.B.A (BUSINESS ANALYTICS) – SEMESTER – III **ACCOUNTING FOR MANAGERS**

Introduction to the Course:

The purpose of this course is to facilitate an understanding about accounting as an information system and also the language of the business. The course is design in away so as to familiarize the participants with various financial tools and techniques that will facilitate the participants in enhancing their analytical power to make rational decisions related to business.

Learning Outcomes:

At the end of the course, the student will able to identify transactions and events that need to be recorded in the books of accounts. Equip with the knowledge of accounting process and preparation of final accounts of sole trader. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP. Analyze the difference between cash book and pass book in terms of balance and make reconciliation. Critically examine the balance sheets of a sole trader for different accounting periods. Design new accounting formulas & principles for business organizations.

Unit-I

Introduction:

Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions – GAAP - Accounting Cycle - Classification of Accounts and its Rules – Book Keeping and Accounting - Double Entry Book-Keeping system - Journalizing - Posting to Ledgers, Balancing of Ledger Accounts (including Problems).

Unit-II

Subsidiary Books:

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty Cash Book (including Problems).

Unit-III

Trial Balance and Rectification of Errors:

Preparation of Trial balance - Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems).

Unit-IV

Bank Reconciliation Statement:

Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement - Problems on both Favorable and Unfavorable Balance (including Problems).

Unit –V

Final Accounts:

Preparation of Final Accounts: Trading account – Profit and Loss – balance sheet (including problems) – Accounting in computerized environment.

Reference Books:

1. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
2. T. S. Reddy and A. Murthy - Financial Accounting, Margham Publications.
3. S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers.
4. Tulsan, Accountancy-I - Tata McGraw Hill Co
5. V.K. Goyal, Financial Accounting Excel Books
6. T.S. Grewal, Introduction to Accountancy, Sultan Chand & Co.
7. Haneef and Mukherjee, Accountancy-I, Tata McGraw Hill
8. Arulanandam, Advanced Accountancy, Himalaya Publishers
9. S.N.Maheshwari&V.L.Maheswari, Advanced Accountancy, Vikas Publishers.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – III

EXCEL FOR BUSINESS APPLICATIONS

Introduction to the Course:

This course offers students the opportunity to master the advanced functionality of Microsoft Excel, and to apply those skills to genuine business applications such as financial modeling, reporting, and the automation of accounting and financial tasks. Although the basic functions of Excel will be covered, areas of focus include graphs and charts, the use of advanced financial functions and analytical tools, reporting templates, linking of worksheets and workbooks, importing and manipulating data, macros (automation of tasks), auditing tools, and other features especially useful to the financial or accounting professional.

Course Learning Outcomes:

1. Create a plan for effective workbook and worksheet design
2. Plan, design, create and manage Excel worksheets
3. Identify and utilize the appropriate formatting for data in Excel
4. Identify appropriate mathematical processes necessary to achieve a result in Excel

5. Create mathematical formulas in Excel
6. Devise formulas utilizing relative, absolute and mixed cell references in formulas in Excel
7. Explain about specific mathematical and statistical functions in Excel and their use in cell formulas
8. Describe how various charts can be used to represent quantitative data in in Excel
9. Determine appropriate chart style to represent data; use date to create and revise chart in Excel
10. Manage large volumes of data through the use of Tables in Excel

Unit-1

General Fundamentals:

Introduction to computers: Block diagram of a computer – characteristics and limitations of computers – applications of computers - types of computers – computer generations. Introduction to Algorithms and Programming Languages: Algorithm – Key features of Algorithms - Flow Charts - Programming Languages – Generations of Programming Languages – Structured Programming Language- Design and Implementation of Correct - Efficient and Maintainable Programs.

Unit-2

Excel Introduction

Basic formulae: Entering and editing data – Creating and copying formulae - Creating functions: Inserting/deleting rows/columns. Changing fonts, Colors and borders - Merging and aligning cells. Printing: Page break preview – Using page layout view- Headers and footers. Freezing print titles Charts: Selecting data - Quick ways to create charts – Formatting your chart Basic tables. Table styles: Using calculated columns – Header rows and total rows - Sorting and simple filtering.

Unit-3

Advanced Excel - 1

Using range names: Creating – sorting and filtering lists/tables of data. Number formatting: Creating custom formats – format Scaling numbers Dates and times - date/time functions - Formatting dates and times – Functions: Mathematical Functions – Text Functions - Logical & Reference Functions.

Unit-4

Advanced Excel- 2

Conditional formatting: Creating/using cell rules - Data bars and colour sets- Styles and themes- Themes work. Styles - Creating custom styles Validation and protection setting cell validation, protecting cells/worksheets - grouping and outlining - Cell comments. Range names and absolute references: Absolute references (\$ symbol)- Fixing only the row/column- Creating range names- Labeling ranges automatically - Creating Table - Charts - Selecting data - Quick ways to create charts.

Unit-5

Advanced EXCEL 3

Define an alternative data set: Multiple alternative data sets - Vary your data to get a desired result by using Goal Seek - Find optimal solutions by using Solver - Analyse data by using descriptive statistics. Analyse data dynamically by using Pivot Tables - Filter, show, and hide PivotTable data - Edit PivotTables - Format PivotTables - Create PivotTables from external data. Create shapes and mathematical equations: Enable and examine macros- Create and modify macros- Run macros when a button is clicked.

Advanced EXCEL 4

Create hyperlinks: Paste charts into other documents - Share workbooks- Manage comments- Track and manage colleagues' changes - Protect workbooks and worksheets- Authenticate workbooks- Save workbooks for the Web.

RECOMMENDED TEXT BOOKS:

1. Excel 2013 Bible, John Walkenbach, Wiley,PAP/CDR edition,2013
2. Excel 2007 Power Programming with VBA (Mr. Spreadsheet's Bookshelf) ,John Walkenbach, Wiley; PAP/CDR

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

S. No	COURSE	NAME OF THE SUBJECT	TOTAL MARKS	MID SEM EXAM*	SEM END EXAM	TEACHING HOURS	CREDITS
1.	1D	Financial Management	100	25	75	5	4
2.	2D	Sales and distribution management	100	25	75	5	4
3.	3D	Customer Relationship Management	100	25	75	5	4
4.	4D	Data Analysis With Python	100	25	50	5	4
5.	5D	Statistical Quality Control and Six Sigma	100	25	75	5	4
6.	6D	Business Research methods	100	25	75	5	4
7.		Corporate Internship	100	-	-	-	4
Total			700	150	425	30	28

FINANCIAL MANAGEMENT

Introduction to Course:

The course aimed to introduce the students with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Course Objectives:

The purpose of the course is manifold: (1) to give understanding and perspective on financial management function in the company and its relation to domestic and international economy, (2) to provide illustration on financial management practices and policies, processes, techniques and strategies that are used in the financial management, (3) the course enables the students to understand the process of evaluating the financial performance of organizations using various tools and techniques.

Course Outcomes:

The course enables the students to learn about different functions of financial management like procuring finance, investment decisions, dividend decisions and liquidity management in the organizations.

Unit-I

Introduction:

Nature, scope and significance of Financial function for the organization's success – Objectives of Corporate Financial Management – profit maximization versus wealth maximization – finance functions – investment, financing and dividend decisions – Financial Planning and Financial Forecasting.

Unit-II

Capital budgeting:

nature of investment decisions: investment evaluation criteria –net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and IRR comparison: capital rationing: risk analysis in capital budgeting.

Unit-III

Working capital:

Meaning significance and types of working capital; determinants of working capital; sources of working capital: management of inventory; management of cash, management of account receivables.

Unit-IV

Capital structure Theories:

Traditional and MM hypotheses: determining capital structure in practice; Capital structure planning. Cost of capital:: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings, Operating and financial leverages.

Unit- V

Dividend decisions:

Types of dividend – Dividend models – Determinants of dividend policy – Practical aspects of dividend.

RECOMMENDED TEXT BOOKS:

1. Home, James Van Financial Management & Policy
2. Solomon Fare The Theory of Financial Finance.
3. Hunt William and Donaldson Basic Business Finance.
4. Kuchal, S.C Financial Management
5. Bradley Fundamentals of Corporation Finance
6. Pandey, I,M, Financial Management
7. Fred, Weston J. The Scope & Methodology of Finance
8. Weston & Brigham Essentials of Management Finance.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

SALES AND DISTRIBUTION MANAGEMENT

Introduction to course:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Course Objectives:

The aim is to prepare students to manage sales and channel teams for different types of selling, with the purpose of enhancing value based output and productivity.

Learning Outcomes:

At the end of the course, the student will be able to:

- Understand the concept of sales and distribution management and their interrelationship.
- Explain role and responsibility of sales personal and essential selling skills.
- Understand the concept and effect of sales organization and sales effort.
- Explain the skills and methods required for sales force management.
- Understand the Management of Marketing Channels.
- Explore the concept and theories of rural distribution.
- Explain the concept of retailing.
- Understand the process of marketing logistics.

UNIT–I:

Introduction:

Nature and Scope of Sales Management– Objectives and functions of Sales management– Evolution of the Sales Department– sales management cycle – personal selling process.

UNIT – II

Theories of Sales Management:

Objectives, Nature and Scope. Buyer- Seller Dyads, Theories of selling – AIDAS Theory, “ Right set of circumstances” Theory, “Buying Formula” Theory, and Behavioral Equation, Theory of selling.

UNIT – III

Sales Organization:

Basic types of Sales Organization, sales quotas: Characteristics, types, difficulties in setting sales quotas. Sales territory: objectives, process, factors.

UNIT - IV

Distribution:

Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems. Wholesaling and Retailing: Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, and Retailer Marketing Decisions.

UNIT - V

Physical Distribution:

Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information

RECOMMENDED TEXT BOOKS:

1. Tanner, J; HoneycuttED; Erffmeyer Robert C.; Sales management: Pearson Education, 2009
- Anderson, R. Professional Sales Management. Englewood Cliff, New Jersey, Prentice Hall Inc., 1992.
2. Anderson, R. Professional Personal Selling. Englewood Cliff, New Jersey, Prentice Hall Inc., 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D Irwin, 1983.
4. Dalrymple, D J. Sales Management: Concepts and cases. New York, John Wiley, 1989.
- Johnson, E M etc. Sales Management: Concepts Practices and cases. New York, McGraw Hill, 1986.
5. Stanton, William J etc. Management of Sales Force. Chicago, Irwin,1988. Still, R.R.& Cundiff; Sales Management, Englewood Cliff, New Jersey, Printice Hall Inc.,

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

CUSTOMER RELATIONSHIP MANAGEMENT

Introduction to Course:

Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this business and management course is to equip you with a sound foundation of CRM concepts and best practices so you can implement CRM practices successfully for long-term

profitability. Businesses aim to win and keep customers. Their competitors also seek to do the same. Even the most successful firms, with excellent marketing programs for attracting customers, have trouble with customer retention.

Course Objectives:

This course is aimed to develop in students an ability to manage effective relationships with customers in a range of business settings. Students would be able to design, develop & integrate CRM mechanism in everything organization does; Develop strategies to use CRM mechanism for a competitive edge and Develop a customer centric organization culture

Course Outcomes:

On completion of this course, the students will be able to

1. Understand the basic concepts of Customer relationship management.
2. To understand marketing aspects of Customer relationship management.
3. Learn basics of analytical Customer relationship management.
4. Understand basics of operational Customer relationship management.

UNIT – I

Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

UNIT – II

CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase- Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization- CRM -Affiliation in Retailing Sector.

UNIT – III

Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality Technical, Functional, and dimensions of service quality, Managing Customer communications.

UNIT – IV

CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

UNIT – V

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in E-Business and E-Commerce – Emerging trends in CRSM and Sales force Automation.

RECOMMENDED TEXT BOOKS:

1. Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.

2. Anderson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill.
3. Ed Peelen, Customer Relationship Management, Pearson Education
4. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.
5. Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.
6. Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education.
7. Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), Services Marketing Integrating Customer Focus Across the Firm, Tata McGraw Hill.
8. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education.

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

DATA ANALYSIS WITH PYTHON

Introduction to Course:

This course is designed to teach students how to analyze different types of data using Python. Students will learn how to prepare data for analysis, perform simple statistical analysis, create meaningful data visualizations and predict future trends from data.

Course Outcomes:-

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

1. Understanding basics of python for performing data analysis
2. Understanding the data, performing preprocessing, processing and data visualization to get insights from data.
3. Use different python packages for mathematical, scientific applications and for web data analysis.
4. Develop the model for data analysis and evaluate the model performance.

UNIT – I

Introduction to Python:

Installing Python. How a Program Works, Using Python, Program Development Cycle, Input, Processing, and Output, Displaying Output with the Print Function, Comments, Variables, Reading Input from the Keyboard, Performing Calculations, Operators. Type conversions, Expressions, More about Data Output. Decision Structures and Boolean Logic: if, if-else, if--else Statements, Nested Decision Structures, Comparing Strings, Logical Operators, Boolean Variables. Repetition Structures: Introduction, while loop, for loop, Calculating a Running Total, Input Validation Loops, Nested Loops. Data types and Expressions: Strings, Assignment and Comments, Numeric Data Types and Character Sets, Expressions, Functions and Modules.

UNIT – II

Control Statements:

Definite Iteration, Formatting Text for Output, Selection, Conditional Iteration. File and Exceptions: Introduction to File Input and Output, Using Loops to Process Files, Processing Records, Exceptions. Functions: Introduction, Defining and Calling a Void Function, Designing a Program to Use Functions, Local Variables, Passing Arguments to Functions, Global Variables and Global Constants, Value-Returning Functions-Generating Random Numbers, The math Module, Storing Functions in Modules.

UNIT – III

Strings and Text Files:

Accessing Characters and Substrings in a String, Strings and Number System, String Methods, Basic String Operations, String Slicing, Testing, Searching, and Manipulating Strings. Text Files, Data Encryption, Lists, Introduction to Lists, List slicing, Finding Items in Lists with the in Operator, List Methods and Useful Built-in Functions, Copying Lists, Processing Lists, Two-Dimensional Lists, Tuples Sequences, Tuples. Dictionaries and Sets: Dictionaries, Sets, Serializing Objects. Recursion: Introduction, Problem Solving with Recursion, Examples of Recursive Algorithms.

UNIT - IV

Design with Classes: Classes and Objects, Classes and Functions, Classes and Methods, Working with Instances, Inheritance and Polymorphism. Object-Oriented Programming: Procedural and Object-Oriented Programming, Classes, techniques for Designing Classes.

UNIT - V

Graphical User Interfaces:

Behavior of terminal based programs and GUI-based programs, Coding simple GUI-based programs, other useful GUI resources. GUI Programming: Graphical User Interfaces, Using the tkinter Module, Display text with Label Widgets, Organizing Widgets with Frames, Button Widgets and Info Dialog Boxes, Getting Input with Entry Widget, Using Labels as Output Fields, Radio Buttons, Check Buttons. Simple Graphics and Image Processing: Overview of Turtle Graphics, Two dimensional Shapes, Colors and RGB System, Image Processing

Reference Text Books:

1. Introducing Python, Lubanovic, Bill, O'Reilly
2. Mastering Object-Oriented Python, Lott, Steven F, Packt Publishing, latest edition
3. Python pocket reference, Lutz, Mark, O'Reilly, latest edition

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV
STATISTICAL QUALITY CONTROL AND SIX SIGMA

Introduction to Course:

This course focuses on the application of statistics to quality control requirements found in organizational settings with an emphasis on the development and use of control charts, statistical process control (SPC) software and Six Sigma methodologies.

Course Objectives:

To equip the students with comprehensive understanding of statistical quality control and six sigma processes and methodologies used to improve quality of products and services produced in business organizing.

Course Outcomes:

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

1. Apply basic quality tools in manufacturing operations.
2. Calculate process capability and gage capability in a manufacturing process.
3. Describe the DMAIC processes (define measure, analyze, improve, and control).
4. Demonstrate the ability to use the methods of statistical process control.
5. Demonstrate the ability to design, use, and interpret control charts for variables.
6. Demonstrate the ability to design, use, and interpret control charts for attributes.
7. Perform analysis of process capability and measurement system capability.
8. Understand and interpret the basic concepts and usage of Lean Six Sig

Unit-I:

Introduction:

The Meaning of Quality and Quality Improvement – Importance of Quality in Industry – Statistical Quality Control – Introduction to control charts, process and product control, control charts, 3 control limits, tools for statistical quality control, creating control charts for variable.

Unit-II

Control Charts:

Construction of control charts for attributes p-chart for fraction defective, d-chart for number of defective, interpretation of p-chart. Control charts for number of defects per unit: limits for c-chart, c-chart for variable sample size or u-chart, application c-chart and Natural tolerance limits and specification limits.

Unit-III

Acceptance sampling by attributes- acceptance quality level, lot tolerance proportion or percent defective, process average fraction defective, consumers risk, producers risk, rectifying inspection plans, average outgoing quality limit, O.C curve, single sampling plan, double sampling plan and sequential sampling plan.

Unit-IV

Six Sigma:

Basics of six sigma, traditional approach of six sigma, break through approach to six sigma-measure, variation, cost of quality, six sigma measurements, Analyze, improve control: challenges in implementing six Sigma.

Unit-V:

Six Sigma Applications:

Elements of six sigma business score card: Leadership and profitability, Management and improvement, Employees and innovation, Purchasing and supplier management, Operational execution, Sales and distribution, Service and growth, Six sigma business score card and measurements, Business performance index, Corporate DPU and DPMO, Corporate sigma level.

Reference Text Books:

1. Aswathappa & Bhat (2013), Production and Operations Management, New Delhi: Himalaya Publishing House.
2. Everett E. Adam, Jr. and Ronalds J. E. Ebert (2012), Production and Operations Management: Concepts, Models and Behavior, New Delhi: Prentice Hall of India.
3. S.N. Chary (2011), Production and Operations Management, New Delhi: Tata McGraw Hill Publishing Co. Ltd.
4. Gupta and Kapoor, Fundamentals of applied statistics, Sultan and Chand, 2017
5. Pathak and F. Resh, Demographic Methods, Sultan and Chand, 2017
6. G. Harver, Lean Six Sigma For Beginners, A Quick-Start Beginner's Guide To Lean Six Sigma, Kindle Edition.
7. Daniel J. Zrymiak, Govindarajan Ramu, Roderick A. Munro, The Certified Six Sigma Green Belt Handbook, 2nd Edition (With 2 CD-ROMs) Hardcover – 2015
8. Thomas Pyzdek, Paul Keller, The Six Sigma Handbook Hardcover – 30 Aug 2010

B.B.A (BUSINESS ANALYTICS) – SEMESTER – IV

BUSINESS RESEARCH METHODS

Introduction to Course:

Research methodology is the systematic and scientific method of how to review and research a topic. It starts with identification of the problem and continues with sample design, data collection, analysis and report. It is extensively used to find a solution to a problem and enhance knowledge. Continuous growth is one of the key challenges for business, which needs innovative ideas and solutions to stagnation in growth. Research is a valuable tool for businesses to identify potential avenues for growth and solutions to problems. Understanding the methodology to be adopted when researching is, therefore very crucial for businesses.

Course Objectives:

1. To enable the students to get familiarize with the concepts of Research Methodology

2. To acquaint the students with the techniques of Research Methodology which are applicable to business arena.

Course Learning Outcomes:

At the end of the course, the student will

1. Be able to interpret, define and formulate research problems and, formulate hypotheses that can be tested
2. Get exposure to critical analysis, problem solving and research skills
3. Understand the rationale for using a particular qualitative and quantitative research method
4. Understand and apply a range of methods and to be able to decide on appropriate research designs and methods to investigate their chosen research problems

UNIT-I

Nature and Scope of Research Methodology:

Concept of BRM, Nature of BRM, Scope BRM, Need and Role of Business Research, Characteristic of Research, Types of Research, the Research Process: An overview.

UNIT-II

Research Design:

Concept of Research Design, Types of Research Design, Including Exploratory, Descriptive and Experimental, Research Design Process.

Unit III

Questionnaire Design and Schedule and Sampling Theory:

Concept of Questionnaire and Schedule, Principles of Designing Questionnaire and Schedule, Limitations of Questionnaire, Reliability and Validity of Questionnaire - Concept, Need and importance of Sampling, Types of Sampling Methods, Sampling and Non-Sampling Errors, Sample Design, Determinants of Sample Size.

UNIT-IV

Data Analysis Techniques:

Descriptive statistics : Tabulation, Processing of Data and presentation of data - Basic Aspects of Statistical Inference Theory and Hypothesis Testing - Parametric tests (z-test, t-test) and Non-parametric test (Chi-square test).

UNIT-V

Report Writing:

Pre-Writing considerations, Research report components, Types of Research Reports, Common Problems encountered when preparing the Research Report, Mechanics of Report Writing, Presenting research report.

RECOMMENDED TEXT BOOKS:

1. Kothari, C.R. (2012), Research Methodology – Methods and Techniques, New Delhi: New Age International Publishers.

2. Boyd, H. W., Westfall, R. L., & Stasch, S. F. (2010), Marketing Research: text and cases, New Delhi: All India Travel Book Sellers.
3. Bryman, A. (2010), Social Research Methods, New Delhi: Oxford University Press.
4. Krishnaswami, O.R. (2011), Methodology of Research in Social Sciences, Mumbai: Himalaya Publishing House.