

## Appendix A

### List And Syllabus Of BCA Electives Approved In BOS held on 26<sup>th</sup> Feb 2013 for the BCA Revised Course

#### Computer Science (CS) Electives

BCA_CS_E01	Android Programming
BCA_CS_E02	Content Management Systems
BCA_CS_E03	Desktop Publishing
BCA_CS_E04	E-Commerce Applications
BCA_CS_E05	ERP Systems
BCA_CS_E06	Human Computer Interaction
BCA_CS_E07	Information Systems Audit
BCA_CS_E08	IT Project Management

#### Non-Computer Science (NCS) Electives

BCA_NCS_E01	Advertising
BCA_NCS_E02	Business Ethics
BCA_NCS_E03	Cyber Laws
BCA_NCS_E04	Employee Relations
BCA_NCS_E05	Entrepreneurship Development
BCA_NCS_E06	Indian Constitution
BCA_NCS_E07	Insurance Management
BCA_NCS_E08	International Business Environment
BCA_NCS_E09	Logistics and Supply Chain Management
BCA_NCS_E10	Marketing Fundamentals
BCA_NCS_E11	Operations Research
BCA_NCS_E12	Services Marketing
BCA_NCS_E13	Social Media
BCA_NCS_E14	Human Resource Management

**Course Code:** - BCA\_CS\_E01

**Course Title:-** Android Programming

**Course Prerequisites:** Programming, Graphical Interface Laboratory knowledge desirable

**Course Objectives:** To study the framework and concepts of programming applications for the Android Platform.

### **Course Contents:**

Overview of Visual Computing

**Learning Outcomes:** To understand the basics of Android Mobile Operating System

**Topics:** What is Android ?; Android Versions; Features of Android; Architecture of Android; Android Devices in the Market; The Android Market; Obtaining the Required Tools; Eclipse; Android SDK; Android Development Tools (ADT); Creating Android Virtual Devices (AVDs); Creating Your First Android Application; Anatomy of an Android Application

Activities and Intents

**Learning Outcomes:** To learn activities and intents in Android

**Topics:** Understanding Activities; Applying Styles and Themes to Activity; Hiding the Activity Title; Displaying a Dialog Window; Displaying a Progress Dialog; Linking Activities Using intents; Resolving Intent Filter Collision; Returning Results from an Intent; Passing Data Using an Intent Object; Calling Built-in Applications Using intents; Understanding the Intent Object; Using Intent Filters; Adding Categories

Getting to know the Android User Interface

**Learning Outcomes:** To learn to design the graphical interface in the Android

**Topics:** Understanding the Components of a Screen; Views and View Groups; Linear Layout; Absolute Layout; Table Layout; Relative Layout; Frame Layout; Scroll View; Adapting to Display Orientation; Anchoring Views; Resizing and Repositioning; Managing Changes to Screen Orientation; Persisting State Information during Changes in Configuration; Detecting Orientation Changes; Controlling the Orientation of the Activity; Creating the User interface Programmatically; Listening for Ui notifications; Overriding Methods Defined in an Activity; Registering Events for Views

Designing User Interface using Views

**Learning Outcomes:** To learn to use views for creating user interface

**Topics:** Basic Views; TextView View; Button, ImageButton, EditText, CheckBox, ToggleButton, RadioButton; RadioGroup Views; ProgressBar View; AutoCompleteTextView View; Picker Views; TimePicker View; Displaying the TimePicker in a Dialog Window; DatePicker View; Displaying the DatePicker View in a Dialog Window; List Views; ListView View; Customizing the ListView; Using the Spinner View

Displaying Pictures and Menus with Views

**Learning Outcomes:** To learn to use graphics and images on the GUI interface

**Topics:** Using image Views to Display Pictures; Gallery and ImageView Views; ImageSwitcher; GridView; Using Menus with Views; Creating the Helper Methods; Options Menu; Context Menu; Some Additional Views; AnalogClock and DigitalClock Views; WebView

## Data Persistence

**Learning Outcomes:** To learn to use data in data driven applications in Android.

**Topics:** Saving and Loading User Preferences, Using `getSharedPreferences()`, Using `getPreferences()`, Persisting Data to Files, Saving to Internal Storage, Saving to External Storage (SD Card), Choosing the Best Storage Option, Using Static Resources, Creating and Using Databases, Creating the `DBAdapter` Helper Class, Using the Database Programmatically, Adding Contacts, Retrieving All the Contacts, Retrieving a Single Contact, Updating a Contact, Deleting a Contact, Upgrading the Database, Pre-Creating the Database, Bundling the Database with an Application

## Content Providers

**Learning Outcomes:** To learn to use content in Android applications from various content providers.

**Topics:** Sharing Data in Android, Using a Content Provider, Predefined Query String Constants, `COntenTS`, Projections, Filtering, Sorting, Creating Your Own Content Providers, Using the Content Provider.

## Messaging and networking

**Learning Outcomes:** To learn to use messaging systems on network message gateways.

**Topics:** SMS Messaging, Sending SMS Messages Programmatically, Getting Feedback, After Sending the Message, Sending SMS Messages Using Intent, Receiving SMS Messages, Updating an Activity from a `BroadcastReceiver`, Invoking an Activity from a `BroadcastReceiver`, Caveats and Warnings, Sending e-Mail, Networking, Downloading Binary Data, Downloading Text Files, Accessing Web Services, Performing Asynchronous Calls

## Location-Based Services

**Learning Outcomes:** To learn to use location maps in Android applications

**Topics:** Displaying Maps, Creating the Project, Obtaining the Maps API Key, Displaying the Map, Displaying the Zoom Control, Changing Views, Navigating to a Specific Location, Adding Markers, Getting the Location That Was Touched, Geocoding and Reverse Geocoding, Getting Location Data, Monitoring a Location

## Developing Android Services

**Learning Outcomes:** To learn to use Android Applications as web services.

**Topics:** Creating Your Own Services, Performing Long-Running Tasks in a Service, Performing Repeated Tasks in a Service, Executing Asynchronous Tasks on Separate Threads Using Intent Service, Communicating between a Service and an Activity, Binding Activities to Services

## Publishing Android Applications

**Learning Outcomes:** To learn to publish various Android applications on various platforms.

**Topics:** Preparing for Publishing, Versioning, Digitally Signing Your Android Applications, Deploying APK Files, Using the adb exe Tool, Using a Web Server, Publishing on the Android Market, Creating a Developer Profile, Submitting Your Apps

**References -**

1. Hello, Android: Introducing Google's Mobile Development Platform -By Ed Burnette
2. The Busy Coder's Guide to Advanced Android Development - By Mark Murphy
3. Android Application Development all-in-one for Dummies
4. Head First Android Development, Jonathan Simon, O'relly media.

**Course Code:** - BCA\_CS\_E02

**Course Title:-** Content Management Systems

**Course Prerequisites:** Data Structures

**Course Objectives:** To introduce learners to several Content Management Systems that will be used to develop an in-depth understanding of the general processes used to set up CMS sites and their applications.

**Course Contents:**

Introduction to Content Management Systems

**Learning Outcomes:** To understand the basics of Content management, its needs and characteristics

**Topics:** Traditional Content Delivery Systems, Need for Content Organization, Merits / Demerits of CMS

Planning and Developing Dynamic Web Content Sites

**Learning Outcomes** To learn to create dynamically manageable CMS

**Topics:** Setting site goals, Identifying target audiences, Wire framing and planning site function and flow, Installing CMS applications, Working with ISPs to add site features to servers, Working with MySQL and backend data structures.

Building and Administrating a WordPress Blog Site

**Learning Outcomes:** To learn to use Word Press CMS

**Topics:** Understanding the differences between Wordpress.com sites and Wordpress.org sites, Setting up and installing a Wordpress site, Finding and adding templates to a new site  
Customize site features, Overview of administrative functions, Adding extra functionality of Wordpress blogs, Promoting new blog sites.

Building an Online Social Network Using SocialGo

**Learning Outcomes:** To learn to work with SocailGo CMS

**Topics:** Installing and configuring a new SocialGo based site, Overview of site design and editing features, Creating customized look and feel, Promoting new social media sites

Web Site Design Using CSS

**Learning Outcomes:** To learn to design quality CMS sites using CSS

**Topics:** Overview of CSS value and features, Exploration of how to use CSS to redesign text features, How to use CSS to move and position web graphics

Creating and Maintaining a Wikimedia site

**Learning Outcomes:** To learn to maintain a Wiki site

**Topics:** Installing and formatting MediaWiki, Creating and editing separate wiki entries, Adding coding functionality and hyperlinks.

CMS Development using Wix

**Learning Outcomes:** To learn to work with Wix

**Topics:** Setting up a Wix account, Laying out pages; using template features, Adding site content features, Creating interactive links.

Creating Online Courses Using Moodle

**Learning Outcomes:** To learn to setup and use Moodle CMS

**Topics:** Planning and designing online training materials, Installing the Moodle LMS platform software, Adding media features to online courses.

Building Websites Using Joomla

**Learning Outcomes:** To learn to use Joomla as a CMS

**Topics:** Acquiring a host for Joomla, Installing Joomla, Exploring the Admin Interface, Planning the website.

Comparison of Various CMS Tools

**Learning Outcomes:** To compare and analyze the features of various CMS.

**Topics:** Comparative analysis of features of CMS Tools

**References -**

**Books:**

Content Management Systems: Wrox Publications

**Course Code:** - BCA\_CS\_E03

**Course Title:-** Desktop Publishing

**Course Prerequisites:** IT Tools Laboratory

**Course Objectives:** To study the tools and techniques of producing quality print work using available software packages.

**Course Contents:**

Introduction

**Learning Outcomes:** To know the background of printing technologies and its evolution till the present day

**Topics:** History of printing, Types of printing, Desktop publishing: Introduction, Merits & Demerits, DTP and Traditional composing, Cost & estimation of DTP

DTP Tools

**Learning Outcomes:** To learn to use various tools to produce DTP work

**Topics:** Word Processors, Characteristics, Merits & Demerits, Case Study: WORD Editor, Graphic Editors, Characteristics, Merits & Demerits, Case Study: CorelDraw, Type Setters Characteristics, Merits & Demerits, Case Study: PageMaker.

Document Set up

**Learning Outcomes:** To learn to format and setup up printable documents with various settings

**Topics:** Unit – Word Processing using MS-Word: Basics – text formatting – setting header and footer – tables, borders and shading –Special effects and image insertion.

Typing and Composing Pages

**Learning Outcomes:** To learn to create various forms of printable matter adhering to international standards and conventions

**Topics:** Typography, Managing Fonts, Measurement types, fonts, Pages, lines, Proof reading Page setup, House styles, Page Maker case study, Page Composing, Different composing methods and processes, Composing machines, Output devices, Qwark Express case study.

Document Designing

**Learning Outcomes:** To learn to use graphics by importing and exporting printable matter to and from hard copy

**Topics:** Graphic Reproduction, Setting tones, Shadowing, Highlight, Contrast for images, Scanning principles, Types of scanners and their use, Setting resolution, Page design, Color types, Color selection, Preparation of graphics, Book preparation, Imposition techniques.

File & Print Management

**Learning Outcomes:** To learn to print documents on paper with considerations for various printing parameters.

**Topics:** Printing, Printing Technologies, Printer Setups, Printer modes, Types of printers, Different types of file formats, Image File formats, Vector Formats v/s Bitmaps, Colors, ICC based color, Binding techniques – CorelDraw Case Study

**References -**

**Books:**

- 1: Shirish Chavan, “Rapidex DTP Course”, UNICORN Books Pvt. Ltd., 2007
2. Sanjay Saxena, “A First Course in Computers”, Vikas Publishing House, 2005

**Course Code:** - BCA\_CS\_E04

**Course Title:-** E-Commerce Applications

**Course Prerequisites:** none

**Course Objectives:** To develop understanding of Web-based Commerce and equip them to assess e-commerce requirements of a business and develop e-business plans and e-commerce applications

**Course Contents:**

Introduction to Electronic Commerce

**Learning Outcomes:** To understand the basics of e-commerce and learn the concept of globalization and the role of Internet

**Topics:** Meaning, Nature and scope, Business application of e-commerce; Global trading environment and adoption of e-commerce, Evolution of World Wide Web. Future of Web

Web-site Design

**Learning Outcomes:** To learn the design principles of websites from the commerce perspective; mailing lists and use of e-mail in e-commerce

**Topics:** Web sites as market place, Role of web site in B2C e-commerce, Web site strategies Web site design principles, Push and pull approaches; Alternative methods of customer communication such as e-mail, E-mail etiquette and e-mail security;

Business Models of E-commerce

**Learning Outcomes:** To study the different business models of e-commerce and the characteristics and features of each model; understand the different elements of the supply chain; the concept of product and services digitization; understand the working of the online market and CRM

**Topics:** E-Commerce Models, B2B, B2C, B2G, Other models of e-commerce; Applications of e-commerce to supply chain management; Product and service digitization; Remote servicing, procurement, Online marketing and advertising, Applications to Customer Relationship Management

Business to Consumer E-Commerce Applications

**Learning Outcomes:** To study the B2C Model of e-commerce

**Topics:** Cataloging, Order planning and order generation, Cost estimation and pricing, Order receipt and accounting, Order selection and prioritization, Order scheduling, Order fulfilling, Order delivery, Order billing, Post sales services

Business to Business E-Commerce

**Learning Outcomes:** To study the B2B model with emphasis on communication techniques between organizations; study EDI with focus on reducing delays and costs of communication; study the concept of a value added network

**Topics:** Need and alternative models of B2B e-commerce, Using public and private computer networks for B2B trading; EDI and paperless trading, Characteristic features of EDI service arrangement, Internet based EDI, EDI architecture and standards, Cost of EDI infrastructure, Reasons for slow acceptability of EDI for trading; -E-marketing- Traditional web promotion; Value Added networks; Web counters, Web advertisements, XML, XML-EDI and its application

### Electronic Payment System

**Learning Outcomes:** To study the different electronic payment systems; study the risk management system of e-payments and study the Secure Electronic Transaction System

**Topics:** Types of payment systems, e- cash and currency servers, e- cheques, credit cards, smart cards, electronic purses, debit cards; Operational credit and legal risk of e-payment, Risk management options for e-payment systems; SET standards

### Security Issues in E-Commerce

**Learning Outcomes:** To study the security issues, security mechanism and threats to e-commerce; study the risk management of e-commerce systems

**Topics:** Risks of e-commerce, Types and sources of threats; Protecting electronic commerce assets and intellectual property, Firewalls, Client server network security, Data and message security, Security tools, Digital identity and electronic signature, Encryption and concept of public and private key infrastructure; Risk management approach to e-commerce security

### References –

#### Books:

1. Agarwala, Kales N., Amity All Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E-Commerce, Macmillan India Ltd, 2000
2. Diwan, Prag and Sunil Sharma, Electronic Commerce- A Manager's Guide to E-Business, V anity B ooks International, Delhi.
3. Fitzgerald, Business Data Communication Network, McGraw Hill, 1998.
4. Kalakota , Ravi and Andrew B. Whinson Frontiers of Electronic Commerce, Addison Wesley, 1999.

**Course Code:** - BCA\_CS\_E05

**Course Title:** - ERP Systems

**Course Prerequisites:** none

**Course Objectives:** To study the concept of an ERP system, its modules and applications in the business domain

**Course Contents:**

ERP Overview

**Learning Outcomes:** To understand the meaning of an ERP System; know the benefits and reasons for use of ERP systems

**Topics:** Traditional information model, Introduction to an enterprise, what is an ERP; Reasons for growth of ERP market, Advantages of ERP, Benefits of ERP

ERP and related Technologies

**Learning Outcomes:** To learn the concept of data warehousing and storage; study the concepts of data filtering and retrieval; know the concept of real time analytics and processing of data; know the meaning and need for Business process re-engineering

**Topics:** Introduction to B.I, Data Warehousing; Data mining; Online analytical processing; Business process reengineering.

ERP Implementation

**Learning Outcomes:** To learn the concepts of authentication and different authentication algorithms; learn the process of ERP implementation;

**Topics:** Evolution of ERP, Evolution of packaged software solutions, Obstacles, cost and benefits; ERP implementation life cycle, Pre-evaluation screening, Package evaluation, Project planning phase, Gap analysis, Reengineering, Configuration, implementation team training, testing, going live, end user training, post implementation.

Business Modules in ERP Package

**Learning Outcomes:** To know the different modules of an ERP package

**Topics:** Introduction to business modules, Finance, Manufacturing, Human resource, Materials management, Sales and distribution

ERP Present and Future

**Learning Outcomes:** To know the shortcomings of ERP Systems; study the features of EIA; learn the relationship between ERP and e-commerce; know the concept of an Online ERP System

**Topics:** Limitations of ERP; Enterprise integration applications (EIA); ERP and e-Commerce; ERP and the internet;

Note: Assignments based on an Industrial visit, Demos of ERP packages.

**References –**

1. S Sadagopan, “ERP a Management Perspective” Tata McGraw Hill Publishing Company Limited, New Delhi 1999
2. Alexis Leon , “ERP Demystified”, Tata McGraw Hill Publishing Company Limited, New Delhi 2000

**Course Code:** - BCA\_CS\_E06

**Course Title:-** Human Computer Interaction

**Course Prerequisites:** none

**Course Objectives:** To study the different aspects of human computer interaction and the computer interface design concepts.

**Course Contents:**

Introduction

**Learning Outcomes:** To understand the intricacies of human interaction with a computer system

**Topics:** Human Computer Interaction, Meaning, Importance of user Interface, Importance of good design, Benefits of good design

Graphical Interface Design

**Learning Outcomes:** To understand the concept of a graphical user interface, and its design characteristics

**Topics:** Graphical user interface, Popularity of graphics, The concept of direct manipulation, Graphical system, Characteristics, Web user – Interface popularity, Characteristics-Principles of user interface.

Design Process

**Learning Outcomes:** To recognize the human element its strengths and weakness for computer interaction

**Topics:** Human interaction with computers, Importance of:- Human characteristics, Human consideration, Human interaction speeds, Understanding business junctions

Screen Designing

**Learning Outcomes:** To know the principles of good screen design and layouts

**Topics:** Design goals, Screen planning and purpose, Organizing screen elements, Ordering of screen data and content, Screen navigation and flow, Visually pleasing composition, Amount of information, Focus and emphasis, Presentation information simply and meaningfully, Information retrieval on web, Statistical graphics, Technological consideration in interface design

Windows

**Learning Outcomes:** To know the different navigation schemes on windows based interface; learn the different types of selection devices and components of a window based interface

**Topics:** Navigation schemes selection of window; Selection of devices based and screen based controls, Components, Text and messages, Icons, Multimedia, Colors

Interaction Devices

**Learning Outcomes:** To know the different types of interaction devices and media

**Topics:** Keyboard and function keys, Pointing devices, Speech recognition, Digitization and Generation, Image and video displays

**References –**

1. The essential guide to user interface design, Wilbert O Galitz, Wiley DreamTech
2. Designing the user interface. 3rd Edition Ben Shneidermann , Pearson Education Asia
3. Human – Computer Interaction. Alan Dix, Janet Finckay, Greg Goryd, Abowd, Russell Beal, Pearson Education
4. Interaction Design Prece, Rogers, Sharps. Wiley Dreamtech
5. User Interface Design, Soren Lauesen , Pearson Education

**Course Code:** - BCA\_CS\_E07

**Course Title:-** Information Systems Audit

**Course Prerequisites:** none

**Course Objectives:** To provide students with the knowledge and skills to analyze and understand the use of business process audit Information to re-engineer the way organizations conduct their business activities.

**Course Contents:**

Overview of Information system Auditing

**Learning Outcomes:** To understand the need for an information system audit

**Topics:** Need for control and audit of computers, Effect of computers on internal control  
Effects of computers on Auditing, Conducting an Information systems Audit

Management Control Frame Work

**Learning Outcomes:** To learn the different stages of starting a project; study the major phases of information systems development; study the program management controls

**Topics:** Planning, Organizing, Leading, Control; Normative models of the systems development process, Major phases in the system development process; Programming management controls: Program development life cycle, Organizing the program team, Managing the system programming group

Data Resource Management control

**Learning Outcomes:** To learn the different tasks of DA and a DBA; learn the different security issues of an information system; learn the different aspects of operations management control

**Topics:** Functions of DA and DBA, Some organization Issues, Data repository systems; Security Management Controls: Conducting a security program, Major threats and remedial measures; Operations Management control: Computer operations, Networks operation and production control, Quality Assurance management control. QA functions.

Application Control Framework

**Learning Outcomes:** To study the security issues and tools

**Topics:** Cryptographic control, Access controls, Personal Identification Hansen digital signatures, Plastic cards Audit trail control

Audit Software

**Learning Outcomes:** To study the security issues and tools; study the concept of concurrent auditing; learn the information system audit management tasks

**Topics:** Generalized Audit software, Utility software specialized Audit Software; Concurrent Auditing Techniques need for concurrent quality techniques, Types of Concurrent Auditing Techniques, Implementing concurrent auditing techniques; Information system audit management, Planning, Managing, Staffing, Leading, Controlling function

**References –**

1. Ron Weber, Information Systems Control and Audit, Prentice Hall, 1999
2. Ron Weber, EDP Auditing Conceptual Foundation and Practice, 2nd Edition, Tata McGraw Hill, 1988

**Course Code:** - BCA\_CS\_E08  
**Course Title:-** IT Project Management

**Course Prerequisites:** none

**Course Objectives:** To familiarize students with various tools and techniques used for managing a project during the phases of initiating, planning, executing, monitoring and controlling, and closing a project.

**Course Contents:**

Introduction to Project, Program, and Portfolio Management and selection

**Learning Outcomes:** To introduce to the concept of a project and issues in managing a project;

**Topics:** What is project?, Project management, Project and portfolio management, The project management profession, Project Management Certification, Ethics in Project Management, Project Management Software

Initiating Projects

**Learning Outcomes:** To learn the different stages of starting a project

**Topics:** Project Management Process Groups, Initiating Process for Global Construction's Just-In-Time Training Project, Identifying and Understanding Project Stakeholders, Preparing a Business Case for the Project, Creating a Project Charter, Holding a Project Kick-Off Meeting, Developing a Preliminary Scope Statement

Project Integration, Scope, Time, and Cost Management

**Learning Outcomes:** To learn the different tasks of project planning

**Topics:** Project Integration Management planning Tasks, Project Scope Management planning Tasks, Project Time Management planning Tasks, Project Cost Management planning Tasks.

Project Quality, Human Resource, Communications, Risk, and Procurement Management

**Learning Outcomes:** To know the different planning tasks of advanced stages of project management

**Topics:** Summary of Planning Tasks and Outputs, Project Quality Management Planning Tasks, Project Human Resource Management Planning Tasks, Project Communications Management Planning Tasks, Project Risk Management Planning Tasks, Project Procurement Management Planning Tasks

Executing Projects

**Learning Outcomes:** To learn the different aspects of executing an information technology project

**Topics:** Executing Tasks for Project Integration Management, Project Quality Management Project Human Resource Management, Project Communications Management, Project Procurement Management

Monitoring and Controlling Projects

**Learning Outcomes:** To learn the different aspects of project controlling and monitoring

**Topics:** Monitoring and Controlling Tasks for Project Integration Management, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Project Human Resource Management, Project Communications Management, Project Risk Management, Project Procurement Management.

Closing Projects and Best Practices

**Learning Outcomes:** To study the tasks in the final stages of project management

**Topics:** Closing Tasks for Project Integration Management, Project Procurement Management, Best Practices

**References –**

1. Introduction to Project Management, First Edition, Kathy Schwalbe, Course Technology;2006
2. Information Technology Project Management: Providing measurable Organizational Value, Second Edition, Jack T. Marchewka, John Willey & sons, 2006

**Course Code:** - BCA\_NCS\_E01

**Course Title:-** Advertising

**Course Prerequisites:** none

**Course Objectives:** To learn to the basic concepts of procedures and policies of advertising

**Course Contents:**

Introduction

**Topics:** History of Advertising, Advertising Ethics

Advertising Lifecycle

**Topics:** Finding a client, Get/Suggest a requirement, Idea and Pitching, Client Confirmation, Media Planning, Story Boarding, Scratch Audio Recording, Design / Creatives, Video Shoot, Audio Recording / Sound Design, Editing, Render, Follow-up

Architecture of an Advertising Firm

**Topics:** Management, Client Acquisition, Account Planning, Client Servicing, Media Management, Artiste Management, Creatives & Designs, Audio / Visual Team, Accounts, Administration, Technical

Advertising Types

**Topics:** Product Launch, Product Re-launch/ Image Change, Publicity

Market Research Methods

Media Planning

**Topics:** Channels of Distribution: Print- Magazines, Newspapers; Audio / Visual-Radio-Ads, Contests, Show Sponsoring; Television- Ads, Contests, Show Sponsoring. Web- Static / Flash Banners, Layered Ads, Interactive Ads, Contests/Games Virals

Advertising Campaigns

**Topics:** Basic Principles, Continuity, Re-emphasization, Progressive

Legal Aspects

**Topics:** Advertising Contracts, Copyrights & Trade Marks, Laws Affecting Advertising, Legal vs Ethical Standpoint Advertising Contracts, Copyrights & Trade Marks, Laws Affecting Advertising, Legal vs Ethical Standpoint

Advertising Media

**Topics:** Graphic Design: Manual, Computer Aided, Lettering & Typography, Photography, Audio: Sound Recording, Sound Design, Video Shoot, Editing

**References -**

1. Kotler and Armstrong, Principles of Marketing, PHI, N.Delhi
2. Stanton, Etzel and Bruce, Fundamentals of Marketing, McGraw Hill International
3. Ramaswamy V.S. and Namakumari S., Marketing Management – Planning Implementation and Control, Tata McGraw Hill Publication

**Course Code:** - BCA\_NCS\_E02

**Course Title:** - Business Ethics

**Course Prerequisites:** none

**Course Objectives:** To appraise, students about ethics in business, what ethics means in the workplace, and understand the corporate responsibility towards the society.

**Course Contents:**

Understanding Ethics

**Topics:** Definition of ethics, The role of values in ethical decision-making, Understanding opposing ethical theories and their limitations, Ethical relativism, Ethical dilemmas, Resolution of an ethical dilemma in your life or community.

Business Ethics

**Topics:** Definition of business ethics, Identifying an organization's stakeholders, Business ethics is an oxymoron, Ethical dilemma in your work environment, Resolution of ethical dilemma in your work environment.

Organizational Ethics

**Topics:** Definition of Organizational Ethics, Ethical challenges facing the functional departments of an organization, Role of the human resources (HR) department regarding any corporate code of ethics, Ethical challenges of generally accepted accounting principles (GAAP), Ethical conflicts of interest within organizational functions, How and why an organization's ethical culture can get off track.

Corporate Social Responsibility

**Topics:** Definition for corporate social responsibility (CSR), Instrumental and social contract, approaches to corporate management, Five driving forces behind CSR, Three types of CSR, Challenges of a CSR initiative.

Ethics and Technology

**Topics:** Ethical ramifications of recent technological advances, Employer view of privacy at work, Employee view of privacy at work, Distinction between thin and thick consent, Concept of vicarious liability, Organization's employee-surveillance capabilities, HIPAA Privacy Rules, and consequences for violations

Ethics and Globalization

**Topics:** Ethical issues arising in global business, Ethical relativism in a global environment, Ethical challenges of doing business in developing and developed economies, Challenges in developing a global code of ethics, Ramifications of the UN Global Compact, OECD Guidelines for Multinational Enterprises.

**References –**

1. Business Ethics Now, Ghillyer
2. Laura P. Hartman & Joe DesJardins, Business Ethics: Decision-Making for Personal Integrity and Social Responsibility, NY: McGraw-Hill/Irwin, 2008. ISBN 978-0-07-313686
3. Social Ethics: Morality and Social Policy, Thomas Mappes , Jane Zembaty , David DeGrazia

**Course Code:** - BCA\_NCS\_E03

**Course Title:** - Cyber Laws

**Course Prerequisites:** none

**Course Objectives:** To familiarize the students with international trade - business rules, policies and conventions.

**Course Contents:**

Introduction to the Cyber World and Cyber Law

**Topics:** Cyber World: An Overview, The internet and online resources, Security of information, Digital signature.; An Overview Cyber Law, Introduction about the cyber space, Regulation of cyber space, Introducing cyber law, Scope of Cyber laws, e-commerce; online contracts; IPRs (copyright, trademarks and software patenting); e-taxation; e-governance and cyber crimes Cyber law in India with special reference to Information Technology Act, 2000

Regulatory Framework

**Topics:** International Legal Regime, International legal regime relating to Cyber Crimes, European Convention on Cyber Crimes, Hague Convention on Jurisdiction and Foreign Judgments: Jurisdiction Agreement.; International legal regime relating to E-Commerce, UNCITRAL Model Law on Electronics Commerce 1996, International legal regime relating to Intellectual Property Rights, Berne Convention; Rome Convention; WIPO Copyright Treaty; WIPO Performance and Phonograms Treaty; UDRP; OECD convention on Database protection.; Domestic Legal Regime, Cyber Law in India, Information Technology Act, 2000, Digital Signature, E-Governance, Regulation of Certifying Authorities, Duties of Subscribers, Penalties and Adjudications, Offences under the Act, Making of Rules and Regulations etc.

Cyber Crimes

**Topics:** Introduction, Computer crime and cyber crimes; Classification of cyber crimes.; Cyber crime and Related Concepts, Distinction between cyber crime and conventional crimes, Reasons for commission of cyber crime, Cyber forensic, Cyber criminals and their objectives, Kinds of cyber crimes – cyber stalking; cyber pornography; forgery and fraud; crime related to IPRs; Cyber terrorism; computer vandalism etc.; Regulation of cyber crimes, Issues relating to Investigation, Issues relating to Jurisdiction, Issues relating to Evidence, Relevant provisions under Information Technology Act, 2000, Indian Penal Code, Pornography Act and Evidence Act etc.

E-Commerce

**Topics:** Online business market, Definition of E-commerce, Types of E-commerce, Important Issues in Global E-commerce, [Issues relating to Access (to infrastructure; to contents; universal access; Digital Divide and Universal Divide); Trust, Privacy, Security, Consumer Protection, Content Regulation; Uniformity in Legal Standards pertaining to internet.], Application of conventional territory based law to E-commerce [Taxation, Intellectual Property Rights, International Trade, Commercial law and standards, Dispute resolution]; IPR – An Overview, Copyright Issues in Cyberspace [Linking, Inlining, Framing, Protection of content on web site, International Treaties], Trademark Issues in cyberspace, Domain Name Dispute, Cyber squatting, Uniform Dispute Resolution Policy, Meta-tags and Key words, Computer Software and Related IPR Issues

**References –**

1. Cyberlaws E-commerce & M-commerce – Tabrez Ahmad, S.K. Bhatia

**Web References:**

1. <http://dit.mp.gov.in>
2. <http://www.cyberlawindia.com/>

**Course Code:** - BCA\_NCS\_E04

**Course Title:-** Employee Relations

**Course Prerequisites:** none

**Course Objectives:** To understand the structure of Industrial relations and employee welfare, their rights and duties.

**Course Contents:**

Industrial Relations

**Topics:** Meaning & Objectives, Importance, Approaches to Industrial Relations - Unitary, Pluralistic, Marxist, Role of Three Actors to Industrial Relations - State, Employer & Employees, Causes for poor IR, Developing sound IR, Ethical approach to IR: Idea of trusteeship, Principles & features, Code of conduct.

Trade Union

**Topics:** Meaning, why do workers join unions, Types of trade unions, Theories to trade Union, Trade union movement in India, Problems of trade unions, Functions of trade unions  
Measures to strengthen trade unions, Trade union Act, Registration of trade unions, Need for Recognition & Rights to recognition of trade unions, Central trade unions in India.

Industrial Disputes

**Topics:** Definition, Causes of Industrial disputes, Types of Industrial disputes, Prevention of Industrial disputes, Settlement of Industrial disputes, Industrial Dispute Act, Conditions to Strikes, Lock-outs, Lay-off & Retrenchment and Laws relating to standing orders.

Collective Bargaining

**Topics:** Definition, Importance, Prerequisites of collective bargaining, Union bargaining, process, Types of bargaining, Collective bargaining in India, Grievance & Disciplinary procedure (Meaning, Need & procedure)

Integration of Interest and Managing Careers

**Topics:** Career Planning, Factors affecting Career Choices, Career Stages, Career anchors, Need for Career Planning, Managing Promotions, Transfers & Demotions, Individual & organizational problems in Integration, Integration process.

Quality of Work Life

**Topics:** Meaning of quality of work life, Quality Circles (Objectives, Process, Structure and problems), workers participation in management and quality circles, Concept of empowerment

**References -**

1. B.D Singh: Industrial Relations - Excel Books.
2. Mamoria & Mamoria: Dynamics of Industrial Relations in India - HPH.

**Course Code:** -BCA\_NCS\_E05

**Course Title:-** Entrepreneurship Development

**Course Prerequisites:** None

**Course Objectives:** To provide students with substantial knowledge about the requirements of setting up a firm and exercising entrepreneurship skills.

**Course Contents:**

Introduction

**Topics:** Self employer, Entrepreneur, Intrapreneur, Entrepreneurship Development

Identification of Business Opportunities

**Topics:** Three stages- 1) Who am I?, 2) Study of Local Market, 3) Selection stage

Market Research

**Topics:** Meaning, Importance, Sources

Project Report

**Topics:** Meaning, Importance, Contents

Introduction of Managerial Skills

**Topics:** Human Resource Management, Financial Management, Marketing Management.

Purposeful Innovation

**Topics:** Seven sources of purposeful innovation, unexpected success / unexpected failure / unexpected event, Incongruities, Process need, Change in Industry/Market structure, Change in Demography, Change in perception, New knowledge.

**References -**

1. Bhattacharya S.N- Entrepreneurship Development in India & the South East countries – Metropolitan Book Comp.
2. Desai Arvind – Environment & Entrepreneurship – New Delhi, Ashish Publishing House - New Delhi
3. Dr. Deshpande Manohar – Entrepreneurship of Small Scale Industries – Deep & Deep Publication, New Delhi
4. Drucker Peter – Innovation & Entrepreneurship Affiliated East-West Press Pvt. Ltd.,- New Delhi
5. Khan M.A - Entrepreneurial Development Programmes in India – Kanishka Publishing House, New Delhi.

**Course Code:** - BCA\_NCS\_E06

**Course Title:** - Indian Constitution

**Course Prerequisites:** None

**Course Objectives:** To understand the basics of the Indian constitution and its applications in civil society.

**Course Contents:**

Philosophy

**Topics:** Framing of the Indian constitution; Philosophy of the Constitution, Objectives, Resolution, Preamble, Fundamental rights and duties, Human rights and environmental protection.

Rights and Principles

**Topics:** Special rights created in the constitution of Dalits, Backward classes, Women & Children, Religious and linguistic minorities.; Directive principles of State policy: The need to balance fundamental rights with directive principles.

Union Legislations

**Topics:** Union Execution: President, Prime minister and Counsel of Ministers, Powers and functions, Coalition government & Problems in their working.; Union Legislature: Lok Sabha and Rajya Sabha, Powers and functions, Recent trends in their functioning.

State Legislations

**Topics:** State government: Governor, Chief Minister and Council of Ministers, Legislation.; Center -state relation: Political, Financial, Administrative: recent trends.

Judiciary

**Topics:** Judiciary: Supreme Court, Judicial review, Writ's public interest litigations., Enforcing rights through writs

**References –**

1. Indian Constitution by D Srinivasan, Himalaya Publishing House

**Course Code:** - BCA\_NCS\_E07

**Course Title:** - Insurance Management

**Course Prerequisites:** none

**Course Objectives:** This course aims at giving in-depth knowledge of insurance business.

**Course Contents:**

Introduction

**Topics:** Meaning of risk, Basic categories of risk, Methods of handling risk, Purpose and need of insurance, Definition of insurance, Types of insurance, Insurance intermediaries, Insurance as a social security tool, Insurance documents, Re-insurance.

Life Insurance

**Topics:** Fundamental principles of Life Insurance, Life insurance products, Traditional and unit linked policies, Individual and group policies, With and without profit policies, Types of insurance policies, Term insurance, A whole life policy, Endowment policy, Annuities, Policies of children, Female policies for handicapped lives, Health Insurance, Life Insurance Corporation of India.

General Insurance

**Topics:** Fundamental principles of general Insurance, Fire Insurance : Meaning, Procedure for taking fire insurance policies, Kinds of policies, Policy conditions settlement of claims. Marine Insurance: Meaning, Procedure for taking marine, insurance policy, Types of policies. Accidental Insurance: Nature and cover. Motor Insurance : Need for automobile insurance, Types of motor insurance policies, Motor insurance claims, Miscellaneous insurance, General insurance Corporation of India

Insurance Regulations in India

**Topics:** Insurance Act 1938, Summary provisions, Insurance Regulatory and Development, Authority. Introduction, Purpose, Duties, Powers and functions of IRDA. Operations and IRDA, Insurance policy holders protection under IRDA, Consumer Protection Act, Income tax Act.

Prospects of Insurance Companies

**Topics:** Prospects of insurance, Privatization of insurance, Industry, Insurance innovation, International insurance scene.

**References –**

1. M.N. Mishra and S.B. Mishra, Insurance Principles and Practice, S. Chand.
2. Bharati Pathak, Indian Financial System Pearson Management.
3. S. Bhalchandran, General Insurance, Insurance Institute of India.
4. S. Balchandran, Karve, Palavi Life Insurance, Institute of India.
5. M.Y. Khan, Indian Financial System, Tata Mcgraw Hill.
6. Gupta, Principles and practice of Non-Life Insurance, Himalaya Publishing House.
7. H. Narayanan, Indian Insurance (A profile), JAICO Publishing House

**Course Code:** - BCA\_NCS\_E08

**Course Title:-** International Business Environment

**Course Prerequisites:** None

**Course Objectives:** To familiarize the students with international trade - business rules, policies and conventions.

**Course Contents:**

Evolution of International business

**Topics:** Characteristic features of International business, Factors affecting the international business, Changing scenario of International Business.

International Business Environment

**Topics:** Economic, Political, Legal, Social, Cultural, Technological

Multinational Corporations

**Topics:** Global companies, International business houses, Concepts, Structures, Functions.

International finance; Foreign Exchange

**Topics:** Convertibility of rupee ( Basics) forex market, Structure and functions, World Bank, IMF, UNCTAD

International Marketing

**Topics:** Product, Packing, Promotion

International Human Development

**Topics:** Recruitment, Selection, Development policies

Regional Trading Blocks

**Topics:** EU, NAFTA, SAARC, WTO

**References –**

1. Dr. K Aswathappa - International Business TMH
2. Subba Rao- International Business HPH
3. Bennet – International Business, Pearson Education.
4. Daniels – International Business : Environment and Operations, Pearson.
5. Joshi – International Business Environment.
6. Rugman – International Business.
7. Sharan – International Business.

**Course Code:** - BCA\_NCS\_E09

**Course Title:-** Logistics And Supply Chain Management

**Course Prerequisites:** None

**Course Objectives:** To study the concept of logistics and transportation in the realms of commerce.

**Course Contents:**

Logistics

**Topics:** Origin, Definitions, Evolution, Functions, Stakeholders of Logistics, Applications of Logistics Origin, Definitions, Evolution, Functions, Stakeholders of Logistics, Applications of Logistics

Concept of multimodal transport

**Topics:** Different transport modes, Modal Interfaces, Inter-modal Systems, Road/Rail/Sea; Sea/Air; Road/Air ; Road/Rail ; Sea/Road, Inland Container Depot (ICD), Container Freight Station (CFS) Terminals.

Supply Chain Concept

**Topics:** Distribution, International, National, Local, Material Management, Just in Time (JIT) Concept, Importance of forecasting, Inbound & Outbound Logistics, Systems Marketing Interface, Distribution Resource Planning (DRP), Human Factors & Performance in Supply Chain Management & Logistics.

Warehouse

**Topics:** Location, Types of Warehouse, Strategies, WMS – Warehouse, Management System, Warehouse Personal Materials & Equipment's, Key measures of Supply Chain Performance.

Other Issues

**Topics:** Accident prevention, Safety Programmes, Insurance & related issues, Ergonomics, Monitoring offsite employees & Regulatory issues for Logistics & Supply Chain Management.

**References –**

1. International Logistics Wood, D.F. : A Barone, P.Murphy, and D.L. Wardlow,.
2. Business Logistics Management : Ronald H.
3. International Logistics : P. David
4. Logistical Management: The integrated Supply Chain Process : D.J. Bowersox & D.J. Closs.

**Course Code:** - BCA\_NCS\_E10

**Course Title:-** Marketing Fundamentals

**Course Prerequisites:** none

**Course Objectives:** To learn to the basic concepts of marketing.

**Course Contents:**

Introduction to Marketing

**Topics:** Meaning and Definition of Marketing - Importance of Marketing – Concepts of Marketing – Selling v/s Marketing. Market Segmentation – Meaning and Definition. Bases for Segmentation – Geographic, Demographic, Psychographic and Behaviouristic (meaning only). Marketing Mix – Meaning and Elements.

Designing Products

**Topics:** Meaning and Definition of Product – Classification of Products: Consumer goods and Industrial goods (in brief). Individual Product Decisions – a. Product Attribute Decisions b. Brand Decisions –Meaning and Definition of Brand, Brand Strategies and Brand Positioning c. Packaging and Labeling Decisions d. Product Support Decisions.

Pricing Products

**Topics:** Meaning and Definition of Price – Factors affecting pricing decisions. General Pricing Approaches – a. Cost-Based Pricing, b. Buyer-Based Pricing, c. Competition-Based Pricing. New Product Pricing Strategies – a. Skimming and b. Penetration

Placing Products

**Topics:** Meaning and Definition of Place – Components of Place – a. Distribution Channels b. Physical Distribution. Distribution Channels – Meaning and Importance - Number of Channel Levels – Factors affecting choice of a channel. Physical Distribution – Meaning and Nature of Physical Distribution. Elements of Physical Distribution.

Promoting Products

**Topics:** Meaning and Definition of Promotion – Elements of Promotion – a. Advertising b. Sales Promotion c. Personal Selling d. Public Relations. Advertising – Meaning and Definition – Features – Advantages and Limitations. Sales Promotion – Meaning and Definition – Tools – Advantages and Limitations. Personal Selling – Meaning and Definition – Process – Advantages and Limitations. Public Relations - Meaning and Definition – Tools – Advantages and Limitations.

**References –**

1. Kotler and Armstrong, Principles of Marketing, PHI, N.Delhi
2. Stanton, Etzel and Bruce, Fundamentals of Marketing, McGraw Hill International
3. Ramaswamy V.S. and Namakumari S., Marketing Management – Planning Implementation and Control, Tata McGraw Hill Publication.

**Course Code:** - BCA\_NCS\_E11

**Course Title:-** Operations Research

**Course Prerequisites:**

**Course Objectives:**

**Course Contents:**

Development Definition

**Topics:** Characteristics and phases scientific Method, Types of models, General methods for solving. Operations Research models.; **ALLOCATION:** Introduction, Linear programming Formulation, Graphical solution, Simplex method, artificial variable technique, Duality principle.

Transportation Problem

**Topics:** Formulation, optimal solution, un-balanced, transportation problem, Degeneracy. Assignment problem: formulation optimal solution, variations. 1.a non-square (mxn) Matrix, Restrictions.

Queueing

**Topics:** Introduction, optimal solution for processing each of n-jobs through three machines, travelling salesman problem i.e., shortest acyclic route models.

Replacement

**Topics:** Introduction, replacement of items that deteriorate when money value is not counted and counted, replacement items that fail completely i.e., group

Waiting lines

**Topics:** Introduction, single channel, poisson arrivals, exponential service times, unrestricted queue, with infinite population and finite population models, single channel, poisson arrivals, exponential service times with infinite population and restricted queue, multi channel, poisson arrivals, exponential service times with infinite population and unrestricted queue.

Inventory

**Topics:** Introduction, single item deterministic models, production is instantaneous or at a constant rate, shortages are allowed or not allowed and withdrawals from stock is continuous, purchase inventory model with one price break, shortages are not allowed, Instantaneous production demand, production or purchase cost is relevant, stochastic models, demand may be discrete or variable or instantaneous production, instantaneous demand and no setup cost.

Theory of games

**Topics:** Introduction, Minimax (maximum) criterion and optimal strategy, solution of games with saddle points, rectangular games without saddle points.

Dynamic programming

**Topics:** Introduction, Bellman's Principle of optimality, solution of problems with finite number of stages.

**References -**

1. S.D.SHARMA : Operations Research

2. P.K.GUPTA & D.S.HIRA : Operations Research
3. R.D.ASRHEDKAR & R.V. KULKARNI: Operations Research.

**Course Code:** - BCA\_NCS\_E12

**Course Title:-** : Services Marketing

**Course Prerequisites:** none

**Course Objectives:** To familiarize the students with international trade - business rules, policies and conventions.

**Course Contents:**

Introduction to service marketing

**Topics:** Meaning, Importance, significance of services, Need for service marketing, Service and technology, Distinctive aspects of service marketing, Customer involvement in service process, Managing service encounters

Focus on customers and managing relationships

**Topics:** Customer expectations and perception of service, Customer behavior in service, setting, Targeting customers, Managing relationships, Building loyalty, Complaint handling and service recovery.

Creating value in a competitive market

**Topics:** Positioning a service in market place, Creating a service product & adding value, Pricing strategies for services, Customer education and service promotion, Customer defined service standards.

Planning and managing service delivery

**Topics:** Employee's role in service delivery, Customers roles in service delivery, Delivering services through intermediaries & electronic channels, Managing demand a capacity, Integrated services marketing communications, Financial and economic effect of services

Service marketing in selected industries

**Topics:** Bank marketing, Transport marketing, Tourism marketing, Consultancy marketing, Education marketing, Marketing mix of select services (courier, entertainment, electricity, telecommunication services, Internet Services)

**References -**

1. Service marketing: Integrating customer focus across the firm – Zeithaml, Valarie A and Bitner, Mary Jo
2. Service marketing: People, technology, strategy , Lovelock Christopher, Person education
3. Services marketing Jha, S.M. Himalaya publishing

**Course Code:** - BCA\_NCS\_E13

**Course Title:-** Social Media

**Course Prerequisites:** none

**Course Objectives:** To familiarize the students with international trade - business rules, policies and conventions.

**Course Contents:**

Social Media Overview

**Topics:** Social Media: An Overview ; Social Media History & Theory: Long Tail, Cluetrain

Theory and Foundations

**Topics:** Social Media Theory: Diffusion ; Relationship Management

Core Principles - Authenticity, Transparency & Ethics

**Topics:** Core Principles - Authenticity, Transparency, Ethics; Risks & Responsibilities

Risks & Responsibilities/Community

**Topics:** Crisis Communications & Social Media; Social Media Policies

Listening & Monitoring

**Topics:** Listening & Monitoring

Conversation & Community

**Topics:** Community management

Activism & Social Movements

**Topics:** Activism; Case Studies

Measurement

**Topics:** Social media planning; Planning & Measurement

**References -**

1. Solis, Brian. Engage. Wiley, 2011.
2. LI, Charlene and Josh Bernoff. Groundswell. Boston: Harvard Business School Press, 2008.
3. Business School Press, 2008.
4. Holtz, Shel et.al. Tactical Transparency: How Leaders Can
5. Leverage Social Media to Maximize Value and Build Their
6. Brand. San Francisco: Jossey-Bass, 2008.
7. Anderson, Chris. The Long Tail, Updated

**Course Code:** - BCA\_NCS\_E14

**Course Title:-** Human Resource Management

**Course Prerequisites:** none

**Course Objectives:** To introduce the different concepts of Human Resource Management within an organization

**Course Contents:**

Human Resource Planning

**Learning Outcomes:** To gain an insight into the contribution of HRM in an organization; The students will learn to plan the human resource requirements of an organization.

**Topics:** Meaning of Human Resource Planning, Definition of Human Resource Planning, Need of Human Resource Planning; Objectives, Scope, Benefits; Process of Human Resource Planning

Recruitment and Selection

**Learning Outcomes:** The students will gain understanding of the recruitment policy and discuss the internal and external factors influencing recruitment decisions; gain a broad understanding of the importance of each part of the recruitment process and the possible danger spots; will understand the skills and knowledge needed to conduct fair selection of candidates in an organization; have a greater understanding on how a good or bad interview experience might impact an applicant; understand the contribution of Job analysis to organizational effectiveness and complete a job analysis in a given situation; understand the importance of Job enlargement and enrichment in organizations

**Topics:** Concept of Recruitment, Meaning and Definition of Recruitment, Sources of Recruitment, Internal Sources, External Sources, Advantages and Limitations; Process of Recruitment; Concept of Selection, Meaning and Definition, Process of Selection; Interviews: Meaning of Interview, Importance of Interview, Types of Interviews; Job Analysis: Meaning, Components, Job Description, Job Specification, Advantages of Job Analysis; Job Enrichment, Job Enlargement

Training and Performance Appraisal

**Learning Outcomes:** The students will get an insight into the benefits of Training employees; understand the various methods of training used for workers and managers; understand why it is important to effectively appraise performance of employees; will be able to describe the performance appraisal methods and the pros and cons of each; discuss the major problems inhibiting effective performance appraisals

**Topics:** Concept of Training, Meaning and Definition of Training, Importance of Training; Methods of Training: Methods of Training Managers, Methods of Training, Workers; On the Job Methods, Off-The Job Methods, Types of training; Meaning and Definition of Performance Appraisal, Objectives, Process of Performance Appraisal; Methods of Performance Appraisal, Traditional Methods, Modern Methods; Problems encountered in Performance Appraisal

Communication and Time Management

**Learning Outcomes:** The students will recognize the importance of business presentations and interpersonal skills and describe how good communication with others can influence our working relationships; understand the importance of time management for individuals and organizations

**Topics:** Meaning of Communication, Effective Business Presentations, Interpersonal Skills; Meaning and Nature of Time Management, Techniques of Time Management, Pareto's 80/20 Principle, Managing oneself and outside influences, Time Tabling and Planning

Career and Succession Planning

**Learning Outcomes:** The students will understand the need of planning a career in today's competitive world and the various opportunities available.

**Topics:** Meaning of Career and Career Planning, Need for Career Planning; Career Development Lifecycle, Career Opportunities

Counseling

**Learning Outcomes:** The students be able to understand the importance of counseling and the various types of counseling

**Topics:** Meaning of Counseling, Definition of Counseling, Objectives of Counseling, Need for Counseling; Types of Counseling; Steps in Counseling

**References –**

1. Industrial Organization and Management by N.G. Kale (TYBCOM)