

**MINOR COURSES FOR B.COM., NEP****Annexure – II List of Minor Courses****Minor Subject: Business Economics****(Can not be opted by a student having ‘Economics’ as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Micro Economics	CBMBE3T02	60	-	60	80	20	100	40	4
IV		Macro Economics	CBMBE4T03	60	-	60	80	20	100	40	4
V		Indian Economy	CBMBE5T04	60	-	60	80	20	100	40	4
VI		Public Finance	CBMBE6T05	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Minor Subject: Computer Applications****(Can not be opted by a student having 'Computer Applications' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours	Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks			
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Fundamentals of Information Technology	CBMCA3T02	60	-	60	80	20	100	40	4
IV		MS-Office	CBMCA4P01	-	120	120	0	100	100	40	4
V		HTML and JAVA Script	CBMCA5T03	60	-	60	80	20	100	40	4
VI		Database Management Systems	CBMCA6T04	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Minor Subject: Business Legislations**

**(Can not be opted by a student having 'Law' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Mercantile Laws	CBMBL3T02	60	-	60	80	20	100	40	4
IV		Corporate Laws	CBMBL4T03	60	-	60	80	20	100	40	4
V		Labour Laws	CBMBL5T04	60	-	60	80	20	100	40	4
VI		Consumer and Cyber Laws	CBMBL6T05	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Subject: Entrepreneurship Development**

**(Can be opted by any student having any major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Entrepreneurial Theories and Practices	CBMED3T03	60	-	60	80	20	100	40	4
IV		Business Plan Formulation	CBMED4T04	60	-	60	80	20	100	40	4
V		Social Entrepreneurship	CBMED5T05	60	-	60	80	20	100	40	4
VI		Entrepreneurial Marketing	CBMED6T06	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Subject: Marketing Management**

**(Can not be opted by a student having ‘Business Administration’ or ‘Marketing Management’ as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Fundamental of Marketing Management	CBMMM3T03	60	-	60	80	20	100	40	4
IV		Digital Marketing	CBMMM4T04	60	-	60	80	20	100	40	4
V		Sales and Distribution Management	CBMMM5T06	60	-	60	80	20	100	40	4
VI		Service Marketing	CBMMM6T08	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Subject: Financial Management**

**(Can not be opted by a student having 'Finance and Banking' or 'Financial Management' or 'Finance' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Business Finance Functions	CBMFM3T03	60	-	60	80	20	100	40	4
IV		Financial Services and Market	CBMFM4T05	60	-	60	80	20	100	40	4
V		Working Capital Management	CBMFM5T07	60	-	60	80	20	100	40	4
VI		Corporate Finance	CBMFM6T08	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Subject: Human Resource Management**

**(Can not be opted by a student having 'Business Administration' or 'Human Resource Management' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme				Credits
				Total Hours			Max. Marks (TH)*	Max. Marks (IM)	Total Marks	Min. Passing Marks	
				Theory	Practical	Total					
II		Introduction to Commerce	CBM2T01	30	-	30	80	20	100	40	2
III		Fundamentals of Human Resource Management	CBMHR3T03	60	-	60	80	20	100	40	4
IV		Legal Aspects in HR	CBMHR4T04	60	-	60	80	20	100	40	4
V		Recruitment and Selection	CBMHR5T06	60	-	60	80	20	100	40	4
VI		Organisational Development	CBMHR6T07	60	-	60	80	20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80	20	100	40	4

**Subject: Business Analytics**

**(Can not be opted by a student having 'Business Analytics' as a major subject)**

Sem	Course Type	Subjects	Course Code	Teaching Scheme			Examination Scheme					Credits
				Total Hours	Max. Marks (PR)	Max. Marks (IM)	Total Marks	Min. Passing Marks				
				Theory	Practical	Total						
II		Introduction to Commerce	CBM2T01	30	-	30	80		20	100	40	2
III		Introduction to Business Analytics	CBMBT3 T03	60	-	60	80		20	100	40	4
IV		Advanced Statistical Techniques	CBMBT4 T05	60	-	60	80		20	100	40	4
V		Data Analytics Environment	CBMBT5 T07	60	-	60	80		20	100	40	4
VI		Python Programming	CBMBT6 P01	-	120	120	100		20	100	40	4
VII		Research Methodology	CBM7T09	60	-	60	80		20	100	40	4

**DETAILED SYLLABUS****Faculty of Commerce and Management****B.Com (NEP)****Minor Course – Sem II – 2 Credits****Introduction to Commerce****Course Outcomes**

<b>CO1</b>	The students will be able to understand various verticals in commerce education.
<b>CO2</b>	The students will be able to compare various career opportunities in Commerce.
<b>CO3</b>	The students will be able to map various profiles to his/her individual interests
<b>CO4</b>	The students will be able to choose suitable major, minor and other courses of study.

**Unit – I:**

Verticals in commerce education (Nature, scope and basic contents) – Financial and Management Accounting, Taxation, Cost Accounting, business administration, Financial Management, Marketing Management, Operations Management, HR Management, commercial Laws, International Trade, E Commerce, Capital Markets, Business Analytics etc

**Unit – II:**

Career Options in Commerce (Role and Profile) involving Maths skills like Chartered Accountant (CA), Investment Banker, Chartered Financial Analyst (CFA), Actuary, Cost Accountant, Company Secretary (CS), Personal Financial Advisor, Research Analyst, and Business Analyst

**Unit – III:**

Career Options in Commerce (Role and Profile) requiring lesser Maths skills like Marketing, Entrepreneurship, Human Resource Management, Retail Management, Cost Management Accountant (CMA), Product Management, Relationship Manager

**Unit – IV:**

Skills, competencies and examinations/ certifications for getting into various career options, SBI/ NISM Certifications overview

**Reference Books:**

1. Engineering Management (English, Paperback, Gupta A. K.) S Chand
2. Engineering Management (English, Undefined, Chauhan A S) Jain Brothers <https://certifications.nism.ac.in>

### Question paper pattern

Question No.	Unit	Marks	Question Pattern
1	1	4	1 question of 4 marks
	2	4	1 question of 4 marks
	3	4	1 question of 4 marks
	4	4	1 question of 4 marks
2	1	16	2 questions of 8 marks each OR 1 question of 16 marks
3	2	16	2 questions of 8 marks each OR 1 question of 16 marks
4	3	16	2 questions of 8 marks each OR 1 question of 16 marks
5	4	16	2 questions of 8 marks each OR 1 question of 16 marks

**MINOR COURSES FOR B.Com NEP**  
**DETAILED SYLLABUS**

**SEMESTER III & IV**

**WITH QUESTION PAPER PATTERN**

**MINOR COURSES**

- 1. BUSINESS ECONOMICS**
- 2. COMPUTER APPLICATIONS**
- 3. BUSINESS LEGISLATIONS**
- 4. ENTREPRENEURSHIP DEVELOPMENT**
- 5. MARKETING MANAGEMENT**
- 6. FINANCIAL MANAGEMENT**
- 7. HUMAN RESOURCE MANAGEMENT**
- 8. BUSINESS ANALYTICS**

**MINOR: BUSINESS ECONOMICS**

**SEMESTER III**

**COURSE: MICRO ECONOMICS**

**COURSE CODE: CBMBE3T02**

**NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	The Students will be able to understand the subject matter of Economics and scope of micro economics and its usage.
<b>CO2</b>	The Students will get acquainted with the concept of Utility and its types
<b>CO3</b>	The students will get knowledge about concept of Demand and Supply and their scope along with elasticity and its types in detail
<b>CO4</b>	Students will get insights in various factors of production and its return along with its strategy and methods of calculations.

**UNIT I: Introduction to Micro Economics and Utility Analysis:**

Meaning, Definition, Nature, Features, Scope, Importance and Limitations of Micro Economics study. Difference between Micro and Macro Economics. Problems in Micro Economics study. Meaning, Concept, Nature, Feature of Utility, Measurement of Utility, Marginal and Total Utility, Difference between Marginal and Total Utility, Law of Diminishing Marginal Utility, Consumers Equilibrium

**UNIT II: Demand and Elasticity of Demand**

Concept and Features of Demand, Factors affecting Demand, Law of Demand, Exceptions and Assumptions  
Elasticity of Demand, Types of Elasticity of Demand, Factors affecting elasticity of Demand, Methods of measuring Elasticity of Demand

**UNIT III: Supply and Elasticity of Supply**

Concept and Features of Supply, Factors affecting Supply, Law of Supply, Exceptions and Assumptions;  
Elasticity of Supply, Types of Elasticity of Supply, Factors affecting elasticity of Supply, Methods of measuring Elasticity of Supply

**UNIT IV: Factors of Production**

Features and Nature of Land, Labour, Capital and Enterprise. Returns on Factors (Rent, Wage, Interest, Profits)  
Types of Rent, Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, Difference between rent and quasi rent.  
Interest: Definition and features, Types of Interest, Liquidity Preference Theory, Loanable Funds Theory of Interest.  
Profits and types of Profit (Gross profit, Net profit, Normal and abnormal profits)

**Reference Books:**

1. Dr. D.D. Chaturvedi [1999] Micro Economics- Theory And Applications-I, Galgotia Publishing Company, New Delhi
2. Dr. Sanjay Basotia [2010] Micro Economics-Principles, Applications And Tools- Dnd Publications, Jaipur
3. Dr. Ravindra Gharpure, Mrs. Samiha Mirza Mohd. Baig [2017] Micro Economic Fundamentals, Thakur Publications
4. C A Sandeep Garg, [ 2023] Introductory Micro Economics, Dhanpat Rai Publications, New Delhi
5. Ahuja H.L. Micro Economics, S Chand Publications

**QUESTION PAPER PATTERN**  
**TOTAL MARKS: 80**

Question No.	Unit	Marks	Question Paper Pattern (All Theory)
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2.	I	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
3.	II	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
4.	III	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks

**MINOR: BUSINESS ECONOMICS****SEMESTER IV****COURSE: MACRO ECONOMICS****COURSE CODE: CBMBE4T03****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	The students will be able to understand the concept of Money and Monetary System
<b>CO2</b>	The students will be able to apply the theories of Value of Money
<b>CO3</b>	The students will be able to explain basic concepts of Inflation and Deflation
<b>CO4</b>	The students will be able gauge the importance of the Money Market
<b>CO5</b>	The students will to compare Monetary Policy and Fiscal Policy

**UNIT I: Money & Monetary System**

Evaluation of Money – Barter system, Metal Money, Paper Currency, Nature function and Feature of Money. Paper Currency - Role of Paper Currency, Importance, Issuing authority, Methods of Note Issue: Fixed Fiduciary Method, Proportional Reserve Method, Minimum Reserve Method

**UNIT II: Value of Money**

Meaning of Value of Money, Measurement of Value of Money, Quantity Theory of Money – Fisher's Version, Cambridge Quantity Theory of Money

**UNIT III: Inflation & Deflation**

Inflation- Meaning, Nature, Causes, Effects, Impact and Remedies of Inflation  
Deflation- Meaning, Nature, Causes, Effects, Impact and Remedies of Inflation

**UNIT: IV Money Market & Policies**

Money Market- Concept of Money Market, Objectives, Importance of Money Market, Instruments of Money Market, Monetary Policy and Fiscal Policy Concept, Meaning, Objective, Need, Importance, Impact, Recent Changes

**Reference Books:**

1. RR Paul, Monetary Economics, Kalyani Publishers.
2. M.V. Vaish, Money, Banking, Tread & Public Finance, New Age Int. Pvt. Ltd.
3. K.P.M. Sundaram, Money, Banking and International Trade, Sultan Chand, New Delhi.
4. P. K. Deshmukh, Money and Financial System, Phadke Prakashan.
5. Agrawal & Gupta, Financial Institutions and Market, Kalyani Publishers.
6. मेधा कानेटकर, मौद्रिक अर्थशास्त्र, श्री साईनार प्रकाशन

**QUESTION PAPER PATTERN**  
**TOTAL MARKS: 80**

<b>Question No.</b>	<b>Unit</b>	<b>Marks</b>	<b>Question Paper Pattern (All Theory)</b>
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2.	I	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
3.	II	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
4.	III	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks

**MINOR: COMPUTER APPLICATIONS****SEMESTER III****COURSE: FUNDAMENTALS OF INFORMATION TECHNOLOGY****COURSE CODE: CBMCA3T02****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Students will be able to <b>understand and explain</b> the fundamentals of computers, including their evolution, classification, applications, and various memory and storage systems.
<b>CO2</b>	Students will be able to <b>utilize</b> peripheral devices for efficient computing and <b>apply</b> number system concepts to perform accurate calculations.
<b>CO3</b>	Students will be able to <b>classify and analyze</b> different types of computer software and programming languages, understanding their evolution, characteristics, and applications.
<b>CO4</b>	Students will be able to <b>describe and analyze</b> data communication concepts, network topologies, protocols, and operating system functions, including process, memory, and security management.

**UNIT - I**

**Understanding the Computer:** - Introduction, Evolution, Generation, Classification and Application of Computers. **Memory and Storage Systems:** Introduction, Memory representation, Random Access Memory, Read Only Memory, Storage systems, Magnetic storage systems, Optical storage systems, Magneto optical system, Solid-state storage devices.

**UNIT – II**

**Input Devices:** Introduction, Keyboard, pointing devices, scanning devices, Optical recognition devices, Digital camera, Voice recognition system, Data acquisition sensors, Media input devices. **Output Devices:** Introduction, Display monitors, Printers, Impact printers, non-impact printers, Plotters, Voice output systems, Projectors, Terminals.

**UNIT – III**

**Computer Software:** Introduction, Types of computer software, System management programs, System development programs, standard application programs. **Programming Languages:** Introduction, History of programming languages, Generations of programming languages, and Characteristics of good programming languages

**UNIT – IV**

**Data Communication and Networks:** Introduction, Data communication using modem, Computer network, Network topologies, Network protocol and software, Application of network. **Operating Systems:** Introduction, History of operating systems, Functions of operating systems, Process management, Memory management, File management, Device management, Security management, Types of operating systems, Providing user interface, Introduction to MS-DOS and Windows, Popular operating systems.

**Text Book:**

1. Computer Fundamentals, Pradeep K Sinha, Preeti Sinha, BPB Publications
2. Fundamentals of Computer, CSV Murthy, Himalayan Publishing House
3. Information Technology Concepts, Dr. Madhulika Jain, Satish Jain, BPB Publications
4. Fundamentals of Computers, Dr. Sarang Javkhedkar, Pravin S. Rotkar, Nilesh Mhatre, Preface Publication

**Reference Books:**

1. Fundamentals of Computers, E Balagurusamy, Mc Graw Hill Education.
2. Basics of Computer Applications in Business, HemChand, H.N. Tiwari
3. Fundamentals of Information Technology, Dr. Rajiv Midha, S. Brinda, Taxmann.

**QUESTION PAPER PATTERN**  
**TOTAL MARKS: 80**

Question No.	Unit	Marks	Question Paper Pattern
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2.	I	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
3.	II	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
4.	III	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks

5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
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**MINOR: COMPUTER APPLICATIONS****SEMESTER IV**

**COURSE: MS-OFFICE**  
**COURSE CODE: CBMCA4P01**  
**NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	Students will be able to <b>create, edit, format, and manage</b> documents in Microsoft Word, utilizing tools for text editing, tables, images, mail merge, and document review.
<b>CO2</b>	Students will be able to <b>navigate, format, and manage</b> data in Microsoft Excel, utilizing worksheets, formatting options, references, and data entry techniques for efficient spreadsheet handling.
<b>CO3</b>	Students will be able to <b>analyze and manipulate</b> data in Microsoft Excel using functions, conditional formatting, pivot tables, charts, and data analysis tools for effective decision-making.
<b>CO4</b>	Students will be able to <b>design and present</b> effective PowerPoint presentations using formatting tools, multimedia elements, animations, and slideshow features.

**Unit I - Microsoft Word**

Introduction; Getting familiar with the interface of Word; Backstage View(File); Creating, Saving, Opening, Closing of document; Editing text Documents; Inserting & Deleting text, Toolbars; Inserting Tables, Pictures, Shapes, Icons, Smart Art, Drop Cap, Date and time, Object, Word Art, Special Symbols, Hyperlinks, Header and footer, Page Numbering, Charts; Use columns and breaks; Using step-by-step mail merge wizard; Review documents using - Spelling and Grammar check, word count; Different views of a word document, Change the view of document; Using format painter; Creating styles; Using Page Setup Settings, Printing of the document; Sharing the document; Exporting of word document

**Unit II - Microsoft Excel – I**

Introduction; Getting familiar with the interface of Excel; Backstage View(File); Excel Toolbars; References-Absolute and Relative; Working with worksheet/workbook; Data Entry in Excel;

Formatting of data –Formatting Cell, Rows, Columns, Sheet; Different formatting - Number Formatting, Text formatting, Date Formatting, Alignment Settings, Font Formatting, Border, Shading, Format as Table; Changing Row /Height, Using Hide /unhide options; Moving or copying sheet; Renaming Sheet; Flash Fill; Using find and select options-Go to, Go To Special; Sharing the Excel workbook; Exporting of worksheet

### **Unit III - Microsoft Excel – II**

Outline -Group, Ungroup, Subtotal; Conditional Formatting; Performing Calculations with Functions and formulas, Function Library-Date and Time Functions, Mathematical Functions, Logical Functions, Text Functions, Statistical Functions, hlookup, vlookup; Converting data from text to columns, removing duplicates; Creating Effective Tables & Charts; Data analysis using Sort, Filter and data validation feature in excel; Pivot table & Pivot charts; Page Setting & Printing

### **Unit IV - Microsoft PowerPoint**

Introduction; Getting familiar with the interface of PowerPoint; Backstage View (File); Slide Layout; Formatting in PowerPoint; Different Toolbars; Inserting Clip Art, Picture, Slide, Organization Chart, Smart art, Table, Hyperlink; Presentation Views; Master Slide; Working With Movies and Sounds; Using different design themes; Changing Slide Size and background; Applying Animation and Slide Transition; Slideshow; recording slide show; Page Setting & printing; Sharing the presentation; Exporting the presentation to Video

### **Text Books**

1. MS Office 2016 Quintessential Course –Vishnu P Singh, Asian Computer Books
2. Microsoft Office 2016 Step by Step, Joan Lambert, Curtis Frye, Microsoft Press
3. Information Technology, Vikrant Malviya, Himalaya Publishing House

### **Reference Books**

1. Introduction to Information Technology, Renu Vashishth & Dr. Neeru Mudra, Himalaya Publishing House
2. Computer course –Prof. Satish Jain, Shashi Singh, M. Geetha, BPB Publication
3. Office 16 in easy steps, Michael Price Mike Mc Grath, BPB Publications
4. Microsoft Office 2016 Word, Excel, One Note Book - Vol 1-Lalit Mali, Notion Press

## PRACTICAL LIST

1. Microsoft Word 2016 is one of the most reliable, powerful, and feature rich word processors around, and while it's since been replaced by Word 2019, it still offers most of the functionality modern professionals need. Word has always worked best as part of the largest Microsoft Office ecosystem, but Word 2016 brings this to a whole new level. Integration with the various components of the Office suite are tighter than everything before, and a major shift towards cloud based sharing has changed the way that professionals can use Word in some pretty major ways. Through the use of OneDrive, users can quickly share their Word documents with anyone they've given the proper privileges. But that's not the only way you can share files. Through integration with Outlook, you can attach a document via email and allow your recipients to go in and edit it at their discretion. An additional commenting feature allows you to mark up documents without changing their basic content. In short, Microsoft has paired Word with the sorts of functionality available through their Google cloud suite. Combine that with the polished and refined features at the heart of Word, and you have one of the finest word processing applications around.

Perform the following given operations:

- a. Type the above given paragraph as it is using “Calibri font”, font size-12
  - b. Divide 4 paragraph for the above text and justify alignment.
  - c. Change font size to 18 points for the first paragraph.
  - d. Make 1.5 line spacing for the second paragraph.
  - e. Make Drop Cap the first letter of the third paragraph.
  - f. Apply header and footer in the document. In header section -Type the chapter name as MS -word 2016 and in footer section, insert page number.
2. Prepare a table in MS-Word

Emp_id	First Name	Last Name	Department	Location
101	Ram	Sharma	Finance	Bangalore
102	Karan	Kapoor	Marketing	Hyderabad
104	Kiran	Varma	IT	Pune
105	Sarvashrestha	Gupta	HR	Raipur

- a. Apply Grid table style to the above given table.
- b. Create landscape orientation and select A4 paper size.
- c. Insert „State“ column after the „Location“ column.
- d. Insert one row below 2<sup>nd</sup> Row.
- e. Apply font “Cambria” and font size -13 on table.
- f. Insert watermark “Employee Details”.
- g. Select the first row of the table and make it centrally aligned.
- h. Apply light grey colour shading to your table
- i. Right align the first column data.

3. Create word document of 5 pages on “Generations of computers”. Apply Styles and create a hyperlink on word document.
  - a. “Heading 1” style for all headings on First Page.
  - b. Modify the “Heading 1” Style containing red colour with Arial font
  - c. Paragraph with Normal styles having “Arial Narrow font”, 11 size and 1.15-line spacing
  - d. “Heading 2” style for all headings on Second Page.
  - e. Create a “Heading 3” Style for third page having font colour-green, font size-16
  - f. Create a hyperlink -When student click on “First generation of computers Heading” then a new word document containing the details of “First Generation” should get opened.
  
4. Prepare a list showing bullets and numbering feature. The list should be displayed as follows:

Example of Bulleted List

- ❖ Information Technology
  - ✓ Web technologies
  - ✓ Tally
  - ✓ MS-office 2016
    - Word
    - Excel
    - Powerpoin

Example of Numbered List

1. Website Development
  - 1.1 HTML
  - 1.2 CSS
    - 1.2.1 Internal Style Sheet
    - 1.2.2 External Style Sheet
  - 1.3 JAVASCRIPT

5. Using Mail merge, write a letter to 5 candidates for their final interview on 20th Sep 2022 at Teztech Ltd., Dharampeth, Nagpur at 11:00 am along with necessary documents, resume and 2 Passport size photographs.
  
6. Prepare “Table of Content” in word document as given below:

Table of Contents	
1. Introduction to Computers .....	2
1.1. Introduction .....	2
1.2. Features.....	2
1.3. History.....	3
1.4. Generations of Computers .....	5
1.4.1. First Generation .....	5
1.4.2. Second Generation.....	7
1.4.3. Third Generation.....	9
1.4.4. Fourth Generation.....	10
1.4.5. Fifth Generation.....	12
1.5 Types of Computers .....	14

2. Software.....	16
2.1 System Software .....	16
2.2 Application Software .....	18
2.2.1 MS-office.....	18

7. Draft a resume covering the following sections in chronological order:
- Sections in resume: Basic Details: Name, E-mail, Contact details; Career Objective; Work Experience; Education; Certifications; Extra Curricular Activities & Achievements; Awards and Honors; Key Skills; Interests; Languages known.
  - Keep font size between 10 and 12 points.
  - Set the margins for one inch on all four sides.
  - Align your content to the left.
  - Make section headings larger than the rest of the text; type them in bold.
8. Prepare billing report for M/s. Total Synergy Consultancy Private Limited (TSCPL) in MS Excel

Consultant	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Yearly Total
R.Bhatnagar	Rs 9,752.00	Rs 10,129.00	Rs 8,212.00	Rs 7,032.00	
M.Lath	Rs 5,755.00	Rs 6,477.00	Rs 5,447.00	Rs 4,584.00	
P.Sharma	Rs 6,769.00	Rs 6,758.00	Rs 6,378.00	Rs 1,644.00	
K.Pandey	Rs 3,708.00	Rs 5,795.00	Rs 6,188.00	Rs 1,636.00	
M.Swamy	Rs 5,009.00	Rs 2,009.00	Rs 7,643.00	Rs 7,323.00	
<b>Total</b>					

- Calculate Yearly total vertically and Total horizontally using SUM function.
  - Prepare columnar chart for Consultant and Qtr3 having chart title –Billing Report.
  - Highlight the cell which has the highest total.
  - Use fill series option to fill the remaining cells for calculating the total.
9. Prepare following table in Excel for “DOTCOM SOLUTIONS LIMITED”

## INVENTORY DATABASE

INV.CODE	DESC	QTY	RATE	PRICE
P1002	TV-COLOUR 21"	35	11000	
P1001	TV-COLOUR 29"	15	18000	
P1003	DVD	20	12000	
P1007	STERIO	53	6000	
P1008	WASHING MACHINE	21	18000	

P1005	REFRIGERATOR	40	8000	
P0004	DISH WASHER	5	20000	
P1009	MIXER	35	3000	
P1010	GRINDER	20	5000	
P1020	MIXER	30	3000	

1. Calculate Price of the above given data.
2. Sort the records in the table using ascending order of Invoice code.
3. Filter the data having quantity greater than 20 and rate less than 20000.
4. Highlight duplicate values in column DESC and RATE.

10. Using conditional formatting on the below given table, perform the following:

INV.CODE	DESC	QTY	RATE	PRICE
P1002	TV-COLOUR 21"	35	11000	
P1001	TV-COLOUR 29"	15	28000	
P1003	DVD	20	12000	
P1007	STERIO	53	6000	
P1008	WASHING MACHINE	21	18000	
P1005	REFRIGERATOR	40	8000	
P0004	DISH WASHER	5	20000	
P1009	MIXER	35	3000	
P1010	GRINDER	20	5000	

1. Highlight those INV.CODE values where INV.CODE is greater than P1005.
2. Highlight those quantity values where Qty is between 30 and 50.
3. Highlight (Single Underline) the rate values where rate is less than 10000 and (Bold) greater than or equal to 20000.
4. Highlight (Strikethrough) the price value where price is equal to 3, 20,000 and (Bold-Italic) not equal to 1, 00,000.

11. From the following given data, Calculate Total and Percentage. Using if function in Excel calculate the Grade of student using the given grade criteria. Calculate the max, min and average marks of all three subjects individually. Count the number of students who got grade as distinction, First, Second, third, fail.

Roll No.	Name of Student	Sub1	Sub 2	Sub 3	Total	Percentage	Grade	Result
BA01	Ram Sharma							
BA02	Karan Kapoor							

BA03	Sheela Varma							
BA04	Kashish Sahani							
	<b>Minimum</b>							
	<b>Maximum</b>							
	<b>Average</b>							

The criteria to calculate grade:

Percentage >75	Distinction
Percentage >=60	First
Percentage >=50	Second
Percentage >=40	Third
Percentage below 40	Fail

12. Prepare the following given table in Ms-Excel. Calculate Gross Pay, PF, Net Pay using formulas and functions. Also, apply the formatting as per the given specifications:

Name	Basic	DA	HRA	Gross Pay	PF	Net Pay
Ram Gupta	10000	2000	2780			
Shyam Sharma	20000	1050	1500			
Sita Prajapati	35000	2100	1900			
Priya Sharma	25000	2500	2100			
Hariprasad Sahu	20000	1000	1500			

- Perform the following calculations:
  - Gross Pay=Basic Pay +DA+HRA
  - PF=12% of DA
  - Net Pay=Gross Pay- PF
- Apply the following formatting:
  - Set column width=10
  - Set row height=15
  - Text Alignment:
    - Horizontal: Center & Vertical: Center
- Count the number of employees whose Gross Pay is greater than 25000.
- Sum the PF of employees whose basic salary is 20,000.

13. Demonstrate the data in an excel sheet using Advance Filter.

Apply advance filter option showing the region -North and Sales >5000

Date	Sales Representative	Region	Sales
03-12-2018	Ram Sharma	North	5086
04-12-2019	Shyam Varma	East	2000
05-11-2019	Sita DakshPrajapati	West	3000
08-12-2019	Gita Kewalramani	North	8900
09-11-2019	Bharat Kulkarni	South	3200
15-11-2020	Krishna Desai	East	2100
16-11-2020	Arjun Kapoor	North	1200
18-12-2021	Shankar Wadhvani	West	1600
20-12-2021	Narayan Das	South	1750

14. Perform the text functions -Upper( ),Lower( ) Also apply flash fill option to the Full Name column

Demo table:

First Name	Last Name	Full Name (Use Flash Fill)	Upper (First Name)
Ram	Sharma	Ram Sharma	RAM
Prachi	Varma		

Priya	Desai		
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15. Find out the Price of Mobile using vlookup( ) function on the following given data:

Products	Product Code	Quantity	Price
Washing Machine	1000-125-W123	20	44,000
AC	1000-126-A125	25	80,000
Mobile	1001-128-M140	30	15,000

16. Find out the Price of AC using hlookup( ) function on the following given data:

Products	Washing Machine	AC	Mobile
Product Code	1000-125-W123	1000-126-A125	1001-128-M140
Quantity	20	25	30
Price	44,000	80,000	15,000

17. Prepare Pivot table and Pivot chart on the basis of following given data:

Name	Position	Department	Salary
Kashish	Accountant	Accounting	55,000
Karan	Manager	HR	89,000
Neetu	Editor	Press	25,000
Sheela	Account Manager	Accounting	85,000
Pushpa	Accounting Clerk	Accounting	25,000
Raja	VP Marketing	Marketing	35,000
Mandira	Head	Housekeeping	20,000

**18.** Make a presentation within 5 slides about Student's SWOT analysis. Your slide presentation should fulfill the following details:

Title slide should contain Topic Name, Your name, College Name, Course Name

Slide 1 contents –Strength

Slide 2 contents -Weakness

Slide 3 contents –Opportunities

Slide 4 contents –Threats

Apply below given formatting options using master slide:

- a. Background of each slide should be your college logo.
- b. The font size of title slide -32, font type-Cambria.
- c. Insert footer in the presentation showing your name.

**19.** Create a presentation with 3 slides describing about the student studying in a college.

- a. The first slide will contain the title and subtitle covering the details of your name and your career objective.
- b. The second slide should contain a title – Educational Qualifications. Second slide should have 2 columnar layout; column 1 contains student's image and column 2 contains student's educational qualifications.
- c. The last slide should contain co-curricular activities and hobbies. Slide design applied on entire presentation should be same.

**20.** Prepare 8 slides covering the details of different UPI apps, Payment Wallets.

The slide containing UPI apps classification should be created by using organization chart.

Slides should contain the following features:

- a. Insert one image on each slide
- b. Apply font formatting: Font type-Times New Roman, Font –Size:24, Alignment – Justified
- c. Title of each slide should be centrally aligned
- d. Apply Animation and Transition
- e. Insert Header and Footer
- f. Insert date and slide number
- g. Apply any light colour slide design

**MINOR: BUSINESS LEGISLATIONS****SEMESTER III****COURSE: MERCANTILE LAWS****COURSE CODE: CBMBL3T02****OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	The Students will familiarise with the Fundamentals of Mercantile Law
<b>CO2</b>	The students will be able to evaluate the Legal Aspects of Partnership
<b>CO3</b>	The students will be able to Interpret and Apply the Laws Relating to Sale of Goods
<b>CO4</b>	The students will be able to understand the Nuances of International Trade Laws
<b>CO5</b>	The students will develop Legal Awareness for Business Decision-Making

**UNIT I: Indian Partnership Act, 1932 and Limited Liability Partnership Act, 2008:**

- Definition of Partnership; Types of partners; Rights and liabilities of partners
- Dissolution of a firm; consequences of non-registration of partnership firm
- Salient features of LLP; Difference between LLP and partnership; LLP and company
- LLP agreement, Nature of LLP, Partners and designated partners
- Incorporation by registration, Change in name and registered office
- Partners and their relations, Extent and limitation of liability of LLP and partners
- Basic taxation provisions of LLP, Conversion of LLP to a company

**UNIT II: Sale of Goods Act, 1930:**

- Definition and essential elements of a contract of sale; Difference between Sale and Agreement to Sell; Essentials of a valid contract of sale; Conditions and Warranties
- Doctrine of Caveat Emptor and its exceptions; Doctrine of Nemo Dat Quod Non Habet
- Goods and their classification; Effect of destruction of goods before sale
- Rules regarding the transfer of ownership; Risk and its relation to ownership; Delivery of goods: Rules and modes of delivery
- Duties and rights of the Seller and Buyer; Remedies available to buyer and seller; Suit for price, damages, and specific performance
- Who is an unpaid seller?; Rights of an unpaid seller
- Auction Sales

### **UNIT III: The Foreign Trade (Development and Regulation) Act, 1992 and Foreign Exchange Management Act (FEMA), 1999**

- Introduction; The Power of the Central Government to regulate foreign trade
- Importer-Exporter Code Number (IEC); Foreign Trade Policy, Licensing procedures; Quantitative restrictions; Search and Seizure provisions
- Penalties and confiscation, Adjudicating authority, Appeals and related procedures
- Objectives and Scope of FEMA; Need for replacing FERA (Foreign Exchange Regulation Act, 1973); Difference between FEMA and FERA; Applicability of FEMA
- Foreign Trade Policy and FEMA
- Regulations related to the Export and Import of Goods and Services
- Impact of FEMA on Indian Economy; FEMA's role in promoting Global Business and Foreign Investment; Recent Amendments and RBI Guidelines

### **UNIT IV: Intellectual Property Rights (IPR)**

- Concept, Nature, and scope of Intellectual Property; Importance of IPR in the Global and Indian context; Types of Intellectual Property; International treaties and conventions on IPR.
- Definition and essentials of a Patent; Patentable and Non-Patentable Inventions; Procedure for grant of patents; Rights and obligations of a patentee; Infringement and remedies
- Meaning and scope of Copyright; Areas covered under copyright; Ownership, assignment, and Licensing of Copyright; Copyright infringement and remedies.
- Definition; Functions; Types of a Trademark; Registration process and rights of Trademark owners; Passing off and infringement of trademarks; Remedies for Trademark violation
- Meaning and Importance of Industrial Designs; Registration and rights of Design owners; Protection of Industrial Designs under The Designs Act, 2000; Infringement and remedies
- Interface of IPR with Artificial Intelligence (AI), Biotechnology, and Digital Media; IPR in the Pharmaceutical Industry; IPR and E-commerce

#### **Reference Books:**

1. Sushma Arora, Business Laws, Taxmann's
2. Rajni Jagota , Business Laws, MKM Publishers
3. Avtar Singh, Company Law, EBC
4. M.K. Bhandari, Intellectual Property Rights, Central Law Publications
5. Manoj Pahwa & Navisha Singhal, A Professional's Guide to FEMA, LexisNexis
6. Avtar Singh, Contract & Specific Relief, EBC

**QUESTION PAPER**  
**PATTERN TOTAL MARKS:**  
**80**

<b>Question No.</b>	<b>Unit</b>	<b>Marks</b>	<b>Question Paper Pattern (All Theory)</b>
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**MINOR: BUSINESS LEGISLATIONS****SEMESTER IV****COURSE: CORPORATE LAWS****COURSE CODE: CBMBL4T03****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	The students will be able to design the process of Incorporation of a Company
<b>CO2</b>	The students will be able to compare and analyse the components of capital structure and the earnings thereof
<b>CO3</b>	The students to get familiarise with company administration processes and the role of managerial personnel
<b>CO4</b>	The students will be able to acquire practical knowledge about corporate decision-making process and conduction of meetings
<b>CO5</b>	The students will be able to understand the liquidation process and analyse the role of liquidator in the process of winding up of the company.

**UNIT I: Meaning and Incorporation of Company**

- Meaning, Definition, characteristics and types of companies; Incorporation of a company; Role and legal position of the promoter; Lifting of the corporate veil.
- Memorandum of Association; Articles of Association; Meaning, purpose and contents; Alteration, Doctrine of Ultra Vires and Indoor management.
- Prospectus: Meaning, Types and misrepresentation in a prospectus

**UNIT II: Shares, Share Capital, Debentures and Dividend**

- Shares and Debentures: Definition, Types, Transfer and Transmission, Register of Members; Share Capital: Meaning, Alteration, Voting Right
- Debenture: Definition, Types, Rules Regarding Issue of Debenture, Register of Debenture holders, Charges and their types
- Rules regarding declaration and distribution of dividends; Investors Education and Protection Fund
- Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit

**UNIT III: Company Administration**

- Director (Concept and Definition) Qualification, Disqualification, Appointment, Rights, Duties, Liabilities, Removal and Resignation of Director, Managing Director, Whole- time Directors, Director Identification Number (DIN)
- Small shareholders' director, Resident Director, Alternate Director, Independent Director, and Women director.
- Company Secretary: Appointment, Duties and Powers

**UNIT IV: Corporate Meetings and Winding Up**

- Corporate Meetings: Shareholder and Board, Types of Meetings, Requisite of Valid

Meeting: Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal Ballot, E-voting, Video Conferencing, Resolution- kinds

- Winding Up meaning: The Insolvency and Bankruptcy Code, 2016, an overview; Modes of winding up: Winding up by Tribunal, Circumstances for Compulsory winding up, petition for winding up, Company Liquidator, Consequences of winding up order, Voluntary liquidation of Corporate persons

#### Reference Books:

1. ND Kapoor, Elements of Company Law, Sultan Chand Publishers
2. Gogna, P.P.S, Company Law, S. Chand
3. MC Kuchhal, Corporate Laws, Shri Mahaveer Book Depot (Publishers).
4. G.K. Kapoor & Sanjay Dhamija, Company Law, Bharat Law House
5. AK Majumdar, GK Kapoor, Company Law and Practice, Taxmann
6. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot

### QUESTION PAPER

#### PATTERN TOTAL MARKS:

80

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**MINOR: ENTREPRENEURSHIP DEVELOPMENT**

**SEMESTER III**

**COURSE: ENTREPRENEURIAL THEORIES AND PRACTICES**

**COURSE CODE: CBMED3T03**

**NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	Students will be able to identify the factors which are attracting as well as prohibiting them from entrepreneurship.
<b>CO2</b>	Students will be able to analyse the evolution and growth of entrepreneurship and also frame the process of resource mobilisation.
<b>CO3</b>	Students will get acquainted with the proven theories of entrepreneurship and will be able to compare their relevance in the current scenario.
<b>CO4</b>	Students will be able to design the process of generating business idea and to create a business plan.
<b>CO5</b>	Students will be able to develop critical thinking towards the legal matters and complications occurring in the setting up of the business.

**UNIT I: INTRODUCTION**

- Entrepreneur: Meaning, definition and features of entrepreneurship. Entrepreneurship process. Qualities of Entrepreneurs.
- Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability and balanced regional development of industries.
- Types of Entrepreneurships: Clarence Danhof Classification, Arthur H. Cole Classification, Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise.
- Development of entrepreneurship in India: Startup India Scheme, Make in India, Atal Innovation Mission (AIM), etc.

**UNIT II: THE ENTREPRENEURIAL VIEW**

- Entrepreneurial View: Meaning, Evolution, Characteristics, Nature, Functions of an Entrepreneur, Distinction between an Entrepreneur and a Manager.
- Indian perspective: Concept, Growth of Entrepreneurship in India, the entrepreneurial decision process.
- Creating Entrepreneurial Venture: Identifying Business Opportunities, Team Building, Planning and Strategy Development.
- Resource Mobilization for entrepreneurship: Meaning and importance, types of resources, Process of resource mobilisation.

### **UNIT III: THEORIES OF ENTREPRENEURSHIP**

- Schumpeter's Innovation Theory: Schumpeter's five types of innovation, Schumpeter's role of creative destruction and its role in economic development. Four dimensions, criticism of the theory
- McClelland's theory-Psychological theories of Entrepreneurship: concept, meaning, Need for Achievement (nAch), Need for Affiliation (nAff), and Need for Power (nPow).
- Rotter's locus of control theory: Concept, Background, Locus of Control, Internal Locus of Control, External Locus of Control.
- Other Theories: Economic theories of entrepreneurship, classical theories of entrepreneurship, neo-classical theories of entrepreneurship and Australian market process.

### **UNIT IV: ENTREPRENEURIAL PRACTICE:**

- New Business Idea: Sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition.
- Product planning and development: Idea Generation, Concept Development and Testing, Market and Competitive Analysis, Product Design, Marketing Strategy, Product Lifecycle Management.
- Business Plan: Creating a Business Plan, Market Research, Market Size Analysis, E-commerce and Startups.
- Legal Issues & Solutions: Legal issues in setting up the organisation, patents, business methods patents, trademarks, copyrights.

### **REFERENCES**

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016), Essentials of entrepreneurship and small business management. Boston: Pearson.
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A., Entrepreneurship, Tata McGraw Hill.
3. M.B. Shukla, Entrepreneurship and Small Business Management, Kitab Mahal Publishers.
4. Poornima Charantimath, 2007, Entrepreneurship Development-Small Business Enterprise, Pearson Education.
5. Desai, V., 2009, Dynamics of entrepreneurial development and management (pp. 978- 8120335936), Himalaya Publishing House.
6. Sharma Sudhir, Singh Balraj, Singhal Sandeep (2005), Entrepreneurship Development, Wisdom Publications, Delhi
7. Sudha G.S. (2005), Management and Entrepreneurship Development, Indus Valley Publications, New Delhi.
8. Vasishth Neeru (2008), Business Organization, Taxmann Allied Services (P.) Ltd., New Delhi.

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**MINOR: ENTREPRENEURSHIP DEVELOPMENT**

**SEMESTER IV**

**COURSE: BUSINESS PLAN FORMULATION**

**COURSE CODE: CBMED4T04**

**NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	Students will be able to write business plan understanding the concept of market research and industry analysis.
<b>CO2</b>	Students will gain an understanding of the feasibility of a business plan and develop the ability to conduct financial planning.
<b>CO3</b>	Students will be appraised about the risk associated with the business plan and will be able to evaluate the performance.
<b>CO4</b>	Students will acquire knowledge about obtaining financial, technical support and training from various government schemes.

**UNIT I: INTRODUCTION**

- Business Plan: meaning, concept, features of business plan, Purpose, Elements of a Business Plan, Prerequisites of business plan, Business Plan Management Process, Business Plan life cycle.
- Market Research and Industry Analysis: Primary and Secondary Market Research, Market Trends and Customer Demographics, Target Market Segments.
- Types of business plan: Startup Business Plan, Strategic Business Plan, Operational Business Plan, Internal Business Plan, Feasibility Business Plan, Growth Business Plan etc.
- Procedure of writing business plan: Concept, essentials, procedures & Importance.
- Business Plan Management Information System: Concept, Purpose, Meaning, Scope, Components, Benefits.

**UNIT II: BUSINESS PLAN PREPARATION AND APPRAISAL**

- Feasibility of Business plan: Technical Feasibility, Marketing Feasibility, cost feasibility.
- Financial Planning: estimation of Costs and Funds, sources of finance, precautions while raising funds.
- Demand Analysis: understanding market dynamics, demand forecasting methods, price elasticity analysis, cost structure evaluation, break-even analysis, market segmentation
- Cost Analysis: social cost-benefit analysis, setting up deadlines, calculation of shadow price and social discount rate.

**UNIT III: RISK AND PERFORMANCE ANALYSIS**

- Risk: Types of risk, identification of risk in business plan, Analysis and reduction of risk, strategies for handling the risk;
- Project performance: meaning, evaluation of project performance, criteria for judging the performance of the project, Project audit;

- Measurement of project performance: CPM, Earned Value Management and Return on Investment.
- Strategies for enhancing project performance: Strategic Project Planning, Leadership and Team Management, Technological Tools for Enhancing Project Performance.

#### **UNIT IV: GOVERNMENT SUPPORT FOR BUSINESS**

- Government support: meaning, types, need for government support.
- Schemes for business: Pradhan Mantri Mudra Yojana (PMMY), A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship (ASPIRE), Atal Innovation Mission (AIM), Micro Units Development and Refinance Agency (MUDRA), Bank Procedure to grant assistance from these agencies.
- Finance support: Credit Guarantee Scheme for Startups (CGSS), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), Pradhan Mantri MUDRA Yojana, Stand-Up India Scheme, procedure to get financial assistance from these sources.
- Training programs: Pradhan Mantri Kaushal Vikas Yojana, Atal innovation mission, support to training and employment program for woman (STEP), various online platforms for training.

#### **REFERENCES**

1. Chandra, P. (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review., Tata McGraw Hill.
2. Gido, J., & Clements, J. P. (2015), Project Management. Delhi, India, Cengage Learning Pvt. Ltd.
3. Gray, C. F., Larson, E. W., & Desai, G. V. (2014), Project Management, The Managerial Process. Delhi, India: Tata McGraw Hill.
4. Nanda Kumar K (2018), Startup Fundamentals: An Introductory Guide to Registering a Startup in India, Fundraising, Taxation, Marketing and Sales, Vasudha Publishers, Chennai.
5. Roy Rajeev (2009), Entrepreneurship, Oxford University Press, New Delhi.
6. Coulter Mary (2003), Entrepreneurship in Action, Prentice Hall of India Private Limited, New Delhi.
7. Sahay, A. and Sharma, V. (2008), Entrepreneurship and New Venture Creation, Excel Books.
8. Chambers, K. D. (2008), The Entrepreneur's Guide to Writing Business Plans and Proposals, Connecticut: Praeger Publishers.

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**MINOR: MARKETING MANAGEMENT****SEMESTER III****COURSE: FUNDAMENTALS OF MARKETING MANAGEMENT****COURSE CODE: CBMMM3T03****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Student will be able to understand Market Segmentation, Targeting, and Positioning
<b>CO2</b>	Student will be able to understand how to Develop Products
<b>CO3</b>	Student will be able to apply Pricing Strategies for different products
<b>CO4</b>	Student will be able to understand and Develop Distribution and Promotional Strategies.
<b>CO5</b>	Student will be able to Analyze how marketing influences business growth and customer satisfaction.

**Unit I:** Market Segmentation, Targeting and positioning, Market segmentation, Importance and Bases for segmentation, Market Targeting, Various Targeting Strategies, Positioning, De- Positioning and Repositioning

**Unit II:** Product Strategy - Product Classification, Product Mix, Product Line Strategies, Product Life Cycle.

**Unit III:** Price Strategies - Pricing Methods and Strategies, Pricing Strategies: Cost-Based, Value- Based, and Competitive Pricing, Psychological Pricing and Dynamic Pricing

**Unit IV:** Developing Distribution and Promotional Strategies - Distribution Channel: Types Importance. Channel Intermediaries: Wholesalers and Retailers, Promotion mix: Introduction to personal selling, Sales Promotion, Public Relations and Publicity.

**Reference Books:**

1. Marketing Management, Authors: Philip Kotler, Kevin Lane Keller, Alexander Chernev - Publisher: Pearson Education India, Edition: 16th Edition.
2. Marketing Management: Text & Cases - Authors: Dr. C.B. Gupta, Nair Rajan, Publisher: Sultan Chand & Sons, Edition: 19th Revised Edition (2018)
3. Marketing Management: Text and Cases - Author: S.H.H. Kazmi, Publisher: Excel Books India, Edition: 2007 Edition
4. Marketing Management - Author: Dr. K. Karunakaran, Publisher: Himalaya Publishing House, Edition: First Edition (2010).
5. Marketing Strategy: A Decision-Focused Approach – Orville C. Walker & John Mullins
6. Competitive Strategy: Techniques for Analyzing Industries and Competitors – Michael E. Porter.

**QUESTION PAPER PATTERN TOTAL MARKS: 80**

<b>Question No.</b>	<b>Unit</b>	<b>Marks</b>	<b>Question Paper Pattern (All Theory)</b>
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5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks

**MINOR: MARKETING MANAGEMENT****SEMESTER IV COURSE: DIGITAL MARKETING  
COURSE CODE: CBMMM4T04  
NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Students will get familiar with the terms like digital market and digital market channels and will be able to judge requirements of online consumers.
<b>CO2</b>	Students will be able to understand various types utilised for digital marketing strategies and the skills required in digital market.
<b>CO3</b>	Students will be able to understand the application of social media marketing and display marketing for career prospects in digital marketing.
<b>CO4</b>	Students will be able to state the procedure for search engine marketing and will be able aware about the google ad procedure.
<b>CO5</b>	Students will be able to understand the concept of AR and VR and its significance in marketing.

**UNIT I: INTRODUCTION**

- Digital marketing: Meaning, concept, evaluation, difference between digital marketing and traditional marketing, opportunities and challenges in digital marketing.
- Digital marketing channels: mobile marketing, search engine optimisation, affiliate marketing, content marketing.
- Online consumer: concept, factors influencing, latest trends, business requirements for online consumer
- Customer value journey: Meaning, stages, factors influencing, 5As Framework, The Ozone O3 Concept.

**UNIT II: DIGITAL MARKETING STRATEGIES**

- Introduction: Meaning, factors influencing, need, process of digital marketing strategies
- Types: Search Engine Optimization (SEO), Content Marketing, Pay-Per-Click (PPC) Advertising, Affiliate Marketing, Conversion Rate Optimization (CRO), etc.
- Framework of digital marketing: POEM Framework, Segmenting & Customizing messages,
- Skills in Digital Marketing, Digital Marketing Plan,
- Digital advertising Market in India: Concept, Meaning, Scope & Importance, Key Trends and Developments.

### **UNIT III: SOCIAL MEDIA AND DISPLAY MARKETING**

- Social media Marketing: Meaning, concept, steps involved in social media marketing, Social Marketing V/s Commercial Marketing.
- Medias of social Marketing: YouTube, Facebook, LinkedIn, salient features, benefits of utilisation social marketing, Selecting Target Audience for Social Marketing, carrier in social marketing.
- Display Marketing: Meaning, process, benefits of display marketing.
- Types of display marketing: Types of display advertisement, different advertisement formats, techniques of display marketing.

### **UNIT IV: SEARCH ENGINE MARKETING**

- Overview: Meaning of search engine marketing, objectives, types and procedure,
- Search engine Optimisation: concept, process, goal setting in SEO.
- Search Advertising: Meaning, benefits of Paid Search, basis of Ranking, Creation of Google advertisement,
- Augmented reality and virtual reality: Concept, utilisation of AR and VR, significance in marketing.

#### **References:**

1. Dodson, I. (2016), The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
2. Kartajaya, H., Kotler, P., & Setiawan, I. (2016), Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
3. George Pain (2019), Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
4. Kamat and Kamat, Digital Marketing, Himalaya Publications
5. S. Gupta, Digital Marketing, McGraw-Hill
6. V. Ahuja, Digital Marketing, Oxford University Press

**QUESTION PAPER PATTERN**

<b>Question No.</b>	<b>Unit</b>	<b>Marks</b>	<b>Question Pattern (All Theory)</b>
1	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2	I	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
3	II	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
4	III	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
5	IV	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks

**MINOR: FINANCIAL MANAGEMENT****SEMESTER III****COURSE: BUSINESS FINANCE FUNCTIONS****COURSE CODE: CBMFM3T03****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	The students will be able to Understand the nature, scope, and importance of business finance.
<b>CO2</b>	The students will be able to Explain the core financial functions within a business organization.
<b>CO3</b>	The students will be able to Analyse financial statements for decision-making.
<b>CO4</b>	The students will be able to Evaluate sources of finance and their implications on business operations.
<b>CO5</b>	The students will be able to design the management of working capital and its impact on business efficiency.

**Unit I:** Introduction to Business Finance: Definition, Nature, and Scope of Business Finance, Objectives of Business Finance (Profit Maximization vs. Wealth Maximization), Functions of Business Finance, Role of Finance in Business Decision-Making), Sources of Finance: Long Term and Short Term sources.

**Unit II:** Financial Planning and Capital Structure: Concept and Importance of Financial Planning, Short-term vs. Long-term Financial Planning, Factors Influencing Financial Planning

Capital Structure: Meaning and Components, Theories of Capital Structure (Modigliani & Miller, Trade-Off Theory), Cost of Capital and Leverage Analysis. (Basic Numerical)

**Unit III:** Investment Decisions and Capital Budgeting: Introduction to Investment Decision-Making, Time Value of Money and Discounted Cash Flow (DCF) Techniques, Capital Budgeting Techniques: Payback Period, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI). (Basic Numerical)

**Unit IV:** Working Capital Management: Meaning, Concept, Importance of Working Capital, Factors determining Working Capital requirement, Components of Working Capital. Computation of Working capital requirement (Basic Numerical)

**Reference Books:**

1. Rostogi, Fundamentals of Financial Management, Taxmann Publications
2. Sharma, Gupta, Fundamentals of Financial Management, Kalyani Publishers, New Delhi.
3. Vandana Dangi, Fundamentals of Financial Management, V.K. Global Pvt. Ltd., New Delhi

4. Parasuraman, Financial Management: A Step by Step Approach, Cengage Learning
5. Pandey, I.M., Financial Management, Vikas Publications.
6. Bhalla V.K., Financial Management, S.Chand

**QUESTION PAPER  
PATTERN TOTAL MARKS:  
80**

Question No.	Unit	Marks	Question Paper Pattern
1.	I	4	1 Question of 4 Marks (Theory)
	II	4	1 Question of 4 Marks (Theory)
	III	4	1 Question of 4 Marks (Numerical)
	IV	4	1 Question of 4 Marks (Numerical)
2.	I	16	2 Questions of 8 Marks Each (1 Theory & 1 Numerical) OR 1 Question of 16 Marks (Numerical)
3.	II	16	2 Questions of 8 Marks Each (1 Theory & 1 Numerical) OR 1 Question of 16 Marks (Numerical)
4.	III	16	2 Questions of 8 Marks Each (1 Theory & 1 Numerical) OR 1 Question of 16 Marks (Numerical)
5.	IV	16	2 Questions of 8 Marks Each (1 Theory & 1 Numerical) OR 1 Question of 16 Marks (Numerical)

**MINOR: FINANCIAL MANAGEMENT****SEMESTER IV**

**COURSE: FINANCIAL SERVICES AND  
MARKET COURSE CODE: CBMFM4T05  
NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	The students will be able to Summaries the basic functions and structures of the major financial markets and financial institutions
<b>CO2</b>	The students will be able to Interpret the key role of a central bank, banking and non-banking companies in the financial systems.
<b>CO3</b>	The students will be able to Demonstrate an understanding of the range of financial services by studying the working of the various types of financial institutions in India.
<b>CO4</b>	The students will be able to Distinguish among various financial intermediaries and markets.
<b>CO5</b>	The students will be able to Assess the role of merchant banking in the evolving financial markets

**UNIT I:** The Basic Theoretical Perspectives: The financial market system and its nature and scope- Factors affecting the stability of the financial system - Development of money market vs. capital market - Financial intermediaries.

**UNIT II:** Banking Financial Institutions: RBI- Central banking- Commercial banks - Public and the private sectors –Structure and comparative performance - Bank capital – Adequacy norms and capital market support; Non- Banking financial institutions- control by RBI and SEBI- A perspective on future role; Commercial paper- features and advantages.

**UNIT III:** The Financial Institutions: A brief historical perspective - An update on the performance of ICIC, IDIBI, IFCI and SFCs - The insurance industry and its regulation - Efficiency and the structure of the insurance industry - Pension funds- Pension plans today.

**UNIT IV:** Financial Services Range of services: Characters - Financial services- UTI and mutual funds organisations and hire purchase finance - Lease finance- Housing finance organisations - Venture capital financing - Evaluation of factoring and forfeiting - Functions and advantages - Credit rating agency.

**Reference Books:**

1. M.Y. Khan, Financial Services, Tata McGraw-Hill
2. Bharati V. Pathak, Indian Financial System, Pearson
3. Justin Paul & Padmalatha Suresh, Management of Banking and Financial Services, Pearson
4. S. Gurusamy, Financial Markets and Institutions, Vikas Publishing House
5. E.Gordon & K.Natarajan , Financial Markets & Services, Himalaya Publishing House
6. H.R. Machiraju, Indian Financial System, Vikas Publishing House
7. Clifford Gomez, Financial Markets, Institutions & Financial Services, Prentice Hall India

**QUESTION PAPER**  
**PATTERN TOTAL MARKS:**  
**80**

<b>Question No.</b>	<b>Unit</b>	<b>Marks</b>	<b>Question Paper Pattern</b>
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2.	I	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
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3.	II	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
			2 Questions of 8 Marks Each OR 1 Question of 16 Marks
4.	III	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
			2 Questions of 8 Marks Each OR 1 Question of 16 Marks
5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
			2 Questions of 8 Marks Each OR 1 Question of 16 Marks

**MINOR: HUMAN RESOURCE MANAGEMENT**

**SEMESTER III**

**COURSE: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: CBMHR3T03**

**NUMBER OF CREDITS: 04**

**COURSE OUTCOMES**

<b>CO1</b>	Students will be able to understand concept of Human resource management and also gain knowledge about qualities of good managers.
<b>CO2</b>	Students will know the recruitment and selection process in organizations and know the importance of training.
<b>CO3</b>	Students will be appraised with the importance of employee welfare and work life balance.
<b>CO4</b>	Students will know the role of Artificial Intelligence in HRM in daily routine of an organization.
<b>CO5</b>	Students will able to understand the latest trends in HRM and understand the concept of Talent management.

**UNIT I: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

- Human Resources Management: Definition, Nature and Scope of HRM, Evolution of HRM, Challenges of HRM
- Human Resource Managers: Quality, Qualification, Nature & Importance.
- Human Resource Planning: objectives and Policies, Job Analysis, Job description and Job Specification.
- HRM issues and practices: Problems in Finding the right talent, Employee Retention, Changing Global Scenario.

**UNIT II: RECRUITMENT AND SELECTION**

- Manpower Planning: concept, importance, definition and challenges.
- Recruitment & Selection: Sources of Recruitment, Selection Process, Test Types, Interview Types.
- Training & Development: Design & Evaluation of T&D Programmes, Methods of Training, Induction & Orientation, Career Development.
- Performance and Potential Appraisal: Process and techniques, theories & Issues.

**UNIT III: EMPLOYEE WELFARE, COMPENSATION AND WORK LIFE BALANCE**

- Compensation: Meaning, Types, Criteria and Importance, rewards, incentives and other benefits.
- Labour Welfare: Safety & health, Programs and Policies, Government intervention.
- Work life balance: stress management, Work stress and Counselling.
- Collective Bargaining: Features, Pre-Requisites of collective bargaining, agreement at different levels, successful Participation of Workers in Management.

**UNIT IV: LATEST TRENDS IN HRM**

- Talent Management: Meaning, definition, significance, process & strategies for talent management.
- Artificial Intelligence in HRM: Meaning of AI in HRM, Role of AI in HRM, Advantages of AI in HRM, Challenges Posted by AI in HRM.
- HR Analytics: Definition, Meaning, Importance, Key Metrics, Data Requirements and Implementation.
- Human Resource Information System (HRIS): Concept, meaning and importance.

**References:**

1. Venkata Ratnam C. S. & Shrivastava B. K., Personnel Management and Human Resources, Tata McGraw-Hill, New Delhi,
2. Chaudhari Tushar, Human Resource Management, INSC International Publishers.
3. Garry Dessler & Varkkey, Human Resource Management, Pearson, New Delhi, 2009.
4. Alan Price, Human Resource Management, Cengage Learning, New Delhi, 2007.
5. Pravin Durai, Human Resource Management, Pearson, New Delhi, 2010.
6. Human Resource Management: Halder Uday, Sarkar Juthika, Oxford University Press (2012) 1<sup>st</sup> edition.
7. Human Resource Management Text and Cases: Rao. VSP, Excel books (2010),3rd edition.
8. A. K. Ghosh, Human Resource Management (with cases), Manas Publications, New Delhi.

**QUESTION PAPER PATTERN**

Question No.	Unit	Marks	Question Pattern (All Theory)
1	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
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3	II	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
4	III	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
5	IV	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks

**MINOR: HUMAN RESOURCE MANAGEMENT****SEMESTER IV****COURSE: LEGAL ASPECTS IN HUMAN RESOURCE  
MANAGEMENT COURSE CODE: CBMHR4T04****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Students will be able to understand the importance of Labour law & Rights of Labour provided by the constitution
<b>CO2</b>	Students will develop the ability to identify and analyze the causes of labor disputes & apply various dispute resolution mechanisms available under labor law
<b>CO3</b>	Students will gain knowledge about acts and facilities provided for the employee & labour
<b>CO4</b>	Student will be able to understand various employee benefits and compensation provided by the organization and the government.
<b>CO5</b>	Students will be able to gain knowledge about employee welfare and social security

**UNIT I: LABOUR LAW & FUNDAMENTAL RIGHTS OF LABOUR**

- Concept of Labour Law: Overview, Scope, Importance and Significance.
- Constitutional Provisions: Fundamental rights related to labour in India, particularly under Articles 14, 19, and 21.
- Classification of Labour Laws: Industrial, commercial, and non-commercial laws.
- Sources of Labour Laws: Constitution, statutes, case law, and conventions.

**UNIT II: LABOUR DISPUTES AND REDRESSAL**

- Industrial Disputes Act, 1947: Definition, types of disputes, and settlement procedures.
- Trade Union Act, 1926: Formation and registration of trade unions.
- Factories Act, 1948: Health, safety, welfare measures, working hours, and compensation.
- Employment Contracts: Rights and obligations of employers and employees under contracts.

**UNIT III: EMPLOYEE BENEFITS AND COMPENSATION**

- Payment of Wages Act, 1936: Minimum wages, deductions, and payment process.
- Bonus Act, 1965: Eligibility, calculation, and payment of bonus.
- Gratuity and Provident Fund Laws: The Payment of Gratuity Act, 1972, and the Employee Provident Fund Act, 1952.
- Maternity Benefits Act, 1961: Rights related to maternity leave and benefits

**UNIT IV: EMPLOYEE WELFARE AND SOCIAL SECURITY**

- Labour Welfare Legislation: National and state-level laws on worker welfare.
- Social Security: Employees State Insurance Act (ESI), 1948, and the Employees' Provident Fund (EPF) Act, 1952.
- Discrimination and Harassment Laws: Prevention of Sexual Harassment at the Workplace (POSH) Act, 2013.
- Termination of Employment: Laws regarding termination, retrenchment, and lay-offs under the Industrial Disputes Act, 1947

**References:**

1. Deb, Tapomoy, Managing Human Resources & Industrial Relations, Excel Books.
2. Chaudhari Tushar, Human Resource Management, INSC International Publishers
3. Decenzo and Robbins, Human Resource Management, Prentice Hall of India
4. Bernadin, Human Resource Management, Tata McGraw-Hill
5. K.R. Balasubramanyam, Labour and Industrial Laws, Himalaya Publishing House, Mumbai, India.
6. S.C. Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi, India.

**QUESTION PAPER PATTERN**

Question No.	Unit	Marks	Question Pattern (All Theory)
1	1	4	1 Question of 4 Marks
	2	4	1 Question of 4 Marks
	3	4	1 Question of 4 Marks
	4	4	1 Question of 4 Marks
2	1	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
3	2	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
4	3	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks
5	4	16	2 Questions of 8 Marks each OR 1 Question of 16 Marks

**MINOR: BUSINESS ANALYTICS****SEMESTER III****COURSE: INTRODUCTION TO BUSINESS ANALYTICS****COURSE CODE: CBMBT3T03****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Students will be able to understand and apply fundamental concepts of Business Analytics, including data classification, decision models, and the role of uncertainty and risk in decision-making.
<b>CO2</b>	Students will be able to analyze and interpret descriptive statistical measures, including central tendency, dispersion, and correlation, to support data-driven business decisions.
<b>CO3</b>	Students will be able to explore and apply data mining techniques, classification methods, and association rule mining to predict business outcomes.
<b>CO4</b>	Students will be able to formulate and solve linear optimization models and decision analysis problems using mathematical expressions, decision strategies, and risk evaluation techniques.

**UNIT – I Foundation of Business Analytics**

**Introduction to Business Analytics** - What Is Business Analytics?, Evolution of Business Analytics, Impacts and Challenges, Scope of Business Analytics, Software, Support, Data for Business Analytics, Data Sets and Databases, Big Data, Metrics and Data, Classification, Data Reliability and Validity, Models in Business Analytics, Decision Models, Model Assumptions, Uncertainty and Risk, Prescriptive Decision Models.

**UNIT – II Descriptive Analytics**

**Descriptive Statistical Measures** - Populations and Samples, Understanding Statistical Notation, Measures of Location, Arithmetic Mean, Median, Mode, Midrange, Using Measures of Location in Business Decisions, Measures of Dispersion, Range, Interquartile Range, Variance, Standard Deviation, Coefficient of Variation, Measure of Association, Covariance, Correlation, Statistical Thinking in Business Decision, Variability in Samples.

**UNIT – III Predictive Analytics**

**Introduction to Data Mining** - The Scope of Data Mining, Data Exploration and Reduction, Sampling, Data Visualization, Dirty Data, Cluster Analysis, Classification, An Intuitive Explanation of Classification, Measuring Classification Performance, Using Training and Validation Data, Classifying New Data, Classification Techniques, k-Nearest Neighbors (k- NN), Discriminant Analysis, Logistic Regression, Association Rule Mining, Cause-and-Effect Modeling.

#### **UNIT – IV Prescriptive Analytics**

**Linear Optimization** - Building Linear Optimization Models , Identifying Elements for an Optimization Model, Translating Model Information into Mathematical Expressions, More about Constraints, Characteristics of Linear Optimization. **Decision Analysis** - Formulating Decision Problems, Decision Strategies without Outcome Probabilities, Decision Strategies for a Minimize / Maximize Objective, Decision Strategies with Outcome Probabilities, Average Payoff Strategy, Expected Value Strategy, Evaluating Risk, Decision Trees and Monte Carlo Simulation.

#### **Text Book:**

1. Introduction to Business Analytics, Dr. Jigisha Naidu, Dr. Anjali Shrungarkar, Pravin S. Rotkar, Preface Publication

#### **Reference Books:**

1. Business Analytics: Data Analysis & Decision Making, S. Christian Albright, Wayne L. Winston, Christopher J. Zappe
2. Data Science for Business, Foster Provost & Tom Fawcett
3. Business Intelligence: A Managerial Approach, Efraim Turban, Ramesh Sharda, Dursun Delen
4. Big Data, Data Mining, and Machine Learning, Jared Dean
5. Data Visualization: A Practical Introduction, Kieran Healy
6. The Big Book of Dashboards, Steve Wexler, Jeffrey Shaffer, Andy Cotgreave
7. Business Analytics: The Art of Modeling with Spreadsheets, Stephen G. Powell & Kenneth R. Baker
8. Statistics for Business and Economics, Paul Newbold, William Carlson, Betty Thorne
9. Data Mining: Concepts and Techniques, Jiawei Han, Micheline Kamber, Jian Pei
10. Applied Predictive Analytics, Dean Abbott
11. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar
12. Machine Learning for Business Analytics, Galit Shmueli, Peter C. Bruce, Nitin R. Patel

13. Introduction to Operations Research, Frederick S. Hillier, Gerald J. Lieberman
14. Optimization Modeling with Spreadsheets, Kenneth R. Baker
15. Decision Analysis for Management Judgment, Paul Goodwin & George Wright
16. Monte Carlo Methods in Financial Engineering, Paul Glasserman

**QUESTION PAPER PATTERN TOTAL MARKS: 80**

Question No.	Unit	Marks	Question Paper Pattern
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
	III	4	1 Question of 4 Marks
	IV	4	1 Question of 4 Marks
2.	I	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
3.	II	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
4.	III	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks
5.	IV	16	2 Questions of 8 Marks Each OR 1 Question of 16 Marks

**MINOR: BUSINESS ANALYTICS****SEMESTER IV****COURSE: ADVANCED STATISTICAL TECHNIQUES****COURSE CODE: CBMBT4T05****NUMBER OF CREDITS: 04****COURSE OUTCOMES**

<b>CO1</b>	Students will be able to understand and interpret business data using advanced statistical methods, exploratory data analysis, and SPSS tools for informed decision-making.
<b>CO2</b>	Students will be able to apply probability theories and hypothesis testing to business problems using statistical methods and SPSS for data-driven decision-making.
<b>CO3</b>	Students will analyze data relationships, forecast trends, apply multivariate techniques, and use SPSS for business analytics.
<b>CO4</b>	Students will apply non-parametric tests, quality control methods, SEM, Bayesian statistics, and SPSS for business analytics.

**UNIT – I**

**Introduction to Advanced Statistics in Business Analytics** - Role of Statistics in Business Decision-Making, Descriptive vs. Inferential Statistics, Applications of Advanced Statistics in Business. **Data Types, Measurement Scales, and Data Collection** - Qualitative vs. Quantitative Data, Levels of Measurement (Nominal, Ordinal, Interval, Ratio), Data Collection Techniques in Business Analytics. **Exploratory Data Analysis (EDA)** - Measures of Central Tendency (Mean, Median, Mode), Measures of Dispersion (Variance, Standard Deviation, IQR), Detecting Outliers using Boxplots and Z-scores, Skewness and Kurtosis. **Graphical Representation of Data** - Histograms, Bar Charts, and Pie Charts, Scatter Plots for Correlation Analysis, Heatmaps, Treemaps, and Bubble Charts, Box-and-Whisker Plots for Distribution Analysis. **Introduction to SPSS for EDA** - IBM SPSS Interface and Data Import, Data Cleaning and Handling Missing Values, Generating Summary Statistics and Charts in SPSS

**UNIT – II**

**Probability Concepts** - Rules of Probability (Addition and Multiplication), Conditional Probability and Bayes' Theorem, Random Variables and Probability Distributions.

**Discrete and Continuous Distributions** - Binomial, Poisson, and Hypergeometric Distributions, Normal, Exponential, and Uniform Distributions, Central Limit Theorem and Its Business Applications. **Sampling and Estimation** - Probability Sampling Methods (Simple Random, Stratified, Systematic, Cluster), Non-Probability Sampling (Convenience, Judgment, Snowball), Confidence Intervals for Means and Proportions. **Hypothesis Testing** - Null and Alternative Hypotheses, Type I and Type II Errors, Z-Test, T-Test, Paired Sample T-Test, and Independent Sample T-Test, ANOVA for Multiple Group Comparisons. **SPSS Applications in Probability and Hypothesis Testing** - Running Probability Simulations in SPSS, Conducting Hypothesis Testing in SPSS, Interpreting SPSS Outputs for Business Decision- Making.

### UNIT – III

**Correlation and Regression Analysis** - Pearson and Spearman Correlation, Simple and Multiple Linear Regression, Model Assumptions and Diagnostics (Multicollinearity, Heteroscedasticity). **Time Series Analysis and Forecasting** - Components of Time Series Data (Trend, Seasonality, Cyclical, Irregular), Moving Averages and Exponential Smoothing, ARIMA Models for Business Forecasting. **Multivariate Data Analysis** - Principal Component Analysis (PCA) for Dimensionality Reduction, Factor Analysis and Variable Reduction Techniques, Cluster Analysis for Market Segmentation. **Decision Trees and Machine Learning Basics** - Classification and Regression Trees (CART), CHAID Algorithms, Logistic Regression for Classification Problems. **SPSS Applications in Regression and Forecasting** - Performing Regression and Forecasting in SPSS, Conducting Factor and Cluster Analysis in SPSS, Case Studies in Business Analytics

### UNIT – IV

**Non-Parametric Statistical Methods** - Chi-Square Tests for Categorical Data, Wilcoxon Signed-Rank Test, Kruskal-Wallis Test for Multiple Groups, **Statistical Quality Control and Process Improvement** - Control Charts (X-Bar, R-Chart, p-Chart, c-Chart), Six Sigma and Lean Analytics, Business Process Optimization with Statistical Tools. **Structural Equation Modeling (SEM) and Path Analysis** - Basics of SEM and Its Business Applications, Model Identification and Goodness-of-Fit Tests, Path Analysis for Causal Relationships. **Bayesian Statistics and Decision Making** - Introduction to Bayesian Probability, Bayesian Inference in Business Analytics, Monte Carlo Simulations. **SPSS Applications in Advanced Analytics** - Running Non-

Parametric Tests in SPSS, Quality Control and Decision Trees in SPSS, Hands- on Case Studies in Business Performance Analysis.

**Text Books:**

1. Advanced Statistical Techniques, Dr. Jigisha Naidu, Dr. Anjali Shrungarkar, Prachi Kature, Preface Publication

**Reference Books:**

1. Ken Black (2010), Business Statistics: For Contemporary Decision Making – Wiley
2. Andy Field (2017), Discovering Statistics Using IBM SPSS Statistics – SAGE Publications
3. David Diez, Christopher Barr, Mine Çetinkaya-Rundel (2022), OpenIntro Statistics
4. Montgomery, Peck, & Vining (2021), Introduction to Linear Regression Analysis – Wiley
5. Hyndman, Rob J. & Athanasopoulos, George (2021), Forecasting: Principles and Practice – OTexts
6. Robert L. McDonald (2018), Probability and Statistics for Business Decisions – McGraw-Hill
7. Joseph F. Hair, William Black, et al. (2019), Multivariate Data Analysis – Pearson
8. Tabachnick & Fidell (2019), Using Multivariate Statistics – Pearson
9. Agresti, A. (2018), An Introduction to Categorical Data Analysis – Wiley
10. Montgomery, Douglas C. (2019), Introduction to Statistical Quality Control – Wiley
11. Byrne, B. M. (2016), Structural Equation Modeling with AMOS – Routledge

**QUESTION PAPER  
PATTERN TOTAL MARKS:  
80**

Question No.	Unit	Marks	Question Paper Pattern
1.	I	4	1 Question of 4 Marks
	II	4	1 Question of 4 Marks
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