

Semester	V	Total credit	4
Course code	CC-1375 E	Credit pattern	L-60 Hrs.
Course title	Practices in Modern Management-I		

Course Objective: To understand the concept of modern management and its Different approach of modern management

Course Outcome	
	At the end of this course learners will able to
CO 1	To knowledge about various modern management thoughts.
CO 2	To understand the application of management techniques to solve various Management problems.
CO 3	To Interpret concept of internal and external organizational environment.
CO 4	To Understand the concept of Future manager and its challeng

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Development of Management Thought: Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives	15
MODULE II	Contribution of Michel Porter: Competitive Advantage- Cost leadership, differentiation – and Focus. Contribution of C. K. Prahalad- Core competency	15
MODULE III	Organizational Environment: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization. Corporate Governance-concept and importance	15
MODULE IV	Management in future: management: Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems.	15

Learning Recourses

1	Reference Books	1) Management: Concept and Strategies by J. S. Chandan, VikasPublishing 2) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition 3) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
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	<p>4) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition</p> <p>5) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi</p> <p>6) Principles and Practices of management byshejwalkar</p> <p>7) Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi</p>
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Semester	VI	Total credit	4
Course code	CC-1375 F	Credit pattern	L-60 Hrs.
Course title	Practices in Modern Management-II		

Course Objective: To understand the concept of modern management and its Different approach of modern management

Course Outcome	
	At the end of this course learners will able to
CO 1	Get knowledge about Social responsibility and Ethical Issues.
CO 2	Describe the concept of Time and event management.
CO 3	Interpret concept Stress and Disaster management.
CO 4	Understand the concept of Strategic management.

Marks-50		Lectures-60	Credit-4
Module	Content		Teaching hours
MODULE I	Social Responsibilities and Business Ethics: Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.		15
MODULE II	Time and Event Management: Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study).		15
MODULE III	Stress and Disaster Management: Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study).		15

MODULE IV	Strategic Management: Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management, Levels of Strategies, Process of strategic management, Different phases of strategic management.	15
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Learning Recourses		
1	Reference Books	1) Management: Concept and Strategies by J. S. Chandan, Vikas Publishing 2) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition 3) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi 4) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition 5) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi 6) Principles and Practices of management by shejwalkar 7) Dr.C.B.Gupta Sultan Chand and sons Publication New Delhi.

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
Course code	GEC-1376E	Credit pattern	L-60 Hrs.
Course title	Recent Trends in Marketing-I		

Course Objective: The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

Course Outcome	
	At the end of this course learners will able to
CO 1	To understand importance of marketing information.
CO 2	To describe marketing communication and future medium of communications.
CO 3	To find out reasons of customer dissatisfaction and delight.
CO 4	To distinguish between Rural marketing and Agro marketing.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Marketing Information System - Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS.	15
MODULE II	Marketing Communication and Direct Marketing - Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, Future Medium of Communication - WEBS & INTERNET. Direct Marketing - Meaning, Forms of DirectMarketing	15
MODULE III	Customer Relationship Management (CRM) - Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for buildingcustomer relationship.	15
MODULE IV	Rural Marketing - Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems inRuralMarketing. Agro Marketing – Objectives and challenges in agricultural marketing.	15

Learning Recourses		
1	Reference Books	1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., D e l h i . 2. Marketing Management (Text & cases in Indian context) - Dr. Karunakaran - Himalaya Publishing House, Mumbai 3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi. 4. Rural Marketing - CSG Krishna - Marharyulud, Lalita Rama - Krishanan - Pearson.

Semester	VI	Total credit	4
Course code	GEC-1376F	Credit pattern	L-60 Hrs.
Course title	Recent Trends in Marketing-II		

Course Objective: The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

Course Outcome	
	At the end of this course learners will able to
CO 1	Understand the concepts of online and digital marketing.
CO 2	Elaborate about retailing.
CO 3	Understand need of study of global marketing.
CO 4	Understand emerging payment modes.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Online Marketing - Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. Digital Marketing - Mobile marketing	15
MODULE II	Retail Marketing - Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India.	15
MODULE III	Global Marketing / International Marketing - Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e.	15

	Product, Price, Promotion, Distribution, Strategies.)	
MODULE IV	Emerging payment modes- QR, online and other- advantages and disadvantages New trends in Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics.	15

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	C) Essay type Question OR D) Essay type Question	10
Question No 3	C) Essay type Question OR D) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
Course code	CC-1377E	Credit pattern	L-60 Hrs.
Course title	Financial Management-I		

Course Objective: The objective of the course is to help students learn and understand the nature and scope of Financial Management.

Course Outcome	
	At the end of this course learners will be able to
CO 1	Understand the concepts in Financial Management
CO 2	Prepare statement of Working Capital
CO 3	Demonstrate calculations of Leverage.
CO 4	Understand the concepts of Capitalization.

Module	Content	Teaching hours
MODULE I	Nature of Financial Management: Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non-recurring.	15
MODULE II	Financial Planning: Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over-capitalization and under-capitalization.	15
MODULE III	Management of Working Capital: Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems) Operating and Financial Leverage: Meaning, Concept, EBIT & EPS, Measurement of leverages.	15
MODULE IV	Mutual Funds: Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.	15

Learning Recourses		
1	Reference Books	1.Financial Management: Prasanna Chandra 2.Financial Management: Text and Problems: M. Y. Khan and P. K. Jain 3.Financial Management: I. M. Pandey 4.Taxman's Financial Management: Ravi M. Kishore 5.Financial Management: Principles and Practice: S. N. Maheshwari

Semester	VI	Total credit	4
Course code	CC-1377F	Credit pattern	L-60 Hrs.
Course title	Financial Management-II		

Course Objective: The objective of the course is to help student learn and understand nature and Scope of Financial Management'

Course Outcome	
	At the end of this course learners will be able to
CO 1	Understand the concepts in Cost of Capital.
CO 2	Understand the Techniques of evaluation of capital budgeting proposals.
CO 3	Demonstrate calculations of Cost of Capital.
CO 4	Understand the concepts Corporate Restructuring.

Module	Content	Teaching hours
MODULE I	Capital Structure: Meaning, Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.	15
MODULE II	Cost of Capital: Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital. (Practical Problems)	15
MODULE III	Capital Budgeting Decision: Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, Accounting rate of return, Net present value, Internal rate of return, Profitability index (practical problems)	15
MODULE IV	Corporate Restructuring Merger & acquisition- motives & benefits, merger negotiations, significance of P/E Ratio & EPS Analysis	15

Learning Recourses		
1	Reference Books	1.Financial Management: Prasanna Chandra 2.Financial Management: Text and Problems: M. Y. Khan and P. K. Jain 3.Financial Management: I. M. Pandey 4.Taxman's Financial Management: Ravi M. Kishore 5.Financial Management: Principles and Practice: S. N. Maheshwari

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Problem OR problem	10
Question No 2	Problem OR problem	10
Question No 3	Essay type Question OR Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
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Course code	GEC1378E	Credit pattern	L-60 Hrs.
Course title	Fundamentals of Business Laws and Tax Laws-I		

Course Objective: understand some basic concepts of Fundamentals of Business& Tax Laws.

Course Outcome	
	At the end of this course learners will able to
CO 1	Understand the Philosophy of Law.
CO 2	Understand Sale of goods.
CO 3	Analyze Tax Laws.
CO 4	Describe Classification of Taxes.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Introduction to Business Law - Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law.	15
MODULE II	The Indian Contract Act 1872 - Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breachofcontact	15
MODULE III	Sale of Goods Act 1930 - Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and hisrights.	15
MODULE IV	Tax Laws - Sources of Government revenue - Meaning of Tax - Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business.	15

Learning Resources

1	Reference Books	1.Elements of Mercantile Law - By N. D. Kapoor - Sultanchand& Sons 2 Indian Contract Act - By Avtar Singh - Eastern BookCompany 3. Business Law for Managers - Prof. (cmde) P. K. Goel,Biztantra 4. Business Law - By M. C. KuchalVikasPublication
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Semester	VI	Total credit	4
Course code	GEC1378F	Credit pattern	L-60 Hrs.
Course title	Fundamentals of Business Laws and Tax Laws-II		

Course Objective:The objective of the course is to helps student learns and understandFundamentals of Business Laws

Course Outcome	
	At the end of this course learners will able to
CO 1	Understand the Tax Laws.
CO 2	Understand Negotiable Instrument Act.
CO 3	Describe Intellectual Property Rights.
CO 4	Study Consumer Protection Act.

Marks-50	Lectures-60	Credit-4
Module	Content	Teaching hours
MODULE I	Indian Companies Act 1956 - Definition and Characteristics of Company - Classification of Company - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company.	15
MODULE II	Negotiable Instrument Act 1881 - Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in dueCourse- Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments.	15
MODULE III	The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Parches - Consumer dispute - Consumers disputeredressalagencies.	15

MODULE IV	Intellectual Property Rights and Right to Information Act - Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts) Right to Information Act -Nature and Scope - Right to Information Act.	15
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Learning Resources		
1	Reference Books	1.Elements of Mercantile Law - By N. D. Kapoor - Sultanchand& Sons 2 Indian Contract Act - By Avtar Singh - Eastern BookCompany 3. Business Law for Managers - Prof. (cmde) P. K. Goel,Biztantra 4. Business Law - By M. C. KuchalVikasPublication

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	E) Essay type Question OR F) Essay type Question	10
Question No 3	E) Essay type Question OR F) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
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Course code	GEC-1379E	Credit pattern	L-60 Hrs.
Course title	Foundation of Human Skills-I		

Course Objective: To understand concepts of Basics human skills

Course Outcome	
	At the end of this course learners will able to
CO 1	To develops different human skills among
CO 2	To enhance quality behavior.
CO 3	To increase Emotional Quotient by learning values.
CO 4	To Understand communication skills and personal ability.

Marks-50	Lectures-60	Credit-4
Module	Content	Teaching hours
MODULE I	Basics of Human Skills Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life.	15
MODULE II	Understanding Self and Others Understanding self and others through Johari Window. Journey of self-discovery. Analysis of strength and weakness. Goal settings to overcome weakness. Learning – Concepts, Principles of learning, learning through reinforcement, learning through feedback's, learning by observations, learning through experience.	15
MODULE III	Human Attitudes and Values Attitudes – concept, components of attitudes. The attitude formation process. Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence) & sub values.	15
MODULE IV	Communication Meaning- Four functions of communication-control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview.	15

Learning Resources		
1	Reference Books	Basic Managerial Skills for All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values for Managers- Chakraborty Organizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House) Total Quality Management - Luthans Fred Organizational Behavior- Tilak Raj Bhardwaj (A Mittal Publication) Education to Human Values - Edwin Flipp

Semester	VI	Total credit	4
Course code	GEC-1379F	Credit pattern	L-60 Hrs.
Course title	Foundation of Human Skills-II		

Course Objective: To understand concepts of Basics human skills

Course Outcome	
	At the end of this course learners will able to
CO 1	Describe new skills in management.
CO 2	Elaborate the concept of personality and different Theory of personality.
CO 3	Understand skill development method and interpersonal skill.
CO 4	Understand the concept of career management.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	New Skills in Management Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style-sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills.	15
MODULE II	Personality Meaning- Aspects of personality, Development of personality: Erickson's eight life stages, Jung's Personality Theory, Traits in influencing organizational behavior. Locus of control. Problem solving styles.	15

MODULE III	Skills Development Decision making skills, Methods used to develop decision making skills- In the basket, Business games and case studies. Interpersonal skills- Meaning, Methods Used to develop interpersonal skills- role playing, Behavior modeling, sensitivity Training, Transactions Analysis – structural Insight.	15
MODULE IV	Utilizations of skills Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management.	15

Learning Resources

1	Reference Books	Basic Managerial Skills For All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values For Managers- Chakraborty Organizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House) Total Quality Management - Luthans Fred Organizational Behavior- Tilak Raj Bhardwaj (A Mittal Publication) Education to Human Values - Edwin Flipp
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Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory
2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	G) Essay type Question OR H) Essay type Question	10
Question No 3	G) Essay type Question OR H) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
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Course code	GEC-1380E	Credit pattern	L-60 Hrs.
Course title	International Business-I		

Course Objective: To understand some basic and important concepts of International Business.

Course Outcome	
	At the end of this course learners will able to
CO 1	Identify types of International Business and its approaches.
CO 2	Elaborate different theories of International Business.
CO 3	Explain role of International Institutions.
CO 4	Describe India's Export and Import Policy.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	International Business 1.1 Meaning and Nature 1.2 Importance of International Business 1.3 Types of International Business 1.4 International Business Approaches	15
MODULE II	International Business Environment 2.1 Globalization - Meaning, Diverse and Stages in Globalization 2.2 Ricardian Comparative Costs Theory. 2.3 Product life cycle theory 2.3 Role of International Business in Economic Development	15
MODULE III	International Business Decision 3.1 Modes of Entry, 3.2 Factors Affecting Decision for International Business, 3.3 Tariff and Non-tariff barriers - Trade Blocks. 3.4 Role of International Institutions (WTO, IMF, IBRD, BRICS) in International Business.	15
MODULE IV	Trends in International Trade and Documentation: 4.1 Multi - national Corporations - Types, Merits and Demerits.	15

	4.2 Import - Export procedure 4.3 EXIM Documents 4.4 India's Export and Import Policy	
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Learning Recourses

1	Reference Books	1. International Business - Governance Structure: Ramu S Shiva 2. International Finance: P. G. Apte 3. International Marketing Management: Varshney and Bhattacharya 4. International Business: Francis Cherulinam Himalaya Publishing House, Mumbai 5. International Business: Rao and Rangachari 6. Economic Environment of Business: Mishra, Puri. Himalaya Publishing House, Mumbai 7. International Business: P. Subba Rao, Himalaya Publishing House, Mumbai 8. International Economics: M. L. Jhingan, Vrinda Publications, Delhi
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Semester	VI	Total credit	4
Course code	GEC-1380F	Credit pattern	L-60 Hrs.
Course title	International Business-II		

Course Objective: To understand some basic concepts of International Business.

Course Outcome	
	At the end of this course learners will able to
CO 1	Describe role of FEMA and ECGC.
CO 2	Explain importance of Trade Blocks.
CO 3	Understand the competitive advantages in different industries.
CO 4	Describe Strategies in product life cycle.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Finance Aspects of International Business: 1.1 International Capital Movement 1.2 Risk in International Operations, 1.3 Introduction to FEMA, Role of ECGC. 1.4 Objectives of Export Promotion Council	15

MODULE II	Trade Blocks and Business Centers 2.1 Regional Economic Groupings 2.2 European Union 2.3 SAARC & ASEAN 2.4 Implication of trade blocks for business	15
MODULE III	International Business in India 3.1 Volume, Direction and Composition 3.2 India's competitive advantage in industries like IT, Textiles, Gem & Jewellery. 3.3 Balance of Trade and Balance of Payment 3.4 Disequilibrium in Balance of Payment	15
MODULE IV	International Marketing 4.1 Marketing Mix 4.2 Strategies in product life cycle 4.3 Market Intelligence 4.4 International marketing Information system	15

Learning Recourses		
1	Reference Books	1. International Business - Governance Structure: Ramu S Shiva 2. International Finance: P. G. Apte 3. International Marketing Management: Varshney and Bhattacharya 4. International Business: Francis Cherulinam Himalaya Publishing House, Mumbai 5. International Business: Rao and Rangachari 6. Economic Environment of Business: Mishra, Puri. Himalaya Publishing House, Mumbai 7. International Business: P. Subba Rao, Himalaya Publishing House, Mumbai 8. International Economics: M. L. Jhingan, Vrinda Publications, Delhi

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	I) Essay type Question OR J) Essay type Question	10
Question No 3	I) Essay type Question OR J) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	V	Total credit	4
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Course code	GEC-1381E	Credit pattern	L-60 Hrs.
Course title	Research Methodology		

Course Objective: To understand some basic concepts of research and its methodologies. Prepare a project proposal (to undertake a project)

Course Outcome	
	At the end of this course learners will able to
CO 1	Understand the basic idea of research.
CO 2	Choose proper sample design.
CO 3	Analyze data.
CO 4	Write research report.

Marks-50

Lectures-60

Credit-4

Module	Content	Teaching hours
MODULE I	Introduction to Research Methodology - Meaning, definition, objective and types of research, significance of research, selection of research problem. Research Design: Meaning, steps in research design, characteristics of good research design.	15
MODULE II	Sampling Design and Data Collection - Meaning of sampling, characteristics of good sample design, Types of sample design. Data collection-Meaning, types, of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data.	15
MODULE III	Processing and Analysis of data - Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves. Analysis and Interpretation of data-meaning, methods of data analysis, techniques of interpretation. Practical- preparing questionnaire, collection of data, use of MS-excel and introduction to SPSS	15
MODULE IV	Report Writing Meaning, significance, steps in writing report, layout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research. Practical- writing a research paper	15

Learning Recourses

1	Reference Books	<p>a. C.R. Kothari- Research Methodology, New age, international (I) Ltd. New Delhi Reprint-2010</p> <p>b. Dr.V.P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed,2010</p> <p>c. Saranwalla- ResearchMethodology</p> <p>d. Bajpai-Methods of social survey research</p> <p>e. S.P.Gupta-StatisticalMehods.</p>
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Nature of Question Paper for Sem-V

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	K) Essay type Question OR L) Essay type Question	10
Question No 3	K) Essay type Question OR L) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		40

Semester	VI	Total credit	4
Course code	GEC-1381F	Credit pattern	
Course title	Project Work		

Objective: To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) FieldWork,
- (b) LibraryWork,
- (c) Placement with anOrganization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January.

The guidelines for the project report are as follows”

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- The Chapter Scheme for the Project Report will be as follows:

Chapter-1: Introduction to the Study

Introduction
Purpose of the study
Objectives of the study
Hypothesis of the study
Research Methodology
Scope of the study
Significance of the study
Limitations
Chapter scheme.

Chapter-2: Introduction to the Organization

Introduction to the Industry
Brief History of the Organization
Subsidiaries, Associates of the Company
Organization Structure
Departments/Manufacturing Process
Important Statistical Information
Future Prospects

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter. **This Chapter should not be more than 5 pages.**

Chapter-3: Theoretical Background

Basic Concepts

Necessary theoretical inputs may be added to support the research work.

Chapter-4: Data Analysis and Interpretation

Chapter-5: Findings and Observations

Chapter-6: Conclusions and Suggestions

Bibliography

Appendix

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

- (1) There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- (2) Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- (3) Colour ink should not be used for text.
- (4) Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 25 marks and there will be a viva-voce examination carrying 25 marks. College will appoint a viva-voce committee, consisting of 3 members, 2 members being external and 1 member being internal. External members will be from out of the district of the College, one external member will be the chairman of the committee. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the College immediately after the viva-voce.

Semester	V	Total credit	2
Course code	SEC-III	Credit pattern	L-30 Hrs.
Course title	E-methods of Data Collections		

Marks-50

Lectures-30

Credit-2

Module	Content	Teaching hours
MODULE I	E-Sources for Secondary Data Shodhganga & Shodhgangotri Governments reports and websites Referencing styles of e-resources Citations and Bibliography styles	15
MODULE II	E-Sources for Primary Data Introduction and Importance of e-questionnaire Preparation of questionnaire through Google Form Preparation of questionnaire through Microsoft Form Spreadsheet and Analysis	15

Semester	VI	Total credit	2
Course code	SEC-VI	Credit pattern	L-30 HRS
Course title	Interview & Presentation Skills		

Marks-50		Lectures-30	Credit-2
Module	Content		Teaching hours
MODULE I	Interview Skills Introduction to interviewing Important interview skills Write an effective resume Practical- Resume Creation		15
MODULE II	Presentation Skills Structure of presentations Types of presentations Use of aids like PPT Body language during presentation		15

INTERNAL MARKS DISTRIBUTION

FOR ALL SUBJECTS

Home assignments	05 marks
Seminars	05 marks
Total	10 marks