Evaluation Scheme

B.B.A. 2nd Year-III semester Course Structure–Faculty of Management

Compulsory courses for all B.B.A. 2nd Year- III semester students (Level-6)

Sl. No.	Paper Code	Paper Title	Credits: L:Lecture T:Tutorial P:Practical			Marks Distribution (Theory)				Marks Distribution (Practical)		Total Marks (CCE+UE)	Passing Marks	Subject/ Course type
			L	T	P	CCE (Max)	CCE (Min)	UE (Max)	UE (Min)	CCE (Max)	UE (Max)			
1.	UHUMAMG-201	Human Resource Management	6	6	0	0	40	14	60	21	NA	NA	100	35	Major
2.	UFINAMG-202	Financial Markets & Financial Services	6	6	0	0	40	14	60	21	NA	NA	100	35	Minor
3.	UECOMMG-203	E-Commerce (Computer Application)	4	4	0	0	40	14	60	21	NA	NA	100	35	Generic Elective
4.	UDESKCA-204	Desk Top Publishing- DTP-1 (Theory)	3	3	0	0	40	18	60	21	NA	NA	100	35	*Vocational Course
5.	UDESKCA-205	Desk Top Publishing- DTP-1 (Laboratory)	1	0	0	2	NA	NA	NA	NA	NA	100	100	35	*Vocational Course
		Total	20										500		

Note: the header row above is complex; the Credits column contains three sub-columns (L, T, P), Theory has four (CCE Max, CCE Min, UE Max, UE Min), and Practical has two (CCE Max, UE Max).

L- Lectures

T- Tutorials

P- Practical / Project

CCE- Continuous Comprehensive Evaluation (Test)

UE- University Exams

*SEC- Skill Enhancement Course (Vocational Course)

HUMAN RESOURCE MANAGEMENT

UHUMAMG 201

Total Marks-100

Passing Marks-35

Sub. Type- Major (Credit-6)

Lectures:- 90 Hrs

Prerequisites of Subject- Human Recourse Management students typically study subjects that help them better understand and achieve the goal. They need to know about General management, Human Resource Planning, Human Resource Development, Industrial Relations, Labor Acts, as well as psychology and communications.

Course Objective

Course learning outcomes (CLO)

1. Demonstrate proficiency in, fundamental human resources theories and concepts and how they apply to real world situations.

2. Formulate human resources policies and practices that help promote the organizations strategic goals.

Content of the course

Session-6

Unit-1

Concept and functions of Human Resource Management, Structure & Role of Personnel Management in an Organization, implementation of Personnel policy, The Future Challenges of HRM, International HRM.

Unit-2

Strategic Management of Human resource, Staffing Policy, and process; Management Planning, Job Analysis, Job description, Job Specification, recruitment, Selection, Induction, Placement, promotion, and transfer.

Unit-3

Manpower Training & Development.Employment training andDevelopment, Employee training, performance appraisal and Potential appraisal.Employee morale and productivity.

Unit-4

Wage & Salary Administration, Job evaluation & designing, Salary Structure. Compensation management and benefits

Unit-5

Management of organizational climate & Industrial relations, Industrial disputes and participative management, grievance Vs. dispute, Grievance handling procedure, Disciplinary Action, conflict management and negotiation.

Note:

1. Theoretical exposition should be accompanied by Discussions, Case-Studies preferably with Indian Context, Presentations and Industry Based Assignments.
2. References from Updated Journals in UGC Care list

Learning Resources

Suggested Readings:

5. Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
6. Mondy&Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
7. C.B Mamoria, A Text Book of Human Resources Management, Himalaya Publishing House (2014)
8. Susan L. Verhulst, David A. DeCenzo& Rama Shankar Yadav, Human Resources Management,Wiley, (2021- 13th Edition)
9. Gary Dessler&BijuVarrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
10. SC Jain, Human Resource Management, KailashPustakSadan, Bhopal

Suggested web link:

https://www.dphu.org/upload/attachment/books/books_5284_0.pdf

http://education.stateuniversity.com/page/cw1ev9e9ib/An-introduction-to-the-Principles-of-Management.html

FINANCIAL MARKETS AND FINANCIAL SERVICES

UFINAMG202

Total Marks-100

Passing Marks-35

Sub. Type- Minor (Credit-6)

Lectures:- 90 Hrs

Prerequisites of Subject- Financial Markets & services students typically study subjects that help them better understand and achieve the goal. They need to know about Financial Instrument, Schemes, Financial Counseling, and Financial Institutions etc.

Course objective

Course learning outcomes (CLO)

1. To provide the student a basic knowledge offinancial markets and institutions and to familiarize them with major financial services in India.
2. They will be able to know various money marketand capital market instruments.
3. The will be able to understand the functions and organization of capital market and money market in India.
4. They will be able to know about various financialservices provided in the financial market.
5. They will understand various financial institutionsand their role in financing of the business.

Content of the course

Unit-1

Financial System and its Components: Financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic Development; An overview of Indian financial system.

Unit-2

Financial Markets: Money market: functions, organization, and instruments. Role of central bank in money market; Indian money market - An overview Capital Markets - functions, organization, and instruments.Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India.

Unit-3

Financial Institutions: Commercial banking - introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) - An overview and role in Indian economy; Life andnon-life insurance companies in India: Mutual Funds –Introduction and theirrole in capital market development. Non-banking financial companies (NBFCs).

Unit-4

Financial Services: Overview of financial services industry: Merchant banking - pre and post issue management, underwriting. Keguld framework relating to merchant banking in India.

Unit-5

Financing:leasing and hire-purchase, consumer and housing finance; venture capital finance; factoring services, bank guarantees and letter of credit; credit rating; financialcounseling.

Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

6. L M Bhole, and JitendraMahakud. Financial Institution and Markets, McGraw-Hill (2017)
7. Phathak. Indian Financial System, Pearsons Education. (2014)
8. Khan M.Y. Indian Financial System: McGraw Hill Education. (2019-11h Edition)
9. Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw Hill Education. (2020)
10. PathakBharti Indian Financial System, Pearsons Education (2018)
11. Annual Reports of Major Financial Institutions in India.

E-Commerce- Computer Application

UECOMMG203

Total Marks-100

Passing Marks-35

Sub. Type- Generic Elective (Credit-4)

Lectures: - 90 Hrs.

Prerequisites of Subject- Possession of Computer Fundamental Knowledge.

Course objective

Course learning outcomes (CLO)

- To learn the fundamentals of E-Commerce and its process.
- To understand the role of E-Commerce in the present scenario along with the concepts of security and its applications.
- To gain knowledge of e-commerce business needs and resources and match to technology considering human factors and budget constraints..
- To apply knowledge of changing technology on traditional business models and strategy.
- To have skills to communicate effectively and ethically using electronic communication.

Content of the course

Unit-1

Introduction: Brief history of e-commerce, Types, Advantages & Disadvantages of e-commerce, Elements of e-commerce, Principles of e-commerce, Messaging and Information distribution, Messaging and information distribution, Common service infrastructure, other key support layers.

Unit-2

EDI to e-commerce:EDI-Origin, System approach and communication approach, Migration to open EDI-Approach, Benefits, Mechanics, E-com with WWW/Internet. E-Government-Concepts, Applications of G2C, G2B, G2G.

Unit-3

Electronic Communication:PC an networking, Network topologies and communication media, E-mail,OSI and TCP/IP Models, LAN, WAN,MAN,Internetworking – Bridges and gateways ,

Internet Vs. Online services, Open vs. Closed Architecture, Controlled contained Vs. Uncontrolled contained, Metered Pricing Vs. Flat pricing, Innovation Vs. Control

Unit-4

WWW & Electronic Payment System: Application- What is Web, Why is the Web such a hit, The Web and E-Com, Concepts & Technology- Key concepts, Web Software development Tools, Electronic payment system- overview, Electronic or digital cast, Electronic Checks, Online credit card based system, other Engineering financial instruments, Consumer legal and Business issues.

Unit-5

Security and Application: Need of computer security, Specific intruder approaches, Security strategies, Cryptography, Public key encryption, Private Key encryption, Digital signatures.

Advertising on the Internet:

Marketing, creating a website. Electronic publishing issues, EP architecture, EP tools, Web page EP – Baseline issues, Application tools and publishing on the internet.

Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

1. "Electronic Commerce" By Ravi Kalakota and Andrew B.Whinston.
2. "Web Commerce Technologies Handbook "By Daniel Minoli& Emma Minoli.
3. "E-Commerce" By DrVarinder Bhatia
4. "Promise Of E-Governance" By MP Gupta
5. Book published by M.P.Granth Academy , Bhopal

Suggested Digital Platforms, Web links

1. https://onlinecourses.nptel.ac.in/noc19_mg54/preview
2. https://onlinecourses.swayam2.ac.in/cec19_cm01/preview
3. https://www.coursera.org/lecture/innovative-entrepreneur/e-commerce-the-internet-as-a-selling-platform-DYSNa
4. https://www.mooc-list.com/tags/e-commerce-market
5. https://onlinecourses.swayam2.ac.in/nou21_cm124/preview
6. https://www.mphindigranthacademy.org/

Desk Top publishing (DTP) - 1 (theory)

UDESKCA204

Total Marks-100

Passing Marks-35

Sub. Type- Vocational course- SEC (Credit-3)

Lectures:- 90 Hrs

Prerequisites of Subject-Open for all.

Course objective

Course learning outcomes (CLO):

On the completion of this course, the students will be Able to:

1. Understand the fundamentals of computer.
2. Write, Edit & Print documents using MS-WORD & EXCEL
3. Understand various software used for Desktop Publishing and would be able to create and design documents with text and graphic like newspaper ad, wedding cards, visiting cards, greeting cards, etc.
4. Using PageMaker, CorelDraw & Photoshop, and Understand Color concept in Printing.

Content of the course

Unit-1

Computer Fundamentals -Generations of Computer, Advantage and disadvantage of computer, Block Diagram of a computer, Description of Different parts of a computer, System Software and Application Software MS Office Introduction to MS Office, Word Processing Software, Electronic Spreadsheet, MS Paint.

Unit-2

Page Maker– Introduction to various versions, concepts and application of PageMaker Guides and rulers. Drawing tools. Fills and Outlines.

Photo shop- History and Introduction, the file menu, the tools, Drawing lines and shapes. Photo editing / inserting starting with Setting Up, introduction of layers, Understanding Design principles and color theory.

Unit-3

Coral Draw: Drawing – lines, shapes, inserting-pictures, objects, tables, templates, Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, wedding cards, visiting cards, etc.
Design Principles and Color Harmony Introduction to colors- Primary and Secondary in both RGB & CMYK schemes / mode.

Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

1. Desk Top Publishing from A to Z by Bill Grout and Osborne; McGraw Hill
2. DTP (Desk Top Publishing) for PC user by Housghton; Galgotia Publishing House Pvt Ltd, Daryaganj, New Delhi.
3. ADOBE PAGEMAKER 6.5 – Shashank Jain &Satish Jain- First Edition 2001; BPB Publications.
4. DESKTOP PUBLISHING ON PC – M.C. Sharma, BPB Publications
5. Corel draws the Official Guide By Gray David Bouton, Corel Press.
6. The complete Reference Getting Started with Page Maker, McGraw-Hills
7. Adobe Photoshop CS2 Classroom In A Book (2020), Adobe Press.
8. Computers Today S.K.Basandra, Galgotia Publications.
9. MicrosoftOffice : Will Train, Gini Courter, Annette Marquis BPB Publication.

Suggested equivalent online courses;
http://www.nptelevideos.com/adobe/adobe_photoshop_tutorials.php
https://onlinecourses.swayam2.ac.in/cec20_cs05/preview
https://eskillindia.org/Course/course_detail/117206920200221051647
https://www.udemy.com/course/desktop-publishing-for-you/
https://www.youtube.com/watch?v=FJYgNUYUvZc

DESKTOP PUBLISHING(DTP) - 1(laboratory)

UDESKCA205

Total Marks-100

Passing Marks-35

Sub. Type- Vocational course- SEC (Credit-1)

Computer Laboratory: - 30 Hrs.

Prerequisites of Subject- Open for all.

Course objective

On the completion of this course, the students will be Able to:

1. Understand the fundamentals of computer.
2. Write, Edit & Print documents using MS-WORD & EXCEL
3. Understand various software used for Desktop Publishing and would be able to create and design documents with text and graphic like newspaper ad, wedding cards, visiting cards, greeting cards, etc.
4. Using PageMaker, CorelDraw & Photoshop, and Understand Color concept in Printing.

Content of the course

PRACTICAL
1. Using windows explorer and other windows elements
2. Creating and opening a document in page maker
3. Formatting and editing a document
4. Saving and printing a given document
5. Insertion of text and graphics in a given document from external source
6. Using columns utility , to give the document column look
7. Using various fonts and styles to make document more beautiful
8. Use of page maker to make transparencies
9. Saving and printing a file that has been created
10. Formatting a given file by using undo/redo, repeat, cut, copy, paste, delete, duplicate and clone utilities
11. Inserting objects in the drawing , aligning, ordering, grouping and ungrouping of those objects
12. Use of combine, break apart, weld, intersection, trim and separate tools in a given drawing
13. Use of mode edit tools i.e., to line , to curve , to stretch, and rotate

14. Creating special effects i.e., transform roll-up, envelop roll up, add perspective, extrude roll up, contour roll up, power line, power clip, clear effects
15. To insert character and paragraph text in a drawing and frame , setting of tabs, indents, bullets and spacing in paragraph text
16. Filling of text to a given path, aligning it to base line, straighten text and edit text
17. Using tools such as spell checker, and thesaurus
18. Using find and replace text utility and type assist
19. Adding various symbols to a drawing and creating different pattern

Learning Resources

Textbooks, Reference Books, Other resources

Suggested Readings:

1. Desk Top Publishing from A to Z by Bill Grout and Osborne; McGraw Hill
2. DTP (Desk Top Publishing) for PC user by Housghton; Galgotia Publishing House Pvt Ltd, Daryaganj, New Delhi.
3. ADOBE PAGEMAKER 6.5 – Shashank Jain &Satish Jain- First Edition 2001, BPB Publications.
4. DESKTOP PUBLISHING ON PC – M.C. Sharma, BPB Publications
5. Corel draws the Official Guide By Gray David Bouton, Corel Press.
6. The complete Reference Getting Started with Page Maker, McGraw-Hills
7. Adobe Photoshop CS2 Classroom In A Book (2020), Adobe Press.
8. Computers Today S.K.Basandra, Galgotia Publications.
9. Microsoft Office: Will Train, Gini Courter, Annette Marquis BPB Publication.

Suggested equivalent online courses;
http://www.nptelevideos.com/adobe/adobe_photoshop_tutorials.php
https://onlinecourses.swayam2.ac.in/cec20_cs05/preview
https://eskillindia.org/Course/course_detail/11720692020022105164Z
https://www.udemy.com/course/desktop-publishing-for-you/
https://www.youtube.com/watch?v=FJYgNUYUvZc