

2½ Hrs

School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: XBB201	First Year-Semester-II			
Course: Advanced English	L	T	P	C
	4	--	--	4
Max. Time for Theory Exam: 2½ Hrs	Max. University Theory Examination: 60 Marks			
	Continuous Internal Assessment: 40 Marks			

**Objectives**

1	Use acceptable English in academic writing.
2	Use English language in a more meaningful way with an enriched word power.
3	Communicate in a professional way using various communication strategies.
4	Read and comprehend the major points discussed in various types of written texts.
5	Make notes; write precise, letter and résumé.

**Course Outcomes**

Course Outcomes		Domain	Level
CO1	Use acceptable English in academic writing	Cognitive	Understand, Remembering & Apply
CO2	Makes use of comprehensive and suitable vocabulary	Cognitive, Psychomotor	Understand, Apply
CO3	Communicates professionally by using the strategies learnt	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Applies cognizance while comprehending various types of written texts	Cognitive, Psychomotor	Understand, Apply
CO5	Writes and speaks in English, precisely with clarity and accuracy	Cognitive, Psychomotor	Understand, Apply, Guided Response

**Unit Number****Details****Hours**

1	<b>Listening Skills (Only for Internal Assessment)</b> Audios containing stories, speeches, presentations, poetry recitations, song setc. <b>Vocabulary</b> Idioms and Phrases, using Dictionary and Thesaurus	12
2	<b>Reading Skills</b> I. The Gift of the Magi-O'Henry II.I My Financial Career-Stephen Leacock II. The Convocation Speech-Chetan Bhagat/Connect the Dots-Steve Jobs	12
3	<b>Reading and Responding</b> I. The Definition of Love-Andrew Marvell III. Musée des Beaux Arts-	10
4	<b>Grammar (LSRW Skills)</b> I. Modal Auxiliaries Active and II. d Passive Voice <b>Speaking Skills</b>	14

	<ul style="list-style-type: none"> <li>I. Suggesting</li> <li>II. I Permission (seeking, giving and declining permission tactfully) Agree</li> <li>II. I ing, disagreeing and partly agreeing</li> <li>V. Complimenting</li> <li>V. Apologizing</li> </ul>	
<b>5</b>	<b>Writing Skills</b> <ul style="list-style-type: none"> <li>I. Group Discussion</li> <li>II. Interview Skills Ex</li> <li>III. pansion of Idea Res</li> <li>IV. ume Writing</li> <li>V. Report Writing</li> <li>VI. Writing for Blogs and Social Media</li> </ul>	<b>12</b>
<b>Total</b>		<b>60</b>

**Resources**

<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. <b>Wren and Martin</b>: High School English Grammar and Composition</li> <li>2. <b>G. Radhakrishna, Pillai, K. Rajeevan</b>. Spoken English for You. CIEFL. Emerald Publication.</li> <li>3. <b>K. S. Smita, Annie Pothen</b>. English Conversational Practice. Sterling Publication Pvt. Ltd.</li> <li>4. <b>Dr. Saraswati</b>. Success with Spoken English for Undergraduate</li> <li>5. <b>Tickoo and Subramaniam</b>: A Functional Grammar with Usage and Composition</li> <li>6. <b>O'Henry</b>- The Gift of Magi</li> <li>7. <b>Stephen Leacock</b>- My Financial Career</li> <li>8. <b>Andrew Marvell</b>- The Definition of Love</li> <li>9. <b>W. H. Auden</b>- Musée des Beaux Arts</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. <b>Murphy, Raymond</b>: Essential English Grammar, Cambridge University Press</li> <li>2. <b>Bygate, M.</b> Speaking. Oxford: Oxford University Press.</li> <li>3. <b>Maison, Margaret M.</b>: Examine Your English</li> <li>4. <b>Fitikides, T. J.</b>: Common Mistakes in English</li> <li>5. <b>McCarthy, Michael</b>: English Vocabulary in Use and Felicity O. Dell</li> </ol>

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB202		First Year - Semester - II			
Course: Business Organization		L	T	P	C
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		Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam: $2\frac{1}{2}$ Hrs		Continuous Internal Assessment: 40 Marks			
<b>Objectives</b>					
1	To make students acquainted with the concept of Business and organization.				
2	To make students understand business enterprise and its functional areas.				
3	To acquaint the students with various forms of Business Organization.				
4	To acquaint the students with various government policies to run the business.				
5	To make students know the interface between business, environment and Government and to acquaint students with MNC and its role.				
<b>Course Outcomes</b>				<b>Domain</b>	<b>Level</b>
CO1	Students will be able to differentiate between an organization.			Cognitive	Understand, Remembering & Apply
CO2	Students will be able to identify functional areas of business.			Cognitive, Psychomotor	Understand, Apply
CO3	Students will be able to identify different types of business organization.			Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Students will be able to identify different government policies and schemes for business.			Cognitive, Psychomotor	Understand, Apply
CO5	Students will be able to analyse the interface between business and government as well as environment.			Cognitive, Psychomotor	Understand, Apply, Guided Response
<b>Unit Number</b>	<b>Details</b>				<b>Hours</b>
1	<b>Introduction:</b> Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Profit Maximization vs Social Responsibility of Business; Business Ethics and Values; Code of Conduct and Corporate Governance writing				12
2	<b>Business Enterprises:</b> Entrepreneurship - Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location.				12
3	<b>Forms of Business Organization:</b> Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company - stages information; documentation (MOA, AOA).				14
4	<b>Small Business: Scope and role; Government Policies. Government &amp; Business Interface:</b> Rationale; Forms of Government and				10

	Busiess Interface.	
5	<b>Multinationals–Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks. Business Combinations–Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO,etc.</b>	12
<b>Total</b>		<b>60</b>
<b>Notes,Ifany</b>		
1		
<b>Resources</b>		
<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1.Gupta,C.B.;ModernBusinessOrganization,MayoorPaperWorks,2001.</li> <li>2.T.N.Chabra-"BusinessOrganisation",DhanpatRai&amp;Sons.</li> <li>3.Robert;ModernBusinessAdministration,McMillanIndia,1999.</li> <li>4.Basu,C.R.;BusinessOrganizationandManagement,TataMcGrawHill,Publishing House,NewDelhi,1998.</li> </ol>	

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: XBB203		First Year - Semester - II			
Course: Cost Accounting		L	T	P	C
		4		--	4
		Max. University Theory Examination: 60 Marks			
Max. Time for Theory Exam: 3 Hrs.		Continuous Internal Assessment: 40 Marks			
<b>Objectives</b>					
1	To understand the basic concepts and processes used to determine product costs.				
2	To be able to interpret cost accounting statements.				
3	To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.				
4	To understand various controlling techniques of cost accounting.				
5	To understand and implement budgeting in costing of a product.				
<b>Course Outcomes</b>				<b>Domain</b>	<b>Level</b>
CO1	Understanding of basic concepts of cost accounting.			Cognitive	Understand, Remembering & Apply
CO2	Understanding and preparation of cost statement for unit cost.			Cognitive, Psychomotor	Understand, Apply
CO3	Understanding of decision making for cost, profit and sales.			Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Understanding of concept of standard costing and controlling cost.			Cognitive, Psychomotor	Understand, Apply
CO5	Understanding of budgets and budgetary control.			Cognitive, Psychomotor	Understand, Apply, Guided Response
<b>Unit Number</b>	<b>Details</b>				<b>Hours</b>
1	<b>Introduction to Cost Accounting:-</b> a) Objectives and scope of Cost Accounting. b) Cost centers and cost units. c) Element of cost. d) Types of cost. e) Installing of a costing system f) Relationship of Cost Accounting, Financial Accounting, management accounting and Financial management.				14
2	<b>Elements of cost</b> a) Material, Labour and other Expenses. b) Classification of cost & Types of Costs c) Preparation of Cost Sheet.				12
3	<b>Introduction to Marginal costing:-</b> Marginal costing compared with absorption costing, Contribution, Breakeven Analysis and profit volume graph.				12
4	<b>Introduction to standard costing:-</b> Various types of standards, setting standards, Basic concept of material and labour				10

	standard and variance analysis.	
5	<b>Budgets and budgetary control</b> Definition, meaning, advantages and disadvantages of budget. The budget manual, preparation and monitoring procedures, Flexible budget, cash budget, master budget.	12
<b>TotalHours</b>		<b>60</b>
<b>Notes, If any</b>		
1	<b>Problems shall be covered on the topic marginal costing, standard costing and budget and budgetary control</b>	
2		
<b>Resources</b>		
<b>Recommended Books</b>	1. Advanced cost Accounting by Saxena and Vasistha. 2. Advanced cost Accounting by S.P. Jain and Narong. 3. Cost Accounting by S.N. Maheshwari 4. Cost Accounting by Ratnam. 5. Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap Nirali Prakashan, Pune. 6. Cost and Works Accounting II and III - Prof. Subhas Jagtap, Prof. Pagarand Dr. Nare K.S. Publication, Pune. 7. Cost Accounting – Bhatta HSM, Himalaya Publication 8. Cost Accounting – Prabhu Dev, Himalaya Publication 9. Advanced Cost Accounting – Made Gowda, Himalaya Publication	

School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: XBB204	First Year - Semester - II			
Course: Quantitative Techniques for Business Decisions	L	T	P	C
	4	--	--	4
Max. Time for Theory Exam: $2\frac{1}{2}$ Hrs	Max. University Theory Examination: 60 Marks			
	Continuous Internal Assessment: 40 Marks			

Course Objectives:	
1	The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research.
2	To study the techniques that assist especially in resolving complex problems serve as a valuable guide to the decision makers.
3	To equip the students with technical skills of decision making in business decisions.
4	To make the students understand about resource maximization techniques through quantitative techniques.
5	To equip the students with project planning techniques through quantitative techniques.

Course Outcomes:	Domain	Level
CO1	Cognitive	Understand, Remembering
CO2	Cognitive	Understand, Remembering
CO3	Cognitive,	Understand, Apply
CO4	Cognitive, chomotoric & cognitive	Understand, Remembering & Apply
CO5	Cognitive, Psychomotor	Understand, Apply

Unit Number	Details	Hours
1	<b>Statistics:</b> Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution—graphics, Bars, Histogram, Diagrammatic. Types of statistics <b>Descriptive statistics</b> -Measures of central tendency – mean, median and mode, partition values—quartiles, decile and percentiles. Measures of variation –range, IQR, quartile, decile and percentiles. Measures of variation—range, IQR, quartile deviation and standard deviation and Lorenz Curve. <b>Inferential statistics- Inferential statistics procedures–Pearson's correlation and coefficient.</b>	14
2	<b>Correlation Analysis:</b> Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Pearson's Methods; Spearman's rank correlation; concurrent deviation the correlation coefficient; Pitfalls and limitations associated with regression and correlation analysis.	12

<b>3</b>	<b>Linear Programming:</b> Concept a assumptions usage in business decision making linear programming problem: formulation ,methods of solving: graphical and simplex, concept, significance,usage &application in business decisionmaking.	<b>12</b>
<b>4</b>	<b>Transportation, assignment problems &amp; Game Theory:</b> General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation on problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.	<b>12</b>
<b>5</b>	<b>GameTheory:</b> Concept, 2by2 zero sumgame with dominance ,PureandMixed Strategy.	<b>10</b>
<b>TotalHours</b>		<b>60</b>
<b>Notes,Ifany</b>		
<b>1</b>		
<b>Resources</b>		
<b>Recommended Books</b>	1.Gupta,S.P.andGupta,P.K.;QuantitativeTechniquesandOperationsResearch, SultanChand&Sons 2.Vohra,N.D.;QuantitativeTechniquesinManagement2003. 3.Gupta,S.P.StatisticalMethods,SultanChand&Sons.2004 4.Srivastava,U.K.;Shenoy,G.V.andSharma,S.C.;QuantitativeTechniques formanagerialDecisions;NewAgeInternationalPvt.Ltd.,(2002)2ndedition 5.S.D.Sharma;OperationsResearch,NewEdition 6.Sharma,J.K.;OperationsResearch:problems&solutions;MacmillanIndiaLtd., 2004(2ndedition) 7.Sancheti,D.C.&Kapoor,V.K.;Statistics-Theory,MethodsandApplications,, SultanChand&Sons,2004	



<b>School of Commerce and Management Studies</b>	<b>Programme: BBA-</b>			
<b>Course Code: XBB205</b>	<b>First Year - Semester-</b>			
	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course: Organizational Behaviour</b>	<b>4</b>			<b>4</b>
<b>Practical: 4 Hrs/Week</b>	<b>Max. University Practical Examination: 60 Marks</b>			
<b>Max. Time for Theory Exam: 2½ Hrs</b>	<b>Continuous Internal Assessment: 40 Marks</b>			

<b>Objectives</b>	
On completion of this course, students should be able to:	
<b>1.</b>	Identify how individual behaviour affects organizational behaviour
<b>2.</b>	Understand the crucial role of people in any business
<b>3.</b>	Analyse different aspects of organizational behaviour
<b>4.</b>	Fundamental knowledge of Organizational Behaviour
<b>5.</b>	Understand Groups and Group Dynamics

<b>Course Outcomes</b>		<b>Domain</b>	<b>Level</b>
<b>C01</b>	Students able to get fundamental knowledge of organizational behavior	Cognitive, Psychomotor	Understand, Remembering & Analyze
<b>C02</b>	Identify how individual behavior affects organizational behavior	Cognitive, Psychomotor	Understand, Apply
<b>C03</b>	Understand the crucial role of people in any business	Cognitive, Psychomotor & Affective	Understand, Remembering & Analyze
<b>C04</b>	Students understand different aspects of organizational cultures, power and politics	Cognitive, Psychomotor	Understand, Apply
<b>C05</b>	Students able to understand in depth ideal about Groups and Group Dynamics	Cognitive, Psychomotor	Understand, Apply, Guided Response

<b>Unit Number</b>	<b>Details</b>	<b>Hours</b>
<b>1</b>	<b>Introduction</b> Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	<b>12</b>
<b>2</b>	<b>Individual Behaviour</b> Individual behaviour, Personality, Perception and its role in individual decisionmaking, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vrooms Expectancy theory	<b>12</b>
<b>3</b>	<b>Behaviour Dynamics</b> Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.	<b>12</b>
<b>4</b>	<b>Groups and Group Dynamics</b> Definition and classification of Groups, Types of Group Structures, Group decisionmaking, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.	<b>12</b>
<b>5</b>	<b>Management of Change</b> Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.	<b>12</b>
<b>Total Hours</b>		<b>60</b>

<b>Recommended Books</b>	<ol style="list-style-type: none"><li>1.K.Aswathappa,<i>Organizational Behaviour</i>,HimalayaPublications,NinthRevisedandEnlargedEdition,2011</li><li>2.FredLuthans,<i>Organizational Behaviour</i>,12thEdition,TataMcGrawHillPublications,2010</li><li>3.SeemaSanghi,<i>HumanResourceManagement</i>,FirstEdition,MacmillanIndiaLimited,2012</li><li>4.CynthiaD.Fisher,LyleF.Schoenfeldt,JamesB.Shaw,<i>HumanResourceManagement</i>,DreamechPress.2008</li></ol>
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School of Commerce & Management Studies	Programme: B.B.A.			
Course Code: 206(A)	First Year - Semester - II			
Course: Practical in Cost Accounting	L	T	P	C
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Max. Time for Theory Exam: 1.5 Hrs.	Max. University Practical Examination: 50 Marks			

### Objectives

1	To understand the basic concepts and processes used to determine product costs.
2	To be able to interpret cost accounting statements.
3	To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.
4	To understand various controlling techniques of cost accounting.
5	To understand and implement budgeting in costing of a product.

Course Outcomes		Domain	Level
CO1	Understanding of basic concepts of cost accounting.	Cognitive	Understand, Remembering & Apply
CO2	Understanding and preparation of cost statement for unit cost.	Cognitive, Psychomotor	Understand, Apply
CO3	Understanding of decision making for cost, profit and sales.	Cognitive, Psychomotor & Affective	Understand, Remembering & Apply
CO4	Understanding of concept of standard costing and controlling cost.	Cognitive, Psychomotor	Understand, Apply
CO5	Understanding of budgets and budgetary control.	Cognitive, Psychomotor	Understand, Apply, Guided Response

Unit Number	Description	Hours
1	Practical Problems based on calculation of Total cost for manufacturing of Bicycle, toys & furniture etc	6
2	Practical problem based on preparation of Cost Sheet for Manufacturing Industries	8
3	Practical problem based on service costing for Hotels, Canteen, MSRTC, Hospitals	8
4	Visit to any manufacturing industry & study the various components of cost sheet (Report Preparation)	8
<b>Total</b>		<b>30</b>

### Term Work:

Term Work assessment shall be conducted for the Project, Tutorials and Seminar. Term work is continuous assessment based on work done, submission of work in the form of report/journal, timely completion, attendance, and understanding. It should be assessed by subject teacher of the institute. At the end of the semester, the final grade for a Term Work shall be assigned based on the performance of the student and is to be submitted to the University.

**Practical/Oral/Presentation:**

Practical/Oral/Presentation shall be conducted and assessed jointly by internal and external examiners. The performance in the Practical/Oral/Presentation examination shall be assessed by at least a pair of examiners appointed as examiners by the University. The examiners will prepare the mark/grade sheet in the format as specified by the University, authentic and seal it. Sealed envelopes shall be submitted to the head of the department or authorized person.

**Notes, If any**

1

**Resources****Recommended Books**

1. Maheshwari, S.N. and S.N. Mittal; Cost Accounting – Theory and Problems, 22nd Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Jain and Narang; Cost Accounting, Kalyani Publishers, 2002.
3. Arora, M.N., Cost Accounting 2nd Edition, 2001 Vikas Publishing House Pvt. Ltd..
4. Horngren; Managerial Cost Analysis, 22nd revised edition, Prentice Hall, 2003.
5. Gowda, J. Made; Advanced Cost Accounting, 1st Edition, Himalya Publishing House, 2001.

School of Commerce & Management Studies		Programme: B.B.A.			
Course Code: 206		First Year - Semester - II			
Course: Computer Application		L	T	P	C
Max. Time for Practical Exam: 1.5 Hrs.		--	--	2	2
		Max. University Practical Examination: 25 Marks Term Work: 25			
<b>Objectives</b>					
1	The objective of this subject is to acquaint the students with the concepts of <b>Computer</b> .				
2	Be familiar with the basics of Internet Technology and its usage.				
3	To make students understand the fundamental concept of ERP and working of different modules in ERP.				
4	This is a basic paper Business Administration students to familiarize with computer and its application in the relevant fields and expose them to other related paper of IT.				
5	Provides hands-on use of Microsoft Office application word, excel and powerpoint.				
<b>Course Outcomes:</b>		<b>Domain</b>		<b>Level</b>	
CO1	Understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system.	Cognitive		Understand, Remembering	
CO2	Able to understand term internet and various application of Internet.	Cognitive		Understand, Remembering	
CO3	Helps understand IT terms and their role in Internet functioning.	Cognitive,		Understand, Apply	
CO4	Upon completion, students will be able to examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.	Cognitive, Psychomotor & Affective		Understand, Remembering & Apply	
CO5	Result in Ms-Office application, Knowledge and skill.	Cognitive, Psychomotor		Understand, Apply	
<b>Unit Number</b>	<b>Description</b>				<b>Hours</b>
1	<b>Basic Concepts:</b> Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, History and Generations of Computer. Hardware, Firmware, Liveware; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor made software., Networking concepts.				6
2	<b>Internet:</b> Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.				5

	<b>Trends in IT</b> –Data Warehousing, Knowledge Management, e-Commerce, eLearning, eBusiness and e-Governance.	
3	<b>Enterprise Resource Planning</b> – Concept, History, ERP Packages, Advantages and Limitations. <b>IT Enabled Services (ITES)</b> – Processes, Outsourcing Function, Call Centers; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BPO, Mphasis, Progeon, WNS, Daksh and EXL etc); KPO's: Processes and Domain Expertise.	5
4	<b>MS-Office (MS-Word, MS-Excel, MS-PowerPoint) Word Processing Basics:</b> Opening and Closing & saving documents, Text creation and Manipulation, Formatting of text, Editing Text, Spellcheck, Header/Footer, Page/Section Break, Page Setup & Printing of word document, Working with Table, Mail-Merge, Hands on Practice on creation of official letters, report etc. <b>Basics of Spreadsheet:</b> Manipulation of cells, Formulas and Functions, Editing of Spread Sheet, printing of Spread Sheet, Sorting, Filters, Subtotal, Pivot Table, hands-on practice on preparation of salary sheet, official data sheet etc.	7
5	<b>Basics of Presentation Software:</b> Creating Presentation, Preparation and Presentation of Slides, Slide Show, Taking print out of presentation/handouts. <b>Lab Assignments of MS-Word, MS-Excel and MS-Powerpoint</b>	7
		<b>30</b>

### Resources

<b>Recommended Books</b>	<ol style="list-style-type: none"> <li>1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi</li> <li>2. Pradeep K. Sinha and Preeti Sinha, Computer Fundamentals, BPB, Publication.</li> <li>3. E-Commerce-Parag Dewan (Excel Books)</li> <li>4. World Wide Web–design with HTML–CXavier</li> <li>5. Computer Application in Management–Nirupma Pathak</li> <li>6. BPO Processes &amp; Challenges By Harsh Bharghav &amp; Deepak Kumar,</li> <li>7. IT Enabled Retailing by k. Suresh,</li> <li>8. IT Strategies for Business-Farha Kulkarni</li> <li>9. Microsoft Office-2000 Complete-BPB Publication.</li> </ol>
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### Term Work:

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### Practical/Oral/Presentation:

Practical/Oral/Presentations shall be conducted and assessed jointly by internal and external examiners. The performance in the Practical/Oral/Presentation examinations shall be assessed by at least a pair of examiners

appointed as examiners by the University. The examiners will prepare the mark/gradesheet in the format as specified by the University, authenticate and seal it. Sealed envelopes shall be submitted to the head of the department or authorized person

