

# **SYLLABUS FOR BPM AND ANALYTICS**

## **SEMESTER I**

### **Course Title - Communication Skill -I**

**Course No. GBSE101**

**Course Credit: 06(2-0-4)**

**Max. Marks: 50(15I+35E)**

**Objectives:** To develop effective communication skills among the students for the business world

#### **Learning Outcome**

- Able to differentiate in the vowels and consonants that can help the students to pronounce words better and be able to learn phonetics. (Theory)
- Learn the correct pronunciation of the words helping in the reduction of Mother Tongue Influence.
- Able to communicate effectively and will have improved verbal communication. (Theory)
- learn to frame the sentences properly with the correct formation. This will improve the written skills of the students. (Theory)
- Able to write paragraphs on different topics with the correct usage of vocabulary and will improve the written as well as verbal communication. (Theory)
- Learn the correct usage of the punctuation marks, will draft formal & informal emails and will comprehend the articles. (Theory)
- Effectively use established communication systems and protocols in the workplace (Theory)
- Identify the sound of phonetics and practice the same along with the software. (Practical)
- Will communicate with customers and the people in organization while working on speech correction. (Practical)
- Able to use parts of speech, Articles, Tenses and prepositions. (Practical)
- Will make use of Antonyms & Synonyms wherever required. (Practical)
- Provide the reports using appropriate Writing Skills. (Practical)

**Unit I - Business Communication:** Effective Communication, Consonant Sounds, Vowel Sounds, Syllables & Syllabic Stress, practice exercise

**Unit II - Speech Correction:** MTI reduction, bag of words practice, intonation & modulation for free speech as well as for reading, Lab

**Unit III - Grammar:** Parts of Speech, Articles, Subject Verb Agreement, Tenses, Prepositions, Question Right, practice exercise

**Unit IV - Vocabulary:** Correct Word usage- Homonyms, Antonyms and Synonyms, practice exercises; Paragraph & Translation: Précis, Translation (from Vernacular to English and English to Vernacular);

**Unit V-** Creative Writing; Email Etiquette; Punctuation; Reading comprehension

### **Course Title - Communication Skill –I**

**Course No. GBSE101P**

**Max. Marks: 50 (35I+15E)**

#### **Practicals**

- Identify the sound of phonetics and practice the same along with the software
- Pronunciation of each word with the correct syllable
- Learning Parts of Speech, Tenses, Articles and Prepositions
- Correct usage of the Homonyms
- Writing E-mails and paragraphs
- Reading and Comprehending paragraphs

#### **Books Recommended**

##### **Text Books**

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, North Chitrai Street, Madurai-625001
2. Essentials of Business Communication - Rajendra Pal and J. S. Korhalli - Sultan Chand & Sons, New Delhi.

##### **Reference Books**

3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.

5. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
6. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
7. Business Communication - M. Balasubrahmanyam - Vani Educational Books.
8. Creating a Successful CV - Siman Howard - Dorling Kindersley.
9. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
10. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
11. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

#### Web Links

<http://learnenglish.britishcouncil.org/en>  
<https://www.duolingo.com/>  
<http://www.bbc.co.uk/learningenglish>  
<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>

### Course Title - Process in BPM-I

Course No. GBSE102

Course Credit: 06(2-4-0)

Max. Marks: 100(30I+70E)

#### Objective

- To develop an understanding about BPO Industry, control and management and the process at BPO industry.

#### Learning Outcome

- Learn the basics of various business processes, challenges and resolution of the customer queries. (Theory)
- Learn the career opportunities and growth in the BPO industry. (Theory)
- Understand the challenges and working of BPM sector and will learn about various cultures in BPO industry. (Theory)
- Learn the time management, coping up with different time zones and will be able to deal with customer's queries. (Theory)
- Will be able to demonstrate the culture of BPO industry. (Theory)
- Able to make Mock calls with customer queries and handling of different type of customers. (Theory)
- Identify clients and their needs through effective communication and use this information to develop effective work practices and outcomes (Theory)

**Unit I – Overview of Business Process Outsourcing** - Basics Benefits of BPO, Growth Drivers, BPO Models and Types of Vendors, Offshore BPO - Evolution Destinations – Challenges of Off shoring – BPO Companies in India,

**Unit II- BPO Industry:** BPO Industry, Employment Opportunities, Employee Structure, Skill Set Required, Compensation Levels - Contact Centre BPO, Types of Call Centres – Technology - Components and working of a Call center - Issues and Problems.

**Unit III - Control & Management:** Personal Grooming, Corporate Etiquette, Principles of Team work, Dos and don'ts while working in a team, Learning to keep emotions under control (Human Psychology, study of Perceptual Images) Time Management, Conflict Management, Stress Tolerance.

**Unit IV - Life in BPO:** Understand concept of working across time, Keeping health while working in shifts Managing time; Managing clients, customers & target,

**Unit V: Culture-** Tools to Understand Culture, Brief on American & UK Culture to bring about differences

#### Books Recommended

##### Text Book

- **Fundamentals of Business Process Management** (2013). Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer-Verlag Berlin Heidelberg  
<http://www.springer.com/us/book/9783642331428>

##### Reference Books

- **Concentrix Material**
- BPMN Method and Style, Second Edition, with BPMN Implementer's Guide. Bruce Silver
- Improving Business Processes (Pocket Mentor). Harvard Business Review
- The Process: Business Process Modeling using BPMN. Alexander Grosskopf, Gero Decker, Mathias Weske

#### Web Links

- <http://www.what-is-bpm.com/videos/bpm-videos-and-tutorials.html>
- <https://www.youtube.com/watch?v=2ZkavRvY32U>

## Course Title - Basic of Computers

Course No. GBSE103

Course Credit: 06 (2-0-4)  
Max. Marks:50 (15I+35E)

### Objective

The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

### Learning Outcome

- State the applications of Computers and understand the basic components of computer. (Theory)
- Identify & describe various parts of computers like CPU, keyboard, monitor, etc. (Theory)
- View files, work with files and customize window (Theory)
- Able to Differentiate in various operating system. (Theory)
- Apply the office Applications for the task assigned by the authorities. (Theory)
- Outline the basics of Networking. (Theory)
- Make use of Internet and its applications when required. (Theory)
- Demonstrating network troubleshooting. (Practical)
- Able to Work on MS Office. (Practical)
- Use word processing software to create and edit official documents and reports (MS Word or equivalent) (Practical)
- Use software to create and edit presentations (MS PowerPoint or equivalent) (Practical)
- Use software applications to create, apply & modify formulas, generate reports, maintain database & compile data (MS Excel or equivalent) (Practical)
- Use of standard operating manuals and procedures for dealing with work related to computer application (Practical)
- Sending E-mails and internet surfing using various search engines. (Practical)
- Outline the working of different operating system. (Practical)

**Unit I – Introduction to Computer System:** Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software, Introduction to number system.

**Unit II - Operating System:** Overview of operating system: Definition, Functions of operating system, Need and its services, Types of operating system, Batch Processing, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Switching between DOS and windows, Comparison between Unix and Windows.

**Unit III - Understanding Office Applications:** Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Menus, Shortcuts, Document types, Formatting documents, spread sheet and presentations, Working with Spreadsheets, Different templates, Macros, Mail merge.

**Unit IV- Networking:** Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature.

**Unit V: Introduction to World Wide Web:** WWW and Web Browsers Introduction, Objectives, Concept of internet, Overview of search engines, Popular search engines in use, Surfing the web and websites, Hosting your websites, Planning and Developing the websites, Internet service provider.

## Course Title - Basic of Computers

Course No. GBSE103P

Max. Marks: 50 (35I+15E)

### Practical:

1. Troubleshooting
2. Practical based on to be exposed/shown various components and supposed how to switch on a computer.
3. Handling Boot Setup, Installation of Operating System, Connecting your client to server, User and Workgroup Handling, General Operating system handling and related topics.
4. Wordpad, Notepad, Sticky Note, Snipping tool, Paint
5. Ms Word
6. MS-Excel- Creating charts, Creating tables

7. MS-PowerPoint
8. MS-Outlook
9. Case study on Operating systems (Windows/ Ubuntu/ Android/IoS)
10. Networking
11. Software: Preparatory and open domain

### **Books Recommended**

#### **Text Books**

1. Computers and Beginners by Jain, V.K.;
2. Computer Fundamentals by Anita Goel, Pearson.

#### **Reference Books**

1. Introduction to Information Technology, Leon Tech World by Leon and Leon
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha;
3. Word Processing and Typing by Sharon Spencer, Heinemann.
4. MS Office by S.S. Srivastava, Firewall Media.
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill

#### **Web Links**

<http://cec.nic.in/E-Content/Pages/default.aspx>

### **Course Title- IT/ITeS Work Book (Project)**

**Course No. GBGE101**

**Course Credit: 04(0-4-0)**

**Max. Marks: 100(50I+50E)**

#### **Objective**

The aim of the IT/ITeS workbook is to make an attempt to enhance the learning activities and the required knowledge of students by hands-on-experience to various dimensions of the sector.

#### **Learning Outcome**

- Able to develop Self Grooming (Project/Practical)
- Able to develop their daily plans (Project/Practical)
- Able to create the document (Project/Practical)
- Able to understand the methods of query handling at ITeS sector (Project/Practical)
- Able to explore industry (Project/Practical)
- Creating Templates (Project/Practical)
- Preparing a Daily and Weekly Work Plan (Project/Practical)
- Able to outline the working profile of customer service representatives (Project/Practical)

**Unit I:** Introducing Oneself, Greeting Others, Talking about Ones family; Describing someone, Describing weather, Taking about aspirations, Narrating a story, Dress and Hygiene

**Unit II:** Preparing a Daily and Weekly Work Plan, Locating Products, Complaint Handling, User Manual, Cross Selling, Merchandizing via Technology, Product Promotion, Closing a Deal, Stock Count, Writing a Customer Service report

**Unit III:** Creating Templates, Creating Envelopes, Creating Labels, Using Mail Merge, Creating Macros and Automating Tasks, Linking Word Documents to Data in a Worksheet, Save a Document Outline as a Presentation, Save and Share a Document for Review, Adding hyperlinks

**Unit IV:** Customer Service Representatives, Describing Your job, applying for Leave, Being a Good Team Player,

**Unit V:** Taking about One Company, Information Technology, The ITES Industry, Communicating Effectively

### **Books Recommended**

#### **Text Book**

1. Information Technology, NVEQ Level 3 – Class XI, IT301-NQ2012-Functional English (Advanced) Student's Handbook
2. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal
3. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 2, PSS Central Institute of Vocational Education, Bhopal

#### **Web Links**

1. <http://cec.nic.in/E-Content/Pages/default.aspx>

## Course Title- Fundamentals of Management & Organisational Behaviour

Course No. GBGE103

Course Credit: 04 (4-0-0)  
Max. Marks: 100 (30I+70E)

### Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behavior at work place

### Learning Outcomes

- Able to develop the processes of management related with the basic functions. (Theory)
- Outline the notion of managerial skills and functions. (Theory)
- Make Organisation Structure and identify the gaps. (Theory)
- Understand individual and group behaviour at work place. (Theory)
- Outline the process of conflict resolution processes in the organization (Theory)
- Make student must be acquainted with leadership quality. (Theory)
- Complete administrative duties accurately, systematically and within required timeframes (Theory)
- Obtain, evaluate and act upon feedback from clients and colleagues (Theory)
- Perform tasks to the required workplace standard (Theory)
- Demonstrate behaviours that promote professionalism in the learning environment (Theory)
- Perform consistently in accordance with the organisation's goals and objectives and organisational/professional codes of conduct (Theory)
- Field Work regarding organisation structure and their working. (Field Work)

**Unit I - Basic of Management:** Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo

**Unit II: Managerial Skill and Functions:** Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques

**Unit III- Introduction to OB:** Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; **Motivation-** Definition, Theories of motivation, Mc Gregor ,A.H. Maslow, Herzberg Learning-Meaning & Theories.

**Unit IV- Perception & Conflict Management-** Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational;

**Unit V: Leadership & Personality** –Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.

### Books Recommended

#### Text Books

1. Management by Stomen and Jane
2. Organisational behaviour by Stephen Robbins

#### Reference Books

1. Principles and Practices of management by Shejwalkar
2. Essential of management by Koontz H and Weitrich
3. Principles and Practices of Management by T. N. Chabra
4. Organisational behaviour by Keith & Davis
5. Organisational behaviour by Fred and Luthans
6. Organisational behaviour by K. Ashwatthapa

#### Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>  
<http://cec.nic.in/E-Content/Pages/default.aspx>

## Course Title- Industrial Ethics & CSR

Course No. GBGE103

Course Credit: 04(4-0-0)  
Max. Marks: 100 (30I+70E)

### Objectives

The aim of the course is to develop moral responsibility and mould them as best professionals & to create an ethical vision and achieve harmony in life

### Learning Outcome

- Will be able to elaborate the business ethics, its rights, duties and principals (Theory)
- Ensuring social responsibility and decision making ability (Theory)
- Demonstrate Controlling mind through yoga and meditation (Theory)
- Make sure that the Working with safety in industry and understanding the laws of safety (Theory)
- Identify the rights and responsibility as an employee of an organisation, and understanding the moral issues (Theory)
- Recognise potential ethical issues in the workplace and discuss with an appropriate person (Theory)
- Promote a safe working environment and adhere to risk management strategies for clients, colleagues and others who enter the workplace (Theory)
- Work safely in the training environment including (Theory)
- Identify, control and report HSE issues relating to immediate work environment according to procedures (Theory)
- Perform consistently in accordance with the organisation's goals and objectives and organisational/professional codes of conduct (Theory)
- Reflect individual responsibilities and accountabilities in work goals (Theory)
- Apply ethical and inclusive practices in professional practice (Project/Practical)

**Unit I - Business ethics:** Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring

**Unit II - Moral Issues:** Code of Conduct, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

**Unit III - Controlling of the Mind:** Control of the mind through Simplified physical exercise, Yoga- Objectives, Types, Asanas; Meditation- Objectives, Types, Effect on Body Mind and Soul.

**Unit IV - Social Responsibility:** Social Responsibility of Business, Ethical Decision-making, Social Responsibility of Business and Corporate Governance, Profession and Professionalism, Professional Ethics, Intellectual property rights.

**Unit V - Employee Safety & Health:** basics of health safety & laws, employee theft, Fire & Earthquake safety, fire safety, first aid training, general office safety, terrorism, safety representatives, safety inspection, investigating accidents.

### Books Recommended

#### Test Books

1. Values & Ethics in Management, Galgotia Publishers, by Kaur, Tripat;
2. Human values for Managers, by Chakraborty, S.K.
3. Ethics in Management: A Vedantic Perspective, Oxford University Press. By Chakraborty, S.K

#### Suggested Readings

1. Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi, by Sharma, J.P.
2. Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi. By Sharma, J.P.

#### Journals

1. Individual Manager Issues "What, If Anything, is Wrong with Baby Selling?," Radin, Pacific Law Journal, v. 26, p. 135, 1995.
2. "The Matter of 'Business'" in Changing World of the Executive, Peter Drucker, Times Books, New York, NY, 1982.
3. When All You Ever Wanted Wasn't Enough, Harold Kushner, 1986

#### Web Links

- <https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>

## SEMESTER II

### Course Title - Process in BPM-II

Course Credit: 03(1-0-2)  
Max. Marks:50 (15I+35E)

Course No. GBSE104

#### Objective

The aim of the course is to enable students to develop the concept of processes in BPM industry. It shall also provide understanding of various front and back office procedures at the BPM sector of IT/ITeS Industry

#### Learning Outcome

- Understand the process of workflow management at BPO
- The students will be able to understand the various functions of back office management at ITeS sector
- The students will be able to understand the safety measures required at BPM sector
- The students will be able to provide the technical support to the customers
- Prepare the process of workflow management at BPO. (Theory)
- Able to elaborate the various functions of back office management at ITeS sector. (Theory)
- Able to demonstrate the risk at the BPM Sector. (Theory)
- Able to outline the safety measures required at BPM sector. (Theory)
- Able to provide the technical support to the customers. (Theory)
- Able to outline various front and back office procedures at the BPM sector of IT/ITeS Industry. (Theory)
- Able to use the Forecasting techniques for various processes in BPM sector. (Theory)
- Will prepare the workflow of various Accounting System used in BPM sector. (Theory)
- Plan and undertake work collaboratively with colleagues through sharing information and ideas and working together on agreed outcomes. (Theory)
- Identify Troubleshooting, control and report issues according to procedures. (Theory)

**Unit I - Workflow Management:** Benefits of Outsourcing, Contact Center Classification categories, Workforce management, Workforce management existence in other industries, BPO: BPO Industry Components, Workforce management in BPO industry, Solutioning, Forecasting, Capacity Panning, Scheduling, Real time management, Reporting/analytics,

**Unit II - Back Office:** ITES and Back Office function; Text Processing, claim processing, assets management, Transcription & translation, document management; Accounting System: Billing Services, accounting, transactions, general accounting, tax consultancy & compliance,

**Unit III: Risk management;** benefits at the station, recruiting & staffing, payroll services, hiring administration, records management, team building, etc.

**Unit IV - Front office management & Safety:** What is a Call Center? According to location of process- International & Domestic; According to process: Inbound, outbound & blended; According to characteristic: Voice Based & Web Based; According to functionality: Real Call Center & Virtual Call center; Key Technical Support

**Unit V - Provide technical support to customers within and outside organization:** Troubleshooting for Customers using products & services like PC's, Printers, internet, Office Safety Checklist, handling and lifting techniques, health and safety management system, PP equipment, risk assessment, safety signs, workplace safety.

### Course Title - Process in BPM-II

Course No. GBSE104P

Max. Marks: 50 (35I+15E)

#### Objective

The aim of the course is to enable students to develop the concept of processes in BPM industry. It shall also provide understanding of various front and back office procedures at the BPM sector of IT/ITeS Industry

#### Learning Outcome

- Able to outline the various Call Center functionality. (Practical)
- Perform tasks to the required workplace standard (Practical)
- Document safety records according to organisational policies. (Practical)
- Work safely and apply HSE practices in the training environment including using appropriate personal protective equipment (PPE) where required (Practical)
- Follow emergency response procedures (Practical)

- Introduce yourself and the purpose of your call, following standard scripts (Practical)

### List of Practical

- Capacity Planning
- Accounting System
- Team Building
- Document Management
- Call Center Functionality
- Troubleshooting
- Workplace Safety

### Books Recommended

#### Text Book

- Fundamentals of Business Process Management (2013). Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer-Verlag Berlin Heidelberg  
<http://www.springer.com/us/book/9783642331428>

#### Reference Books

- **Concentrix Material**
- BPMN Method and Style, Second Edition, with BPMN Implementer's Guide. Bruce Silver
- Improving Business Processes (Pocket Mentor). Harvard Business Review
- The Process: Business Process Modeling using BPMN. Alexander Grosskopf, Gero Decker, Mathias Weske

## Course Title-Spreadsheet Modelling

Course No. **GBSE105**

**Course Credit: 03(1-0-2)**  
**Max. Marks:50 (15I+35E)**

### Objective

To handle volume of data in effective manner, improve their analytical skills and make them understand about the role of data in a business

### Learning Outcome

- The student will be able to maintain data
- Will understand the ways to collect the data (Online Surveys & Business tools).
- To do online and offline Projects based on the tools in excel
- The students will be able to present the data in structured way to arrive and support the business decisions.
- Work with spreadsheets and save them in different formats for developing proper formats. (Theory)
- Create mathematical and logical formulas using standard spreadsheet functions. (Theory)
- Choose, create and format charts to communicate information meaningfully. (Theory)
- Work with tables and lists to analyze, filter and sort data to analyse the results for different data sets (Theory)
- Enhance productivity by working with named cell ranges, macros and templates. (Theory)

**Unit I- Introduction to MS-Excel:** Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges,

**Unit II- Functions &Formulae:** Date and time Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, formatting charts, Creating Database, Sorting Data, Filtering, etc. Pivot Table, Picot Chart, Coding of Data in Excel, Statistical functions (countif, countblank, rank), Text functions (left, right, mid, trim, concatenate), Financial functions (pv, fv, pmt), Lookup functions (hlookup, vlookup), Two level nested functions.

**Unit III- Analysis: Using Tables,** Create, Modify a pivot table/data pilot, Filter, Sort data in a pivot table/data pilot, Use one-input, two-input data tables/multiple operations tables; Sorting and filtering: Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Customer feedback analysis using Google Doc

**Unit V: Case study** Use of Data Analysis tool to solve Problems related to Marketing, Use of Data Analysis tool to solve Problems related to Human Resource

**Unit V: Case study** Use of Data Analysis tool to solve Problems related to Operations, Use of Data Analysis tool to solve Problems related to Finance



## Course Title-Spreadsheet Modelling

**Course No. GBSE105P**

**Max. Marks: 50 (35I+15E)**

To handle volume of data in effective manner, improve their analytical skills and make them understand about the role of data in a business

### Learning Outcome

- Will be able to present the data in structured way to arrive and support the business decisions. (Practical)
- Will be able to maintain and collect the data (Online Surveys & Business tools) (Practical)
- To do online and offline Projects based on the tools in excel (Practical)
- Creating Spreadsheet and enter data into cells. Edit rows and columns in a worksheet. Copy, move, delete and appropriately rename worksheets. (Practical)
- Format numbers and text content in a spreadsheet. And adjust spreadsheet page settings and check and correct spreadsheet content before finally printing spreadsheets. (Practical)
- Creating charts, tables, pivot table and applying various functions and formulas. (Practical)
- Applying filter and sorting functions to the given data. (Practical)
- Will be able to make analysis in different areas of management. (Practical)

### Practical:

1. Charts and Tables
2. Text Functions
3. Date and time Functions
4. Statistical functions
5. Financial Function
6. Pivot
7. Look Up
8. Nested
9. Case Study Analysis in different areas
10. Sorting functions
11. Google form development and Analysis

### Recommended Books

#### Text Books

1. Statistics for Managers using Microsoft excel, PHI Learning Private Limited, 2010 by Levine, Stephan, Krehbiel and Berenson.
2. Excel Data Analysis: Modeling and Simulation 2010. Springer, by Hector Guerrero (Author)

#### Reference Books

1. Managerial Statistics”, Cengage Learning, by Gerald Keller., “
2. Statistics for Management”, Tata McGraw Hill Publishing Company, by Dr. Srivastava T.N.
3. Research Methodology Concepts and Cases, Vikas Publishing House Private Limited, 2011 by Dr. Deepak Chawla, Dr. Neena Sondhi.,

## Course Title-People Management in BPS

**Course No. GBGE104**

**Course Credit: 03(3-0-0)**  
**Max. Marks: 100 (30I+70E)**

### Objective

To introduce the concepts, theoretical frameworks, issues in HRM and make participants understand the role of HRM in organisations.

### Learning Outcome

- The students will be able to develop their interpersonal skills, and to
- The students will be able to understand the effectiveness of work as managers or professionals in a team.
- Will be able to Manage their work to meet requirements
- Able to elaborate the objectives and functions of Human Resource Management (Theory)
- Able to outline the recruitment and selection process in the BPS. (Theory)
- Will be able to prepare the steps involved in Job analysis (Theory)
- Managing basic remunerations and benefits. (Theory)
- Evaluating jobs and its methods and managing ethical issues in HRM (Theory)

- Perform consistently in accordance with the organisation's goals and objectives and organisational/professional codes of conduct (Theory)
- Reflect individual responsibilities and accountabilities in work goals and plans in accordance with organisational and legal requirements. (Theory)
- Demonstrate behaviours that promote professionalism in the learning environment (Theory)
- Plan and undertake work collaboratively with colleagues through sharing information and ideas and working together on agreed outcomes (Theory)
- Complete administrative duties accurately, systematically and within required timeframes (Theory)
- Obtain, evaluate and act upon feedback from clients and colleagues (Theory)
- Plan and undertake work collaboratively with colleagues through sharing information and ideas and working together on agreed outcomes (Theory)

**Unit I** – Introduction: Understanding the nature and scope of Human resource management, Functions and objectives of HRM, Role of HR, HR department structure & HR strategy

**Unit II** - HRP, Recruitment & Selection: Nature and importance of Human resource planning, Recruitment & Selection process in BPS, Meaning and importance placement and induction.

**Unit III** – Training, Development & Job Analysis: Training & human resource development, Performance appraisal, career development and planning, Job analysis, job description and job design, job specification, job simplification and quality of work life (QWL).

**Unit IV** – Remunerations & Benefits: Managing basic remunerations, Basic concepts & Importance of compensation plan, fringe benefits, incentives, and social security schemes.

**Unit V** - Job Evaluation & Ethical Issues: Significance of Job evaluation, Methods of Job evaluation (BPS Specific), managing ethical issues in human resource management

### Recommended Books

#### Text Book

1. Human Resource Management, 7th Edition by Stephen Robins
2. Human Resource Management, TATA Mc Grawhill by K.Aswathappa,

#### Reference Books

1. Gary Dessler, Human Resource Management, PHI

#### Web Links

- <https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>  
<http://cec.nic.in/E-Content/Pages/default.aspx>  
<https://www.youtube.com/watch?v=f60dheI4ARg>  
<https://www.youtube.com/watch?v=7wnpfZRPkNU>

### Course Title-Customer Relationship Management

Course No. GBGE105

Course Credit: 03 (3-0-0)  
 Max. Marks: 100 (30I+70E)

#### Objective

To provide a thorough understanding of customer-retailer relationship and the ways to manage it.

#### Learning Outcome

- The student will be able to understand the principle of marketing
- The students will be able to understand the principle for managing the customers in online or off-line mode.
- The students will be able to handle the customer calls and resolve their issues related to purchase and after sales and service of product/service.
- Apply the basic principal of marketing while dealing with customers. (Theory)
- Outline the objectives, benefits and types of customer relationship management (Theory)
- Work in alignment with the orgnaisation goals and objectives. (Theory)
- Able to handle the customer calls and resolve their issues related to purchase and after sales and service of product/service. (Theory)
- Use principle for managing the customers in online or off-line mode. (Theory)
- Establish contact with customers, following your organization's procedures (Theory)

- Obtain information from customers to identify their needs (Theory)
- Handle customer queries, objections and rebuttals following standard scripts (Theory)
- Adapt your approach and style to customer preferences, within the limits of your competence and authority (Theory)
- Read carefully, summarize, and obtain customer confirmation of, your understanding of queries (Theory)

**Unit-1:** Marketing, Difference between marketing and selling; core concepts of marketing; Four and Seven P's of marketing, marketing mix; marketing process; marketing environment

**Unit-2:** CRM- Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM & Technology- Creating a CRM culture- Building blocks of CRM- CRM Strategies- Types of CRM.

**Unit-3:** Planning CRM Project- General Business Goals and Objectives- Framework of Successful CRM- CRM: Implementation Steps- Role of CRM and Employees, the HCRM Model, Way Forward.

**Unit-4:** Sales Force Automation (SFA)- Overview, Strategic Advantages, Disadvantages, SFA at Inception and Today- Call center- Objectives, Classification, Functionality, Developments- CRM & Data Warehousing- Steps

**Unit-5:** CRM Marketing Initiatives- What is ECRM? - Levels, ECRM Tools- Difference between CRM and ECRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls.

### Recommended Books

#### Text Book

1. Customer Relationship Management, Himalaya Publishing House, 2010 edition. By Dr. K. Govinda Bhat
2. Marketing Management, Pearson Education, New Delhi by Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha,

#### Reference Books

1. Relationship Marketing, McGraw Hill, 1997, 2. Paul Green Berg – CRM, Tata McGraw Hill, 2002 by S. Shajahan
2. Marketing Management, McGraw Hill, New Delhi by Sakena, Rajan,
3. Marketing, Cengage Learning, New Delhi by Zikmund, William G,
4. Marketing Management, Excel Books, New Delhi by Panda, Tapan K,

#### Web Links

- <https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>  
<http://cec.nic.in/E-Content/Pages/default.aspx>

### Course Title -Soft Skills

**Course No. GBSE101**

**Course Credit: 03 (1-0-2)**  
**Max. Marks:50 (15I+35E)**

#### Objective

Courses on soft skills are intended to improve the communication skills enrich personality development and knowledge of the students.

#### Learning Outcome

- Enhance the employability of the students.
- Bridge the gap between the skill requirements of the employer or industry and the competency of the students
- To develop professionals with idealistic, practical and moral values.
- Make use of the important elements of Soft Skills in the workplace. (Theory)
- Able to make use of verbal and non-verbal communication wherever required at the workplace. (Theory)
- Able to articulate their emotions using verbal and non-verbal communication. (Theory)
- Able to handle customers over telephone and directing him on the phone. (Theory)
- Outline the various procedures for developing body language and team work. (Theory)
- Will be able to balance optimism and pessimism for good outcomes. (Theory)
- Able to make use of proper Listening Skills required to solve the queries of customers (Theory)

**Unit I- Importance of Soft Skills:** Customer Orientation & BPOs, Soft Skills, Active Listening, Empathy, Building Assertiveness, Service No, Types of Customers/Dealing with Irrate Customers, Apology, Building Rapport,

**Unit II- Transactional Analysis:** Attention Grabber, Verbal and Non-Verbal Communication, workplace Communication, Ego States, Role Play

**Unit III-** Assertive Behaviour, Handling Different Type of Customers, Giving and Receiving feedback, Importance of Communication skill, Effective listening skill, Emotional Intelligence

**Unit IV: Telephone Etiquette:** Dos and Don'ts, Communicating effectively, Opening and Closing a Customer Service call, Paraphrasing, Directing a Customer Over The Phone, Handling an Angry Customer, Handling Customer Queries, The Call Flow, Business Meetings

**Unit V: Body Language:** Dress and appearance, problem-solving in intercultural communication; Character building; Team-work

### Course Title -Soft Skills

Course No. GBSE101P

Max. Marks: 50 (35I+15E)

#### Learning Outcome

- Make use of Presentation Skills (Practical)
- Able to outline the importance of Role Plays in the organization (Practical)
- Will be able to provide the procedure use in Business Meetings (Practical)
- Will be able to work in various Team for completing the assigned Work (Practical)
- Demonstrate behaviours that promote professionalism in the learning environment (Practical)
- Receive feedback on own performance at different levels (Practical)

#### List of Practical

- Listing skill
- Presentation Skill
- Role Plays
- Call Flow
- Business Meetings
- Team work
- Case study

#### Suggested Readings

##### Text Book

1. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal
2. Concentrix Material

##### Reference Books

1. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
2. Soft Skills Training: A Workbook to Develop Skills for Employment by Frederick H. Wentz
3. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success by Gopaldaswamy Ramesh (Author)
4. Sizzling Soft Skills For Spectacular Success by Ameer Ali.

##### Web Links

<https://www.youtube.com/watch?v=5tqu6r4Bmj8>  
<https://www.youtube.com/watch?v=PlumypOgAfE>  
[https://www.youtube.com/watch?v=\\_tG9YHe](https://www.youtube.com/watch?v=_tG9YHe)

### Course Title -Value Education

Course No. GBSE101

Course Credit: 03 (3-0-0)  
Max. Marks: 100 (30I+70E)

#### Objective

To provide guiding principles and tools for the development of the whole person recognizing that the individual is comprised of Physical, Intellectual, Emotional and Spiritual dimensions.

#### Learning Outcome

- The students will be able to think about and reflect on different values.
- Inspire students to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening.
- Able to outline the need, objectives and types of Value Education. (Theory)

- Will be able to make use of self-Exploration and Ethical Corporate Behaviour in the organisation (Theory)
- Apply the Social Values wherever required. (Theory)
- Apply ethical and inclusive practices in professional practice (Theory)
- Make the application of 7 Habits when required in the organisation. (Theory)
- Will make the swachh Bharat Campaign as important aspect of your organization (Theory)
- Use resources correctly and efficiently (Theory)
- Keep your immediate work area clean and tidy (Theory)
- Ensure your work meets the agreed requirements (Theory)

**Unit I: Value Education**-Introduction – Definition of values, Need for Inculcation of values –Object of Value Education-Sources of Value – Types of Values: i) Personal values ii) Social values iii) Professional values iv) Moral and spiritual values v) Behavioral (common) values

**Unit II- Self Exploration:** Self Exploration–what is it? - its content and process, Ethical Corporate Behaviour, its Development, Ethical Leadership.

**Unit III- Values and Ethics:** Concepts, Human Values-Classification of Values, Understanding Harmony in the Human Being

**Unit IV- Social values** – Definition of Society – Units of Society – Individual, family, different groups – Community – Social consciousness – Equality and Brotherhood – Dialogue – Tolerance – Responsibility

**Unit V-** Swachh Bharat Abhiyan (Activity)

### Recommended Books

#### Text Books

Eternal Human Values NCERT-Campus Sri Aurobindo Marg., New Delhi by Prof.R.P.Dhokalia.,

#### Reference Books

1. Values for life, Better yourself Books, Bandra Mumbai by Dr. S. Ignacimuthu S.J.,
2. Values (Collection of Essays) by Sri Ramakrishna Math, Chennai-4., (1996)

#### Web Link

1. <https://www.bing.com/videos/search?q=value+education+videos&qpvvt=value+education+videos&view=detail&mid=F45E0FD8A0D9D367E178F45E0FD8A0D9D367E178&&FORM=VRD GAR>
2. <https://www.bing.com/videos/search?q=Importance+of+Values+Education&&view=detail&mid=52AFAB098F37E8E4813252AFAB098F37E8E48132&&FORM=VDRVRV>
3. <https://www.bing.com/videos/search?q=Importance+of+Values+Education&&view=detail&mid=93231659A8367A7ECE1293231659A8367A7ECE12&&FORM=VDRVRV>

## SEMESTER III

### Course Title- Communication Skills –II

Course No. GBSE201

Course Credit: 04 (1-0-2)  
Max. Marks:50 (15I+35E)

#### Objectives

To make students well versed with at the business communication skills and enhance the ability of interaction with others

#### Learning Outcome

- To develop skills of effective communication - both written and oral.
- Understand the implications in various Business Activities of BPOs
- Understand the nature of a business process service organizations
- Able to records and develop the reports required in appropriate format while making customer interactions (Theory)
- Discuss and refer the issue/problem with the team and supervisor regarding customer complaints adhere to organizational guideline (Theory)
- Will be able to develop the important notices/minutes and document regarding customer calls (Theory)
- Avoid use of jargons, slangs and technical words (Theory)

- Balance customer's expectations with the organization's service offerings (Theory)
- Ensure the use of language in appropriate manner and while greeting the customer (Theory)

**Unit I - Business Writing:** Writing applications- for Business (e.g. applying for a Loan, Salary advance, Refund etc.); Job application, Leave applications

**Unit II- Group Discussions** - Conflict and Negotiations - Presentation and Interviews, Framing questions and answers- Practice Sessions on current topics using Mock Discussions,

**Unit III:** Notices, Agenda, Minutes, Handbooks, Manual; Digital Literacy: Copyright, Trademark & patents

**Unit IV- Speeches** - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc); Sentence Structure and Length - Paragraph Structure and Length - Final Draft

**Unit V –Idioms and Phrases,** British Idioms, Reading Comprehension, Passages, Neuro Language (practice player)

## **Course Title- Communication Skills –II**

**Course No. GBSE201P**

**Max. Marks: 50 (35I+15E)**

### **Objectives**

To make students well versed with at the business communication skills and enhance the ability of interaction with others

### **Learning Outcome**

- Applying for Leave, Job Application (Practical)
- Make use of Presentations, Mock Interviews, Mock Discussions for improving communication skill (Practical)
- Developing Notices, Agenda, Minutes of Meeting, Manuals (Practical)
- Able to read, write and interpret the Paragraph, Reading Comprehensions (Practical)
- Make use of Passages and Neuro Language (Practical)

### **List of Practical**

- Applying for Leave, Job Application
- Presentations, Mock Interviews, Mock Discussions
- Developing Notices, Agenda, Minutes of Meeting, Manuals
- Paragraph Writing, Reading Comprehensions
- Passages, Neuro Language
- Applying for Leave, Job Application (Practical)
- Make use of Presentations, Mock Interviews, Mock Discussions for improving communication skill (Practical)
- Developing Notices, Agenda, Minutes of Meeting, Manuals (Practical)
- Able to read, write and interpret the Paragraph, Reading Comprehensions (Practical)
- Make use of Passages and Neuro Language (Practical)

### **Suggested Readings**

#### **Text Books**

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, Norh Chitrai Street, Madurai
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
3. Information Technology, NVEQ Level 3 – Class XI, IT301-NQ2012-Digital Literacy Student's Handbook

#### **Reference Books**

1. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
2. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
3. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.

#### **Web Links**

<http://learnenglish.britishcouncil.org/en>

<https://www.duolingo.com/>

<http://www.bbc.co.uk/learningenglish>

<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>

<https://www.youtube.com/watch?v=I6IAhXM-vps>

<http://www.espressoenglish.net/wp-content/uploads/2012/02/Free-English-Grammar-eBook-Beginner.pdf>  
[https://www.youtube.com/watch?v=\\_tG9YHeZT2A](https://www.youtube.com/watch?v=_tG9YHeZT2A)  
<https://www.youtube.com/watch?v=5tqu6r4Bmj8>  
<https://www.youtube.com/watch?v=PIumypOgAfE>

### **Course Title- Database Management System**

**Course No. GBSE202**

**Course Credit: 04 (1-0-2)**  
**Max. Marks:50 (15I+35E)**

#### **Objectives**

The aim of the course is to enhance the skills for developing web database applications, learn storage and indexing of data, integrate knowledge to databases and examine database concepts.

#### **Learning Outcome**

- The students will be able to use fundamental concepts of DBMS and its application in different areas, storage, manipulation and retrieval of data using query languages.
- The student will be able to provide data/information in standard formats
- The student will be able to devise data models and query languages
- Will be able to use fundamental concepts of DBMS
- Carry out application of DBMS in different areas,
- Make storage, manipulation and retrieval of data using query languages
- Will be able to provide data/information in standard formats
- Review and use the knowledge and skill to devise data models and query languages
- Establish and agree with appropriate people the data/information that is provided, the formats in which it is provided, and when it is provided
- Provide complete, accurate and up-to-date data/information to the appropriate people in the required formats on time.

**Unit I- Introduction to Database System:** Basic concepts and definitions, Concept of files, record, data, information retrieval. Comparison between Conventional System and Database System, Classification of DBMS Users, Data dictionary, DBMS operations performed on DBMS System, Database Languages.

**Unit II - Database System Concepts and Architecture:** Introduction, Schemas, Three Level of Architecture, Mappings, Data Independence: Logical data Independence, Physical data Independence, Classification of Database Management Systems.

**Unit III- Introduction to MS-Access:** Overview of Access - What is Access used for Access Basics

**Unit IV: Data Compiling in MS-Access:** Importing & Exporting the data to access Creating Tables - Using the Wizards in Access

**Unit V: Queries in MS-Access:** Join Function - Make Table query - Append Query - Update query - Cross tab query Forms & Reports in Access: Designing forms - Using Queries in forms - Using Macros in forms - Generating report using forms Project - 1 & Project – 2

### **Course Title- Database Management System**

**Course No. GBSE202P**

**Max. Marks: 100(35I+15E)**

#### **Objectives**

The aim of the course is to enhance the skills for developing web database applications, learn storage and indexing of data, integrate knowledge to databases and examine database concepts.

#### **Learning Outcome**

- Will be able to Creating Tables in MS-Access (Practical)
- Carry out the Use of Data Definition Commands (Practical)
- Apply the Data Manipulation Commands (Practical)
- Review knowledge, skill component and make use of Data Query Commands wherever applicable (Practical)
- Report the use of Joint Functions command (Practical)
- Ensure the Linking MS Access to frontend (Practical)

#### **List of Practical:**

1. Creating Tables

2. Data Definition Commands
3. Data Manipulation Commands
4. Data Query Commands
5. Joint Functions
6. Case Study of Schemas
7. Case Study- Mobile Based
8. Linking MS Access to frontend

### Books Recommended

#### Text Books

1. Introduction to Data Management Systems by Atul Kahate, Pearson Education Pub
2. Fundamentals of Database Systems by Elmasri/Navathe/Adison Wesley

#### Reference Books

1. An introduction to database systems by C.J.Date,Adison Wesley
2. Fundamentals of Database Management System by Dr.Renu vig and ekta Walia – an ISTE, Publications.
3. Microsoft Access 2010 VBA Programming”, Inside Out - Andrew Couch Materials from times Pro.

#### Web Links

<https://www.youtube.com/watch?v=wez3fXrjBAE&list=PLmXKhU9FNesR1rSES7oLdJaNFgmuj0SYV>  
<https://www.youtube.com/watch?v=BUE-XJEHp7g>  
<https://www.youtube.com/watch?v=PZAqojDEIw>  
<https://www.youtube.com/watch?v=8PiD4awKjQw>  
[https://www.youtube.com/watch?v=XQ6ixJc8Q\\_Y](https://www.youtube.com/watch?v=XQ6ixJc8Q_Y)  
<https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>  
<http://cec.nic.in/E-Content/Pages/default.aspx>

### Course Title- Environmental Science

**Course Credit: 04 (4-0-0)**  
**Max. Marks: 100 (30I+70E)**

#### Course No. ZBGE201

#### Objective

To create awareness between the students about our ecosystem, related problems and our role in that. The course also aim to encourage students to solve the environment related problems

#### Learning Outcomes

- By the end of the course Students will think on ecosystem and environment problems; make other people aware about environment problems

**Unit 1: Multidisciplinary nature of environmental studies:** Natural Resources, Natural resources and associated problems; Forest, Water, Mineral, Food, Energy, Land resources; soil erosion and desertification; Role of an individual in conservation of natural resources.

**Unit II - Ecosystems:** Ecosystem: Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession; Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem.

**Unit III - Biodiversity and its conservation:** Ecosystem diversity; Biogeographical classification of India; Value of biodiversity; Biodiversity at global, National and local levels; India as a mega-diversity nation; Threats to biodiversity; Conservation of biodiversity.

**Unit IV - Environmental pollution:** Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks; Swachh Bharat Abhiyan, Solid waste management.

**Unit V - Fundamentals:** Global warming, Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act.

#### Field work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

#### Recommended Books

#### Text Books

E- book: <https://ugc.ac.in/oldpdf/modelcurriculum/env.pdf>



### Reference Books

1. Industrial Safety and Health management” Pearson Prentice Hall,2003 by C. Ray, Asfahl
2. National Safety Council, “Accident Prevention Manual for Industrial Operations”, N. S. C. Chicago, 1988.
3. Industrial Accident Prevention” McGraw-Hill Company, New York,1980 by Heinrich H.W.

### Course Title- Introduction to Operations Research

Course No. ZBGE201

Course Credit: 04 (3-1-0)  
Max. Marks: 100 (30I+70E)

### Objective

The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.

### Learning Outcome

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimisation problems.
- Use mathematical software to solve the proposed models.
- Develop a report that describes the model and the solving techniques and propose recommendations in language understandable to the decision making in Management.

**Unit I - Operations Research:** Evolution, methodology and role in managerial decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations;

**Unit II - Graphical and Simplex Methods:** Formulation of problem and its solution by graphical and simplex methods

**Unit III – Transportation and Assignment Problems:** Transportation problems, assignment problems including traveling salesman’s problem.

**Unit IV - PERT/CPM:** Difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and float.

**Unit V - Decision Theory and Simulation:** decision making under uncertainty and risk, decision trees, Game theory, pure and mixed strategy games; Simulation; meaning, process, advantages, limitations and applications.

### Books Recommended

#### Text Books

1. Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi. By Vohra, N.D.
2. Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi. Sharma, J.K.,

#### Reference Books

1. Operations Research, Prentice Hall of India, N.Delhi.by Paneerselvam,
2. Operations Research: An Introduction, Prentice Hall of India, N.Delhi. by Taha,
3. Operations Research, Vikas Publishing House, New Delhi. By Kalavathy,
4. Introduction to Management Science. Prentice Hall. By Cook TM & Russell RA. 1989.
5. Principles of Operation Research. Prentice Hall. By Wagner HM. 2005.
6. Operations Research; Sultan Chand & Sons, New Delhi. By Kapoor, V.K.,

#### Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>

<https://www.swayamprabha.gov.in/index.php/program/archive/5>

### Course Title-Accounting & Finance for BPS

Course No. ZBGE201

Course Credit: 04 (3-1-0)  
Max. Marks: 100 (30I+70E)

### Objective

The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on developing the understanding of accounting norms and principle.

### Learning Objective

- Students will be able to record and report the financial transactions of the business.
- Demonstrate an understanding of the context within which Management Accounting is used for planning and control purposes.
- Prepare cost estimates using appropriate assumptions.

**Unit I - Introduction:** Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

**Unit II - Conceptual Frame work:** Accounting Concepts, Principles and Conventions, Cooperate accounts-share capital, overview of corporate accounting.

**Unit III - Recording of transactions:** Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Trial Balance.

**Unit IV - Depreciation:** Meaning, need & importance of depreciation, methods of charging depreciation, Costing and pricing

**Unit V - Preparation of final accounts:** Preparation of Trading and Profit & Loss Account, Understanding of final accounts of a Company, Computerised Accounting: Computers and Financial application, Capital budgeting, BPO specific Financial Metrics

### Recommended Books

#### Text Book

1. E-Book: <http://www.textbooksonline.tn.nic.in/Books/11/Std11-Acct-EM.pdf>
2. E-Book: <http://www.targetpublications.org/download/11-commerce/std-11-book-keeping-and-accountancy.pdf>
3. Book Keeping and Accounting by Aggrawal

#### Reference Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

#### Web Links

1. <https://schools.aglasem.com/15181>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
3. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

## SEMESTER IV

### Course Title-Social Networking and Digital Marketing

Course No. GBSE204

Course Credit: 03 (1-2-0)  
Max. Marks: 100 (30I+70E)

#### Objective

The aim of the course is to develop the understanding of students in terms of social networking & digital marketing

#### Learning Outcome

- Understand the key concepts of digital marketing
- Understand and make use of various web presence options
- Recognize different social medial platforms
- Understand and use analytics services to monitor and improve online campaigns.

**Unit I: Digital Marketing Concepts:** Digital Marketing elements; Goals for using Digital marketing, legal and regulatory obligations using digital marketing, Elements of digital marketing strategy, Cyber Security-Concept

**Unit II- Web Presence:** Possible web presence solutions Content management system, Website design terms, Methods for promoting, Search engine optimization and its importance.

**Unit III- Social Media Management:** Social media profile, Different types of profiles, Editing and Posting on social media profile, scheduled post, Video marketing, URL shortener, Viral, Call to action: get a quote, sign up, buy now, download app; Importance in generating leads through social media platforms.

**Unit IV- Data & Web Analytics:** Understand the term analytics, Set up an analytics report for a campaign, Split testing, Web traffic; Understand common analytics terms

**Unit V-Social Media Insights:** Social media insights, E-mail Marketing and Online Advertising Analytics: Understand common e-mail analytics terms, Common online advertising analytics terms

#### Practical

1. Search Engine Optimisation
2. Promotion of websites in Social media

3. Posting of news, event, etc.
4. Video Marketing
5. Online Survey
6. Case Study on Social Networking analytics
7. Advertisement creation Online
8. Creation of Blogs
9. Promotion of Blogs

### **Books Recommended**

#### **Text Book**

1. Social Media Marketing for Dummies, A Wiley Brand, by Shiv Singh and Stephanie Diamond, 3<sup>rd</sup> Edition

#### **Reference Books**

1. Understanding Digital Marketing: Marketing Strategies for Engaging the digital generation by Damian Ryan, Kogan Page, 4<sup>th</sup> edition
2. Digital Marketing by Vandana Ahuja, Oxford University Press
3. The social media marketing book, by Dan Zarrella, O'Reilly, 7<sup>th</sup> Edition
4. Digital and Social Media Marketing, by Aleksez Heinze, Gordan Fletcher, Tahir Rashid and Ana Cruz, Routledge

### **Course Title-Business Statistics**

**Course No. ZBSE205**

**Course Credit: 03 (1-2-0)**  
**Max. Marks: 100 (30I+70E)**

#### **Objective**

To acquaint the students with important statistical techniques for managerial decision-making.

#### **Learning Outcome**

- By the end of course student will be familiarize with various statistical data analysis tools that can be used for effective decision making.
- Develop the understanding about the various ways of interpreting and presenting the data
- Develop the understanding of making the multivariate analysis of data

**Unit I - Statistics:** Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs

**Unit II - Measures of Central Tendency:** Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures;

**Unit III- Measures of Dispersion:** Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

**Unit IV - Correlation & Regression:** Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, rank correlation, coefficient of determination, lines of regression, co-efficient of regression.

**Unit V – Multivariate Analysis:** Overview about using Principal Component Analysis, Discriminant Analysis, Cluster Analysis.

### **Books Recommended**

#### **Text Book**

1. Business Statistics, Tata McGraw Hill Publishing Company, New Delhi by Vohra, N. D.,

#### **Reference Books**

1. Levin, R.I. and D.S. Rubin, *Statistics for Management*, Prentice-Hall of India.
2. Aczel, Amir D., and Sounderpandian, J., *Complete Business Statistics*, Tata McGraw Hill Publishing.
3. Anderson, Sweeny and Williams, *Statistics for Business and Economics*, Cengage Learning, New Delhi
4. Vohra, N. D., *Business Statistics*, Tata McGraw Hill Publishing Company, New Delhi

#### **Web Links**

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

### **Course Title-Business Intelligence and Logical Analytics**

**Course No. GBGE204**

**Course Credit: 04 ((3-1-0)  
Max. Marks: 100 (30I+70E)**

### **Objective**

The course will aim to build the understanding of students about Business Intelligence and Logical Analysis so that they can get awareness about modern business analytics and decision making in organizations today

### **Learning Outcome**

- The student will be able to undertake central element in collecting, integrating, knowledge discovery of an organization's data
- Understand the role of data in a business
- Presenting the data in structured way to arrive and support the business decisions.
- Understand the design and management of data warehouse (DW) and business intelligence (BI) systems

**Unit I: Introduction to Business Intelligence:** Framework for Business Intelligence – Intelligence Creation – Transaction Processing Versus Analytic Processing – Major Tools and Techniques of BI.

**Unit II: Data Warehousing** –Process – Architecture – Data Integration – Data Warehouse Development – Data Warehousing Implementation – Real Time Data Warehousing – Data Warehouse Administration.

**Unit III: Business Performance Management** – Strategize – Plan – Monitor – Performance Measurement – BPM Methodologies – Performance Dashboards and Scorecards.

**Unit IV: Data Mining for Business Intelligence** – Concepts and Definition – Applications – Data Mining functionalities- clustering/classification/predictive - Process – Methods – Artificial Neural Networks – Data Mining Software Tools, Text and Web Mining – Concepts –Text Mining Applications – Process – Tools – Web Mining Overview – Web Content Mining and Web structure – Web usage Mining.

**Unit V: Business Intelligence Implementation:** Integration and Emerging Trends – Implement BI – BI and Integration – Connecting BI systems to Databases and other enterprise systems – On – Demand BI – Issues of Legality, Privacy and Ethics – Emerging Topics in BI.

### **Books Recommended**

#### **Text Book**

1. Business Intelligence A Managerial Approach, Pearson Publications by Efraim Turban et al., 2012
2. Data Mining for Business Intelligence, Wiley Publication by Galit Shmueli et al., 2011

#### **Reference Books**

1. Business Intelligence: A Managerial Perspective on Analytics (3rd Edition). Pearson by Ramesh Sharda
2. Business Analysis for Business Intelligence 1st Edition. Auerbach Publications by Bert Brijs
3. Data Warehousing For Dummies by Thomas C. Hammergren
4. Business Intelligence For Dummies by Swain Scheps

#### **Web Links**

[http://cs.ulb.ac.be/public/\\_media/teaching/infoh415/dwnotes.pdf](http://cs.ulb.ac.be/public/_media/teaching/infoh415/dwnotes.pdf)

<http://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>

### **Course Title: E-Commerce**

**Course No. GBGE205**

**Course Credit: 04 ((4-0-0)  
Max. Marks: 100 (30I+70E)**

### **Objective**

To highlight the growing importance of e-commerce for the area of direct marketing as well as to explain the relationship between direct marketing and e-commerce, and factors that affect marketers while achieving marketing objectives.

### **Learning Outcome**

- After completing the course, the student will be elucidating the conceptual Framework of e-business and to explain various e-business models and strategic options. This course would further help the students to understand global e-marketing and e-services models.

**Unit I – Frame Work:** Conceptual Framework of E-business, E-Commerce and M-Commerce; Web Based Tools for e-Commerce; E-Enabled Business Process Transformations and Challenges; E-Business Technology and Environment; E-Business Applications.

**Unit II - E-Business Models:** Business Models and Revenue Models over Internet; Emerging Trends in E-Business; E-Governance; Digital Commerce; Mobile Commerce; Strategies for E-Commerce, Internet based Business Models; Legal, ethical and Societal Impacts of E-Commerce.

**Unit III - Security Issues in E-Business:** Electronic Commerce Threats; Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates; Security Protocols and Public Key Infrastructure (PKI) for Security.

**Unit IV - Global E-Marketing:** Global E-Services; Electronic Processing of International Trade Documents; Policy Framework for Global E-Business.

**Unit V- Case study:** Applications in E-commerce and m-commerce

### **Books Recommended**

#### **Text Books**

1. Electronic Commerce – Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill. By Bharat Bhaskar , 2009.
2. E-Business and E-Commerce Management – Strategy, Implementation and Practice, 3rd Edition, Pearson Education. By Dave Chaffey.

#### **Reference Books**

1. International Business, 6th Edition, Oxford University Press. By Joshi
2. Electronic Commerce Strategy, 1st Edition, Cengage Learning. By Schneider Gary P. and Perry, James T. 2007.
3. Information Technology: Best Practices and Applications in Business, 5<sup>th</sup> ed; Prentice Hall. By Adikesavan T.
4. Computer Applications in Management, 3rd ed; Dreamtech Press, New Delhi. By Srivastava N.

#### **Web Links**

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. <https://www.youtube.com/watch?v=AhgtoQIfuQ4>
4. <https://www.youtube.com/watch?v=OnqFpeAqr3M>

### **Course Title: Cross-Culture Management**

**Course No. GBGE206**

**Course Credit: 04 ((3-1-0)  
Max. Marks: 100 (30I+70E)**

#### **Objective**

The objective of the course is to enable the students to develop the concept of diversity, cross-cultural and diversity issues and challenges and the benefits of diversity in the workplace. It shall also capitalize on the creativity and richness that diversity offers.

#### **Learning Outcome**

- Understand the cultures at International level
- Able to understand the cultural diversity at workplace
- Understand the work behaviour and values across cultures at national and international level

**Unit I: Cross-Cultural Management:** Meaning and Concepts; Cross-Cultural Puzzle of Global Human Resource Management; Global Strategy and Culture; International and Cross-Cultural Research: Types and Critiques.

**Unit II: Work Behaviour and Management Values across Cultures:** National Culture Vs Organization Culture; Coping with cultural differences; Understanding socialization; International Ethics and Culture;

**Unit III: Cultural Diversity:** Meaning and Nature; Diversity and exclusion: A critical workforce problem; The importance of valuing diversity; Cultural Synergy; The challenge of work force-diversity

**Unit IV: Multinational Decision Making:** Diversity Management Programmes; Diversity Management in International Organizations: Women in International Management

**Unit V: Case Study** on Cross-Culture Management

### **Books Recommended**

#### **Text Books**

1. Thomas, D.C. (2008): Cross-Cultural Management: Essential Concepts, Sage, New Delhi.
2. Adler, N.J. (2007): International Organizational Behavior, Cengage Learning, New Delhi.

#### **Reference Books**

1. Michalle E. & Barak, M. (2014): Managing Diversity: Towards a Globally Inclusive Workplace, Sage, New Delhi.
2. Rohmetra, N. and Gupta, A. (2014): Cross-Cultural Management: Practice and Research, Primus Books, New Delhi.
3. Valsinger, J. (2007): Culture in Minds and Societies: Foundations of Cross Cultural Psychology, Sage, New Delhi.
4. Rohmetra, N. (2005): Cultural Paradigm in Managing People and Organisations, Excel Books, New Delhi.
5. Luthans, F. (2008): Organization Behaviour (11th Ed.), Tata Mc Graw Hill, New Delhi.
6. Newstorm & Davis, K. (2002): Organization Behavior-Human Behavior at Work (10th Ed.), Tata Mc Graw Hill, New Delhi.

7. Prasad, L.M. (2004): Organizational Behaviour (3rd Ed.), Sultan Chand, New Delhi.
8. Smith, P.B., Peterson, M.F. & Thomas, D.C. (2008): The Handbook of Cross Cultural Management Research, Sage, New Delhi.
9. Rohmetra, N., Gupta, V. and Sharma, D. (2004): Transformative Organizations Across Globe, Response Books, Sage India, New Delhi.

**SEMESTER V**  
**Course Title-Project Management**

**Course No. GBSE301**

**Course Credit: 03 (2-1-0)**  
**Max. Marks: 100 (30I+70E)**

**Objectives**

To know the importance of project management how to approach successfully; To understand the project management design, development, and deployment.

**Learning Outcome**

- Develops the competencies, skills for planning and controlling projects.
- Help in understanding interpersonal issues for driving successful project outcomes.
- Will help the students to identify the key performance metrics for success of project
- Understand the common issues that arise in projects practice project management tools and techniques.

**Unit I - Project Management:** Project, Introduction to Project Management, Objective of Project Management, Project Characteristics, Classification of Projects; The Project Life Cycle, Phases of Project Management Life Cycle, Project Management Processes,.

**Unit II - Project Planning and Execution:** Project Identification Process, Project Initiation, Project Planning, Need of Project Planning, Project Planning Process, Feasibility Study, Project Break-even point

**Unit III - Project Execution & Termination:** Project Execution, Project Close-out, Steps for Closing the Project, Project Termination, Project Follow-up

**Unit IV - Project Controlling:** Project Performance Measurement, Project Performance Evaluation, Benefits and Challenges of Performance Measurement and Evaluation, Controlling the Projects, Work Breakdown Structure

**Unit V - Project Network and Benefit Analysis:** Development of Project Network, PERT, CPM Model, Project Management Information System, Social Cost Benefit Analysis, Steps for Project Success, Case Studies in Project Management

**Books Recommended**

**Text Books**

1. Projects, 7th edition, Tata Mc Graw Hill by P. Chandra
2. Textbook of Project Management. MacMillan. Ramamoorthy VE. 2005.

**Suggested Readings:**

1. Project Management, Tata Mc Graw Hill by S. Chaudhary:
2. Project Management, Vikas publishing house. By Bhavesh M Patel, 2000.
3. Project Management, Himalaya publishing house. By Ramaraju Thirumalai, 2002.
4. Project Management, 2nd edition, Pearson Education by Jeffery K. Pinto 2012.
5. Project Management. New Age. By Gopal Krishan P & Nagarajan K. 2005.

**Web Links**

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

**Course Title-Research Methodology**

**Course No. GBSE302**

**Course Credit: 03 (1-2-0)**  
**Max. Marks: 100 (30I+70E)**

**Objective**

The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.

**Learning Outcome**

- Demonstrate familiarity with major concepts, theoretical perspectives, empirical findings, and historical trends
- Understand and apply basic research methods including research design, data analysis, and interpretation.

- Development of testable hypotheses, differentiate research design and/or statistics, evaluate aptness of research conclusions, and generalize them appropriately.
- Use research data to formulate or evaluate new research questions, using reason and persuasion in a logical argument.

**Unit I- Introduction to Research:** Meaning, Objectives, Understanding the language of research - Concept, Construct, Definition, Variable. Research Process

**Unit II- Research Design:** Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables.

**Unit III - Qualitative and quantitative research:** Qualitative research - Quantitative research – Concept of measurement, causality, generalization, replication. hypothesis testing; parametric and non-parametric tests

**Unit IV - Measurement:** Concept of measurement; Validity and Reliability; Levels of measurement - Nominal, Ordinal, Interval, Ratio; Attitude Scaling Techniques, Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking.

**Unit V - Types of Data and Report Writing:** Secondary Data - Definition, Sources, Characteristics, Primary Data - Definition, Advantages and disadvantages over secondary data, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey, Interpretation of Data and Report Writing - Layout of a Research Paper

### Books Recommended

#### Text Books

1. Research Methodology - C.R.Kothari

#### Reference Books

1. Business Research Methods, Thomson Learning , Bombay. By Millian G. Zikmund,
2. Business Research Methods, Tata McGraw Hills, New Delhi. By Donald R-Cooper and Pamela Schindler,
3. Millian J. Geode & Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi.
4. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
5. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

#### Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

### Course Title-Foreign Language

**Course No. ZBGE301**

**Course Credit: 02(2-0-0)  
Max. Marks: 100 (50I+50E)**

**Objective:** To familiarise the students with basics of foreign language so as to enhance the effectiveness of their work associated with other economies.

**1. French**

**OR**

**2. German: Max Muller for German Classes**

### Books Recommended

#### Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/1>

### Course Title-Consumer Affairs

**Course No.ZBGE302**

**Course Credit: 02(2-0-0)  
Max. Marks: 100 (30I+70E)**

#### Objective

To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.

#### Learning Outcome

- Provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.
- The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

**Unit 1: Conceptual Framework** - Concept of Consumer, Liberalization and Globalization, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST.

**Unit II: The Consumer Protection Law in India-** Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice

**Unit III: Grievance Redressal Mechanism under the Indian Consumer Protection Law** Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available.

**Unit IV: Role of Industry Regulators in Consumer Protection:** Banking: RBI and Banking Ombudsman; Insurance: IRDA and Insurance Ombudsman; Telecommunication: TRAI; Food Products: FSSAI; Electricity Supply: Electricity Regulatory Commission; Real Estate Regulatory Authority

**Unit V: Contemporary Issues in Consumer Affairs:** Misleading Advertisements and sustainable consumption, National Consumer Helpline, Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview

### Books Recommended

#### Text Book

1. *Consumer Affairs*, Universities Press. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007)

#### Suggested Readings

1. *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd. Choudhary, Ram Naresh Prasad (2005).
2. *Globalisation and Consumerism: Issues and Challenges*, Regal Publications. By G. Ganesan and M. Sumathy. (2012).
3. *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi by Suresh Misra and Sapna Chadah (2012).
4. *Consumer is King*, Universal Law Publishing Company by Rajyalaxmi Rao (2012).
5. *Consumer Right for Everyone* Penguin Books by Girimaji, Pushpa (2002).

#### Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/6>

## Course Title- Supply Chain Management

**Course Credit: 03(3-0-0)**

**Max. Marks: 100 (30I+70E)**

**Course No.GBGE303**

### Objective

The course introduces students to the concepts and processes of supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.

### Learning Outcome

- Define a supply chain and explain how supply chain should be managed
- State the main drivers of supply chain success and summarize the key concepts.
- Outline the critical role of relationship management for supply chain performance.
- Provide analytical support for supply chain management
- Maintain master data records for supply chain management

**Unit I Introduction:** Development of SCM concepts and Definitions – key decision areas – strategic; Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.

**Unit II Sourcing strategy:** Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.

**Unit III Distribution strategy:** Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.

**Unit IV Inventory Strategy:** Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation.

**Unit V - Warehousing:** Warehouse design and operations – inventory norms; **Distribution:** Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.

### Books Recommended

#### Text Books

1. *Supply Chain Management: Concepts and Cases*. Prentice Hall of India. By Altekar RV. 2006.

#### Reference Books

1. *Purchasing and Supply Chain Management*. Thomson Asia. By Monczka R, Trent R & Handfield R. 2002.



2. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House. Van Weele AJ. 2000.
3. Designing and Managing the Supply Chain, Concepts, Strategies and Case Studies, 3rd Edition, Irwin/McGraw Hill. By Simchi-Levi, David, Kamisnky, Philip, and Simchi-Levi, Edith (2008):
4. Essentials of supply chain management (2005), Jaico Publishing House by Dr. R.P. Mohanty and Dr. S. G. Deshmukh:
5. Supply Chain management (2008), Pearson Prentice Hall, ISBN: 978-0-13-608040-4. By Chopra, Sunil, P. Meindl, 4th edition:

#### Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

### Course Title-Entrepreneurship Development

Course No. GBGE304

Course Credit: 03 (3-0-0)  
Max. Marks: 100 (30I+70E)

#### Objective

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

#### Learning Outcome

- Build skills needed to start new ventures.
- Student will be able to develop Business Plans
- Understand the importance of feasibility report
- Will be able to explore the potential institutes for starting new business/venture

**Unit I - Entrepreneurship:** Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship

**Unit II - Starting the venture:** generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis

**Unit III - Feasibility study:** market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; presenting business plan to investors

**Unit IV - Functional plans:** marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning;

**Unit V - Financial Plans:** cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis; Sources of finance: debt or equity financing, commercial banks, venture capital;

**Unit VI – Supporting Institutions & IPR:** financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising

#### Books Recommended

##### Text Books

1. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, 2009.

##### Reference Books

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.
5. Forbat John, "Entrepreneurship" 1st Edition, New Age International, 2008.
6. Havinal, Veerbhadrapa, "Management and Entrepreneurship", 1st Edition, New Age International Publishers, 2008.
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, 2004. □ Janakiram B., Management & Entrepreneurship, Excel Books India, 2009.
8. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.

#### Web Links

1. [https://www.tutorialspoint.com/entrepreneurship\\_development/entrepreneurship\\_development\\_tutorial.pdf](https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf)
2. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRDGAR>
3. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpvt=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRDGAR>

4. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRDGAR>
5. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvpt=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&&FORM=VRDGAR>

## SEMESTER VI

### Course Title- Management Information Systems

**Course No.GBSE304**

**Course Credit: 02 (2-0-0)**  
**Max. Marks: 100 (30I+70E)**

#### Objective

The objective of this course is to develop an understanding and utility of MIS. The focus will be on imparting knowledge of the basic concepts, development, functions and usage of MIS.

#### Learning Outcome

- Knowledge in Management Information Systems.
- Identify and analyze requirements for information systems.
- Understand and apply system development & project management principles.
- Effectively evaluate technology alternatives to solve problems in an MIS context.
- Effectively communicate to both business and IT professionals.

**Unit I:** MIS – Definition – features – steps in implementation of MIS – need for information – information system and decision making – MIS as competitive advantage MIS structures.

**Unit II:** Managing MIS in Organization: IT interaction model, Challenges for the manager- information to build- Spending on information systems- level of capabilities of information systems- centralized services- security levels - technology road map for the organization of MIS

**Unit III:** System development Life cycle – Prototyping – Rapid application development – System analysis and design – Steps – Tools – Testing – Post implementation – Evaluation – System maintenance – System Quality Control.

**Unit IV:** Decision support systems – Group decision support systems – Business environment – Teleconferencing – Features components – Structures – EIS – Artificial intelligence- Case Study on DSS

**Unit V:** MIS-strategic information systems - MIS for specific functions — production — finance — personnel -marketing - inventory applications- managing international information systems- global strategies- managing global systems, challenges; Case Study on MIS

#### Books Recommended

##### Text Books

1. Management Information Systems, Sultan Chand & Sons,2005 by L.M.Prasad, Usha Prasad-
2. Management Information System, Tata McGraw Hill - 2002 by Gerald.V. Post, David L Anderson

##### Reference Books

1. Management Information System, S.Chand & Company, 2000 by A.K.Gupta,
2. Management Information System, Tata McGraw Hill , 2002 by James O.Brien,
3. Management Information System, Prentice Hall by Kenneth.C.Laudon, Jane.P. Laudon

##### Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>

### Course Title-Insurance for Business Process Management

**Course No.GBGE305**

**Course Credit: 04 (4-0-0)**  
**Max. Marks: 100 (30I+70E)**

#### Objective

To give detailed understanding of insurance types and non-life insurance processes

#### Learning outcome

- Understand the need for insurance
- Understand the Various Types of Insurance and their claim process
- Will provide the support for Process of health insurance claims

**Unit I:** Insurance Generic Overview- Purpose and Need of Insurance -The Business of Insurance –Role of Insurance in Economic Development. I.R.D.A- Regulations Insurance Act, 1938

**Unit II:** Types of Insurance, Companies-Business units in an Insurance company; Insurance Regulators – India, UK, USA; Reinsurance concept.

**Unit III:** Life Insurance -Insight to Insurance-Important terminologies in a Life Insurance Policy-Parties in a Life Insurance Policy-Individual Life Insurance Plans

**Unit IV:** Health Care Insurance--Key challenges of Health Care Industry-Health Care Eco system-Health Care regulations and standards;

**Unit V:** Property and Casualty Insurance-Non-Life Insurance Concepts; Hazards, Perils, Catastrophe, Property Damage & Business Interruption

### **Books Recommended**

#### **Text Books**

1. Banking, Risk and Insurance Management, Vikas Publishing, by N.R. Mohan Prakash

#### **Reference Books**

1. International Business Law: A Comprehensive Approach, Cengage Learning, New Delhi. By Schaffer, Agusti & Earle (2009):

2. Insurance and Risk Management, Galgotia Publishing Company by Dr. Sunil Kumar

3. Principles of Risk Management and Insurance, Pearson, by E. Rejda George, McNamara Michael

4. Insurance Management, New Age International Publishers, Anand Ganguly

## **Career Preparation and Talent Management**

**Course No.GBGE306**

**Course Credit: 04 (4-0-0)**  
**Max. Marks: 100 (30I+70E)**

### **Objective**

The aim of the course is to enable and empower students to take right decisions, without fear and shall remove the state of uncertainty

### **Learning Outcome:**

- Awareness about the required skill in entry level of the careers
- Develop the CV according to job description and job specification
- Understand the role and importance of analytical skills
- Understanding about the various plan that are need for career growth and planning

**Unit I: Skill Set Requirement:** for Skill set requirement for Entry level careers in various service sectors like IT, ITES, Private Education, Banking, Insurance, Logistics, Health services.

**Unit II: Career preparation:** Assessing relevant education and skills, Self awareness and Personality types, CV Preparation, Job description and Job specifications, Preparing for interviews- types of interviews

**Unit III: Aptitude assessment:** Analytical, Mental, English and Domain knowledge.

**Unit IV: Talent management:** Meaning and process, Source and pre-adjustment, Talent acquisition strategy, key performance indicators.

**Unit V: Career development task:** Personal values and goals, understanding world of work, Career alternatives, career planning & development, succession planning, tax planning.

### **Books Recommended**

#### **Text Book**

1. Career Preparation and Talent Management, Oviya Publication, Coimbatore, Dr. Vimala, A., (2016).

#### **Reference Books**

1. Falling Forward: Turning Mistakes into Stepping Stones for Success by John C Maxwell

2. Career Planning and Succession Management: Developing Your Organization's Talent--for Today and 3. Tomorrow by William J. Rothwell (Author), Robert D. Jackson (Author), Shaun C. Knight (Author), John Lindholm (Author)

#### **Web Links**

<https://shrm.org/learningandcareer/career/pages/career-preparation-and-planning.aspx>

<http://www.en.synerion.co.il/qanda>

<https://www.thebalance.com/what-is-talent-management-really-1919221>

[https://www.novascotia.ca/psc/pdf/hrCentre/resources/talentManagement/TM\\_Process\\_Guide.pdf](https://www.novascotia.ca/psc/pdf/hrCentre/resources/talentManagement/TM_Process_Guide.pdf)

[http://www.en.synerion.co.il/download\\_case\\_studies](http://www.en.synerion.co.il/download_case_studies)

<https://www.bing.com/videos/search?q=talent+management+videos&qpv=talent+management+videos&view=detail&mid=E279E17F7753BDD88047E279E17F7753BDD88047&&FORM=VRD GAR>

<https://www.bing.com/videos/search?q=talent+management+videos&qvvt=talent+management+videos&view=detail&mid=55405E5BB7C2FE37F6A255405E5BB7C2FE37F6A2&&FORM=VRDGAR>  
[https://www.youtube.com/watch?v=R7MYMVTQ\\_rg](https://www.youtube.com/watch?v=R7MYMVTQ_rg)

### **Course Title: Banking for Business Process Services**

**Course No. GBGE307**

**Course Credit: 04 (4-0-0)**  
**Max. Marks: 100 (30I+70E)**

#### **Objective**

To provide an overview of banking functions and retail banking products

#### **Learning Outcome**

- The student will be able to understand the banking operations
- Capable of handling the customers with banking related issues
- Understand the concept of e-banking and the agencies involved in international funding

**Unit I:** Introduction: Overview of banking sector; Reserve Bank of India: Functions, Monetary and Credit Policy- its evaluation; Indian Money Market, Constituents.

**Unit II:** Commercial Banks - functions –Central Banking- Functions-Credit Control- State Bank of India- structure and functions: Co-operative Banks in India

**Unit III:** Commercial Banks in rural financing -NABARD- Recent trends in Indian Banking – E-Banking – Core Banking – Universal Banking – Corporate Banking,

**Unit IV:** Overview of banking, Functions and products of Banks-Liabilities-Deposits-Asset-Loans and advances- payments, Customer Service-Data and voice-maintenance disputes and complaints- KYC info security

**Unit V:** Indian financial market; International Financial Institutions: I.M.F. and I.B.R.D. –Objectives, Functions.

#### **Recommended Books**

##### **Text Books**

1. International Banking And Finance, (1st ed.) , Himalaya, Publishing House by OP Agrawal(2008)  
Principles & Practices of Banking
2. Financial Services- Text, Cases and Strategies, Published by Deep & Deep Pvt. Ltd., New Delhi by P.M. Rao (2002)

##### **Reference Books**

1. Fundamentals of Offshore Banking- How To Open Accounts Almost Anywhere, (1st ed.), Pratzten Publishing by Walter Tyndale (2009)
2. Principles & practices of Banking, Macmillan India Limited by A M Arondekar, O.P. Agarwal, Dr. OnkarNath, P. S. Khandelwal
3. Accounting & Finance for Bankers, Macmillan India Limited by S.K. Dutta, P.S.R. Prasad, A.D. Bhorkar, S.D. Bargir:
4. Legal Aspects of Banking Operations,M/s Macmillan India Limited by K.D. Zacharias, C.P. Ravindranath, P.R. Kulkarni,B. Gopalakrishnan
5. General Bank Management,M/s Macmillan India Limited by GaurangVasavada, Dr. Sharad Kumar, Dr. S.UpendraRao, Dr. SatishPai (2005)

##### **Web Links**

<https://www.bing.com/videos/search?q=banking+videos&qvvt=banking+videos&view=detail&mid=38591D9144EA8D481D6E38591D9144EA8D481D6E&&FORM=VRDGAR>  
<https://www.bing.com/videos/search?q=banking+vedios&view=detail&mid=04287CF1B2EFEB6CBE3404287CF1B2EFEB6CBE34&FORM=VIRE>  
<https://www.bing.com/videos/search?q=banking+vedios&&view=detail&mid=A122FAAB5E0BB247FB9AA122FAAB5E0BB247FB9A&&FORM=VDRVRV>  
<https://www.youtube.com/watch?v=E-HOz8T6tAo>  
[https://www.youtube.com/watch?v=fLBZb\\_v0ewM](https://www.youtube.com/watch?v=fLBZb_v0ewM)  
<https://www.youtube.com/watch?v=I6gzoXiUmA>  
<https://www.youtube.com/watch?v=Ce3A817LHMc>  
<https://www.youtube.com/watch?v=Lyk3B7wR4Hw>  
<https://www.youtube.com/watch?v=gNmPNHujxU>  
<https://www.youtube.com/watch?v=iGyCqzpFCwE>

#### **GUIDELINES FOR PROJECT REPORT**

1. The students of the B.Voc. Program shall be required to submit the PROJECT REPORT, duly typed and duly signed by the Training Supervisor of the respective organizations in which they undergo training for OJT in Semester 6th to the office of Skill Department of Management Studies

2. The organization for training of the student shall be duly approved by the Director/Dean/ Coordinator and it shall be the sole responsibility of the student to verify the antecedents of the organization, to verify its authenticity, appropriateness, worthiness, usefulness, capability and fitness for the purpose of imparting training.
3. The students should normally undertake a Project during their training tenure with the consent of the Training Supervisor in their respective field of specialization and connected with the organization in which they are undergoing their training.
4. At least one faculty member will be available to the students for consultation in the University during the training is being conducted.
5. No two students should normally work on a single project during their training. Even if the students are assigned the same project by the organization due to requirements of the project, it is expected that students shall work on different aspects of the project and their presentations shall be basically different.
6. The Project Report should be submitted with standard title cover as specified herein, besides the certificate duly signed by the Training supervisor on the Organization's letterhead that must specify the period for which the student has undergone training in that organization along with the Training Schedule and the assessment of the overall performance of student. The title of the project, if assigned, must be clearly stated on the letterhead.
7. At least one week before the last date of submission of the Project Report, the students will give a power point presentation on what they have learnt in their training in the presence of other trainee students and faculty members. This presentation will carry 100 marks (strictly according to the weightage given below) to be awarded by faculty supervisor and the balance 100 marks shall be awarded by the Industry evaluator. The report is equal to one full subject and carries total 200 marks. It shall be binding on the students to incorporate the modifications and the suggestions, if any, suggested by the participants but approved by the faculty.
8. The Training report should contain the following aspects of the organization besides its other components.
  - i. Organizational Profile
  - ii. Suggestions and recommendations for the organization.

#### 1. Objective of the Training

The objective of the Project report is to help the student develop ability to study the organizational functioning and learn and apply multidisciplinary concepts, tools and techniques to solve organizational problems.

#### 2. Types of Project Report:

The training report may be of the following types:

- i) **Comprehensive case study** (covering single organization, multifunctional area, problem formulation, analysis and recommendations).
- ii) **Inter-organizational study** aimed at inter-organizational comparison or validation of theory/survey of management practices
- iii) **Field Study** (empirical study).

#### 3. Project Formulation:

In case a specific project is allotted by the industry supervisor, the project formulation shall be broadly on the following lines:

- Introduction
- Review of existing literature
- Focus of the problem
- Objectives of Study
- Research Methodology
  - Research Design
  - Universe & Survey Population
  - Sample
  - Collection of Data
  - Analysis Pattern
    - Limitations of the Study
    - Structure of the study
    - References/Bibliography

#### 4. Structure of the Final Project Report:

- A. The length of the Project Report may be about 60 to 80 pages typed in double-space (both sides of the sheet) not exceeding 15,000 words (excluding appendices and exhibits). However, 10% variation on either side is permissible.
- B. Contents of the Project Report.

- a) The title page showing the following
  - "PROJECT REPORT"
  - Title of the Report
  - Name of the candidate, Class & Roll No. ID
  - Logo of the University at the centre of the page.
  - Month & year of submission.
  - "Skill Department of Management Studies
  - Skill Faculty of Management Studies & Reserach, HVSU
- www.hvsu.ac.in**
- b) Certificate from the Industry Supervisor on the official letterhead.
- c) Certificate from the candidate signed by the faculty supervisor and countersigned by the Director/Dean/Coordinator (Performa shown as Annexure I).

**5. Submission of Project Report:**

6. Four typed copies of the Project Report should be submitted to the office of SDMS (one of which must be an original print). The photocopies of the Industry Supervisor's Certificate as included in the copies of the Project Report must be attested by the faculty supervisor.

**7. Evaluation of the Project Report:**

The weightage of marks in the evaluation of Summer Project Report shall be as follows:

Component	Weightage
Introductory Framework	20 %
Empirical Section	40 %
Analysis Interpretation and conclusion	40 %

**ANNEXURE-I**

**DECLARATION**

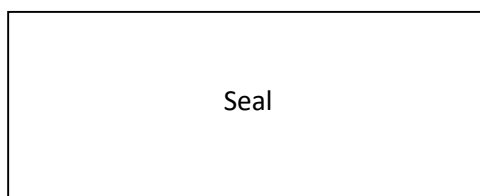
I, \_\_\_\_\_ Roll No.ID \_\_\_\_\_ B.Voc.. Final year (VI semester) of Skill Department of Management Studies hereby declare that the Project Report entitled \_\_\_\_\_ is an original work and the same has not been submitted to any other University/Organization for the award of any other degree. A seminar presentation of the Project Report was made on \_\_\_\_ and the suggestions as approved by the faculty were duly incorporated.

Signature of the Candidate

Presentation In charge  
(Faculty)

**Countersigned**

Director/Dean/Coordinator



**I. FINAL YEAR PROJECT REPORT**

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director /Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks.

These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

**MAXIMUM & MINIMUM CREDITS OF THE PROGRAM**

The total number of the credits of the B.Voc. Programmes is 180. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 180 credits.