First Semester Curriculum BBA (Full Time) 3 Yrs. Program of D.A.V.V., Indore For Affiliated Institutions

Semester I
BB-101 Managerial skills
BB-102 Fundamentals of Management
BB-103 Economics-1
BB-104 Basic Accounting
BB-105 Hindi
BB-106 Information Technology

Managerial Skills BB 101

Objective: To offer exposure of essential managerial skills to students and developing these skills I the students.

Scheme: Internal evaluation shall be of 20 marks. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

Syllabus Unit I: Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit II: Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

Unit III: Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

Unit IV: Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application.

Unit V: Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Unit VI: Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

Text Books
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. Ramnik Kapoor Managerial Skills PathMakers ,Banglore
4. Kevin Gallagher, Skills development for Business and Management

**Reference Books**


**Fundamentals of Management BB 102**

**Objective:** To familiarize the student with the concepts and principles and functions of management and the recent developments in management practice.

**Scheme:** 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2 out of 3), 10 marks will be for Project/Assignment/Presentation/Case Study End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions

**Syllabus**

**Unit I:** Management concepts & Evolution: Definition - nature - scope and functions of management. Importance of management, role of manager, management and administration, functional areas of management, POSDCORB-Evolution of management thought - Relevance of management to modern industry, Govt., University, hospital & other institutions.

**Unit II:** Planning: Meaning, features, nature and importance of planning. Procedure, types of planning, Techniques. Elements of planning, principles of planning, planning and control, types of plans. Objectives, MBO.

**Unit III:** Organizing: Nature - purpose - organizational structure - Theories of organization - span of control - Line & staff functions. Authority & Responsibility - centralization and decentralization -delegation of authority.

**Unit IV:** Staffing: Staffing nature and purpose, selection, PA and Creer planning

**Unit V:** Directing: Nature of directing - leadership qualities - styles - motivation - morale and discipline.

**Unit VI:** Controlling: The objectives and process of control - Role of information in control- Performance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

**Text Books**

1. Koontz, Weihrich *Essentials for Management :An International Perspective* TMH8e

**Suggested Readings**


**Economics-1**

**Objective:** To impart understanding of micro economic concepts.

**Scheme:** 20 marks for internal evaluation. Internal- 10 marks for written test (Best of 2
Syllabus


Unit II: Demand Analysis and Supply Analysis: Meaning of Demand, Types of Demand, Law of Demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply,


Unit IV: Cost and Revenue Analysis: Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue,

Unit V: Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

Unit VI: International Trade: Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection,

Text Books
2. D.N.Dwivedi, Managerial Economics, Vikas Publications, New Delhi –
3. S K Agarwala Microeconomics - Excel Books
4. Atmanand Managerial Economics Excel Books, New Delhi

Basic Accounting BB 104

Objective: To familiarize and develop an understanding of accounting concepts for effective recording of business operations of an entity with special reference to corporate form of business organization.

Scheme: The faculty member will award internal marks out of 20 (10 for Tests and 10 for project) The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will have 3 theory questions out of which students will be required to attempt any 2 questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three.

Syllabus

Detailed Contents:


Unit II: Basic Accounting Concepts and convensions: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, Conservatism, Materiality Concept, Consistency concept, and accounting convensions
Unit III: Accounting Structure: Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,
Unit IV: Bank Reconciliation statement.
Unit VI: Accounting for Depreciation and its importance in decision making. - Fixed Installment Methods & Reducing Balance Methods.
Unit VII: Preparation of final accounts of Joint stock companies and overview of Indian and International accounting standards.

Text Books:
1. Agrawal, Srinivasan Accounting Made Easy 1e Tata McGraw Hill
2. Sudhindra Bhat Management Accounting Excel Books, New Delhi
6. Jain & Jain Accounting for Manager, PathMaker, Bangalore

Reference Books:
5. Louderback, Managerial Accounting 10th edition, Cengage Learning, India

Information Technology BB 106

Objective: objective of course is to offer understanding of basics IT application in day to day running of business.

Scheme: There shall be internal evaluation of 10 marks and practical examination for 20 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of test and assignment.

Syllabus

Unit 1. Introduction to Computer
Hardware: Input / Output devices, storage devices and memory.
Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

HTML:- Basics of HTML Tags

Unit-2. Operating Systems
DOS: External and Internal Commands and Features.
WINDOWS 7: Basic Operations, utilities and features.
Unit 3. UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, chmod, rmdir, who, who am I, banner, date, kill, etc.).

Unit 4. MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.

MS Access 2007: Database creation, screen/form design, report generation using wizard

Unit 5. MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel’s chart features, working with graphics, using worksheet as databases, automating “what-if” projects.

MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point


Unit 7 TALLY: Basic functions & Overview

Text Readings
1. Balagurusamy *Fundamentals of Computer* 1e, Tata MacGrawHill
2. Deepak Bharihoke *Fundamentals of Information Technology* Excel books
3. Manish Mahajan *IT Infrastructure & Management* Acme learning
4. Rashi Agarwal *Computer Organisation and Design*, Acme learning

Curriculum

BBA (HA) 3 Yrs. Program of D.A.V.V., Indore For

Affiliated Institutions

SEMESTER-I

CURRICULUM

1. HINDI
2. BUSINESS MATHEMATICS
3. COMPUTER APPLICATIONS -I
4. INTRODUCTION TO MANAGEMENT
5. INTRODUCTION TO PHYSIOLOGY
6. INTRODUCTION TO HUMAN ANATOMY
7. INTRODUCTION TO BIO-CHEMISTRY
8. SOCIAL PSYCHOLOG

Ist Semester

BUSINESS MATHEMATICS
**Course Objectives:** The objectives of the course are to enable students to learn and to have a good working practice of mathematical tools for taking appropriate decisions in managerial situations.

**Examinations**
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

**Course Content:**
1. Number Systems.
2. Set, Relations and Functions.
4. Compounding and Discounting, Annuity
5. **MATRIX AND DETERMINANT:** Concept of Matrix and Determinant. Algebra of matrices and determinants, Inverse of matrix, Rank of matrix, Managerial applications and Input-Output analysis
6. **DIFFERENTIAL CALCULAS:** Variables, Constants, Functions, Concept of limit and continuity, Derivatives, Algebra of derivatives, Derivatives of composite functions, Higher order derivatives, Application of derivatives in maxima and minima. (Numerical upto Second order Derivatives only.)
7. **INTEGRAL CALCULAS:** Elementary integration, Standard form, Integration by substitution, Integration by parts, Integration of Rational fractions and Integration by partial fractions, Concept of definite integral, Length of the curve and Area bounded by curve (simple cases). Calculation of Consumer's surplus and Producer's surplus.

**Text Reading:**

**Ist Semester**
**COMPUTER APPLICATIONS – I**

**Course Objectives** The objectives of the course are to introduce the students, the concepts of computer hardware and software and to acquaint them with IT Tools.

**Examinations**
The faculty member will award marks out of a maximum of 20 marks (10 marks are for the internal performance of the Student and 10 Marks are for viva-voce).. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

**Course Contents:**
1. **Introduction to Computer**
   Hardware: Input / Output devices, storage devices and memory.
   Computer Languages: Levels of languages, generation and their features.
   Generation of Computer (Phases of development of computers).
   Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.
1. **Basics of HTML Tags**

2. **Operating Systems**
   - **DOS**: External and Internal Commands and Features.
   - **WINDOWS 7**: Basic Operations, utilities and features.
   - **UNIX**: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

3. **Application Software** *(MS-Office 2007)*
   - **MS Word 2007**: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.
   - **MS Excel 2007**: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel’s chart features, working with graphics, using worksheet as databases, automating “what-if” projects.
   - **MS PowerPoint 2007**: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point
   - **MS Access 2007**: Database creation, screen/form design, report generation using wizard

**Text Readings:**
4. William Stallings-Operating Systems,6e-(Indian Reprint)Pearson Education
5. Deepak Bharihoke , “*Fundamentals of Information Technology*”, Excel Books

**Ist Semester**

**INTRODUCTION TO MANAGEMENT**

**Course Objective:**
Objectives of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

**Examination**
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 20 marks

**Course Content:**
1. **Concept of Management**: Functions and Responsibilities of Managers, fayol’s Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.
2. **Planning**: Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.
3 Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.


6 Controlling: Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feed back system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Text Readings:

1st Semester

INTRODUCTION TO PHYSIOLOGY

Course Objectives: The objectives of the course are to enable students to learn and to have a good understanding of Human Physiology, as is necessary for Hospital Administrators.

Examinations
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Content:

- Physiology with special reference to Human Body.
- Principles of bio-physics as applicable to the human body.
- Excitable Tissue – Nerve and Muscle.
- Composition of blood, blood groups in human, Coagulation, oxygen and carbon dioxide transport.
- Acid base balance and temperature regulation in Human.
- Circulatory System with special reference to Cardiac Cycle, Blood Pressure and ECG.
- Respiration and its Physiology with regards to its clinical application, diseases of respiration, artificial ventilation.
- Physiology of Gastro intestinal system, & its applied aspects, along with physiology of liver & pancreas.
- Gross physiology of Endocrine system & its applied clinical aspects, mechanism of action of various hormones and their role in controlling body activities, hypo and hyper secretion and its consequences.
- Nervous system in human body CNS, Autonomic Sympathetic & Parasympathetic and their applied physiology.
- Physiology of reproduction in humans. Reproductive development in human beings,
- Function of placenta in human
- Vision, Hearing and other receptors.

**Text Readings:**
1. Elaine N. Marieb- *Essentials of Human Anatomy & Physiology*, 8e(Indian Reprint) Pearson Education
2. Elaine N. Marieb- *Human Anatomy & Physiology (With Atlas)*, 6e(Indian Reprint) Pearson Education
3. Colbert, *Anatomy & Physiology for Health Professionals*, Addison Wesley

**Ist Semester**

INTRODUCTION TO HUMAN ANATOMY

**Course Objectives:** The objectives of the course are to enable students to learn and have a good understanding of Human Anatomy as is necessary to understand human body organization and for further understanding of medical subjects as Hospital Administrators.

**Examinations**
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

**Course Content:**
Technical word/terminology synthesis & analysis, Applied Anatomy need be emphasized with following sections of the syllabus:

**General Anatomy:** Introduction and anatomical terms,
**Osteology:** Major Bones, Joints-types and structure of synovial joints like Hip, Knee, Shoulder Joints, Muscles—major muscles of upper and lower limbs
**Nervous Systems:**——central and peripheral nervous system including A.N.S
**Skin:** Structure and function
**Head and Neck, Brain and spinal cord (major topics)**
**Upper limbs:**—Clavicle, Scapula, Humerus, Breast, Brachial Plexus, Arm:—Radius and Ulna,
**Lower limbs:**—Hip bone, Femur, Patella, Tibia, Fibula, muscles of lower limb
**Thorax:**—Sternum and Ribs, Vertebral column; lungs, Pleura, , Pericardium, Blood Supply of Heart, Heart Structure, mediastinum
**Abdomen and Pelvis**
**Male** External and Internal Genital Organs Ductus deference, Seminal vesicles, Prostate Glands, Pelvis, Pelvic Peritoneum,
Female-External and Internal genital Organs --- Ovaries, Uterine tubes and Uterus, Urinary bladder, , Male and Female Urethra, Uterus , Rectum and Anal canal, pelvic Vessels Nerves, Muscles

Text Readings:
2. B.D.Chaurasia Human anatomy

Ist Semester
INTRODUCTION TO BIO-CHEMISTRY

Course Objectives: The objectives of the course are to enable students to learn and to have a good understanding of Bio-Chemistry, as is necessary for Hospital Administrators

Examinations
The faculty member will award marks out of a maximum of 20 marks for the internal performance of the Student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Course Contents:
Human biochemistry with emphasis on the applied aspects of bio-chemical processes in conditions of health and disease.
Structure & functions of Carbohydrates, Lipids, Amino acids, Proteins and Nucleic acids. Electrolytes homeostasis & normal ranges
Hormones , Classification of Hormones Types of enzymes, Mechanism of enzyme action, Immunoglobulins and immunity, Vitamins and co-enzymes-- Biosynthesis and functions
Malnutrition disorders related to Carbohydrates, Fats, Proteins & Vitamins, Electrolyte imbalance
Biochemical examination of sample of body fluids etc
General aspects of the metabolic basis of diseases.
Biochemical Lab tests, profiles and equipment used therein

Text Readings:

Ist Semester
SOCIAL PSYCHOLOGY

Objective: The Objective if the course is to make students aware of basic aspects of general Psychology & Sociology.

Examinations: The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. It will have two sections A and B. Section A, worth 60 marks will consist of five theory questions, out of which students will be required to attempt any three questions,
and Section B will comprise of one or more case(s), worth 20 marks

**Course Contents:**
5. Understanding Groups

**Text Books**
1. Robert A. Baron *Social Psychology* 12th Edi 2009Baron -Pearson Education,

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**Second Semester Curriculum BBA (Full Time) 3 Yrs. Program of D.A.V.V., Indore For Affiliated Institutions**

**SEMESTER II**

**BB201 Business communication**

**BB202 Human Resource Management**

**BB203 Economics-II**

**BB204 Financial Management**

**BB205 English**

**BB206 Management Information System**

**Business communication BB 201**

**Objective:** to generate understanding of communication process and develop communication skills among the students.

**Scheme:** 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

**Syllabus**

**UNIT-I**

Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feed back,
UNIT II
Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.

UNIT III

UNIT IV
Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing

UNIT V
Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

UNIT VI
Barriers to Effective Communication and ways to overcome them, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills,

Text Books
4. Abha Sharma Remedial English, Acme Learning
5. Shalini Sharma Concepts of Professional Communication, Acme Learning

Human Resource Management BB 202
Objective: To generate understanding of the human resource management and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus
Unit I: Introduction: Importance of Human Resource Management – Meaning, Nature and Scope, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.

Unit II: Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization,

Unit III: Training & development. Types and method, job change – career planning, promotion, demotion, transfer, separations.

Unit IV: Compensation Function: Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage.

Unit V: Maintenance and Integration Functions: Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of
discipline.

Unit VI: Audit and Control Function: Performance appraisal – purpose, factors, methods 360 degree feedback uses and application, human resource accounting.

Text Books
4. Saiyadain Mirza, Human Resources Management, 4e, Tata McGraw Hill

Suggested Readings:
2. Durai, Human Resources Management, Pearson education, 2010

Economics II BB 203

Objective: To generate understanding of the macroeconomics and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus
Unit 1: National Income: Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (Di), Per Capita Income (PCI), Real National Income (RNI)

Unit 2: Theories of Employment: Classical theory of employment – Say’s law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest


Unit 5: Banking, Stock Market And Insurance: Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) –


Text Books
1. Dr. Abha Mittal Macroeconomics, Taxmann’s
2. Dwivedi, DN Macroeconomics : Theory & Policy, 3e Tata McGraw Hill
Financial Management BB 204

Objective: To familiarize and develop an understanding of tools and techniques for effective analysis and interpretations of financial statement and methods for efficient management of funds of an entity with special reference to corporate form of business organization.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments External examination shall be of 80 marks. There will be two sections. Section A, theoretical, is worth 32 marks with 3 questions out of which student will attempt any 2. Section B will contain practical, numerical questions having 5 questions and will be worth 48 marks and student will be require to attempt 3 questions with or without choice.

Syllabus:

Unit 2: Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis Preparation of Cash Flow Statement as per Accounting Standard and its Analysis

Unit 3: Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.


Text Books:
1. Dr.R.P. Rustagi Fundamentals of Financial Management, Taxmann’s
2. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed.,

English BB 205

Course Objectives: The objectives of the course are to enable students to learn and to have a good working practice of english.

Scheme: The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student. The semester examination will be worth 80 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equal Marks.

Syllabus
(A) Prose (A.G. Gardiner)
1. On Saying 'Please'
2. On Habits
3. On Courage
4. On Fear
5. On Keyhole Morals.

(B) Poetry
1. On His Blindness – John Milton
2. It is not Growing Like a Tree – Ben Jonson
3. Elegy Written in a Country Churchyard – Thomas Gray

(C) English Grammar & Usages
(D) Concord; Agreement of the verb with its subject, structure of sentence, Element of a series, Active & Passive Voice, Reported Speech

(E) Paragraph Writing
(F) Precis-Writing
(G) Letter & Application – Writing
(H) Essay Writing

Text Books:
2. Solomon Ambuchelvan, What is what of English, Acme Learning
3. Deepshikha Jain, Communicative English, Parshva Publishers
4. Rajshri Dewan, English and Business Communication, Acme learning

Management Information System BB 206

Course Objective
The objective of this course is to help the student acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision making.

Examination
The faculty member will award internal marks out of 20 (10 marks for the internal performance of the student and 10 marks for viva voce). The semester examination carrying 80 marks will have 7 questions out of which students will be required to attempt any 5 questions.

Course Contents
5. System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

Text Reading
1. Sushila Madan, Management Information System, 2010, Taxmann’s
5. Laudon, Management Information Systems: Managing the Digital Firm, 11/e,
Pearson