Detailed Course Scheme

Bachelor of Business Administration (BBA)

Finance, Marketing, Human Resource Management, Foreign Trade & Digital Marketing

Semester- II

(2026-2030)

DOC202606030038

RNB GLOBAL UNIVERSITY

Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per the latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Besides this, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, 2027, along with examination pattern is as follows:

Course Scheme

Semester – II

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC21150	DSC-4	Principles of Macro Economics	3	1	0	4
2.	BBAC21151	DSC-5	Cost Accounting	3	1	0	4
3.	BBAC22152	DSC-6	Marketing Management	3	1	0	4
4.	BBAC22153	DSC-7	Business Mathematics and Statistics	3	1	0	4
5a.	GEC066011	GE-2a	Computer Applications (GE - Group B)	2	0	0	2
5b.	GEC066012	GE-2b	Computer Applications Lab (GE - Group B)	0	0	4	2
6.	AECE55001	AEC-2	Study of Ecosystem & Natural Resources (EVS-I)	2	0	0	2
7.	SEC077002	SEC-2	Ability & Skill Enhancement – II	2	0	0	2
8.	VAC088014	VAC-2	Human Values & Professional Ethics (VAC-Group B)	2	0	0	2
9.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
			Total	**20**	**4**	**2**	**27**

EVALUATION SCHEME

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Quiz	Quiz based on MCQs	5
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Academic Performance including Attendance	Eligibility >75% Attendance	5
TOTAL		**50**

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

2. Mission

Ethical Leadership and Integrity- Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

Innovation and Entrepreneurship- Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

Transformative Learning Experience- Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

Adaptability and Continuous Learning- Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

Strategic Thinking and Growth- Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle issues related to business and solve problems.

PEO2: To develop leadership qualities in students to lead a team as well as work as member of team.

PEO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

4. Programme Outcomes (PO's):

After the completion of this program students will be able to:

PO1 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

PO2. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

PO3. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

PO4. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO5. **Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

PO6. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7. Organize a complex issue into a coherent written statement and plan its effective presentation.

PO8. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9.Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

PO10. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment andalsotobenefitindustrybyprovidingthemwithsuitabletrainedperson.

PO11. Examine and break information into parts to manage projects in multidisciplinary environments.

PO12. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

5. Program Specific Outcome (PSO's):

PSO1: Demonstrate understanding of arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

PSO2: Develop the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

PSO3: Apply the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

PSO4: **Adapt** business practices based on the opportunities and challenges of a growing business environment.

6. Course outcomes: Semester – II	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAC21150– Principles of Macro Economics	**CO1:** Define the basic concepts of Macro Economics & get awareness of Fiscal and monetary policy. **CO2:** Explain the concepts of aggregations and national income and output. **CO3:** Develop the conceptual framework relating to macroeconomic issues like inflation, unemployment, and related measures to overcome the same. **CO4:** Analyze the situations of macroeconomic problems and deriving the solutions to it. **CO5:** Interpret the effects of microeconomic factors on business decision making.
BBAC21151– Cost Accounting	**CO1:** What is the various business process, analyze operations, production planning. **CO2:** Explain basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting bookkeeping systems. **CO3:** Examine the basic cost concepts, allocation and control of various costs and methods of costing. **CO4:** Examine the various methods involved in cost ascertainment, cost accounting and book keeping systems. **CO5:** Estimate the various costs for the purpose of controlling them.
BBAC22152 – Marketing Management	**CO1:** Define basic understanding of concepts in the marketing with respect to historical development of the subject. **CO2:** Understand Fundamental concepts of marketing & practices from business perspective in the Organization. **CO3:** Apply the various Marketing environmental concepts to compare various opportunities available in various sectors & recite with Various concepts related to market, Research, and its utility. **CO4:** Analyze the Important issues Related to success in consumer buying behavioral process vis a vis organizational buying behaviour process & understand mechanism of developing a new product, Market Segmentation etc. **CO5:** Apply the commonly used promotion terms, concepts & tools.
BBAC22153- Business Mathematics and Statistics	**CO1:** Understand Elementary Financial Mathematics **CO2:** Solve the Matrices and Determinants **CO3:** Solve the Derivatives and Applications of Derivatives **CO4:** Examine the Numerical Analysis & have wider knowledge of mathematics with more emphasis on business applications. **CO5:** Interpret the problems of Business with the help of mathematical tools and techniques.

GEC066011 – Computer Applications (From the Pool of GE Group B)	**CO1:** Remember the computer characteristics and generation of computer **CO2:** Understand utility aspects of computers in today's environment. **CO3:** Compare & categorize the memory of computer its utility in the performance & functioning of system. **CO4:** Apply the learning need of the various types of systems. **CO5:** Select software for the purpose of fulfilment of required task.
GEC066012– Computer Applications Lab- (From the pool of GE Group B)	**CO1:** Understand the use of MS Office & its application. **CO2:** Remember the basics of Excel. **CO3:** Apply the commands of formatting and editing tools to in MS Office **CO4:** Analyze the use of worksheets. **CO5:** Solve practical problems using word, excel and power point.
AECE55001– Study of Ecosystem & Natural Resources (EVS-I)	**CO1:** Understand theoretical & Practical aspect of environment studies. About various conservation strategies and problems with environment. **CO2:** Define the importance of Environmental education and ecosystem & acquire the knowledge about environmental pollution sources, effects and control measures of environmental pollution. **CO3:** Apply basic Environmental Concepts **CO4:** Analyze causes of Environment degradation & apply innovations in business- an environmental Perspective **CO5:** Explain different Environmental laws and policies.
SEC077002 – Ability and Skill Enhancement-II	**CO1:** Select the correct phonetic symbols for improving language **CO2:** Operate reading and writing skills in English **CO3:** Prepare listening and speaking skills in English **CO4:** Focus in understanding the ethics, virtues and values **CO5:** Aware about etiquettes and personal branding
VAC088014 – Human Values & Professional Ethics, (From the Pool of VAC Group B)	**CO1**: Know the importance of ethics, Moral values in Human life, Business. **CO2**: Understand ethical issues related to business and good governance **CO3**: Analyze ethical dilemmas commonly faced in business contexts, **CO4**: Apply ethical theories—Utilitarianism, Deontology, and Virtue Ethics **CO5**: Analyze the relationship between values and behavior.

7. CO PO Mapping: Semester – II

BBAC21150	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	3				2	2	3	3	2	3
CO2	2	2	3	3	2	-	-	-	2	1	2	-
CO3	3	-	-		3	1	3	2	3	2	2	3
CO4	2	1	2	2	1	3	2	2	-	-	2	-
CO5	3	-	3	3	3	-	3	3	3	3	3	3

BBAC21151	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	2	2	3	1	2	1	2	2	1	3
CO2	3	2	1	2	2	2	-	-	2	2	2	-
CO3	2	-	2	-	1	-	-	-	2	2	-	3
CO4	3	-	-	-	2	-	-	-		2	2	3
CO5	3	2	3	-	2	-	-	-	2	-	3	3

BBAC22152	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	1	2	1	2	2	2	2	2
CO2	1	3	2	-	-	2	2	-	-	3	2	-
CO3	-	-	3	3	-	-	2	2		2	-	2
CO4	2	1	-	-	3	3	3	3	2	3	3	3
CO5	2	3	2	1	3		2	-	-	1	-	2

BBAC22153	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	2	3	2	1	2	2	3	3	2	3
CO2	2	3	2	2	2	2	-	-	1	2	1	3
CO3	3	-	-	-	3	2	2	1	3	2	-	-
CO4	2	2	1	2	1	-	2	-	3	-	2	3
CO5	3	3	3	3	3	-	3	3	3	-	3	-

GEC066011	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	2	2	2	-	3	-	-	3	3	3	-
CO2	3	2	3	-	2	3	2	2	3	3	3	3
CO3	2	2	-	-	2	2	-	-		3	-	3
CO4	-	2	3	2	3	2	3	2	3	2	2	3
CO5	3	3	3	3	-	3	3		3	3	-	3

GEC066012	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	2	2	3	2	2	-	3	2	-	3
CO2	-	-	-	3	2	2	-	2	-	2	2	-
CO3	3	-	2	2	3	-	2	2	3	2	2	2
CO4	2	2	-	-	2	2	2	2	3	-	2	2
CO5	3	3	3	3	3	-	-	3	3	3	-	3

AECE55001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	2	3	3	2	-	3	3	-	2	3	3
CO2	2	2	2	2	2	-		3	2	-	2	3
CO3	-	3	-	2	-	3	3	-	3	2	3	-
CO4	3	2	-	2	2	-	3	3	2	2	2	2
CO5	2	-	2	3	2	3	2	-	2		2	2

SEC077002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	2	3	2	3	3	1	3	2	3	3	-
CO2	3	-	2	3	2	-	1	2	-	-	2	2
CO3	3	3	-	1	-	2	-	-	3	3	2	2
CO4	-	3	3	-	2	2	1	2	-	-	2	-
CO5	3	-	2	-	2	3	3	-	2	2	-	2

VAC088014	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	-	-	1	3	3	3	2	3	3
CO2	2	2	2	2	2	-	-	3	2	3	2	-
CO3	-	3	-	3	3	3	3	-	-	2	-	2
CO4	3	2	-	2	-	3	-	3	2	2	2	3
CO5	2	3	2	3	2	3	2	3	2	-	2	-

8. Curriculum

Course Name: Principles of Macro Economics
Course Code: BBAC21150

Objectives

- The course aims at providing the student with knowledge of basic concepts of the macroeconomics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

- This course aims to introduce the students to the basic concepts of Macroeconomics. Macroeconomics deals with the aggregate economy. This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables.

Course Outline

Unit I: Introduction
Concepts and variables of macroeconomics, income, expenditure and the circular flow, components of expenditure., Static macroeconomic analysis short and the long run determination of supply, determination of demand, and conditions of equilibrium.

Unit II: Economy in the short rule
IS–LM framework, fiscal and monetary policy, determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand-aggregate supply analysis

Unit III: Inflation, Unemployment and Labour market Inflation
Causes of rising and falling inflation, inflation and interest rates, social costs of inflation; Unemployment – natural rate of unemployment, frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the trade off between inflation and unemployment, sacrifice ratio, role of expectations adaptiveand rational.

Unit IV: Open Economy
Flows of goods and capital, saving and investment in a small and a large open economy, exchange rates, Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates, interest-rate differentials case of a large economy.

Unit V: Behavioural Foundation
Investment determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. Demand for Money, Portfolio and transactions theories of demand for real balances, interest and income elasticities of demand for real balances. Supply of money.

Suggested Readings:

1. Mankiw, N. Gregory. Principles of *Macroeconomics.* Cengage Learning.
2. Robert J Gordon, *Macroeconomics*, Pearson Education.
3. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins IndiaPvt. Ltd.
4. RudigerDornbusch and Stanley Fischer, *Macroeconomics*. McGraw-HillEducation.

5. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, *Macroeconomics* .McGraw-Hill Education.
6. Oliver J. Blanchard, *Macroeconomics,* Pearson Education.
7. G. S. Gupta, *Macroeconomics: Theory and Applications*, McGraw-Hill Education Shapiro, *Macroeconomic Analysis.*
8. Paul A Samuelson, William D Nordhaus, and Sudip Chaudhuri, *Macroeconomic,* McGraw-Hill Education.
9. Deepashree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
10. Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.

Course Name: Cost Accounting
Course Code: BBAC21151

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyze the cost accounting objectives, methods and techniques.
- The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.
- To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

Course Outline

Unit I: Introduction
Objectives, Importance, Nature, Scope, and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting

Unit II
Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment. Cost Ascertainment

Unit III: Cost Ascertained
Accounting for Material: Material Purchase Procedure, storage, and inventory control; Accounting for Labor: Classification, Principles of Labour, Methods of Remuneration, Overtime, and incentives; efficiency rating procedures Accounting for Overhead**:** Meaning, Classification, allocation, apportionment, and absorption; Accounting of overheads.

Unit IV: Output Costing
Costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit, Operating Costing.

Unit V: Method of Costing
Contract and Job Costing; Process Costing, Uniform Costing and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

Suggested Readings:
1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, Jawahar Lal & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8theedition.
4. Cost Accounting, S. N. Maheshwari, S. Chand Publications, 2008

Course Name: Marketing Management
Course Code: BBAC22152

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyze Marketing Management, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.
- The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices and develop an insight on the marketing implications that enable students evolve, explore, develop, and implement marketing plans.
- The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Outline

Unit I: Introduction
Meaning, Nature and Scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Concept of Marketing Mix, Understanding Marketing Environment, Consumer and Organization Buyer Behaviour, Market Segmentation, Targeting and Positioning.

Unit II: Product Planning and Pricing
Product Concept, Types of Products, Major Product Decisions, Product Life Cycle, New Product Development. Branding, Packaging and Labeling, Traditional Indian packaging (banana leaves, clay pots, cloth wraps) with sustainable benefits. Pricing Decisions, Determinants of Pricing, Pricing Process, Policies and Strategies.

Unit III: Promotion and Distribution Decisions
Communication Process, Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion, Distribution Channel Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries. Folk Media and Traditional Promotion Practices

Unit IV: Emerging Trends and Issues in Marketing
Consumerism, Rural Marketing, Social Marketing, Direct Marketing, Green Marketing

Unit V: Digital Marketing
Online and Social Media Marketing, Tele marketing, Event Marketing, Viral Marketing, Non-profit Marketing, Industrial Marketing, Marketing Ethics, CRM.

Suggested Readings:

1. Philip Kotler, K.L. Keeler, A. Koshy, M. Jha, *Marketing Management: A South Asian Perspective,* Pearson Education, Delhi. 13thEdition, 2009.
2. B. Baines, C. Fill, K. Page, P.K. Sinha, *Marketing – Asian Edition,* Oxford University Press, Delhi, 2013

3. M.J. Etzel, B.J. Walker, W.J. Stanton, A. Pandit, *Marketing,* McGraw Hill, NewDelhi. 14th Edition, 2010
4. J. Dalrymple Douglas, & Leonard J. Parsons, *Marketing Management: Text and Cases*. Seventh Edition, John Wiley and Sons, 2002
5. Arun Kumar, Meenakshi, *Marketing Management,* Vikas Publishing House, Noida, India, 2nd Edition, 2011
6. V.S. Ramaswamy, S. Nandakumar, *Marketing Management – Global Perspective, Indian Context,* Macmillan Publishers India, New Delhi, 4th Edition, 2009.

Course Name: Business Mathematics & Statistics
Course Code: BBAC22153

Objectives

- Math and statistics allow a manager to take decisions that are data based. The business managers who combine managerial judgment and statistical analysis are more likely to be successful. This is where the importance of this field of study to a business manager lies.
- To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.
- This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Outline

Unit I: Statistical Data and Descriptive Statistics
Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications, Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination), Measures of Variation: absolute and relative, Range, quartile deviation, mean, deviation, standard, deviation, and their Coefficients.

Unit II: Simple Correlation and Regression Analysis
Correlation Analysis: Meaning of Correlation: simple, multiple and partial; linear and non-linear correlation, Scatter diagram, Karl Pearson's coefficient of correlation, calculation & properties (proof not required). Correlation & probable error, Rank Correlation Regression Analysis: Principal of least square & regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients.

Unit III: Matrices and Determinants
Algebra of matrices, Inverse of a matrix, Matrix Operation – Business Application, Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule.

Unit IV: Linear Programming
Formulation of linear programming problems (LPP) Graphical solution to LPPs, cases of unique and multiple optimal solutions, Solution to LPPs using Simplex method – maximization and minimization case, Identification of Degeneracy, The dual problem: Formulation of the Dual, Primal- Dual Solutions.

Unit V: Probability
Theory of Probability, Approaches to the calculation of probability, calculation of event probabilities. Addition and multiplication laws of probability (Proof not required), Conditional probability and Bayes' Theorem, Expectation.

Suggested Readings:

1. Berenson and Levine. *Basic Business Statistics: Concepts and Applications*, Pearson Education.
2. Vohra N. D., *Business Statistics*, McGraw Hill.
3. Gupta, S.P., and Archana Gupta. *Statistical Methods*. Sultan Chand and Sons, New Delhi.
4. Mizrahi and John Sullivan. *Mathematics for Business and Social Sciences*, Wiley and Sons.
5. Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.
6. Prasad, Bindra and P.K. Mittal. *Fundamentals of Business Mathematics*. Har- Anand Publications.
7. Thukral, J.K. Mathematics for Business Studies. Mayur Publications.
   Vohra, N.D. Quantitative Techniques in Management. Tata McGraw Hill Publishing Company
8. Soni, R.S. *Business Mathematics*. Pitambar Publishing House.
9. Singh J. K. *Business Mathematics*. Himalaya Publishing House.
10. Levin & Rubin, *Statistics for Business*, Prentice Hall of India, New Delhi.
11. Gupta S.P. & Gupta M.P. *Business Statistics*, Sultan Chand & Sons, Delhi.
12. Anderson, *Quantitative Methods in Business*, Thomson Learning, Bombay.
13. Anderson, *Statistics for Business & Economics*, Thomson Learning, Bombay.
14. B. S. Grewal, *Higher Engineering Mathematics.*
15. S.P Gupta, *Operation Research.*

Course Name: Computer Applications (From the Pool of GE Group B)
Course Code: GEC066011

Objectives

- Computer application courses relating to business teach students to use standard software programs found in the workplace. Students learn to input, review, design, and present information in a productive and efficient manner. Classes are generally offered as part of degree programs relating to business, or certificate programs and many institutions offer flexible class schedules that meet the needs of working adults, such as online only learning.
- To familiarize with Front-end concept for developing various IT Applications Project.
- To acquaint students with use of computer & its applications like MS office. Students must be well acquainted with fundamental aspects of computer technology and gain proficiency in M S Office Tools: MS Word, Power Point Excel and Access.

Course Outline

Unit I: Basics of Computer and its evolution

Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware, and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers

i) **Based on technology** (Digital, Analog and Hybrid)
ii) **Based on processing speed and storage capacity** (Micro, Mini, mainframe and Super).
iii) **Based on Purpose** (General & Special) Different Generation of computers (I to V).

Types of software (System and Application), Compiler and Interpreter, Generation of Language (Machine Level, Assembly, High Level, 4GL).

Data Representation:
Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter-conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division).

Unit II: Input and Output Device
Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter.

Computer Memory:
Primary Memory (ROM and it is type – PROM, EPROM, EEPROM, RAM) Secondary memory-SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory.

Unit III: Operating System Concept
Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory File Manipulation: Creating a file, deleting, coping, renaming a file.

Unit IV: Concept of Data Communication and Networking
Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to word processor and Spread Sheets.

Suggested Readings:

1. Leon and Leon; Introduction to Information Technology, Leon Tec World.
2. Microsoft Office-2000 Complete- BPB Publication.
3. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
4. Jain, V.K.; Computers and Beginners.

Course Name: Computer Applications Lab
(From the Pool of GE Group B)
Course Code: GEC066012

Course Outline

Unit I: MS Word

1. M.S Word Basic - Adding text, editing text, formatting text, font and its size, cut/copy/paste, save and save as, character/line/paragraph spacing.
2. Find or replace text and numbers on a Word file.
3. Inserting page numbers, headers and footers, footnote, endnote, date and time, etc.
4. Merging the two shapes by using order, fill, test and effects on the shapes.
5. Design a cover page for the RNB University at MS Word 2013.
6. Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table.
7. Create an automatic Table of content at MS Word 2013.

Unit II: MS Excel

1. Merge/Unmerge cells - Combine text from two or more cells into one cell
2. Create an Excel table in a worksheet and draw its charts (2D and 3D)
3. Sorting and filtering data (auto and advanced filter).
4. Working with formulae and functions.
5. Adding comments, applying password protection to the workbook.

Unit III: MS Power Point

1. Formatting of presentations slides: add, delete, cut, copy, paste of different layouts slides
2. Insert a shapes, tables, graphic, picture and screenshots into the slides
3. Applying designs and transaction effects in the presentation
4. Adding hyperlinks and videos to the presentations.

Unit IV: Operating Systems

1. Installation of MS windows and LINUX on a PC.
2. Exposure to Basic commands at command prompt.
3. Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir, Ch mod, rmdir, who, who am I, banner, date, kill, etc.
4. Create a LAN network using different device

Course Name: Study of Ecosystem & Natural Resources (EVS-I)
Course Code: AECE55001

Objectives:

- To gain knowledge about the environment and its conservation along with sustainable development.
- To define and use correctly the common terms of environmental science.
- To explain what makes up the environment, how it functions, and how humans are part of it.
- To evaluate the adequacy of conclusions about environmental phenomena.

Course Outline:

Unit I: Introduction to Environmental Studies

Multidisciplinary nature of environmental studies; Scope and importance; Need for public awareness.

Ecosystems: What is an ecosystem? Structure and function of the ecosystem; Energy flow in an ecosystem: food chains, food webs, and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit II: Natural Resources

Renewable and Non-renewable Resources, Land resources and land use change; Land degradation, soil erosion, and desertification. Deforestation: Causes and impacts due to mining, and dam building on the environment, forests, biodiversity, and tribal populations. Water: Use and over-exploitation of surface and groundwater, floods, droughts, and conflicts over water (international & inter-state). Energy resources: Renewable and nonrenewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Suggested Readings:

1. Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission, New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune. 361.
2. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002
3. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
4. Gadgil, M. &Ramachandra, G. 1993. This fissured land: an ecological history of India. Univ of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Grumbine, R. Edward, and Pandit, M.K. Threats from India's Himalaya dams. Science 339.6115 (2013): 36-37.
7. Heywood V.H. & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press.
8. McCully, P. 1996. Silenced rivers: the ecology and politics of large dams. Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders. 21

Course Name: Ability and Skill Enhancement II
Course Code: SEC077002

Objectives

- To improve the communication skills of the students with respect to pronunciation. The classes are interactive, and activity based.

Course Outline - Final Assessment – Debate/Group Discussion

Unit I: Phonetics
Phonetic symbols and the International Phonetic Alphabets (IPA), The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants, Phonetic Transcription & Phonology, Syllable, Stress &Intonations, Reading aloud, recording audio clips.

Unit II: Vocabulary Building
Idioms and Phrases, Words Often Confused, One word Substitution, Word Formation: Prefix & Suffix.

Unit III: Ethics &Etiquettes
What are ethics, what are values, difference between ethics and morals, Business ethics, workplace ethics, what are virtues for e.g. civic virtues, etc. Human ethics and values- 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others. Etiquette awareness, Importance of First Impression, Personal Appearance &Professional presence, Personal Branding, Dressing Etiquette, Dining Etiquettes.

Unit IV: Reading & Writing Skills
Reading Comprehension, News Reading, Picture Description, Paragraph Writing, News Writing.

Unit V: Listening & Speaking Skills
Public Speaking, Debate, Inspirational Movie Screening, Skit Performance.

Course Name: Human Values & Professional Ethics
(From the Pool of VAC)
Course Code: VAC088014

Objectives

- To know about the importance of ethics, Moral values in Human life, Business.
- This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.
- Students will be able to analyse ethical dilemmas commonly faced in business contexts, applying ethical theories to evaluate and resolve these dilemmas
- Students will learn to apply ethical theories—Utilitarianism, Deontology, and Virtue Ethics—in analysing and making ethical decisions in business contexts.
- Students will be able to analyse the relationship between values and behavior, understanding how ethical principles influence decision-making and actions.

Course Outline

Unit I: Values & Ethics
Concept of Values and its formation; Values and Behaviour. What is Ethics? Nature and scope of Ethics; Morality vs. Legality dilemma. Facts and value; Ethical subjectivism and Relativism.

Unit II:
Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business. Guru-Shishya Parampara: Learning from Gurukul

Unit III: Decision making (Normal Dilemmas and Problems)
Application of Ethical theories in Business (i) Utilitarianism (J. Bentham and J.S. Mill), (ii) Deontology (I. Kant) (iii) Virtue Ethics (Aristotle).
Economic Justice: Distributive Justice, John Rawls Libertarian Justice (Robust Nozick).

Unit IV: Corporate Social Responsibility of Business
Concept of CSR; Changing expectation of society; Models of CSR: - Carroll's Model; Ackerman's Model. Need of Social Responsibility of Business, Consumerism and Consumer Rights. Traditional Indian Philanthropy (Daana Dharma)

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

Note: The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

9. Lesson Plans

BBAC21150 –Principles of Macro Economics

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Concepts and variables of Macroeconomics, Income, expenditure	C-2	Lecture
Unit-I	Circular flow of income	C-3	Lecture
Unit-I	Components of expenditure	C-4	Lecture
Unit-I	Static macroeconomic analysis short and the long run	C-5	Lecture
Unit-I	Determination of supply	C-6,7	Lecture
Unit-I	Conditions of equilibrium	C-8,9	Lecture
Unit-I	Clarification Class I	C-10	Clarification Class
Unit-I	Take Home Assignment I		Take Home Assignments
Unit-II	IS–LM framework	C-11	Lecture
Unit-II	Fiscal and Monetary Policy	C-12	Lecture
Unit-II	Determination of aggregate demand	C-13	Lecture
Unit-II	Shifts in aggregate demand	C-14,15	Lecture
Unit-II	Aggregate supply in the short and long run	C-16,17	Lecture
Unit-II	Aggregate demand- aggregate supply analysis	C-18,19	Lecture
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Presentation I	C-21	Presentation
Unit-III	Inflation - Meaning	C-22	Lecture
Unit-III	Causes of rising and falling inflation	C-23	Lecture
Unit-III	Inflation and interest rates, social costs of inflation	C-24	Lecture
Unit-III	Unemployment – natural rate of unemployment	C-25	Lecture
Unit-III	Frictional and wait unemployment	C-26	Lecture
Unit-III	Labor market and its interaction with production system	C-27	Lecture
Unit-III	Activity	C-28	Activity
Unit-III	Phillips curve	C-29	Lecture
Unit-III	The tradeoff between inflation and unemployment	C-30	Lecture
Unit-III	Sacrifice ratio	C-31	Lecture
Unit-III	Role of expectations adaptive and rational	C-32	Lecture
Unit-III	Clarification Class III	C-33	Clarification Class
Unit-III	Classroom Assignment	C-34	Classroom Assignment
Unit-IV	Open Economy - Flow of goods and capital	C-36	Lecture
Unit-IV	Savings and investments in small and large open economy	C-37	Lecture
Unit-IV	Exchange rates	C-38	Lecture
Unit-IV	Mundell – Fleming model	C-39	Lecture
Unit-IV	Mundell – Fleming model with fixed and flexible prices	C-40,41	Lecture
Unit-IV	Mundell – Fleming model with fixed and flexible prices in a small open economy with fixed and with flexible exchange rates	C-42	Lecture
Unit-IV	Interest-rate differentials case of a large economy	C-43,44	Lecture
Unit-IV	Seminar	C-45	Seminar

Unit-IV	Quiz	C-46	Quiz
Unit-IV	Clarification Class IV	C-47	Clarification Class
Unit-V	Investment determinants of business fixed investment	C-48	Lecture
Unit-V	Effect of tax	C-49	Lecture
Unit-V	Determinants of residential investment and inventory investment	C-50	Lecture
Unit-V	Class Assignment II	C-51	Class Assignment
Unit-V	Demand for Money	C-52,53	Lecture
Unit-V	Presentation II	C-54	Lecture
Unit-V	Portfolio and transactions theories of demand for real balances	C-55,56	Lecture
Unit-V	Interest and income elasticity of demand for real balances	C-57	Lecture
Unit-V	Take Home Assignment II		Home Assignments
Unit-V	Supply of money	C-58	Lecture
Unit-V	Supply of money	C-59	Lecture
Unit-V	Clarification Class V	C-60	Clarification Class

BBAC21151 –Cost Accounting

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Cost Accounting-Objectives, Importance, Nature, Scope	C-2	Lecture
Unit-I	Advantages of Cost Accounting	C-3	Lecture
Unit-I	Cost Concept	C-4	Lecture
Unit-I	Methods and Techniques of Costing	C-5,6	Lecture
Unit-I	Installation of Cost Accounting	C-7	Lecture
Unit-I	Difference between Cost, Financial and Management Accounting	C-8	Lecture
Unit-I	Clarification Class	C-9	Clarification Class
Unit-I	Classroom Assignment I	C-10	Classroom Assignment
Unit-II	Element of Cost	C-11	Lecture
Unit-II	Classification of Cost	C-12	Lecture
Unit-II	Overhead Allocation	C-13	Lecture
Unit-II	Primary Apportionment	C-14	Lecture
Unit-II	Secondary Apportionment	C-15	Lecture
Unit-II	Cost Ascertainment	C-16	Lecture
Unit-II	Clarification Class	C-17	Clarification Class
Unit-II	Presentation I	C-18	Presentation
Unit-III	Accounting for Material: Material Purchase Procedure	C-19	Lecture
Unit-III	Storage and inventory control	C-20	Lecture
Unit-III	Classification, Principles of Labor	C-21	Lecture
Unit-III	Methods of Remuneration, Overtime, and incentives;	C-22,23	Lecture
Unit-III	Efficiency rating procedures	C-24	Lecture
Unit-III	Accounting for Overhead: Meaning	C-25	Lecture
Unit-III	Classification, allocation	C-26	Lecture
Unit-III	Apportionment and absorption	C-27	Lecture
Unit-III	Accounting of overheads	C-28	Lecture
Unit-III	Activity	C-29	Activity
Unit-III	Clarification Class	C-30	Clarification Class
Unit-III	Webinar	C-31	Webinar
Unit-IV	Costing - Preparation of statement of cost	C-32,33	Lecture
Unit-IV	Cost sheet	C-34,35	Lecture
Unit-IV	Cost sheet (Including Tender Price / Quotation price);	C-36	Lecture
Unit-IV	Reconciliation of Cost accounting profit and financial accounting profit,	C-37,38	Lecture
Unit-IV	Operating Costing	C-39,40	Lecture
Unit-IV	Presentation II	C-41,42	Presentation
Unit-IV	Clarification Class	C-43	Clarification Class
Unit-V	Method of Costing	C-44,45	Lecture
Unit-V	Contract and Job Costing	C-46	Lecture
Unit-V	Contract and Job Costing	C-47,48	Lecture
Unit-V	Process Costing	C-49	Lecture
Unit-V	Uniform Costing	C-50	Lecture
Unit-V	Inter-firm Comparison	C-51	Lecture

Unit-V	Neo Concepts: Activity Based Costing	C-52	Lecture
Unit-V	Target Costing	C-53	Lecture
Unit-V	Life Cycle Costing	C-54	Lecture
Unit-V	Revision Class	C-55	Lecture
Unit-V	Classroom Assignment II	C-56	Classroom Assignment
Unit-V	Revision Class	C-57	Lecture
Unit-V	Revision Class	C-58	Lecture
Unit-V	Revision Class	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAC22152 –Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction, Meaning of marketing, Nature, and Scope of Marketing	C-2	Lecture
Unit-I	Core Marketing Concepts	C-3	Lecture
Unit-I	Marketing Philosophies	C-4	Lecture
Unit-I	Concept of Marketing Mix	C-5	Lecture
Unit-I	Understanding Marketing Environment	C-6	Lecture
Unit-I	Consumer Buyer Behavior	C-7	Lecture
Unit-I	Organization Buyer Behavior	C-8	Lecture
Unit-I	Market Segmentation, -Levels, Segmentation Basis	C-9	Lecture
Unit-I	Activity	C-10	Activity
Unit-I	Targeting & Positioning	C-11	Lecture
Unit-I	Clarification Class	C-12	Clarification Class
Unit-I	Webinar	C-13	Webinar
Unit-II	Product Concept, Types of Products	C-14	Lecture
Unit-II	Major Product Decisions- Product Life Cycle, PLC Strategies	C-15	Lecture
Unit-II	New Product Development	C-16	Lecture
Unit-II	Branding, Packaging, Labeling	C-17	Lecture
Unit-II	Folk Media and Traditional Promotion Practices	C-18	Lecture
Unit-II	Class Room Assignment	C-19	Classroom Assignment
Unit-II	Pricing Decisions	C20	Lecture
Unit-II	Determinants of Pricing	C-21	Lecture
Unit-II	Pricing, Policies & Strategies	C-22	Lecture
Unit-II	Activity	C-23	Activity
Unit-II	Group Discussion	C-24	Group Discussion
Unit-II	Pricing Process, Pricing methods	C-25	Lecture
Unit-II	Clarification Class	C-26	Clarification Class
Unit-II	Quiz	C-27	Quiz
Unit-II	Presentation	C-28	Presentation
Unit- III	Distribution Decisions	C-29	Lecture
Unit-III	Communication Process	C-30	Lecture
Unit-III	Activity	C-31	Activity
Unit-III	Promotion Tools-Advertising	C-32	Lecture
Unit-III	Personal Selling, Publicity and Sales Promotion	C-33,34	Lecture
Unit-III	Distribution Channel Decisions-Types	C-35	Lecture
Unit-III	Functions of Intermediaries	C-36	Lecture
Unit-III	Selection and Management of Intermediaries.	C-37	Lecture
Unit-III	Folk Media and Traditional Promotion Practices	C-38	Lecture
Unit-III	Clarification Class	C-39	Clarification Class
Unit-III	Presentation	C-40	Presentation
Unit-IV	Classroom Assignment	C-41	Classroom Assignment
Unit-IV	Consumerism	C-42	Lecture
Unit-IV	Rural Marketing	C-43	Lecture

Unit-IV	Class Room Assignment	C-44	Classroom Assignment
Unit-IV	Social Marketing	C-45	Lecture
Unit-IV	Direct Marketing	C-46	Lecture
Unit-IV	Green Marketing	C-47	Lecture
Unit-IV	Activity	C-48	Activity
Unit-IV	Clarification Class	C-49	Clarification Class
Unit-IV	Presentation	C-50	Presentation
Unit-V	Digital Marketing-Online and Social Media Marketing	C-51	Lecture
Unit-V	Tele marketing	C-52	Lecture
Unit-V	Event Marketing	C-53	Lecture
Unit-V	Viral Marketing	C-54	Lecture
Unit-V	Presentation	C-55	Presentation
Unit-V	Non- profit Marketing	C-56	Lecture
Unit-V	Industrial Marketing	C-57	Lecture
Unit-V	Marketing Ethics	C-58	Lecture
Unit-V	CRM	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAC22153 –Business Mathematics and Statistics

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to CO's & PO's	C-1	Lecture
Unit-I	Statistical Data and Descriptive Statistics -Measure of Central Tendency: Introduction	C-2	Lecture
Unit-I	Mathematical averages - Arithmetic mean	C-3	Lecture
Unit-I	Geometric Mean: Introduction, definition and meaning	C-4	Lecture
Unit-I	Harmonic Mean: Introduction, definition and meaning	C-5	Lecture
Unit-I	Relation between Arithmetic, geometric and harmonic mean.	C-6	Lecture
Unit-I	Take Home Assignment		Take Home Assignment
Unit-I	Properties and applications of Mathematical averages	C-7	Lecture
Unit-I	Positional Averages: Introduction	C-8	Lecture
Unit-I	Median: for individual, discrete, and continuous series	C-9	Lecture
Unit-I	Mode: for individual, discrete, and continuous series	C-10	Lecture
Unit-I	Class Room Assignment	C-11	Classroom Assignment
Unit-I	Quartiles: for individual, discrete, and continuous series	C-12	Lecture
Unit-I	Deciles and Percentiles: for individual, discrete, and continuous series	C-13	Lecture
Unit-I	Measure of Variations: Introduction	C-14	Lecture
Unit-I	Absolute and Relative Range	C-15	Lecture
Unit-I	Quartile deviation and Mean Deviation & their coefficients	C-16	Lecture
Unit-I	Standard Deviation & Coefficient	C-17	Lecture
Unit-I	Clarification Class	C-18	Clarification Class
Unit-I	Quiz/Activity	C-19	Quiz/Activity
Unit-II	Correlation Analysis: Introduction; Meaning of Simple, Multiple, and partial Correlation	C-20	Lecture
Unit-II	Linear and non-linear correlation with examples	C-21	Lecture
Unit-II	Scatter diagram for correlation	C-22	Lecture
Unit-II	Karl's Pearson coefficient of correlation. It is calculation and properties.	C-23	Lecture
Unit-II	Correlation and Probable Error	C-24	Lecture
Unit-II	Spearman's Rank Correlation	C-25	Lecture
Unit-II	Regression Analysis: Introduction, Principle of least square & regression lines	C-26	Lecture
Unit-II	Regression equations and estimation	C-27	Lecture

Unit-II	Properties of regression coefficients	C-28	Lecture
Unit-II	Relation between correlation and regression coefficients.	C-29	Lecture
Unit-II	Clarification Class	C-30	Clarification Class
Unit-II	Presentations	C-31,32	Presentation
Unit-III	Algebra of matrices	C-33	Lecture
Unit-III	Inverse of a matrix	C-34	Lecture
Unit-III	Matrix Operation – Business Application	C-35	Lecture
Unit-III	Solution of system of linear equations (having unique solution and involving not more than three variables)	C-36	Lecture
Unit-III	Using matrix inversion Method and Cremer's Rule	C-37,38	Lecture
Unit-III	Class Room Assignment II	C39	Class Room Assignment
Unit-III	Clarification Class	C-41	Clarification Class
Unit-IV	Formulation of linear programming problem (LPP)	C-42	Lecture
Unit-IV	Graphical solution to LPP. Cases of unique and multiple optimal solutions	C-43	Lecture
Unit-IV	Solution to LPP using Simplex method: for maximization and minimization problems	C-44	Lecture
Unit-IV	Problem of Degeneracy	C-45	Lecture
Unit-IV	The dual problem: Formulation of dual, dual - primal solution	C-46	Lecture
Unit-IV	Difficulties in problem solving in Unit IV	C-47	Lecture
Unit-IV	Presentation	C-48,49	Presentation
Unit-V	Probability Theory: Introduction and definition of some standard terms	C-50	Lecture
Unit-V	Approaches to the calculation of probability	C-51	Lecture
Unit-V	Calculation of Event Probability	C-52	Lecture
Unit-V	Addition Law in probability	C-53	Lecture
Unit-V	Multiplication law in probability	C-54	Lecture
Unit-V	Conditional Probability: Introduction and definition	C-55	Lecture
Unit-V	Baye's Theorem: Introduction	C-56	Lecture
Unit-V	Baye's Theorem: proof, application	C-57	Lecture
Unit-V	Revision Class	C-58	Lecture
Unit-V	Revision Class	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

GEC066011- Computer Applications (From the Pool of GE-Group B)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers	C-2	Lecture
Unit-I	Various fields of computer (Hardware, Software, Human ware, and Firmware), Advantages and Limitations of Computer, Block diagram of computer, Function of different units of computer, Classification of computers	C-3	Lecture
Unit-I	Digital, Analog and Hybrid, Micro, Mini, mainframe and Super	C-4	Lecture
Unit-I	General & Special - Different Generation of computers (I to V). Types of software (System and Application), Compiler and Interpreter, Generation of Language (Machine Level, Assembly, High Level, 4GL	C-5	Lecture
Unit-I	Different Number System (Decimal, Binary, Octal and hexadecimal) and them inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)	C-6	Lecture
Unit-I	Clarification Class	C-7	Clarification Class
	Take Home Assignment		Home Assignment
Unit-II	Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device	C-8	Lecture
Unit-II	Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter.	C-9	Lecture
Unit-II	Primary Memory (ROM and it is type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept	C-10	Lecture
Unit-II	Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it is type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory	C-11	Lecture
Unit-II	Clarification Class	C-12	Clarification Class
Unit-II	Class Room Assignment	C-13	Class Room Assignment
Unit-III	Introduction to operating system; Function of OS, Types of operating systems	C-14	Lecture
Unit-III	Booting Procedure, Start-up sequence, Details of basic system configuration	C-15	Lecture
Unit-III	Important terms like Directory, File, Volume, Label, Drive name, etc.	C-16	Lecture
Unit-III	Creating directory, Sub directory, Renaming, Coping and Deleting the directory	C-17	Lecture
Unit-III	File Manipulation: Creating a file, deleting, coping, renaming a file	C-18	Lecture
Unit-III	Clarification Class	C-19	Clarification Class
Unit-III	Quiz	C-20	Quiz

Unit-IV	Networking Concepts, Types of networking (LAN, MAN and WAN)	C-21	Lecture
Unit-IV	Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex)	C-22	Lecture
Unit-IV	Mode of Transmission (Half Duplex, Full Duplex)	C-23	Lecture
Unit-IV	Analog and Digital Transmission	C-24	Lecture
Unit-IV	Synchronous and Asynchronous Transmission	C-25	Lecture
Unit-IV	Different Topologies	C-26	Lecture
Unit-IV	Introduction to word processor and Spread Sheets.	C-27	Lecture
Unit-IV	Presentation	C-28	Presentation
Unit-IV	Activity	C-29	Activity
Unit-IV	Clarification Class	C-30	Clarification Class

GEC066012 - Computer Applications Lab (From the Pool of GE Group B)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	M.S Word Basic - Adding text, editing text, formatting text, font, and its size, cut/copy/paste, save and save as, character/line/paragraph spacing	C-2	Practical
Unit-I	Find or replace text and numbers on a Word file Inserting page number,	C-3	Practical
Unit-I	Headers and Footers, footnote, endnote, date, and time, Merging the two shapes by using order, fill, test, and effects on the shapes	C-4	Practical
Unit-I	Activity	C-5	Activity
Unit-I	Design a cover page for the RNB University at MS Word 2013	C-6	Practical
Unit-I	Insert a table in MS Word consisting of five rows and three columns by applying designs and styles at the table	C-7	Practical
Unit-I	Create an automatic Table of content at MS Word 2013	C-8	Practical
Unit-I	Classroom Assignment I	C-9	Classroom Assignment
Unit-I	Clarification Class	C-10	Clarification Class
Unit-II	MS Excel -Merge/Unmerge cells - Combine text from two or more cells into one cell	C-11	Practical
Unit-II	Create an Excel table in a worksheet and draw its charts (2D and 3D)	C-12	Practical
Unit-II	Sorting and filtering data (auto and advanced filter)	C-13	Practical
Unit-II	Working with formulae and functions, Adding comments, applying password protection to the workbook	C-14	Practical
Unit-II	Presentation	C-15	Presentation
Unit-II	Clarification Class	C-16	Clarification Class
Unit-III	MS Power Point- Formatting of presentations slides: add, delete, cut, copy, paste of different layouts slides	C-17	Practical
Unit-III	Insert a shape, tables, graphic, picture and screenshots into the slides	C-18	Practical
Unit-III	Applying designs and transaction effects in the presentation	C-19	Practical
Unit-III	Adding hyperlinks and videos to the presentations	C-20	Practical
Unit-III	Clarification Class	C-21	Clarification Class
Unit-IV	Operating System- Installation of MS windows and LINUX on a PC	C-22	Practical
Unit-IV	Exposure to Basic commands at command prompt	C-23	Practical
Unit-IV	Insert commands - pwd, cp, cd, rm, mv, ls, cat, mkdir, Ch mod, rmdir, who, who am I, banner, date, kill, etc.	C-24	Practical
Unit-IV	Presentation	C-25	Presentation
Unit-IV	Classroom Assignment II	C-26	Classroom

			Assignment
Unit-IV	Create a LAN network using different device	C-27	Practical
Unit-IV	Quiz	C-28	Quiz
Unit-IV	Project Work	C-29	Practical
Unit-IV	Clarification Class	C-30	Clarification Class

AECE55001 - Study of Ecosystem & Natural Resources (EVS-I)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Multidisciplinary nature of environmental studies	C-2	Lecture
Unit-I	Scope and importance	C-3	Lecture
Unit-I	Need for public awareness	C-4	Lecture
Unit-I	Ecosystems: What is an ecosystem? Structure and function of the ecosystem	C-5	Lecture
Unit-I	Energy flow in an ecosystem: food chains, food webs, and ecological succession.	C-6	Lecture
Unit-I	Classroom Assignment I	C-7	Classroom Assignment
Unit-I	Case studies of Forest ecosystem	C-8	Lecture
Unit-I	Case studies of Grassland ecosystem	C-9	Lecture
Unit-I	Case studies of Desert ecosystem	C-10	Lecture
Unit-I	Case studies of Aquatic ecosystems (ponds, streams)	C-11	Lecture
Unit-I	Case studies of Aquatic ecosystems (rivers, oceans, estuaries)	C-12	Lecture
Unit-I	Presentation I	C-13	Presentation
Unit-I	Clarification Class I	C-14	Clarification Class
Unit-II	Renewable and Non-renewable Resources	C-15	Lecture
Unit-II	Land resources and land use change	C-16	Lecture
Unit-II	Land degradation, soil erosion	C-17	Lecture
Unit-II	Take Home Assignment		Take Home Assignment
Unit-II	Land desertification	C-18	Lecture
Unit-II	Deforestation: Causes and impacts due to mining, and dam building on the environment, forests	C-19	Lecture
Unit-II	Deforestation: Causes and impacts due to biodiversity, and tribal populations	C-20	Lecture
Unit-II	Quiz	C-21	Quiz
Unit-II	Water: Use and over-exploitation of surface and groundwater	C-22	Lecture
Unit-II	Water: floods, droughts, and conflicts over water (international & inter-state)	C-23	Lecture
Unit-II	Classroom Assignment II	C-24	Classroom Assignment
Unit-II	Energy resources: Renewable and nonrenewable energy sources	C-25	Lecture
Unit-II	Presentation II	C-26	Presentation
Unit-II	Use of alternate energy sources, growing energy needs	C-27	Lecture
Unit-II	Case Studies	C-28,29	Lecture
Unit-II	Clarification Class II	C-30	Clarification Class

SEC077002–Ability and Skill Enhancement-II

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Phonetic symbols and the International Phonetic Alphabets (IPA Introduction Importance	C-2	Lecture
Unit-I	The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants,	C-3	Lecture
Unit-I	Transcription & Phonology,	C-4	Lecture
Unit-I	Syllable, Stress &Intonations and symbols of consonants	C-5,6	Lecture
Unit-I	Reading aloud, recording audio clips	C-7	Lecture
Unit-I	Clarification Class	C-8	Clarification Class
Unit-I	Classroom Assignment		Classroom Assignment
Unit-II	Idioms and Phrases	C-9	Lecture
Unit-II	Words Often Confused	C-10	Lecture
Unit-II	One word substitution word Formation Prefix and Suffix	C-11	Lecture
Unit-II	Activity/Quiz	C-12	Activity/Quiz
Unit-II	Take Home Assignment 1		Home Assignments
Unit-II	Clarification Class	C-13	Clarification Class
Unit-III	What are ethics	C-14	Lecture
Unit-III	What are values	C-15	Lecture
Unit-III	Difference between ethics and moral	C-16	Lecture
Unit-III	Business ethics	C-17	Lecture
Unit-III	Workplace ethics	C-18	Lecture
Unit-III	Presentation	C-19	Presentation
Unit-III	What are virtues for e.g. civic virtues, etc.	C-20	Lecture
Unit-III	Human ethics 5 core human values are: right conduct, living in peace, speaking the truth, loving and care, and helping others	C21	Lecture
Unit-III	Classroom Assignment	C-22	Classroom Assignment
Unit-III	Etiquettes awareness importance of First Impression Personal Appearance & Professional presence	C-23	Lecture
Unit-III	Personal Branding, Dressing Etiquette	C-24	Lecture
Unit-III	Dining Etiquettes	C-25	Lecture
Unit-III	Clarification Class	C-26	Clarification Class
Unit-IV	Reading Comprehension, News Reading,	C-27	Lecture
Unit-IV	Picture Description, Paragraph Writing, News Writing	C-26	Lecture
Unit-IV	Clarification Class	C-27	Clarification Class
Unit-V	Public Speaking, Debate	C-28	Lecture
Unit-V	Inspirational Movie Screening, Skit Performance.	C-29	Lecture
Unit-V	Clarification Class	C-30	Clarification Class

VAC088014- Human Values & Professional Ethics (From the Pool of VAC Group B)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Concept of Values and its formation, Values and Behavior.	C-2	Lecture
Unit-I	What is Ethics? Nature and scope of ethics	C-3	Lecture
Unit-I	Morality vs. Legality dilemma	C-4	Lecture
Unit-I	Facts and value	C-5	Lecture
Unit-I	Ethical subjectivism and Relativism	C-6	Lecture
Unit-I	Clarification Class I	C-7	Clarification Class
Unit-I	Quiz	C-8	Quiz
Unit-II	Moral Development (Kohlberg's 6 stages of Moral Development)	C-9	Lecture
Unit-II	Ethics and Business, Myth of a moral business	C-10	Lecture
Unit-II	Guru-Shishya Parampara: Learning from Gurukul	C-12	Lecture
Unit-II	Classroom Assignment I	C-12	Classroom Assignment
Unit-II	Ethics and Business	C-13	Lecture
Unit-II	Presentation I	C-14	Presentation
Unit-II	Quiz	C-15	Quiz
Unit-II	Myth of a moral business	C-16	
Unit-II	Clarification Class II	C-17	Clarification Class
Unit-III	Application of Ethical theories in Business (I) Utilitarianism (J. Bentham and J.S. Mill)	C-18	Lecture
Unit-III	Application of Ethical theories in Business Deontology (I. Kant)	C-19	Lecture
Unit-III	Application of Ethical theories in Business Virtue Ethics (Aristotle)	C-20	Lecture
Unit-III	Economic Justice: Distributive Justice, John Rawls	C-21	Lecture
Unit-III	Libertarian Justice (Robust Nozick)	C-22	Lecture
Unit-III	Take Home Assignment		Take Home Assignment
Unit-III	Clarification Class III	C-23	Clarification Class
Unit-IV	Models of CSR: - Carroll's Model; Ackerman's Model.	C-24	Lecture
Unit-IV	Need of Social Responsibility of Business	C-25	Lecture
Unit-IV	Consumerism and Consumer Rights	C-26	Lecture
Unit-IV	Classroom Assignment II	C-27	Classroom Assignment
Unit-IV	Traditional Indian Philanthropy (Daana Dharma)	C-28	Lecture
Unit-IV	Presentation II	C-29	Presentation
Unit-IV	Clarification Class IV	C-30	Clarification Class

Note:
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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