

**BIKANER TECHNICAL UNIVERSITY, BIKANER**  
बीकानेर तकनीकी विश्वविद्यालय



**PROGRAMME SCHEME & SYLLABUS**

**Three Years' BBA**

## 1<sup>st</sup> Year – I Semester

S.No.	Course			Contact hrs/weeks			Exam hrs.	Marks			Cr.
	Type	Code	Subject	L	T	P		IA	ETE	Total	
1	DSC-CC	BBA-101	FUNDAMENTALS OF FINANCIAL ACCOUNTING	4	0	0	3	30	70	100	4
2	DSC-CC	BBA-102	MANAGEMENT CONCEPTS AND PRACTICES	4	0	0	3	30	70	100	4
3	DSC-MC	BBA-103	MICRO ECONOMICS FOR BUSINESS DECISIONS	4	0	0	3	30	70	100	4
4	MC/IC	BBA-104	BUSINESS ENVIRONMENT	3	0	0	3	30	70	100	3
5	AECC	BBA-105	INTRODUCTION TO COMMUNICATION SKILLS	3	0	0	3	30	70	100	3
6	SEC	BBA-106	COMPUTER FUNDAMENTALS LAB	0	0	3	3	50	50	100	3
7	VAC	BBA-107	HUMAN VALUES	3	0	0	3	30	70	100	3
<b>SUB TOTAL</b>				21	0	3				700	24

**DSC-CC:** Discipline Specific Courses – Core Courses; **DSC-MC:** Discipline Specific Courses – Minor Courses; **MC/IC:** Multidisciplinary / Interdisciplinary Courses ; **AECC:** Ability Enhancement Compulsory Courses; **SEC:** Skill Enhancement Courses; **VAC:** Value Added Course

**L:** Lecture, **T:** Tutorial, **P:** Practical, **Cr:** Credits, **ETE:** End Term Exam, **IA:** Internal Assessment

## 1<sup>st</sup> Year – II Semester

S.No.	Course			Contact hrs/weeks			Exam hrs.	Marks			Cr.
	Type	Code	Subject	L	T	P		IA	ETE	Total	
1	DSC-CC	IBM-201	BUSINESS ORGANIZATION	4	0	0	3	30	70	100	4
2	DSC-CC	IBM-202	MARKETING CONCEPTS	4	0	0	3	30	70	100	4
3	DSC-MC	IBM-203	MACRO ECONOMIC ANALYSIS AND POLICY	4	0	0	3	30	70	100	4
4	MC/IC	IBM-204	BASIC STATISTICS	3	0	0	3	30	70	100	3
5	AECC	IBM-205	BUSINESS COMMUNICATION LAB	0	0	3	3	50	50	100	3
6	SEC	IBM-206	IT SKILLS	3	0	0	3	30	70	100	3
7	VAC	IBM-207	CONSTITUTIONAL VALUES AND FUNDAMENTAL DUTIES	3	0	1	3	30	70	100	4
			<b>SUB TOTAL</b>	21	0	4				700	25

**DSC-CC:** Discipline Specific Courses – Core Courses; **DSC-MC:** Discipline Specific Courses – Minor Courses; **MC/IC:** Multidisciplinary / Interdisciplinary Courses ; **AECC:** Ability Enhancement Compulsory Courses; **SEC:** Skill Enhancement Courses; **VAC:** Value Added Course  
**L:** Lecture, **T:** Tutorial, **P:** Practical, **Cr:** Credits, **ETE:** End Term Exam, **IA:** Internal Assessment

# 1<sup>st</sup> Year – I Semester

## FUNDAMENTALS OF FINANCIAL ACCOUNTING

### 1. COURSE OBJECTIVES

The primary objective of Financial Accounting is internal and external reporting. The objective of this course is to make the students understand the meaning, process and basic concepts of financial accounting. It also includes some specialized topics of accounting such as consignment

### 2. COURSE CONTENT

**UNIT – I:** Meaning, Objectives and scope of accounting, Basic Accounting Terms, Generally Accepted Accounting Principles, Accounting Concepts and Conventions, Voucher, The Concepts Debit and Credit, Types of Accounts.

**UNIT-II:** Journals, Ledgers and Trial Balance, Accounting Equation, Accrual Basis & Cash Basis of Accounting, Capital & Revenue Transaction.

**UNIT-III:** Rectification of errors; preparation of final accounts along with major adjustments - Trading Account, Profit and loss Account with adjustments, Balance Sheet.

**UNIT-IV:** Bank Reconciliation Statement; Single entry system. Foreign currency accounting, Inflation Accounting.

**UNIT-V:** Human Resource Accounting, Environment accounting, Responsibility Accounting, Joint venture accounts; consignment accounts (theory only).

### 3. SUGGESTED READINGS

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications
5. Principle and Practice of accounting by R.L Gupta & V.K. Gupta (Sultan Chand and Sons, New Delhi)

## MANAGEMENT CONCEPTS AND PRACTICES

### 1. COURSE OBJECTIVES

Understanding various principles of management is of paramount importance while developing students for management roles and skills. The objective of the course is to provide an understanding about basic management concepts and theories along with their practical application in organizations. The course is designed to deal with management processes and the basic functions of planning, organizing and staffing. A brief description of

prominent schools of thought related to the evolution of management theories helps students gain insight into the historical perspective of genesis of various management studies.

## **2. COURSE CONTENT**

**UNIT-I** Introduction – nature and functions of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical and modern, human relations and behavioral, systems and contingency approaches.

**UNIT-II** Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations.

**UNIT-III** Organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; directing and leadership – leadership styles, behavioral and situational approaches to leadership.

**UNIT- IV** Management control – process of controlling, prerequisites of effective control system, resistance to control, controlling techniques. contemporary issues and challenges.

**UNIT-V** Indian Epics of Management-Dimensions of Vedic management, Bhagwat Gita, Ramayana, thought process of Chanakya in Indian Management. Chanakya's concept of Leadership, Concept of organisation planning and seven pillars of Business.

## **3. SUGGESTED READINGS**

1. Principles of Management by Tripathy & Reddy (Tata McGraw-Hill)
2. Principles and Practices of Management by L. M. Prasad (Sultan Chand and Sons).
3. Business Organization and Management by C. B. Gupta (Sultan Chand and Sons).
4. Principles of Management – Dr. Neeru Vashishth (Taxmann).
5. Management Theory and Practice – P. Subba Rao (Himalaya).

## **MICRO ECONOMICS FOR BUSINESS DECISIONS**

### **1. COURSE OBJECTIVES**

Economics is one of the important concepts in management studies. To understand the basic concepts of management, understanding of basic economic concepts is important. The course aims at imparting to the students the basic knowledge of economics. It will also help the students in knowing the various important branches of economics and understanding their fundamentals.

To understand the principles of Dharmashastra foundational to Arthashastra. To highlight the concept of social welfare which was central to rulership in ancient era.

### **2. COURSE CONTENT**

**UNIT-I** Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches.

**UNIT-II** Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves, economies of scale.

**UNIT-III** Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages.

**UNIT-IV** Market structure – perfect competition, monopoly competition, monopolistic competition, discriminating monopoly, oligopoly competition.

### **UNIT-V**

Principles of Dharmashastra foundational to Arthashastra Roots of Arthashastra in Vedic literature and in Epics- Terminologies of Ancient Arthashastra, Origin and development of Arthashastra, The concept of the king, The concept of kingdom and ministry, Selections from Smriti Literature, Manusmriti , Yadnyavalkyasmriti

### **3. SUGGESTED READINGS**

1. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi
5. History of Dharmashastra, P.V.Kane, BORI, Pune
6. Dharmashastra and Human Rights, Ujjwala Jha, New Bharatiya Book Corporation, Delhi

## **BUSINESS ENVIRONMENT**

### **1. COURSE OBJECTIVES**

The main objective of the course is to acquaint the students with various environmental factors that create a profound impact on the business organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.

### **2. COURSE CONTENT**

**UNIT – I:** Business Environment: Meaning, Nature and Significance, Types of Environment, Economic & Non-economic environment, Environment Scanning and its process, Internal & External environment.

**UNIT – II:** Liberalization: The New Economic Policy of India. Monetary Policy, Fiscal Policy, Export-Import Policy, Industrial Policy, FDI concept. Privatization: Objectives, Routes, Benefits, Success Conditions. Privatization in India. Globalisation: Features and Stages of Globalisation, Impact on Indian economy.

**UNIT – III:** Micro, Small and Medium Enterprises in India, MSME Policy Regulatory and Legal Framework, Institutional Framework : Training Services, SIDBI, NIMSME, NSIC and their role for MSME.

**UNIT- IV** Assessment of Regulatory Business Environment, Change from Control to Regulations, Changing role of RBI and Financing Institutions. NITI Aayog and its functioning.

**UNIT – V:** Concepts of Corporate Governance, Corporate Social Responsibility. concept of insurance and role of IRDA. Trend of Balance of Payment and Balance of Trade in India. Basic concept of Capital Market and Role of SEBI.

### **3. SUGGESTED READINGS**

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
3. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
4. Fernando, A.C.; Business Environment, Pearson Education.
5. Dutt&Sundaram; Indian Economy, S. Chand& Sons.
6. Paul, Justin; Business Environment–Text and Cases, Tata McGraw Hills Pvt.Ltd.
7. Bedi, Suresh, Business Environment, Excel Books, New Delhi

## **INTRODUCTION TO COMMUNICATION SKILLS**

### **1. COURSE OBJECTIVES**

Communication skill plays a vital role in today's challenging and competitive world. It is imperative for the students to get acquainted with the various modes of English namely speaking, reading, writing and listening. Simultaneously the grammar is very essential, be it in any mode of English. A good communicator always stands tall and different from the common crowd, and so communication skill course will enable them to be effective communicator.

### **2. COURSE CONTENT**

**UNIT – I:** Understanding Business Communication: Concept of Business Communication concept, Models of Communication, Process of Communication,

**Unit II-** Principles of Communication, Characteristics of effective business communication, Barriers to communication and ways to overcome. 7 C.s of communication.

**UNIT – III:** Channels of communication, Types of communication: Verbal, Non-Verbal, Formal, Informal communication. Body Language.

**UNIT – IV:** Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills.

**UNIT – V:** Business Writing: Fundamental of Business writing, business letter writing and types of Business letter, Circulars, Notices. Business Reports and Proposals and Resume Writing.

### **3. SUGGESTED READINGS**

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

## **COMPUTER FUNDAMENTALS LAB**

### **1. COURSE OBJECTIVES**

This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

### **2. COURSE CONTENT**

**UNIT – I:** Introduction to computer operating system - Hardware and Software. Introduction to MS Word. Creation of Simple document, editing text working with table and graphic. Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels.

**Unit - II:** Introduction of MS Excel, meaning of workbook opening of excel sheet and workbooks. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and chart Introduction to Power Point.

**UNIT – III:** Network & Internet – Internet working and its concepts, Types of Network, Internet Protocol Address. Netiquetts. Basic services over Internet like WWW, URL, Domain names, Web Browsers, Internet security, Drafting business emails,

**UNIT – IV:** Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication.



**UNIT – V:** Developing virtual business meeting skills-setting meeting goals and agendas, choosing appropriate software, and scheduling. virtual meetings etiquettes - outfits, testing connection and equipments, background and Audio/video settings and minimizing distractions.

### **3. SUGGESTED READINGS**

1. Computer Fundamentals by P.K. Sinha (BPB Publications)
2. Computer made Easy for Beginners (in Hindi) By Niranjana Bansal, Jayshri Saragoi.
3. IT Tools and Application by Satish Jain, Shashank Jain, Dr. Madulika Jain (BPB Publication)
4. Rapidex Computer Course by Vikas Gupta (PustakMahal), Internet and Web page designing by V.K. Jain (BPB Publications).

## **HUMAN VALUES**

### **1. COURSE OBJECTIVES**

1. Recognize the need and importance of value education & learn how to implement these values in their real life and engineering
2. Understand harmony in human being (with body & self), family, society and Nature
3. Implications of the above Holistic Understanding of Harmony on Professional Ethics

### **2. COURSE CONTENT**

**UNIT – I:** Need, Basic Guidelines, Content And Process For Value Education - Understanding the need, basic guidelines, Self Exploration - its content and process; ‘Natural Acceptance’ and Experiential Validation, Continuous Happiness and Prosperity- Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding Happiness and Prosperity.

**UNIT – II:** Understanding Harmony In The Human Being - Harmony In Myself - Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’ Understanding the needs of Self (‘I’) and ‘Body’ - Sukh and Suvidha Understanding the Body as an instrument of ‘I’, Understanding the characteristics and activities of ‘I’ and harmony in ‘I’ Understanding the harmony of I with the Body: Sanyam and Swasthya.

**UNIT – III:** Understanding Harmony In The Family And Society- Harmony In Human-Human Relationship - Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti;

**UNIT – IV:** Trust (Vishwas) and Respect (Samman) , meaning of Vishwas; Difference between intention and competence, meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, harmony in the society , Samadhan, Samridhi, Abhay, Sah-astitva comprehensive Human Goals.

**UNIT – V:** Understanding Harmony In The Nature And Existence - Whole Existence As Coexistence - Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting Units in all pervasive Space. Holistic perception of harmony at all levels of existence.

### **3. SUGGESTED READINGS**

1. R. R. Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2009. ISBN: 978-9-350-62091-5
2. R. Subramanian, Professional Ethics includes Human Values, Oxford Univ. Press.
3. A. N. Tripathy, 2003, Human Values, New Age International Publishers.
4. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
5. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
6. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

# **1<sup>st</sup> Year – II Semester**

## **BUSINESS ORGANIZATION**

### **1. COURSE OBJECTIVES**

The objective of the paper is to familiarize the students with the different aspects of Business Organization.

### **2. COURSE CONTENT**

**UNIT-I** Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade.

**UNIT-II** Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations.

**UNIT-III** Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment;

**UNIT-IV** Process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan.

**UNIT-V** Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association.

### **3. SUGGESTED READINGS**

1. Vasishth, Neeru, Business Organization, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organizational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organization, Pearson Education, New Delhi

## **MARKETING CONCEPTS**

### **1. COURSE OBJECTIVES**

The paper aims at making students to understand basic concepts, philosophies, process and techniques of marketing.

### **2. COURSE CONTENT**

**UNIT-I** Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment, marketing information system.

**UNIT-II** Determinants of consumer behavior; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research.

**UNIT-III** Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions.

**UNIT-IV** Distribution channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management.

**UNIT-V** Conceptual introduction to customer relationship marketing; promotion mix - personal selling, advertising, sales promotion, publicity.

### **3. SUGGESTED READINGS**

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Marketing Management, Text and Cases, Wisdom Publications, New Delhi
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

## **MACRO ECONOMIC ANALYSIS AND POLICY**

### **1. COURSE OBJECTIVES**

The course aims at providing the knowledge of basic concepts of the Macro Economics. This paper of macro economics will acquaint the students with various macroeconomic issues like growth and development, Demographics, Economic planning, banking and demand and supply. Studying this, the students would understand how economics would help in influencing the various policy decisions of the country.

To understand milestones in the development of Arthashastra from ancient times till the present era. Acquaint students with the wide range of topics covered in Kautiliya Arthashastra.

### **2. COURSE CONTENT**

**UNIT-I:** Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

**UNIT-II:** Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

**UNIT-III:** Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence.

**UNIT-IV:** Monetary policy, Instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures.

**UNIT-V:** Composition of Kautiliya Arthashastra, Structure of Kautiliya Arthashastra, Contents of Kautiliya Arthashastra, Study of selected quotes of Kautiliya Arthashastra, Literary style of Kautiliya Arthashastra, Detailed study of selected sutras of Kautiliya Arthashastra

### **3. SUGGESTED READINGS**

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi
6. Kautiliya Arthashastra, T.Ganapati Shastri

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## **BASIC STATISTICS**

### **1. COURSE OBJECTIVES**

The developments in business activities have taken such unprecedented dimensions both in the size and the competition in the market that the use of statistical data and its analysis have become indispensable in almost all the branches of business activity. To cater to this requirement, the objective of this course is to impart the students about the basic knowledge of statistics and to throw light on the condensing, comprehending, analyzing and presenting data.

### **2. COURSE CONTENT**

**UNIT-I:** Statistics Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution.

**UNIT-II:** Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean.

**UNIT-III:** Meaning of correlation, types of correlation – methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression,

**UNIT-IV:** Index Number: concept, utility, methods, simple and weighted average of relatives and aggregative index numbers. Analysis of Time Series: theories of time series, analysis of trend (excluding seasonal variations), application of time series in business.

**UNIT-V:** Standard error of estimate, measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness.

### **3. SUGGESTED READINGS**

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Sancheti, S.C. & V.K. Kapoor, Statistical Methods, Sultan Chand
4. Ellhans, D.N., Fundamentals of Statistics
5. Sharma, J.K., Business Statistics, Pearson Education, New Delhi
6. T.N. Srivastava, Shailaja Rego, Statistics for Management, Tata McGraw Hill
7. B. L. Agarwal, Basic Statistics, New Age

## **BUSINESS COMMUNICATION LAB**

### **1. COURSE OBJECTIVES**

1. To introduce them to some of the practices in business communication that are in vogue.
2. To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising and maintaining one's poise in private and in public.
3. To build their confidence and to install competitiveness by projecting a positive image of themselves and of their future.

### **2. COURSE CONTENT**

**UNIT-I:** Grammar – Tenses, Articles, Verbs, Preposition, Auxiliary, Phonetics, Vocabulary, Synonyms, Antonyms & part of speech, Confusing words, One word substitute, Idioms & phrasal verbs

**UNIT-II:** Reading - Short Business Stories, Paragraphs / Stories / Essays / Incidences – Comprehensions. Business Writing – Writing a Routine Business Report, Corporate Reports, Business Proposals.

**UNIT-III:** Business Letters writing - Enquiry and reply letter, Quotation, Order – placing, execution and cancellation Complaint and adjustment letter. Informal communication letters - Condolence, greeting, email, etc.

**UNIT – IV:** Resume Writing - Understanding and writing about yourself, setting a career goal, job searching / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process.

**UNIT – V:** Spoken English and Interviews - Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Mastering the art of giving interviews in selection or placement interviews, discipline interviews, appraisal interviews and exit interviews

### **3. SUGGESTED READINGS**

1. Business Communication by V. K. Jain and Omprakash Biyani.
2. Business Communication by Rajendra pal and Korlahally.
3. Business Communication by Urmila Rai and S. M. Rai.
4. Modern Commercial Correspondence by R. S. N. Pillai and Bagavathi.
5. Murphy’s English Grammar by Raymond Murphy – A Textbook of English phonetics for Indian students by T. Balasubramanian.
6. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

## **IT SKILLS**

### **1. COURSE OBJECTIVES**

1. To understand the fundamental concepts of Information Technology, including the evolution, components, and infrastructure, to form a strong foundational knowledge.
2. Apply practical skills in utilizing common software tools and troubleshooting basic IT issues.
3. Analyze the current and emerging IT trends and their impact on business operations and decision-making

### **2. COURSE CONTENT**

**UNIT – I:** Evolution of Information Technology: Historical Overview of IT Evolution, Key Milestones in IT History, The Impact of IT on Society and Business, Emerging Trends in Information Technology.

**UNIT – II:** Hardware Components, Memory and Storage Devices, Software Components, System Software vs. Application Software, The Role of Firmware, Data Components Types of Data and Data Representation, Databases and Data Management, People and Procedures, IT Personnel and Their Roles, IT Procedures and Best Practices.

**UNIT - III:** Servers and Data Centers Networking Equipment, Cloud Computing Resources, IT Services and Service Models, Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), IT Governance and Compliance, ITIL (Information Technology Infrastructure Library), Regulatory and Compliance Frameworks, Green IT and Sustainability, Energy-efficient IT Practices, E-waste Management.

**UNIT - IV:** Introduction to Databases - What is a Database, Importance of Databases in IT, Types of Databases (Relational, NoSQL, etc.).SQL Fundamentals - Structured Query Language (SQL), Basic SQL Commands (SELECT, INSERT, UPDATE, DELETE).

**Unit-V:** Database Administration Basics - Database Administration Roles and Responsibilities, Backup and Recovery Procedures, Security and User Permissions, Performance Tuning and Monitoring.

### **3. SUGGESTED READINGS**

1. "Information Technology for Managers" by George Reynolds and Judith S. Reynolds (2022). Pearson Education.
2. "Information Technology for Management" by V. Rajaraman (2023). PHI Learning Private Limited
3. "Information Technology: An Introduction" by K.C. Laudon and Jane P. Laudon (2021), Pearson Education India.
4. "Fundamentals of Information Technology" by Leon Albert and Salvator Fernandez (2020). Kalyani Publishers.
5. "Information Technology: Principles, Practices and Applications" by Dinesh Goyal (2019), Tata McGraw-Hill Education

## **CONSTITUTIONAL VALUES AND FUNDAMENTAL DUTIES**

### **1. COURSE OBJECTIVES**

1. Enrich students with knowledge and relevance of the Constitution.
2. Develop awareness about Duties and Values.
3. Inculcate a sense of Constitutionalism in thought and action.

### **2. COURSE CONTENT**

**UNIT- I:** The Constitution of India - An Introduction: Federal Republic, Rule of Law, Separation of Powers, Sovereignty, Socialism, Democracy, Secularism and Sarva Dharma Sama Bhava.



**UNIT- II:** Constitutional Values- Justice: Social, Political, Economic Liberty: Thought, Expression, Belief, Faith, Worship, Equality: Equality before law & equal application of laws, Fraternity: Dignity, Unity and Integrity.

**UNIT- III:** Fundamental Duties- Reflecting on the ancient Indian notions of righteousness and duty consciousness, Fundamental Duties- Article 51A [(a)- (k)], Legal status of Fundamental Duties - Judicial approach.

**UNIT – IV:** Practical component- Reflections on some of the constitutional values/ fundamental duties and its contemporary relevance in day-to-day national life through group discussions and projects.

**Unit - V:** Project and survey- Students are required to conduct a survey on assessing the awareness of the constitutional duties amongst the citizens, Students may share their experiences on Fundamental Duties and Values in the form of a Project Report, Any other awareness practices based on contemporary issues.

### **3. SUGGESTED READINGS**

1. Preamble to the Constitution of India, 1950.
2. The Constitution of India, Articles - 14, 19, 21.
3. The Constitution of India, Fundamental Duties [Ar. 51 A (a)- (k)].
4. Durga Das Basu, et al., Introduction to the Constitution of India (LexisNexis, 26th edn, 2022).
5. Leila Seth, We, the Children of India: The Preamble to Our Constitution (New Delhi, Puffin Books, Penguin Books India, 2010).
6. Mahendra Pal Singh, V.N. Shukla's Constitution of India, (Eastern Book Company, Lucknow, 13th revised edn. 2017).
7. B.R. Ambedkar Selected Speeches, (Prasar Bharati, New Delhi, 2019) available at: [https://prasarbharati.gov.in/whatsnew/whatsnew\\_653363.pdf](https://prasarbharati.gov.in/whatsnew/whatsnew_653363.pdf).