

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDARPATELEUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, VVNAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4STAR)

AAA Reaccredited CGPA 3.56–GRADE **A⁺** KCG-Dept. of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited –CGPA 3.30 -GRADE **'A⁺'** UGC–MHRD, Govt. of India–June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (ITM- Information Technology Management) with effect from December -2023

PROGRAMME SPECIFIC OBJECTIVE:

The objective of the BBA (ITM) programme is to give students the knowledge and abilities to efficiently manage and use of IT resources within organizations, comprehend the strategies of technology in business, and gain proficiency in field of Management and IT.

At the end of the BBA (ITM) programme the students will be able to:

PROGRAMME OUTCOME (PO)-SEMESTER-II	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities.3. To improve Communication and interpersonal skills.4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen.6. To get exposure of industrial world through company visits and interaction with experts.7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
PROGRAMME SPECIFIC OUTCOME (PSO) - SEMESTER-II	<ol style="list-style-type: none">1. Apply various business and information technology management practices.2. Analyze and interpret data for better decision making.3. Demonstrate effective communication and interpersonal skills.4. Implement basic concepts of high speed LAN and data communication.5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
To Pass:	<ol style="list-style-type: none">(i) At least 36% Marks in each paper at the Semester End Examination and Aggregate Marks. Internal & External Assessment.(ii) At least 36% Marks in each paper in Internal Assessment and 36% aggregate marks in Internal Assessment.

**Course Structure under NEP – 2020 (BBA-ITM) Semester-II
with effect from the Academic Year December - 2023**

Course Type	Course Code	Name of Course	T/P	Credit	WCH	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
Major (Core)	UM2MABBI01	Management of MSMEs	T	4	4	2	50/18	50/18	100/36
	UM2MABBI02	Fundamentals of C Programming	T/P	4	4	2	50/18	50/18	100/36
Minor (Elective Any One)	UM2MIBBI01	Macro Economics	T	4	4	2	50/18	50/18	100/36
	UM2MIBBI02	Company Management	T	4	4	2	50/18	50/18	100/36
	UM2MIBBI03	Indian Economy –II	T	4	4	2	50/18	50/18	100/36
Multi/Inter Disciplinary (Any One)	UM2MDBBI01	Mathematics–II	T	4	4	2	50/18	50/18	100/36
	UM2MDBBI02	Accounting for Management	T	4	4	2	50/18	50/18	100/36
	UM2MDBBI03	Innovation Management	T	4	4	2	50/18	50/18	100/36
Ability-Enhancement Compulsory Course	UM2AEBBI01	Enhancement of Communication Skills for Management - II	T	2	2	1	25/9	25/9	50/18
Skills Enhancement Course /Internship (Any One)	UM2SEBBI01	Application of statistics in IT	T	2	2	1	25/9	25/9	50/18
	UM2SEBBI02	Data Communication and Networking	T	2	2	1	25/9	25/9	50/18
	UM2SEBBI03	Time Management	T	2	2	1	25/9	25/9	50/18
	UM2SEBBI04	Industrial Safety Management	T	2	2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM2VABBI01	Environmental Studies	T	2	2	1	25/9	25/9	50/18
	UM2VABBI02	NCC–I	T/P	2	2	1	25/9	25/9	50/18
	UM2VABBI03	NSS–I	T/P	2	2	1	25/9	25/9	50/18
	UM2VABBI04	Yoga, Meditation & Fitness –I	T/P	2	2	1	25/9	25/9	50/18
Minimum Qualifying Credits						22			

Notes:

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC and VAD.**
2. Class Room Presentation will include CSDS/ Factory Visit /Field Study/ Seminar/ Film Screening /Audio-Video/Problem Solving/ Group Study//Case Study/ Book Review/Article Review/ Computer Lab/ Project Work etc.

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GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MABBI01	Title of the Course	MANAGEMENT OF MSMEs
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. The Course is designed to meet the needs of entrepreneurs in the MSME sector.
	2. The course is helpful in acquiring knowledge to run their businesses professionally, and profitably.
	3. The Course helps to develop, and understand the MSME management.
	4. It also exposes the students to concepts and processes of entrepreneurship, starting an enterprise & its professional management.
	5 It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.

Course Content		
Unit	Description	Weightage (%)
1.	MSMEs IN INDIA Concept of Entrepreneur & Entrepreneurship, Qualities of Successful Entrepreneurs MSMEs: MSME Registration, Steps involved in setting up MSMEs, Performance, Role of MSMEs In India, Key Challenges, Special Measures under Aatma Nirbhar Bharat and Recent Developments	25%
2.	STATUTORY BODIES UNDER MSMEs Objectives and Functions of: Khadi and Village Industries Commission (KVIC), Office of Development Commissioner (MSME), Coir Board, Mahatma Gandhi Institute for Rural Industrialisation (MGIRI), National	25 %

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	Institute for MSMEs (nimsme)	
3.	POLICY INITIATIVES AND EMERGING TRENDS FOR MSMES The MSME Development Act, 2006 (Salient Features) The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives Intellectual Property Rights (IPR) Bar Coding.	
4.	MAJOR SCHEMES FOR MSMEs a) Scheme for Credit and Financial assistance to MSMEs: Prime Minister's Employment Generation Programme (PMEGP), Credit Guarantee Trust Fund for MSEs (CGTMSE) b) Scheme for Skill Development and Training: A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE) , Entrepreneurship and Skill Development Programme (ESDP) c) Scheme for infrastructure Development - Support through Cluster Approach : Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Micro and Small Enterprises - Cluster Development Programme (MSE-CDP) d) Scheme for Marketing Assistance: Scheme for providing assistance to Khadi institutions under MPDA	25 %

Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal form assessment, like interactive/ participated methods, group projects, student portfolios, and class participation and in the student- cantered classroom, teaching and assessment are connected.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	<ul style="list-style-type: none">• The Students will understand the concept of Entrepreneur & Entrepreneurship and MSMEs.• The Students will gain knowledge on Performance, Key Challenges of MSMEs.• The Students will learn the Steps involved in setting up MSMEs and Registration.• The Students will understand Role & Importance of MSMEs in India.
2.	The Students will acquire knowledge regarding different Government Schemes available for MSMEs.
3.	<p>The Students will acquire knowledge regarding ASPIRE Scheme.</p> <ul style="list-style-type: none">• The Students will learn About the MSME Development Act, 2006 (Salient Features) and The MSME Development Act (Amendment) Bill, 2015.• The Students will understand E-Governance Initiatives/ Digital Initiatives for MSMEs.
4.	<ul style="list-style-type: none">• The Students will acquire knowledge regarding Types of MSME loan options.• The Students will learn about the Emerging Trends & Institutions Supporting MSMEs.• The Students will understand Overview of World Trade Organization (WTO), Intellectual Property Rights (IPR), International SME Network (INSME) and Bar Coding.
Suggested References	
Sr. No.	References

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1	Dynamics of Entrepreneurship Development & Management: Vasant Desai
2	Entrepreneurship Development in India: C B Gupta & N P Srinivasan
3	Entrepreneurship and small Business Management: C B Gupta & S S Khanka
4	Small Business Entrepreneurship : Paul Burns& Jim Dewhunt
5	Annual Reports of Ministry of Micro, Small and Medium Enterprises
6	On-line Resources www.msme.gov.in https://youtu.be/e9fC3choW2M http://dcmsme.gov.in https://udyamregistration.gov.in https://youtu.be/HjZq1ugzWoc https://youtu.be/uKRhEiFBi7s https://youtu.be/VJC7TGzjldo



**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MIBBI01	Title of the Course	MACRO ECONOMICS
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. The students can interpret the functioning of the economy at macro level. 2. The students will be able to Understand Short Run Economic Fluctuations. 3. Students will be able to appraise their role of Money 4. Students will critically elaborate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle. 5. Students will be able to formulate the linkages between financial markets and the real economy, the influence the impact of economic policies over differing time horizons.
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Course Content		
Unit	Description	Weightage* (%)
1.	Open – Economy Macroeconomics: Basic Concepts <ul style="list-style-type: none"> • The Flow of Goods: Exports Imports and Net Exports -The Increasing Openness of the Indian Economy • How policies and Events Affects an Open economy • The Government fight recessions with spending hikes rather than tax cuts: Pros. And Cons. • The Prices for International Transactions : Real And Nominal 	25 %

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	Exchange Rates	
2.	Short Run Economic Fluctuations : <ul style="list-style-type: none"> • Aggregate Demand • Aggregate Supply • Causes Of Economic Fluctuations • Monetary Policy Influences Aggregate Demand • Fiscal Policy Influences Aggregate Demand 	25 %
3.	The Monetary System: <ul style="list-style-type: none"> • Meaning, Functions and Kinds of Money • Banks And The Money Supply: Money Creation With Fractional -Reserve Banking The Money Multiplier • Inflation- Meaning, Types and Causes • India-A Case of Stagflation 	25 %
4.	Production And Growth: <ul style="list-style-type: none"> • Economic Growth Around the World • Productivity-Its Role and Determinants, Production Function • Economic Growth and Public Policy: Savings And Investment Diminishing Returns and Catch-up Effect Investment From Abroad • The Importance of Long Run Growth 	25 %

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written / Practical Examination (As per NEP 2020)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per NEP 2020)	
3.	Semester End Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	The students can summarize the objectives of government macroeconomic policy and describe how they can be pursued
2.	The students can apply aggregate demand and aggregate supply model of the macro economy and utilize it to illustrate macroeconomic problems and impending fiscal policy and monetary policy solutions
3.	The students will be able to examine the role of money in modern economy
4.	The students can create skills in analysing effects of economic policy on macroeconomic sustainability.

Suggested References:	
Sr. No.	References
1.	Money, Banking Publish Finance & International Trade by D M Mithani Himalaya Publications, Mumbai.

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2.	Dwivedi M D N (2006) Macro Economics-Theory & Policy, Vikas Publishing House Pvt Ltd.
3.	Manikw G.N (2003), Macro Economics (V th Edition), Thomson South Western, Delhi.
4.	Shapiro E (2003) Macro Economics Analysis (V th Edition), Galgotia Publications, New Delhi.
5.	Ahuja H.L (2007) Macro Economics Theory & Policy, Sultanchand & Co. New Delhi.

On-line resources to be used if available as reference material
On-line Resources
https://www.economicdiscussion.net/ - (creative commons)



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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MIBBI02	Title of the Course	COMPANY MANAGEMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To familiarize students with the principles and broad understanding of Business theory.
	2. To acquaint students with various categories of companies and different models of business organization.
	3. To introduce students to diverse variations of Joint Stock Companies and provide them with knowledge about the memorandum and articles of a company.
	4. To acquaint students with different configurations of contemporary businesses.

Course Content		
Unit	Description	Weightage (%)
1.	Nature & Scope of Business <ul style="list-style-type: none"> • Meaning of Business • Characteristics of Business • Functions of Business • Objective of Business • Categorization of business activities Industry and Commerce: Definitions and varieties. 	25%

	<ul style="list-style-type: none">• E-Business: Concept, Scope and Benefits	
2.	Forms of Business Organization <ul style="list-style-type: none">• Corporate and Non-Corporate forms of business organization• Non corporate form: Concepts, Merits & Demerits of Sole proprietorship, Partnership and limited liability partnership• Sole proprietorship, Partnership• Classification of Companies as per 'The Companies Act, 2013'• Selection of Business Organization Structure: Factors influencing the choice of an appropriate form of business organization.	25 %
3.	Introduction to Company Form of Organization <ul style="list-style-type: none">• Meaning and Features of Joint Stock Company• Merits & Demerits of Joint Stock Company• Procedure for Company Formation: Exploring the process involving the memorandum of association, articles of association, and prospectus.• Conversion of a Private Limited Company into a Public Limited Company.• Conversion of Public into a Private company• Distinction between a public company and a private company	25 %
4.	Business Combination for Companies <ul style="list-style-type: none">• Introduction• Objectives of Business Combination• Causes of Business Combination• Types of Business Combination• Forms of Business Combination• Recent trends in combination	25 %

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Teaching-Learning Methodology	These are teacher-centred methods, learner-centred methods, content focused methods and interactive/participative methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes: Having completed this course, the learner will be able to	
1.	To gain insights into various aspects of business and e-business in the contemporary world.
2.	To comprehend the various types and structures of companies, as well as the distinctions between private and public companies.
3.	To understand about joint stock company and its procedure to start with different documents
4.	To gain an understanding of different aspects of business combinations and stay updated on recent developments in the field.
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Sr. No.	References
1	Company Law & Secretarial Practices by M. J. Mathew
2	Company Law by N.D. Kapoor
3	Secretarial Practice by M. C.Kuchhal
4	Forms of Business Organization, Mr. S.P.Shah, Dr. Paresh Shah, Prof. A.A.Shah, Mahajan Publication House, 5th Edition
5	Modern Business Organisation- Mr. Y.K.Bhushan, Sultan Chand & Publication

On-line resources to be used if available as reference material

<http://ebook.mca.gov.in/default.aspx>

On-line Resources

<https://sdak24.com/management-of-companies-corporate-law-notes/>

https://www.dphu.org/uploads/attachements/books/books_3955_0.pdf

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MDBBI02	Title of the Course	Accounting for Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To develop and enhance writing skill of accounts among the students.
	2. To impart comprehensive knowledge on basic accounting practices of preparing journal, ledger, and final accounts.
	3. To gauge the understanding of basic accounting terms and generally accepted accounting principles.
	4. To enable the students to match with current requirement of business firm.

Course Content		
Unit	Description	Weightage (%)
1.	Conceptual Framework: (Theory and Examples) <ul style="list-style-type: none"> • Meaning and Objectives • Advantages & Limitations of Accounting • Business Transactions Classification of Accounts and rules of debit & Credit • Basic Accounting Terms : Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Loss, Profit, Voucher, Discount, Transaction, Drawing, Depreciation, Reserves & Surplus, Provisions • Distinction between Capital and revenue expenditure and incomes 	25%
2	Accounting Cycle : <ul style="list-style-type: none"> • Introduction of Journal, Subsidiary books, ledger and Trial Balance • Examples on recording transaction into Journal, Ledger posting, and Trial Balance. 	25%

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3	Final Accounts of Sole Proprietor:(Examples Only) <ul style="list-style-type: none"> • Meaning and Pro-forma of Trading Account, Profit & Loss Account and Balance Sheet. • Examples of Trading Account, Profit & Loss Account and Balance Sheet. 	25%
4	Shares & Debentures (Theory & Examples) <ul style="list-style-type: none"> • Meaning of Shares and Debentures • Provision relating to issue of shares at par, premium and discount • Examples of Issue and Allotment of shares including pro-rata allotment (Excluding Forfeiture and reissue of shares) • Debenture Redemption Fund Method(Examples) 	25 %

Teaching-Learning Methodology	Classroom Teaching, Assignment, Quiz, Seminars, Mooc videos, Content-Focused Methods and Interactive / Participative Methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

Course Outcomes	
1.	The Student will be able to record accounting transactions as per accounting principles and concepts.
2.	The student will gain in -depth knowledge of accounting practices and streamline himself with present corporate scenario
3.	Develop understanding towards recording transaction into journal and ledger

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4.	Develop keen understanding of Final Accounts of Sole Proprietor.
5.	Develop practical approach towards Financial Statements.

Suggested References	
Sr. No.	References
1	Advanced Accountancy 1-Maheshwari S N & Maheshwari S K
2	Fundamentals of Financial Accounting-Sehgal Ashok and Sehgal Deepak
3	Advanced Accountancy-Tulsian
4	Advanced Accountancy 1-Gupta Radhaswamy
5	Principals & Practice of Accountancy Gupta R L & Gupta V K
6	Advanced Accountancy-Jain S P & Narang K L
7	Financial Accounting-Khanka S S 8 Financial Accounting-Narayanaswamy

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GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MIBBI03	Title of the Course	INDIAN ECONOMY-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To familiarize the students with the concept of Indian Economy and its Development.
	2. The students identify and interpret basic economic parameters of Rural Credit, Micro Finance and Industrial Finance.
	3. To provide an overview of new industrial policy and its impact on various sectors of Economy.

Course Content		
Unit	Description	Weightage (%)
1.	DEVELOPMENT OF INDIAN ECONOMY Concept & Characteristics, Issues of development, Development strategy in India, Factor affecting economic growth in India. Economic planning: Meaning, type and objectives, Concept of Social Justice in brief.	25%
2.	INDIAN AGRICULTURE Green revolution,	25 %

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	<p>Present position of Indian agriculture, Concept of food security in India,</p> <p>Rural Credit: Needs, NABARD and its role in rural credit,</p> <p>Micro Finance: Meaning, Needs, Importance and Types, Financial Institution of Micro Finance.</p>	
3.	<p>INDIAN INDUSTRIES & INDUSTRIAL POLICIES</p> <p>The role of Industrialization, Concepts of small-scale and cottage enterprise, Role of Small Scale Industries in Indian economy, Information Technology in India, Growth and major issues of Information Technology in India, Concept of unorganized sector, New Industrial Policy 1991.</p>	25 %
4.	<p>INDUSTRIAL FINANCE</p> <p>Meaning of Industrial Finance, Need and Sources of Industrial Finance, Types of Institutions, Finance for Industrial Activities, Sources of Finance for Small scale Industries, Shortcoming and Improvements – Weaknesses and remedial measures of Industrial Finance.</p>	25 %

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	Develop ideas of the basic characteristics of Development of Indian economy.
2.	Understand Agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.
3.	Have an insight on the New Industrial Policy 1991 and its impact on Indian Economy.
4.	Student will able to understand the concept of Micro Finance and its various sources.
Suggested References	
Sr. No.	References
1	A.N. Agrawal : “Indian Economy problems of Development and planning” New Age International (P) Ltd New Delhi, Daryaganj, 110002
2	Ruddar Dutt, K.P.M. Sundaram: “Indian Economy” S. Chand & Company Ltd, Ram Nagar, New Delhi-110055

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3	S. N. Agrwal “India’s Population Problems”. Tata McGraw Hill
4	V.K. Puri , S.K. Mishra : “Indian Economy” Himalaya Publishing House
5	S.S.M Desai “Industrial Economy of India” Himalaya Publishing House”
6	S.C. Kuchhal, “Industrial Economy of India”

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MDBBI01	Title of the Course	MATHEMATICS- II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To develop a deep understanding of mathematical concepts and techniques that are relevant to solving problems related to business and economics.
	2. To develop the ability to apply mathematical tools and techniques to analyze data, solve problems, and make informed decisions in a business context.
	3. To develop the ability to communicate mathematical ideas and solutions clearly and effectively to others.

Course Content		
Unit	Description	Weightage (%)
1.	Interpolation and Extrapolation Meaning of Interpolation and Extrapolation, Assumptions, Importance of Interpolation and Extrapolation, Operators and E (without proof), Methods of Interpolation and Extrapolation: 1. Newton's Method 2. Binomial expansion method 3. Lagrange's method and examples on these methods.	25%
2.	Assignment problems (AP) and Replacement Problems: Meaning of Assignment Problem, Mathematical form of Assignment problems, Hungarian method for solving Assignment problems in the cases	25 %

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	of maximization and minimization problems, Meaning of Replacement problem, Examples of Replacement problems	
3.	Co-ordinate Geometry: Cartesian Co-ordinate System, Distance between two points (without proof), slope of line, slope of parallel and perpendicular lines, Intersect point of two lines, Equations of line (1) Two Point Form (2) Point and Slope form (3) Intercept and slope form (4) Two Intercept form and example on it.	25 %
4.	Derivatives and Applications of Derivatives: Definition of derivative, Derivatives of explicit, composite functions, Derivatives of exponential and arithmetic functions, working rules of differentiation (without proof), Higher order derivatives, maxima and minima of a function in simple polynomial form.	25 %

Teaching-Learning Methodology	Lecture, Assignment, Quiz, Seminars, Mooc videos, Content- Focused Methods and Interactive / Participative Methods.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	

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3.	External Examination	50 %
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Course Outcomes	
1.	Students will be able to apply the principles of assignment problems to optimize resource allocation and minimize costs in a business setting.
2.	Students will be able to apply the principles of replacement problems to make decisions about asset management and replacement in a business context.
3.	Students will be able to apply the principles of the applications of derivatives to make informed decisions about maximizing profits, minimizing costs, and managing risk in a business context.
4.	Students will be able to use interpolation and extrapolation to make predictions and analyze trends in business data
Suggested References	
Sr. No.	References
1	Sancheti & Kapoor: Statistic: Theory, Methods and Applications, Sultan Chand & Sons, New-Delhi.
2	Kapoor, V. K.: Business Mathematics, Sultan Chand and Sons, New Delhi
3	H. A. Taha, Operations Research Macmillan Publishing Co. Inc.
4	J. K. Sharma: O. R. Theory and Applications, Macmillan India Ltd

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MDBBI03	Title of the Course	INNOVATION MANAGEMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.
	2. The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.
	3. It will help to develop and recognize students own creativity and carry out innovative work in an effective way.
	4. It also exposes and motivates the students to apply problem solving steps and tools for carrying out creative and innovative work.
	5. The course helps the students to get into and out of the technologies faster and more efficiently.

Course Content		
Unit	Description	Weightage (%)
1.	Innovation & Creativity Innovation:- Meaning, Concept, Characteristics, Importance, Principles of Innovation, Process Of Innovation. Creativity:- Meaning, Concept, Importance, Creativity Process, Hurdles To Creativity.	25%

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2.	Innovation Management Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation	25 %
3.	Tools for Innovation Creativity Thinking:- Traditional V/S Creative Thinking Individual Creativity Techniques:- Meditation, Self-Awareness, &Creative Focus Group Creative Techniques:- Brain Storming, off The Wall Thinking &Thinking Hats Method.	25 %
4.	Areas of Innovation Product Innovation:- Concept, Packaging And Positioning Innovation Process Innovation:- Concept, Requirement & Types Benchmarking:- TQM-Business Process Reengineering	25 %

Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitates student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment.	
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	The students will understand the concept of Innovation & Creativity which will build a foundation in creative thinking among the students.
	The students will gain knowledge on Innovation & Creativity process, principles and hurdles in creativity.
2.	The students will acquire knowledge regarding scope, characteristics, evolution, and significance of Innovation Management.
3.	The students will acquire knowledge regarding Tools For Innovation through Individual and Group Creative Techniques. This will develop skills for analyzing innovations.
4.	The students acquire knowledge regarding Areas of Innovation and will learn about Product and Process Innovation, Bench marking, TQM and Business Process Reengineering.

Suggested References	
Sr. No.	References
1	Innovation Management by C S G Krishna macharyulu & Lalitha R, Himalaya Publishing House
2	James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.
3	Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
4.	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.

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5.	S. S. George, “Managing innovation in the New Millennium”, The ICFAI Press, 2004.
6.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

On-line resources to be used if available as reference material
On-line resources
https://youtu.be/FXJUDyqobbM
https://www.youtube.com/watch?v=FF_38_ZuRbQ
https://www.youtube.com/watch?v=33JjV_NDbpY
https://www.youtube.com/watch?v=DNUwZctwwhw
https://www.youtube.com/watch?v=_PC1qbAhKz0&feature=youtu.be
https://www.youtube.com/watch?v=wbFVNBNI7Bk&feature=youtu.be
https://www.youtube.com/watch?v=kfpERveB8kM&feature=youtu.be
https://www.youtube.com/watch?v=Y6R9ps2E1oM&feature=youtu.be
https://www.youtube.com/watch?v=66N5SM73AEc&feature=youtu.be
https://www.youtube.com/watch?v=1YLtkc6U3Rs&feature=youtu.be
https://www.youtube.com/watch?v=Ej5niRS-h7k&feature=youtu.be

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2VABBI01	Title of the Course	ENVIRONMENTAL STUDIES
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Creating the awareness about the environmental problems among the students.
	2. Imparting the knowledge about environment and its allied problems.
	3. Developing the attitude of concern for the environment.

Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Environmental studies <ul style="list-style-type: none"> ➤ Definition and Objectives ➤ Scope ➤ Importance ➤ Meaning and Concept of Renewable and Non Renewable Resources ➤ Need for Public awareness 	50%
2.	Natural Resources and Associated Problems <ul style="list-style-type: none"> ➤ Forest Resources ➤ Water Resources ➤ Mineral Resources ➤ Energy Resources ➤ Land Resources ➤ Role of individual in conservation of Natural Resources ➤ Equitable use of resources for sustainable lifestyles 	50%

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Teaching-Learning Methodology	These are teacher-centred methods, learner-centred methods, content focused methods and interactive/participative methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	Students can learn how to use resources sustainably and create awareness about preserving the environment.
2.	Students can develop awareness towards resources conservation and take initiative towards conservation process and understand the importance of resources for sustainable development.

Suggested References	
Sr. No.	References
1	Textbook of Environmental Studies for Undergraduate Courses- Erach Bharucha

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2	Environmental Studies - Dr. Suresh K. Dhameja. Published by SK Kataria & Sons, New Delhi-110006
3	Introduction to Environmental Studies- Chandar K. Sharma, Vrinda Publications Pvt. Ltd. Delhi-110091

On-line resources to be used if available as reference material
On-line Resources
Environmental Studies For Undergraduate Courses – UGC
https://oceanservice.noaa.gov/economy/
https://www.greenmountainenergy.com/why-renewable-energy/protect-the-environment
https://give.do/blog/top-10-indian-ngos-working-for-environmental-protection/
https://www.futurelearn.com/info/courses/introduction-to-environmental-science/0/steps/269824#:~:text=Natural%20resources%20are%20the%20raw,in%20between%20are%20natural%20resources.

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2SEBBI01	Title of the Course	Application of statistics in IT
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Review the key Statistics concepts that students should be familiar within order to solve quantitative problems
	2. To illustrate and teach students the statistical functions and formulas that facilitate the application

Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Statistics Definition of statistics, scope of statistics, Types of data: Primary and Secondary data, Methods of collecting primary data (i) Questionnaire (ii) Interview. (Both without formulation) Construction of frequency and Cumulative frequency and its examples.	50 %
2.	Measures of central tendency and dispersion Measures of central tendency: (i) Mean (ii) Median (iii) Mode (iv) Quartiles (all for grouped and ungrouped data). Combined mean. Measures of Dispersion: (i) Range (ii) Quartile Deviation (iii) Standard Deviation (all for grouped and Ungrouped data) (iv) Coefficient of Variation (C.V)	50 %

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Teaching-Learning Methodology	<ol style="list-style-type: none">1. ICT Based Teaching Learning Approach2. Blended Teaching Learning Approach for Calculation.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage (%)
1.	Internal Written(As per CBCSR.6.8.3)	50 %
2.	Internal Continuous Assessment in the form of Viva (MCQ), Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50 %

Course Outcomes	
1.	Demonstrate the ability to use skills in Statistics and different practicing areas for formulating and tackling Statistics related problems and identifying and applying appropriate principles and methodologies to solve a wide range of problems associated with Statistics.
2.	Recognize the importance of statistical modeling and computing, and the role of approximation and mathematical approaches to analyze the real problems using various statistical tools.
3.	Plan and execute Statistical experiments or investigations, analyze and interpret data/information collected using appropriate methods, including the use of appropriate statistical of are in cluding programming languages, and report accurately the findings the experiment/investigations.

Suggested References	
Sr. No.	References
1	S C Gupta: Fundamentals of Statistics, Himalaya Publishing House
2	R P Hooda: Statistics for Business and Economics, Mac Million Publication, New Delhi
3	Levin & Rubin: Statistics for Management, Prentice Hall of India, NewDelhi.

On-line resources to be used if available as reference material

On-line Resources

1. <https://www.dcehvpvm.org/E>

2. [Content/Stat/FUNDAMENTAL.MATHEMATICAL.STATISTICS-](#)

3. [S.C.GUPTA&KAPOOR.pdf](#)

2. <https://civildatas.com/download/fundamentals-of-mathematical-statistics-by-s-c-gupta>

3. <https://www.learnbse.in/statistics-for-economics-class-11-notes-chapter-5/>

4. <https://byjus.com/commerce/measures-of-central-tendency-arithmetic-mean/>

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2SEBBI03	Title of the Course	TIME MANAGEMENT
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. The Course is designed to understand the importance of Time Management.
	2. It is helpful to establish priorities based upon values and goals.
	3. It helps to demonstrate self-management by setting reasonable boundaries.
	4. It also exposes the students to analyse and evaluate how they spend their time.
	5. It helps the students to identify time wasters and discover ways to overcome it.

Course Content		
Unit	Description	Weightage (%)
1.	<p>Introduction to Time Management</p> <ul style="list-style-type: none"> • Meaning and objectives of Time Management • Importance of Time Management • Basic Principles of Time Management <p>Typical Time Wasters</p> <ul style="list-style-type: none"> • Causes of Time Wasters • Office environment • Meetings – Telephone calls • Visitors – Poor delegation • Internet – Televisions 	50 %
2.	<p>Time Management Tools</p> <ul style="list-style-type: none"> • Ways to overcome Time Wasters 	50 %

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NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

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	<ul style="list-style-type: none">• Time Management Planning Components• Time Management Strategies• TIME TECH System• Budget – best tools for Time Management	
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Teaching- Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.	
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	The Students will understand the concept of Time Management, objectives, importance, benefits and principles of Time Management.
2.	The Students will acquire knowledge regarding different time wasters and will be able to identify typical time wasters and its causes.

3.	The Students will be able to identify ways to overcome time wasters and will learn about time management planning components, strategies, Time Tech System and explore Time Management tools.
4.	The Students will understand application of time management and will learn about practical experience on goal setting, prioritizing, weekly plan and creative time management ideas.

Suggested References	
Sr. No.	References
1	The seven habits of effective people by Stephen R. Covey Simon , Schuster Publishers,1990
2	Managing Time for a Competitive Edge by Bharti R. L., S. Chand
3	Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003
4.	Dr. Jan Yager, Creative Time Management for the New Millennium, Mumbai, Jaico Publishing,2001
5.	The seven habits of effective people by Stephen R. Covey Simon , Schuster Publishers,1990

On-line resources to be used if available as reference material
On-line Resources
https://www.youtube.com/watch?v=xItNGPRBQKg
https://www.youtube.com/watch?v=KJLHIOIdqA4
https://www.youtube.com/watch?v=QzhaziGs6lQ
https://www.youtube.com/watch?v=Ux69_UreKcU

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<https://www.youtube.com/watch?v=Ex0sQ8xaQ0M>

<https://www.youtube.com/watch?v=rUO8Qvcs7cY>

<https://www.youtube.com/watch?v=SHiSe6-mOiY>

<https://www.youtube.com/watch?v=mOM6XjY6NqE>

<https://www.youtube.com/watch?v=UA5hfZoV7QE>

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2MABBI02	Title of the Course	Fundamentals of C Programming
Total Credits of the Course	04	Hours per Week	04 (T/P)

Course Objectives	1. To learn concepts of flowchart & algorithm.
	2. Students will be able to develop logics which will help them to create programs, basic applications in C
	3. Ability to work with Arrays of complex objects as well as characters and strings.

Course Content		
Unit	Description	Weightage (%)
1.	Computer Languages, Flowcharts and Algorithms Introduction to Computer Languages with Examples - Types of Computer Languages - What are translators? Interpreters, Compilers & Assembler - Turbo C Editor Details - Algorithm, Flowchart, Definition, Introduction, Advantages, Disadvantages, Symbols used in Flowcharting, Algorithm & Flowchart examples based on : Simple problems (operations), Decision making concepts, Looping Concepts.	25 %
2.	Programming Basics General Structure Of C Program - Character Sets, Variables, Keywords, Constants, Symbolic Constants - Basic Data Types: Int, Char, Float - Basic Operators: Arithmetic, Relational, Logical, Assignment, Shorthand Assignment, Conditional, Increment, Decrement - I/P Functions: Scanf(), Getchar(), Getch(), Gets(), Puts() - O/P Functions: Printf(), Puchar(), Clrscr() - Problems Based On Above Topics	25 %

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3.	Decision Making and Looping Concepts Decision Making Statements: Simple IF Statement, If-Else Statement, Nested If Statement, If-Else Ladder, Switch Statement, Conditional Operator - Looping Structures: For Statement, While Statement - Problems Based On Above	25 %
4.	Advanced Programming Concepts What are Arrays? Creating, initializing and working with 1-D arrays - String functions.	25 %

Teaching-Learning Methodology	ICT, Practical based Teaching
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

Course Outcomes	
1.	Able to implement algorithms and draw flowcharts for solving mathematical and logical problems.
2.	Able to design and develop basic C programs.
3.	Develop confidence for self education and ability for life-long learning needed for computer language.

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Suggested References	
Sr. No.	References
1	E Balaguru swami: Programming in ANSI C
2	Yashwant Kanetker: Let Us C

On-line resources to be used if available as reference material
On-line Resources
1. https://www.w3schools.in/c-tutorial/ 2. https://www.tutorialspoint.com/cprogramming/index.htm

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2VABBI02	Title of the Course	NCC -1
Total Credits of the Course	02	Hours per Week	02

Course Objectives	<ul style="list-style-type: none"> ❖ Course Content Part (I) Theory ❖ Course Content Part(II)Practical ❖ Course Objectives: <ul style="list-style-type: none"> ➤ Cadets will be able to: - Know about the history of NCC and Awareness of Nation. ➤ Its organization and incentives of NCC for their career prospects.
	<ul style="list-style-type: none"> ➤ Acquire knowledge of duties and conduct of NCC cadets ➤ Understand about different NCC camps and their conducts.
	<ul style="list-style-type: none"> ➤ Understand the concept of national integration and its importance. ➤ Understand the concept of self-awareness and emotional intelligence.
	<ul style="list-style-type: none"> ➤ Understand the concept of critical & creative thinking. ➤ Understand the process of decision making & problem solving.
	<ul style="list-style-type: none"> ➤ Understand the concept of team and its functioning. ➤ Understand the concept and importance of Social service.

Course Content Course Content Part (I)Theory		
Unit	Description	Weightage (%)
1.	NCC General & National Integration Awareness (NI). <ul style="list-style-type: none"> ❖ Incentives of NCC, Duties of NCC Cadet. NCC Camps: Types & Conduct. ❖ National Integration: Importance & Necessity, Factors Affecting National Integration, Unity in Diversity & Role of NCC in Nation 	25 %

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	Building, Threats to National Security.	
2.	Personality Development & Military History. <ul style="list-style-type: none"> ❖ Intra & Interpersonal skills - Self-Awareness- & Analysis, Empathy, Critical & creative thinking, Decision making and problem solving. ❖ Study Of Battles of Indo-Pak Wars 1965 & 1971, Acquire awareness about the basic weapon system in use in the Armed Forces. 	25 %

Course Objectives	<ul style="list-style-type: none"> ❖ Course Content Part (I) Theory ❖ Course Content Part(II)Practical ❖ Course Objectives:
	➤ Understand that drill as the foundation for discipline and to command a group for common goal.
	➤ Understand the importance of a weapon its detailed safety precautions necessary for prevention of accidents.
	➤ Develop awareness about different types of terrain and how it is used in battle craft.
	➤ Develop the concept of various markings on the map and how they are co-related to the ground features.

Course Content Course Content Part (II)Practical		
Unit	Description	Weightage (%)
1.	Drill, Weapon Training <ul style="list-style-type: none"> ❖ Foot Drill Dahine, Baen, Aage aur Piche Kadam Lena, Chal se Murdna, Tej Chal se Salute Karna, Tej Kadam Taal aur Tham, Tej Kadam Taal se Kadam Badalna. Teeno Teen se Ek File aur ek file se Teeno Teen Banana ❖ Weapon Training Range procedure & Theory of group, Short Range 	25 %

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	firing.	
2.	Map Reading & Field Craft & Battle Craft <ul style="list-style-type: none"> ❖ Protractor Bearing and its conversion methods, Service protractor and its uses., Prismatic compass and its uses and GPS, Navigation by compass and GPS. ❖ Field Craft & Battle Craft indications of landmarks and Targets, Intro, Definitions, Types of Ground, Indication of Landmarks, Methods of ident of targets, difficult targets. 	25 %

Teaching-Learning Methodology	Classroom teaching and learning Ground –Based learning (Practical) Project-Based Learning Problem-Based Learning Inquiry-Based Learning Group Discussion. Collaborative Learning Ground work practical. Army Wing Camps Taring.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	50 %
2.	Internal Continuous Assessment in the form of Practical & Viva	

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3.	External Examination Written	50 %
4.	External Examination Practical & Viva	

Course Outcomes	
1.	After completing this course, the cadets will be able to: - Imbibe the conduct of NCC cadets.
2.	Respect the diversity of different Indian culture.
3.	Practice togetherness and empathy in all walks of their life.
4.	Do their own self-analysis and will work out to overcome their weakness for better performance in all aspects of life.
5.	Understand creative thinking & its components.
6.	Think divergently and will try to break functional fixedness.
7.	Make a team and will work together for achieving the common goals.
8.	Do the social services on different occasions.

Suggested References	
Sr. No.	References
1	NCC Hand Book
2	DG NCC App
3	NCC DG Pressy
4	NATIONAL CADET CORPS (S.GAUR)

On-line resources to be used if available as reference material
On-line Resources
https://indiancc.nic.in/ncc-general-elective-subject-course-design/

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2AEBBI01	Title of the Course	Enhancement of Communication Skills for Management - II
Total Credits of The Course	02	Hours per Week	02

Course Objectives	1. To provide adequate basic understanding about management among the students.
	2. To prepare students to exploit opportunity being newly created in the management profession.
	3. To train the students in communication skills effectively.
	4. To develop students' abilities to analyse the context effectively, to apply principles and concepts to real problems and opportunities.
	5. To enable Students to be proficient in the language use independently and confidently.

Course Content		
Unit	Description	Weightage (%)
1.	<p>(A) <u>Text (Stay Hungry Stay Foolish By Rashmi Bansal)</u></p> <p>1. Giver Of All Good Things By R Subramania</p> <p>2. Health Is Wealth By Cyrus Driver</p> <p>(B) Non - Verbal Communication :</p> <p>1. Introduction & Definition</p> <p>2. Types of Non - Verbal Communication: Kinesics, Proxemics, Chronemics and Paraliguistics</p> <p>3. Importance of Non - Verbal Communication</p> <p>- How to improve Non - Verbal Communication skills(Give Tasks & Examples wherever needed)</p>	50 %

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2	Electronic Communication & Basics of Managerial Communication 1. Developing effective Presentations: Meaning, planning, preparing and presenting the Presentation 2. Email : Meaning, Writing effective Emails Essential parts, formats and qualities of an effective business letter(To be Tested practically and theoretically)	
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Teaching- Learning Methodology	Learner - centred instructional methods, Quiz, Assignments, Interactive sessions, Seminars, visual presentations, project based learning, use of E – resources including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

Course Outcomes:	
1.	Students should be able to communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
2.	Students should be able to build positive and productive relationships with colleagues and

	stakeholders through active listening, empathy, and conflict resolution.
3.	Students should be able to demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
4.	Students should be able to present themselves professionally through effective communication, including dress, body language, and etiquettes.

Suggested References	
Sr. No.	References
1	Journey through words - with Grammar Compositions & Comprehension(Garg Publication) – Raja Modi (For Short Stories)
2	Vignettes of Life - An Anthology of selected Short Stories (Garg Publication) Glimpses of Life - An Anthology of selected Short Stories Orient Longman Pvt. Ltd.
3	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
4	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
5	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai) Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
6	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata McgrawHill 2002)
7	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition) Business Communication – Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi)
8	Effective Business Communication – M V Rodriques (Concept Publishing House)
9	Business Communication – P D Chaturvedi and Mukesh Chaturvedi
10	Business Communication – 2 nd Edition Meenakshi Raman and Prakash Singh

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2SEBBI02	Title of the Course	Data Communication and Networking
Total Credits of The Course	02	Hours per Week	02

Course Objectives	<ol style="list-style-type: none"> To develop and understand computer networking basics To develop understanding of different components of computer networks, protocols, modern technology and their applications.
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Course Content		
Unit	Description	Weightage* (%)
1.	Basics of Networking Introduction of networking (Definition) -Advantages and Disadvantages of Networking- LAN, MAN, WAN-LAN Components –OSI model Types of transmission media-Guided Media- (Twisted pair cables, Coaxial Cables, Optical fibers).	50%
2.	Transmission Technology and Inter Networking Devices Digital and Analog Transmission-Transmission mode (Half Duplex and Full Duplex Transmission) - Serial Transmission, Parallel Transmission- Synchronous & Asynchronous Transmission - Transmission Impairment (Attenuation, distortion, Noise) LANT opologies (Bus, Star, Ring, Tree, Mesh, Intersecting Rings) Devices - Hubs, Switches, Bridges, Routers, Gateways, Modems	50 %

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Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimise the delivery of information. Resources in cluding films.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

Course Outcomes:	
1.	Share data over various networks.
2.	Evaluate the challenges in building networks and solutions to those.
3.	Discuss the key technological components of the net works.

Suggested References:	
Sr. No.	References
1.	B.A. Forouzan: Data Communications and Networking 2 nd Edition, TMH
2.	Andrew S Tannenbaum: Computer Networks, 3 rd Ed., Pearson- PrenticeHall
3.	B.A. Forouzan: Local Area Networks, TMH

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On-line resources to be used if available as reference material

On-line Resources

https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbXza21pbmh8Z3g6NjQxMTI2MmYxMTAwZmNjZQ

https://www.tutorialspoint.com/data_communication_computer_network/data_communication_computer_network_tutorial.pdf

http://index-of.co.uk/Networking/Networking%20The%20Complete%20Reference,%20Third%20Edition%20-%20Bobbi%20Sandberg.pdf

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2VABBI03	Title of the course	NSS- 1
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Develop among students a Sense of Social and Civic Responsibility
	2. Develop Competence required for group-living and Sharing of Responsibilities.
	3. Development of the personality of students through Community Service.
	4. Understand the Community in which they work.
	5. To know the basis concept, Philosophy, Objectives and various advisory Committees Of NSS.
	6. To understand the basic programmes and activities of NSS.

Course Content		
Unit	Description	Weightage (%)
1.	National Service Scheme :Introduction and Basic Concepts: <ul style="list-style-type: none"> • Introduction of National Service Scheme. • History & Philosophy of NSS. • Objective, Symbol, NSS Badge, Mission, Flag, NSS Songs and NSS Day. • Maintenance of daily Record. 	50%
2.	Activity based Programmes :	50%

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	<ul style="list-style-type: none">• Various NSS Programmes, Activities and it's Aims• Orientation of NSS volunteers.• Regular Activities, One Day Camp and Special Camp.• Celebrations of important days recognised by united nations, Central Govt., State Govt.	
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Teaching- Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Activities
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

Course Outcomes: Having Completed this course, the students will be able to:	
1.	To know about History & Philosophy of NSS.
2.	<ul style="list-style-type: none">• Understand the community in which they work.• Understand themselves in relation to their community.

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Suggested References	
Sr. No.	References
1	NATIONAL SERVICE SCHEME MANUAL

On-line resources to be used if available as reference material
https://nss.gov.in



**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2VABBI04	Title of the Course	Yoga, Meditation And Fitness- 1
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To maintain physical fitness and wellness among the students.
	2. To guide the students about the concept of health and Fitness through Yoga.
	3. To guide the students about mental health.
	4. To prepare the students to maintain the mental and physical health.
	5. To guide the students to lead a happy life with Yoga and meditation and Fitness.

Course Content		
Unit	Description	Weightage (%)
1.	Yoga :- Introduction and Basic concepts: Meaning, Definition, Importance and Types of Yoga Origin and Development of Yoga. Meaning, Concept, Steps and Importance of Ashthang Yoga. How Yoga is different from Physical exercise. Yoga practice in daily life and its benefits.	50%
2.	A. Yoga & Meditation for Fitness: (Practical & Theory) <ul style="list-style-type: none"> • Music & Meditation, Omkar Mantra & Meditation, Benefits of Meditation B. Practical Aspect: (Practical & Theory) <ul style="list-style-type: none"> • Prayer, Suryanamskar with Mantra, Subtle Exercise 	50%

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	<ul style="list-style-type: none">• Pranayams: Anulom-Vilom, Bhramri Pranayam, 3SR Breathing Technique-practice and Benefits• Aasans with their names, Practical and Benefits:• Standing Position: Vir bhadrasan, Trikonasan, Garudasan, Ardchandrasan, Tadasan, Vrikshasan• Sitting Position: Sukhasan, Lolasan, Yog mudras, Ardh Matsyendrasan, Janu sirasan, Paschhimotasan• Relaxation Position: Bhujangasan, Sarvangasan, Naukasan, Matsyasan, Setubandhasan, Dhanurasan, Shalbhasan• Yoga Nindra	
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Teaching-Learning Methodology	Teaching learning methodology: Student Centric teaching learning methodology with practical and theory sessions with demonstration, group discussion and practical sessions along with traditional methods of teaching.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

Course Outcomes:	
1.	Students will increase in concentration & will power through Yoga & Meditation
2.	Students will learn how to lead a balanced life.
3.	Students will understand the basic body system, root of diseases and remedies from Yoga

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GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

4.	Students will experience the positive change in their life with the practices of Yoga.
5.	Students will receive the grand Yoga story of India.

Suggested References	
Sr. No.	References
1	Yoga, Sukshma Vyayama by Dharendra Brahmachari
2	Asana Pranayama Mudra Bandha by Swami Satyananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, I
3	Karma Yoga, Bhati Yoga, Raja Yoga, Jnana Yoga by Swami Vivekananda
4	Yoga Sutras of Patanjali by Swami Satyananda5 Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India
5	Hatha Yoga by Swami Sivananda. Publisher: The Divine Life Society, Uttarakhand, India
6	Gheranda Samhita by Swami Nirjanananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India
7	Essence of Yoga by Swami Shivananda Saraswati. Publisher: The Divine Life Society
8	Yoga and Kriya by Swami Shivaananda Saraswati. Publisher; Yoga Publication Trust, Munger, Bihar, India
On-line resources to be used if available as reference material	
On-line Resources	
http://lyu.ac.in/yoga/	
http://www.whenlifeisgood.com/iyengar-yoga-home-practice-sequences-a-resource-page	

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – II**

Course Code	UM2SEBBI04	Title of the Course	INDUSTRIAL SAFETY MANAGEMENT
Total Credits of the Course	02	Hours per Week	02

Course Objectives	<ol style="list-style-type: none"> 1. The Objective of this course is to understand the concepts of industrial safety management. 2. The Course is designed to understand different accidents and preventive measures for accidents. 3. It also exposes the students to analyses and evaluate accidents can be avoided or minimize. 4. It helps the students to identify causes of accidents in the industries.
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Industrial Accidents and their prevention -Introduction -Causes of accidents -Classification of accidents -Accidents prevention measures -The Indian Factories Act,1948 -Worker's Compensation Act,1923 -Practical Aspects: Students will visit one of the local industry and knowabout safety and security management of that industry.	50 %

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2.	Safety Management -Introduction -Safety objectives -Principles of Safety Management -Safety organization -Responsibility on safety -Safety Education and Training -Safety Arrangements -Practical Aspects: Students will know about safety arrangements available in visited industry.	50 %
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Teaching- Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Group Discussion• Case Study• Project Work• Practical activities• Guest Lectures
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

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Course Outcomes: Having Completed this course, the students will be able to:	
1.	The Students will understand the concept of Safety Management, purposes and principles of Industrial Safety Management.
2.	The Students will acquire knowledge regarding different types of accidents occurring in the industries.
3.	The Students will be able to identify measures to prevent industrial accidents.
4.	The Students will understand the different Acts related to industrial safety and safety of the workers.

Suggested References	
Sr. No.	References
1	Industrial safety & maintenance management by Prof M. P. Poonia & S. C. Sharma.
2	Industrial safety Management by L M Deshmukh.
3	Management Information System for Industrial safety ,Health and Environment byU K Chakrabarty.
4	How to set up Safety management system in 91 days by Dr S P Garg,K K Gupta.