SCHEME OF EXAMINATION

&

SYLLABI

Of

BACHELOR OF BUSINESS ADMINISTRATION
COMPUTER AIDED MANAGEMENT
BBA (CAM)

For

First to Sixth Semester
(w.e.f. 2005 – 2006 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006

BACHELOR OF BUSINESS ADMINISTRATION
## COMPUTER AIDED MANAGEMENT
### BBA (CAM)

### SEMESTER I

<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>SUBJECT</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BBA (CAM)-101</td>
<td>Principal of Management</td>
<td>4</td>
</tr>
<tr>
<td>BBA (CAM)-103</td>
<td>Business Economics</td>
<td>4</td>
</tr>
<tr>
<td>BBA (CAM)-105</td>
<td>Business Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>BBA (CAM)-107</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BBA (CAM)-109</td>
<td>Introduction to Computers</td>
<td>4</td>
</tr>
<tr>
<td>BBA (CAM)-111</td>
<td>Managerial Personality Development</td>
<td>1</td>
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<td></td>
<td><strong>PRACTICAL / VIVA VOCE</strong></td>
<td></td>
</tr>
<tr>
<td>BBA (CAM)-151</td>
<td>Lab1: Introduction to Computers Lab(MS-Windows, MS-Word and MS-Excel)</td>
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<td><strong>TOTAL</strong></td>
<td><strong>24</strong></td>
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</tr>
<tr>
<td>BBA(CAM)-102</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>BBACAM)-104</td>
<td>Human Capital Management</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM) -106</td>
<td>Business Statistics &amp; Research Methodolgy</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM) –108</td>
<td>Object oriented Programming using C++</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM) –110</td>
<td>Software Engineering</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM) -112</td>
<td>Managerial Personality Development-II</td>
<td>1</td>
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**PRACTICAL /VIVA VOCE**

<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BBA(CAM)-152</td>
<td>Lab1: C++ Lab</td>
<td>2</td>
</tr>
<tr>
<td>BBA(CAM) -154</td>
<td>Lab2: S/W Engineering Project</td>
<td>2</td>
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<td><strong>TOTAL</strong></td>
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<td>SUBJECT</td>
<td>Credits</td>
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<tr>
<td>BBA(CAM)-201</td>
<td>Business Environment</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-203</td>
<td>Mercantile Law</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-205</td>
<td>Production Management &amp; TQM</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-207</td>
<td>RDBMS</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-209</td>
<td>Computer Networks</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-211</td>
<td>Managerial Personality Development-III</td>
<td>1</td>
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<tr>
<td>BBA(CAM)-213</td>
<td>Summer Training Report</td>
<td>4</td>
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<td></td>
<td><strong>PRACTICAL / VIVA VOCE</strong></td>
<td></td>
</tr>
<tr>
<td>BBA(CAM)-251</td>
<td>Lab1: Oracle lab</td>
<td>2</td>
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<td><strong>TOTAL</strong></td>
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**BACHELOR OF BUSINESS ADMINISTRATION**
**COMPUTER AIDED MANAGEMENT**
**BBA (CAM)**
### SEMESTER IV

<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>SUBJECT</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA(CAM)- 202</td>
<td>Organisational Behaviour</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)- 204</td>
<td>Management &amp; Cost Accounting</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)- 206</td>
<td>Quantitative Aids to Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)- 208</td>
<td>Operating System-Linux</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)- 210</td>
<td>Introduction to Visual Basic Programming</td>
<td>4</td>
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<tr>
<td>BBA(CAM)- 212</td>
<td>Management personality Development- IV</td>
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#### PRACTICAL/ VIVA VOCE

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<thead>
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<th>SUBJECT</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA(CAM)- 252</td>
<td>Lab1: Linux Lab</td>
<td>2</td>
</tr>
<tr>
<td>BBA(CAM)- 254</td>
<td>Lab2: Visual Basic Lab</td>
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### BACHELOR OF BUSINESS ADMINISTRATION

#### COMPUTER AIDED MANAGEMENT

#### BBA (CAM)

### SEMESTER V
<table>
<thead>
<tr>
<th>SUBJECT CODE</th>
<th>SUBJECT</th>
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<tbody>
<tr>
<td>BBA(CAM)-301</td>
<td>Sales and Distribution Management</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-303</td>
<td>Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-305</td>
<td>Consumer Behaviour</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-307</td>
<td>Management Information System</td>
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</tr>
<tr>
<td>BBA(CAM)-309</td>
<td>Web Designing &amp; Development</td>
<td>4</td>
</tr>
<tr>
<td>BBA(CAM)-311</td>
<td>Business Policy &amp; Strategic Management</td>
<td>4</td>
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<td><strong>PRACTICAL/VIVA VOCE</strong></td>
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<tr>
<td>BBA(CAM)-313</td>
<td>Industrial Training/Project</td>
<td>10</td>
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<tr>
<td>BBA(CAM)-351</td>
<td>Lab: Web Designing and Development Lab</td>
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**BACHELOR OF BUSINESS ADMINISTRATION**  
**COMPUTER AIDED MANAGEMENT**  
**BBA (CAM)**

**SEMESTER VI**

<table>
<thead>
<tr>
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<tr>
<td>BBA(CAM)-302</td>
<td>Entrepreneurship Development &amp; Corporate Ethics</td>
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<td>Course Code</td>
<td>Course Title</td>
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</tr>
<tr>
<td>BBA(CAM)-304</td>
<td>International Business</td>
<td>4</td>
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<tr>
<td>BBA(CAM)-306</td>
<td>Software Project</td>
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<td><strong>Total</strong></td>
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**ANY ONE COURSE FROM THE FOLLOWING**

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<thead>
<tr>
<th>IT</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA(CAM)-308</td>
<td>Data warehousing and Data Mining</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>BBA(CAM)-310</td>
<td>Multimedia Technology (code changed from 308)</td>
<td>4</td>
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<tr>
<td>BBA(CAM)-312</td>
<td>IT infrastructure Management</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>BBA(CAM)-314</td>
<td>E-Commerce</td>
<td>4</td>
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<table>
<thead>
<tr>
<th>Funct. Mgmt</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA(CAM)-316</td>
<td>Organizational Development</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>BBA(CAM)-318</td>
<td>Service Marketing</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>BBA(CAM)-320</td>
<td>Banking and Insurance</td>
<td>4</td>
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</tr>
<tr>
<td>BBA(CAM)-322</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>4</td>
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</table>

**TOTAL** 18

Total no. of credits for BBA-CAM programme: 155
Total no. of credits for award of degree: 150
Objectives
The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Contents:
I. Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought – classical, neo-classical, behavioral, systems and contingency approaches.

Hours 6
II. Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.
Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal
Organization.

III. **Staffing**: Concept, Nature and Importance of Staffing.
**Motivating and Leading**: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

**Hours 14**

IV. **Controlling**: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

**Hours 8**

Suggested Readings


Objectives:
The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course contents

UNIT 1. Introduction to Business Economics and Fundamental concepts

Hours 8

UNIT 2. Demand Analysis & Elasticity of Demand

Hours 10
Objectives, Meaning, Law of Demand, Movement Vs. Shift in Demand Curve, Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

UNIT 3. Consumer Behaviour

Hours 12

Theory of Production
Meaning and Concept of Production, Factors of Production, production function, ISO Quants. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis).
UNIT 4. Cost Analysis & Price Output Decisions

Course: BBA (CAM) - 105

L: 4
T/P: 4
Credits: 4

Suggested Reading:

Objectives:
This course aims at equipping students with a broad-based knowledge of mathematics with emphasis on business applications.

Course Content

UNIT 1. Permutations and Combination concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction.

Mathematics Induction: - Principle, Sequences Series,
Matrix algebra. The inverse of a matrix. Properties of the inverse Solution to a system of equations by:
   (i) The adjoin matrix methods

   RS 10

UNIT 2. Calculus

   HOURS 10

UNIT 3 Integral Calculus: Business application, Consumer’s or Producer’s surplus, Learning Curve. Differential Equations – variable, separable and Homogeneous type – Business applications.

   HOURS 10


   HOURS 10

Suggested Reading
6. Sunderasam and Jayseelam; *An Introduction to Business Mathematics*.
7. Sancheti and Kapoor; *Business Mathematics*.
FIRST SEMESTER
BBA (CAM)

FINANCIAL ACCOUNTING

Course Code: BBA (CAM) - 107  
L: 4  T/P:  Credits: 4

Objectives:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents

Unit 1 – Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting.

Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.  

HOURS 8

Unit 2- Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance


HOURS 10
Unit 3 – Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

Accounting Concept of Income: Concept of Income, Accounting Concept’s and Income Measurement, Expired Coast & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist’s Concept of Capital and Income. **HOURS 6**

Unit 4 – Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Valuation of Inventories.

Depreciation Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves. **HOURS 8**

Unit 5 - Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares.


Suggested Readings

FIRST SEMESTER
BBA (CAM)

INTRODUCTION TO COMPUTERS

Course Code: BBA (CAM) - 109  L: 4  T/P:  Credits: 4

PREAMBLE: This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

II. Pre-Requisite: Basic knowledge of 10+2 level.

III. Detailed Syllabus
<table>
<thead>
<tr>
<th>S. No.</th>
<th>UNIT-I</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Basics of Computer and its evolution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i. On the basis of Technology (Digital, Analog and Hybrid) ii. On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super) iii. On the basis of Purpose (General &amp; Special), Different Generation of computers (I to V), Types of software (System and Application), Compiler, Interpreter and Assembler, Generation of language (Machine Level, Assembly, High Level, 4GL)</td>
<td></td>
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<tr>
<td>2</td>
<td>Data Representation:</td>
<td></td>
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<tr>
<td></td>
<td>Different Number System (Decimal, Binary, Octal and Hexadecimal) and their inter conversion (Fixed Point only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)</td>
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</tr>
<tr>
<td></td>
<td><strong>UNIT-II</strong></td>
<td>Hours 8</td>
</tr>
<tr>
<td>3</td>
<td>Input and Output Devices: (Functions Only)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Computer Memory:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary Memory (ROM and its type – PROM, EPROM, EEPROM, EPROM, RAM) Secondary memory-SASD, DASD Concept, Magnetic Disks- Floppy disks, Hard disks, Magnetic Tape, Optical disks- CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory)</td>
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<td></td>
<td><strong>UNIT-III</strong></td>
<td>Hours 10</td>
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<tr>
<td>5</td>
<td>Operating System Concept:</td>
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<tr>
<td></td>
<td>Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to GUI using Windows Operating System:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Directory Manipulation : Creating directory, Sub directory, Renaming, Coping and Deleting the directory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>File Manipulation: Creating a file, deleting, coping, Renaming a file</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>UNIT-IV</strong></td>
<td>Hours 12</td>
</tr>
<tr>
<td>6</td>
<td>Concept of Data Communication and Networking:</td>
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</tr>
<tr>
<td></td>
<td>Networking Concepts, Types of networking (LAN, MAN and WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission, Synchronous and Asynchronous Transmission, Different Topologies</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Introduction to Word Processor and Spreadsheets</td>
<td></td>
</tr>
</tbody>
</table>
Text Books:

1. Introduction to Information Technology by Leon & Leon – Leon Tech World


References:


2. Jain, V.K. : Computers and Beginners

FIRST SEMESTER
BBA (CAM)

MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) - 111

L: 1  T/P:  Credits: 1
PREAMBLE: To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.

COURSE CONTENTS

UNIT-1
Compare and correct sentence errors, punctuation errors, problems with spellings, problems with words

UNIT –2
Self introduction, Highlight your positive and negative personality traits, goal in life and How you are preparing yourself for the goal. Accentuate the positive aspects of your peer group, list down the positive attributes to highlight the positive traits of your personality

UNIT-3
Cassette recording of the dialogue sessions on any current happening, modes of entertainment, weather, Politics, Economy, Family, Education System, Women Education, Fundamental Rights, Environmental Pollution.

UNIT-4
Role Plays on Conflict Management, Product selling, Customer Care, Budget Distribution, Negotiation, Complaint Handling.

Text Books:
Lab would be based on the following topics:

<table>
<thead>
<tr>
<th>S.L NO.</th>
<th>TOPICS</th>
<th>HOURS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>All commands specified in Topic No.5 using windows</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td><strong>Introduction to MS-Word:</strong> Introduction to Word Processing, it’s Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td><strong>Introduction to MS-Excel:</strong> Introduction to Electronic Spreadsheets, Features of Ms-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.</td>
<td>25</td>
</tr>
</tbody>
</table>
SECOND SEMESTER
BBA (CAM)
MARKETING MANAGEMENT

Course Code: BBA (CAM) - 102
L: 4 T/P: Credits: 4

Course Objective

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Syllabus Content

Unit-I
Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

Unit-II
Designing pricing strategies and programmes, pricing techniques. **HOURS 12**

Unit-III
**Place:** Types of channels, meaning & importance, channel strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management. **HOURS 10**

Unit-IV
**Promotion:** Advertising-meaning and importance, types, media decisions, promotion-promotion Mix, Personal Selling-Nature, importance and process, direct marketing, Sales Promotion (push versus pull study). **HOU**

**Suggested Readings:**

**SECOND SEMESTER**
**BBA (CAM)**

**HUMAN CAPITAL MANAGEMENT**

Course Code: BBA (CAM) - 104  
L: 4  
T/P:  
Credits: 4

**Objectives:**
The objective of the course is to familiarize students with the different aspects of managing people in the organization through the phases of acquisition, development and retention.
Contents:

I. **Introduction**: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Environment of HRM; Personnel Management vs HRM.

   Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.  
   **HOURS 10**

II. **Training and Development**: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development.  
   **HOURS 12**

III. **Performance Appraisal**: Performance appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods.  
   **HOURS 8**

IV. **Compensation and Maintenance**: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; maintenance: overview of employee welfare, health and safety, social security.

   HRM Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; 360 degree appraisal technique; ESOP; flexi-time; quality circles; Kaizen; TQM and six sigma.  
   **HOURS 12**

Suggested Readings


SECOND SEMESTER
BBA (CAM)

BUSINESS STATISTICS & RESEARCH METHODOLOGY

Course Code: BBA (CAM) - 106 
L: 4 
T/P: 
Credits: 4
Preamble: The objective of this course is to provide in-depth knowledge of statistical tools to the students to enable them to make statistical analysis in business/industry, which are also highly important for further studies in management.

As it is an application oriented course so derivation/proofs can be omitted. Questions based on concept, understanding & application of some results/definitions to a particular situation are to be set.

COURSE CONTENT:

UNIT 1: Measures of Central Tendency & Dispersion: Credits 15
Measures of Central Tendency: Introduction; Arithmetic mean; Combined mean; Weighted mean; Median; Mode; Geometric mean; Harmonic mean; Combined variation and weighted variation.
Measures of Dispersion: Absolute and relative measures of dispersion; Range; Mean deviation; Standard deviation; Coefficient of variation.

Sampling: Introduction; Census and Sampling method; Basis of sampling; Essentials of sampling; Methods of sampling; Simple random sampling; Restricted random sampling; Stratified sampling; Systematic sampling; Multistage sampling; Merits and limitation of sampling; Sampling and non sampling errors; Reliability of samples. Brief explanation of the Central limit theorem.

UNIT 2: Probability Theory and Distributions: Credits 10
Concept; Addition and multiplication theorems of probability; conditional probability & independent events; Bayes’ theorem; Expected Values. Binomial distribution; Poisson distribution; Normal distribution and their applications.

UNIT 3: Hypothesis Testing & Analysis of Variance: Credits 10
Hypothesis testing: Introduction; Level of Significance; Process of testing; Normal test (Z test) & t – test for single mean and difference of means, Chi- Square Test, F- test.
Brief description of non-parametric tests.
Analysis of Variance: Introduction; Assumptions and technique of Analysis of variance (ANOVA); One-way Classification model; Two-way Classification model.

Statistical Inference: Theory of estimation; Point estimation (Properties of good estimators); Interval estimation; Test of hypothesis; Test of hypothesis concerning Mean; Test of hypothesis concerning Proportion; Test of hypothesis concerning Standard Deviation.

UNIT 4: Correlation, Regression & Time Series Analysis: Credits 10
Correlation: Introduction; Importance; Types; Karl Pearson’s coefficient of linear correlation
and Spearman’s Rank correlation.

**Regression Analysis:** Introduction; Two lines of Regression; Regression Coefficient in a bi-variate frequency distribution; Standard error of the estimate.

**Time Series:** Introduction; Objectives of Time Series analysis; Components of a Time Series; measurement of secular trend; method of least squares (fitting of linear trend only).

**Textbooks:**

**Suggested Readings:**

SECOND SEMESTER
BBA (CAM)

OBJECT ORIENTED PROGRAMMING USING C++

Course Code: BBA (CAM) - 108    L: 4    T-0    Credits: 4

PREAMBLE: The objective of this course is to introduce object oriented programming concepts through C++.

COURSE CONTENT:

UNIT I

Hours: 8

Introduction to C++ & Control Structures:
Basic ideas about languages an program development platforms, High and low level languages, Assemblers, compilers and interpreters , Programming principles: Identifiers, Keywords, Constants, User defined data types, Derived data types, Declaration and definition of variables, Preprocessor directives and comments. C++ operators, Implicit and explicit type conversions
If, If..else, switch, ternary operator (?:) Do..while, while and for loop ,Goto statement , Advantages and disadvantages.

UNIT II

Hours:12

Arrays and Modular Programming
Arrays and Pointers, Introduction to arrays, multi dimensional arrays. Introduction to Pointers and pointer arithematic.
String manipulation, array of strings. Defining a function, function prototypes, Call and return by value, call and return by reference, Default and Const arguments, Overloading, Inline functions,
Structures, Unions and enumerations.
UNIT III  

Classes and Objects:
Declaration of classes and objects, Declaration of member functions and data types; Constructors and destructors; Copy constructor; Static class member, friend functions; Operator Overloading; Overloading unary and binary operator; Data and type conversions; 
Inheritance and polymorphism: Derived classes, overriding member functions; Base classes, types of base classes, types of derivation; Multiple inheritance; Polymorphism: early binding and late binding, virtual functions.

UNIT IV  

File Handling:
C++ streams and stream classes; Hierarchy of file stream classes, Opening and closing of files, File modes; Detecting end of files, binary files

TEXT BOOKS:

1. E.Balaguruswamy: OOP with C++ , Tata McGraw

2. Venugopal: Mastering C++, Tata MCGraw

Reference Books:

1. Stanley Lippmannn and Jossee Lajoie[SP&JL]: The C++ Primer, Addison Wesley
2. Stroustrup B[SB]: The C++ Programming Language, Addison Wesley
PREAMBLE: The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student
with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.

COURSE CONTENT:

UNIT-I Hours:6

Software Engineering history, role & life cycle:
Software Crisis, What is Software Engineering, Software Life Cycle Models.

Software Quality Assurance:
Meaning of s/w quality, factors of quality assurance, SQA activities, levels of quality assurance, (testing, validation, and certification), ISO and CMM model for quality assurance.

UNIT-II Hours:6

Analysis concepts and principles:

Analysis modeling:
Elements of the Analysis model, Data modeling, Functional modeling and Information Flow
The mechanics of Structured analysis, The Data Dictionary, Overview of other classical analysis methods

UNIT-III Hours:10


UNIT-IV Hours:10

Software testing & Software maintenance:
Functional testing, structural testing, test activities, debugging.

Software maintenance:
Categories of maintenance, the maintenance process, maintenance models, reverse engineering, software reengineering, estimation of maintenance cost, configuration management, documentation

TEXT BOOKS:
2. Software Engineering, K.K. Aggarwal & Yogesh Singh

REFERENCE BOOKS:

1. System analysis and design, Awad
2. System Analysis and Design, Lee
   S/W Engineering by Pankaj Jalote

SECOND SEMESTER
BBA (CAM)
MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) - 112  
L: 1  
T/P:  
Credits: 1

PREAMBLE: To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.

COURSE CONTENTS

UNIT 1: Find out How you think, Determine what you value, be clear what drives you, audit your skills, describe your personality.  
Hours 10

UNIT 2: Take a process view of your life, Paint your future, Define your goals, Make choices, identify your development needs, overcome resistance.  
Hours 10

UNIT 3: Use the mentor, Build your Network, Learn how to learn, increase your professionalism, empowerment, measure yourself, develop as positive self image  
Hours 10

UNIT 4: Brief introduction of Group discussion techniques, Group Discussion on current Social, cultural and popular topics and practice sessions  
Hours 10

Text Books:

1. Be your Best, Ed. by Steve Smith, Quest
2. Creating Confidence by Meribeth Bunch, Kogan Page.

Reference Books:

PREAMBLE: The objective of this course is to introduce object oriented programming concepts through C++.

Contents:

UNIT-I

1.0 Using the C++ Editor
   1.1 Setting up the C++ editor
   1.2 Using the editor
   1.3 Tour of File, Edit, Search, Run, Compile, Debug, Project, Options, Window and Help menus

2.0 Introduction to C++
   2.1 Basic Program Construction
   2.2 Identifiers, Keywords, Constants, User defined data types, Derived data types
   2.3 Declaration and definition of variables
   2.4 Preprocessor directives and comments
   2.5 Escape sequences
   2.6 C++ operators, Precedence Summary
   2.7 Implicit and explicit type conversions

3.0 Control structures
   3.1 If, If..else, switch, ternary operator (?::), nesting
   3.2 Do..while, while and for loop, break and continue
UNIT-II

4.0  **Structures and functions**
  4.1  Structures, Unions and enumerations
  4.2  Accessing structure members
  4.3  Function declaration and definition
  4.4  Passing arguments, Call and return by value, call and return by reference
  4.5  Default and Const arguments, Overloading
  4.6  Inline functions

5.0  **Classes and objects**
  5.1  Declaration of classes and objects
  5.2  Declaration of members and data types
  5.3  Differences between structure and classes
  5.4  Constructors and destructors
  5.5  Copy constructor
  5.6  Static class member, Static class data, friend functions

UNIT-III

6.0  **Operator Overloading**
  6.1  Operator Keyword
  6.2  Operator return values
  6.3  Overloading unary and binary operator
  6.4  Overloading Arithmetic Operators

7.0  **Arrays and Pointers**
  7.1  Introduction to arrays, Initializing arrays, multi dimensional arrays
  7.2  Introduction to pointers.
  7.3  Pointer arithmetic

UNIT-IV

8.0  **Inheritance and polymorphism**
  8.1  Derived classes, overriding member functions
8.2 Base classes, types of base classes, types of derivation, access control
8.3 Multiple inheritance
8.4 Polymorphism, early binding and late binding
8.5 Abstract base classes, Virtual functions
8.6 Virtual constructors and destructors

9.0 I/O operations and working with files
   9.1 C++ streams and stream classes
   9.2 Opening and closing of files
   9.3 Detecting end of files, binary files

References:

1. E. Balaguruswamy: OOP with C++, Tata McGraw
3. Stanley Lippmann and Jossee Lajoie: The C++ Primer, Addison Wesley
4. Stroustrup B: The C++ Programming Language, Addison Wesley
SECOND SEMESTER
BBA (CAM)

SOFTWARE ENGINEERING PROJECT (USING MS-PROJECT)

Course Code: BBA (CAM) - 154  L: 4  T-4  Credits: 2

**Preamble:** The objective of this course is to implement the concept of software engineering to develop the project using MS-Project Software.

A group of 4-5 students may be allotted a project using MS-Project Software.
Objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents:

Unit I


HOURS 8

Unit II


HOURS 8

Unit III

**Political Environment:** Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

**HOURS**
14

**Unit IV**

**Natural and Technological Environment:** Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

**HOURS**
10

**Suggested Readings:**


OBJECTIVES: To acquaint the student with a basic and elementary knowledge of the subject.

CONTENTS

Unit I


10

Unit II

Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

6
Unit III


**The Negotiable Instruments Act 1881** – Essentials of a Negotiable instruments, Kinds of N.I. Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

*HOURS* 14

Unit IV

**The Companies Act 1956** (Basic elementary knowledge) essential characteristics of a company, types of companies, memorandum and articles of association prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions.

Directors, Managing Directors, their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

*HOURS* 10

Suggested Readings:


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THIRD SEMESTER

BBA (CAM)

PRODUCTION MANAGEMENT & TQM

Course Code: BBA (CAM) – 205

L: 4

T/P: Credits: 4

**Preamble:** The course is designed keeping in mind the students who are not having any direct experience with industry and production processes. The course is designed to give the students a virtual experience of the production processes.

**COURSE CONTENT:**
UNIT 1: Introduction: Meaning and Significance Production Management; Decisions of production and operations management and their classification; Historical evaluation of production management; Forecasting in Operations Management; Plant Location; Capacity Planning; Types of production; systems & Plant Layout; Aggregate Planning; Production Scheduling.  

UNIT 2: Inventory Control: Fundamentals & Concepts: Definition of Inventory, Types of inventories, difference between inventory and stores, Advantage of inventory control, disadvantages of large inventories, different methods of controlling inventories; Economic order quantity; Model; Just-in –time Production  

UNIT 3: Total Quality Management and Overview: Statistical Methods in Quality Management; Control Charts; Single Sampling. TQM & Beyond; Core Concepts in TQM (Competitive Bench; Marking, BPR, QCC, TPM, Japanese 5-S); Synergy in Team work; Quality Measurement systems; ISO-9000 Standards with New Developments. Credits 10

UNIT 4: Related Issues in Production Management: Maintenance Management, Waste and Pollution Management; Management of Technology; Material Requirement Planning (MRP); Value Engineering and Analysis  

Text Books:
1. Production management by Chunawala & Patel.  
2. Production Management by K. Ashwathapa

Reference Books:
2. Modern Production & Operations Management; Elwoods Buffa; John Wiley & Sons

THIRD SEMESTER  
BBA (CAM)  
RDBMS
PREAMBLE : Database and database technology are having a major impact on the growing use of the computer. Databases are playing a very important role in different area like Business, Education and engineering, Medicine to store the Information in a very effective manner. Oracle and SQL Server are popular RDBMS available for use.

COURSE CONTENT:

1. **UNIT-I**

   **Introduction to databases & Database Concept:**
   Requirement of databases, characteristics of the database, codes rules to convert a DBMS into RDBMS
   
   Data models, schemas and instances, database architecture and data independence, database system environment, classification of DBMS SYSTEM, Database system utilities, Normalization

2. **UNIT-II**

   **Relation data model and constraint & SQL:**
   Domain, attributes, tuples and relations, domain and entity and referential integrity by using different constraints, basic relational algebra operations, additional relational operations
   DML, DDL, DCL, Sub queries, working with views, enforcing constraints like primary key, not null, check, foreign key and unique, indexing

3. **UNIT-III**

   **Relational Language and system:**
   Relational database design using ER to Relational mapping, mapping ERR model concept to relations, tuple relational calculus, Domain relational Calculus, Introduction to QBE Language, Introduction to RDBMS PACKAGES (ORACLE, SQL SERVER)

4. **UNIT-IV**

   **Relation database design and Data Modelling:**
   Normalization – first normal form, second normal form and third normal form, Boyce-codd normal form, functional dependencies, algorithm for relational database schema design, forth normal form, join dependencies and fifth normal form, inclusion dependencies
   Entity and Attributes, entity type, entity sets and value sets, Relationship types and degree, role names and recursive relationship, ER Model
TEXT BOOKS:
2. Introduction to database, P. Desai

REFERENCE BOOKS:
3. Database System Concepts by F. Korth
THIRD SEMESTER
BBA (CAM)

COMPUTER NETWORKS

Course Code: BBA (CAM) – 209
L: 4  T/P:  Credits: 4

PREAMBLE:
(i) To familiarize the student with the following in the context of computer networks: Components; topologies; media; devices; organization and operation of computer networks
(ii) To enable the student to evaluate and select among different networks systems. On the basis of performance and security level offered.

COURSE CONTENT:

UNIT I

Network & OSI and TCP/IP Models:
Introduction to communication and networks, protocols and standards, hardware and software requirement for networks, line configuration, network topologies, network transmission, transmission modes, categories of networks, advantages of computer networks.

OSI and TCP/IP Models:
Layered architecture, functions of the layers, TCP/IP Protocol suite, comparison of models

Transmission media:
Guided and unguided media, Transmission impairment, Performance, wavelength, Shannon capacity.

UNIT II

Introduction to signals & Multiplexing
Analog and digital signals, Periodic and A periodic signals, time and frequency domains, composite signals.
Multiplexing: Many to one, one to many, WDM, TDM, FDM.

UNIT III  
Hours:12

Data Link Control:  
Line Discipline, Flow Control, Error Control  
Data Link Protocols & LANs and MANs:  
Concept of protocols, Asynchronous and Synchronous protocols, character and bit oriented protocols, connection oriented and connection-less protocols.  
Local Area Network: Ethernet, Token Bus, Token Ring, FDDI.  
Metropolitan Area Network: IEEE 802.6 (DQDB).

UNIT IV  
Hours:10

Switching:  
Circuit switching, packet switching, message switching.  
Networking and Internetworking Devices:  
Repeaters, bridges, gateways, routers, routing algorithms: Distance vector routing, Link state routing.

TEXT BOOKS:


REFERENCE BOOKS:

THIRD SEMESTER
BBA (CAM)

MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) – 211

L:
1

T/P:  Credits: 1

PREAMBLE: To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.
COURSE CONTENTS:

UNIT-1: Be Assertive, Listening actively, Aim for win-win, consult effectively, read Body Language, be a team player, help others achieve, use power and influence

**Hours 10**

UNIT-2: Look good, Sound Good, Polish your Curriculum Vitae.

**Hours 10**

UNIT-3: Interview skills

**Hours 10**

UNIT 4: What makes a presentation interesting?, Presentation tools, Boredom Factors in presentation, Interactive presentation and facilitation, Presentation as a part of Job Interview, timing your talk.

**Hours 10**

Text Books:

1. Be your Best, Ed. by Steve Smith, Quest
2. Creating Confidence by Meribeth Bunch, Kogan Page.

Reference Books:

SUMMER TRAINING REPORT & VIVA VOCE

Course Code: BBA (CAM) – 213

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
THIRD SEMESTER
BBA (CAM)

ORACLE LAB

Course Code: BBA (CAM) – 251
4 Credits: 2

PREAMBLE:

SQL: - SQL (Structured Query language) is very popular Query language among all other Query languages available in the market. By using the SQL we can maintain all the information of any organization in a very effective manner. PL/SQL stand for Procedural language for SQL. it is a enhance version of SQL. By using PL/SQL We can manipulate SQL statement in the programmatic way.

COURSE CONTENT: (45 hrs)

a) SQL, PL/SQL
1. INTRODUCTION
   Concept of data and information,
   Database system models, Relational model, starting SQL PLUS, Buffer commands, set commands in SQL PLUS, Executing buffer commands and .SQL files, Viewing the Exiting Tables

2. Working with SQL PLUS
   Introduction to tables, Introduction to keys, data integrity constraints, Creating Tables, duplicating tables, deleting the records, updating the record and inserting the records from tables, viewing a table structure, joins

3. Database object, function and clause
   Sequences, Synonyms, views, modifying tables, dropping tables, rename a tables, use of rollback and commit command, save points, string function, statiacal functions, date functions, Newmaric functions conversion function group by, use having clause, relational and logical operators

4. Report creating with SQL PLUS
   Report commands-specifying top title and bottom title, setting the column heading, compute command, break command, clearing compute and breaks, spooling
5. Introduction to PL/SQL  Structure of PL/SQL block, declaring variables and constants, use of %type and %rowtype attribute, Assignment operator, use of SELECT INTO statement, accepting values from user, Macking comments.

6. Control statements  If statements, loop, for and while, use of GO To and labels

REFERENCE BOOKS:

1. SQL In 21 Days, Teach yours self, Techmedia.
2. Oracle developer 2000 form 5.0, Author –Ivan Baros, BPB
UNIT 2: Individual Behaviour: Self Concept; Ability; Learning – theories and reinforcement schedules; Values and Attitudes; Personality – determinants and traits; Emotions; Perception –Process and errors.

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

HOURS

10

UNIT 3: Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

HOURS

12

UNIT 4: Organization Culture and Conflict Management: Organizational Culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

HOURS

10

Suggested Readings

PREAMBLE: The course aims at providing an insight into the various aspects of Cost and management accounting.

COURSE CONTENT:
Unit I
10
Cost Accounting Concepts
Define Cost; Cost accounting & Financial accounting; Cost accounting & management accounting, Different types of cost; Cost, expense and loss; Cost Centre, Cost units; Different Techniques of costing; Cost classification. Method of calculating unit cost of production; Cost control, Installation of costing system, Preparation of cost sheet.

Management Accounting Concepts
Meaning, nature and scope; significance and limitations; distinction with financial accounting; distinction with cost accounting; Analysis of financial statements; Ratio analysis; meaning; types and their uses

Unit II
15
Marginal costing
Marginal cost; Marginal costing (advantages and limitations). Contribution, Key factor, Basic marginal cost equation, profit volume ratio (advantages and limitations), Margin of Safety, Angle of incidence, Main feature of Marginal costing, Absorption Vs Marginal costing; Break even point, Application of Marginal costing Technique; Cost-volume profit relationship; Graphical representation of Cost-volume profit relationship; Assumption of Cost-volume profit analysis

Budgetary Control
Budget and forecast, Budgeting; Types of budgets including – Zero Base Budgeting, Performance Budgeting and Flexible Budgeting; Budgetary Control. Requirement of good budgeting control; Advantage and limitation of budgetary control

Unit III
10
Responsibility Accounting
Meaning, Prerequisites of Responsibility Accounting, Major consideration in responsibility accounting; Responsibility centers (cost, revenue, profit and investment centres) limitations

Standard Costing
Standard Cost; Standard Costing; Standard Cost and estimated cost; limitation of historical costing; Variance analysis; Classification and computation of variance; Cost Variance, Material Variance, Labour variance, Sales Variance
Unit IV  

Credits 10

Funds Flow Statements
Meaning of funds; Flow of funds; Fund and non fund items; Schedule of working capital; Funds from operation; Statement of Sources and applications.

Cash Flow Statements
Meaning; Non cash transaction; Format Cash provided (used) by operating activities; Direct method, Advantages and Limitations; Distinction between cash flow and funds flow statement.

Text Books:

Reference Books:
1. Cost accountancy- Jain & Narang
2. Elements of Cost Accounting - Maheshwari & Mittal.
FOURTH SEMESTER
BBA (CAM)

QUANTITATIVE AIDS TO DECISION MAKING

Course Code: BBA (CAM) – 206  L: 4  T/P:  Credits: 4

PREAMBLE: Distributed Database System has edge over centralized database system since due to high demand of processed data, data is reallocated in various distributed data form which is linked by high-end media. Since databases are being installed and used in distributed environment, syllabus incorporates the different aspects of distributed databases and various levels of transparency provided to the user and query optimization in distributed relation database (both algebraic techniques and semi-join based algorithms). Distributed concurrency control, recovery and deadlock detection is very necessary for efficient real time problem solving.

COURSE CONTENT:
Unit I
Hours 12
Linear Programming: Concept of Linear Programming, Problem Formulation, Terminology, Assumptions, Applications and Limitations.

LPP Solution Methods: Graphical Method, Simplex Method, Penalty Method, Degeneracy in LPP, Other Special Cases like Infeasible solution, Unbounded Solution, Multiple Optimal Solutions.

Unit II
Hours 5

Unit III
Hours 9
Transportation Problem: Concept of Transportation Problem, Mathematical Formulation, NWCM, LCEM and VAM methods to find initial basic feasible solution, Testing the Optimality by MODI method. Some Special Cases of Transportation Problem.

Assignment Problem: Concept of Assignment Problem, Mathematical Formulation, Hungarian Method, Minimization and Maximization cases, Unbalanced Problem, Restricted Problem, Alternate Solutions, Travelling Salesman Problem

Unit IV
Hours 9

Addition of Sequencing in place of Queuing Theory
Topics to be included
  a. Johnson’s Rule
  b. 2 machine, 3 machine problem
  c. Gantt charts

TEXT BOOKS:

FOURTH SEMESTER

BBA (CAM)

OPERATING SYSTEM - LINUX

Course Code: BBA (CAM) – 208

L: 4  T-0  Credits: 4

PREAMBLE: Operating system provides an excellent interface between the user and the hardware. It plays a very important role during the designing, development and execution phases of applications and other software.

COURSE CONTENT:

UNIT 1

Introduction to Operating System

Operating system and its Evolution- Batch, Multiprogramming, Distributed, Parallel, Time Sharing, Real time System, Multi-user, Multitasking.

Operating System Organization

UNIT I

Hours:12

**Process Management**
Process Concept, Processes Transition, Process Scheduling, Operation on process. Introduction to cooperative and concurrent processes. Inter process communication.

**CPU Scheduling**
Scheduling Criteria, Scheduling Algorithms (FCFS,SGF,Priority,RR)

**Deadlocks**
Conditions for deadlock, Methods of handling deadlock Prevention, Avoidance, Detection.

UNIT III

Hours:12

- **Memory Management**

- **File Management**

UNIT IV

Hours:8

- **LINUX**

Introduction to Linux/Unix operating system, Logging on, Commands, File system, General Utilities, vi editor, Simple Shell Scripts.

**Text Books**

1. Operating Ssytем Concepts, Silberschatz Galvin
2. Unix by Yashvant Kanetkar

**References Books:**
1. UNIX, concepts and applications, Sumitabha Das
2. Operating systems, Concept and design, Milenkovic
3. Unix Programming environment, Kernighan & R. Pike
4. Modern operating systems, A.S. Tannenbaum

FOURTH SEMESTER
BBA (CAM)

INTRODUCTION TO VISUAL BASIC PROGRAMMING

Course Code: BBA (CAM) – 210
L: 4     T-0     Credits: 4

PREAMBLE:

To familiarize with Front-end concept for developing various IT applications Project.
UNIT-I

10

1. Introduction to GUI and Windows Programming
   1.1 GUI: Concept & Tools
       1.1.1 The Title Bar
       1.1.2 Menu System, Menus and the Menu Bar
       1.1.3 The Size Box
       1.1.4 System Menu box
       1.1.5 Icons
       1.1.6 Cursors
       1.1.7 Scroll Bars
       1.1.8 Tool Bar
       1.1.9 Client Area

2. Introduction to Visual Basic Environment
   2.1 Features of Visual Basic
   2.2 Starting Visual Basic
   2.3 The Environment
   2.4 The Special Features of the Menu Bar
   2.5 Customising the Visual Basic Environment

UNIT-II

10

3. Concepts in Visual Basic
   3.1 Events
   3.2 Modules
   3.3 Methods
   3.4 Procedure
       3.4.1 Function Procedures
       3.4.2 SUB Procedures
   3.5 Event Procedure
       3.5.1 Creating an Event Procedure
       3.5.2 Parts of an Event Procedure
   3.6 General Procedures
   Creating a General Procedure

4. Working with Forms and Menus
4.1 Forms
4.2 Controls
4.3 Custom Controls
4.4 Properties
4.5 MDI Forms
   4.5.1 Create an MDI Application
   4.5.2 MDI Child Property
4.6 Menus
   4.6.1 The Menu Editor
   4.6.2 Creating a Menu
   4.6.3 Creating Popup Menus
   4.6.4 Growing Menus
   4.6.5 Sub Menus

UNIT-III

10

5. Programming in Visual Basic
   5.1 Data Types
   5.2 Variables
   5.3 Constants
   5.4 Operators in Visual Basic
      5.4.1 Arithmetic Operators
      5.4.2 Comparison Operators
      5.4.3 Logical Operators
   5.5 Array and the Various Types
   5.6 Control Arrays
      5.6.1 Setting up the Control Array
      5.6.2 To Remove a Control Array
      5.6.3 To Add and Delete Controls at Run Time
   5.7 User Defined Data Types
   5.8 Control Structures
   5.9 Unconditional Branch Statement
   5.10 The With Statement
   5.11 The Built-in Procedures of Visual Basic
      5.11.1 Conversion Procedure
      5.11.2 String Manipulation

UNIT-IV
10

7. Creating an Application
   7.1 Creating an Application
   7.1.1 Defining the Problem
   7.1.2 Designing the User Interface
   7.1.3 Designing the Main Form
   7.1.4 Writing the Code

8. Data Access
   8.1 Data Access Overview
   8.2 The Jet Database Engine
   8.3 Bound Data Controls
   8.4 Connectivity through DAO and ADO
   8.5 Overview of RDO
   8.6 Retrieving Data using Structured Query Language (SQL)
   8.7 Querying a Database

Text Books:

1. Teach yourself Visual Basic in 21 days - Techmedia Publication

Reference Books:

1. Beginning in Visual Basic 6.0 - Wrox Publication
2. Mastering in Visual Basic - BPB Publication
FOURTH SEMESTER
BBA (CAM)

MNAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) – 212  L: 1  T/P:  Credits: 1

PREAMBLE: To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.

COURSE CONTENTS

UNIT-1  Relaxation and rainbows, You and yourself image words, thoughts and feelings, Neutralising the negative, Choices and changes, Your imaginations and inner self, Physical senses, Psychic senses; Creating your own reality, Health and Harmony, the essence of energy enlightenment and empowerment.  

Hours 10

UNIT-2  Leaders who make a difference, leadership and ideas.  

Hours 10
UNIT-3 Resume Writing skills.  

UNIT-4 What is an interview, how to be interviewed, So you are going for an interview. Employment interview tips, steps to succeed at interviews.  

TEXT BOOKS:

1. Spirituality and self empowerment by GLORIA Chadwick, contemporary books.
2. Personal Effectiveness and Development by All India Management Association Amexcel Publishers Pvt. Ltd.

Reference Books:

FOURTH SEMESTER  
BBA (CAM)  

LINUX LAB  

Course Code: BBA (CAM) – 252  
L: 0  
T-4  
Credits: 2

PREAMBLE: This course is designed to acquire familiarity with LINUX operating System, its operating commands and brief about its programming environment.

CONTENTS:  
UNIT 1  

1. GETTING STARTED  
   Brief Architecture, Knowing your Machine, Login and Passwords, Shell Concepts  
2. UNDERSTANDING LINUX COMMAND
3. **GENERAL PURPOSE UTILITIES**
   Calendar, Banner, Display system date, Login details, Knowing Your Terminal and Machine Name, Changing passwords, Calculator, Display Messages

UNIT 2  
**Hours:** 12

4. **FILE SYSTEM**
   File name, Creating Changing and Moving Directories, Listing Files, Relative and Absolute pathnames, Creating and Displaying files, Copying Moving Renaming and Deleting Files, Comparing & Splitting files.

5. **THE SHELL**
   sh: command, Wild Cards, Escaping, Redirection, Pipes and Tees, Shell variables, Command substitution etc.

UNIT 3  
**Hours:** 10

6. **THE vi EDITOR**
   Input Command and Execute modes, Adding & replacing text, Deletion and Navigation, Pattern search, etc.

7. **BASIC FILE ATTRIBUTES**
   Listing file and directory attributes, File Permissions, changing file permissions etc.

UNIT 4  
**Hours:** 12

8. **SIMPLE FILTERS**
   pr, head, tail, cut, paste, sort, uniq, nl, tr, grep etc.

9. **SHELL SCRIPTS**

**REFERENCE BOOKS:**

1. Sumitabha Das, SCO UNIX & LINUX Concepts & Applications, Tata Mcgraw Hill
2. Unix by Yashvant Kanetkar

FOURTH SEMESTER

**BBA (CAM)**

**VISUAL BASIC LAB**

Course Code: BBA (CAM) – 254  
L: 4  T-4  Credits: 2
The Lab. will be based on Introduction to Visual Basic Programming BBA(CAM)-210.

**REFERENCE BOOKS:**

1. Teach yourself Visual Basic in 21 days - Techmedia Publication
PREAMBLE: The primary objective of the course is to familiarize the student with the sales operations and sales management functions and customer relationship management. Endeavor is to provide both theoretical inputs and applications of practical aspects.

COURSE CONTENT:

UNIT 1: Managing and Planning Sales
The field of Sales Management: Concept, Evolution of Professional Selling, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle.
Sales Strategy Formulation: Market Analysis, Setting Sales Objectives, Designing Sales Strategy.
Planning for Selling efforts: Personal selling Concept, Situations conducive to personal Selling, Diversity Of Personal Selling situations, Strategies Used by Salesmen, Process of Personal Selling, Choice of basic Selling Style, New Approaches in Selling

UNIT 2:
Personal Selling:
- AIDAS Theory of selling
- "Rights set of Circumstances" Theory
- "Buying Formula " Theory
- Behavioural Equation" Theory
Salesmanship and Sales-Promotion
- concept
- Essential Qualities of a Successful Salesman.
Motivating & Compensating Sales Personnel
- Motivation "Help from Management"
- Financial Motivational Techniques
- Non-Financial Motivational Techniques
- Devising a Sales Compensation Plan
- Types of Compensation Plans
- Fringe Benefits
- Negotiating skills

UNIT 3:  

Sales Control
- Sales Expenses Management
- Reimbursement of Sales expenses, policies & practices

Sales Budgeting and Control
- Preparation of sales Budget
- Budget implementation & feedback mechanism
- Sales Control

Sales Meetings & Contests
- Planning & Staging of sales meetings
- Sales Contests, Specific Objectives
- Contest Prizes

Managerial Evaluation of Contests

UNIT 4:  

Relationship Management
- Customer Relationship
- Applications of Relationship Marketing
- Marketing Strategy
- Internal Marketing

Ethics in Sales Management
- Ethics Defined
- Factors influencing the Ethics of Sales People
- Primary Areas Served by Ethics of Sales Management

TEXT BOOKS:

REFERENCE BOOKS:
1. Sales & distribution Management- SL Gupta (SLG) -Excel Books
2. Negotiating , Persuading and Influencing-Alan Flower (AF)
FINANCIAL MANAGEMENT

Course Code: BBA (CAM) – 303

Objective

The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Course Contents:

Unit I


HOURS 8
Unit II
**Capital Budgeting:** Concept, Importance, Appraisal Methods: Pay back period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree.

**Cost of Capital:** Concept, Importance, Classification , and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.  

**HOURS** 16

Unit III

**HOURS** 8

Unit IV

**Dividend, Bonus and Rights:** Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.


**HOURS** 12

**Suggested Readings:**

CONSUMER BEHAVIOUR

Course Code: BBA (CAM) – 305  L:4  T/P:  Credits: 4

Preamble: In the era of customer satisfaction and customer delight, it is very important to understand the behaviour of customers. The course is designed to enable the various individual and organisational aspects that influence the buying decisions of the customer.

COURSE CONTENT:

UNIT 1: Introduction To Consumer Behaviour

Definition of C.B
Consumer Buying Process
Importance of C.B
Approaches to Study C.B
Basic Model Of C.B
Stages of Buying Process
Industrial Buying / Organization Buying
Current Trends in C.B
Consumer Behavior from Consumer Perspective

UNIT 2: Determinants to Consumer Behaviour

1. Attitude
   a) Models and theories of attitude
   b) Change in Attitude

2. Personality and self concept
   a) Nature of personality
   b) Theories of personality (Freudian, Jungian, Neo-Freudian & Trait theory)
   c) Personality and understanding consumer diversity
   d) Self and self Image

UNIT 3: Influences to Consumer Behaviour

HOURS 10
i) **Culture**
- Characteristics of Culture
- Dimensions of Culture
- Relevance of Sub Culture and Cross Culture on CB
- Indian Culture and Sub Culture Marketing Strategies and problems related to cross culture

ii) **Social Class**
- Determinants of Social Class
- Objective Approach
- Composite –Variable Indices
- Social Class Mobility
- Applications Of social class to consumption

iii) **Family and life style**
- Significance
- Family life cycle stages
- Influences on life cycle
- Applications of AIO Studies
- VALS system of classification

**UNIT 4: Consumer Decision Making**

**HOURS 10**
a) Process of Consumer Decision Making
b) Complex Decision Making
c) Types of C. Purchasing Decision
d) Consumer Involvement and CDM
e) A Basic Model Of Decision Making (Need Arousal C.I Process Brand Evaluation Purchase and Post Purchase Behavior)

TEXT BOOKS:
2. Consumer Behaviour Dr.S.L.Gupta &Sumitra Paul(SLG&SP) Sultan Chand &sons Educational Publishers

REFERENCE BOOK:
Consumer Behavior Henry Assael(HA)Asian Books Private Ltd.
FIFTH SEMESTER

BBA (CAM)

MANAGEMENT INFORMATION SYSTEM

Course Code: BBA (CAM) – 307
L:4 T/P: Credits: 4

PREAMBLE: The objective of the course is to acquaint the students about the concept of information system in business organisations, and also the management control systems.

UNIT-I


UNIT-II


UNIT-III

Information Concepts: Data and Information - meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis - Quantitative and Qualitative Aspects, Assessing Information needs of the Organisation.

UNIT-IV

Information Technology: Recent Developments in the Field of Information Technology
Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS,
Choice of appropriate IT systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing

**Text Book:**
1. Management Information System- W.S. Javadekar- Tata Magraw Hill Publication

**Reference Books:**

1. Information Systems for Managers (Arora, Ashok and Akshaya Bhatia) Excel Books, New Delhi
3. System analysis and design (Awad)
PREAMBLE

To familiarize the students with various Web based packages to develop customize web site.

UNIT-I

A) An introduction to the World Wide Web
   i) Concepts of web technology
   ii) Web browsers
   iii) Internet and Intranet
   iv) Protocols the TCP/IP, HTTP, FTP, SMTP

B) Planning your web site
   i) Doing business on the web
   ii) An overview of internet commerce providers
iii) A search engine
iv) Forming a project team
v) Setting goals and objectives
vi) Developing the right business strategy

C) HTML
i) What is HTML
ii) HTML basics
iii) Document tags
iv) Container and empty tags
v) Entering paragraph text on your web page
vi) The <BR> tag
vii) The comment tag
viii) Working with HTML text
ix) Emphasizing text implicitly and explicitly
x) The <Block quote> element
xi) Using <Pre> tag
xii) The <Dir> tag
xiii) The <Font> tag
xiv) The <Base font> tag
xv) Using lists in web documents
xvi) Nested ordered
xvii) Unordered lists
xviii) Menu lists
xix) Directory list
xx) Definition list

D) Graphics for web pages
i) <img> tag
ii) Scaling down an image
iii) Adding entire images to web pages
iv) Working with links
v) Relative and absolute link
vi) Link tag

E) Tables, frames and forms
i) Creating borderless tables
ii) Frames
iii) Forms
UNIT-II

F) Java script
   i) Introduction to client-side scripting
   ii) Java Script
   iii) JavaScript and data
   iv) Types of scripts
   v) Conversion of functions
   vi) Arrays
   vii) Operations
   viii) Statements
   ix) Function
   x) Objects
   xi) Events
   xii) Window events
   xiii) Image events
   xiv) The window object
   xv) Opening and closing windows
   xvi) Communicating with the user
   xvii) Displaying information on the status bar
   xviii) Working with time sets
   xix) The frame object
   xx) The document object
   xxi) The form object
   xxii) Math object

G) Introduction to Active Server Pages
   i) Introduction
   ii) What exactly is an Active Server Page (ASP)
   iii) Applications of Active Server Pages
   iv) Elements of Active Server Pages
   v) Function of ASP
   vi) Operators
   vii) Event-driven programming
   viii) Query string
   ix) ASP objects
   x) Database management through ASP

UNIT-III
A) Introduction to Dreamweaver
   i) Introduction
   ii) What is dreamweaver
   iii) Interfaces
   iv) The property inspector
   v) Setting properties for web page
   vi) Text formatting

B) Working with links & multimedia
   i) Adding hyperlink in webpages
   ii) Relative and absolute path
   iii) Working with bookmarks
   iv) Mailto link
   v) Working with images
   vi) Aligning image with text
   vii) Image mapping
   viii) Creating rollover

C) Tables and frames
   i) Create table
   ii) Add and remove rows and columns
   iii) Nesting tables
   iv) Import table data
   v) Sorting data
   vi) Export data from a table
   vii) Formatting tables
   viii) Overview of frames
   ix) Inserting a frameset
   x) Nested frameset
   xi) Attributes of frames

UNIT-IV

10

A) Introduction to flash
   i) Introduction
   ii) Flash-6 new features
   iii) Flash 6 Vs Flash 5.0
   iv) Flash 6 in details
   v) Layers
   vi) Drawing with flash
   vii) Creating contents
   viii) Grouping shapes
ix) Types and text effects
x) Creating symbols and movie clips
xi) Animating with flash
xii) Editing animation

B) Advanced Flash
i) Interacting with flash
ii) Action script
iii) Programming with action script
iv) Flash and HTML
v) Standalone players and projector
vi) Flash generator
vii) Flash generator server and template
viii) Generator output window
ix) Site designing with flash

Text Books:

i) HTML, DHTML & Javascript-Evan Bayross
ii) ASP in 21 days –Techmedia

Reference Books:

i) Dreamwearer in 21 days-Techmedia
ii) ASP 2.0 unleashed
iii) HTML 4.0 unleashed
Objective: This course is intended to acquaint the students with the nature Business Policy and Strategy.

I. Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.


HOURS 10

II. Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

HOURS 8

III. Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

HOURS 10


Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

HOURS 12
Suggested Readings:


FIFTH SEMESTER
BBA (CAM)

INDUSTRIAL TRAINING/PROJECT

Course Code: BBA (CAM) – 313   L:0   T-4   Credits: 10

Each student shall undergo for industrial training of twelve weeks duration after the end of Fourth semester in an approved business/industrial/service organization and submit at least two copies of the Industrial Training Report to the head of the Institution at least two weeks before the commencement of End Term Examination of Sixth Semester. Alternatively, they shall pursue Industrial project under the guidance of an internal supervisor to be appointed by the Director/Principal of the concerned Institution.

This Industrial training report/Industrial project report shall carry 100 marks and it shall be evaluated in two parts. By the External Examiner appointed by the University for 50 marks and by an internal Board of examiners to be appointed by the Director/Principal of the Institute. And it shall be comprised of minimum of two Internal Faculty members. Of them, as far as possible, one of them shall be industrial supervisor in case of industrial projects.
FIFTH SEMESTER
BBA (CAM)

WEB DESIGNING & DEVELOPMENT LAB

Course Code: BBA (CAM) – 351 L:0 T-4 Credits: 2

The Lab. will be based on BBA(CAM)- 309 : Web Designing and Development

REFERENCE BOOKS:

1. HTML, DHTML & Javascript-Evan Bayross
2. ASP-2.0 Unleashed –Techmedia
SIXTH SEMESTER
BBA (CAM)

ENTREPRENUERSHIP DEVELOPMENT & CORPORATE ETHICS

Course Code: BBA (CAM) – 302      L:4      T/P:      Credits: 4
PREAMBLE: The objective of this course is to acquaint the students with the growth of Entrepreneurship and its role in Industrial Development of country and impact knowledge of the basic problems of management of small business units.

COURSE CONTENT:

UNIT – I

Concept:
- Need and significance of Entrepreneurship Development in Global contexts.
- Dynamics of Entrepreneurship Development.

UNIT – II

Entrepreneurship Quality/Motivation:
- The Entrepreneurship – myths and misconception, qualities, characteristics and role demanded of an Entrepreneur.
- Process of developing Entrepreneurial qualities.

UNIT – III

Enterprise Launching & Resourcing:
Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting.
- Steps of setting new Enterprise.
- Scanning Business Environment.
- Sensing Business Opportunity & indentifying product.
- Business Plan Preparation – Procedure & steps.
- Market Survey & Demand Analysis.
- Growth, Modernization & Expansion of Enterprise.

UNIT – IV

Corporate Ethics:
- Nishkama Karma & Sakam Karma.
- Success Management.
- Stress Management.

Text Books:

Reference Books:

- Udyamita (in Hindi) by Dr. M.M.P. Akhouri & Dr. S.P. Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PTC Campus, Okhla.

- Product Selection by Prof. H.N. Pathak, Pub. By NIESBUD, NSIC-PTC Campus, Okhla.

- Srimadbhagwad Gita.
BBA (CAM)  
SIXTH SEMESTER  

INTERNATIONAL BUSINESS  

Course Code: BBA (CAM) – 304  L:4  T-0  Credits: 4  

Objective:  

The basis objective of this course is to students with the global dimensions of management.  

Course Contents:  
UNIT I  


HOURS  

10  

UNIT II  
Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over,
Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.  

HOURS 10  

UNIT III  

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.  

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.  

HOURS 12  

UNIT V  


HOURS 8  

Books Recommended:  


SIXTH SEMESTER

**BBA (CAM)**

**SOFTWARE PROJECT**

Course Code: BBA (CAM) – 306  
L:0  
T-4 Credits: 2

- Group of 2 students may be allotted with a project
- The Project should be based on Front-end and Back-end applications.
SIXTH SEMESTER
BBA (CAM)

Elective-E1
DATA WAREHOUSING & DATA MINING

Course Code: BBA (CAM) – 308
L:4 T-0 Credits: 4
PREAMBLE: The saying goes there is water & water with no drop to drink; similarly there could be endless heaps of data but no information. This course will expose students to these recent concepts which could enable him to search a needle from the stoke of hag. Knowledge discovery in databases (KDD) applies techniques from artificial intelligence, statistics, and pattern recognition to detect patterns in large databases.


UNIT- I
Introduction/review of Database:
Types of databases: Relational databases, Data Warehouses, Transactional databases, OO databases, Spatial databases, Temporal and Time series databases, Text and multimedia databases

DATA WAREHOUSING:
Data Warehousing: Definition, Scope, Practical Implications, and Characteristics

HOURS

UNIT- II
Types of Data Warehouses: Host based, single stage, LAN based, Multistage, stationary distributed & virtual data-warehouses
Data Marts: Definition, usage and design.
Introduction to Cube technology.
OLTP and OLAP systems. Various OLAP operations.
OLAP & DSS support in data warehouses.

Schemas: Star, snowflake and fact constellations.
Types of measures.
Concept hierarchies.

HOURS

UNIT-III

DATA WAREHOUSE ARCHITECTURE
Process flow within a DW
ETL process.
Multi-dimensional Data warehouse model, 2-tier, 3-tier & 4-tier data warehouses.
Types of OLAP servers: ROLAP, MOLAP and HOLAP
Metadata repository: Contents.
Data Preprocessing: Its importance. Data Cleaning, Data Integration and Transformation, Data Reduction, Discretization and Concept Hierarchy Generation.

UNIT IV

DATA MINING
Introduction: Data mining tasks, steps in KDD process.
Steps of data mining,
DM functionalities: Types of patterns that can be mined-Introduction to characterization, discrimination, association analysis, classification, prediction.
Applications of Data Warehousing and Data Mining.

Text Books:


Reference Books:

1. Data Warehousing in the real world by Sam Anahory, Dennis Murray.
2. Data Warehousing by Harry Singh.
SIXTH SEMESTER
BBA (CAM)

Elective-E2 MULTIMEDIA TECHNOLOGY

Course Code: BBA (CAM) – 310  L:4  T:0  Credits: 4

PREAMBLE: The primary objective of this course is to familiarize the student with the concept of Multimedia, motivation, application of Multimedia, Multimedia Hardware and Software requirements, Multimedia Industry, Production Cycle, Editing Multimedia Components and Multimedia on web.

COURSE CONTENT:
UNIT-I
Multimedia in:


A.) Beginning with the Multimedia Making
i) Introduction to the Production Cycle
ii) Creativity Organization
iii) Requirements (Hardware & Software)
iv) Visualization Techniques Approach
v) Composite-Variable Indices

HOURS 10
UNIT-II
Multimedia Hardware & Software
A.) Multimedia Hardware
i) Multimedia Platforms
ii) Mac & Windows
iii) Hardware Peripherals

B.) Multimedia Software
i) Basic Tools (Silicon Graphics Interface)
ii) Making Instant Multimedia
iii) Basic Concepts of Adobe Photo Shop
iv) Basic Concepts of Studio Max.

HOURS 10

UNIT-III
Multimedia Components & Production Cycle
i) Text Editing
ii) Image Editing
iii) Animations
iv) Sound & Sound Editing
v) Video Concepts and Editing

HOURS 10

UNIT-IV
Production Cycle:
a) Planning & Costing
b) Designing & producing
c) Talent
d) Delivering

Multimedia & Web
Designing For World wide Web

HOURS 10

TEXT BOOKS:

(V) REFERENCE BOOKS:

3. Multimedia making it work (MMW)- Tay Vaughan – (TMH)

SIXTH SEMESTER
BBA (CAM)

Elective-E3  IT INFRASTRUCTURE MANAGEMENT

Course Code: BBA (CAM) – 312  L:4  T-0  Credits: 4

PREAMBLE:

i) To familiarize the student with the following in the context of computer networks: Components: topologies: media: devices: organization and operation of computer networks

ii) To enable the student to evaluate and select among different networks systems. On the basis of performance and security level offered.

COURSE CONTENT:
UNIT-I

**Hardware: The parts of PC**
Hardware components of a computer system, PC system unit packaging styles, Power supply, Floppy disk drives, Hard disk drives, CD-ROM drives, System unit’s motherboard, Basic or standard adapter cards, multi I/O port adapter board, Display adapter, Sound cards, LAN and network adapters, Modems and PC connection

**Disks**
Basic disk concepts, Varieties of disks, Disk controller types, Structure of a DOS disk, Detailed disk structure.

—

UNIT-II

**Built in BIOS**
Idea behind BIOS, What does ROM-BIOS do, How does the BIOS work, BIOS and booting

**Encoding and Modulation:**
Digital to digital conversion, analog to digital conversion, analog to analog conversion

**Error detection and correction:**
Many to one, one to many, WDM, TDM, FDM, telephone system, DSL, CDMA, FTTC

—

UNIT-III

**Datalink control protocols:**
Line discipline, flow control, error control, synchronous and asynchronous protocols HDLC, SDLC

**Point to point protocols:**
Transmission states, PPP layers, LCP, authentication, NCP
UNIT-IV

**ISDN:** Services, historical outline, subscribers’ access, ISDN layers, broadband ISDN

**Overview of Technologies:**
X.25, ATM and SONET/SDH-layers, design goals, architecture, services and applications

**Satellite Networks:**
Polling, ALOHA, FDM, TDM, CDMA

**TEXT BOOK:**

**REFERENCE BOOKS:**
PREAMBLE: The rapid advancement & simplicity of use of Internet in the new millennium has brought a change in our life style. The courses of electronic commerce is building the base on the various aspects of the E-commerce, its implications, uses, risks & prospective.

Pre-requisite: Knowledge of Internet & World Wide Web, basic concepts of management, knowledge of data security.

COURSE CONTENT:

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| 1. UNIT-I | Introduction to E-Commerce :  
The Scope of Electronic Commerce, Definition of Electronic commerce, Electronic Commerce and the Trade Cycle, Electronic Markets, electronic Data Interchange, Internet Commerce, E-commerce in Perspective | Hours:10 |
| 2. | Business Strategy in an electronic Age:  
| 3 | UNIT-II | Business-to-Business Electronic Commerce:  
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| 4.   | 10    | UNIT-III  
**Intranet And Extranet:**  
| 5.   | 10    | UNIT-IV  
**Electronic Payment Systems:**  
| 6.   | 10    | UNIT-IV  
| 7.   |       | Public Policy:  

**TEXT BOOKS:**


**REFERENCE BOOKS:**
SIXTH SEMESTER
BBA (CAM)

ORGANISATION DEVELOPMENT

Course Code: BBA (CAM) – 316  
L: 4  
T/P: 
Credits: 4

PREAMBLE: The basic objective of this course is to prepare the students as the facilitators of organizational change and development using the knowledge and techniques of behavioural sciences.

Course Content:

UNIT 1: Introduction: Organisation Development (OD): Concept and Process Assumptions and Values underlying OD. Foundations of OD. Emergence of OD as an applied behavioural Science Future of OD Credits 10
Case Study

UNIT 2: Organizational Diagnosis: Typology of Organisations, Techniques of Organisational Diagnosis, Questionnaires, Interviews, Workshops, Task-Forces and other methods, Action research Change Agents: Role, Skills and Styles of change Agents, Relation with the Client System Credits 10

Case Study
UNIT 3: Organisational Change, Renewal and development

Case Study

UNIT 4: OD Interventions:                Credits 10
Structural Interventions, Work Redesign, Work Modules, Quality of work life(QWL), Management By objectives(MBO), Quality Circles(QC)
Behavioural Interventions, Sensitivity Training, Transactional Analysis, Career Planning
Intergrowth Interventions, Team Building, Survey Feedback, Rensis Likert’s System 4 Management, Grid OD

Case Study

TEXT BOOKS:
• (Ahmad, Abad Developing effective Organisation, Sri ram Centre for Industrial Relations, New Delhi 1980
• French. W.L and Bell C.H, Organisation Development, Prentice Hall New Delhi, 1995

REFERENCE BOOKS:
• Hackman, J.R and Sentle, J.L. Improving Life at work, Behavioural Science, Approach to Organisational Change, Good year, California, 1977
SIXTH SEMESTER  
BBA (CAM)  

SERVICES MARKETING  

Course Code: BBA (CAM) – 318  
L: 4  T/P:  
Credits: 4

PREAMBLE: The primary objective of the course is to familiarize the student with basic concepts of service marketing and equip them with tools and techniques for applications of there concepts to real life problems and issue in service environment. Looking at perspective both in Indian and Global Context.

Course Content:

UNIT 1:  
Credits: 10  
The foundation of service marketing.& Service Marketing Environment
- The Concept- Goods and Services, Comparative analysis-salient features of marketing services. Growth and current status-Types of services.
Service Marketing Environment
- Political -Legal Environment
- Economic Environment
- Socio-Cultural Environment
- Technological Environment
- Competition & Global Environment

UNIT 2:  
Credits: 10  
Consumer Behavior & Buying Process in Services  
Marketing Mix
- Introduction
- Maslow's Hierarchy of Needs
- Motivation & Consumer Behaviour
- Perception & Consumer Behaviour
- Social & Cultural Behaviour
- Psychological Factors
- Consumer Buying Process.
Marketing Mix
- Tradition 4 P's
- Extended 3 P's of services
UNIT 3: S. M. Segmentation, Targeting And Positioning

- An overview
- Strategies for Dealing with Intangibility, Inventory, Inconsistency & Inseparability.

UNIT 4: Service Application & Cases on Service Marketing

- Marketing of Financial Services: Banking Experiences of Indian and Foreign banks, Credit cards.
- Marketing of Insurance Services
- Marketing of Educational & Services
- Marketing of Hospitality & Tourism
- Creating Right Service Philosophy
- Cases of Service Marketing

TEXT BOOKS:

1. (C.L) Service Marketing-Christopher H. Lovelock - Prentice Hall International
2. (R&G) Service Marketing (Concepts, Applications and Cases)-M.K. Rampal and S.L. Gupta

REFERENCE BOOKS:

1. (P.K.) Marketing Management - Philip Kotler
2. (SMJ) Service Marketing-S.M. Jha-Himalaya Publishing House
SIXTH SEMESTER
BBA (CAM)

BANKING & INSURANCE

Course Code: BBA (CAM) – 320

L: 4  T/P:  4  Credits: 4

PREAMBLE: The primary objective of the course is to familiarize the student with the basic Banking and Insurance. The students will be exposed to conceptual issues in banking and insurance along with the recent trends in the Indian economy.

Course Content:
UNIT 1: Evolution of Banking Institutions: Meaning and functions of commercial banks & services rendered by them: Agency services, General Utility Services, Overseas Trading Services, Information and other services; Relationship between banker customer-legal framework – corporate banking, loan documentation

Credits 10

UNIT 2: Indian Banking: General structure and methods of Commercial Banks, The Reserve Bank of India: Objectives, Organisation and Functions of Reserve Bank, Changing profile of Indian Banking: Branch Banking, Retail Banking, Paperless Banking & Development Banking/Customer Focus Banking; Banking Sector Reforms in India

Credits 10


Credits 10
UNIT 4: Insurance Marketing: Concept of Service Marketing, Nature of Insurance Markets, Buying motives in insurance market, Pricing, positioning and promotion of insurance products, Marketing programme for insurance companies, special problems of marketing of insurance products

TEXT BOOKS:

- (MNM) - M.N. Mishra – Insurance: Principles and Insurance
- (S&S) – Shekhar & Shekhar – Banking Theory & Practice

REFERENCE BOOKS:

- (GER) – George E. Redja – Banking Theory and Practice
- (RS) – Ravi Shankar – Service Marketing

SIXTH SEMESTER
BBA (CAM)

LOGISTIC & SUPPLY CHAIN MANAGEMENT

Course Code: BBA (CAM) – 322

PREAMBLE: The objective of this paper is twofold: one to introduce the students to the basic concepts of supply chain Transportation network etc.

UNIT 1: Building A Strategic Framework To Analyse Supply Chains: Understanding the Supply Chain, Supply Chain Performance: Achieving strategic Fit and Scope Supply Chain drivers and Obstacles.

Credits: 10
UNIT 2: Planning and Managing Inventories in a Supply Chain:
Managing Economies of Scale in a Supply Chain: cycle Inventory
Managing Uncertainty in a Supply Chain: Safety inventory
Determining Optimal Level of Product Availability

Credits 10

UNIT 3: Transportation, Network Design and Information Technology in a supply Chain:
Transportation in a supply Chain
Facility Decisions: Network in a supply Chain
Information Technology in a Supply Chain

Credits 10

UNIT 4: Coordinating a Supply Chain and the role of E-Business:
Coordination in a Supply Chain
E-Business and the Supply Chain

Text Book:
Supply Chain Management: Strategy, Planning and Operation Sunil Chopra, Peter Meindl, Pearson Education Asia

Reference Books:
2. Logistics and supply chain of management, Martin Christopher, Richard Irwin,1994